

Maranoa

Tourism Strategy

Whose responsibility?

The Maranoa Tourism Strategy is intended to provide direction and encourage cohesiveness in the action plans of the Council, community, business and other agencies.

Although Council will have responsibility to take action for implementing some of strategies described in this document, many of the strategies require action by communities, businesses or other government and non-government agencies.

Most strategies can only be delivered through partnerships between government, community and business.

The leadership required for the implementation of each objective will be negotiated in the action plans for implementation.

This is a direction-setting document only

*Direction-setting is the first part of the Maranoa Tourism strategy.
Action plans (for implementation) are separate documents*

Introduction

Our communities value the contributions that tourism makes to employment in the Maranoa region. The tourism industry helps us build futures in our region for our youth by providing business opportunities across a wide spectrum of skills and interests. The industry is sustainable and fertile.

The Maranoa Tourism Strategy provides direction for the regional growth of sustainable tourism. Implementation of the tourism strategy depends on a series of action plans and partnerships contained in a separate series of documents.



Our vision is for every visitor to become a tourist and for every visitor to want to stay for another night.

With a committed and responsive Maranoa tourism industry, we will have the businesses and employment that nourish long term futures for our younger generations.

Every local community has a potential role in the tourism strategy. We need local and regional cooperation in choosing these roles for the

development of attractions, marketing and supporting services.

The tourism strategy proposes expansion of the Big Rig as our regional anchor tourist attraction, focussing on the “oil and gas” stories supported strongly by the Roma saleyards tours.

We see Surat as the entry point into the Maranoa for many NSW and Victorian tourists, with this town telling the “Cobb & Co” and “outback fishing” stories.

Wallumbilla can use its silos to tell the “wheat” stories and its Calico Cottage and open air theatre for the “railway” and “movies in the outback” stories.

Yuleba can start the “timber” stories and also the “Cobb & Co” story in conjunction with Surat. It also has the outback communications story.

Jackson has the background to start the “bushranger” stories with Roma, Mitchell and Injune continuing the narratives.

Injune is the gateway to the “sandstone gorge country” and the “sandstone indigenous culture” stories.



Mitchell is the physical gateway to the outback with “Mitchell grass”, “sheep” and the “artesian water” stories.

Muckadilla has the “mud bath” story with Mungallala continuing the “timber” story in conjunction with the “Ooline” story.



For state and national marketing, our core attractions are the Big Rig, Roma Saleyards, Cobb & Co and the Artesian Spa and recognition of the Maranoa as the gateway to Outback Queensland and the sandstone gorge country and the beginning of the dinosaur trails.

Internationally, the message simplifies to the “Big Rig” and gateways for the “stockman”, “30,000 year old rock art” and “dinosaur” trails

We will promote the Maranoa as a one day drive from Brisbane, the Gold and Sunshine Coasts and its airport as a one hour flight from Brisbane and expand our “must do” adventure and experience activities.

We seek growth markets in bus and rail tours and charter flights and in the conversion of business, convention, function and events visitors into tourists.

We will continue to encourage our visitors from the southern states, the wonderful grey nomad market, while using the natural and built attractions in the region to encourage them to stay longer.

Our success will be driven by partnerships, partnerships and more partnerships and with a local ethic that “tourism is everybody’s business”



Maranoa Tourism Strategy

Visions:

1. Every visitor becomes a tourist
2. Every visitor wants to stay another night
3. Building a future for the next generations
4. Committed and responsive Maranoa tourism industry

Key strategies:

1. Big Rig upgraded and expanded to become a “must see” attraction in Outback Queensland with a focus on oil, gas and geology and as an introduction to the dinosaur trails and the gorges
2. Position Roma as the gateway to Outback Queensland from SEQ, capitalising on its one day driving from Brisbane and its airport as one hour flight from Brisbane
3. Enhance the network of Maranoa attractions and link them to the Big Rig
4. Support a limited number of high quality events with tourism promotion integrated into every event
5. Enhance “experience” and “adventure” tourism with quality “must do” activities
6. Target charter flights to Roma from Sydney, Canberra and Melbourne, bus tours and rail tours as growth markets
7. Convert business, event, function and sport visitors and friends and relatives and travellers into tourists
8. Continue to enhance marketing of the Maranoa
9. Partner, partners and more partners in every aspect of tourism

1. Big Rig upgraded to become a “must see” attraction in Outback Queensland with a focus on oil, gas and geology and as an introduction to the dinosaur trails and the gorges

Objectives:

- 1.1 Council and community support for the Big Rig as the anchor tourist attraction for Roma
- 1.2 Staged development plans for the Big Rig – “shovel ready”
- 1.3 Focus on oil, gas and geology and introduction to dinosaur trails and gorges
- 1.4 Personalise the history with stories
- 1.5 Create memorable experiences – make it experiential, dramatic, scary where possible
- 1.6 Plenty of “working” machinery and interactive opportunities
- 1.7 Facilitate photo and video experiences
- 1.8 High quality food, beverages and retailing combined with “Big Rig” and “Oil & Gas” branding
- 1.9 Connections to external events and purpose-designed event spaces
- 1.10 Strong connections to education
- 1.11 Strong connections to local history, especially indigenous culture
- 1.12 Museum and research facilities integrated into Big Rig
- 1.13 Partner the Big Rig with other Outback Queensland attractions and the resource industries
- 1.14 Regional tourism support for the Maranoa monopolising oil and gas as a distinctive feature of Outback Queensland



2. Position Roma as the gateway to Outback Queensland from SEQ, capitalising on its one day driving from Brisbane and its airport as one hour flight from Brisbane

Objectives:

- 2.1 Use the Big Rig as the anchor tourist attraction for the Maranoa
- 2.2 Highlight the messages “one day from Brisbane” as a drive time and “one hour from Brisbane” as a flight time
- 2.3 Promote “Gateway to the Outback” to position the Maranoa as the beginning of the “real” Outback
- 2.4 Seek agreement from Outback Queensland partners to Roma being promoted as the entry point from SEQ
- 2.5 Produce mapping to show realistic drive trails to the key attractions in the rest of Outback Queensland
- 2.6 Concentrate on Facebook, Wikipedia, media stories and other innovative and low cost options to promote the Maranoa as a destination and gateway to the outback.



3. Enhance the network of Maranoa attractions and link them to the Big Rig

Objectives:

- 3.1 With the Big Rig as a national standard tourist attraction, ensure that each road radiating out from Roma has a tourist attraction that will justify a day trip from Roma
- 3.2 As a potential first point of contact for many visitors, ensure that the Big Rig actively promotes all the attractions in the Maranoa
- 3.3 Ensure that each Maranoa town has at least one attraction that will encourage a tourist to stop and allow each town to dominate a particular theme
- 3.4 Ensure that every attraction is on a drive trail
- 3.5 Continue to improve signage and way-finding
- 3.6 Continue to create innovative information and information sources for the network of Maranoa attractions
- 3.7 Strengthen Injune's role as the gateway to the sandstone gorges and the indigenous cultures of the sandstone country (including sandstone rock art interpretive centre)
- 3.8 Strengthen Surat's role as the main entry point from Victoria and NSW and to tell the Cobb& Co and outback fishing stories and part of the sheep story
- 3.9 Position Mitchell as the physical gateway to the Mitchell grass and the Outback with sheep stories and our artesian history
- 3.10 Place Wallumbilla in the wheat (silos as a feature) and railway stories (including the disaster) combined with "movies in the Outback" stories
- 3.11 Consider the outback communications and timber stories and Cobb& Co for Yuleba
- 3.12 Position Jackson to start the bushranger stories, especially the Kenniff Brothers
- 3.13 Mungallala to feature Ooline
- 3.14 Muckadilla to feature the mud bath stories (and outback health)
- 3.15 Enhance the value of the Roma saleyards tours and the beef industry links
- 3.16 Create a unique food, beverage and souvenir for each town
- 3.17 All towns can share parts of the indigenous heritage stories



4. Feature a limited number of high quality events with tourism promotion integrated into every event

Objectives:

- 4.1 Put promotional energy and support for tourism into a limited number of high quality events (*Easter in The Country, Food & Fire Festival, Mitchell Camel & Pig Races, local race days and agricultural shows*)
- 4.2 Use the high quality events to promote other events
- 4.3 Ensure tourism promotion of other Maranoa attractions is always integrated into each event
- 4.4 Wherever possible, create linkages between the high profile events and the key marketing themes for each town in the Maranoa
- 4.5 Remain prepared to integrate the Maranoa as a venue or one of the venues for major events (eg long distance cycling events)



5. Enhance “experience” and “adventure” tourism with quality “must do” activities

Objectives:

- 5.1 Review all the existing “experience” and “adventure” tourism opportunities in the Maranoa and the possibilities and trends
- 5.2 Identify “experience” and “adventure” tourism opportunities that are incubation priorities in trending markets and build these into tourism strategies and action plans
- 5.3 In particular, target “must do” experiences that are unique to the Maranoa within the wide range of experiences and adventures that are needed to support Maranoa tourism
- 5.4 Identify and partner those proponents with the capacity and enthusiasm to expand the “experience” and “adventure” tourism market
- 5.5 Ensure that indigenous cultural tourism is a component of Maranoa “experience” and “adventure” tourism
- 5.6 Identify the forms of support that may assist market development for “experience” and “adventure” tourism and help facilitate this support
- 5.7 Link “experience” and “adventure” tourism to weddings, events (including local races and agricultural shows) and conferences, and cultural tourism markets and tourism packaging



6. Target charter flights to Roma from Sydney, Canberra and Melbourne, bus tours and rail tours as growth markets

Objectives:

- 6.1 Create a charter flight prospectus with local partners, including fly/drive options
- 6.2 Seek regional partners for a multiple stop charter flight prospectus
- 6.3 Distribute the charter flight prospectus to charter flight operators as a priority in addition to small scale package operators in Sydney, Canberra and Melbourne
- 6.4 Work with Qantaslink to better understand trends, opportunities and operating environment, especially low-demand flight patterns
- 6.5 Incorporate high quality events into the charter flight prospectus events (*Easter in The Country, Food & Fire Festival and Roma Cup*)
- 6.6 Work with bus and rail tour operators to better understand trends, opportunities and operating environment
- 6.7 Create bus and rail tourism prospectuses with local partners



7. Convert business, event, function and sport visitors and friends and relatives and travellers into tourists

Objectives:

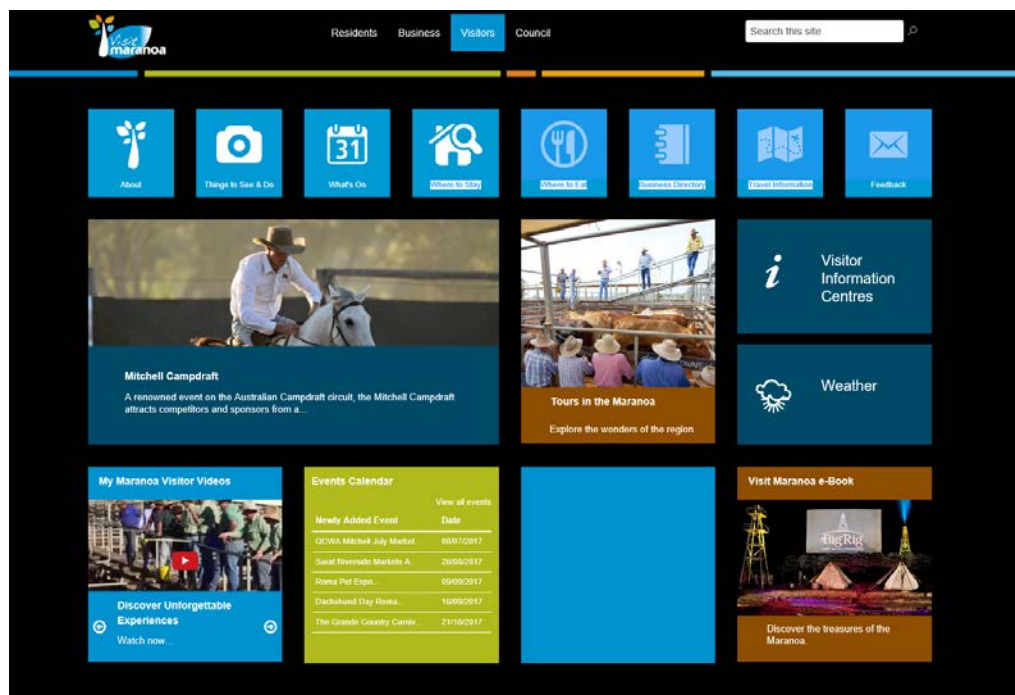
- 7.1 Produce guides for residents to give (or email) to visiting friends and family on things to do in the Maranoa
- 7.2 Encourage residents to invite friends and family to the major local events (*Easter in The Country, Food & Fire Festival, local races and agricultural shows*)
- 7.3 Encourage local health, education, finance, engineering, farm supply businesses to consider promoting tourist opportunities to their business visitors (especially in advance of their visits)
- 7.4 Encourage local transport, accommodation, and facility providers to provide tourism information to business visitors when they book services
- 7.5 Ensure all accommodation providers and free camp sites have tourist information available.
- 7.6 Encourage sport event and function organisers (weddings, birthdays, etc) using Maranoa venues to promote tourism in sport and function information packages and at functions
- 7.7 Provide “curiosity” and facility hooks for pass-through travellers
- 7.8 Continue promoting the message “tourism is everyone’s business”



8. Continue to enhance marketing of the Maranoa

Objectives:

- 8.1 Monitor and communicate effective marketing trends in tourism and implications of those trends
- 8.2 Document current tourism marketing strategies for the Maranoa
- 8.3 Create a regionally endorsed hierarchy for national, state, regional and local tourism promotion of the Maranoa
- 8.4 Continuously review all current marketing strategies for effectiveness and improvement
- 8.5 Emphasise “story-telling” and “everybody has a story” in Maranoa marketing
- 8.6 Remain flexible to adopt innovations in marketing
- 8.7 Ensure that marketing strategies include cultural tourism, experience and adventure tourism, health and well-being tourism, wedding and event tourism
- 8.8 Enhance tourism product packaging for the Maranoa
- 8.9 Strengthen the role and displays of each Maranoa visitor information centres in each town to excite visitors about the particular theme allocated to that town
- 8.10 Ensure all Maranoa attractions and visitor information centres cross-promote other attractions and VICs



9. Partner, partners and more partners in every aspect of tourism

Objectives:

- 9.1 Monitor and communicate trends in tourism and implications of those trends
- 9.2 Identify all strategies which have an effect on tourism in the Maranoa and use opportunities to influence those strategies
- 9.3 Identify local aspects of regional and state strategies affecting tourism in the Maranoa
- 9.4 Ensure integration between tourism, broader economic development and land use planning strategies (which include transport and business development)
- 9.5 Ensure integration between visitor, tourism, sport, recreation, arts and culture strategies and local community plans
- 9.6 Encourage local communities to consider the opportunities offered by these strategies and by “theming” towns.
- 9.7 Encourage facility providers to maintain quality in service delivery, maintenance, safety, multiple uses and innovation
- 9.8 Continue to create the understanding and commitment in all facility operators about the roles they have in tourism and economic development
- 9.9 Create guidelines to help tourism business proponents to seize the opportunities and navigate government rules
- 9.10 Partner with strategy makers and partner with those who influence strategy makers
- 9.11 Partner with those who implement strategies and partner with those who influence strategy implementation
- 9.12 Encourage local communities and local businesses to seek partnerships in tourism product creation and delivery
- 9.13 Support and promote volunteers as crucial partners in tourism service delivery
- 9.14 Engage in partnerships so that links are established across local, regional, state and national boundaries

