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## MEDIA RELEASE

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### New performance tracker to aid tourism

This month Tourism Tropical North Queensland will roll out a new data collection system to provide valuable industry information.

TTNQ chief executive officer, Rob Giason, said implementation of the Industry Performance Analyser for Tourism (IPAT) was one of several tourism industry research projects being funded through a recently announced Queensland Government grant of \$75,000.

"IPAT is a free online business benchmarking tool that will assist local tourism operators in making better business decisions. Not only will IPAT provide essential performance information, it will provide a reliable and accurate picture of each industry sector across the region," Mr Giason said.

"IPAT enables real-time tracking of industry performance, with immediate access to results, and comparison with an aggregated data set from other businesses within the same sector. By monitoring their daily results as well as changes in performance month to month and changes over a year, businesses can assess the impacts of significant events or advertising/marketing campaigns on their individual business and industry sector, as they actually occur."

TTNQ is holding IPAT information and training workshops in Cairns and Port Douglas on Wednesday 28 February for those interested to find out more about this useful data collection and performance tracking system. For bookings or more information please contact Ros Anderson on 4015 1226 or email [rosalind.anderson@tnq.org.au](mailto:rosalind.anderson@tnq.org.au)

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