

# Matilda Highway

## CORRIDOR MANAGEMENT PLAN



## IMPLEMENTATION PLAN



# Matilda Highway Corridor Management Plan Implementation Plan

Prepared By: -  
National Centre for Tourism

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## 1.0 Background

This final report provides an implementation schedule and planning framework to guide the introduction of the Matilda Highway Management Plan.

The final report does not contain an overview of planning or management issues or the visitor information and signage template. This information is clearly outlined in report two and report three. The focus of this report is on providing a practical implementation framework.

## 2.0 Matilda Highway Vision Statement

*Travelling 'The Matilda Highway' offers travellers:*

- A direct route to the Northern Australian Outback via the Kidman Way
- A themed drive holiday experience containing direct access to some of Australia's natural, cultural and historic outback heritage icons
- Year round events and touring experiences including access to the Lake Eyre Basin, Channel Country and Northern Territory
- A safe, quality outback drive environment serviced by well appointed country towns
- A chance to enjoy first hand the heritage, hospitality and lifestyle of the real Australian outback

## 3.0 Product Components

The following outlines the desired core elements of the product offer. In other words these are the product attributes of the corridor that we wish to achieve.

### (i) A Corridor of Linked Outback Communities, Shires and Product Regions

The Matilda Highway is one of Australia's longest themed road journeys. The success of the Highway will be gauged by its ability to present a consistent high quality drive experience by linking the shires and towns along the corridor under one product theme.

Signage along the corridor will be professionally designed and placed to reinforce in visitors' minds the themed nature of the Matilda journey and the wide variety of interpreted experiences available in each product region.

The Matilda Highway will provide visitors with the ability to discover some of the many byways and themed touring loops into the surrounding outback region.

The Highway passes through four specific product zones, South West, Central West, North West and the Gulf Savannah region and through a variety of rich biogeographic regions.

**(ii) Creatively Packaging and Presenting the Natural, Cultural and Historic Heritage of the Outback**

The highway provides potential access to a wide variety of themed experiences and outback attractions. These attractions are accessible from each town along the corridor or through byway options. These attractions represent the distinctive uniqueness of each town / region.

Tourism signage, maps and brochures will be designed to reinforce the distinctive themes of each area.

The natural and cultural heritage along the corridor will be presented in a way that can be packaged to meet the needs of targeted drive markets.

The ongoing success of the Matilda Highway will be judged on its ability to attract new outback visitor markets and to entice them to spend time and money in the region throughout the year.

Events and tour packages (rail, air, & bus) will be used to entice repeat visitation.

The marketing of the Matilda Highway must leverage itself of the Outback Domestic Leisure Marketing Strategy and the 'Larger than Life' umbrella destination theme.

**(iii) A Network of Visitor Information Centres and Tourist Attractions**

Information Centres and QHTN attractions will become the hub and focal points for visitor information and interpretation of the corridor's attractions and services.

Information centres must be designed and presented to focus on the distinctive product strengths of each town.

All signage will reinforce the role of visitor centres.

Interpretation provided in Visitor Information Centres will be consistent across the corridor and promote the attractions of the local town / region and the corridor.

Access to each region's unique natural and cultural heritage will be promoted via self drive trails and packaged tours using local operators. A variety of 1 day, 2-3 day and extended tour packages should be available at each town.

**(iv) An Integrated Visitor Information Network and Signage Strategy will be created**

An integrated, visitor information network will be established along the corridor. This will include themed signage, regional and local maps, and visitor centre displays.

The role of the current management plan will be to build on and upgrade existing Matilda Highway signage and interpretation.

**(v) Implementation**

A project manager will be initially appointed to work with the OOTA (Outback Queensland Tourism Authority) to 'drive' the implementation of the plan, working with the RTAs, Councils, various signage committees and QHTN attractions along the corridor.

Ongoing funding for the project will be sourced through local and state government initiatives, commercial sponsorship and industry joint venture initiatives.

The success of the Matilda Highway will be its ability to link and value add with a wide number of existing regional initiatives such as the South West Touring Route initiative and the lake Eyre Catchment Group.

## 4.0 Target Markets

### 4.1 Long Haul Visitor Characteristics

The travel routes of visitors to western Queensland are difficult to identify, however, most visitors travel on an east-west axis along the Warrego, Capricorn and Flinders Highways, and on a south-north axis long the Mitchell, Landsborough, Newell, and Pacific Highways.

A large number of these travellers visit or pass through the major centres of Roma, Charleville, Blackall, Barcaldine, Longreach, Winton and Mt Isa. Unlike visitors who holiday at a single coastal destination, visitors to outback Queensland tend to travel long distances and visit many places.

The ability to lure long haul visitors to attractions and facilities are affected by:

- The variety of attractions and facilities along the whole travel route,
- The time constraints involved in driving long distances, and
- The ability to visit numerous facilities and places within a particular trip timetable and budget

Research undertaken by Tourism Queensland reveals the main reasons for visiting an outback region:

- Travelling through the region
- Natural attractions
- Culture / Environment
- Historical / Heritage
- Outback Hospitality
- Climate
- Adventure
- Experience "real" Australia
- Lifetime dream

Appealing characteristics of the Queensland Outback:

- Friendliness of the locals and fellowship of travellers along the way
- Getting in touch with the cultural, political and social history
- The nature and diversity of natural phenomena, wide open spaces / vastness, birds and other wildlife
- The cleanliness and tidiness of the towns & wide roads
- Closeness to the natural environment
- Providing a personally enriching experience, getting in touch with "real" Australia, the culmination of a long held dream
- Excitement / thrill of discovering interesting things along the way

Key market Characteristics:

- Origin - > 66% from local intrastate; 29% interstate visitors New South Wales
- Age - > 55% aged 50 years +
- Seasonality: High - > June & July; Low - > February
- Independent travellers + 90%
- Average expenditure higher due to longer trips
- Length of stay - > 8-14 nights average

## 5.0 Packaging the Product

A range of initiatives will need to be set in-train to ensure that the Matilda Highway is presented and packaged as a buyable proposition for targeted visitor markets.

Key initiatives include:

- (i) Linkage under the "Larger than Life" umbrella destination brand.
- (ii) The OQTA travel brochure will need to be amended to include details of new product initiatives. This can be achieved through inserts or through the bundling of product under a common Matilda Highway banner.
- (iii) The visitor information and interpretation available at information centres will need to be upgraded and presented in a consistent format along the corridor.
- (iv) Contact will need to be made with all road agencies; for example, RACQ, AAA and NRMA etc., to ensure that their databases are all updated to include the latest material on the Matilda Highway.
- (v) The TQ and QHTN drive tourism's web sites will need to be updated.
- (vi) Existing signage / maps / brochures will need to be updated.
- (vii) A range of new marketing activities will need to be pursued.

## **6.0 Branding and Use of the Matilda Highway Logo**

The consistent application of the Matilda Highway logo can offer the following advantages:

- (i) A clear product image and consistent marketing message.
- (ii) A logo / brand that both the community and tourism industry in the region can continue to support.
- (iii) Improve advertising awareness and positioning on promotional material from maps through to souvenirs.
- (iv) An image that can position the Matilda Highway in the minds of intending visitors.
- (v) A framework for developing a consistent look and feel on all communication from road signage through to information panels and merchandise.

New communication initiatives will need to be introduced to meet the individual needs of a broad range of stakeholder and consumer markets. These include: -

- The Travel Trade (wholesalers, retailers, operators etc)
- Community and business houses
- Special interest markets including tour operators, schools, grey market etc
- Potential corporate sponsors and donors
- Targeted consumer groups

The audit report has demonstrated that industry exposure and takeup of the Matilda Highway brand is currently low.

## 7.0 Matilda Highway Themes

Matilda Highway themes and linkages have previously been outlined in reports 2 and 3. Core themes and story lines are outlined in Diagram One. Each town will need to review and document how these themes should be incorporated within information centres.

Diagram 1 - Themes

THEMES	LANDSCAPE	MOVEMENT	LIVING	EVENTS	CORE THEME
Cunnamulla	Mulga lands Warrego River Currawinya National Park Lake Bindegolly National Park	Railway Warrego River Pastoralism Explorers Stock Routes	Architecture Settlement Indigenous stories/culture Local Stories Arts/Craft Opal Mining	Cunnamulla & Eulo World Championship Lizard Race & Festival	Southern starting point of the Matilda Highway
Charleville	Mulga and Mitchell grass Bushland/wildlife, bilbies Great Artesian Basin Warrego River The clear skies and stargazing	Drovers Airport Cobb & Co. Warrego River	Architecture, early settlement, heritage buildings Pastoralism Royal Flying Doctor, School of Distance Education Indigenous stories/culture – Bidjara CDEP	Regional Events Great Matilda Camel Races	OHTN Cosmos Centre Landscape & Living
Tambo	Salvator Rosa National Park Mitchell Grass Downs	Railway Cobb & Co Barcoo River Explorers	Settlement Services Architecture/ Heritage Indigenous Stories Pastoralism	Regional Events	Oldest Town in the Central West
Blackall	Artesian Basin Mitchell Grass Downs Idalia National Park	Railway Line Roads Barcoo River Pastoral Settlement	Explorers Grazing Settlement Indigenous Stories Wool/wool processing	Rodeo Mardi Gras	OHTN Blackall Woolscour Movement & Living Wool Processing
Barcaldine	Desert Uplands Garden City of the West Red Mountain	Railway Airfield Transport	Explorers Pastoralism/ wool Settlement Education Aboriginal Occupation	Regional Events Easter in the Outback Desert Upland Festival	Shearers Strike of 1891 Birth of Australian Labour Party Settlement Pastoralism & Working
Longreach	Thomson River Mitchell Grass Downs Channel Country Lake Eyre	Railway Regional centre Aviation	Settlement Explorers Town Development Education Aboriginal occupation	Regional Events World War 1 & II	Qantas Aviation / transport Pastoralism Stockman's Hall of Fame
Winton	Artesian Basin Diamantina National Park Bladensburg National Park Channel Country Lark Quarry	Railway Explorers Mining Drovers Aviation	Settlement – Historical Explorers Pastoralism Aboriginal occupation Homesteads & Stations Architecture	Regional Events Waltzing Matilda Bush Poetry Championships Rodeo	Landscape & Living Events (OHTN) Waltzing Matilda Centre Transport Qantas
Cloncurry	North West Highlands Mt Isa Inlier Leichhardt Cloncurry Rivers	Railway Airport Regional centre World War II Qantas	Explorers, mining Pastoralism Architecture, heritage buildings Education Hospitals Aboriginal stories	Regional Events Muster & Races	Discovery Centre Droving Mining
Normanton	Gulf plains Grass lands Wetlands	Railway Horse drawn transport Norman River	Explorers Pastoralism Architecture Mining (Goldrush) Aboriginal Occupation	Regional Events Barra Classic	Gulf Savannah 'Gulflander'
Karumba	Gulf plains Grass lands Wetlands	Railway Horse drawn transport Sea Transport	Explorers Pastoralism Architecture Mining (Goldrush) RAAF/WW II Aboriginal Occupation	Regional Events	Fishing 'Outback by the Sea'

Interpretation / information in each visitor information centre should be organised under the Matilda Highway banner under the following areas:

- Local attractions along the corridor and within the town;
- Regional attractions including byways; and
- Corridor attractions / destinations.

## 8.0 Implementation Plan

An implementation schedule outlining both hard and soft infrastructure is outlined in Diagrams Two, Three, Four, and Five where appropriate, responsibility for design and fabrication, erection and placement, ongoing maintenance and funding of soft and hard infrastructure is outlined in the diagrams.

**Diagram 2. Matilda Highway – Proposed Hard Infrastructure**

	Design and Fabrication	Erection Cost	Ongoing Maintenance Cost	Funding Available	No. of Signs	Location	Cost	Timing
1. Regional Gateway Signage	DMR, TO, QHTN	QHTN, MRD	MRD	✓	7	South West Central West North West Savannah	\$35,000 QHTN Separate budget	March 2002
2. Shire Signage Inserts	LGA, QHTN Design provided	LGA	LGA	✓	—	Shire Optional	—	From April 2002
3. Town Gateway Signage Welcome	DMR, TO, QHTN	LGA	LGA	✓	All Major Towns Cunnamulla, Charleville Augathella, Tambo Blackall, Barcardine Ilfracombe, Longreach Winton, Kynuna Cloncurry, Normanton Karumba			From April 2002
4. Regional Interpretation Panels (Maps) in VIC's	QHTN, TO	LGA	LGA	✓	Option to use funds for interpretation where existing town signage is retained		\$120,000	From May 2002
5. Local Interpretation (maps) in VICs	QHTN, EPA, LGA	LGA	LGA	✓				From May 2002
6. Accredited VIC signs	DMR	LGA	LGA	✓	Multiple	Accredited sites	\$5,000	Ongoing from April 2002
7. Upgrade existing Matilda Signage	DMR, QHTN	LGA, QHTN	LGA	✓			\$20,000	In accordance with site plans
8. Precinct Signage	LGAs	LGAs	LGAs	x	x	x	x	As budget permits
9. Route Marker on Direction Signs	DMR	DMR	DMR	x	x	x	x	As budget permits
10. Byway Signage (Lake Eyre and South West)	LGAs, DMR	LGAs, DMR	LGAs	✓	To be determined	Winton Longreach Cunnamulla Charleville	\$8,000 Lake Eyre \$8,000 South West	As budget permits
<b>Total Budget</b>							<b>\$161,000</b>	

# Funded via separate drive project

## Includes cost for design fees

## Diagram 2 Continued. Matilda Highway Town Gateway Signage

1. Thirteen towns - 2 x Welcome (26 signs)

2. Preliminary costing based upon:-  
1 Size

### **Welcome Signs**

2400 x 2400mm on 1.6mm aluminium with posts. Price includes the printing of graphics with a four-year durability.  
Delivery to points along the Matilda Highway.

PRICE \$5,000 include GST + freight + project fee

\*NB Price based on minimum quantity of 26 signs and erection by Local Government.

**Diagram 3. Matilda Highway – Proposed Soft Infrastructure**

Item	Design Cost Printing	Ongoing Cost	Funding Available Under DT	Details	Budget	Timing	Project Manager
RTO Brochure Inserts	TQ / RTO's	RTO's	✓	Inserts into existing regional brochures)	\$10,000	Immediate	TQ / RTO's
Road Maps AAA DMR	AAA / DMR	AAA	×	Material to be provided to agencies free of charge	×	×	RTO / TQ
Matilda Familiarisation Tour	OQTA Operators VIC's	OQTA`	✓	Familiarisation tour of Matilda Highway by VIC's and operators	\$5,000	April 2002	OQTA
Trip Planning Information Website	TQ	QHTN	✓	Drive tourism website to be updated to include links to TQ, DMR and RACQ for trip planning	\$5,000	March 2002	TQ / QHTN
Market Research	TQ RTO's	RTO's	✓	Matilda Documentary to be negotiated through T Q and OQTA	\$10,000	April 2002	TQ / QHTN
<b>TOTAL</b>					<b>\$25,000 inclusive of GST</b>		

RTO Regional Tourism Organisation

**Diagram 4. The Matilda Highway Implementation Schedule - Signage**

	ACTION	Nov 2001	Dec	Christmas 21.12.01 – 07.01.02	Jan 2002	Feb	Mar	April	May	June	July	
1.0	Sign off on integrated information framework. Appoint Project Manager		■									
	Sign off on budgeted project responsibilities & timeline.				■							
2.0	Complete design specifications for each Town along corridor for Town Signs/Gateway signs.				■	■						
3.0	Prepare brief for fabrication of signs & cost & approve by project team.				■							
4.0	Undertake negotiations with MRD & each LGA to determine placement & responsibility for erection of signs. Must be in accordance with MUTCD & in accordance with established MRD protocols.					■	■					
5.0	FABRICATE ALL SIGNS & freight to Region for Corridor roll out						■					
6.0	COMMENCE ERECTION of all signage in accordance with protocols and project management agreement.							■				
7.0	LAUNCH PROJECT							■	■	□	□	
8.0	Accredited VIC Signage to be determined by MRD & TQ QHTN									□	□	
9.0	QHTN Signage To be arranged in accordance with individual site needs									□	□	□
10.0	Maintenance LGA to maintain all town signs										□	□
11.0	MRD to maintain all Directional signage in accordance with MUTCD										□	□

**Diagram 5. Matilda Highway Project Implementation Schedule - Soft Infrastructure: Regional / Local Maps**

	ACTION	Nov 2001	Dec	Christmas 21.12.01 – 14.01.02	Jan 2002	Feb	Mar	April	May	June	July
1.0	Prepare specifications & cost for Region and Local tourist maps & have signed off by project team.		■		■						
2.0	Commission consultant to commence consultation, and commence collection & design of regional & local prototypes & have prototype signed off by project team.				■						
3.0	Commence design of each case study region (regional & local maps)					■					
4.0	Sign off Draft by LGA Reference Group, TQ, QHTN						■				
5.0	Print & fabricate designs and place in regions							■			
6.0	LAUNCH PROJECT								■		



## Diagram 6. Capital Funds

<b>FUNDING SOURCE</b>	<b>APPLICATION</b>
QHTN	A one off grant scheme consisting of: <ul style="list-style-type: none"> <li>• Gateway / Town Signage</li> <li>• Information Panels / Interpretive Panels</li> <li>• Regional Mapping Schemes</li> <li>• Byway Signage / gateways</li> </ul>
MRD	<ul style="list-style-type: none"> <li>• Improved Directional signage (ongoing) including focal point, service white on blue and tourist attractions (white on brown)</li> </ul>
Department Transport	<ul style="list-style-type: none"> <li>• Possible buy-in on both Directional and Gateway Signage to support road safety initiatives.</li> </ul>
Local Government	<ul style="list-style-type: none"> <li>• Ongoing budgets to maintain Gateway / Shire / Tourism signage and where possible interpretive panels.</li> <li>• Local Government funds to be focussed at local signage initiatives including local maps / interpretive signs.</li> </ul>
EPA/National Parks	<ul style="list-style-type: none"> <li>• Limited funds for buy-in on sites where National Parks are keen to inform visitors of services and attractions within National Parks and other resources.</li> </ul>
Industry	<ul style="list-style-type: none"> <li>• Sponsorship and joint venture funding initiatives</li> </ul>
Miscellaneous Grants	<ul style="list-style-type: none"> <li>• Federal / State / Local government grant schemes</li> </ul>

## Diagram 7. Marketing/Soft Infrastructure

<b>FUNDING SOURCE</b>	<b>APPLICATIONS</b>
QHTN	One off grants to be applied toward: <ul style="list-style-type: none"> <li>• Funds towards upgrade of existing promotional brochure / web site.</li> <li>• Preparation of a regional mapping/signage template.</li> <li>• Preparation of a local mapping signage template.</li> <li>• Support for launch of project and merchandise.</li> </ul>
Tourism Queensland	<ul style="list-style-type: none"> <li>• Inkind support towards preparation of upgraded corridor brochure including assistance with free use of photos and assistance with printing support.</li> <li>• Assistance with initial design of a roadshow presentation kit for launch of the corridor in 2002.</li> <li>• Assistance with marketing advice including joint promotional activities.</li> </ul>

## **9.0 Marketing Plan**

### **9.1 Overarching Objectives**

(i) Destination Development

To promote, present and market the Matilda Highway under the current Outback Queensland umbrella destination brand

(ii) Product Development

To represent, develop and package the Matilda Highway as a marketable outback drive holiday product to targeted visitor segments.

(iii) Partnerships

To establish a strong ongoing partnership agreement between the community, the industry and government to support the implementation and ongoing marketing and management of the Matilda Highway.

### **9.2 Marketing Plan**

Key actions are outlined in the following diagram.

## Diagram 8. Action Plan

### Objective 1: Destination Development

	Action	Time	Budget	Responsibility
1.1	Work with OOTA & TQ to review the current OOTA brochure with the option of providing a revamped insert or advertorial on the Matilda Highway.	Immediate	QHTN \$10,000	TQ, QHTN Project Manager (PM)
1.2	Work with TQ, OOTA and NT to determine how the Matilda Highway can value add and dove tail into any planned marketing initiatives contained in the Domestic Leisure Marketing Strategy 2001 – 2002.	Immediate  Ongoing	QHTN TQ	TQ OOTA
1.3	Work with TQ to ensure that the QHTN & TQ drive market web site is updated to include information & links to the Matilda Highway. Contacts over time will also need to be made with RACQ, NRMA etc.	Immediate  Ongoing	QHTN \$10,000	TQ OOTA

## Diagram 8 continued. Action Plan

### Objective 2: Product Development

	Action	Time	Budget	Responsibility
3.1	Prepare design guidelines for the design, development and placement of regional and local tourism panels / maps in information centres (VIC's)	March 2002	—	TQ QHTN
3.2	Develop a series of fauna and flora guides in association with EPA / QNPWS which can be incorporated with byway maps and VIC's	April 2002 Ongoing	—	EPA, QNPWS TQ, CRC LGA's, OOTA
3.3	Develop a special events program for the Matilda Highway which can move along the corridor throughout the year and provide a focus for activity / action and entertainment (Flora & Fauna events should be included)	April 2002 Ongoing	Grant funds	LGA's QHTN EPA / QNPWS OOTA
3.4	Foster and encourage the development of local area tourism precincts including landscape, streetscape initiatives along the corridor	Ongoing	—	MRD LGA's OOTA
3.5	Identify opportunities for local arts & crafts that can be packaged up and used as souvenirs for the corridor	Ongoing	—	TQ, OOTA LGA's, QHTN Arts groups

**Diagram 8 continued. Action Plan**

**Objective 3: Partnerships**

	Action	Time	Budget	Responsibility
4.1	Establish a working group in each sub region to commence arrangements for the implementation of the Matilda Highway initiatives	Immediate	QHTN	LGA, QHTN, TQ / NT OQTA
4.2	Undertake a series of road shows along the Matilda Highway to introduce local communities to the attractions offered along the corridor. Road shows should initially focus on information centres, tour operators and Council officers	April 2002 Ongoing	\$5,000	LGA's, OQTA NT / TQ
4.3	Commence discussions with Kidman Way with regard to joint promotions and possible partnership arrangements.	April 2002 Ongoing	—	RTO's QHTN TQ
4.4	Prepare a newsletter for visitor information centres outlining the progress being made on implementation of the Matilda Highway including future steps and stages of all site works (hold a function on-site for all members)	April 2002 Ongoing	QHTN	VIC's LGA's QHTN

**CRC** Cooperative Research Centre for Sustainable Tourism  
**OQTA** Outback Queensland Tourism Association  
**TQ** Tourism Queensland

## **10.0 Management of the Matilda Highway**

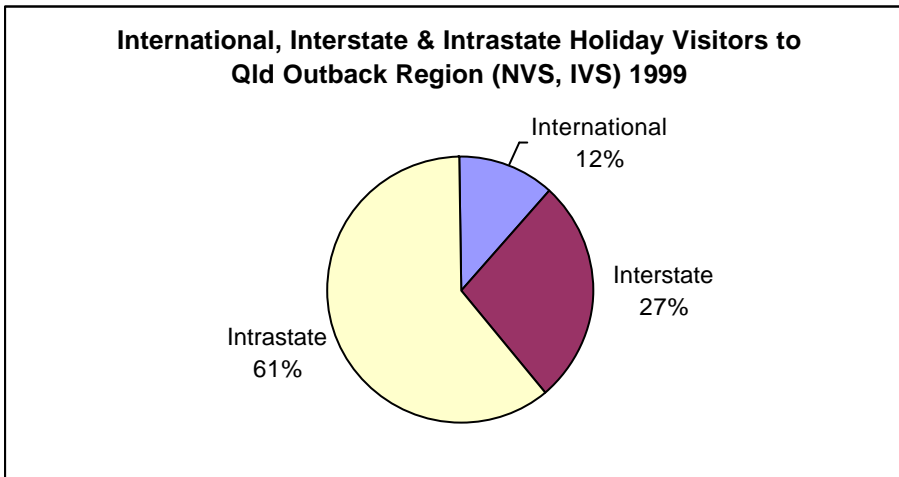
The implementation schedule clearly outlines the timelines, budget and responsibility for implementing both hard and soft infrastructure initiatives along the corridor.

## Appendix One

### VISITOR CHARACTERISTICS

The visitors below, drawn from the National Visitor Survey (NVS) and International Visitor Survey (IVS) are indicative only.

#### Visitor Numbers



The number of overnight domestic visitors to the Outback was 259,000 for the year ending 1999, while the number of holiday visitor nights spent in the Outback was 1,568,000. International holiday visitors totalled 36,122, which equate to 99,160 international holiday visitor nights.

#### Length of Stay

**Domestic Holiday Visitors:** Average length of stay is 6.1 nights, however 27% spend 1 night, 14% spent 2 nights, 16% spent 3 nights. 29% of domestic visitors spend an average of 4-7 nights and 12% spent 8-14 nights (NVS 1999).

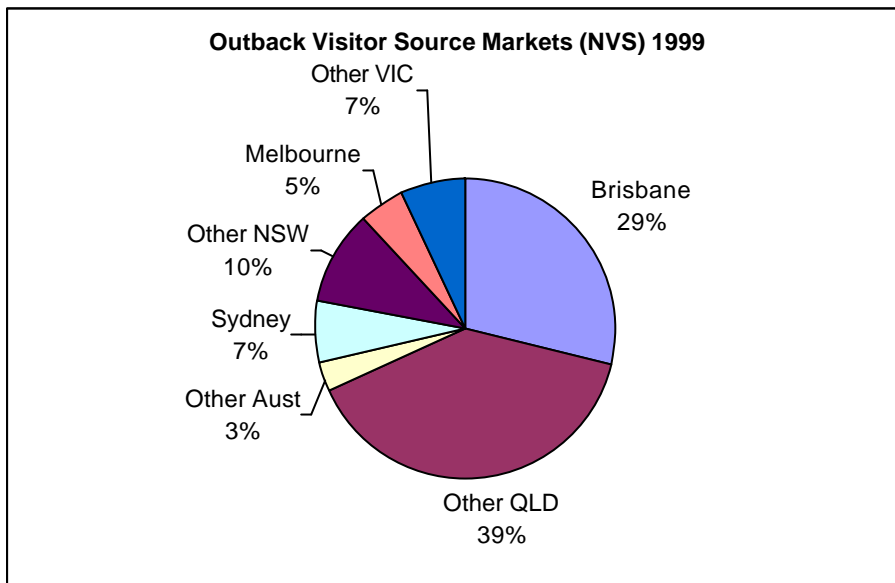
**International Holiday Visitors:** International holiday visitors to the Outback generally stay an average of 2.7 nights per visit.

#### Expenditure

**Domestic** spend \$276.0m. Average spend of visitors from Queensland was \$91 per night while visitors spend \$377 per visit (NVS 1998).

**International** spend \$2.5 m. An accurate expenditure figure cannot be calculated due to the small sample size.

### Visitor Origin



The Outback's predominant domestic holiday markets are Brisbane (29%), Sydney (7%) and Melbourne (5%). Other Queensland (39%) is the most sizeable source of visitors to the outback.

The top three international holiday visitor markets to the Outback (for visitor numbers) were United Kingdom (28%), Germany (17%) and USA (7%).

### Mode of Transport

During 1999, 75% of domestic holiday visitors travelled to the region by private vehicle. A further 12% travelled by rail and 10% travelled by bus / coach.

### Purpose of Travel

Of all the travel in the Outback in 1999, 38% was for the purpose of having a holiday / leisure.

Doing business accounted for 29% of domestic visitors, while visiting friends and relatives accounted for 20% of domestic visitors to the Outback for the year ended 1999.

### Age Profile

The existing market for Queensland's Outback is heavily weighted towards older holiday visitors. Approximately 31% of holiday visitors to the Outback are aged 25-44, 44% aged 45-64, 19% aged 65 and over, and 6% aged 15-24 (NVS 1999).

### Visitor Household Lifecycle Stage

People interested in Outback Queensland product can best be described as belonging to middle age or older households.

38.5% of respondents belong to a household with head aged 44-65 with no dependent children (Mid-life Households). 24.5% are part of a household where the household is aged 65+ or retired (Older Household) and 17.2% where the household is aged 44-65 and has dependent children (Mid-life Families)(Source: Outback Holiday Visitation Study 1999).

### Domestic Market

The domestic market is the most significant for the Outback accounting for 88% of visitors to the region, 61% originating from within Queensland, predominantly from South East Queensland and the coastal areas around Rockhampton and Townsville. International accounts for only 12% of business to the region.

The profile of the existing visitor market to Outback Queensland consistently demonstrates an emphasis on older travellers and this becomes more pronounced in more remote areas. Visitors to the region reflect a wide range of income and education groups with different comfort and knowledge requirements.

The majority of visitors to the Outback arrive by road. Transport to the region varies depending upon the distance from the destination. Local and Intrastate visitors utilise private vehicle, while interstate visitors travel by road, coach or air.

### Potential Visitor Markets (Domestic)

A range of potential visitor markets for Queensland's Outback can be identified. However, the level of investment in these markets must be balanced by the possible returns.