

TNQ analysis



MARKETING PLANNING

- Demand trends
- Aboriginal experience engagement
- Consideration and competition
- Tjapukai Aboriginal Cultural Park performance
- TNQ outlook

Tjapukai Aboriginal Cultural Park



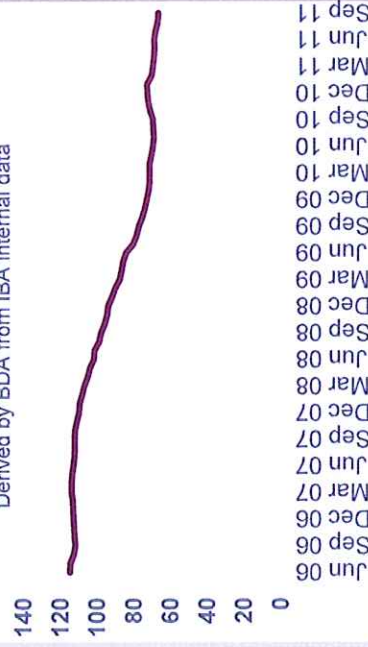
MARKETING PLANNING

- **Overall less visitors**
 - However trend steady over the past year
 - Revenue from visitors, follows same trend
 - Competitive performance below the region

Visitors

('000s) - 12MMT

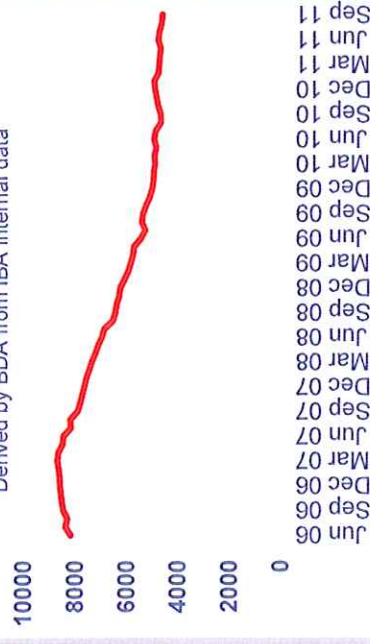
Derived by BDA from IBA internal data



Revenue

\$ '000s - 12MMT

Derived by BDA from IBA internal data



Competitive performance index

Index of visitors - 12MMA Base = YT June 06

Derived by BDA from IBA / NVS / IVS

