

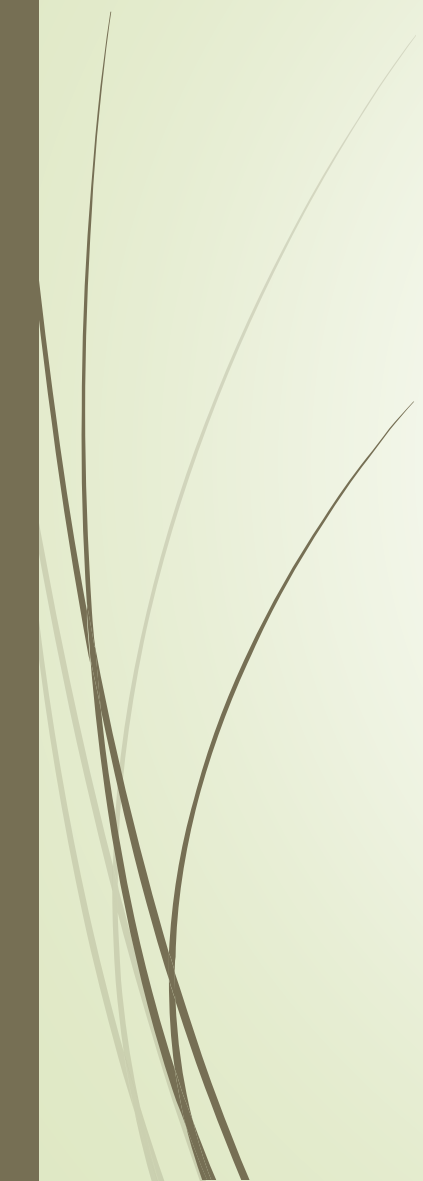
Gresford Community Builders Cluster Muster

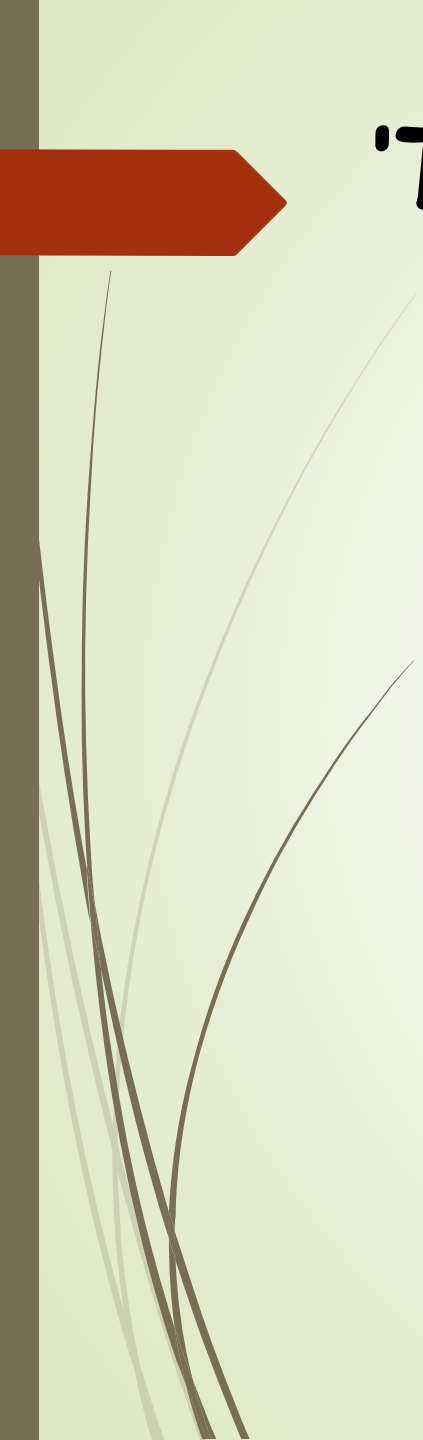






Why is Tourism so Important to Rural Communities?





***'Tourism is now the world's
largest industry by
virtually any economic
measure, including gross
output, value adding,
employment, capital
investment and tax
contributions.'***

(World Tourism Organisation)



You only need 20 car-loads of visitors overnight, each night, for one year to have the same economic impact as a factory with an annual payroll of \$1.5million. The same 20 car-loads of visitors arriving each night creates 21 jobs in the local economy each year.

(WA Tourism Commission)



***'A full time permanent
job is created by every
additional 18 international
visitors, or 177 domestic
Trips in NSW'***

(Reference: Tourism New South Wales)



In terms of
economic impact,
What would you
choose- 100 new
manufacturing jobs
or 100 more
visitors a day?

Comparison of the Annual Economic Impact of 100 Visitors a day vs 100 New Manufacturing Jobs

100 Tourists per Day VS 100 New Manufacturing Jobs

- Population increase of 459 - Population increase of 360
- 140 new households - 100 new households
- \$777,777 increase in personal income - \$410,000 increase in personal income
- \$144,000 increase in bank deposits - \$229,999 increase in bank deposits
- \$1,120,000 in retail sales - \$331,000 in retail sales
- 7 more retail outlets - 3 more retail outlets
- 111 new industry related jobs - 65 new industry related jobs

(Source: US Chamber of Commerce)

Tourism's Contribution to your Community's Business

<u>Business</u>	<u>% of income from Tourism</u>
Motel/Hotel	94.5%
Restaurants	49.4%
Taverns/bars/liquor stores	34.8%
Amusements	33.1%
Fuel Stations	31.5%
General Merchandise	18.6%
Auto Dealers and Garages	15.8%
Food (retail)	13.8%
Apparel and Accessories	13.6%
Lumber, Hardware & Building Material	13.1%
Furniture and Furnishings	12.1%
Other Retail	12.2%
Pharmacy	11.4%
Farm Supplies & Agricultural Products	8.5%
Other Service firms	4.5%

(Source: US Department of Commerce)



World's Biggest Steel Tractor Sculpture Project



Carnamah, WA





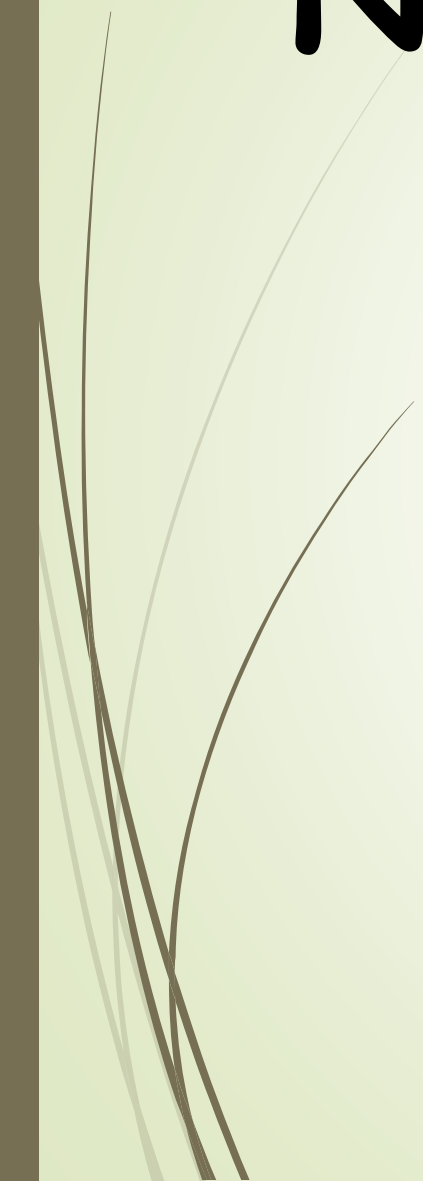


Name Willagee:

Smelling Lake

or

Ochre?



Celebrating the legends





Kaikoura, New Zealand



Bill Solomon



Kaikoura Whale Watch

- ❑ Established in late 1980's by five Māori families desperate to create and build a future for their children.
- ❑ A catalyst for social and economic renewal in a poor, neglected community.
- ❑ Local Māori (with an over 90% unemployment rate) borrowed \$35 000 to initiate - used their homes as collateral.
- ❑ Only grant in their history - \$5000 for a feasibility plan.

"For us and our children after us"

First Boat





Kaikoura Whale Watch Today

- ❑ Biggest employer in Kaikoura with over 250 staff- 80+ fulltime staff
- ❑ Custom built marina and a fleet of 6 custom built boats
- ❑ Annual turnover of NZ\$10 million
- ❑ 100,000 customers per year
- ❑ Winner of-
 - New Zealand Tourism Operator of the of Decade
 - British Airlines Best Global Eco Tourist Award

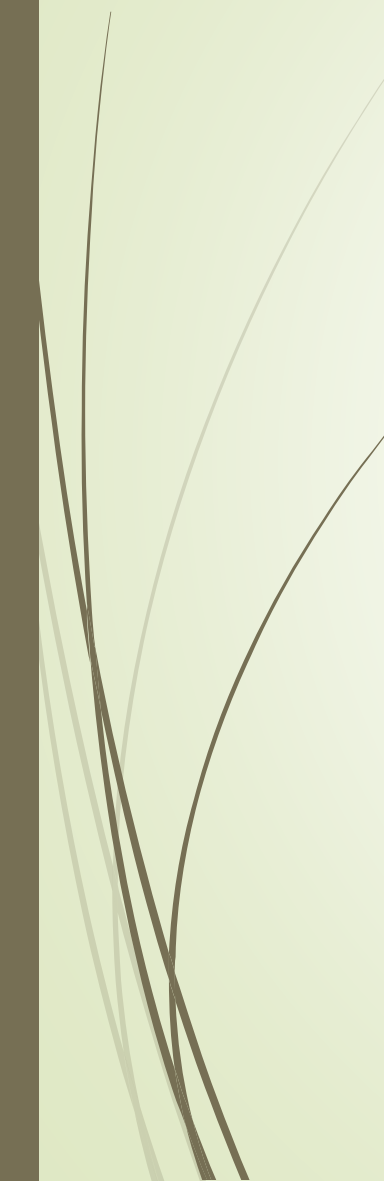


Wally Stone- First CEO





Key Goals of Local Visitor Strategies

- 
- How we attract visitors?
 - How do we hold visitors?
 - How do we get visitors to put their hands in their pockets?
 - How do we give visitors such a positive experience that they tell others and come back?

Mark and Judy Evans, Paronella Park









ABC Radio

Conversations
with Richard Fidler

with

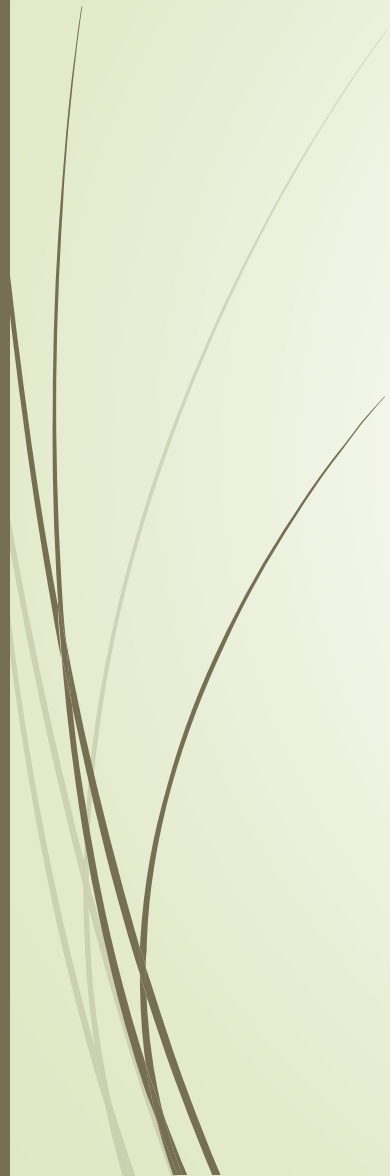
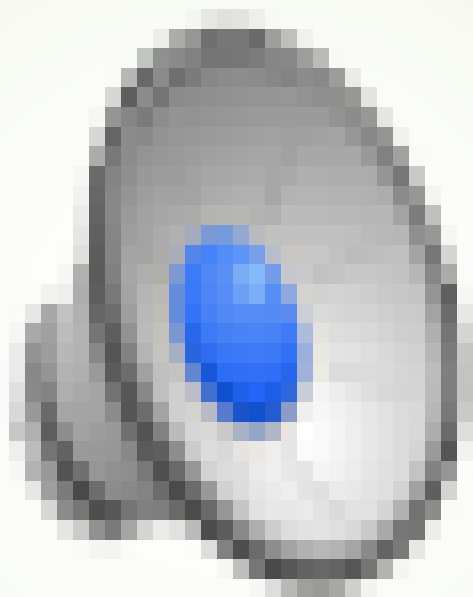
Paronella Park's
Mark Evans



Paronella Park

The Dream Continues ...





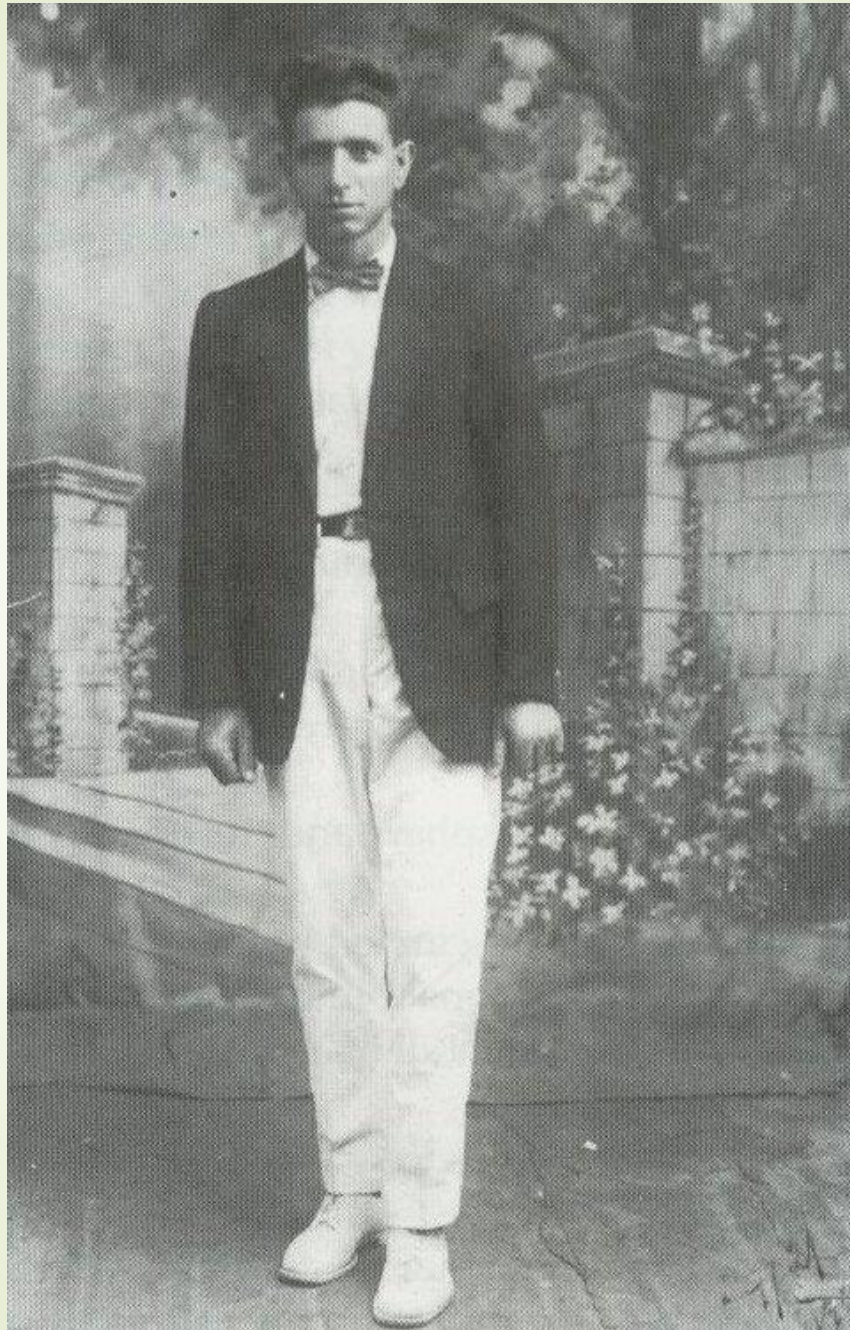
















54. *Cliff, Pinnacle Park, Springfield, N.Y.*



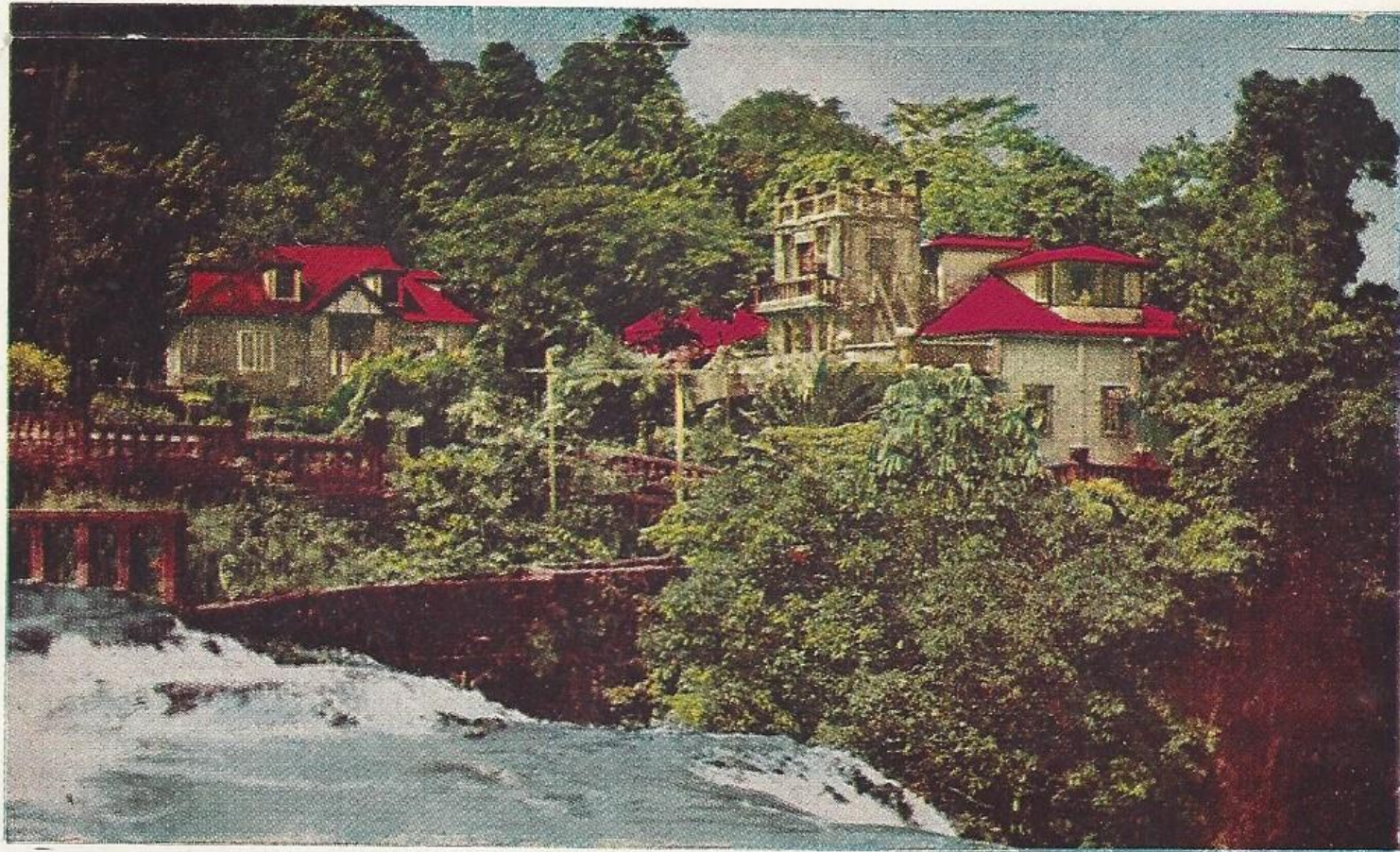


PAULINE C. ...





Souvenir Folder of



PARONELLA PARK

G. K. BOLTON PRINTERS, CAIRNS





Mena Creek Falls, Páronella Park.



THE MODERN PICTURE THEATRE

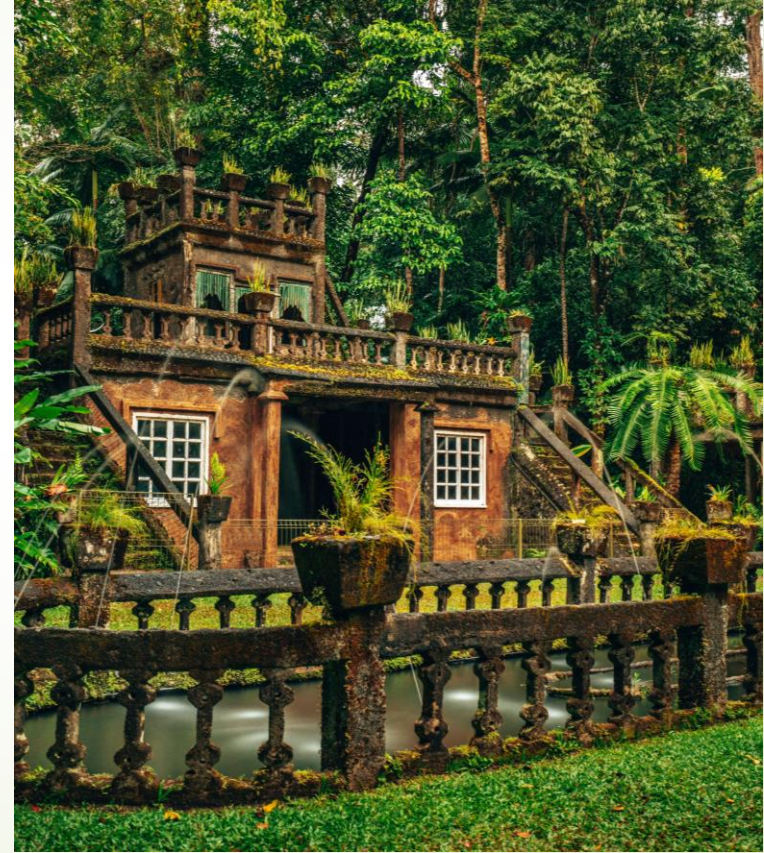




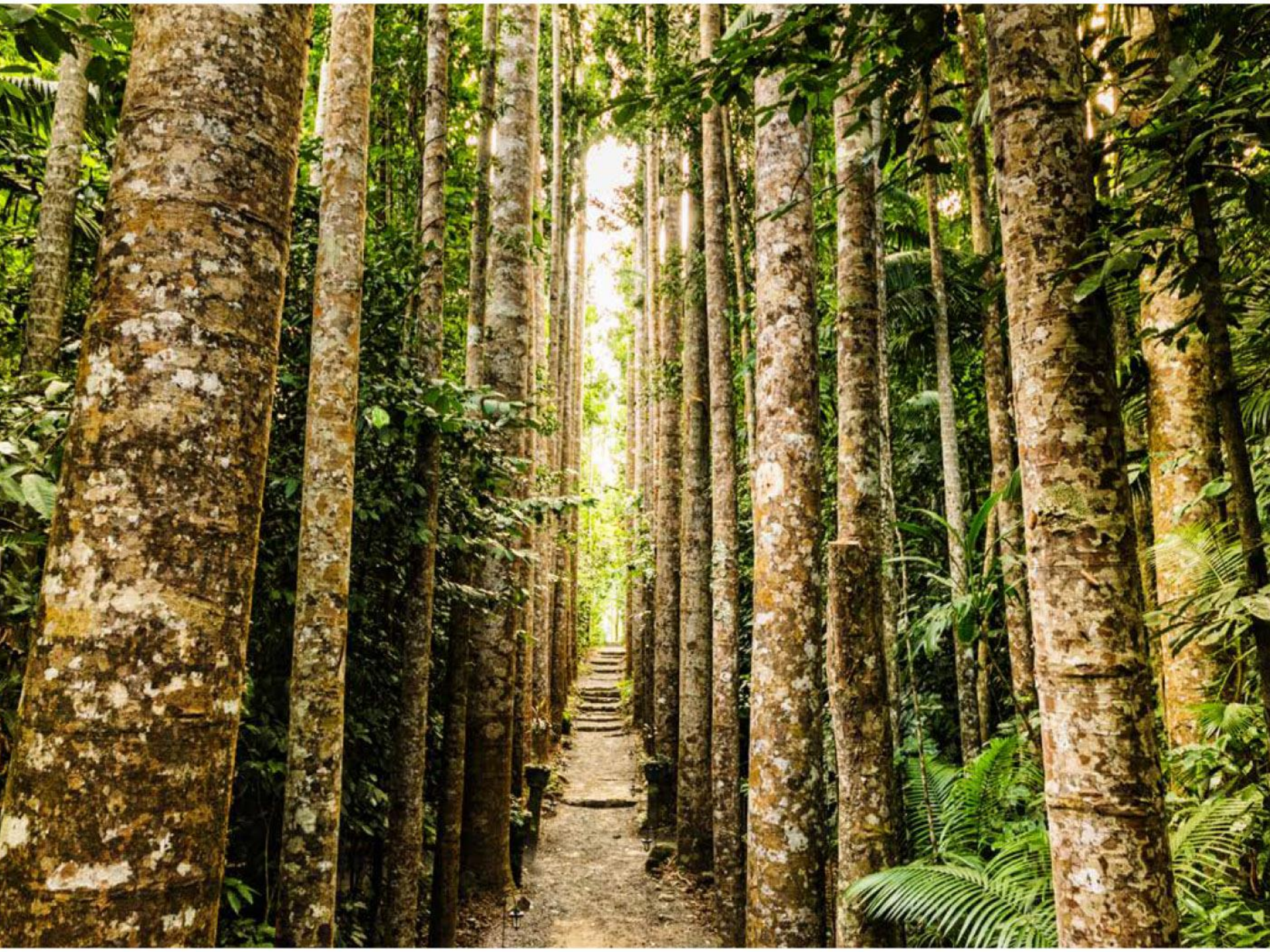


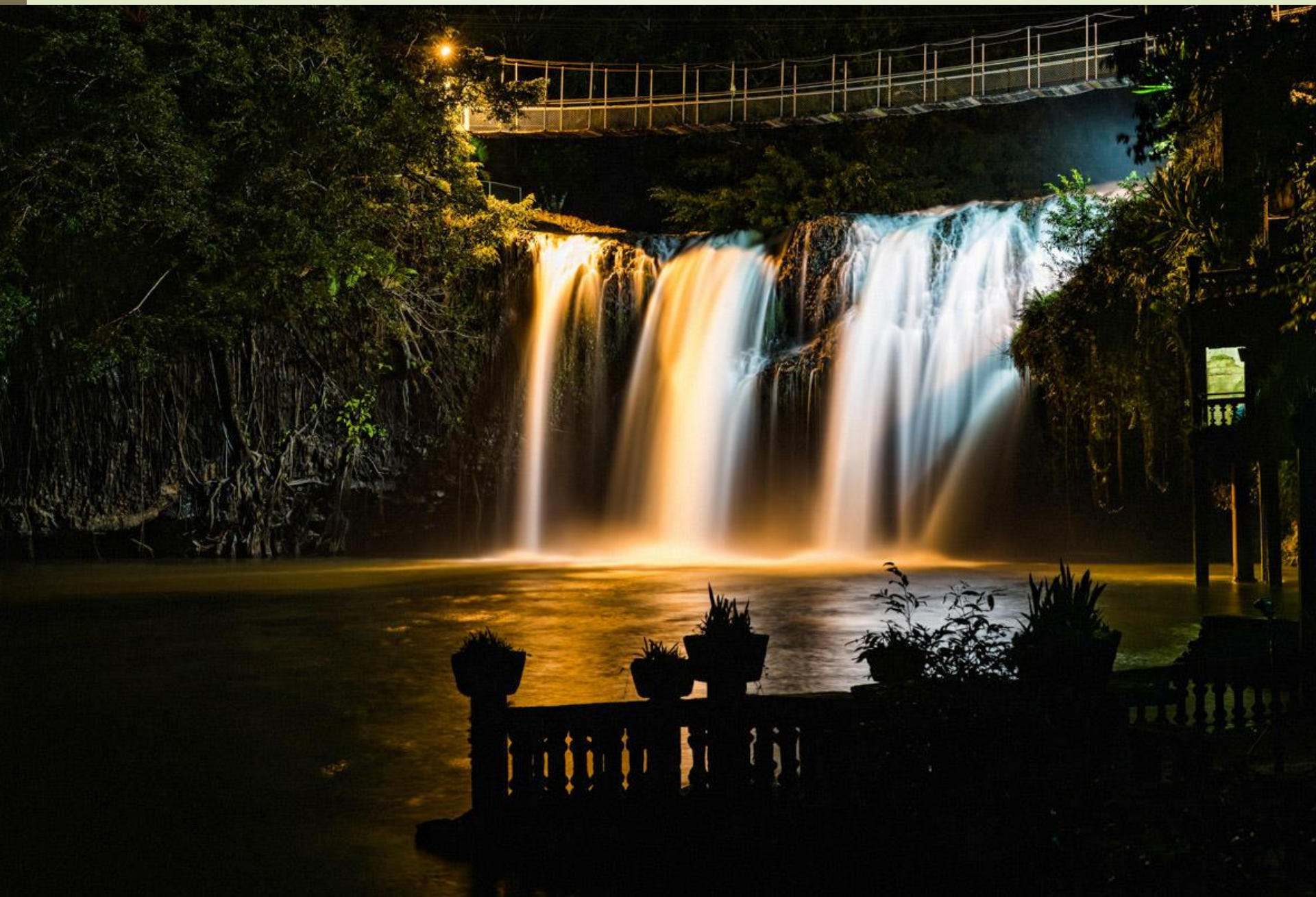


Before and after



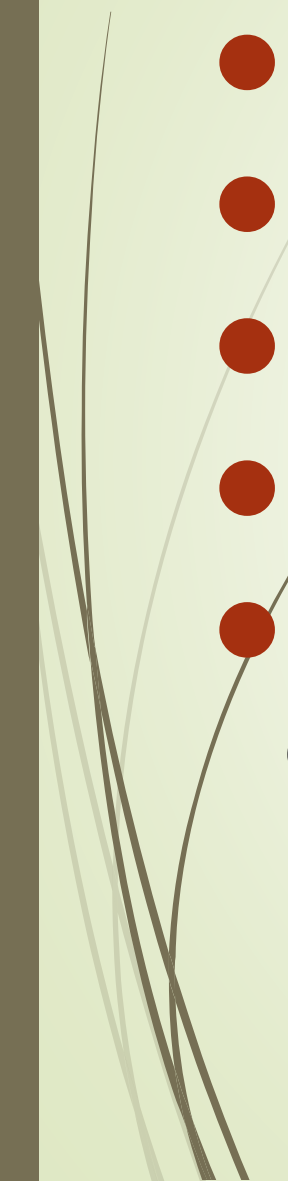










- 
- **Relationships**
 - **Diverse Markets**
 - **Passionate Friendly Staff**
 - **Innovation**
 - **Use the “Dream taker’s comments” as motivation.**
- 

Admission Includes

- Greeting and Farewell
- 2 Year Pass (Loyalty)
- Departing gift
- Tour Guide gift (Bookmark)
- English/Japanese/Chinese/Tours - Day and Night
- Umbrellas
- Insect repellent
- Sunscreen

Admission Includes

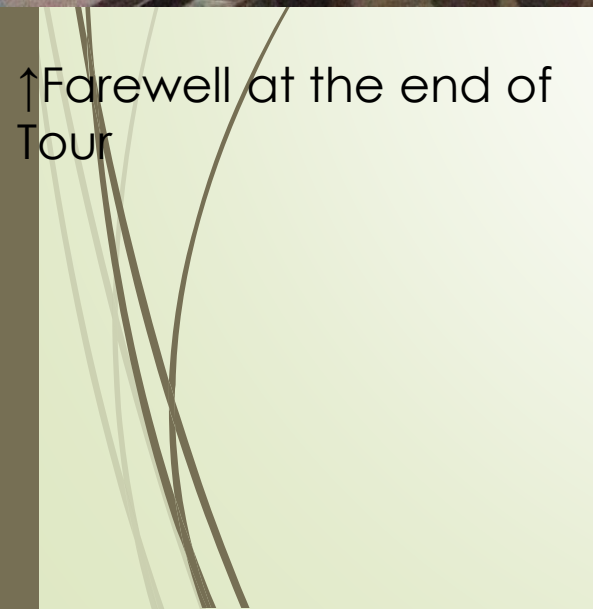
- Water Refills
- Binoculars
- Vehicle Transfers
- Botanical Guide
- Van Park site for 1 night
- 2 Park Pass
(Skywalk/Paronella)
- Hydro Tour
- Selfie sticks

Admission Includes

- Free Wi-Fi
- BYO food in Café or Picnic Area
- Torches
- Translations in 15 Languages
- Souvenir Guide 5 Languages
- Mobile phone charging stations
- Visitor Information Desk
- Dog sitting



↓ Greeting at the Entrance



↑ Farewell at the end of Tour



Paronella Park

The Dream Continues ...



Peace by the Waterfall



Peace by the Waterfall

Paronella Park

The Dream Continues ...

Paronella Park

The Dream Continues ...



Peace by the Waterfall



Paronella Park

The Dream Continues ...



Peace by the Waterfall



Thank You

Yvonne & Judy Evans

Photos available at:
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 ...

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.



Paronella Park

UN SOGNO CHE

José Paronella arrivò in Australia dalla Catalogna-Spagna nel 1913. Lavorò per 13 anni, inizialmente tagliando canna da zucchero, poi acquistando una capanna. Nel 1924 ritornò in Spagna e si sposò con Margarita nel 1925. Il viaggio di ritorno in Australia fu la loro luna di miele. José vide per la prima volta questi 13 acri di macchia vergine lungo il Mena Creek nel 1929 per il centro per ricevere il

l'intera ma
un po' di
La sala
scivolò
trale
il p



EIN

José Paronella, originariamente un catalano in Spagna, emigrò in Australia nel 1913. Lavorò per 13 anni, inizialmente tagliando canna da zucchero, poi acquistando una capanna. Nel 1924 ritornò in Spagna e si sposò con Margarita nel 1925. Il viaggio di ritorno in Australia fu la loro luna di miele. José vide per la prima volta questi 13 acri di macchia vergine lungo il Mena Creek nel 1929 per il centro per ricevere il



lla

Paronella Park

Un rêve réalisé...

A la fin du 19ème siècle au coeur de la Catalogne, au Nord-Est de l'Espagne, naquit José Paronella. Dernier d'une lignée de six enfants, il fut bercé par les merveilles hispaniques de châteaux romantiques espagnols. Rêvant de ses hispaniques, il s'est alors promis qu'un jour, il construirait son propre palais.

En 1913, José est arrivé sur le sol Australien avec l'intention de faire fortune afin de retourner, prospère, épouser Mathilda sa jeune promise. Il passa 13 années à travailler dans les champs de canne à sucre au Natal, au Nord-Est de l'Australie. Il était éprouvé mais José avait su profiter de son rêve... Il entreprit un business de sucre et de canne à sucre.

pour sa famille. Cette petite maison fut la seule structure de pierre du parc, toutes les autres étant construites à base de béton armé (mélange de sable et graviers de la rivière avec du ciment importé d'Allemagne). Pour toute structure, José utilisa de vieux rails de trains abandonnés dans la campagne. Enfin, la couche finale de ciment d'argile et de ciment fut appliquée à la main laissant des empreintes de doigts comme un message intemporel.

Entouré de quelques hommes...

Paronella emigrò in Australia nel 1913. Lavorò per 13 anni, inizialmente tagliando canna da zucchero, poi acquistando una capanna. Nel 1924 ritornò in Spagna e si sposò con Margarita nel 1925. Il viaggio di ritorno in Australia fu la loro luna di miele. José vide per la prima volta questi 13 acri di macchia vergine lungo il Mena Creek nel 1929 per il centro per ricevere il

Vandaag zien wij de droom van dit tel trouwen met zijn vrouw creëerde hij wat nu Jose zag 13 acre bushland bij Mena, hij ze weelde hij met Margarita. Zij vervallen met planages op, verberben de weer. In 1924 ging hij terug naar Paronella emigrò in Australia nel 1913. Lavorò per 13 anni, inizialmente tagliando canna da zucchero, poi acquistando una capanna. Nel 1924 ritornò in Spagna e si sposò con Margarita nel 1925. Il viaggio di ritorno in Australia fu la loro luna di miele. José vide per la prima volta questi 13 acri di macchia vergine lungo il Mena Creek nel 1929 per il centro per ricevere il

Paronella Park

The Dream Comes True

一个把梦想实现的故事
每个人也有梦想，但大部分人都把梦想用他毕生努力，把梦想实现。

为何有兴建城堡的念头?
小时候，荷西的外婆跟他说了很多关于自己的城堡。26岁的他，属于自己的一笔钱，买了一笔钱，买了13年的时间，终于他获得了财富。事业有成的他，准备回西班牙娶他的未婚妻。不过这些年来他都没跟未婚妻联系，结果「爱人结婚了，新郎不是他！」。女家为了兑现两家婚姻的承诺，最后他娶了玛提达的妹妹——玛格烈特(Margarita)。新婚夫妇来澳洲，准备一起实现梦想。

Paronella Park

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筑梦旅程啟航
1929年，他終於展開了建造城堡的夢。Creek)買了一塊13英畝的土地，花了公園。他用廢棄的鐵軌作為建築的支撐，手把城堡蓋起來。直到現在，我們依

Paronella Park

The Dream Comes True

『あの日、あの海に立ち決めたのは、まるで昨日と共生き、城建設に創設者ホセ・パロネラ』

スペインの田舎町・月明が族にまつわるお話を心に描いていた少年の夢は、パーク創設者ホセ・パロネラ。しかし、夢とは程遠い。家族を助ける為、働き、そこで経営。人生の転機が訪れる。『人生の中で何を自分の可能性に掛けました。』

ホセはここクイ、ホセを待ち受け、やぶりの中で、みましたが、サトウキビを開発して、から16年

そんなホ、眠にして、林にた

Paronella Park

The Dream Comes True





FLORA & FAUNA GUIDE

Paronella Park



you tropical
WALK

FAUNA GUIDE



COLD WATER. HELP YOURSELF!
免費冰涼飲用水
請自由取用。
Paronella Park

FLORA & FAUNA GUIDE
Paronella Park
Please help us recycle by placing
your unused or extra booklets here.
Thank you!

MENA CREEK
FLOWER GUIDE
MODERN SELF
540 Vols



Wifi Access



Free WiFi Internet Access

Connect to Networks:

Paronella-Wifi

Paronella-Wifi (Cafe 2G)

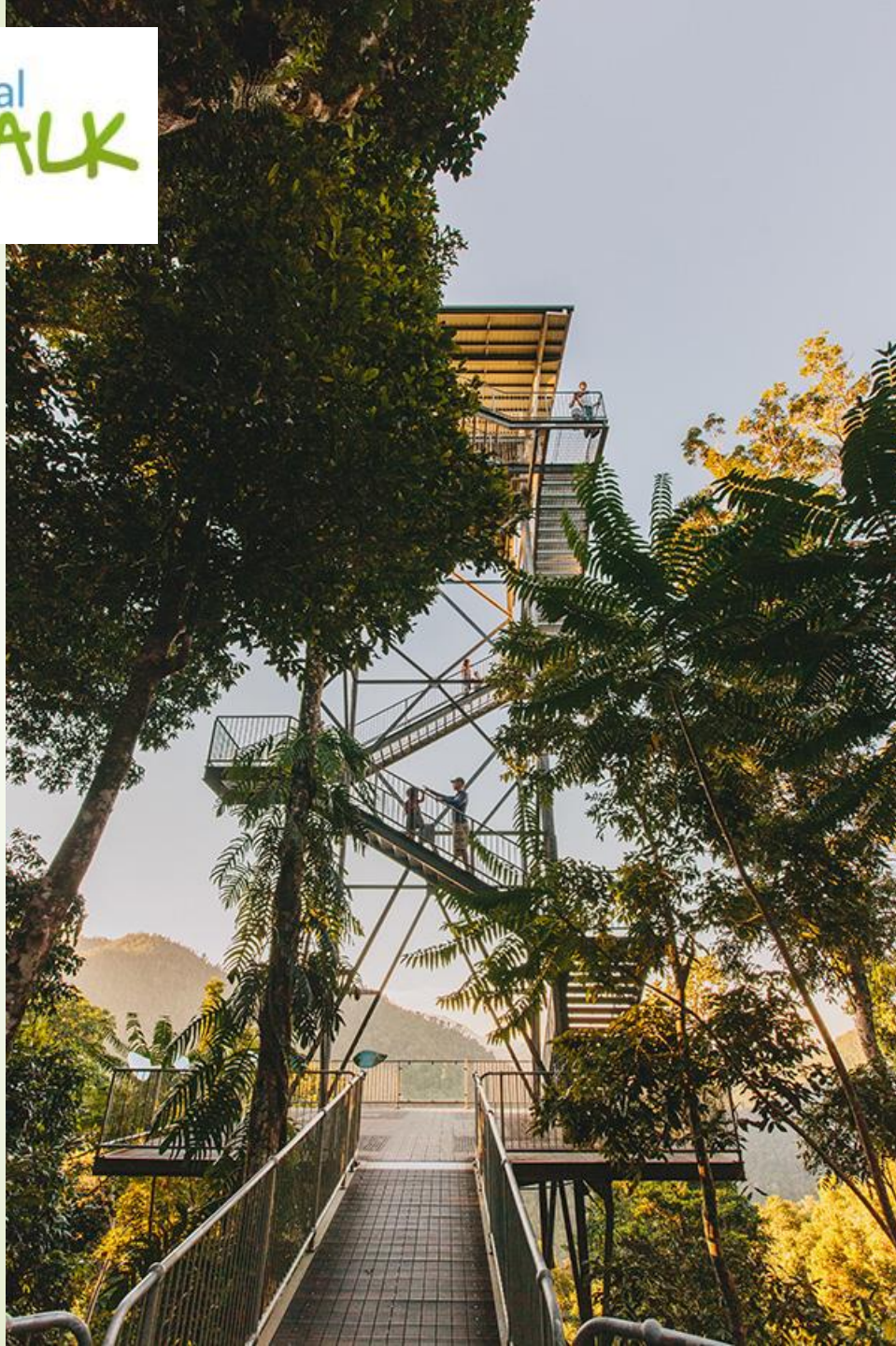
Paronella-Wifi (Cafe 5G)

*To connect to Paronella Park's
WiFi, please ask at the front desk
for a WiFi password!*









DISCOVER NORTH QUEENSLAND

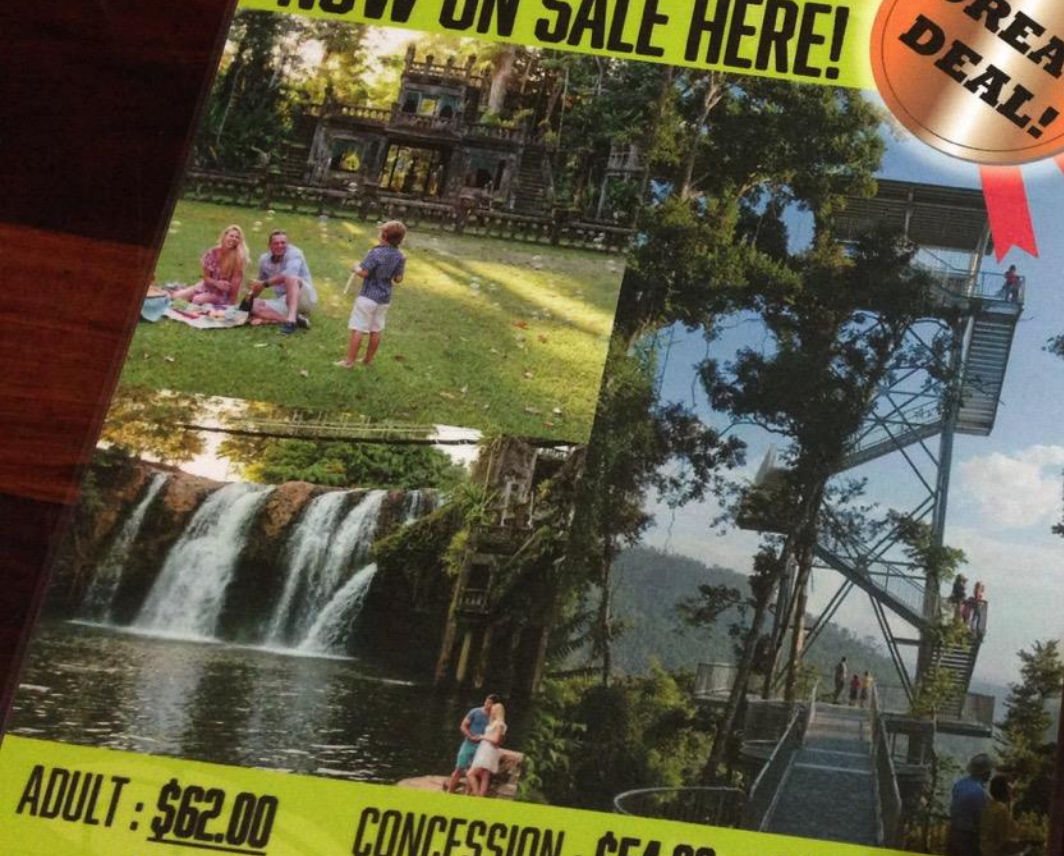
Paronella Park &



SKYWALK

2 PARK PASS
NOW ON SALE HERE!

GREAT
DEAL!



ADULT : **\$62.00** CONCESSION : **\$54.00** CHILD : **\$33.00**
FAMILY (2A2C) : **\$176.00** FAMILY (2A3C) : **\$190.00**
Please ask for 2 Park Pass at the counter! *Valid till 31/3/2018

2 PARK PASS



DATE ISSUED

REF. PA1705068

☐ ADULT
☐ CONCESSION
☐ CHILD
☐ FAMILY (2A2C)
☐ FAMILY (2A3C)

PAID
DATE REDEEMED

VALID FOR 12 MONTHS FROM THE DATE OF ISSUE

mamutropical SKYWALK

2 PARK PASS



DATE ISSUED

REF. MA1704163

☒ ADULT
☐ CONCESSION
☐ CHILD
☐ FAMILY (2A2C)
☐ FAMILY (2A3C)

PAID
DATE REDEEMED

VALID FOR 12 MONTHS FROM THE DATE OF ISSUE

Paronella Park
The Dream Continues

POS 1
2017-05-01 14:58:56

Sale ID: 13z1prt

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JELLY
PARK

PARONELLA PARK

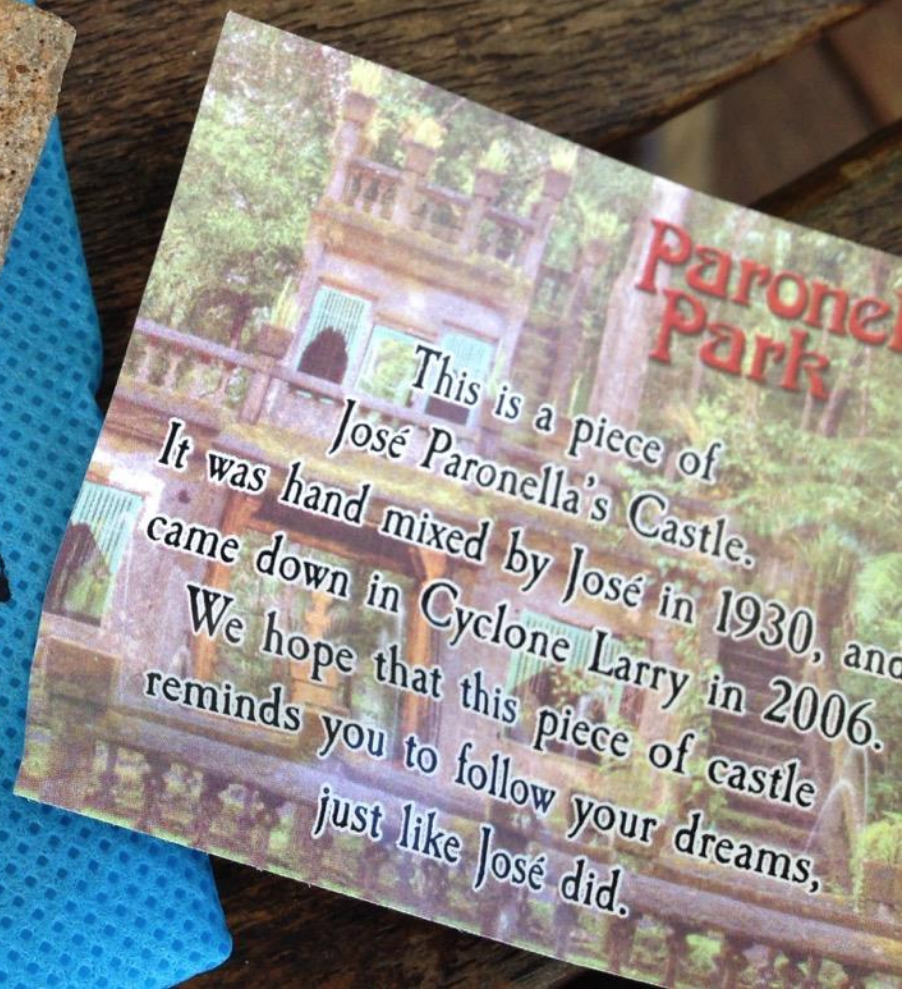




Paronella Park



The Dream Continues



Cardholder(s) name : Valid for use by registered cardholder(s) only
☑ Photo ID required ☑ Non Transferable

Paronella Park

■ 2 Years Free Admission

Return Date :

■ 1 Night Free Camping

*must be used within first 12 months

Date Redeemed :



No.

Issue Date:

www.paronellapark.com.au / PH 07 4065 0000



**RETURN
PASS**

this card is non transferable

Paronella Park

























Paronella Park

The Dream Continues ...

The Platypus Initiative

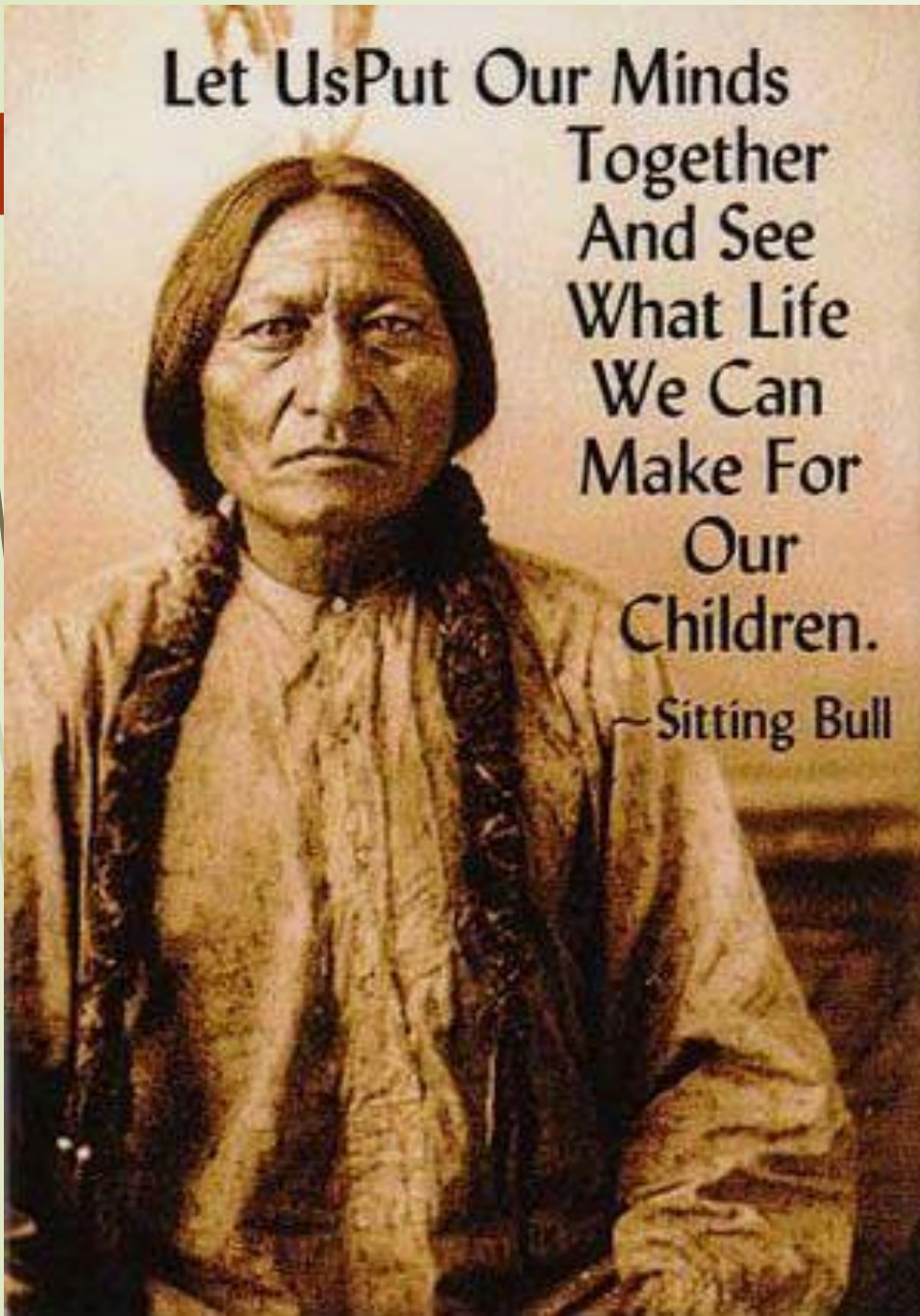


Rachel Barry

Vacy School Students and Splatter the School Platypus Mascot



Let Us Put Our Minds
Together
And See
What Life
We Can
Make For
Our
Children.
~ Sitting Bull





When is the
best time to
plant a tree?

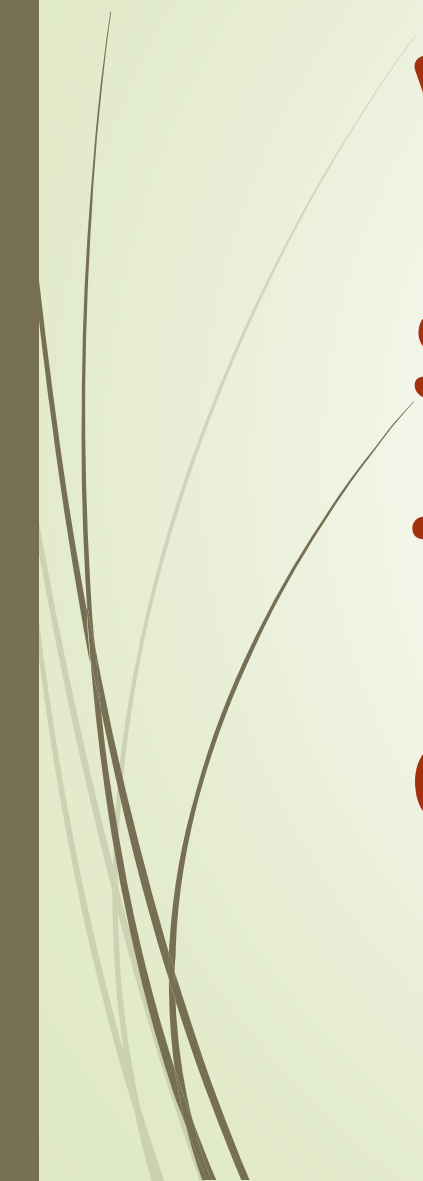




10 Years Ago!

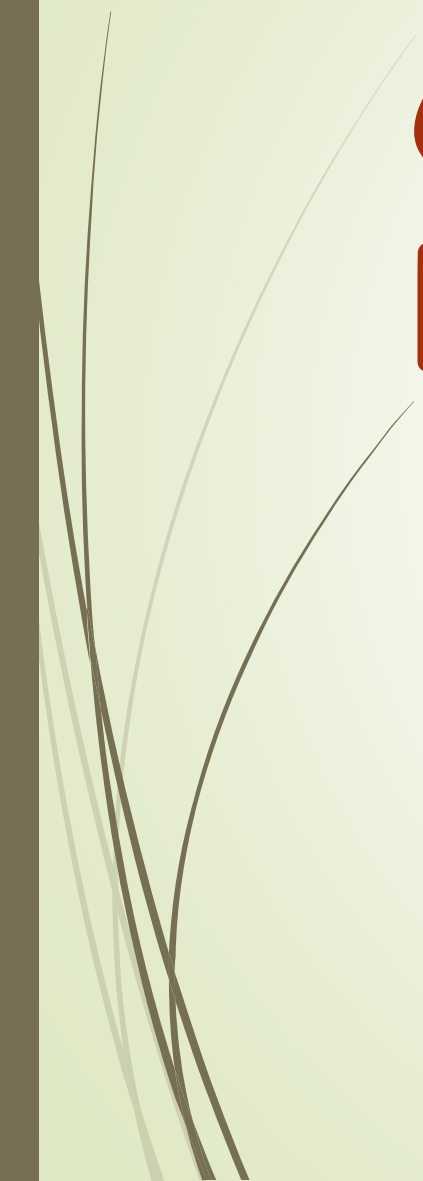


When is the
second best
time to plant
a tree?





Yesterday!



Community Foundations.



Final Session-





**THANK
YOU!**