

The Adelaide Street Rest Area was opened on April 1, 2013 for a trial period of eight months and through accreditation by the Campervan and Motorhome Club of Australia, Cooktown became an **RV Friendly** town.

The aim of the Rest Area is to generate increased tourism to our region and boost our local economy. Cook Shire Council has been actively promoting the Rest Area through advertising in travel magazines and attendance at trade shows and events. Evident through the success of these promotions, we have witnessed an obvious increase in visitation to Cooktown this year.

Council acknowledges that there are some areas that need improving, such as ensuring guidelines for using the Rest Area are adhered to. Permits are now issued from Council's administration building on weekdays and from Nature's Powerhouse on the weekends. Every vehicle is inspected prior to a permit being issued to maintain the integrity of the Rest Area and it's purpose.

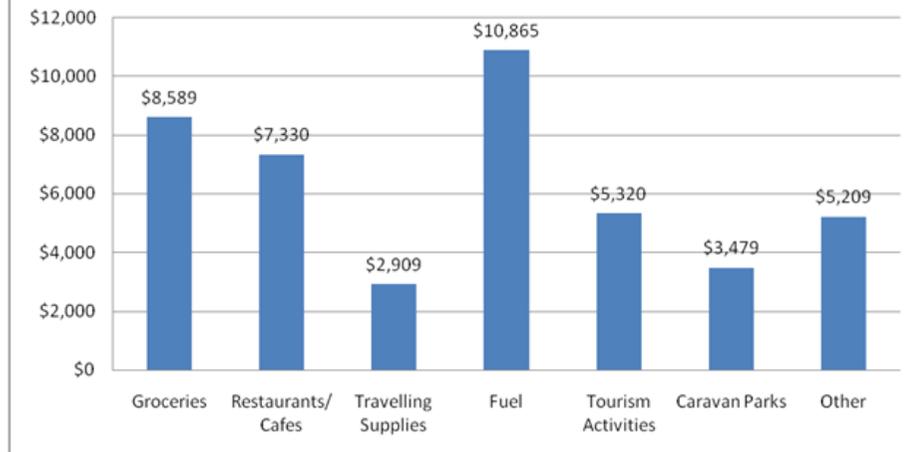
To measure the success of the Rest Area, a survey is offered to all permit holders to complete and return to Council. From over 412 Permits issued until June 23, 2013, 145 surveys have been completed and returned (approx. 35%).

### SURVEY RESULTS

- 73% were visiting Cooktown for the first time
- 42% would not have visited, had it not been for the Rest Area
- After leaving the Rest Area, 35% of respondents said they were heading to another paid site in Cook Shire
- Total spend by all survey respondents: \$43,701 (see table right - "Other" category includes spend on seafood, pharmaceuticals, pubs, fishing supplies, laundry services and souvenirs)
- When asked to rate the Rest Area: 126 regarded the location as good or excellent; 128 regarded the \$5 permit system as good or excellent; and 102 found the Rest Area easy to find

Cook Shire Council continues to look for ways to improve the Adelaide Street Rest Area and monitor it's use. It is proving to be a major incentive to boost tourism to Cooktown, and Council will continue collecting data from permit holders until the end of the trial period in November 2013. After this time, Council (in consultation with the Cooktown Chamber of Commerce and Tourism and other key stakeholders) will decide on any future course of action.

**What do you plan to purchase in Cooktown, and approximately how much will you spend?**



### A SELECTION OF COMMENTS FROM VISITORS

- "Rest area needs to be defined by signs. Caravans (should be) parked at say 45 degrees to maximise (the) number of parking sites".
- "Love Cooktown! Love RV Friendly Towns! More signs to help people where to park or what to park. Helps the town, helps us".
- "Needs more check ups as too many abusing the system".
- "We came from up the Cape where other people spoke highly of this system. We like to set up, feel safe to leave our vehicle and walk around town. We also found being on a pension we can do more touristy things if we don't stay in Caravan Parks".
- "The 48 hour park was quite good and money saved on caravan parks was used to eat out so was spent in town".