

COVID-19 - Restarting, Transitioning and Resilience

DOMESTIC MARKETING

WEBINAR FOUR Wednesday 5th August, 2020. 3pm

TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

- This is our final webinar in our series of 4 webinars

One-on-one Online Coaching

- Four free 60-minute one-on-one online coaching sessions available to eligible tourism and hospitality businesses

MODERATOR: Sofie Formica

PANELISTS:

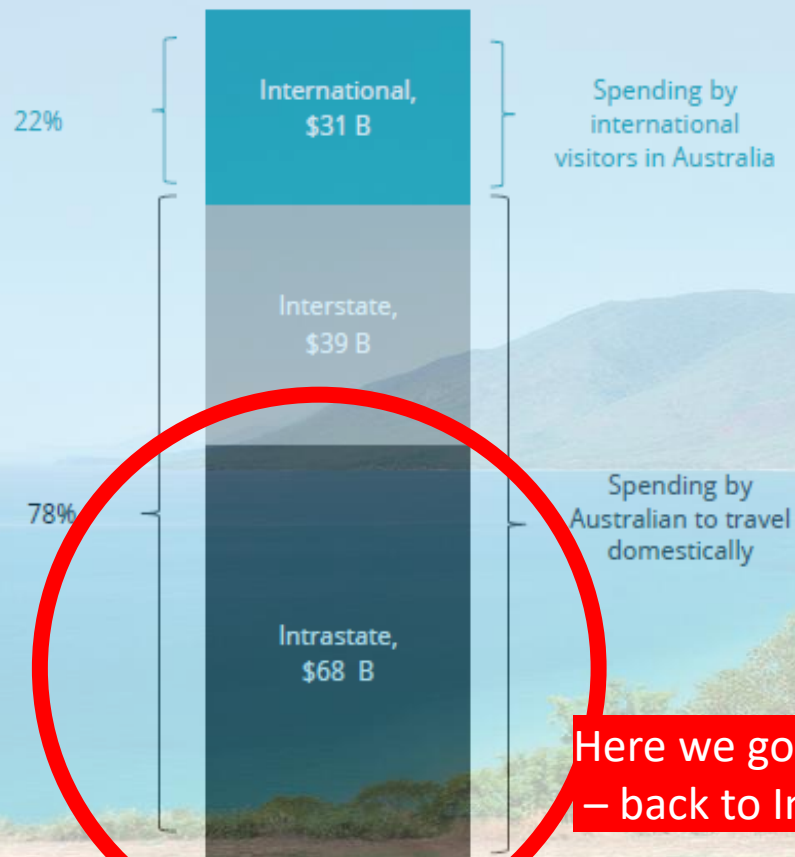
Amanda Kruse *Success Matrix*

Liz Ward *Tourism Tribe*

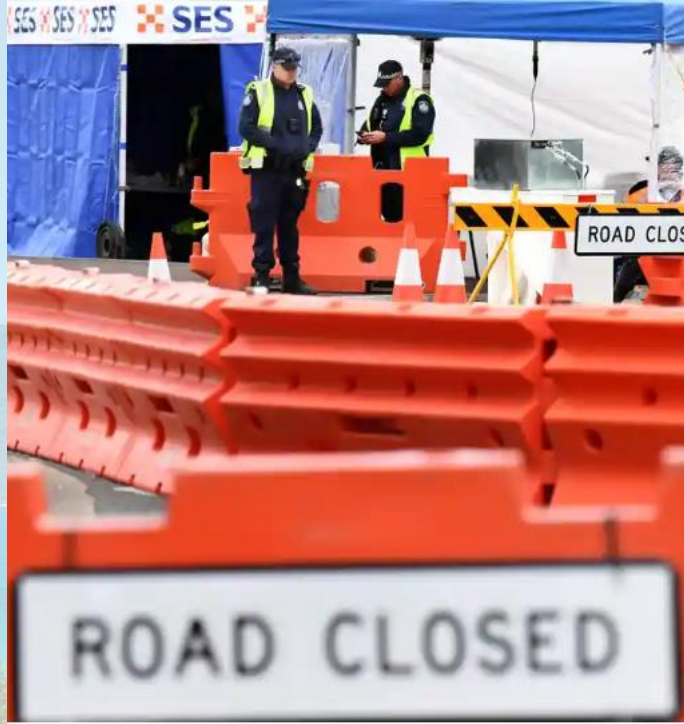
Krista Hauritz *Krista Hauritz Tourism + Events*

THE ROLLERCOASTER EFFECT

Travel spend by visitors in Australia, 2019



Here we go again
– back to Intrastate and Local...



SOURCE: Deloitte Access Economics, Tourism Research Australia

“FAIL TO PLAN – PLAN TO FAIL” Benjamin Franklin

HAVE YOUR EARS AND EYES ON YOUR TARGET

...IT's MOVING EVERY WEEK!!!

- Who's your perfect guest – per profile and market
- What's your perfect product offering – per profile and market
- What's your perfect package/bundle
- **Where's your perfect target markets – BACK TO QUEENSLANDERS + LOCAL + DRIVE!!!!**
- Who's your perfect partners – **think Self drive - packages**
- Who shares their stories of you – think everyone **Social + PR**
- Who else has your perfect guest –**use their database**
- Where are they looking + booking
- What is your USP and your Elevator Pitch – per profile + Market



‘USP’ UNIQUE SELLING PROPOSITION

Make yourself unique... differentiate - This makes your USP

Queensland owns the REEF – what’s your HOOK into it!



SHOW ME THE MONEY!



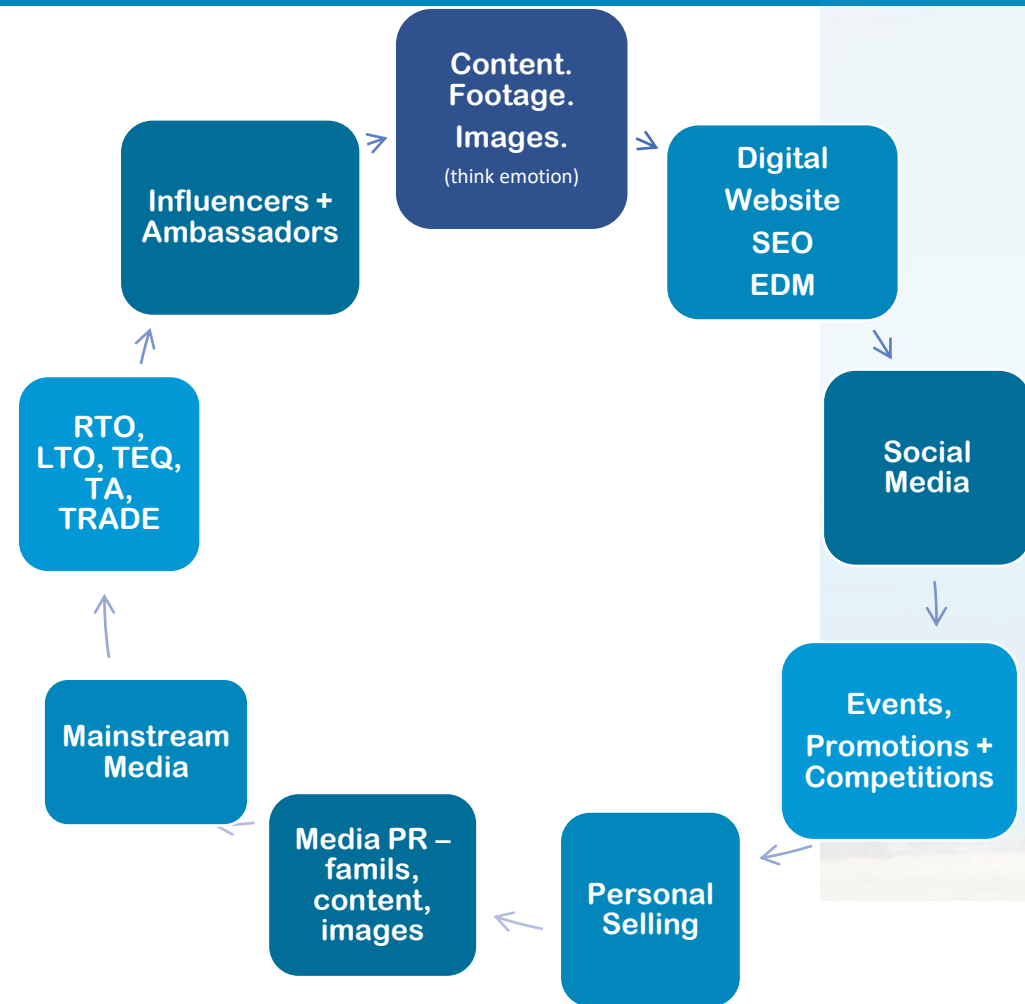
YOUR Ready for Domestic Toolkit



The Tourism Industry Business Capability Development Program is funded by the Queensland Government's Department of Innovation and Tourism Industry Development and developed in consultation with GTIC, Tourism and Events Queensland and the Regional Tourism Organisations.



GETTING THE PLAN OF ACTION RIGHT



TIP

**“Simplicity + Consistency is
KING of cut through.**

**Sometimes you just
gotta share it,
repeat it and repeat and
repeat it again
before they see it”.**

CASE STUDY – Queensland's Granite Belt



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



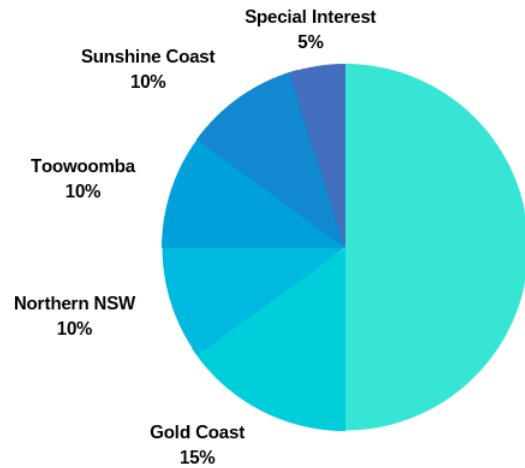
GRANITE BELT
WINE COUNTRY



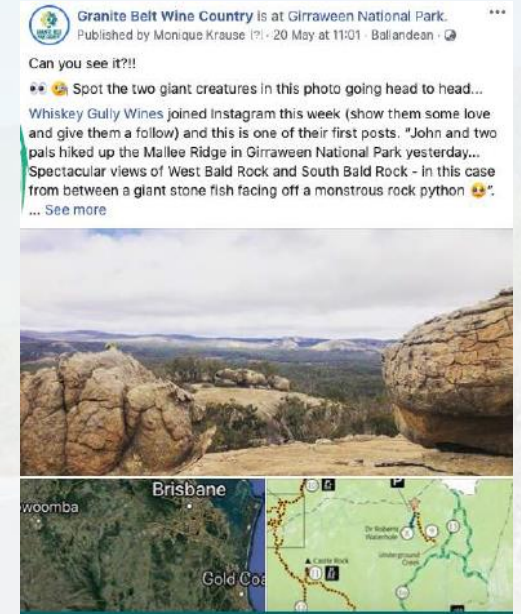
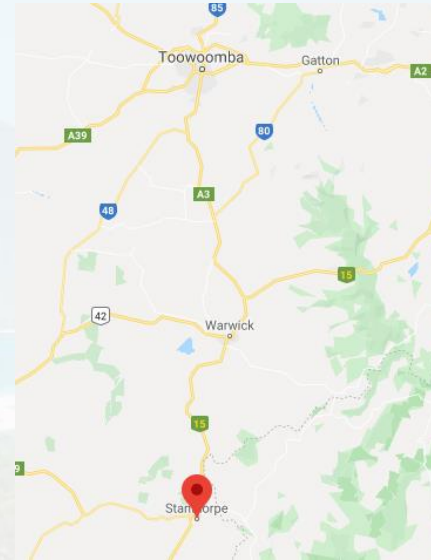
THE RECIPE



TARGET MARKETS



COUPLES. GROUPS
FAMILIES. FUR BABIES



Strategy
Target Markets

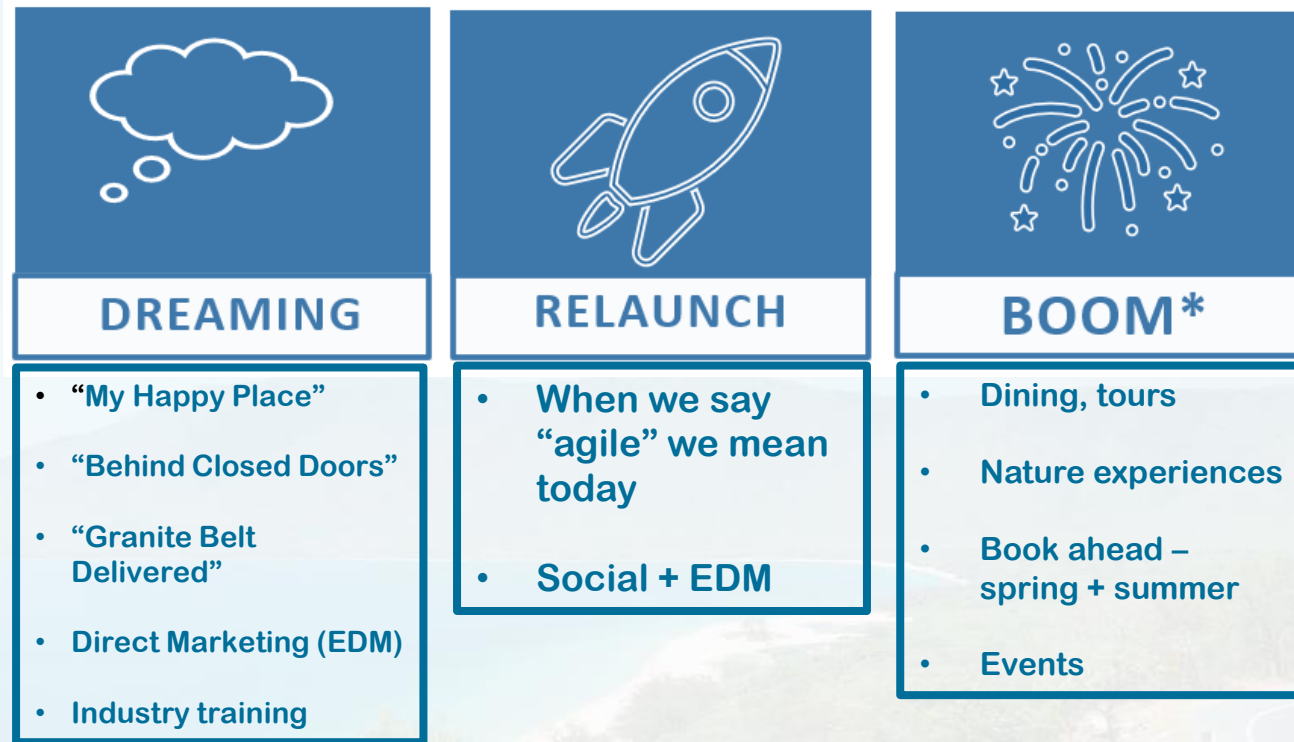
Destination
Profile

Media PR

Maximise
Partnerships

Digital, Social +
Direct

THE CAMPAIGN STRATEGIES



UNDERSTANDING MARKET TRENDS

I WANT TO BREAK FREE

GIRRAWEE NATIONAL PARK

Strategy
Target Markets



Destination
Profile



Media PR



Maximise
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Digital, Social +
Direct





MEDIA PR

The Courier Mail

31 May
'Ugg Boot Lady' and Granite Belt
Tourism story published (see right)

We partnered with Southern Qld Country
Tourism to identify stories and organise a
visit by the Courier Mail to collect photos
and stories for tourism. One story
published and more yet to be published.

- 'Ugg Boot Lady' (winter icon)
- The Big Thermometre (winter icon)
- Ballandean Estate new plantings
- Granite Belt Christmas Farm
(Christmas in winter/July)
- Washpool (upturn in sales)

31 Online Courier Mail story

Queensland, it's time to put your best foot forward

Courier Mail
THE Granite Belt is ready to put its best foot forward. A perfect recipe of cold
weather, air crazy Queenslanders and a looming relaxation in travel...



MEDIA PR

THE WEEKEND AUSTRALIAN



Australian Traveller Magazine



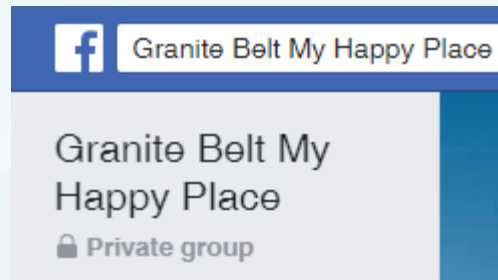
PARTNERING TO “GROW THE PIE”



100 + tourism businesses



SOCIALISE



Strategy
Target Markets

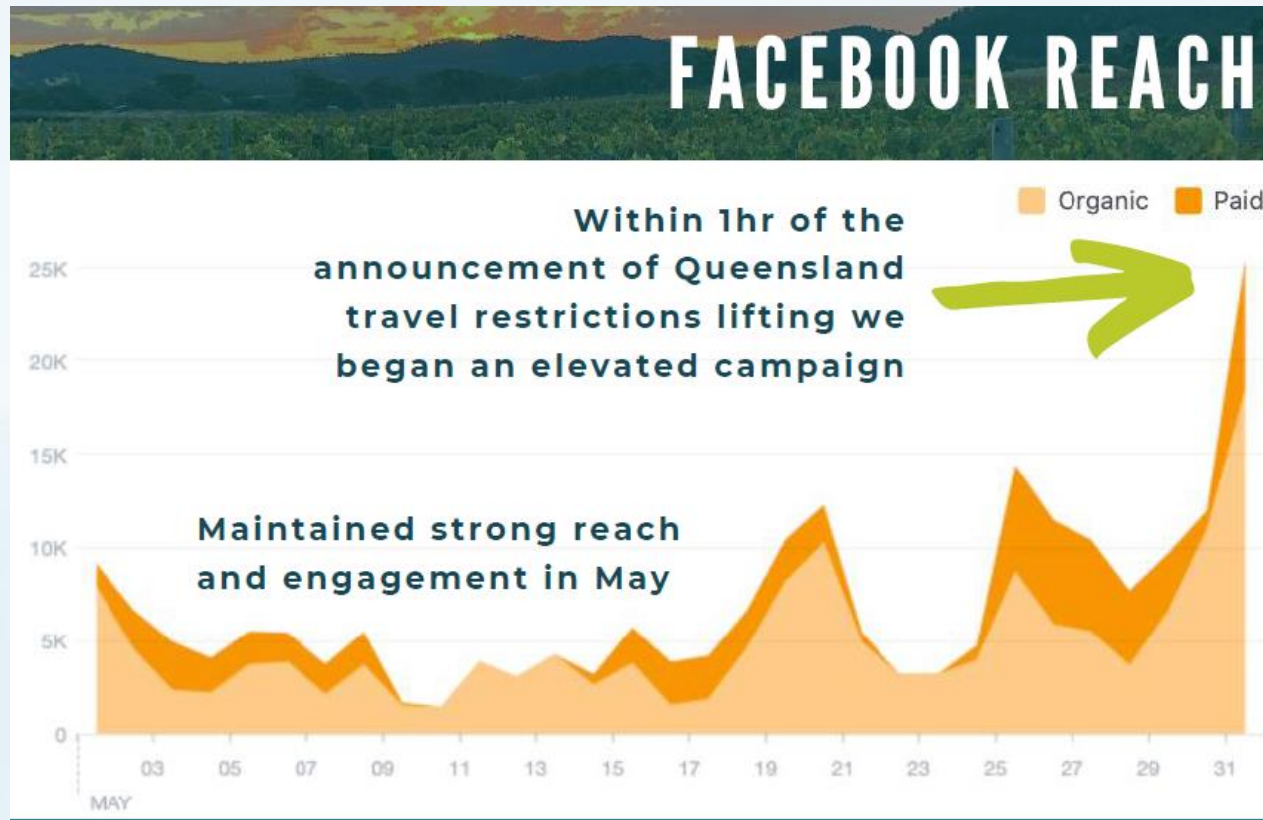
Destination
Profile

Media PR

Maximise
Partnerships

Digital, Social +
Direct

WHAT DOES AGILE LOOK LIKE?



DIGITAL + SOCIAL MEDIA



PROMOTIONS

PARTNER AND EVERYONE WINS

Stay for 3...

FLY FOR FREE!



Airlie Beach Hotel
EST 1968

airliebeachhotel.com.au | 07 4964 1999

PROMOTIONS DRIVE MARKET

Be a Winner with RACQ and The Road Ahead competitions.

Current competitions



Win overnight accommodation, dinner and breakfast for two at The Point Brisbane Hotel

RACQ Living is giving members the chance to win an overnight stay in a Junior Suite with breakfast and dinner.

Experience Brisbane like you have never seen it before during a stay at The Point Brisbane Hotel, one of the city's leading deluxe hotels.

One lucky RACQ member will enjoy complimentary parking; a \$250 dinner credit at Lamberts restaurant, which specialises in modern Australian cuisine with a focus on local, seasonal produce; overnight accommodation in a Junior Suite; and breakfast for two.

The total prize value is \$609 (inclusive of GST).

The competition closes at 5pm, 16 September 2020. Good luck!

Win overnight accommodation, dinner and breakfast for two at The Point Brisbane Hotel

ATTRACTING NEW CUSTOMERS FROM BRISBANE



WIN: A Stylish Stay And Shopping Spree At Sanctuary Cove

Tags and bags

Share

By Georgie Murray | Competition Open: 6th July - Competition Close: 30th July

From self-isolation hibernation, change of season and now the excitement of easing regulations, if there was ever a time for a wardrobe refresh it's now. Mix that with your closest friend, professional styling, shopping and of course champagne (is it even a celebration without it?), and that's a dreamy day out if we've ever seen one. But, that's just the beginning; finish off the day with a three-course dinner at **The Fireplace** with a bottle of wine before retiring for the night at the **InterContinental Sanctuary Cove Resort** and awake to the serene sounds of **Sanctuary Cove** (and breakfast!).

ENTER COMP



THE CELEBRATE AUSTRALIA ISSUE

[VIEW MAG HERE >](#)

GET THE NEWSLETTER

The latest news delivered straight to

WHAT COULD YOUR FREE PR + PROMOTION BE?



Win a trip to Vietnam!

Win a trip for two to Vietnam!



Win a trip for two to Vietnam!

Do you love Vietnamese food as much as Fast Ed? Better Homes and Gardens and our friends at 7travel are giving away a fabulous holiday for two people to Vietnam.



ONLINE ENGAGEMENT

THE QUALITY OF OUR CUSTOMER'S ONLINE EXPERIENCE IS CRITICAL TO OUR SUCCESS

85% of travelers use mobile devices to book travel activities

74% of travelers use social media while traveling

Over 1 million travel related hashtags are searched every week

60% of consumers influenced by CGC when planning travel vs professional brand images only 19%

Approx 75% of travel followers are likely to take action on videos they see

Facebook and Instagram are seen by travel marketers as most effective for targeting new audiences

BUILD TRUST WITH YOUR FOLLOWERS AND WEBSITE USERS



QUEENSLAND
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COUNCIL

REACH VS ENGAGEMENT

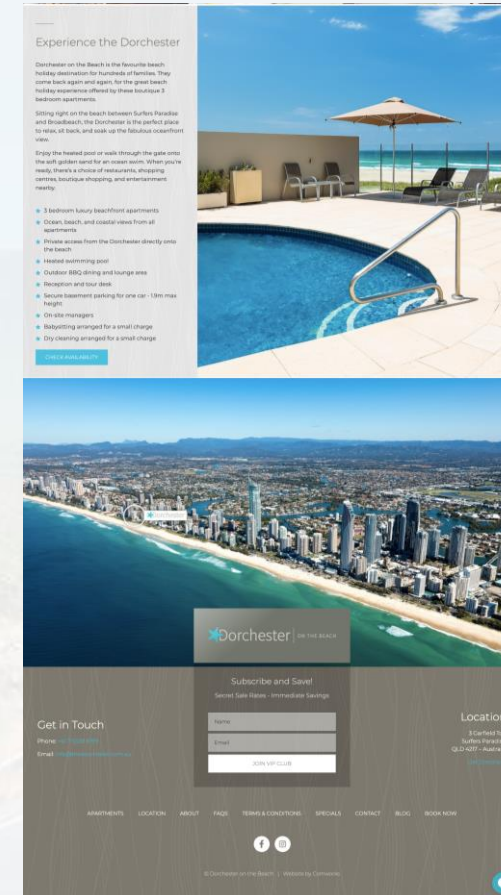
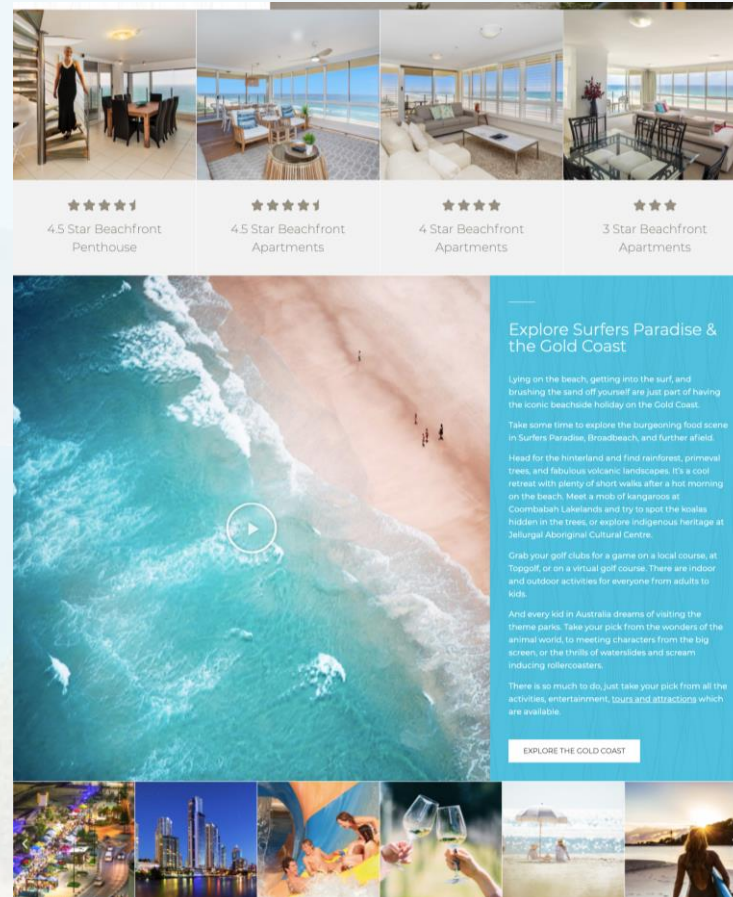
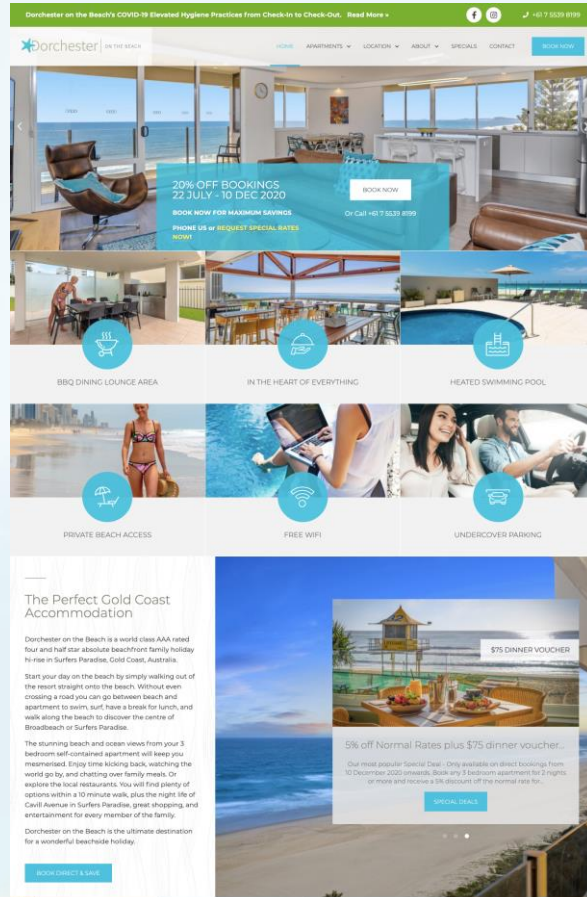


MUST KNOWS FOR ENGAGING CONTENT AND MESSAGING

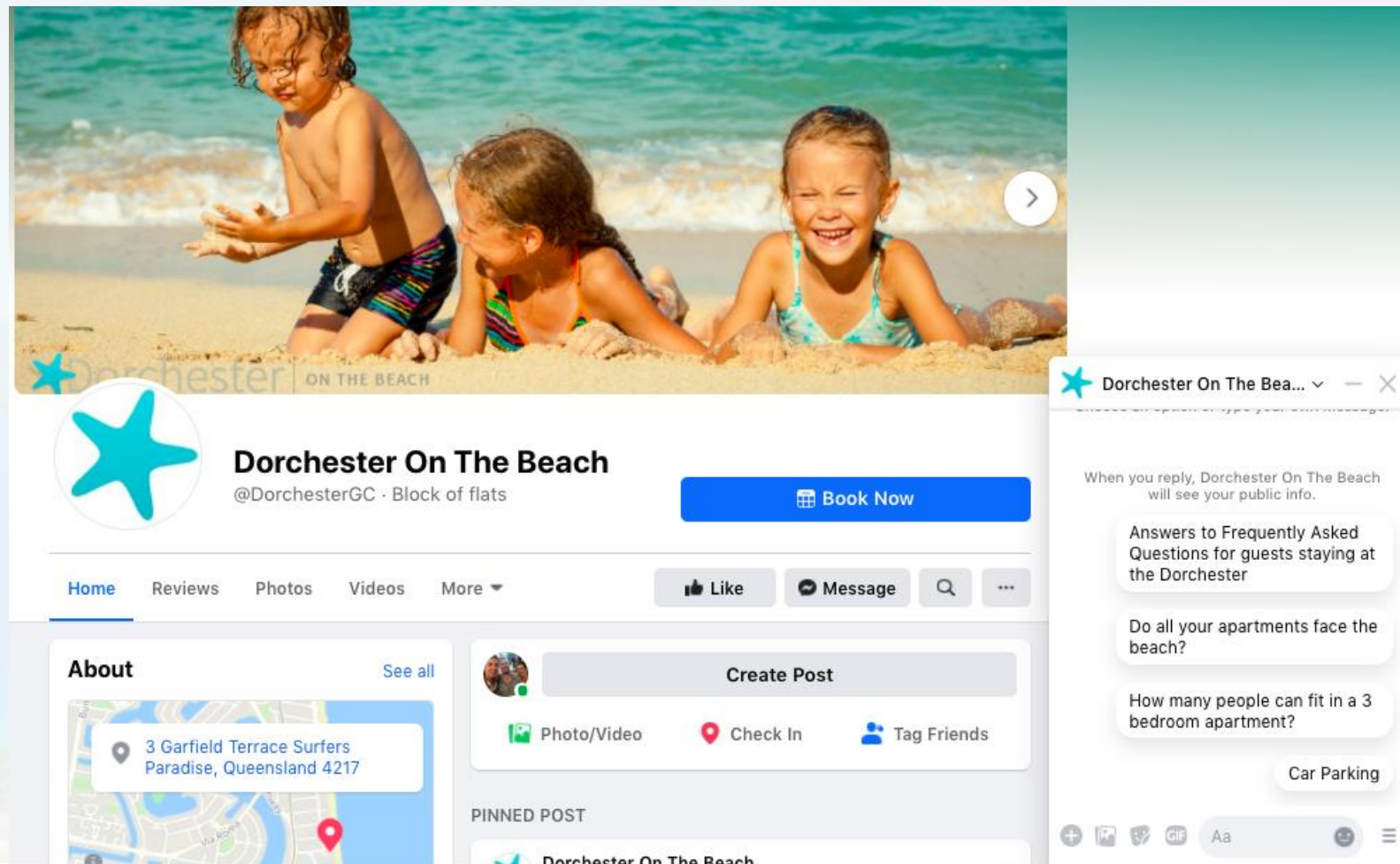
YOUR MARKET IS NOT EVERYONE



Thedorchester.com.au

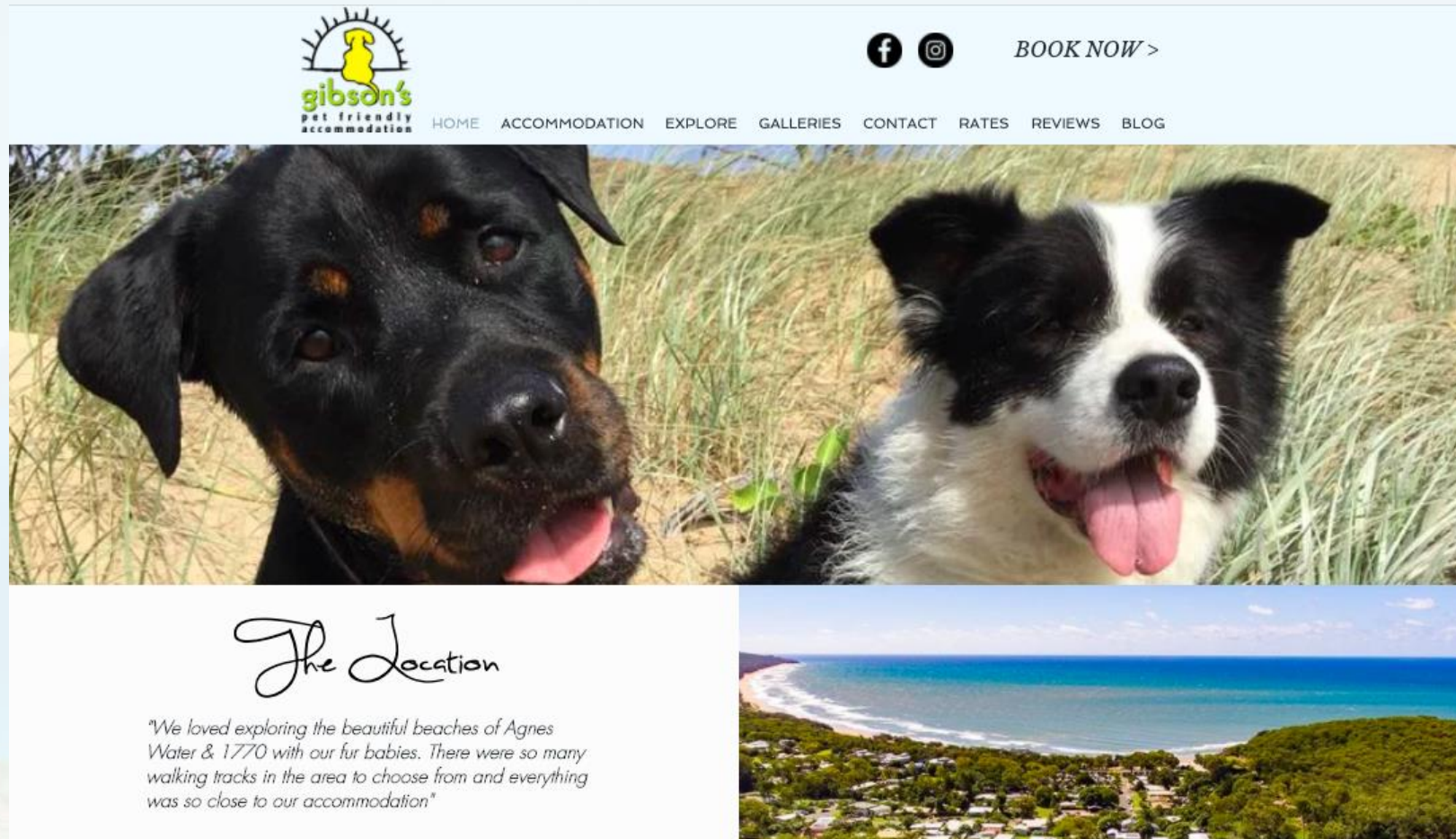


Experiences Lead Decision Making

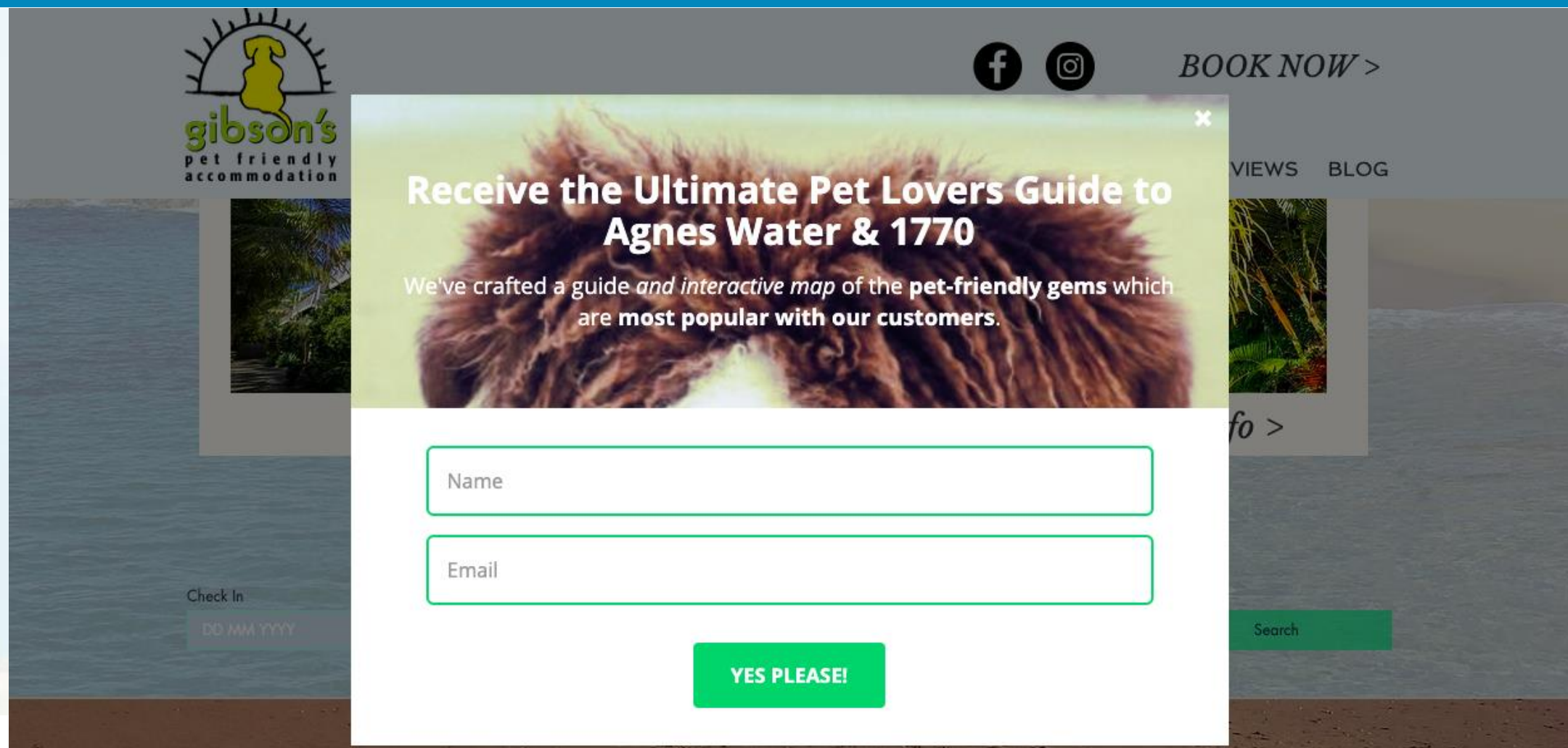


Make it
easy to
engage on
your
customer's
terms

Know What Problems You're Solving for Your Customer



Gibsonspetfriendly.com – lead magnet example



The screenshot shows the website for Gibson's Pet Friendly Accommodation. The header includes the logo, social media icons for Facebook and Instagram, and a 'BOOK NOW >' link. A central banner features a close-up of a dog's face with the text: 'Receive the Ultimate Pet Lovers Guide to Agnes Water & 1770'. Below this, a sub-headline reads: 'We've crafted a guide *and interactive map* of the **pet-friendly gems** which are **most popular with our customers**.' The form consists of two input fields labeled 'Name' and 'Email', followed by a green button labeled 'YES PLEASE!'. The background of the website shows a scenic view of a beach and water.

gibson's
pet friendly
accommodation

Facebook Instagram **BOOK NOW >**

Receive the Ultimate Pet Lovers Guide to Agnes Water & 1770

We've crafted a guide *and interactive map* of the **pet-friendly gems** which are **most popular with our customers**.

Name

Email

YES PLEASE!

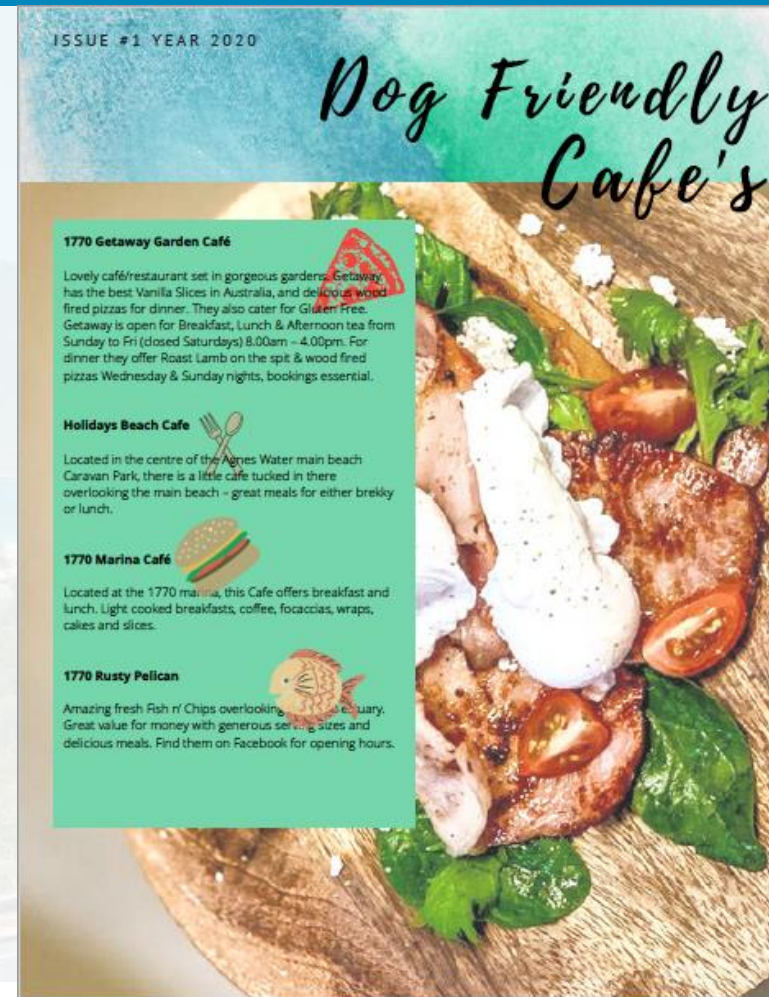
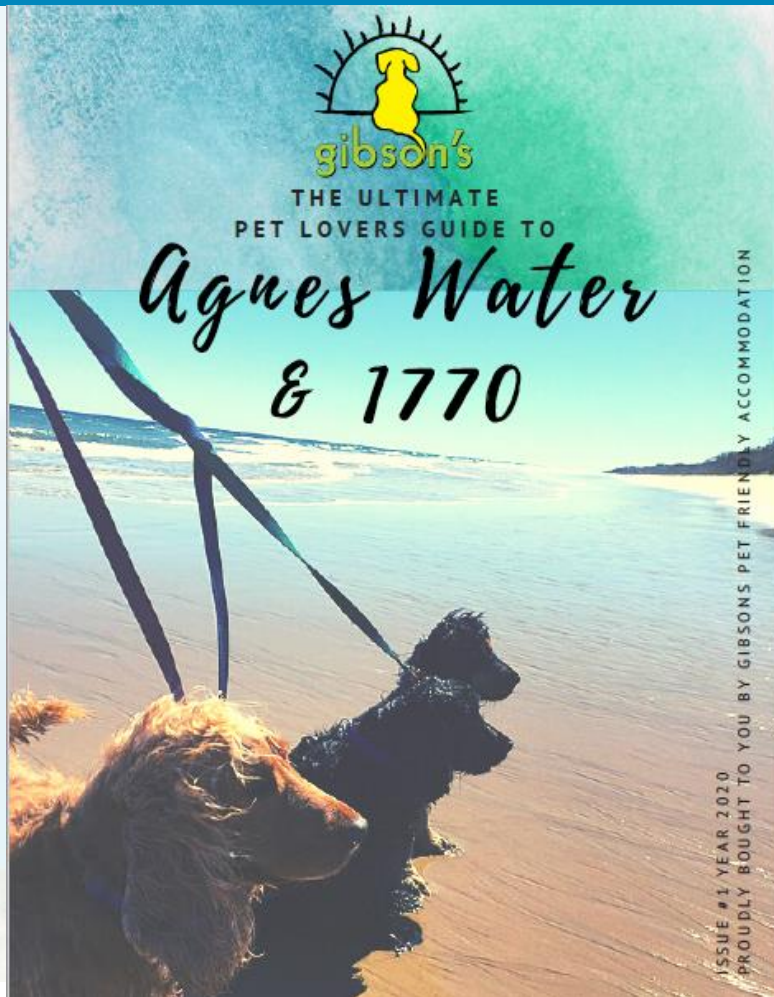
Check In DD MM YYYY

Search

VIEWS BLOG

fo >

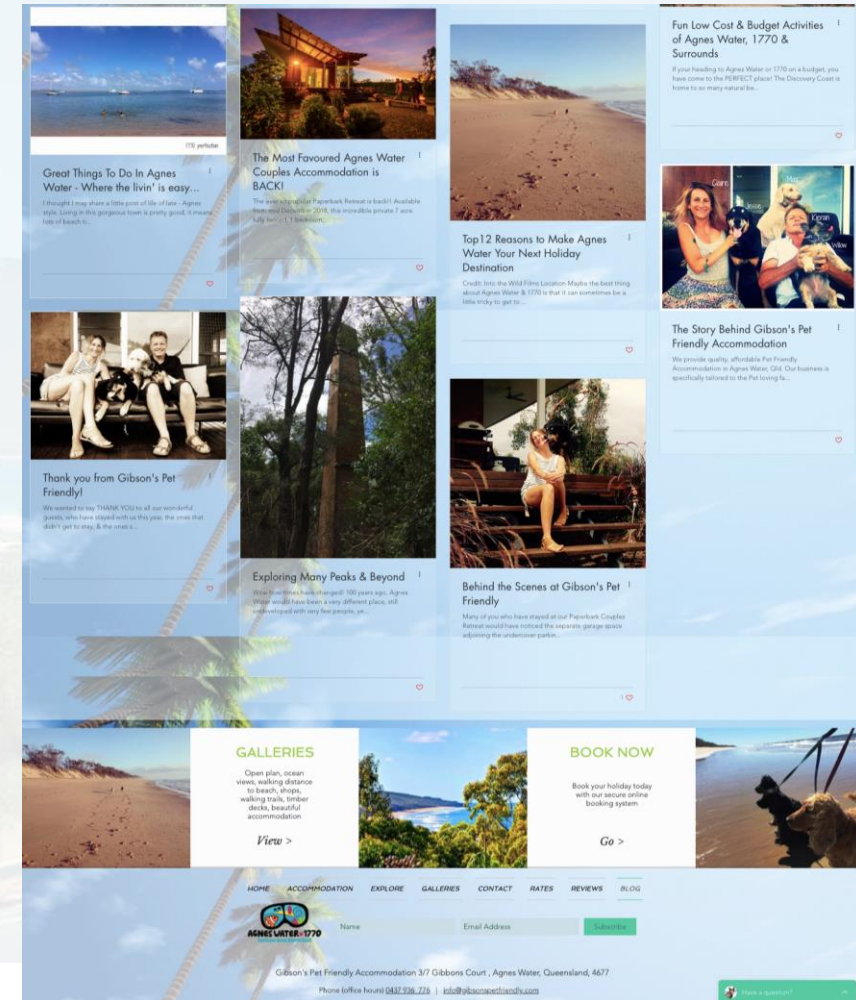
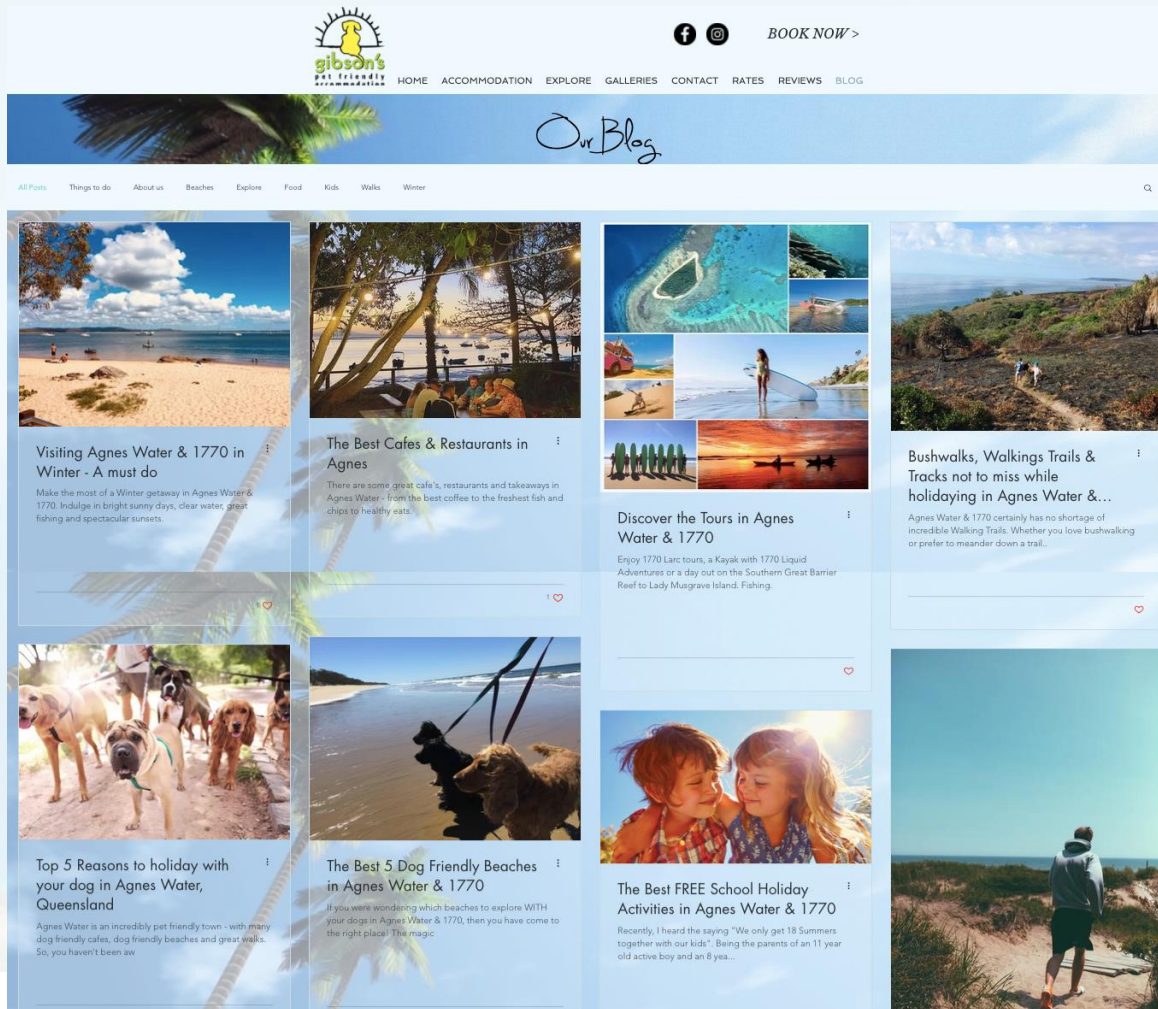
A genuinely useful piece of content



A genuinely useful piece of content



Content That Solves Problems - blogging



DON'T BE HOT AND COLD ➡ CONSISTENCY IS KEY

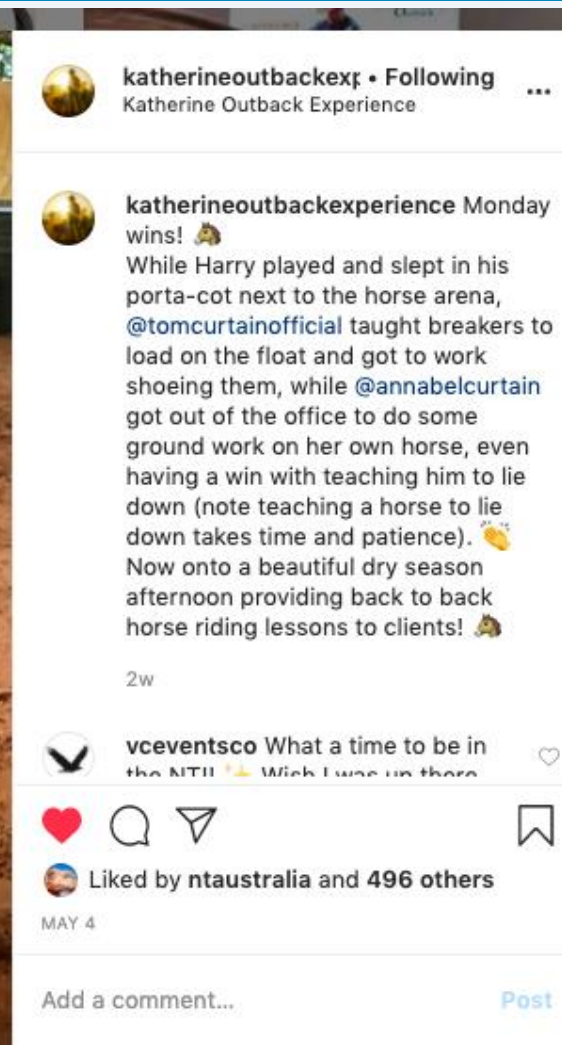
- Top performing Facebook Pages post 1.5 times daily
- Top performing Instagram accounts post twice daily
- In tourism the top 35% of the industry post at least four times per week, consistently
- Aim for daily posts

DON'T FALL BEHIND ➡ GET CREATIVE & EXPERIMENT

Video for
better
engagement



Photos with eyes, food, nature



Get creative with Canva.com



20 JUNE 2020

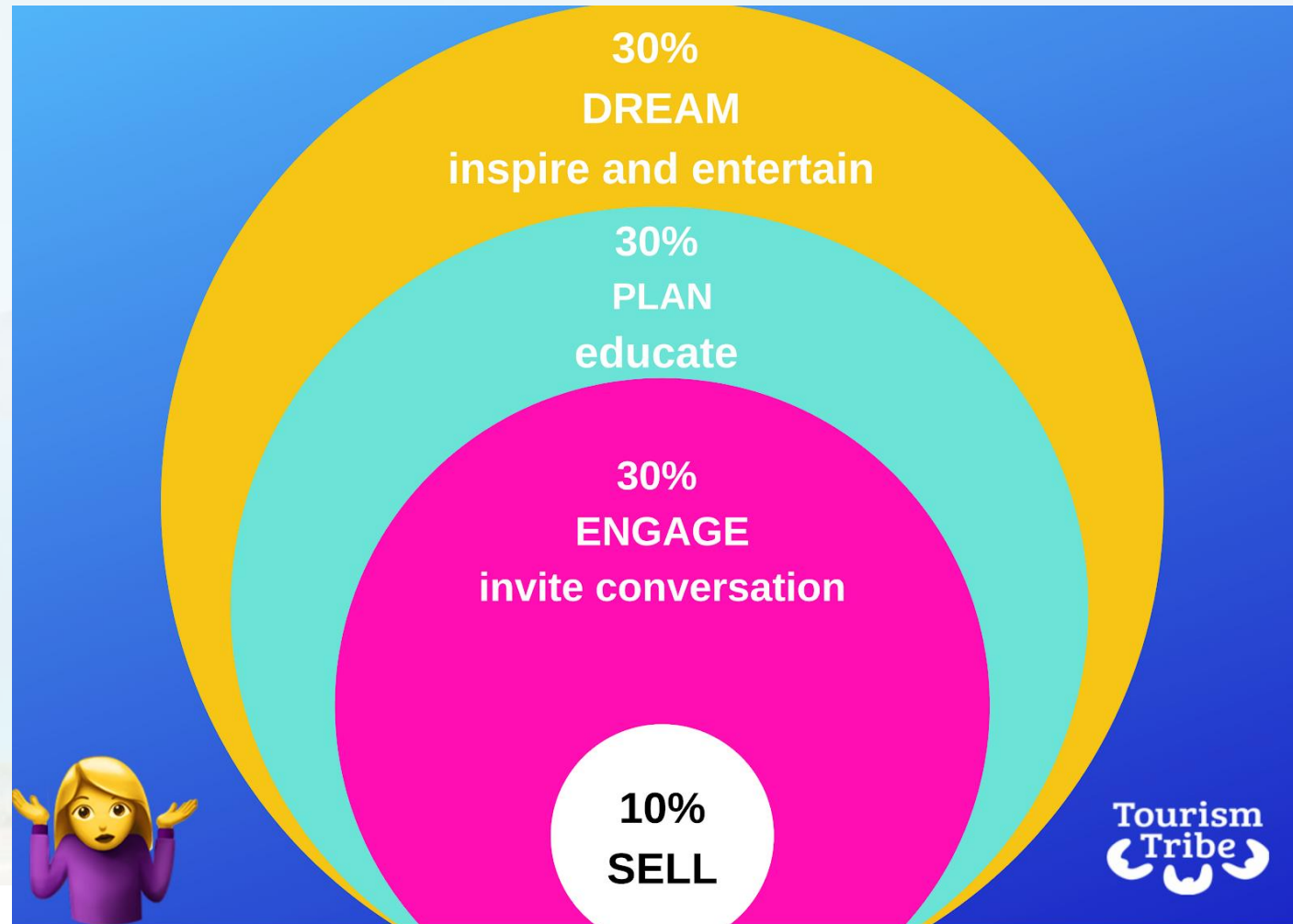
LATEST UPDATE



QUEENSLAND
TOURISM INDUSTRY
COUNCIL




DON'T JUST TALK ABOUT YOUR BUSINESS ➡ BALANCE IN YOUR POSTS



Inspire and entertain me




Help me to plan and educate me


**Marree Hotel**
8 May at 20:00 · 🌐

For those of you thinking of exploring South Australia in the coming weeks after today's announcement; we've put together a suggested route for you, that showcases the diversity, history and hidden gems our wonderful state has to offer!

Why not pack up the 4x4, camper or caravan and head up to the Outback. On your way why not check out the vineyards in the beautiful Clare Valley, the walks, trails and majestic sights in the Flinders Ranges. Learn about the history of the pioneers and explorers that helped open up Outback and Central Australia in Marree, say hello to Trevor - the self appointed Mayor of South Australia's smallest township William Creek and try your luck at finding some Opals in the unique town of Coober Pedy.




GOOGLE.COM.AU
Itinerary – Google My Maps

**Mt Barney Lodge**
20 hrs · 🌐

Here is a progress report on the permaculture garden at Mt Barney Lodge.

All seedlings have been thriving in the new raised garden beds, and even a worm was sighted a couple of weeks after planting!

The bird netting (only a couple of dollars/meter from [Boonah & Kalbar Mitre 10](#)) is perfect for excluding the bandicoots, wallabies, possums and Satin Bowerbirds that usually pinch anything humans also like to eat. 🌱🌱... [See more](#)



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Engage me – invite me to the conversation



Mt Barney Lodge

11 May at 16:10 · 🌐

June 12.

The Covid19 travel and accommodation restrictions will be relaxed in the BEST month of the year for bushwalking, rock climbing and mountain expeditions.

Mt Barney Lodge will release an extensive adventure program very soon with a range of guided outdoor adventure options.

What would YOU like to see on this program?

#onescenicrim #scenicrim #thisisqueensland



217

59 comments 8 shares



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

Offer me a great deal



Jetty Road Retreat

26 March · 🌐

A shout out to our local East Gippsland community.

We are aware that some people within our community may have to self isolate, away from their normal place of residence, in order to to keep themselves, or loved ones, safe.

Our lakeside accommodation is secluded, fully self contained, and provides a safe, clean and comfortable place for anyone needing to [#stayhome](#), away from home.... [See more](#)

East Gippslander's Self Isolation Package

Your Package Includes:

- 14 nights accommodation in a secluded lakeside cabin
- Complimentary dinner & local wine on arrival, plus full breakfast hamper
- Early check in / late check out (subject to availability)
- Free shopping delivery service on request

\$1,680.00

Call 5156 3224 to book or enquire
www.jettyroadretreat.com.au



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THANK YOU

Any further questions: workforcedevelopment@qtic.com.au

TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

Stage Two – Coaching

To view the recorded webinars and register for online coaching visit

qtic.com.au

THANK YOU



ECONOMIC
DEVELOPMENT
BOARD



DESTINATION
GOLDCOAST.



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