

Implementation of Far West Tourism Development Action Plan 2014 – 2016

Final Report – March 2016



Birdsville Hotel



This project was proudly funded
by the Queensland Government



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Boulia Camel Races



Little Boomerang Campsite, Welford National Park

NOTE FROM THE CHAIRMAN

Tourism is a vital contributor to the Far West and Outback Queensland economy. Behind the all-important agricultural sector, which is still the economic mainstay of our region, tourism's contribution continues to grow.

RAPAD was approached for support by Far West representatives to develop a collaborative action and implementation plan to develop new products and grow tourism markets. Through the support of the Qld State Government's Remote Area Board's funding program, we were able to offer this support, which ensured the plan was put into action.

I would like to thank the Qld State Government, and the Department of State Development, for their assistance in this regard and for their continuation of the RAB funding program. It is an important program that allows groups such as RAPAD to implement important economic development initiatives.

I also recognise Anita Clark who has undertaken the task of project managing the creation of the Far West Tourism Action Plan and its subsequent implementation in cooperation with tourism representatives from Boulia, Diamantina and Barcoo Shires.

The outcomes achieved from this project have and will continue to enhance the development of the regions tourism sector.

Yours Sincerely



Cr Rob Chandler

Chairman

Central Western Qld Remote Area Planning and Development Board



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by the Queensland Government



PROJECT OVERVIEW

With the support of RAPAD, representatives of the Far West regions have identified an opportunity to align new tourism development with existing regional tourism priorities. The majority of this project work focused on the Far West regions with some ongoing trade distribution work for Central West supporting the work initiated in the CWOQTA Tourism Development Action Plan. The primary goal for the project and subsequent actions is to ensure repeat visitation, attract new markets and extend length of stay through continual development and promotion of the drive and touring experience.

Funds were used to undertake phone and on site consultations with representatives of Boulia, Barcoo and Diamantina Shires in the development and implementation of the Far West Tourism Development Action Plan. The plan (released in July 2014) supports the Drive Tourism Strategy for Queensland; Outback Queensland Education Strategy; Outback, Gulf and Western Downs Region Destination Tourism Strategy; Queensland's Outback, Gulf and Western Downs Tourism Opportunity Plan; Outback, Gulf and Western Downs Experience Development Strategy; and CWOQTA Tourism Development Action Plan.

In the completion of these actions, consultation and cooperation was sought from a range of industry contacts to include: local and regional tourism operators; tour wholesalers; motoring organisations; local and regional council tourism organisations; Department of National Parks, Recreation, Sport and Racing; tourism distribution partners; and industry specialists.



FAR WEST TOURISM DEVELOPMENT ACTION PLAN

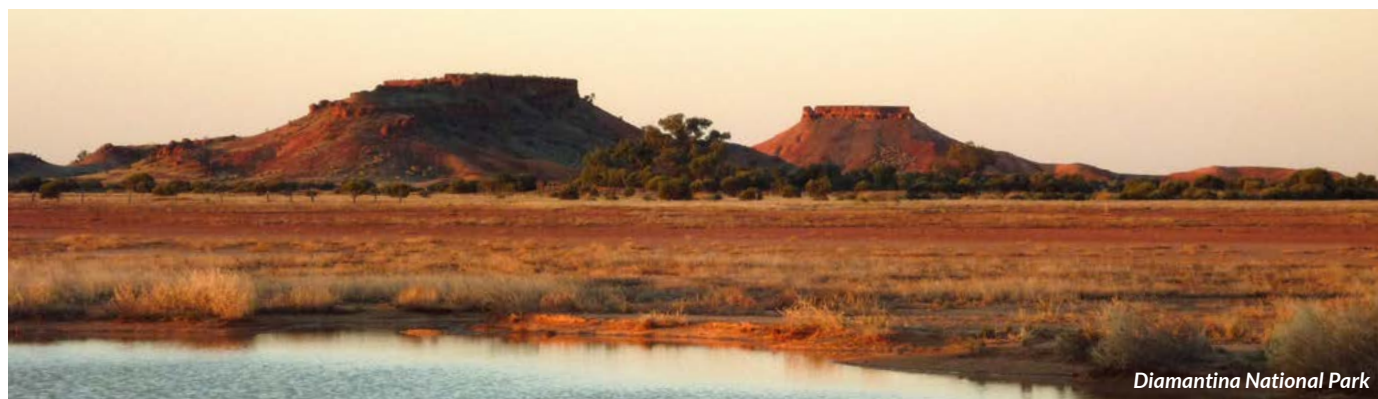
GOALS & STRATEGIES

Goal 1

Ensure repeat visitation, attract new markets and extend length of stay through continual development and promotion of the drive and touring experience

Strategies

- 1.1 Align touring route development and promotion with the overall Drive Strategy for Queensland
- 1.2 Expand distribution of themed routes and related products
- 1.3 Ensure marketing and promotion of regional events, experiences and regions is undertaken in a coordinated manner to maximise visitor expenditure on drive and touring routes
- 1.4 Leverage existing Outback Education tourism strategies (specifically the Outback Queensland Education Subsidy Scheme) in the development and distribution of suitable product
- 1.5 Reinvigorate local tourism products by leveraging the distinctive characters, stories and heroes synonymous with the region
- 1.6 Expand the region's profile in the Adventure touring and fly/drive markets



IMPLEMENTATION OF ACTIONS

An agreed number of specific, achievable actions were drawn up for completion within the project timeframe. A coordinated approach was undertaken for completion of these activities. Individual results were reliant on the level of participation by industry and regional stakeholders. Actions included:

- 1.1 Research existing road trip itineraries for the Far West region on RACQ Virtual Tourist Information Centres website to identify gaps and opportunities for drive itineraries and tourism information;
- 1.2 Distribute new themed drives via both traditional and digital channels to include: ATDW Journeys; RACQ Virtual Tourist Information Centre; Targeted Tour Operator databases; Education Tourism Operator databases; Participating operators, LTO's, RTO websites and collateral;
- 1.3 Align marketing and promotional activities for new product to OQTA and TEQ tourism strategies to include: TEQ Cooperative Marketing Campaigns; Consumer Shows; Trade Shows; Online Marketing; Travel Trade & Media Families;
- 1.4 Conduct an audit of available Far West product which may be suitable for educational itinerary inclusions. Develop education tour itinerary packages, which are suitable for distribution to Education Tour Specialists and schools;
- 1.5a Enhance region-wide tourism experiences with a focus on storytelling and distinctive regional experiences
- 1.5b Organise extra filming of the Far West region with the crew already contracted for the Outback Trailblazer 2014; and
- 1.6 Develop itineraries and activities through business development with targeted tour operators to attract new adventure touring groups e.g. 4WD tag-a-long and soft adventure tours.

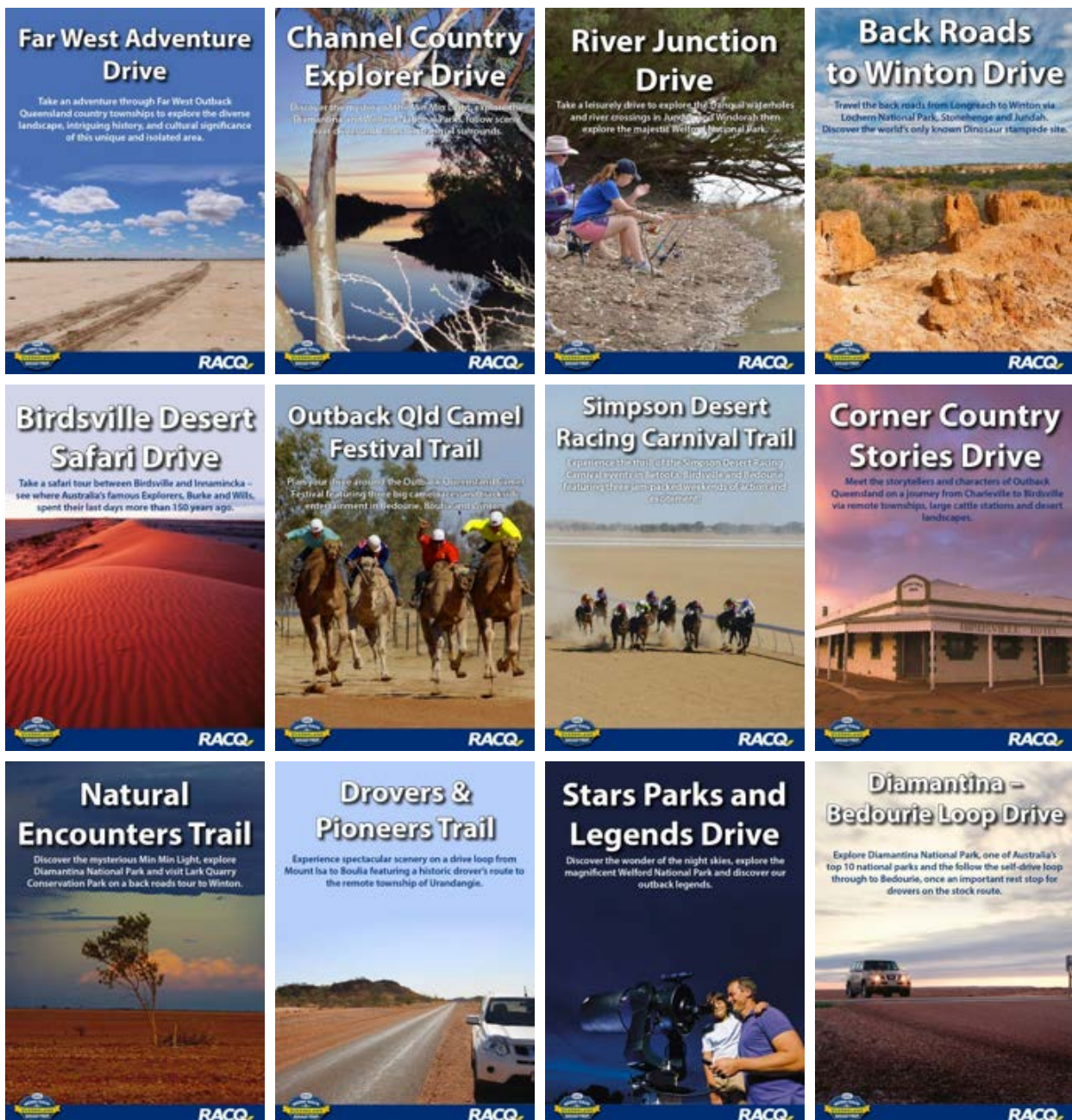
ACTION PLAN RESULTS & RECOMMENDATIONS

Action Task 1.1a, 1.1b, 1.2 – 12 New Self Drive Itineraries

Research was undertaken on the RACQ Virtual Tourist Information Centres website, Journeys (ATDW) and the Outback Queensland Tourism website to identify gaps and opportunities for drive itineraries and tourist information. The Far West regions of Barcoo, Boulia and Diamantina were under-represented in both self-drive itineraries and tourist information.

Across all of the Far West locations currently supported by the RACQ Virtual Information Centre website, there were primarily only generic outback information brochures and the local tourism information brochure. Product gaps identified include experiences, events and self-drive itineraries.

The targeted ten plus additional self-drive itineraries have now been developed with the aim of attracting new markets and growing exposure for the Far West region. These new itineraries have been distributed through RACQ, Queensland Holidays (via ATDW Journeys) and Outback Queensland websites. A number of these drives have already been featured on blogs by Outback Queensland Tourism, linking to their RACQ drive campaigns. New drives include: <http://tourism.racq.com.au/qld/outback>.



RACQ has a total membership reach of 1,207,882, including 28,000+ Queenslanders who have been members for 50 or more years. Their substantial membership base plus the range of online, print and direct marketing activities undertaken by RACQ throughout the year emphasizes the importance for Far West tourism operators to maximize distribution opportunities through them. The Action Plan strategies align with and support the promotional activities undertaken by OQTA, in particular, the RACQ/VTIC (Virtual Tourist Information Centres) partnership. The VTICs are hosted on the RACQ website, promoted on RACQ's Trip planner and promoted when members request maps, guides and tourist information. Organic growth is also anticipated via Google SEO activity and RACQ communications.

Action Task 1.3 – Cooperative Marketing with TEQ and OQTA

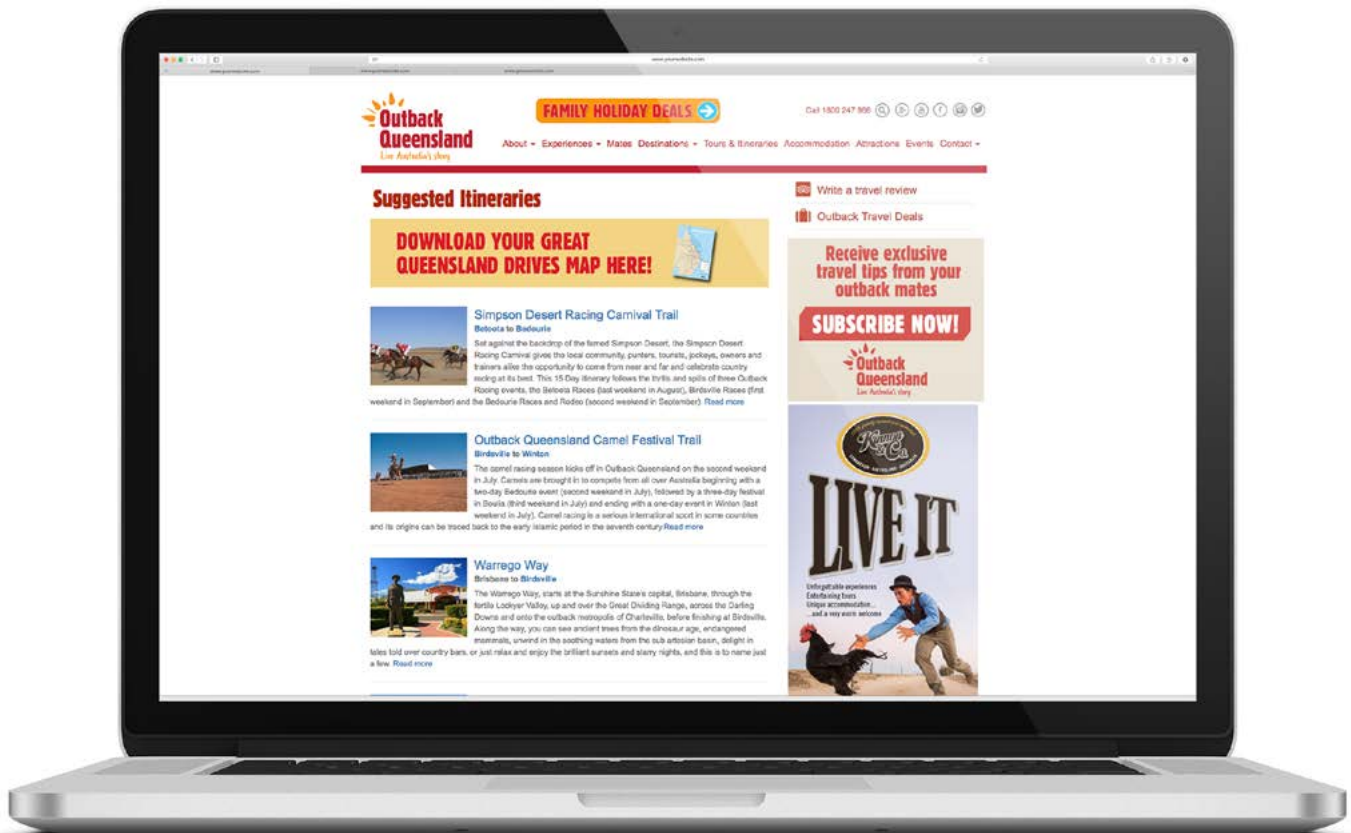
The new Far West self-drive itineraries have been developed to leverage TEQ and OQTA marketing activities in relation to the Drive Strategy for Queensland. All of these drives are loaded to ATDW under the Journeys category so they can be easily accessed by TEQ and OQTA.

Already, these drives have been picked up and included in a number of Outback Queensland Tourism marketing activities with a focus on self-drive holidays e.g. recent blog <http://www.outbackqueensland.com.au/news/6-road-trips-thatll-have-the-kids-forgetting-the-beach/>

Drives have been pulled onto the Outback Queensland Tourism road trip and itineraries pages <http://www.outbackqueensland.com.au/outback-roadtrips/> <http://www.outbackqueensland.com.au/suggested-itineraries/>

They are gaining additional exposure by being pulled onto the Qld Holiday App and social media channels.

Below is an example of event themed self-drives being used in a recent Outback Queensland online promotion.



Action Task 1.4 – New Far West Outback Qld Education Tours

Five new education tourism itineraries have been developed with a focus on activities within the Far West regions of Barcoo, Boulia and Diamantina. Given the distance to be travelled from South-East Qld to these regions, itineraries have been developed using a combination of flights and coach travel. Extensive consultation has been undertaken with Outback operators using key Airports (Desert Edge Tours Birdsville and Outback Aussie Tours Longreach) in relation to touring routes and timings.

Education tourism product module forms have been received from Barcoo, Boulia and Diamantina tourism officers – offering valuable itinerary content ideas. Each itinerary has been linked to relevant fact sheets already set up by TEQ under their Outback Education Products, however there is now a need to create additional fact sheets to profile more Far West attractions/experiences.

Recent discussions with Barcoo and Diamantina Shire indicate that they recognise the benefit in including education tourism business development in their regional tourism strategies. These new itineraries will be a valuable tool in attracting schools to their region. It would be hoped that by 2017/18 we are seeing schools and coach operators include these itineraries or part thereof in their excursion programs. View all new itineraries on the TEQ Outback Education Tour webpage <http://teq.queensland.com/en-IE/Destinations/Outback-Queensland/Outback-Education-Subsidy-Scheme/Outback-Itineraries>

Desert Edge Tours

Birdsville Desert Safari – accommodated & camping safari

6 Days/5 Nights ex Brisbane – price on application

Journey to the **Diamantina** where the **desert meets the channel country**. Meet the traditional owners and Elders of the local **Wangkangurru Yarluyandi Tribe**. Follow the **Burke and Wills trail** to Innamincka and **cruise the Cooper Creek**. Swim in the Birdsville Billabong, stand atop **Big Red sandhill** and visit a historic cattle station.

Far West Adventure - accommodated & camping safari

Longreach – Jundah – Welford National Park – Birdsville – Boulia – Mt Isa

7 Days/6 Nights ex Brisbane – price on application

Journey from the Central West heartland of **Longreach** to the Far West regions of **Barcoo, Diamantina** and **Boulia**. Explore the magnificent **Welford National Park** with its red river gum and coolibah-lined waters. Hear local **Aboriginal stories** and understand their deep connection with the land. Sleep under the stars, climb **Big Red Sandhill** on the edge of the **Simpson Desert** and hear inspiring stories of our **pioneering heroes**.

Channel Country Explorer - accommodated & camping safari

Winton - Boulia - Diamantina National Park - Windorah - Jundah - Stonehenge - Longreach

8 Days/7 Nights ex Brisbane

Discover the world's largest collection of **Australian dinosaur fossils**, learn the mystery of the **Min Min Light** and see the last recognized **Corroboree tree** of the **Pitta Pitta** tribe. Explore Diamantina, one of Australia's **top 10 National Parks** and climb the stunning red dunes at Windorah. **Experience a working station** in Longreach.

Stars, Parks & Legends - accommodated & camping safari

Charleville - Quilpie - Windorah - Welford National Park - Jundah - Stonehenge - Longreach

6 Days/5 Nights ex Brisbane - price on application

Discover the wonder of the night skies at **Charleville's Cosmos Centre**. Tour the Quilpie Powerhouse Museum and enjoy **historic Ray Station**, a living museum. At **Welford National Park**, dine on a claypan and track critters at the sandhill. Visit Windorah's Solar Farm and climb the red sandhills. In Longreach, join a guided tour of the **Qantas 747 and 707 jets** and ride an authentic **Cobb & Co. coach** through the scrub.

Desert Edge Tours

Corner Country Stories - camping & accommodated

6 Days/5 Nights ex Brisbane - price on application

Meet the storytellers and **characters of Outback Queensland** on a journey from Charleville to Birdsville. Be mesmerised by the **Cosmos Centre Twilight Show** and visit the Save the **Bilby Experience**. Hear tales of local larrikins and the **Eulo Queen**. Learn of the **Geo Dynamics Hot Rock Installation** and spot birdlife on a **Cooper Creek cruise**. Retrace **Burke and Wills'** final days in the harsh and beautiful environment where the Channel Country meets the desert.

Action Task 1.5a – 6 Self-Drive Videos

Filming for the self-drive videos was completed over the period 23 September to 03 October 2015 with a film crew from TPD media and Anita Clark. New footage was filmed for the following self-drive routes: Back roads to Winton; Drovers and Pioneers Trail; Diamantina – Bedourie Loop; Outback Queensland Camel Festival Trail; River Junction Drive; and Channel Country Explorer Drive. These are all in the process of being linked to the written itineraries in ATDW Journeys and RACQ Virtual Tourist Information Centres (both of these online portals are undergoing technical updates). Diamantina, Boulia and Barcoo Shire will be encouraged to load these itineraries and videos to their tourism websites as well.

Backroads to Winton Drive



Channel Country Explorer Drive



Diamantina – Bedourie Loop Drive



Outback Camel Festival Trail



River Junction Drive



Drovers and Pioneers Trail



Action Task 1.5b – 6 Story-telling Vignettes

Footage for a selection of storytelling vignettes was also completed over this period with the crew and Anita Clark spending five nights in Boulia. The Story-telling videos were completed and have been approved by Boulia. It should be noted that Boulia had originally hoped to have more Indigenous participation, however only two members of their original list agreed to be filmed. A third Indigenous resident agreed to participate when approached by the team on arrival in Boulia. Following a substantial editing process at the TPD Media studios, six themed story-telling vignettes were created through the coordination of participant interviews, high quality film footage and background music. The themes included Challenges; Family Life; Min Min Light encounters; Rural Life; Work and Play plus a general promotional video for Boulia.

The next step lies with Boulia in making the best use out of these videos as a tourism activity. City folk are very curious as to why people live in the Outback. These new digital stories give a candid insight into why people live in Boulia – their passion for their region, what they do for work and play, the importance of community (both Indigenous and non-Indigenous), challenges, family and life on the land. From a tourism perspective, most visitors are looking to engage in authentic local interactions and local experiences. These stories will offer Boulia visitors a consistent, authentic, 'local' experience.

Platform to promote....

The most obvious location for visitors to access these stories is the Min Min Centre, specifically the blank wall on the inside RH side of the centre. Providing a comfortable padded seat with access to head phones would enable visitors to select the stories based on the themes that most interest them. Ideally having two screens on this wall would mean that multiple people could be viewing stories at the same time. Having the headphones would help block out the announcements from the Min Min Experience.

Note: These videos will not be uploaded to Youtube. Please contact RAPAD to view copies of these.

Challenges



Family Life



Min Min Light encounters



Rural Life



Work and Play



Boulia promotional video



Action Task 1.6a – Soft Adventure & Tag-a-long Tour Packaging

Discussions and negotiations have been underway with an international soft-adventure operator G Adventures since June 2015. G Adventures are a Canadian-based tour operator looking to grow their destination offering – specifically Birdsville. Working closely with local operator, Outback Aussie Tours, a new itinerary was developed and submitted to G Adventures for their consideration for their 2017 program. G Adventures have since made the decision to keep their existing destinations for 2017 and look to expand in 2018. A face-to-face meeting is scheduled with G Adventures at the upcoming Australian Tourism Exchange (ATE) on the Gold Coast in early May 2016.

Following recent updates by G Adventures, we have begun new negotiations with David Thomson of Adventure Tours, with the view to attracting an additional soft-adventure operator to Birdsville. Negotiations will continue beyond the conclusion of this contract with the goal to securing a new partnership for 2018.



Outback Aussie Tours has scheduled 6 departures for their Birdsville Desert Escape tour for 2016. An exciting development for this season is that AAT Kings have agreed to brochure this tour in their International program. See page 75 on the below screen grab from their 2016 Australia brochure and view full brochure here - <http://www.aatkins.com/assets/Brochure-PDFs/1617-Australia-AUD.pdf>

Birdsville Desert Escape 6 days

It's an adventure across dusty open plains, winding rivers and breathtaking sand dunes, paired with iconic outback hotels, ghost towns and tales of survival in the intriguing Channel Country where Queensland and South Australia meet.

'Big Red' sand dune

Guided Holidays

6 days from
\$1989
Per Person Twin Share Land Only

Longreach return

Code: QBL

\$1989	2016	End
Per Person Twin Share	Start	Apr 13
Single*	Apr 22	Apr 20
	May 08	Jul 11
	Aug 10	Aug 15
	Sep 28	Oct 03
	Oct 05	Oct 10

*Single traveller must pay the single price.

Adventure Australia Treks and Tours has confirmed that they have scheduled multiple 4WD tag-a-long tours to the Far West region in 2016. They have two departures scheduled plus a dedicated Birdsville Races tag-a-long planned for 2016. Adventure Australia Treks and Tours is a new 4WD tour operator targeting the high end and corporate traveller. An added bonus for the Far West is confirmation that Adventure Australia Treks and Tours have contracted with the two major domestic wholesalers (Infinity Holidays and AOT Sunlover Holidays). This allows for a much greater reach for these new tours, which in turns grows exposure for the Far West region.

In addition, discussions are currently underway for Adventure Australia Treks and Tours to base one of their vehicles in Birdsville (between departures of their scheduled Central Australia tours) with the aim of running a series of fly-in 7 night tours which start and finish Birdsville. The Diamantina Shire tourism team have been researching suitable 4WD locations which may be included in these itineraries.

http://www.aatt.com.au/tours/central_australia/



The journey to the centre of Australia, with its big blue skies and breathtaking landscapes makes driving a visual pleasure. Your senses will peak as you travel, you'll feel what it's like to be Australian and you'll understand some of the connection that those who came before us have with this land. It could be the isolation of Birdsville or the timeless dunes of the Simpson's red desert sands that makes the hairs on your neck stand up. Perhaps it'll be that overwhelming sensation of your first views of Uluru or the spectacular chasms of Kings Canyon that makes you feel small in the sheer vastness of this ancient landscape. Whatever your perspective, the centre of Australia is very definitely where the heart beats



Action Task 1.6b – Wholesale Distribution for Central West Region

Work has continued in the Wholesale distribution space to ensure Central West operators, who signed up to the Infinity Holidays program in 2014/15 (as part of the CWOQTA Tourism Action Plan), continued their commitment.

The following Central West products were once again included and brochured in the Infinity Holidays program for 2015/16 season, representing a 4-page spread for Outback Queensland products: Outback Aussie Tours (multiple products); Kinnon & Co. (multiple products); Australian Stockman's Hall of Fame (entry & packages); Qantas Founders Museum (entry & packages); Australian Age of Dinosaurs; Waltzing Matilda Centre; Dinosaur Stampede at Lark Quarry; Albert Park Motor Inn; and North Gregory Hotel. Training for Infinity agents for this year's program was completed on 10 March 2015.

Contracting has now been finalized for 2016/17 and it's pleasing to see that Outback Queensland Tourism operators are now participating in two major wholesaler programs – Infinity Holidays and AOT Sunlover Holidays. This trade participation is now being supported by OQTA as part of a new Trade Distribution initiative. In order to be selected for the program, operators needed to be trade ready and already contracted in a wholesale program. The groundwork carried out in the CWOQTA Tourism Plan and the first year of the Far West Tourism Action Plan has ensured that there was sufficient depth of product ready for this program – a fantastic result.

Infinity Holidays 2016/17: Outback Qld products page 47 - 52

Tours & Experiences



Australian Stockman's Hall of Fame
There are 5 former galleries at the Australian Stockman's Hall of Fame, each one capturing an important aspect of Australia's pioneering history. The Outback Stockman's show tells the story of male discover and women who took on the land.

INCLUDES:

- Entry to Australian Stockman's Hall of Fame, High Steerers Art Gallery & Outback Stockman's Day Show

OPEN: Tue-Sun from Longreach - Sun to Sat (Apr-Oct)

VALUITY: 1 day

Age Group	Adult	Child	Family
Adult	47	21	55
Child	21	10	44
Family	55	21	136

New Children 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks). 19-64 years \$25 (incl. snacks). 65+ years \$20 (incl. snacks). 19-64 years \$25 (incl. snacks). 65+ years \$20 (incl. snacks).



Australian Age of Dinosaurs
Take part in this exciting tour of the Australian Age of Dinosaurs Museum, Laboratory and Collection Room. The guided tour will include hearing about the history of Victoria's dinosaur discoveries and also witnessing staff working on next dinosaur bones, and viewing the collection of amazing dinosaur tracks.

INCLUDES:

- Guided tour

DEPART: Daily from Winton - Mon to Sun every 1 hour - Apr-Oct; Monday from Winton - Mon to Sun every 1 hour - Oct-May

DURATION: 1.5 hours

Age Group	Adult	Child	Family
Adult	33	17	50
Child	17	8	44
Family	50	17	136

New Children 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks). 19-64 years \$25 (incl. snacks). 65+ years \$20 (incl. snacks).



Outback Aussie Tours
The award-winning Smithy's Outback Dinner & Live Show is not to be missed when on the banks of the Thomson River. Enjoy tasty ribcote platters and wine with table service (camp oven framed) outside and inside! The Outback with Smithy's live entertainment on the River Stage under the stars.

INCLUDES:

- Return hotel transport
- Tasty ribcote platters
- 2 course table service dinner & live entertainment

DEPART: Mon & Wed-Sun from Longreach - 6.15pm

DURATION: 2 hours

Age Group	Adult	Child	Family
Adult	33	17	50
Child	17	8	44
Family	50	17	136

New Children 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks). 19-64 years \$25 (incl. snacks). 65+ years \$20 (incl. snacks).

Extended Tours



Australian Air Holidays - Fully Escorted Tour
Victoria may have the Melbourne Cup but Queensland has the Brisbane Races, one of Australia's most revered and iconic Outback events. Your first day will be spent in Longreach visiting attractions, such as the Qantas Founders Museum and Australian Stockman's Hall of Fame, before enjoying the Drovers' Sunset Cruise and Smithy's Outback Dinner & Live Show. The next day you'll fly direct to Brisbane and the famous annual races. Enjoy the spectacle from the chair-race, CBE, Olympic Mile and full view of the trackback, including grandstand, bar, beer, wine and champagne, before your return flight to Brisbane.

INCLUDES:

- Brisbane - Longreach (1) - Brisbane - Brisbane

DEPART: Brisbane - Longreach (1) - Brisbane - Brisbane


INCLUDES:

- 1 night 3.5 star hotel accommodation
- Flights (shaker rights from Brisbane to Longreach & Brisbane)
- Return Longreach & Brisbane airport transfers
- 1 breakfast, 2 lunches & 1 dinner
- Various entry fees, tours & attractions

DEPART: 2 dep from Brisbane - Sun

DESTINATION: Brisbane

NEW CHILDREN 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks), 19-64 years \$25 (incl. snacks), 65+ years \$20 (incl. snacks).



Outback Aussie Tours - Fully Escorted Tour
Head in the spirit of a long lasting friendship with Outback Queensland. This short break is packed with top Longreach and Winton experiences, including the Australian Stockman's Hall of Fame, the Qantas Founders Museum, the Australian Age of Dinosaurs Laboratory and Collection Room, the Geraldine Project, the Drovers' Sunset Cruise, Smithy's Outback Dinner & Live Show, and tours of Camden Park Station and Grassmore Station.

INCLUDES:

- Longreach (1)

DEPART: Sun (arrives from Longreach - Apr to Oct)

DESTINATION: Winton

NEW CHILDREN 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks), 19-64 years \$25 (incl. snacks), 65+ years \$20 (incl. snacks).



Outback Aussie Tours
Get great value on the 4 big Longreach attractions with a Longreach Legends Attraction Pass. Select from 3 pass options - Bronze, Silver and Gold - all offering attractive savings on top Longreach experiences. Each pass includes the multi-award-winning Drovers' Sunset Cruise with Smithy's Outback Dinner & Live Show and, depending on the pass purchased, additional attractions may include the Australian Stockman's Hall of Fame, Outback Stockman's Show, Qantas Founders Museum, Charles Jubb's Zoo, and Sheep & Cattle Station tour.

VALUITY: Longreach - 7 days (Apr-Oct)

Pass Type	Adult	Child	Family
Bronze Pass	139	69	148
Silver Pass	186	113	198
Gold Pass	239	159	258

New Children 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks). 19-64 years \$25 (incl. snacks), 65+ years \$20 (incl. snacks). 19-64 years \$25 (incl. snacks), 65+ years \$20 (incl. snacks).



Outback Aussie Tours
Join the multi-award-winning Drovers' Sunset Cruise, including Smithy's Outback Dinner & Live Show. Feast with 300-degree, top-notch views on the fully licensed Mt. Explorer as your captain sings out the best stories. Checkback at Smithy's Outback Dinner & Live Show for a night to remember. Enjoy the table-service camp-oven framed dining under the stars and the live entertainment on the River Stage.

INCLUDES:

- Return hotel transport
- Top deck sunset cruise on the Thomson River
- Tasty outdoor ribcote platters
- Smithy's Outback Dinner & Live Show
- 2 course table service dining under the stars & live entertainment on the River Stage

DEPART: Mon & Wed-Sun from Longreach - Apr (Apr-Oct)

DURATION: 4 hours

Age Group	Adult	Child	Family
Adult	33	17	50
Child	17	8	44
Family	50	17	136

New Children 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks). 19-64 years \$25 (incl. snacks), 65+ years \$20 (incl. snacks).



Brisbane Desert Escape - 6 Days/5 Nights
Journey via major oases and rugged Outback landscapes to Boulia, capital of the Channel Country and home of the legendary Mt. Mee Light. Experience 2 nights at the famous Boulia hotel and spend the warmest time 'Big Red' on the edge of the Simpson Desert. See the ancient Black Tree and out the Blue and White Trees on the Channel River. Explore the Cooper Creek catchment and follow the mighty Thomson River back to Longreach.

INCLUDES:

- Longreach (1) - Brisbane (2) - Boulia (1) - Longreach (1)

DEPART: Longreach (1) - Brisbane (2) - Boulia (1) - Longreach (1)

INCLUDES:

- 5 nights motel accommodation
- Changegate & transport by luxury 4WD coach
- 3 breakfasts, 4 lunches & 5 dinners
- Various entry fees, tours & attractions

DEPART: Wed (arrives from Longreach - 7pm (Apr-Oct))

DESTINATION: Winton

NEW CHILDREN 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks), 19-64 years \$25 (incl. snacks), 65+ years \$20 (incl. snacks).



Outback Aussie Tours - Fully Escorted Tour
Experience the genuine hospitality of Outback Queensland. This popular tour includes exclusive Longreach and Winton dinners and spectacular experiences, such as a tour of Grassmore Station, a Longreach School of Outback Education Tour, Drovers' Stampede at Lark Quarry Conservation Park, a tour of the Geraldine Project, Musical Forces Tour, the Drovers' Sunset Cruise on the Mt. Explorer and a sunset dinner at Smithy's Outback Dinner & Live Show.

INCLUDES:

- 5 nights motel accommodation
- Changegate & transport by luxury 4WD coach
- 3 breakfasts, 4 lunches & 5 dinners
- Various entry fees, tours & attractions

DEPART: Wed (arrives from Longreach - 7pm (Apr-Oct))

DESTINATION: Winton

NEW CHILDREN 0-4 years FREE, 5-14 years \$10 (incl. snacks), 15-18 years \$15 (incl. snacks), 19-64 years \$25 (incl. snacks), 65+ years \$20 (incl. snacks).

90 Infinity Holidays Brisbane & Sunshine Coast 2016/17 www.infinityholidays.com.au

Implementation of Far West Tourism Development Action Plan 2014 - 2016

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We have been advised that all product included in the Infinity Australia brochure program will be duplicated in the Infinity New Zealand brochure program. Additionally, the Sunlover Holidays Australia brochure will be duplicated and re-wrapped as Air New Zealand Holiday packages for the NZ market. The reach for Outback Queensland product has increased substantially since the start of the CWOQTA Tourism Action Plan.

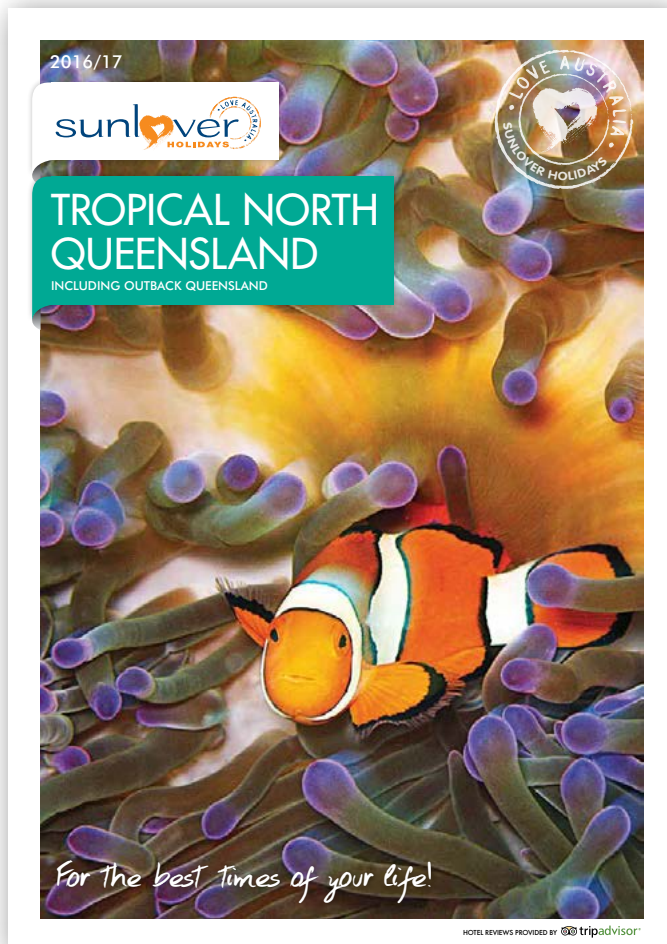
As part of a TEQ/OQTA marketing strategy to attract more visitors from NZ, Outback Queensland will once again be participating in the 'Queensland on Tour' Trade Workshops in Queenstown from 06 – 08 April 2016. Only trade-ready product is eligible to participate in these workshops.

As an added bonus to the existing trade distribution, another separate project (between Southern Qld Country Tourism and Outback Queensland Tourism) targeting the NZ self-drive market has been underway since late 2015. This has resulted in four new self-drive itineraries ex Brisbane created with trade ready product. These new itineraries and related industry resources have been distributed under the banner Queensland's Big Sky Country Drives. View the Trade website here: <http://trade.queenslandbigskycountry.com/>

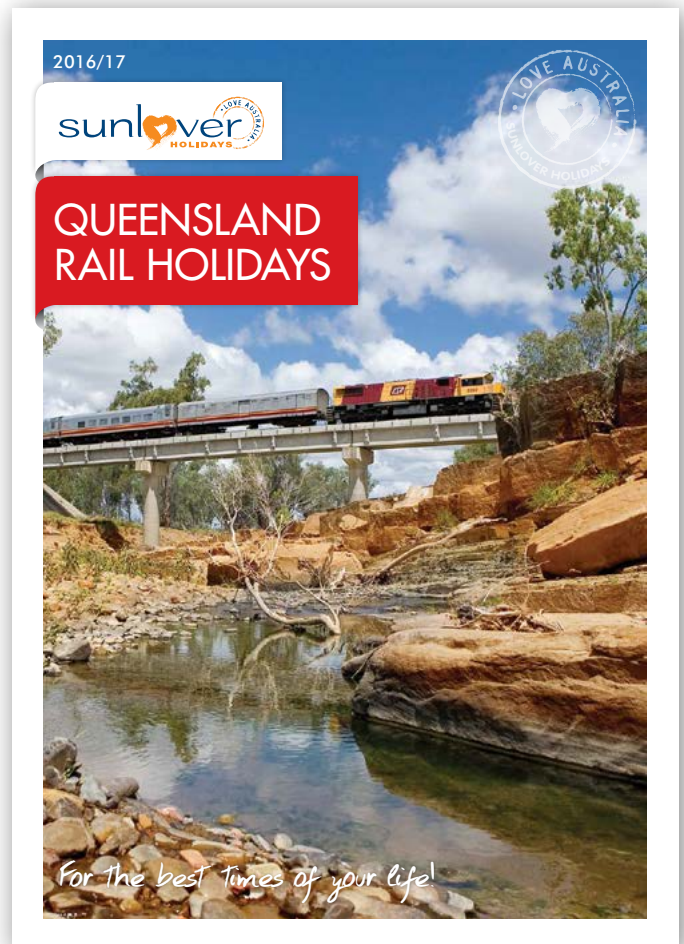
Moving forward, there is opportunity for Far West operators to be included in these new trade itineraries and both Barcoo and Diamantina Shires have indicated that they will be including this work as a strategy in their Tourism Action Plans for 2016/17.

Sunlover Holidays 2016/17:

Outback Qld packages pages 77 – 81



Outback Qld packages pages 16 - 25



SUMMARY

The successful implementation of the Far West Tourism Development Action Plan has benefited from a collaborated approach to grow exposure through new distribution partners, product development and enhanced visitor experiences.

By aligning marketing activities with OQTA, TEQ and the Drive Strategy for Queensland, the Far West operators are able to leverage promotion of their new self-drive itineraries. These 12 new self-drives which link Far West touring routes to major Outback centres (Longreach, Charleville and Mount Isa) offer visitors fresh ideas and new adventures in Outback Queensland. The added benefit of video promotion for 6 of these self-drive itineraries will provide opportunity for a much wider reach in the digital space to include Youtube, FaceBook, Twitter and Vimeo. As part of a new web enhancement for RACQ, Far West will soon be able to link the self-drive videos with itineraries already being promoted on the RACQ Virtual Tourist Information Centres. Video links are currently being loaded to the relevant itineraries listed on ATDW Journeys.

TEQ will continue to promote the Outback Queensland Education Subsidy Scheme to teachers and educators as one of their key Outback marketing campaigns. The Far West Tourism Development Action Plan strategy to create five new education itineraries has enabled Far West Shires to leverage this activity. It is exciting to know that the Far West operators are now in a position to plan their own Business Development activities and grow this new market.

The creation of six new story-telling vignettes for the Boulia Shire has allowed them the opportunity to offer visitors a consistent, authentic, 'local experience,' something that connects visitors on an emotional level to special places, people and culture. It will be important that the platforms and environment used to display these vignettes are designed to create a quality visitor experience. Boulia Shire should ensure that they promote the availability of these new story-telling assets in all of their tourism promotional activities.

Given its reputation as the 'real' Outback, the Far West Outback region is perfectly positioned to attract soft-adventure tour operators. Considerable work has already been carried out to identify suitable operators, present Far West as a 'new' destination, package suitable 'soft adventure' activities and secure local operator partners. Negotiations are continuing with international soft-adventure operator G Adventures – now considering Birdsville for their 2018 program. Discussions are also underway with Adventure Travel, a tour operator with close links to Qantas Holidays. Continued support from the Diamantina Shire in removing unnecessary obstacles and providing valuable destination advice will benefit these negotiations.

The Far West Shires have been packaged by local operator, Outback Aussie Tours, for a number of years as part of the Birdsville Desert Escape tour. Through Outback Aussie Tours' distribution partnership expansion, this tour is now distributed through all major Australia and NZ wholesalers as well as major tour operator AAT Kings. This activity alone has greatly increased exposure for the Far West region. It is exciting to see that another local operator Desert Edge Tours is poised to expand their distribution and work more closely with the tourism trade.

Through the new partnership with Adventure Australia Treks and Tours, the Far West now has the ideal channel for targeting the lucrative corporate incentive market. Diamantina Shire has confirmed that they are keen to explore this new market pending the completion of new accommodation in Birdsville. They have also indicated that they are keen to work closely with Adventure Australia Treks and Tours in growing the number of tour departures of the new Central Australia Tour.

Seeing how trade distribution has grown for the Central West operators since the implementation of the CWOQTA Tourism Development Action Plan should give enormous confidence to Far West operators beginning the same journey. It is important for all Far West Shires to continue to educate their tourism team on working with trade, experience development and attracting new markets. It would be recommended that all Shires formalise a Regional Tourism Action Plan which details specific strategies for moving forward from achieved outcomes of the Far West Tourism Development Action Plan.



Boulia landscape