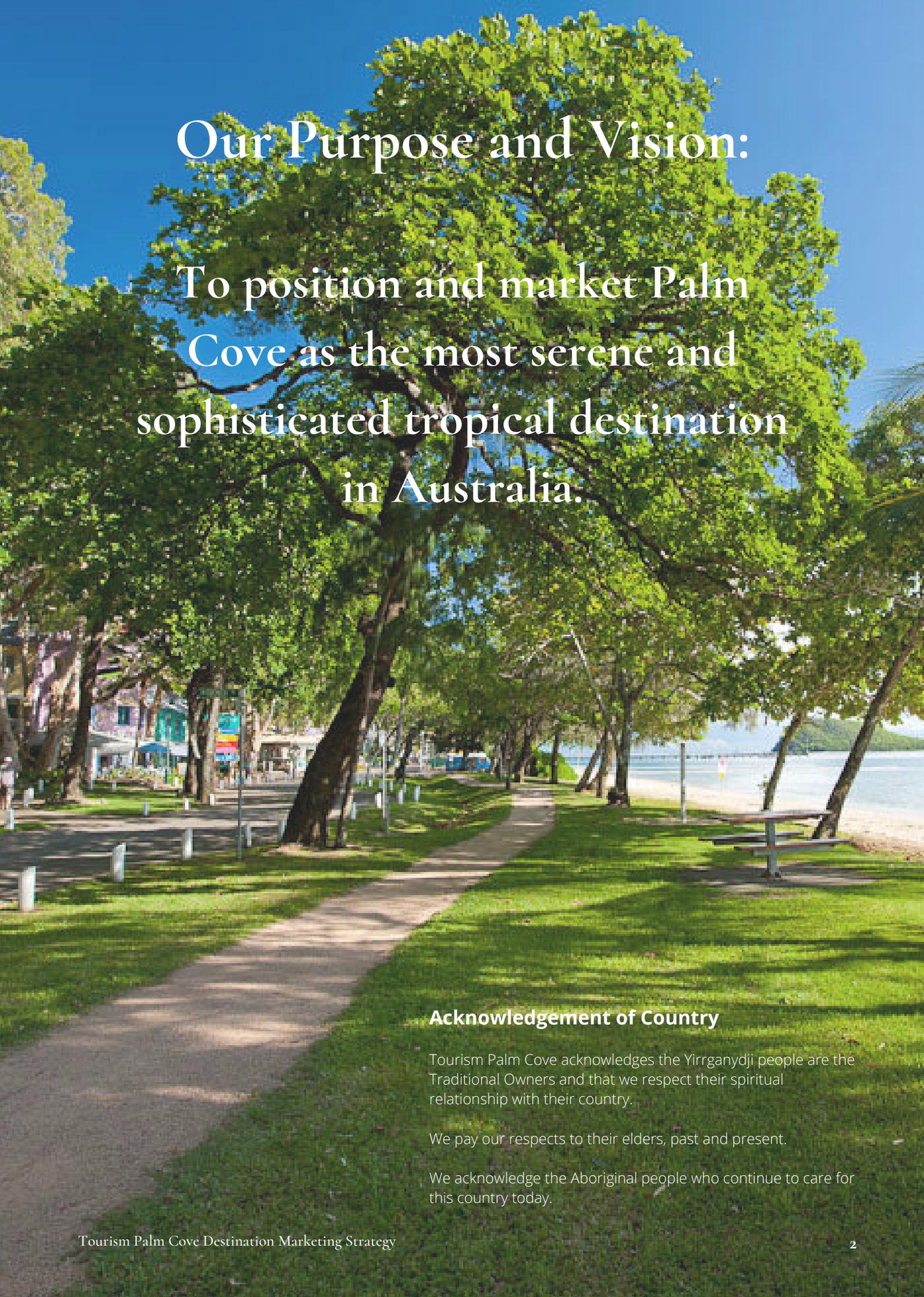




# Destination Palm Cove Strategy

A long term strategy  
for excellence in  
marketing Palm Cove

Adopted May 2022



# Our Purpose and Vision:

To position and market Palm Cove as the most serene and sophisticated tropical destination in Australia.

## **Acknowledgement of Country**

Tourism Palm Cove acknowledges the Yirrganydji people are the Traditional Owners and that we respect their spiritual relationship with their country.

We pay our respects to their elders, past and present.

We acknowledge the Aboriginal people who continue to care for this country today.

# What we are going to do

## Purpose and Vision

*To position and market Palm Cove as the most serene and sophisticated tropical destination in Australia.*

## Key Strategic Focus

### Areas

Champion the  
Palm Cove Brand

Destination  
Marketing

Value-Add  
for Members

## Enablers of Success

Data/Evidence  
Driven

Effective  
Collaboration

Adaptability

# Strategies for Success

## Champion the Palm Cove Brand

- Adapt and implement the Palm Cove Identity “Sophisticated Simplicity” into the Palm Cove Brand and its values
  - Position Palm Cove as the most desired destination in TNQ for relaxation, recovery, reconnection and wellness
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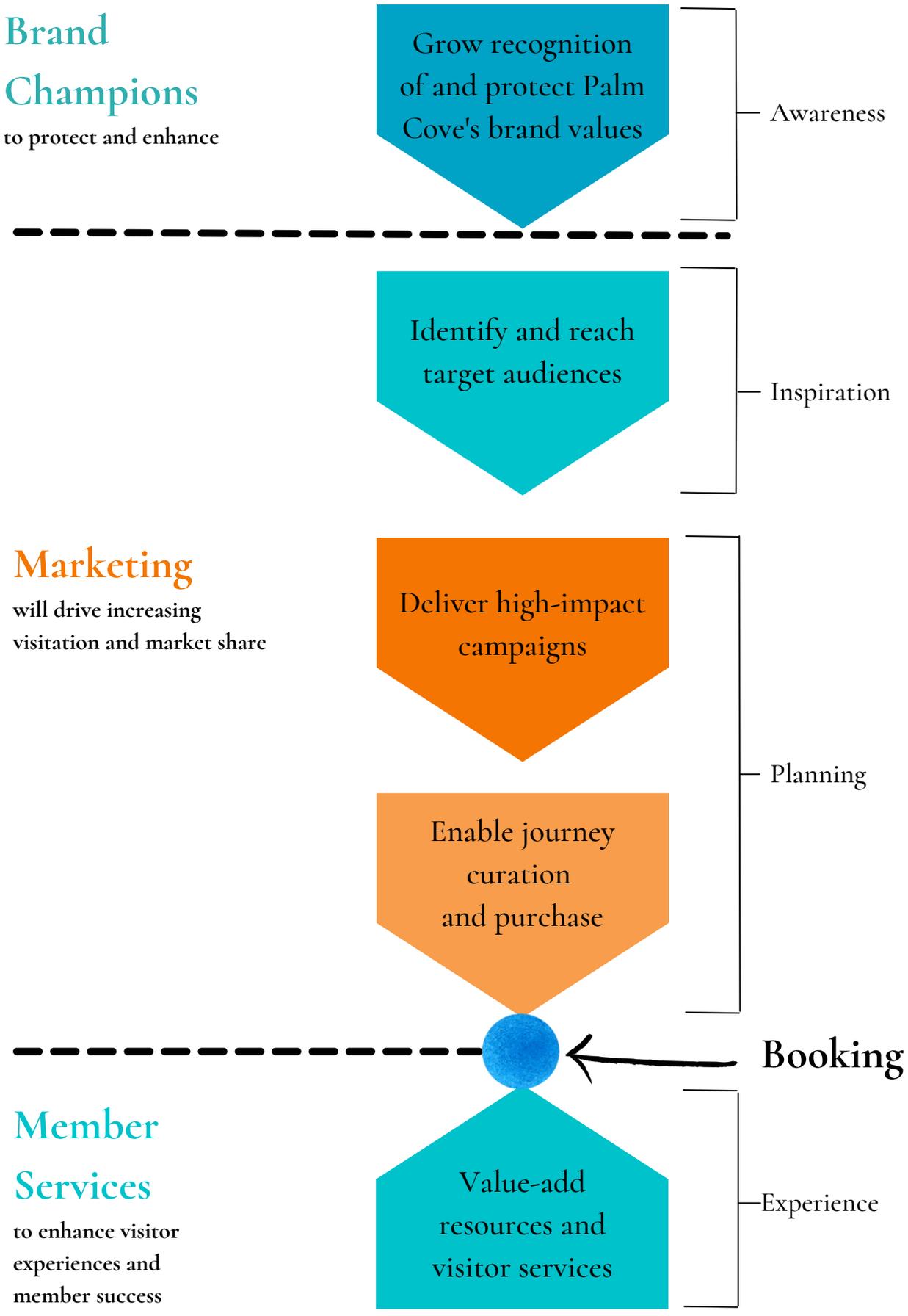
## Marketing

- Initiate and deliver evidence-based marketing activities that attract high value visitors
  - Successfully build and leverage strategic partnerships
  - Invest and develop organisational capability, including digital infrastructure, to support marketing activities and journey curation
  - Initiate and deliver marketing activities that also support key sectors of weddings, wellness and business events
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## Value-Added Members Services

- Provide cost-effective membership offering value-added products and services, including co-operative marketing opportunities
- Use data to inform members of marketing outcomes and trend analysis
- Facilitate partnerships for the development of packaging and journey curation to enhance the visitor experience
- Provide a best practice online visitor experience to encourage and grow destination awareness and bookings

# Tourism Palm Cove's Actions throughout the Visitor Journey



# Measures of Success

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Tourism Palm Cove will be driven by the use of reliable data to measure our success in the following key areas:

- Excellence in digital marketing strategy execution that materially assists members in achieving visitor sales conversions
- Increased membership numbers and co-operative marketing engagements
- Increased market share in identified key sectors
- Increasing levels of engagements of target markets on the Tourism Palm Cove website and social media channels

