

TOURISM DEVELOPMENT PLAN

Clifton is one of a number of small rural towns in the broad-acre cropping lands between Toowoomba (population 105,000) and Warwick (12,000) which are an hour apart beside the Great Dividing Range in south east Queensland.

PROJECT PURPOSE

On behalf of Clifton and District Chamber of Commerce, Tilma Group and Toowoomba Regional Council collaborated to secure funds from the Building Better Regions Fund to improve the benefits the region could receive from visitors by developing a [tourism development plan](#), a [marketing plan](#) and a [development plan for a new event](#).

The purpose of the tourism development plan is to identify priority activities to undertake during the next three years that will increase the vibrancy of Clifton through increased visitation, and increase the economic benefits received by Clifton businesses from visitors.

The objective of the project is to excite the community to work on a shared vision to build the vibrancy of the district, leveraging and activating existing assets and developing new opportunities. Tourism development will support the community's recovery from extended drought, and build community resilience.

PROJECT OVERVIEW

The tourism development plan builds on other work recently done by Tilma Group for the Chamber, including development of a tourism audit, a community consultation workshop on priority projects for the region, and mentoring three community groups to further identified projects.

The plan identifies the following tourism development areas within which are priority projects to realise over the coming three years:

- Build the capacity of businesses and community groups to offer a quality experience to visitors
- Activate existing assets and develop new tourism product and experiences
- Increase awareness of the region through marketing tactics

OUTCOMES

The tourism development plan looks beyond Clifton to recommend a new destination brand for the rural region that lies between Toowoomba and Warwick, to position it as a sunflower destination for year-round visitation and activate this positioning with a region-wide summer sunflower festival.

Sunflowers are by far the most popular request at Toowoomba and Warwick's visitor information centres – a hook that draws people to the region from across south east Queensland.

A model for a tourism collective is being implemented to drive the establishment and activation of this destination brand.

REFEREE

Amanda Beatson

President
Clifton and District Chamber of
Commerce

PO Box 44, Clifton QLD 4361

0437 641 277
info@cliftonchamber.org.au
www.cliftonchamber.org.au

TILMA
GROUP

www.tilmagroup.com.au

