

Gladstone Area Promotion Development Limited

Workplan Progress Report

Date Submitted: 01/02/2022

21/22 Workplan Progress Update:

Deliverable	Description	Outcomes	Measure	Progress
1. Cultural Tourism	Early development of a cultural Tourism experience for the Gladstone Region.	Cultural Tourism Strategy or Business Case developed Consultation with Community, PCCC and Traditional Owners undertaken	Business Case/Strategy complete and presented Consultation outcomes recorded and reported	Business is being revisited by potential proponent Drive project in progress with PCCC and Bundaberg Tourism.
2. Cruise Ship Return	Actively promoting Gladstone to Cruise ship companies and developing the destination experience for their return	New shore activities ready to go Promotional document developed, in collaboration with TAG group and to market	Number new activities/offerings Promotional document developed and in circulation	Hosted in conjunction with TEQ, ACA CEO Jill Abel and Intercruise.GM of shore experiences James Coughlan. Working with Intercruise on potential new shorex ideas.
3. CBD Re-activation	Collaborate with key stakeholders to contribute to the re-activation of the Gladstone CBD (Goondoon Street) precinct	A vibrant and 'open for business' CBD with increased visitation and satisfaction	Reduction in complaints New business investment/interest activation of vacant shop fronts	CBD reactivation - GAPDL initiated the Groovin in Goondoon markets. GAPDL arranged for some of the traders to provide outside attraction. One of note was the Runway 7 live mannequins.
4. Drive and RV	Continue the work being undertaken to increase Gladstone Region's profile as a drive and RV	Increase in visitor stays Advocate for RV infrastructure investor interest	Increase in drive market; # visitors Length of stay	Gladstone Region has the highest visitor spend in the region Sept Qtr. \$726 per visitor.

	destination in line with Council's RV Strategy	Bookable packages developed	#packages sold	Initial campaign concepts have also been discussed with GRC on our Drive/RV Campaign which we hope to commence in May. Part of this was new content which we organised and received from Sally Sees and Four Boys and a Caravan.
5. Award Winning Destination	Develop an awards strategy that sees the Gladstone region and our Tourism Operators front and centre of annual Tourism Awards	The Gladstone Region and its operators recognised as an award-winning destination Promotion of award status	Increased recognition of the Gladstone Region's Tourism assets – Number of nominations Number of awards won	Winner of the QLD VIC of the year for the Agnes Water VIC. Compilation of various awards has begun, where we will then look to focus on our top 5 -10 to promote and encourage industry to apply for.
6. Attraction and Innovation	Attract a major Tourism innovation to the Region.	New, innovative tourism product	Minimum 1 new Tourism product secured	Salty Life BBQ boats in 1770 have commenced. Conversations with e-scooter companies are still happening, however they are now awaiting on GRC and GPC for further action.
7. Tourism Training	In partnership with GECC, develop the plan for a high-level tourism and events training masterclass or conference.	Improved capability of Tourism operators in the Region resulting in new product, improved delivery and innovation	Masterclass delivered Feedback and outcomes captured and reported	Upon discussion we have decided to break this event down into smaller events, as our operators inform us that they are still very time poor and

			Future plans discussed	<p>do not prefer a full day out of their business.</p> <p>We are now looking at the following:</p> <ul style="list-style-type: none"> - TEQ Events team roadshow planned for March. - TEQ BOQEP visit planned for March/April - Digital Marketing 2 hour workshops in Agnes and Gladstone planned for potentially March/April - Regular network evenings with GAPDL members that will incorporate an educational presentation
<p>8.</p> <p>Tourism Innovation Fund</p>	Administer the Tourism Innovation Fund 'Turtle Tank'	Collaborative approach to the Tourism Innovation Fund	<p>Fund expended and all acquitted</p> <p># sustainable experiences resulting in funding from Tourism Innovation Fund</p>	<p>Turtle Tank program defined and ready to deliver in January 2022. Teasers and initial marketing has commenced in December.</p>

			Outcomes reported	
			Future plans discussed	
<p>9.</p> <p>Visitor Satisfaction</p>	<p>Measure and monitor meaningful data around visitor satisfaction that can be used to inform decision making.</p>	<p>Commence capturing qualitative data to help inform future decision making</p> <p>Improved ratings on Trip Advisor and other satisfaction forums</p>	<p>Data captured and reported</p> <p>Decisions linked back to relevant data sets</p>	<p>The RTO data Dashboards will provide great insights into visitor statistics and helix personas.</p> <p>Visitor Satisfaction survey has been installed in both the Gladstone and Agnes VIC's. We have incorporated a prize for one lucky entrant, to encourage more participation.</p>
<p>10.</p> <p>ATDW and Best in QLD Experience</p>	<p>Increase Gladstone Operator's presence on the ATDW and improve performance in the Best in QLD Experience program</p>	<p>Greater exposure on the ATDW</p> <p>Improved performance in the Best in QLD Experience program</p>	<p>%age increase of entries on ATDW year on year</p> <p>Higher quality of ATDW listings, attracting greater # of inclusions in the Best in QLD Experiences Program, year on year</p> <p>Improved performance in the Best in QLD Experiences Program year on year</p>	<p>GAPDL are continually updating and managing the ATDW data base.</p> <p>We are working with TEQ on trying to arrange for them to bring a representative up for a networking event to cover BOQEP more in depth to our operators. We have also identified that the area for growth in our BOQEP is in social media, so we have reached out to arrange digital marketing workshops for our Agnes</p>

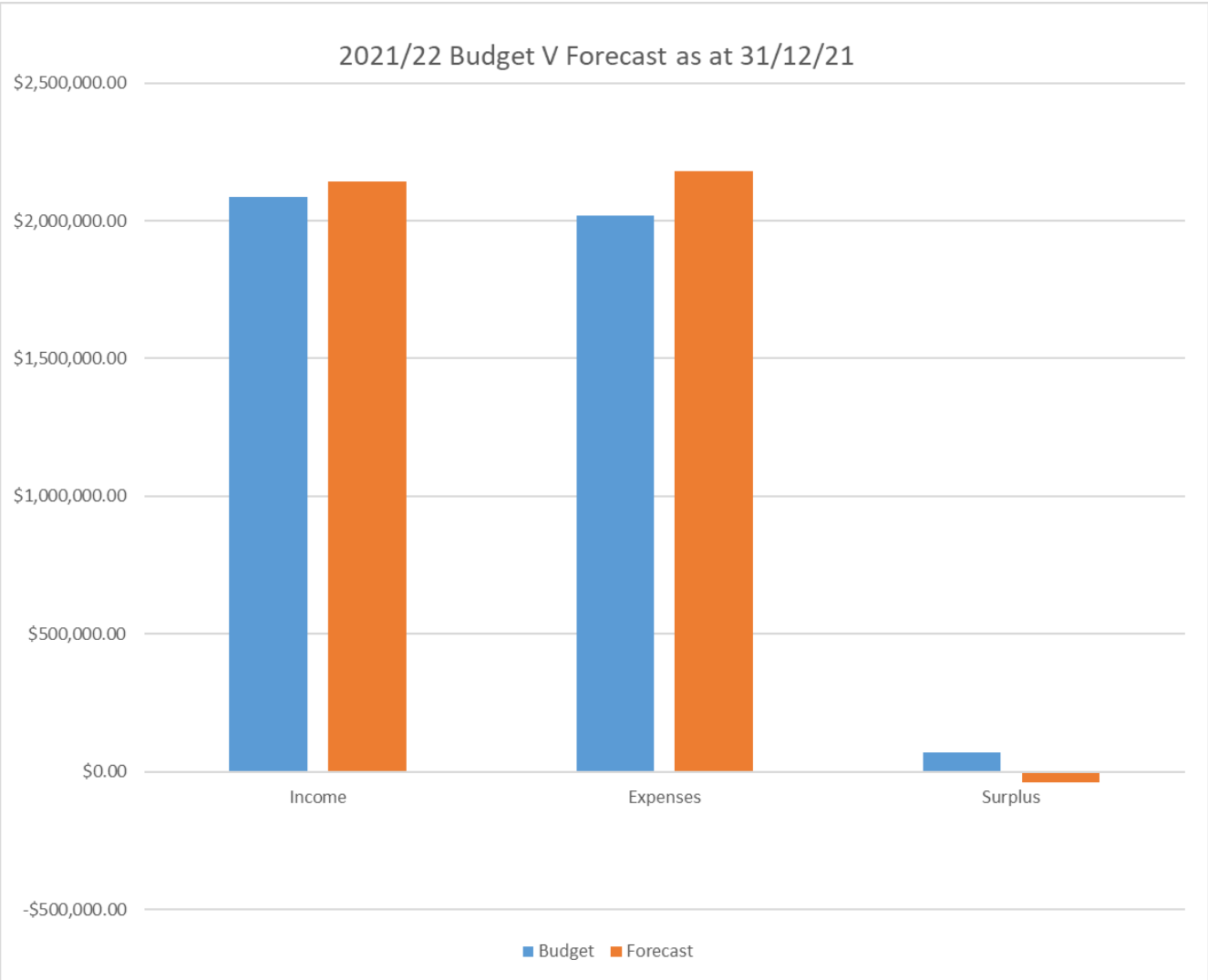
				and Gladstone operators which will also cover how to improve their social score for the BOQEP.
<p>11.</p> <p>Easter in Gladstone</p>	<p>Contribute to the destination marketing of the Easter in Gladstone campaign.</p> <p><i>This activity is appropriate to be funded from the contestable fund</i></p>	<p>Broader exposure of the Easter in Gladstone campaign</p> <p>Consistency in destination image</p>	<p>Increase in engagement with EIG campaign year on year</p> <p>Increase in visitation, overnight stays and spend during this period year on year</p> <p>Data captured and analysed – recommendations received by Council</p>	<p>Initial marketing meetings have commenced with GRC. It has been decided that GAPDL will focus on operator deals and drive/fly itineraries for Easter in Gladstone. This will be backed with a social media campaign targeting SEQ. We will also work on producing the Childrens activity booklets, and a large scale media piece either a TV show like Weekender or new video footage of the events around Easter from a tourist point of view. These pieces will assist in future marketing of Easter in Gladstone.</p>
<p>12.</p> <p>Southern Great Barrier Reef</p>	<p>Participate in SGBR promotion and activities.</p>	<p>Gladstone Region benefits from inclusion in the broader SGBR promotions and campaigns</p>	<p>Increase in out of region visitation</p> <p>Increase in overnight stays</p> <p>Increase in visitor spend</p>	<p>Working closely with BT on the new potential Drive Project with PCCC.</p>

<p>13.</p> <p>Fishing Tourism</p>	<p>Continue the work being undertaken to increase the Gladstone Regions share of the Fishing Tourism sector.</p>	<p>Attraction of new fishing events and growth of existing events.</p>	<p>%age of growth in attendance at current fishing events (specifically growing out of region attendance and length of stay)</p> <p>Increase in profile of Gladstone Region as a Fishing Destination</p>	<p>Sponsored King of Kings 2022.</p> <p>Secured Reel Action TV show to film three shows in March.</p>
<p>14.</p> <p>Represent the Region</p>	<p>Represent the Gladstone Region at industry trade shows, exhibitions and events</p>			<p>Attended Destination Q</p> <p>Attended Destnation IQ</p> <p>Attended QLD Tourism Awards</p>

Project Fund – \$93,000 ex GST funding, administered by GRC on a project basis

Project	Funded Amount	Total Funds Approved
Caravanning Queensland Membership	\$4,000	\$4,000
Australian Cruise Association – Bronze Membership	\$1,100	\$1,100
Billboards	\$9731.03	\$9,633
Agnes Water Maps	\$3,327.50	\$3,000
4 Boys and a Caravan	\$2,122.62	\$3,000
Sally Sees	\$3,200	\$3,200
Superyacht Membership	\$650	\$650
Google Adwords	\$12,000	\$12,000
Instagram Highlights	\$1,800	\$1,800
New Zealand Distribution Mission	\$4,750	\$4,750
		\$43,133

GAPDL Finances:



Compliance:

There were no matters of non-compliance in the quarter which require action or reporting on.

GAPDL completed their annual financial audit and fire safety audit.

The GAPDL risk and compliance committee found no immediate risks or concerns related to the organisation.

Annual Deliverables and Statistics Report:

Visitation Statistics:

Occupancy (%)	Year To Date							Running 12 Months			
	Oct	Nov	Dec		2019	2020	2021		2019	2020	2021
This Year	65.2	60.6	51.9		52.2	43.5	58.7		52.2	43.5	58.7
Last Year	49.5	53.2	57.1		48.5	52.2	43.5		48.5	52.2	43.5
Percent Change	31.6	14.0	-9.1		7.5	-16.6	34.9		7.5	-16.6	34.9
ADR	Year To Date							Running 12 Months			
	Oct	Nov	Dec		2019	2020	2021		2019	2020	2021
This Year	144.77	139.54	175.82		116.14	130.67	146.94		116.14	130.67	146.94
Last Year	140.23	137.96	169.85		112.36	116.14	130.67		112.36	116.14	130.67
Percent Change	3.2	1.1	3.5		3.4	12.5	12.4		3.4	12.5	12.4
RevPAR	Year To Date							Running 12 Months			
	Oct	Nov	Dec		2019	2020	2021		2019	2020	2021
This Year	94.37	84.55	91.20		60.61	56.88	86.31		60.61	56.88	86.31
Last Year	69.44	73.36	96.93		54.53	60.61	56.88		54.53	60.61	56.88
Percent Change	35.9	15.3	-5.9		11.2	-6.1	51.7		11.2	-6.1	51.7

Supply				Year To Date			Running 12 Months			
	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	
This Year	57,443	55,590	57,443	674,704	671,907	663,885	674,704	671,907	663,885	
Last Year	57,536	53,220	54,994	668,452	674,704	671,907	668,452	674,704	671,907	
Percent Change	-0.2	4.5	4.5	0.9	-0.4	-1.2	0.9	-0.4	-1.2	
Demand				Year To Date			Running 12 Months			
	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	
This Year	37,446	33,685	29,797	352,110	292,490	389,956	352,110	292,490	389,956	
Last Year	28,490	28,299	31,385	324,403	352,110	292,490	324,403	352,110	292,490	
Percent Change	31.4	19.0	-5.1	8.5	-16.9	33.3	8.5	-16.9	33.3	
Revenue				Year To Date			Running 12 Months			
	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	
This Year	5,420,894	4,700,336	5,239,036	40,893,321	38,220,493	57,299,955	40,893,321	38,220,493	57,299,955	
Last Year	3,995,089	3,904,043	5,330,674	36,448,962	40,893,321	38,220,493	36,448,962	40,893,321	38,220,493	
Percent Change	35.7	20.4	-1.7	12.2	-6.5	49.9	12.2	-6.5	49.9	

Social Media Statistics:

2021/22 Overview				
Instagram				
	Oct '21	Nov '21	Dec '21	Q2 Totals
No of Posts	16	16	16	48
Follower Count	13,128	13,267	13,377	-
Follower Growth	136	139	110	385
Impressions	101,878	110,900	108,462	321,240
Reach	80,159	89,504	89,632	259,295
Total Likes	4,268	3,179	2,010	9,457
Total Comments	87	62	17	166
Avg Engagement Rate	2.16%	1.63%	1.04%	1.61%
Avg Engagement Rate (on reach)	5.76%	4.53%	3.77%	4.69%
Ad spend	\$ 15	\$ 75	\$ 45	\$ 135
Facebook				
	Oct '21	Nov '21	Dec '21	Q2 Totals
No. of Post	17	16	16	49
Follower Count	12,860	12,924	12,968	-
Follower Growth	113	64	44	221
Impressions	1,429,292	1,118,232	746,123	3,293,647
Reach	1,282,536	979,156	662,315	2,924,007
Total Reactions	3,260	2,086	1,456	6,802
Total Comments	262	97	65	424
Total Shares	268	149	82	499
Clicks received	4,692	4,599	2,827	12,118
Average Engagement Rate / Post	5.48%	4.76%	3.05%	4.43%
Ad spend	\$ 315	\$ 310	\$ 275	\$ 900

Website Statistics:

Website	Oct-21	Nov-21	Dec-21	Average
Users	11,864	8,553	7,980	11,864
New Users	11,521	8,321	7,721	11,521
Sessions	13,608	10,209	9,658	13,608
Pageviews	22,318	18,336	17,033	22,318
Avg. Session Duration	1:06	1:23	1:27	1:06
Bounce Rate	74.68%	71.12%	69.50%	74.68%
External Clicks	5.08%	4.83%	5.90%	5.08%
Event Page Views	3,226	2,471	1,955	3,226
Event Session Duration	1:25	1:40	0:56	1:25
Event No. Bounced Sessions	57.40%	57.97%	60.98%	57.40%

1. Manage and operate the two Visitor Information Centres (Gladstone and Agnes Water) and maintain a minimum of 5 tourist information hubs across the Region.

Visitation	October – December 2020	October – December 2021
Agnes Water:	Oct 2020 Domestic – 1576 Oct 2020 International – 15 Nov 2020 Domestic – 1143 Nov 2020 International – 24 Dec 2020 Domestic – 1171 Dec 2020 International – 15 Quarter 2020 Domestic – 3890 Quarter 2020 International – 54 QUARTER 2020 TOTAL - 3944	Oct 2021 Domestic – 1704 Oct 2021 International – 10 Nov 2021 Domestic – 1087 Nov 2021 International – 10 Dec 2021 Domestic – 1195 Dec 2021 International – 5 Quarter 2021 Domestic – 3986 Quarter 2021 International – 25 QUARTER 2021 TOTAL - 4011

<p>Gladstone:</p>	<p>Oct 2020 Domestic – 1427 Oct 2020 International – 22 Nov 2020 Domestic – 1163 Nov 2020 International – 14 Dec 2020 Domestic – 940 Dec 2020 International – 36</p> <p>Quarter 2020 Domestic – 3530 Quarter 2020 International – 72 QUARTER 2020 TOTAL - 3602</p>	<p>Oct 2021 Domestic – 1628 Oct 2021 International – 3 Nov 2021 Domestic – 1235 Nov 2021 International – 5 Dec 2021 Domestic – 1376 Dec 2021 International – 4</p> <p>Quarter 2021 Domestic – 4239 Quarter 2021 International – 13 QUARTER 2021 TOTAL - 4252</p>
<p>Commentary:</p> <p>Agnes Water – the Top Tourism Town is still standing at strong occupancy with operators becoming resilient to the ever- changing circumstances in and around COVID. Top feedback is lack of water access for campers to the region and also visitors asking why there isn't any events on in the festive season. Parking continues to be an issue at local beach access (also no signage to our local beach on Agnes Street) and 1770 foreshore. After living in Agnes for 23 years, I have never seen every part of the town so busy for a long period of time.</p> <p>Gladstone – Domestic visitors to Gladstone are well and truly back to pre-pandemic numbers, with extended border closures meaning that interstate visitors were able to spend more time in QLD and do multiple laps. The opening of the borders in December seeing an influx of visitors to Gladstone for the festive season and the start of Turtle season in our Region on Heron Island. Visitors are always impressed with the presentation of the parklands in and around Gladstone, which is always nice to hear.</p>		

2. Represent the Region with key Tourism Stakeholders – QTIC, TEQ, DITID, GRTAG, GREDPG, CLIA, ACA

Meetings were held with all key stakeholders during the quarter and listed below are some of these:

QTIC Tourism Jobs Roadshow at GECC

TEQ Aviation Restart Funding and The Great Queensland Getaway.

DITID regular COVID updates and changes

ACA Cruise Roadshow

3. Actively contribute and support DCTC, BTABC, BVCDC, BTHU

DCTC attended and chaired their AGM combined Christmas party

BTHU arranged to meet with President Andrew Davis Q1 2022

BVCDC renovating a trailer to be a mobile VIC for the Boyne Valley

4. Manage and deliver Tourism promotion and create and deliver tourism campaigns

Turtle Tank Fund:

This quarter we worked alongside Gladstone Regional Council on finalising the criteria, terms and conditions and initial marketing ideas/website concepts for the Turtle Tank Fund. Marketing teasers commenced at the end of the year informing the community that funding will be available for innovative tourism ideas in the New Year. We have decided on a timeline and process for facilitating the fund which will commence early January. This includes applications opening, an information session and the Turtle Tank presentation day. All information and applications will sit on the gladstoneregion.info website.

Easter in Gladstone:

We have continued discussions with Gladstone Regional Council on our involvement with Easter in Gladstone for 2022. It has been decided that GAPDL will focus on operator deals and drive/fly itineraries for Easter in Gladstone. This will be backed with a social media campaign targeting SEQ where the call to action will be back on the gladstoneregion.info website. We will also work on producing the Children's activity booklets like last year. These booklets will be distributed to local schools, libraries, Airport, and at the Gladstone Harbour Festival. We will also explore the idea of a large-scale media piece either a TV show such as Weekender or new video footage of the events around Easter from a tourist point of view. These pieces will assist in future marketing of Easter in Gladstone.

Visitor Satisfaction Survey:

We have worked the Institute of Tourism Leadership Australia to develop a visitor satisfaction survey, which also addresses their expectations and motivations of travel. This item is on our workplan, and Gladstone Ports Corporation have also asked for similar feedback. Therefore, we have compiled a few projects into the one survey which is now currently on display in both Visitor Information Centre's, along with social media targeting marketing.

Southern Great Barrier Reef
Bundaberg - Gladstone Region Tourism Experience Survey

We would love to hear from you

We have a few questions to ask about your expectations and motivations to visit the Southern Great Barrier Reef-Bundaberg-Gladstone region. Scan the QR code to start - finally one that allows you to be a winner! This will take 5 minutes or less. Your responses are highly valued as they assist the Institute for Tourism Leadership Australia to help tourism operators and bodies to plan future experiences and products.

Thank you in advance

**2 nights camping for 2 adults and participation in bushwalks at Traveller's Rest 1770 Nature Campground
LARC + Lunch Tour for 2 adults
Gladstone Region Tour for 2 adults
Gladstone Entertainment & Convention Centre Voucher**

RV/Drive Collateral:

Over the past quarter we have started accumulating more RV/drive content to our library. This included bringing Sally Sees and 4 Boys and a Caravan to region. With these content creators we covered Gladstone, Mt Larcom, Tannum Sands, Curtis Island, Heron Island, Agnes Water/1770. We also chose to do one young/couple based and the other a travelling family, to appeal to various markets. These images will be used in our RV/Drive campaign we hope to launch in May 2022.



5. Represent the Region through consumer trade shows, expos, conferences and events

Event	Purpose	Outcomes
New Year's Eve	I-van	Donated free sanitiser
Destination Q and IQ	Conference	Regional representation/networking
Queensland Tourism Awards	Awards Night	Regional representation/networking

6. Participate in SGBR promotion and activities

Ongoing work and discussion with Bundaberg Tourism and PCCC on our upcoming digital Drive Project.

7. Increase the Region's presence on the ATDW website

Current Participation	Last Quarter Participation
164	170

8. Operate and maintain I-van service. Specifically, attendance at community events and functions (minimum 5 times/year)

I-Van Locations/Appearances	New Years Eve Event Attendance at free camping areas located at Boyne River & Calliope River
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9. Provide support to the Region's tourism operators and GAPDL members / GAPDL Events

Event	Purpose	Outcomes
6 & 8 October: Gladstone/ Agnes Visitor Information Guide Launch	Celebrate the launch of the Gladstone Region Guide.	A chance for GAPDL Members who were part of the updated Gladstone Visitor Information Guide to meet and mingle and discuss further promotional ideas to increase visitation to our region.
8 October "Groovin In Goondoon"	An event to celebrate and encourage the community to enjoy the completion of the fabulous new Goondoon Street upgrades and assist the tenants who had been struggling for months due to the street closures during the upgrades.	Very well attended event. Goondoon Street was very lively from commencement of event until approx. 7.30pm. The food tenants did exceptionally well they were full to capacity and the other tenants who remained open were all well frequented.
Events Masterclass	Provide an opportunity for the event organisers in our region to be inspired and learn key skills from highly qualified presenters.	A sell-out event enjoyed by all involved. Feedback was extremely positive and the event was appreciated by those who attended.
GAPDL Member Christmas Party	An opportunity for Members to get together and celebrate the year.	Despite a change of venue to due to the weather from a Curtis cruise to the Ferry Terminal, there was a tremendous turn out and the event was enjoyed by all.

Membership:

Total GAPDL Members YTD: Current GAPDL Members 161 – LY GAPDL Members 186

Membership Commentary:

This quarter in membership we have been working on re-configuring our membership services and looking into ways we can extend member services to include more great benefits. A key focus for this quarter is improving member engagement and communications, GAPDL will be offering members more opportunities to be involved in promotions, offer more networking events and also run additional workshops focusing on key areas such as digital marketing. GAPDL membership focus is also to improve region presence of ATDW and also work alongside members to increase region eligibility for Best of Queensland products. GAPDL membership officer has also been working alongside members to increase tourism bookings on booking platform Bookeasy. The bookings platform has been well received by both visitors to the region and members. A continued key focus for membership is to grow our membership database by continuing to build relationships with business and support our community to enhance region economic growth & prosperity.

10. Content Creation – Blogs, images and videos

Date Published	Items
November	16 x images from Sally Sees, 2 blogs for gladstoneregion.info (A guide to Curtis Island with a 2WD and 7 Day Great Gladstone Road Trip)
December	45 x images and 1 x video from 4 Boys and a Caravan's, Gladstone road trip
December	35 x images from Reel Action to add to our fishing library

11. Coordinate and host famils and media oppourtunities for the benefit of Tourism in the Region

Dates	Proponents	Outcomes
November	TEQ Marketing Team – Gladstone Region Showcase	Showcased the Gladstone Region to four in the TEQ Marketing Team.
Weekly	4CC CEO Segment	Advertising of events in the Gladstone Region

Report Submitted: Gus Stedman, CEO

Report Presented to Council Date:

Feedback Due to GAPDL By: