

2026-2035

Maranoa Visitor Economy Strategy

Strategy

The Maranoa Visitor Economy Strategy is a collaborative framework to grow the visitor economy as a key driver of regional prosperity. It is a regional strategy for the industry, recognising the visitor economy's role in generating wealth, creating jobs, and supporting local businesses.

Developed through extensive engagement with key stakeholders and local industry, the strategy reflects the needs, aspirations, and opportunities identified by those who know the region best. It aligns with the objectives of the Outback Queensland Tourism Association, state and federal plans, and the Maranoa region's Arts & Culture, Sport & Recreation, and Economic Development strategies, creating a cohesive framework to drive sustainable development across the region.

Maranoa Regional Council will support the strategy through four key roles: delivering initiatives, building partnerships, facilitating collaboration, and advocating for investment. Detailed action plans will guide the implementation of strategic priority initiatives.



VISION

The Maranoa region will be recognised by our visitors as a must stop, stay and experience destination on the edge of Outback Queensland and the Carnarvon Ranges.

STRATEGIC THEMES

EXPERIENCE & PRODUCT DEVELOPMENT

INDUSTRY SKILLS & CAPACITY

EVENTS

PARTNERSHIPS

DESTINATION MARKETING

STRATEGIC PRIORITIES

1.1 Enhance Existing Experiences: Enhance and upgrade current tourism products, experiences, and assets.

1.2 Develop New Experiences: Develop tourism products that capitalise on the region's unique selling points.

1.3 Product Packaging: Create and promote packages that combine multiple local and regional experiences.

1.4 Signature Experiences: Identify and facilitate the development of signature experiences that reflect each town's local identity.

1.5 Accessibility: Enhance inclusivity and accessibility in experiences and infrastructure.

1.6 Cultural Heritage: Preserve and promote cultural heritage through authentic tourism experiences.

1.7 Nature-based and Active Tourism: Develop products that showcase the region's natural assets and outdoor activities.

1.8 Accommodation: Explore opportunities to expand and diversify accommodation options.

1.9 Transport Infrastructure: Enhance transport infrastructure to improve regional access.

2.1 Visitor Economy Participation: Increase business awareness and involvement in the visitor economy.

2.2 Industry Capacity Building: Strengthen tourism sector capability and capacity through coordinated initiatives.

2.3 Customer Service Development: Improve customer service standards across the region.

2.4 Visitor Information Servicing: Review and adapt visitor information services and signage.

2.5 Digital Skills: Upskill tourism operators in digital tools and emerging technologies.

2.6 Trade-Ready Operators: Support businesses to engage effectively in domestic and international tourism trade.

2.7 Best of Queensland Experiences Program (BOQEP): Encourage and support operators to achieve Best of Queensland status.

3.1 Events Destination: Position the Maranoa as a leading destination for hosting high-quality events.

3.2 Event Marketing Support: Promote events to raise the Maranoa's profile through local, regional, state, and national channels.

3.3 Leverage Existing Events: Leverage existing events to attract visitors into region.

3.4 New Events: Facilitate and encourage the creation of new events.

3.5 Event Assets: Investigate options for non-permanent event assets and equipment that can service the region.

3.6 Signature Events: Identify and elevate key events with strong tourism potential.

3.7 Olympics: Leverage the Brisbane 2032 Olympic and Paralympic Games for pre- and post-event opportunities.

4.1 Regional Approach: Foster a "one region" approach to promote collaboration across all regional stakeholders whilst maintaining local identity.

4.2 Council and Local Associations: Build strong partnerships between Council and local associations.

4.3 Outback Queensland Tourism Association: Work closely with OQTA to leverage our region's potential.

4.4 Cross-Regional Partnerships: Develop partnerships that extend beyond the Maranoa region.

4.5 Private Sector: Encourage private sector investment, innovation, and participation.

4.6 Government Agencies and Bodies: Strengthen relationships with State and Federal governments, agencies, and organisations.

4.7 Volunteer Management: Focus on recruiting, training, and retaining volunteers.

5.1 Targeted Visitor Segments: Deliver campaigns tailored to specific demographics, interests, and origins.

5.2 Destination Branding and Identity: Build and promote a strong, recognisable regional brand.

5.3 Marketing Through Partnerships: Leverage partnerships to expand marketing reach and resources.

5.4 Multi-Channel Strategies: Use a mix of digital, social, print, and physical advertising for broader engagement.

5.5 Enhanced Media and Public Relations (PR) Presence: Strengthen media and PR efforts to secure impactful editorials and advertorials.

5.6 Seasonal Marketing: Focus on seasonal campaigns to attract visitors during shoulder season.

5.7 Digital Marketing: Prioritise digital platforms to maximise reach and engagement.

5.8 Geographic Location: Capitalise on the region's location to attract drive tourism and short-stay visitors.