

COVID-19 - Restarting, Transitioning and Resilience

Pivoting a Product and Innovation

WEBINAR TWO Wednesday 22nd July 2020. 3pm



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

- Four webinars will take place once a week from mid-July to mid-August 2020

Stage Two - One-on-one Online Coaching

- Four sessions of 60 minute one-one-one online coaching sessions will be available to eligible tourism and hospitality businesses that have participated in or viewed, one or more of the four webinars.

MODERATOR:
Sofie Formica

SPEAKER:
Michael Nelson – Pinnacle Tourism Marketing
James Munro – Ignite Travel Group
Bram Collins – Undara Experience



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The need to realign and pivot

- Back in March we saw the systematic shutdown of every market that was available to us
- We had over 20 businesses that traditionally had significant visitation from the international market
- We knew we would have to be doing things very differently to realign these businesses to different channels and opportunities

What have we learnt?

- The need to understand our customer
- The ability to be nimble and move quickly to attract new customers
- The need to understand our business and the line where we are still making money and where we stop making money
- The need to maintain a connection with our customers both new and old

Our Customer

- Like never before we have had to develop an understanding of where our customers/guests/passengers are and how we can talk to them
- We have had to develop new ways of reaching that audience
- We have had to develop an immediate understanding of what is going to motivate them to travel
- Then cultivate the offering to meet that need

Light on your feet

- Because of the way that different channels have opened up, the ability to adapt quickly is now a critical need in being able to do business
- The ability to have “channels” of distribution ready to be able to reach audiences as they come online is a major learning
- As we have seen, we have been given pretty short notice as different markets open to us and the different options that come with this
- We are far from exiting this event, there is going to be ongoing to need to adjust, pivot, realign for many months to come

Understanding your business

- Do you have the ability to embrace the opportunities
- If not why not?
- What do you need to consider in your business now to align your business to the business channels that are available to you

Change and Innovate


- The risk we face is that we think our world will return to as it was before this event
- We are already seeing change
- How we adapt to change is very a individual thing for every business
- There is now opportunity to adapt and adopt new practices that make our businesses even more efficient
- That is the awareness you must have in this current climate

Maintaining the Connection

- If you are not seeing your traditional market then the connection needs to be maintained
- There have been some great examples of “bringing your product to them” over this event
- Social Media options
- Video conferencing options

Castaways Resort & Spa is at Castaways Resort & Spa. 2 July at 12:34 · Mission Beach · 🌐

With our days of an endless summer in Tropical North Queensland ('winter' is currently 23 degrees) there is one thing you will want in your hand whilst you relax under the palm trees overlooking the ocean – a Blueberry BUKO. The perfect mix of spiced rum, citrus, lavender and blueberries. Who would love to come in and try one? Cheers 🍷



Who's ready to try our new Blueberry BUKO

[Send Message](#)

👍👤 Jasmine Baker and 112 others 11 comments 17 shares

Ruben de la Fuente 29 June at 14:50 · 🌐

A Special message from Ben Woodward in Far North Queensland. Unfortunately we're not in South America this week for the LDU Roadshow 2020. Check out this cool video.



👍👤 Garry Bryant, Ruben de la Fuente and 12 others

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Craig Wickham 30 May · 🌐



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Stokes Bay is one of Kangaroo Island's most popular locations.

This stunning beach features what has to be some of the whitest sand and clearest water in Austr... [See more](#)

👍👤 Inka Van Baal and 25 others 1 comment

The Drive Market

- In the year ending December 2019 a total of 13.7 million leisure domestic visitors used self drive as a mode of transport on their stopover in Queensland.
- The 55+ age group is most likely to self drive
- The 35-44 age group has the highest share of people travelling using self drive

The Drive Market

- Brisbane has the most amount of self drive leisure visitation and equates to 71% of total visitors
- Southern Queensland Country equates to 94%
- As you get further up the coast the percentage drops (TNQ 55% and Whitsundays 46%) as the reliance on air travel kicks in
- <https://teq.queensland.com/~media/7769368FD49E4F1BA1A98F87C5762BF9.ashx>

The Drive Market – Attracting the Market

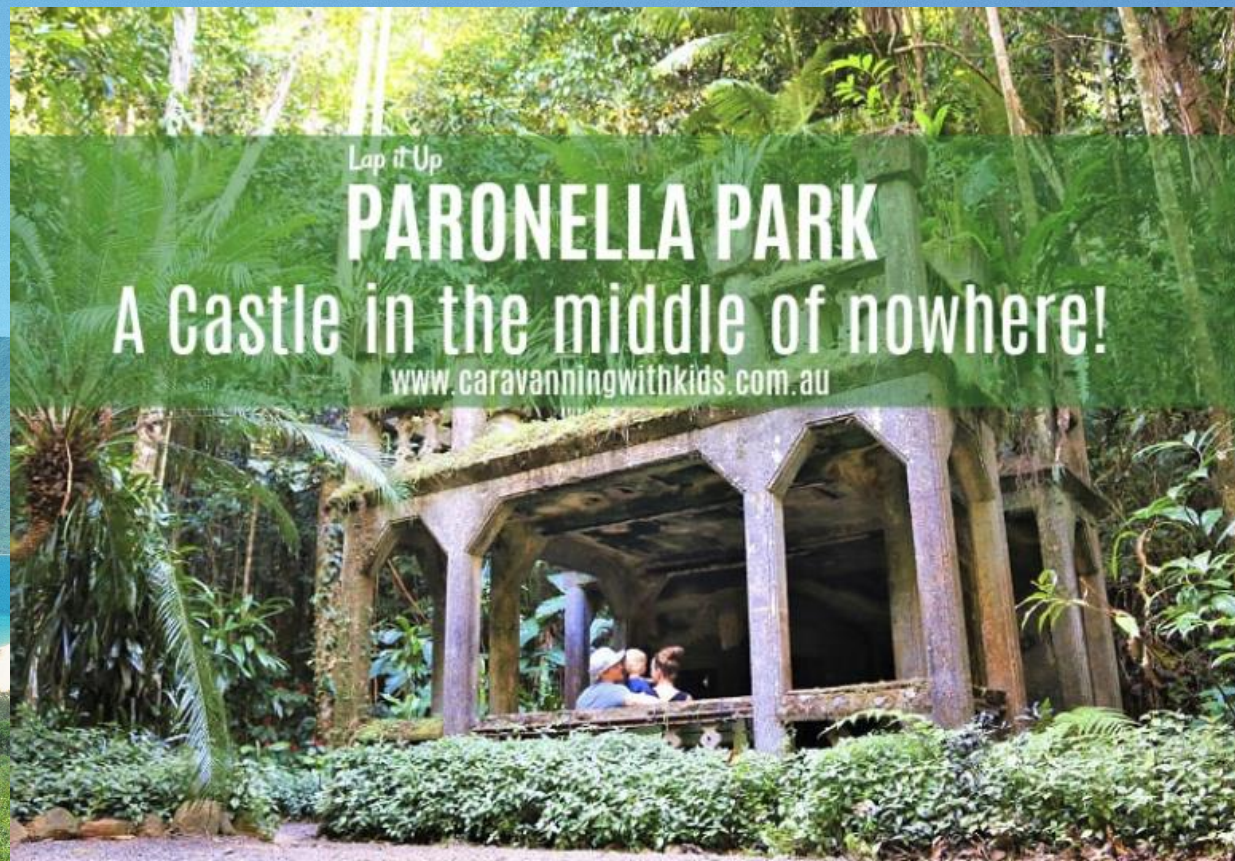
You need to develop the hook – Why is it that someone is going to drive to your product, location or destination

The ability to tell your story through your product is a massive factor in attracting the drive market

You also need to wrap it up in the right coloured paper i.e. you need to develop the itineraries so people can see how to engage with your product/destination



Cobbold Gorge



Paronella Park

Domestic Trade Ready

- The ability to pay commissions within your pricing structure
- The channels of distribution vary from more traditional wholesalers to online travel agents (OTA's)
- One of the main reasons you would consider this, is because it expands your marketing footprint outside of your own marketing
- I.e. you speak to a whole heap more people

MODERATOR:
Sofie Formica

SPEAKER:
James Munro– Ignite Travel Group



What does the current landscape look for us

- Distribution
- Current landscape
- Customer Engagement
- Product Innovation

What does the current landscape look for us

- Destinations
- Value v's Price
- Product Type - Ideals
- Point of Difference

This is
some of
the
channels
we
populate

ignite
travel group
australia's leading travel innovator

My holidaycentre

Retail business and destination marketing specialists

My fiji
My samoa
My queensland
My hawaii
My newzealand
My thailand
My maldives
My dubai
My vanuatu
My bali
My solomons
My newcaledonia
My cruises

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Book by 31 July 2020
Travel selected dates Nov - 30 June 2021

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5 nights in a 1 Bedroom Studio • Return economy flights with 20kg checked luggage • Return airport/transfer transfers • Light breakfast pack daily

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4 nights in a Brigadier King Studio • Return economy flights with 20kg checked luggage • Breakfast daily • Return private airport/transfer transfers

EXCLUSIVE BONUSES Full day Outer Great Barrier Reef adventure with lunch & more • 2 course dinner for 2* • Bottle of sparkling wine • 4 x cocktails per room • 2 x \$25 spa vouchers* • Daily in-room breakfast • 10% off spa retail • Tour Voucher Booklet

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FROM BRISBANE: *These are correct at time of publication, are per person twin share unless otherwise stated, subject to availability, may change without notice, seasonal sailings & blackout dates apply. Flights are economy class - terms & conditions apply. **\$99 deposit secures the promotional package. A second deposit (from payment of the deposit) will be required by the date and amount to be determined at the time of booking. Certain inclusions apply to new bookings made before 31 July 2020. Cancellations must occur before 30 September 2020. Once the second deposit is made and flights are booked, the booking is then subject to standard terms and conditions. Cancellations or amendments after this date will be subject to standard promotional cancellation terms & conditions. *Excludes transfers. *Spa with minimum \$50 spend per voucher. For terms & conditions and MY Queensland website, see Queensland holiday packages offered by flightcentre. The Q&A is a subsidiary of game. Tour Group. ABC Accreditation No. 20200.

Full Page to appear in Brisbane Sunday Mail on Sunday 12 July 2020
M code: MQ-2020-07-12-BSM



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Lightbox Displays



MODERATOR:
Sofie Formica

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Bram Collins– Undara Experience



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Who are we?

- Undara is located in the Gulf Savannah Region of TNQ
- Undara's clients are usually the self drive market
- 60% of guests are visiting in the 12 week period between June and August
- The need to look at other alternatives was absolutely necessary to attract visitors outside of the Winter months
- Based on this the concept of introducing events into Undara was conceived

3 main points

- It had to be unique and something no one else in TNQ was offering
- It had to appeal to an audience that had a high disposable income
- It had to be something we could offer annually

What we came up with

- Opera in the Outback was developed in the year 2000 and ran for 17 years
- Undara Rock and Blues Festival was developed in 2006
- The Undara Outback Rockabilly Rods and Rides Festival was conceived in 2019

3 Top Tips

- What is uniquely you in your story? What can you celebrate that others cant (history, anniversary, event)
- How can you tell that story in a way that it becomes a unique product
- Does it have economic benefit to others in your community?
If not is it possible to develop one

A Case Study

Castaways Resort Mission Beach

- Developed a plan that identified the market segments that would be available to us which was very different to what had previously been seen at the property
- Developed the offers, packages, product that was going to feature for each market segment
- Developed the strategy to roll out the offers to the different markets incorporating
 - Social Media
 - Traditional Media (Print and Radio)
 - Online Channels
 - Traditional distribution channels
 - EDM's

A Case Study

Castaways Resort Mission Beach

- In the background the resort was also redeveloping its guest experience
- Key to that was their food and beverage experience at the resort
- They wanted this venue to have its own identity and its own story
- This has proved to be an unmitigated success as it is now giving the resort an elevated revenue stream on which they can expand the discretionary spending within the property

QUESTIONS



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TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

Domestic Trade & Distribution - Wednesday 29 July 2020, 3:00PM – 4:00PM

Domestic Marketing - Wednesday 5 August 2020, 3:00PM – 4:00PM

Stage Two – Coaching

Visit **qtic.com.au** to register for online coaching

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This initiative is proudly funded and supported by the Queensland Government through its Tourism Industry Business Capability Development Program