

Tourism Cape York

Tourism Cape York (TCY) was established in late 2012 under the auspices of CYSF TCY is led by the CYSF CEO and a committee led by long term and respected Cape York tourism industry identity Mike Hintz, principal of Oz Tours. TCY is the officially recognised Local Tourism Organisation (LTO) for Cape York, and has achieved substantial membership support. The formation of TCY had an immediate impact beneficial to Cape York operators, and numerous accolades have been received advising increased business turnover as a result of its formation and activities. Five key priorities which are listed below are the core activities of TCY:

- Speak as one voice – Build membership, bring stakeholders together/sharing of information – networking opportunities
- Destination Promotion: To promote Cape York as a destination, with its, many places, experiences and journeys. *Epic by Nature...*
- Visitor Orientation: To facilitate pre-trip planning and during visit orientation of the attractions, activities and experiences which make Cape York *Epic by Nature* for self drive visitors.
- Planning and Advocacy: To guide the planning for the growth of sustainable tourism that supports the Cape York region and advocates in the interests of the Cape's tourism businesses.
- Product Development and Mentoring: To facilitate new products on the Cape and mentor emerging tourism businesses.

This year we continue to focus on building the membership of TCY and we are able to provide for workshops across the region after successfully obtaining a grant in from the Australian Small Business Advisory Services Northern Australia Tourism Initiative, (ASBAS NATI). This will bring stakeholders together, allow for the sharing of information and provide for a number of workshop and networking opportunities across the region. The six tourism advisory streams covered in this grant are:

1. Funding avenues
2. Building your Business
3. Making the most of your talent and team
4. Management Capabilities
5. Digital Engagement Implementation:
6. Tourism Ready

We will continue to promote Cape York as a destination, highlighting the many attractions and building more with the work that we are undertaking with our RABP. We have produced six editions

of the annual "Cape York" visitor guide, this year with 96 pages and additional content. This guide is one of the tools we are using to promote the region. 80,000 copies were distributed last year with the same number printed for this year. TCY promotes the region at consumer shows across Australia and in New Zealand with the assistance of Pro-Active Tourism and Marketing. We had a complete review and revamp of our website last year which is currently ranked #1 for the region, and is continually updated. We also have very active and popular social media channels to promote the region.

Tourism Cape York Products/services include:

- Assisting with business development for new, niche and small business
- Business mentoring - with advice and guidance on how to achieve a higher yield and growth of product visitation.
- Advocacy - being the collective Voice to approach government agencies with issues affecting all tourism operators on Cape York.
- Marketing - proactively marketing the myriad activities and experiences available on Cape York through the production and wide distribution of a dedicated annual Cape York Visitor guide, highly visible website, social media, face to face meetings, training on product availability, and representation at trade and consumer events.
- Networking events - to enable business to interact and develop stronger relationships.
- Keeping the tourism industry on Cape York up to date with information and new opportunities that can assist them
- New product development - in conjunction with members and potential developers, seeking new opportunities that can be developed to enhance the visitor experience and increase yield
- Working closely with TEQ/TTNQ on developing strategic and tactical marketing opportunities that TCY members can access
- Working with like-minded LTO's to achieve larger dissemination of information regarding travel and touring opportunities in the region
- Organising trade and media familiarisations across the region to increase the knowledge of the many Cape York experiences and products.