



PO Box 689
Mareeba QLD 4880
07 4092 6050
0499 045 979
admin@mareebachamber.com.au
mareebachamber.com

For immediate release

MAREEBA BUSINESS SURVEY TO EVALUATE VALUE OF TOURISM

The Mareeba Chamber of Commerce wants to find out how much tourism means to the Mareeba business community.

The chamber's Tourism Task Force Committee is rolling out a business survey to the business community to quantify the value of tourism.

Mareeba Chamber of Commerce president Joe Moro said tourism was fast becoming one of the main economic drivers for the region, with a study showing tourism contributed \$60 million (direct and indirect) to Mareeba in 2016.

"Mareeba is blessed with a wide range of natural and man-made attractions, and there's enormous opportunities to leverage off them to attract more visitors," Mr Moro said.

"However, for those not directly involved with the tourism industry, it's hard to appreciate the value of the tourism dollar.

"The survey will help us quantify how tourism helps those businesses not in the traditional tourism-related industries."

Mr Moro said the survey complements the chamber's recent push to do more to promote tourism in the Mareeba region.

This includes a series of tourism itineraries designed to promote Mareeba to the self-drive tourist market and boost the number of visitors, including overnight stays.

The chamber will also survey visitors mid-year during Mareeba's traditional peak tourism period, on spending habits and experiences.

"This will add further weight to the valuable contribution tourism makes to Mareeba," Mr Moro said.

"More importantly, it will give the business community some direction on where additional resources can be put to ensure we maximise the visitor experience for tourists visiting our region."

Any business who does not receive a survey and would like to participate, please contact the Mareeba Chamber of Commerce Executive Officer Sherri Soncin, on 0499 045 979, or admin@mareebachamber.com.au

Completed surveys need to be returned by 11 March.

Surveys can also be dropped back to The Express office in Byrnes Street, Mareeba.

Ends...

For further comment, please call Joe Moro, Chamber president on 0418 966 960