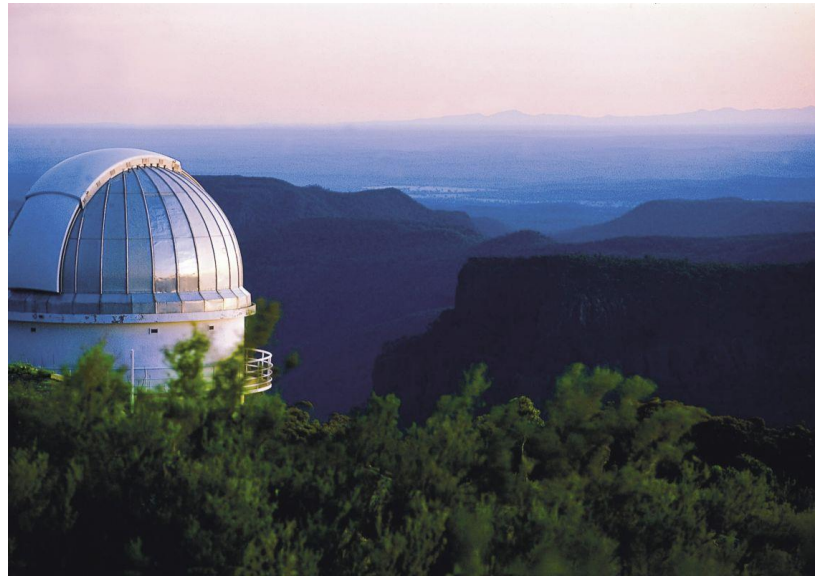


# Generating Local Tourism Opportunities



**Organised by Building Our Warrumbungle  
Communities**

**Presented by  
Peter Kenyon**





**BOWC Team**











# The World's Largest Virtual Solar System Drive

A scaled model 38 million times smaller than outer space!



## URANUS

Uranus, the 3rd largest planet, is named after the Greek's earliest supreme god, the father of Saturn. Unlike most planets which orbit the Sun like spinning tops, Uranus's axis is tilted over at 97.9 degrees, causing it to roll around the Sun in its 84 year orbital period like a barrel! The seasonal changes through out the Uranian year are very dramatic because of the extreme tilt. Uranus is a 'gas giant' with atmosphere 83% hydrogen, 15% helium and 2% methane. A very faint and dark ring system was discovered in 1977. Uranus has at least 27 moons.



AusIndustry

[www.solarsystemdrive.com](http://www.solarsystemdrive.com)



Ph 1800 242 881



Shane Dorman Images

















Hillside Country Homestead, York, WA







# Value of Tourism

" 20 visitors staying over night, each night for a year has the same economic impact on a community as a business with an annual payroll of \$2.5 million"

(West Australian Tourism Commission)



# Focus of Tourism

- ▶ 1. Attracting visitors.
- ▶ 2. Holding visitors.
- ▶ 3. Getting visitors to put their hands into their pocket to spend on local products and services.
- ▶ 4. Giving visitors such a good time, they will return and tell others.



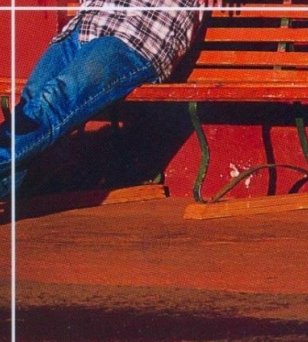
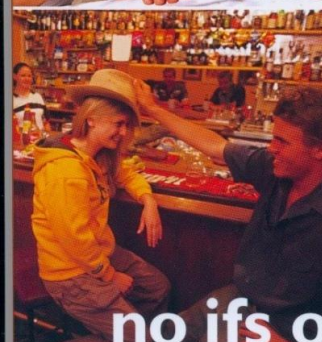
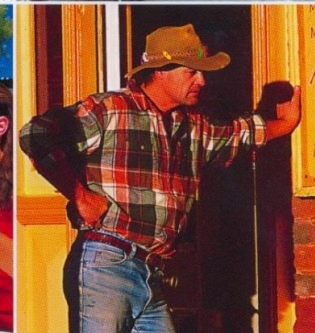
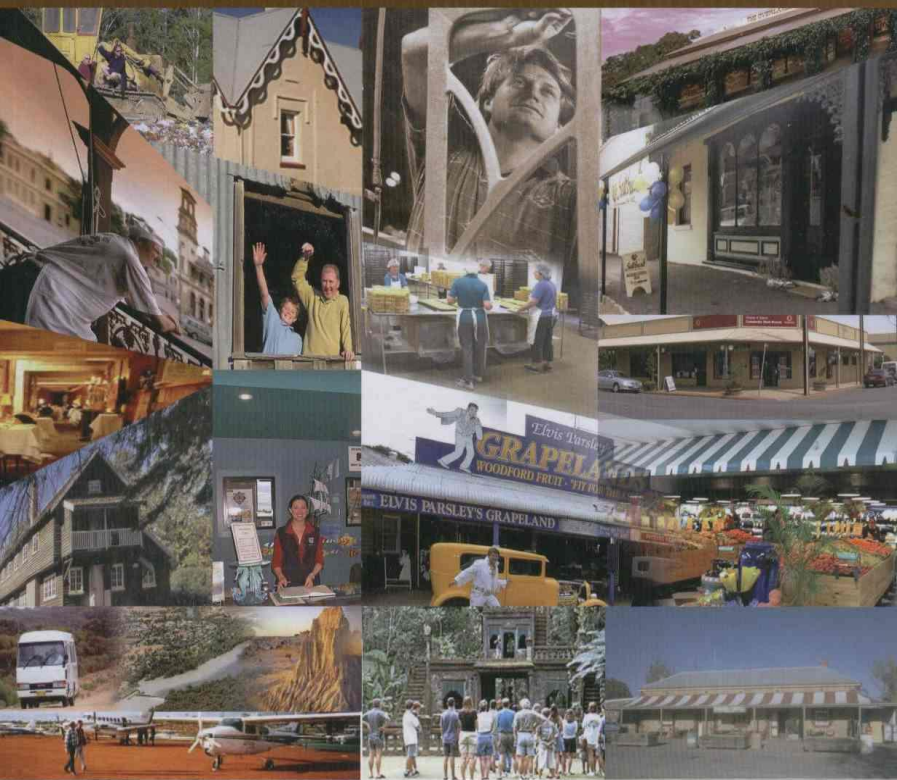
Australian Government  
Rural Industries Research and  
Development Corporation

A report for the Rural Industries  
Research and Development Corporation  
by Peter Kenyon

RIRDC Publication number 04/137

# GOOD Enough Never Is

*lessons from inspirational  
businesses in rural Australia*



## no ifs or butts

### hotel & pub business planning kit

in response to the changing smoking regulations in hotels & pubs july 2006

**Tourism**  
WESTERN AUSTRALIA

**H**  
Australian Hotels Association  
WESTERN AUSTRALIA

This publication has been developed by the Western Australian Tourism Commission  
(Tourism Western Australia) in consultation with Australian Hotels Association

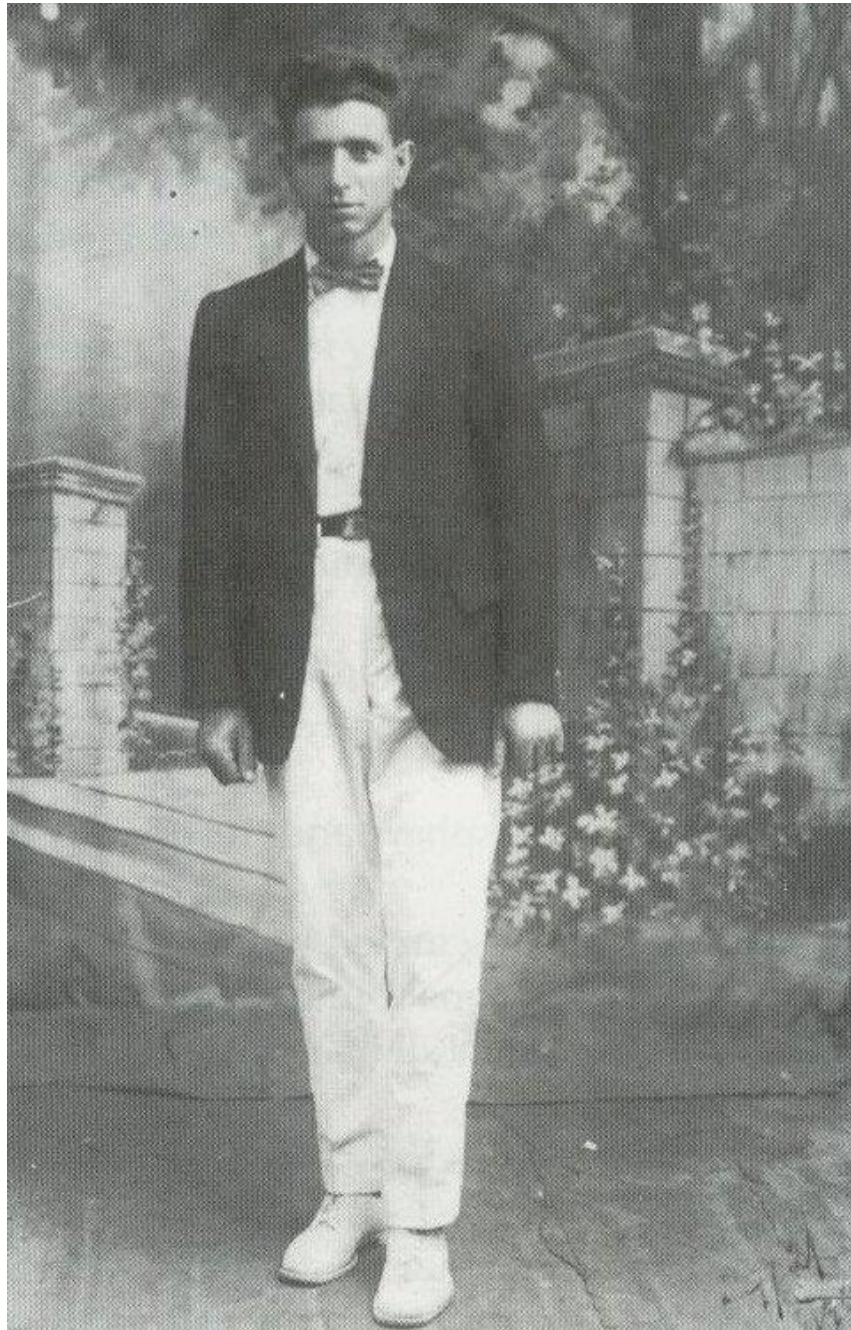
















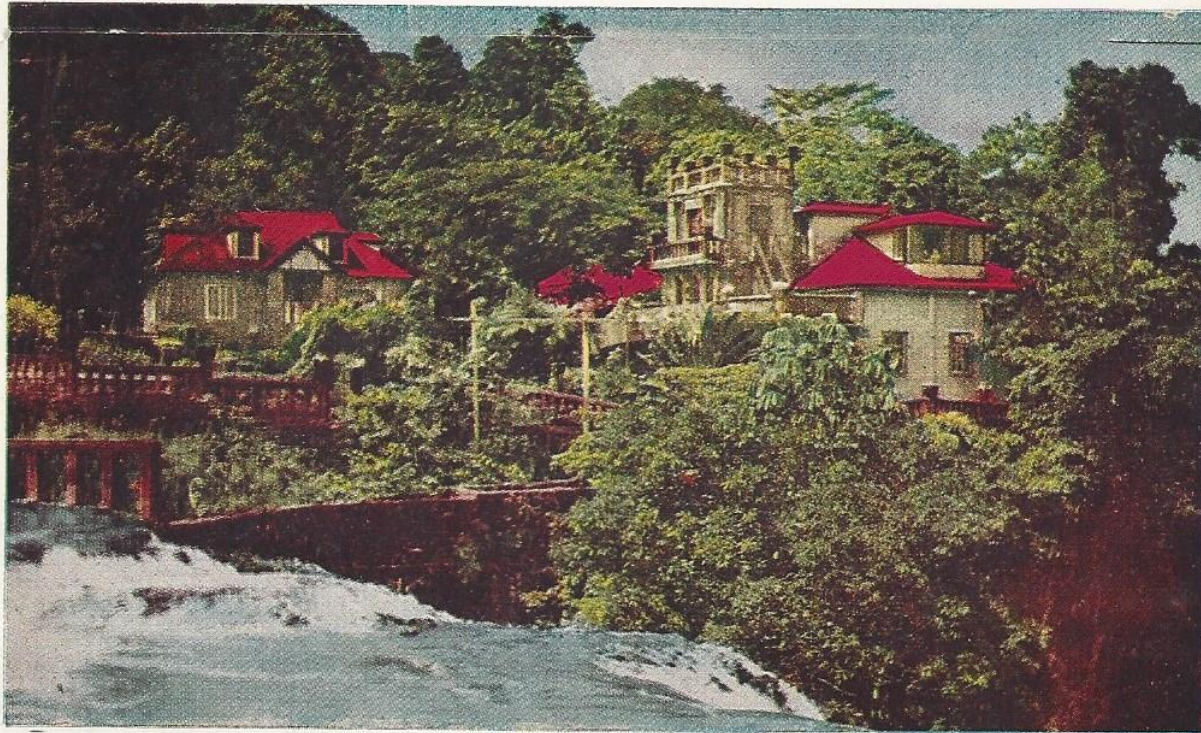


St. George's Park Hotel San Francisco, 1912





*Souvenir Folder of*



**PARONELLA PARK**

G. K. BOLTON PRINTERS, CAIRNS







*Mena Creek Falls, Paronella Park.*





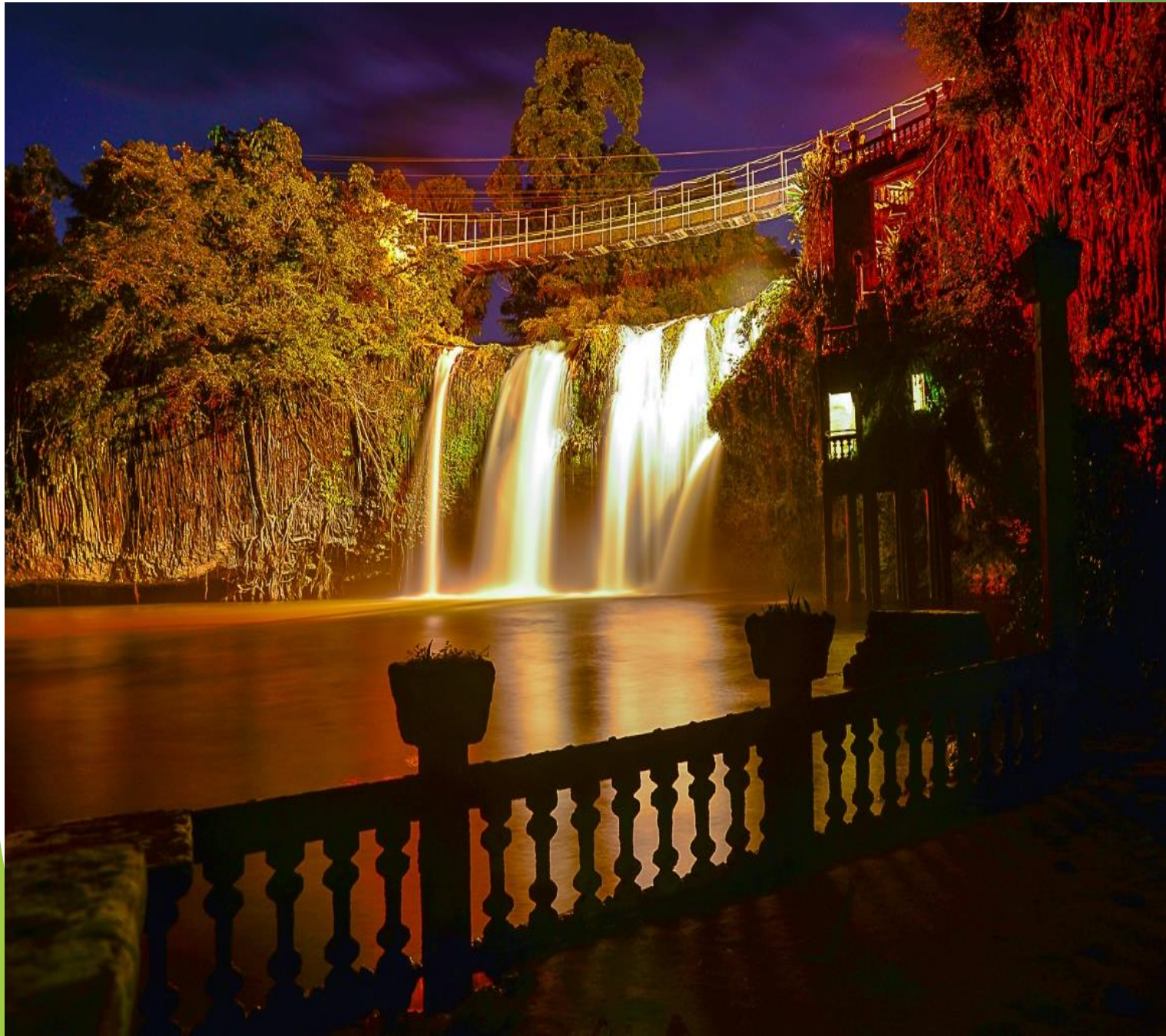
THE MODERN PICTURE THEATRE



















# Paronella Park

*'Our task is to take the vision and dream of Jose Paronella - an exciting and incredible story, blend it with the beauty of his creation and produce an experience for the vision '*

	<u>VISITORS</u>	<u>(Mark Evans)</u>	<u>PRICE</u>
1993	8000		$\frac{1}{2}$
\$4			
2020	125,000	+ 75	
\$44			



# Number 1 in RACQ's 150 Must Do's Award voted by the public in 2009



**'Our marketing is  
fair, our customer  
service is  
extraordinary.  
That's what makes us  
successful.'**

**Mark Evans,  
Paronella Park**





↓ Greeting at the Entrance



↑ Farewell at the end of Tour



# Admission Includes

- Greeting and Farewell
- 2 Year Pass (Loyalty)
- Departing gift
- Tour guide gift (Bookmark)
- English/Japanese/Chinese/Korean Tours-Day and Night
- Umbrellas
- Insect Repellent
- Sunscreen
- Water Refills
- Binoculars
- Vehicle Transfers
- Botanical Guide
- Van Park site for 1 night
- 2 Park Pass
- Hydro Tour
- Selfie Sticks
- Wi-Fi
- Instagram Photo
- BYO food in Café
- Torches
- Audio Tours in 10 Languages
- Souvenir Guide 15 Languages
- Free Dog Sitting





# ★ Free Rental Services ★

## SELFIE STICKS

セルフスティックの無料貸出があります！  
WHY DON'T YOU SHARE YOUR PHOTOS ON FACEBOOK OR INSTAGRAM?  
YOU CAN USE FREE WIFI ON THE CAFE DECK AND IN THE CARAVAN PARK!  
(IF AVAILABLE)

## BINOCULARS

双眼鏡の無料貸出があります！  
WOULD YOU LIKE TO SEE MORE OF WHAT PARONELLA PARK HAS TO OFFER...?  
TERMS & CONDITIONS APPLY.  
(IF AVAILABLE)



paronella Park



**Instructions**

- インスタグラムで「@paronellapark」をフォロー
- アカウントの設定が公開になっていることを確認
- インスタグラムに「#paronellapark」のハッシュタグをつけて投稿
- フォトビューアーのスクリーンに投稿した写真が現れます。その写真を選択して、印刷します。

**Instructions**

- Open Instagram on your device and follow @paronellapark
- Ensure your account is on public
- Upload your picture to Instagram with #paronellapark
- Wait for your photo to appear on computer screen
- Select your photo
- Select Print

**피로넬라 파크에서 찍은 사진을 프린트하기**

- 핸드폰에서 인스타그램(Instagram) 앱을 열고, @paronellapark 아이디를 검색 후 팔로우 해주십시오
- 사진을 촬영해 공개 설정 되어있는지 확인해주세요
- 게시한 #paronellapark 태그와 함께 공개 해주세요
- 컴퓨터 화면 상단에 게시한 사진이 나타나면, 선택 후 인쇄 버튼을 눌러주세요
- 사진이 출력됩니다
- Thank you!



# Paronella Park

*The Dream Continues ...*



1914-1919



# Paronella Park

*The Dream Continues ...*



Peace by the Waterfall



# Paronella Park

*The Dream Continues ...*



Waterfall



# Paronella Park

*The Dream Continues ...*



Peace by the Waterfall



## A Special Thank You

You have just visited a special part of Australia's heritage.

Paronella Park is privately owned and maintained.

Your support allows us to preserve this unique property and to contribute to the realisation of dreams within our local community.

We look forward to seeing you again.

Thank You

Mark & Judy Evans

Photos available at:  
[www.paronellapark.com.au/highres](http://www.paronellapark.com.au/highres)  
(07) 4065 0000  
Mena Creek

North Queensland, Australia

Your guide today was

.....  
*May the Dream Continue ...*



Paronella  
Park



*The Dream Continues*



Paronella  
Park

This is a piece of  
José Paronella's Castle.  
It was hand mixed by José in 1930, and  
came down in Cyclone Larry in 2006.  
We hope that this piece of castle  
reminds you to follow your dreams,  
just like José did.



# Our Guarantee

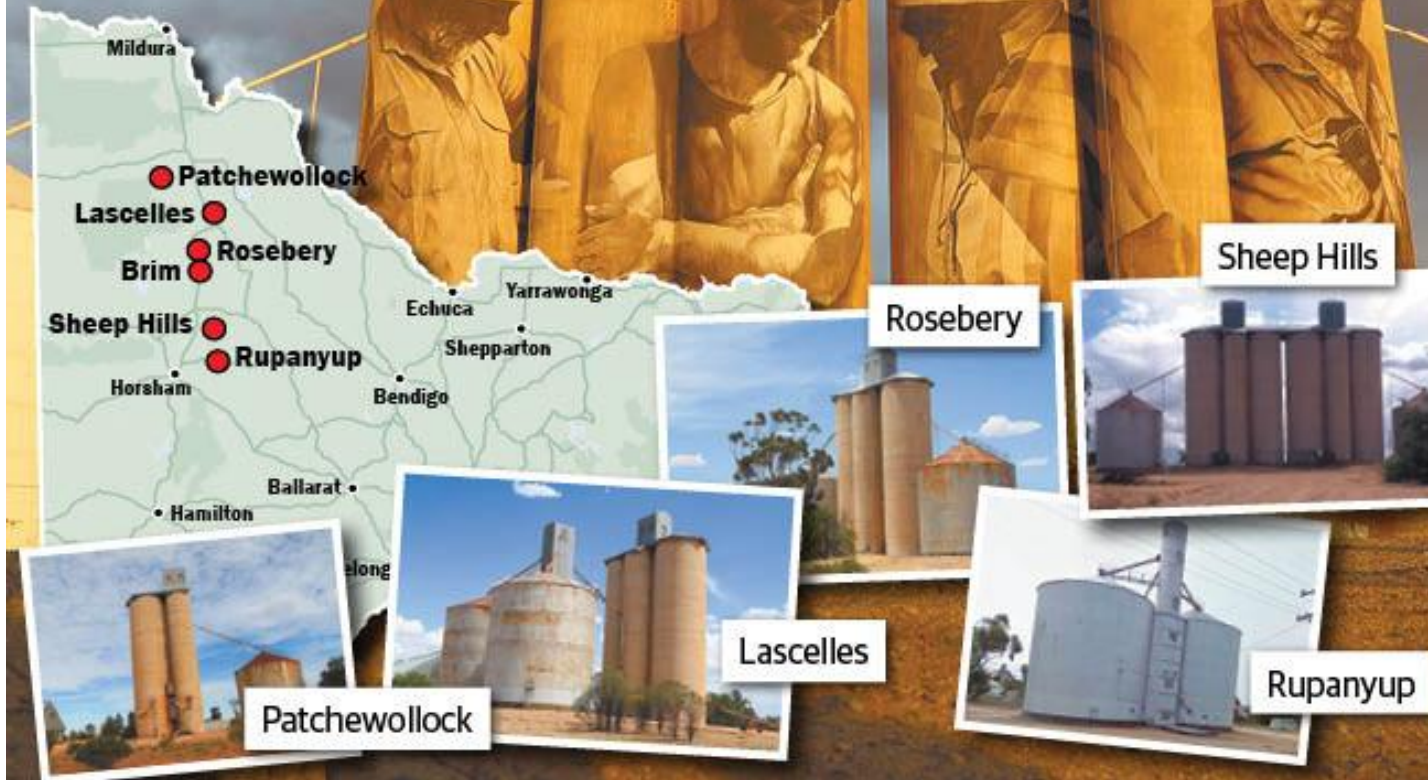
Paronella Park aims to give it's Customers an experience of a life time. If your visit to Paronella Park was not a "not to be forgotten" experience we will gladly refund your admission charge.





# TALL ORDER FOR ARTISTS

Five other silo locations have been earmarked for a new lease of life after the success of the Brim paintings (pictured)









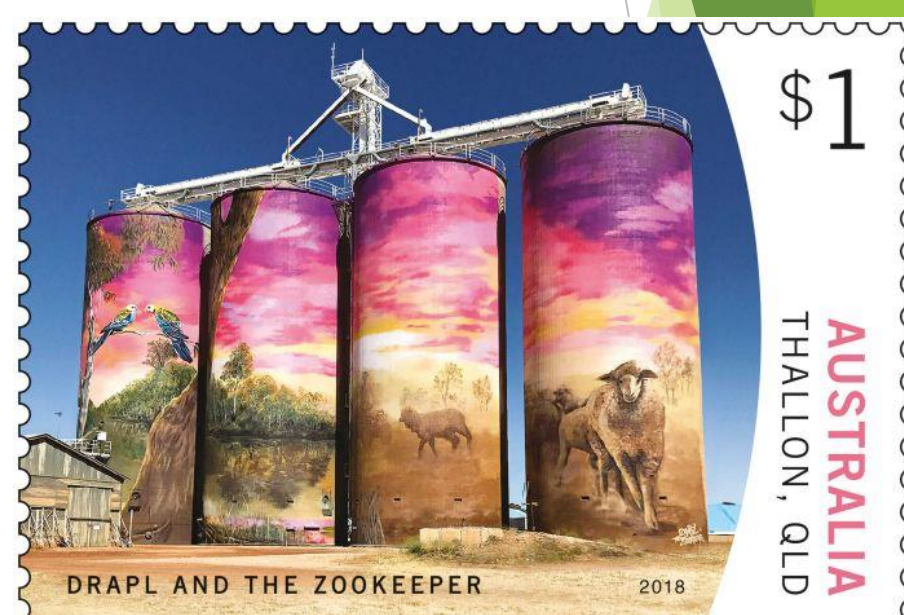
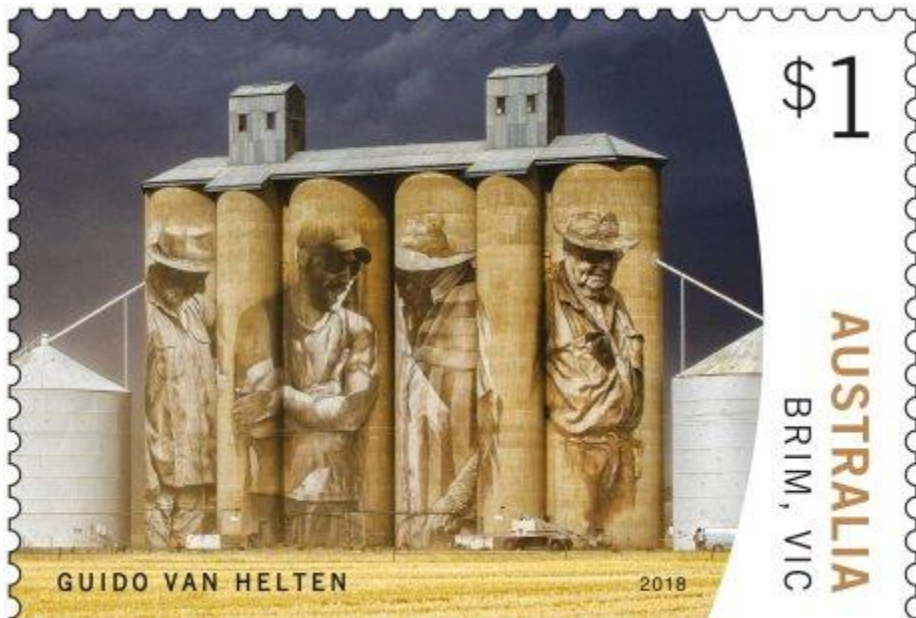














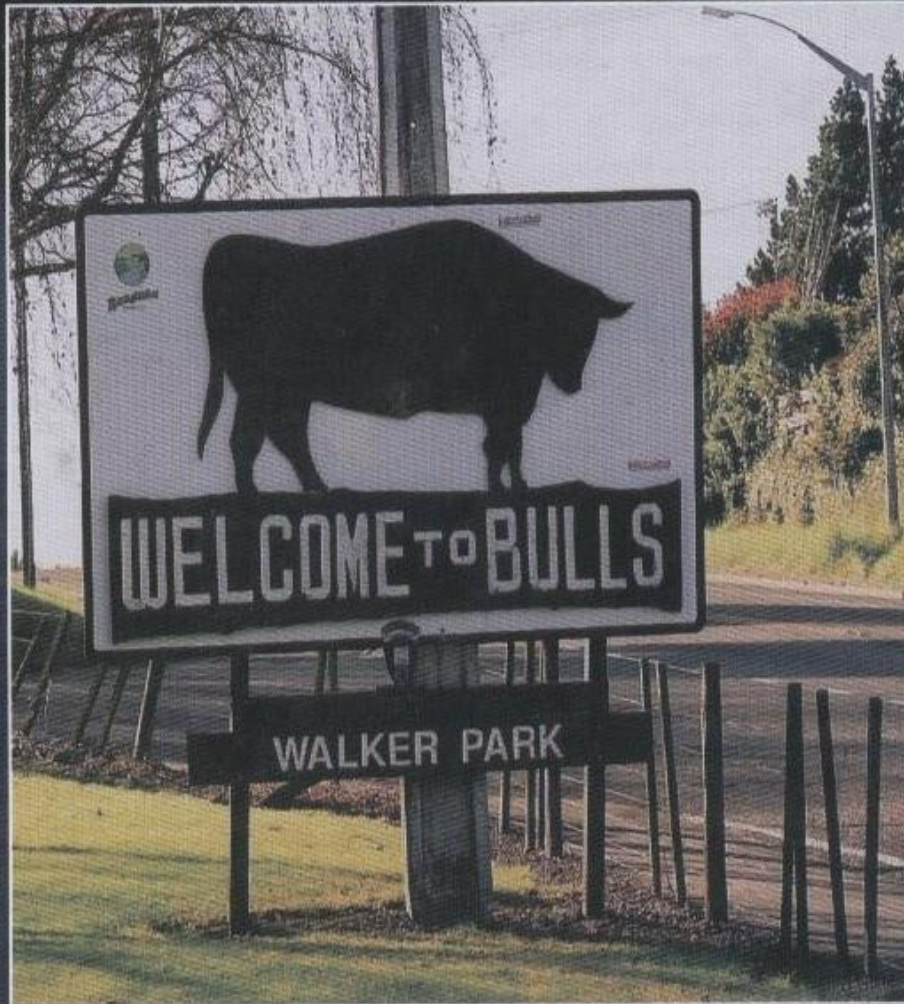


**Herd Of Bulls?**



**A Town Like No Udder**

RANGITIKEI  
UNFORGETTABLE

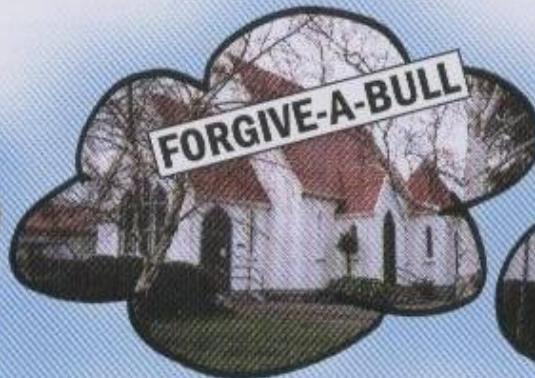


Unforget-a-bull





EXTINGUISH-A-BULL



FORGIVE-A-BULL



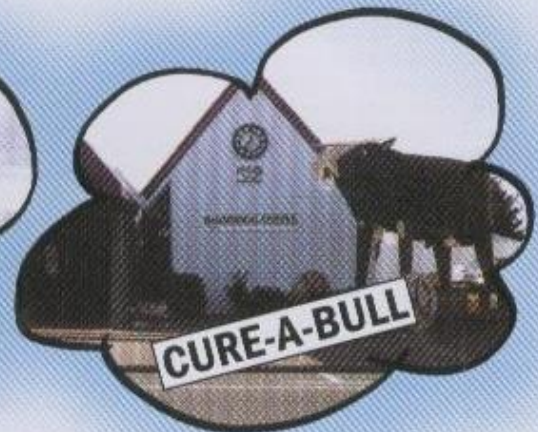
SOCI-A-BULL



CONST-A-BULL



ANIMAL HOSPIT-A-BULL



CURE-A-BULL







**Police - Const-a-bull**











PARISH  
OF RANGITIKEI  
**SAINT ANDREWS  
ANGLICAN CHURCH**

**SERVICES:- 9:30am. SUNDAYS**

**CONTACT:-**

**JUDITH TAMBLYN 322-1278**

**REVDS.-**

**L.W. WAYNE BUNNY 327-8494**

**W.D. BILL ANDERSON 327-4429**

**BULLS**

**FORGIVE-A-BULL**



TOWN HALL



SOCI-A-BULL







Greetings  
from



top town where

People are RESPECT-A-BULL, HOSPIT-A-BULL and AMI-A-BULL



The town is LOCATE-A-BULL, REACH-A-BULL  
and ACCESS-A-BULL

You will be safe here as we have a CONST-A-BULL  
who is RELI-A-BULL and INDEFATIG-A-BULL



You will not be hungry because food variety is  
AVAIL-A-BULL and DIGEST-A-BULL



This town is IRRESIST-A-BULL



# Key Lessons

- **Exceptional customer service.**
- **Engagement of local community.**
- **Identification, connection and mobilisation of local assets.**
- **Effective marketing.**
- **Collaboration and networking.**
- **WOW factor.**
- **Continuous innovation.**





## Railway Heritage Trail



**Assigned task number:** 07649



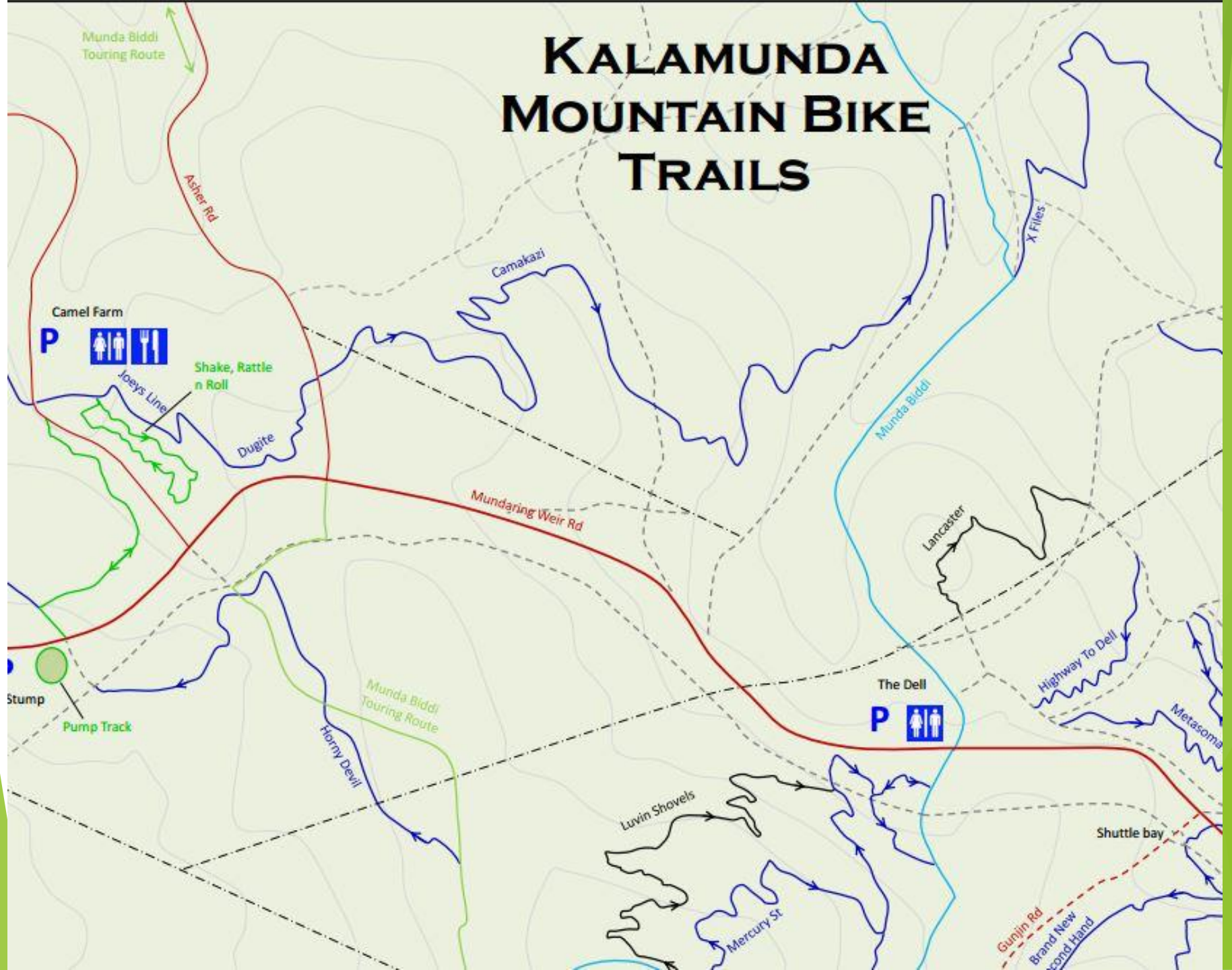
lotterywest

shire of  
kalamunda





# KALAMUNDA MOUNTAIN BIKE TRAILS









# Focus of Tourism

- ▶ 1. Attracting visitors.
- ▶ 2. Holding visitors.
- ▶ 3. Getting visitors to put their hands into their pocket to spend on local products and services.
- ▶ 4. Giving visitors such a good time, they will return and tell others.





Questions?

Comments?

**What helps you run  
a tourism business in  
the Warrumbungle  
Shire?**



**What hinders you  
run a tourism  
business in the  
Warrumbungle  
Shire?**

**What could enhance  
tourism in the  
Warrumbungle  
Shire?**



# Norfolk Island Vision Statement

- ▶ *We will commit to a sustainable tourism industry that values the environment and our community lifestyle.*
- ▶ *We will welcome visitors to an experience surprising in its uniqueness, diversity and in the spirit of connectedness.*
- ▶ *We will work together as an industry, exceeding visitor expectations.*

# Guiding Principles

- ▶ Respect for the environment
- ▶ Respect for local resident values
- ▶ Partnerships and collaboration
- ▶ Authentic Experiences
- ▶ Welcoming “Local” culture
- ▶ Exceptional customer service- exceed visitor expectations
- ▶ Innovation