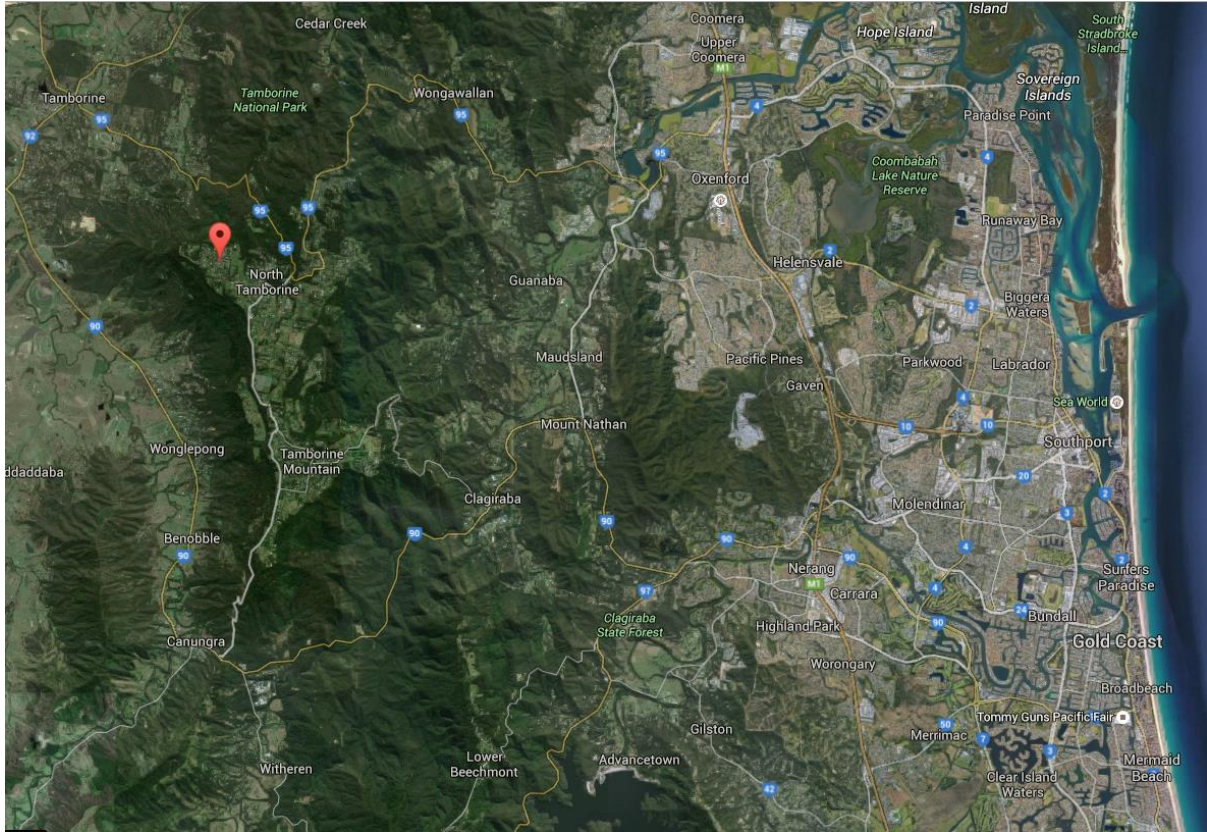




# Chamber of Commerce - Business Plan

## Tamborine Mountain



## Introduction

- Tourism important part of economy
- Small/medium business important part of economy

## Objectives of Tourism and Business sectors

- Change the value proposition so we are more like "Montville", consistent message, clear articulation of the value proposition across channels
- More visitors and increase share of wallet
- Segmentation required and custom marketing campaigns
- Tourism stakeholder engagement plan required
- Make website more user friendly – pay memberships online, easy access to business / member information
- Gallery Walk beautification will expand tourist offerings to interstate + overseas visitors plus to locals
- Work on Value Chain as a way to 'move the needle'
- There is more on the mountain than gallery walk, how do we get them to experience the whole mountain?

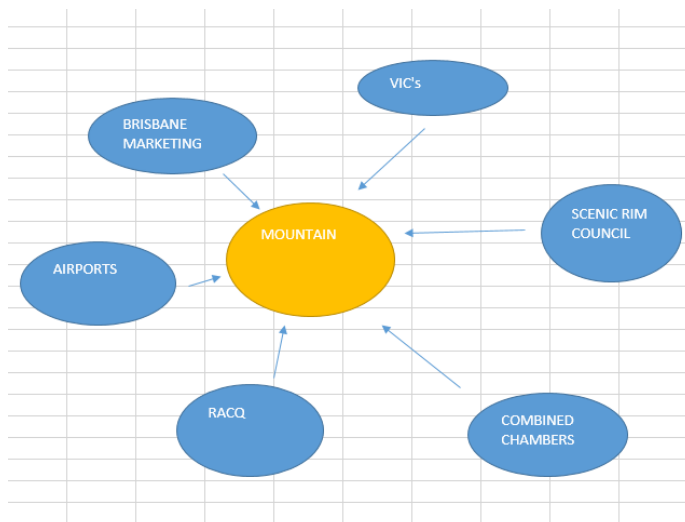


## Tourism growth markets

- Need to grow stays... how to turn domestic / international day trips into a stay longer
- Brisbane + Gold Coast visitors represent .....% of visitors
- Coaches represent .....% of visitors
- Wine tours represent .....% of visitors
- Events represent .....% of visitors
- International represent .....% of visitors
- ....We don't know, who does or how do we get the info so we can establish KPI's?

## Marketing Plan

- Chamber to continue demonstrating leadership
- Consumer focused marketing activities
- Focus on converting day trip market to stay another day
- Iconic event(s) – annual
- Invest in partnerships to distribute / create awareness
- International market
- Attract merging markets / encourage locals to shop and spend / put Mountain on the map



**Strategic Partnerships  
&  
"tourism companies"**

## Previous 12 months achievements

- Objectives were task related e.g. put out map book



## Current years projected achievements

- Website rebrand and advertising toolkit
- Increased awareness of members' products and services
- Increase visitor expenditure
- VIC customer service and retail goods
- New map and New map boards

## Budget

- ✓ Modernise website 10k
- ✓ Replace all map-boards with new vinyl – map/information 7k
- ✓ Signage to encourage visitors to explore the whole mountain 2k
- ✓ Landscaping / amenity – Council

Forecast:

- a trend of .....visitors with a spend value of ..... by 2018
- Increase in local business due to land being sold / new homes being built
- new home owners and new business owners create more local business
- Schools growing which increase more families, more spend, more business

## Infrastructure challenges

- Poor drainage during rain always creates flooding
- Few paths
- Street lights required in trading areas for after hours
- gutters / roads need attention
- Ambience
- Signs

## What we need

- Stats so we can determine KPI's
- A more strategic approach to tourism
- Council support for initiatives and ongoing activities
- What is the tourism budget and how much do we get?
- What is the per capita tourism budget?



## Activities

- Build unity and memberships through positive, proactive, professional and regular member communications
- Maintain a competitive website – drive visitation via social media, competitions, links, blogs, SEO – utilise quick pay and mobile friendly
- Results focused marketing
  1. Leisure – one hour drive away
  2. Niche market – weddings / golf / wineries / Gallery Walk / restaurants
  3. Events – leisure and business such as conferences
  4. Regular communications with community via local media
  5. Undertake membership satisfaction survey
  6. Do market performance research on businesses
  7. Seek cash funding support from potential partners
  8. Produce and events strategy
  9. Develop 12 month events calendar
  10. Maintain good customer service at VIC and quality stock

