

Toowoomba Workshop Summary

WHAT DO WE LOOK LIKE? 2032 ASPIRATIONS

- Sustainable development while retaining green spaces.
- Enhanced rail connectivity to improve accessibility.
- Expansion of accommodation options to cater to diverse markets.
- Targeting the high-yield conference market for business tourism.
- Development of outdoor and trail experiences for adventure and eco-tourism.
- Offering richer, deeper, transformational experiences that go beyond the ordinary.
- Creation of escarpment experiences to showcase natural beauty.
- Promoting a community holiday-at-home vibe to boost local economy.
- Increasing visitors who promote Toowoomba as a destination.
- Development of cultural tourism e.g. Bendigo/Ballarat with attractions like art galleries and museums.
- Even distribution of events throughout the year to maintain visitor interest.
- Integrating wellness aspects into living museums.
- Packaging tourism products to offer comprehensive experiences.
- Attracting major performing artists to drive market interest.
- Ensuring reliable and affordable flight options.
- Establishing a cultural business support centre to aid local enterprises.
- Promoting sports tourism with targeted marketing efforts.
- Celebrating Indigenous culture through songlines and storytelling.
- Highlighting foodie experiences, farm-to-table concepts, and agritourism.
- Focusing on nature as the number one attraction.
- Developing a cultural and conference centre precinct to support events.
- Encouraging family-friendly events and activities.
- Offering a mix of adventure, culture, and food tourism to attract diverse visitors.
- Expanding international visitor market with improved flight and EV charging infrastructure.
- Exploiting the escarpment for adventure activities and eco-tourism.
- Providing quality accommodation options on the escarpment for premium experiences.
- Targeting younger demographics with nature-based and adventure activities.
- Ensuring year-round event offerings to attract steady visitor flow.
- Encouraging collaboration among tourism groups for a unified destination approach.
- Preserving the small-town feel with independent businesses and local charm, particularly in the villages of the Toowoomba Region.

HOW DO WE WANT TO MAKE VISITORS FEEL?

- Curious to come back.
- Relaxed and refreshed, surprised by what they find.
- Valued, with enough time to fully enjoy their stay.
- Inspired to make positive changes in their life.
- Safe and comfortable, finding Toowoomba accessible yet peaceful.
- Content and unburdened by the hustle of daily life.
- Ready to reset and embrace a healthier lifestyle.
- Excited to explore and experience what the region has to offer.
- Spoilt for choice with activities and dining.
- Feeling at home, as if in their comfortable slippers.
- Eager to return and delve deeper into the region's offerings.
- Feeling like a part of the community, connected and involved.
- Left in a better state of mind, rejuvenated and vibrant.
- Adventurous, inspired to try new things.
- Wowed by the experiences and the natural beauty.

- Curious about more hidden gems in the area.
- Intrigued by the cultural and historical depth of the region.
- Inspired by local stories and heritage, eager to learn more.
- Feeling a special connection to the local landscape and environment.
- Amazed by the diversity of experiences, from arts to eco-tourism.
- Appreciative of the efforts to make the region sustainable and green.

HOW ARE WE GOING TO GET THERE?

EXPERIENCES

- Developing a convention centre at Picnic Point to attract business tourism and major events.
- Offering a diverse range of tours, including wellness, cocktail, indigenous, and night tours under the stars.
- Expanding adventure tourism with activities like zip-lining, gondola rides, mountain biking, and a mountain slide.
- Promoting arts and cultural festivals, building on the region's murals with guided tours and focusing on visual arts events for women.
- Enhancing nature-based experiences with sunrise/sunset tours, connected trail networks for walking and cycling, and agritourism activities like farm stays.
- Introducing luxury accommodation options that incorporate wildlife, wellness, and breathtaking escarpment views.
- Establishing food trails and supper clubs to showcase local produce and encourage collaboration among businesses.
- Creating pet-friendly experiences to cater to grey nomads and younger generations who travel with pets.
- Implementing farm stay experiences, allowing visitors to participate in farming activities and enjoy country pub revitalisation.
- Finalising the implementation of mountain bike (MTB) trails on the escarpment for diverse outdoor activities.
- Encouraging cultural engagement through songlines tours, indigenous food and talks, and the development of a cultural centre at Picnic Point.
- Facilitating corporate conferences and meetings with subsequent team-building activities to leverage business tourism.
- Organising year-round foodie tours and unique events to attract visitors across all seasons.
- Integrating art with nature through botanical art events and enhancing Picnic Point as a key attraction.
- Establishing a greeter's program to offer "live like a local" experiences, fostering human connections and memorable experiences.
- Enhancing Picnic Point as both a cultural and natural hub, with the addition of convention and arts facilities.
- Encouraging the development of eco-adventure tours, including unique hiking experiences and wire suspension bridge attractions.
- Promoting unique dining experiences in nature, connecting visitors with local produce at scenic locations.
- Expanding the network of locations to attract social media-savvy visitors.
- Developing wellness and creativity retreats, offering packages that combine relaxation with artistic expression.
- Establishing comprehensive mountain bike trails that link across local government areas for extensive exploration.
- Encouraging the organization of corporate conferences that include dining, relaxation, and team-building activities in natural settings.
- Creating a calendar of events that highlights Toowoomba's unique attractions across all four seasons.

INFRASTRUCTURE – hard + soft

Hard Infrastructure:

- Connectivity public transport improvements.
- Google integration for public transport visibility.
- Increased lighting for safety and accessibility.
- Enhanced rail, flight options, and better public transport overall.
- Development of paths in the CBD to encourage walking.
- Comprehensive bike infrastructure including e-bike hire, storage, and racks.
- Safety improvements for climbing Tabletop Mountain.
- Expansion of Wi-Fi and phone signal coverage for better communication.
- Construction of a cultural centre.
- Development of a major outdoor venue to host large events.
- Redevelopment of Picnic Point for enhanced visitor experience.
- Establishment of a convention centre and art gallery at Picnic Point.
- Infrastructure for heliport to accommodate drones.
- Construction of a heavy vehicle bypass to improve city traffic flow.

Soft Infrastructure:

- Study of Noosa's free bus initiative to apply lessons learned.
- Educational programs to make visitors aware of transport options.
- Upskilling of operators through online training.
- Venue collaboration for effective marketing.
- Single point of reference for comprehensive tourism information.
- Media strategy to address overkill in crime coverage.
- Training programs for experience development in agritourism.
- Encouragement of developer interest in the region for tourism infrastructure.

Enablers

- Collaboration with local and state governments for support and investment in tourism infrastructure.
- Development of agritourism and farmgate experiences to showcase local produce and farming practices.
- Enhancement of the public transportation network to improve accessibility and connectivity for tourists.
- Implementation of training programs for tourism operators and volunteers to elevate guest experiences.
- Promotion of cultural and natural heritage through educational tours and storytelling.
- Utilisation of digital platforms and technology to enhance visitor information and engagement.
- Strengthening of partnerships between tourism businesses, local councils, and cultural organizations to create a cohesive tourism strategy.
- Encouragement of private investment in high-quality accommodation and unique tourist attractions.
- Expansion of event and conference facilities to attract business tourism and major events.
- Active marketing of Toowoomba as a destination for outdoor and adventure tourism, including trails, cycling, and eco-tourism.
- Support for the development of arts and cultural festivals to attract diverse visitor demographics.
- Facilitation of year-round tourism activities to distribute visitor numbers evenly across seasons.
- Commitment to sustainable tourism practices to preserve the region's natural and cultural assets.
- Engagement with the community to foster a welcoming atmosphere and encourage local tourism advocacy.

KPIs / How will we know it's working?

- Growth in the number of day and overnight visitors.
- Enhanced tourism-related infrastructure and amenities.
- Active collaboration and support among Local Tourism Organisations (LTOs) and industry stakeholders.
- Positive feedback and high satisfaction levels from visitors.
- Increased visibility and engagement through successful marketing campaigns and digital content creation.
- Measurable increase in economic contribution from the tourism sector to the local economy.
- Expansion in the range and quality of accommodation options.
- Rise in participation and attendance at local events, festivals, and attractions.
- Improved accessibility and connectivity within the region for tourists.
- Enhanced environmental sustainability practices within the tourism sector, monitored through specific sustainability metrics.

Desired Outcomes

- Visitors becoming advocates and ambassadors for Toowoomba, sharing their positive experiences widely.
- Increased and diversified accommodation options to cater to a broader range of visitors.
- Strengthened support for food tourism, highlighting local produce and culinary experiences.
- Development of a robust and collaborative tourism network that includes local businesses, cultural institutions, and the community.
- Enhancement of Toowoomba's appeal as a destination for adventure tourism, including mountain biking and outdoor activities.
- Implementation of policies and strategies to encourage investment in tourism infrastructure and innovation.
- Promotion of Toowoomba's cultural and indigenous heritage through storytelling and authentic experiences.
- Establishment of a premier conference and events centre to attract business and leisure visitors.
- Year-round calendar of events to draw visitors in all seasons, leveraging Toowoomba's unique attractions and festivals.
- Integration of agriculture and tourism to offer immersive farm-to-table experiences and agritourism activities.

INTO THE FUTURE

Vision / Aspiration

- Toowoomba evolves into a hub of innovation and collaboration, fostering strong industry networks and cross-sector partnerships for a vibrant visitor economy.
- Nestled in the scenic landscapes, Toowoomba becomes renowned as a destination for diverse experiences, from cultural tourism to adventure sports.
- The region's natural beauty and heritage inspire visitors, offering a blend of outdoor activities, art, and cultural festivals that draw people throughout the year.
- A commitment to sustainable and eco-friendly tourism practices enhances Toowoomba's green spaces and conservation areas, making it a model for environmental stewardship.
- Toowoomba's unique offerings, including its rich indigenous heritage, agricultural tours, and culinary delights, make it a must-visit destination for domestic and international travellers.
- Investment in infrastructure such as reliable transportation, diverse accommodation options, and technological advancements enhances visitor access and enjoyment.
- The community's welcoming spirit and the quality of visitor experiences transform guests into ambassadors, eager to share their memorable journeys and return with friends and family.
- The redevelopment of Picnic Point emerges as a cornerstone project, enhancing Toowoomba's appeal as a prime destination for relaxation and recreation amidst stunning natural vistas.

Regional Guiding Principles

- Promote sustainable practices to preserve Toowoomba's green environment for future generations.
- Enhance connectivity and accessibility across the region to improve visitor experience.
- Foster a culture of innovation in tourism offerings to provide unique and transformational experiences.
- Support the development of a diverse range of high-quality accommodation options to cater to different visitor needs.
- Encourage community engagement and participation in tourism development to foster a sense of pride and ownership.
- Prioritise safety and accessibility in all tourism and infrastructure developments to ensure a welcoming environment for all visitors.
- Leverage the region's cultural and natural assets to develop compelling, year-round attractions that draw visitors from near and far.
- Invest in training and capacity building for local businesses and operators to enhance service quality and visitor satisfaction.

Strategic Priorities & KPIs

Strategic Priorities

- Redevelop Picnic Point to enhance its appeal as a key tourist attraction.
- Expand and connect trail networks, including mountain biking, walking, and cultural trails, to offer diverse outdoor experiences.
- Finalise the implementation of mountain bike trails on the escarpment, leveraging Toowoomba's unique landscape.
- Develop a major events calendar to ensure year-round attractions
- Engage visitors with unique experiences found nowhere else.
- Promote agritourism and farm-to-table experiences, connecting visitors with Toowoomba's rich agricultural heritage.

KPIs

- Increase in visitor numbers in shoulder periods, particularly targeting the high-yield market and conference attendees.
- Improved transport infrastructure, including public transport options, to enhance accessibility and visitor experience.
- Enhanced accommodation offerings, with a focus on unique and high-quality options such as boutique hotels and luxury resorts.
- Growth in the arts and cultural sector, through events and festivals that attract interstate visitors.
- Successful collaboration among tourism groups, leading to a cohesive and comprehensive marketing strategy that promotes Toowoomba Region's unique selling points.

NOW

- Enhance networking opportunities between tourism operators, local council, all levels of government
- Initiate comprehensive marketing strategies that highlight Toowoomba's unique experiences and attractions.
- Focus on developing and promoting Toowoomba as a premier destination for arts and cultural festivals, leveraging existing infrastructure.
- Encourage the development of additional high-quality accommodation options to cater to the expected increase in visitor numbers.
- Support the establishment of new and innovative tourism experiences, particularly in agritourism and adventure tourism sectors.

HOW

- Establish a collaborative network that includes tourism operators, Indigenous communities, local farmers, and natural environment managers to share resources and promote Toowoomba Region as a comprehensive destination.
- Engage with local and state governments to enhance public transport options and connectivity, facilitating easier access to Toowoomba's attractions.
- Promote the development of a diverse range of accommodation options, from luxury hotels to eco-friendly farm stays, to cater to various visitor preferences.
- Expand the marketing of Toowoomba's unique experiences, focusing on its natural beauty, cultural heritage, and agritourism opportunities, through digital platforms and targeted campaigns.
- Support local businesses and entrepreneurs in developing new tourism products and experiences that highlight the region's agricultural strengths and culinary delights.
- Encourage the organisation of year-round events and festivals that showcase Toowoomba's arts, culture, and sports, drawing visitors from across Australia and internationally.
- Invest in infrastructure and training to enhance Toowoomba's appeal as a destination for conferences and business tourism, including the development of a state-of-the-art convention centre.
- Foster partnerships with airlines and travel companies to improve air connectivity and create attractive travel packages to Toowoomba.