

Mareeba Shire Tourism Think Tank

In order to make the most of our time together as an industry, Mareeba Shire Tourism operators are encouraged to think about the following questions and complete the table below prior to attending the event.

1. Start by writing down three types of travellers you want to get more of e.g. overnight domestic short-breaks, day trippers, long-haul drive market, international
2. Then next to each traveller type, write down the most likely location you would like to see marketing undertaken to get more of those visitors e.g a town or city, not a marketing channel
3. Next to each traveller type and location, say why you think they aren't coming already or not enough of them are coming
4. Finally, what sort of marketing channel might reach them?

Type of Traveller	Marketing Location	Why aren't they coming already?	Marketing channel to reach them?