

TITLE:	Min Min Encounter & Boulia Heritage Complex Report April 2026	DOC REF: 11.4.2
REPORT BY:	Karen Savage Tourism Officer	DATE: 17/05/2026

CORPORATE PLAN REFERENCE:

Key Priority 1: A strong supportive community environment

1.2: Respecting our culture and heritage, past, present and future

1.2.1: To preserve and promote the heritage and diverse cultures of our community

1.2.2: To maintain, preserve, develop and provide access to our region's history

1.2.3: To promote the heritage, arts and cultures of our communities

Key Priority 6: Supporting local services and facilities

6.2: Support an active healthy community

6.2.2: Maintain a high quality of life by providing facilities and resources that encourage a secure, interactive, and progressive community lifestyle

RISK MANAGEMENT:

Information Report only - not applicable.

PURPOSE:

To report on the day-to-day operations of the Min Min Encounter (MME) and Boulia Heritage Complex (BHC) and to promote tourism in the Shire and surrounding region.

CONTENT:

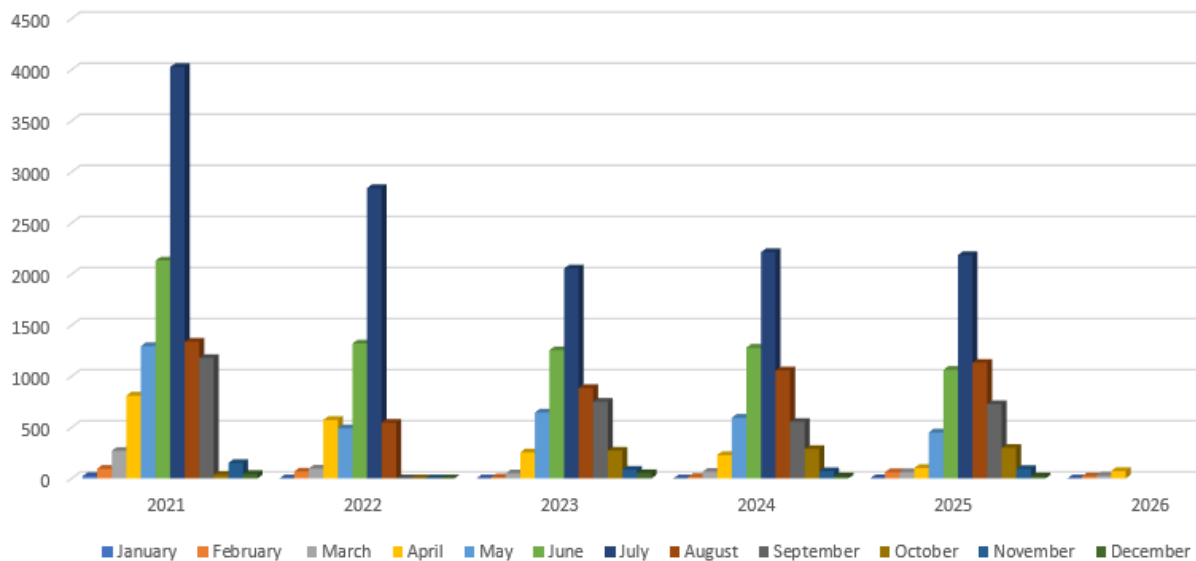
Monthly Activity Statistics: April 2026

Sales – tickets/merchandise	\$2271
MME Total Visitor Stats	73
MME Tickets	14
BHC Tickets	0
COMBO Tickets	6
Rezdy Online Bookings during the month (no payment taken)	0

Social Media Statistics: April 2026

Social media pages	Reached
TripAdvisor Review	0
Google Business Profile	55 interactions, 113 profile views, 16 website visits from profile

MME & BHC Visitor Information



REPORT ON ACTIVITIES DURING APRIL:

Visitor Statistic Reporting:

- Explore Queensland Network survey to be completed on the 1st of each month.
- Outback Queensland (OQTA) monthly report emailed by the 10th of each month.

April has definitely been affected by high fuel prices with many phone calls around fuel security/prices. Numbers are down by about 30% on last year. There is a drive from all tourism associations to encourage travel through our area with some ongoing excellent ad campaigns running. Our new tourism logo is now live and our banner for use at caravan and camping shows has been ordered.

Group Bookings: We saw our first bus tour of the year this month with excellent feedback from our guests.

Social media: Facebook posts reached 12,000 people this month with engagement of 455 interactions.

Explore Queensland Network: n/a

Merchandise:

The new linen ladies shirts have been extremely popular with both locals and tourists alike with a restock happening soon.



Boulia Heritage Complex: Although tourists have been few and far between the refurbished War Room is looking great with some new items donated and displayed.

Min Min Encounter: Some problems developed with compressors but we have still been able to run with some interim work by Councillor Sam and a little reorganisation. The compressors and air tubing will be replaced next month.

CONSULTATION: Nil

GOVERNANCE IMPLICATIONS: Nil

ADDITIONAL INFORMATION: Nil

RECOMMENDATION:

That the Min Min Encounter & Boulia Heritage Complex Report for the April 2026 Council Meeting be received for information.

ATTACHMENTS: Nil

Reviewed and Approved by Chief Executive Officer	Mr Shane Gray
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