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





"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!

success matrix



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 QTIC, Tourism and Events Queensland and the Regional Tourism Organisations.

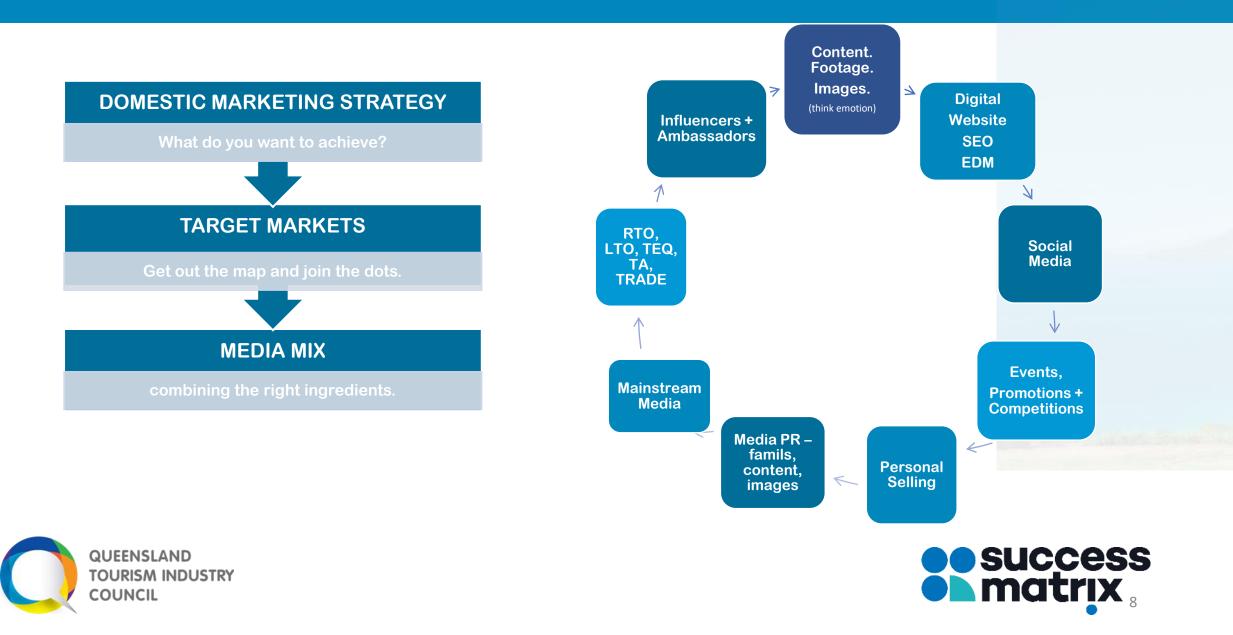
Queensland Government

QUEENSLAND TOURISM INDUSTRY QUEENS land





GETTING THE PLAN OF ACTION RIGHT

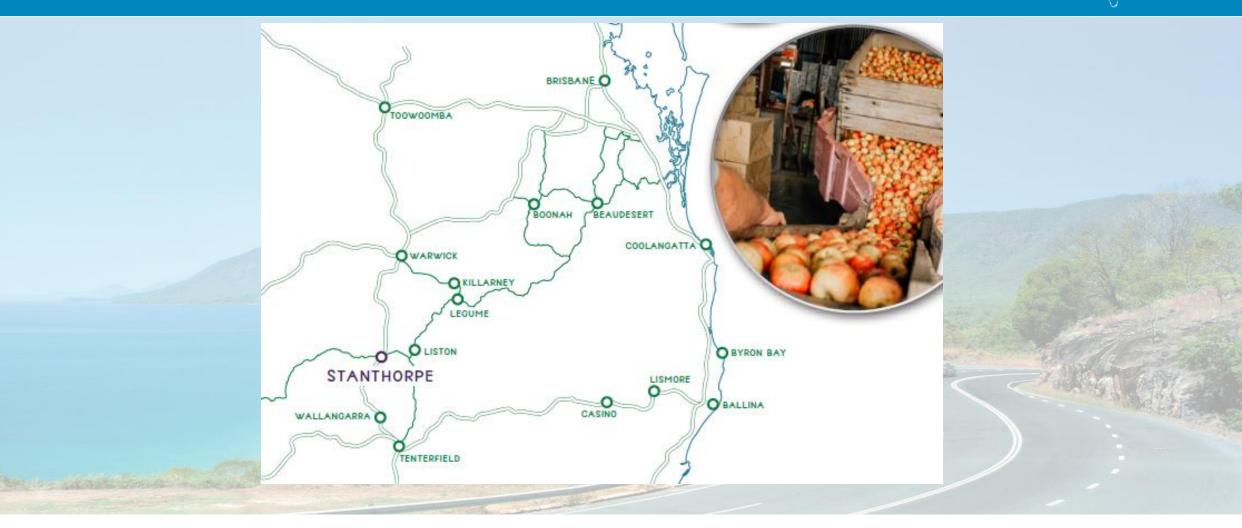


"Simplicity + Consistency is KING of cut through. Sometimes you just gotta share it, repeat it and repeat and repeat it again before they see it".





CASE STUDY – Queensland's Granite Belt









THE RECIPE

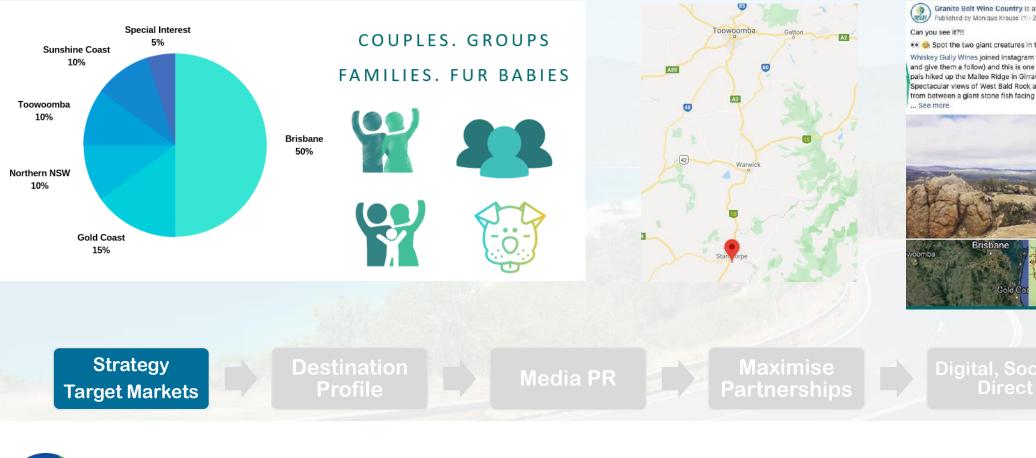






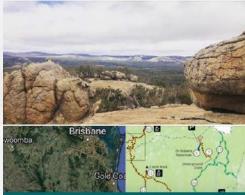
TARGET MARKETS





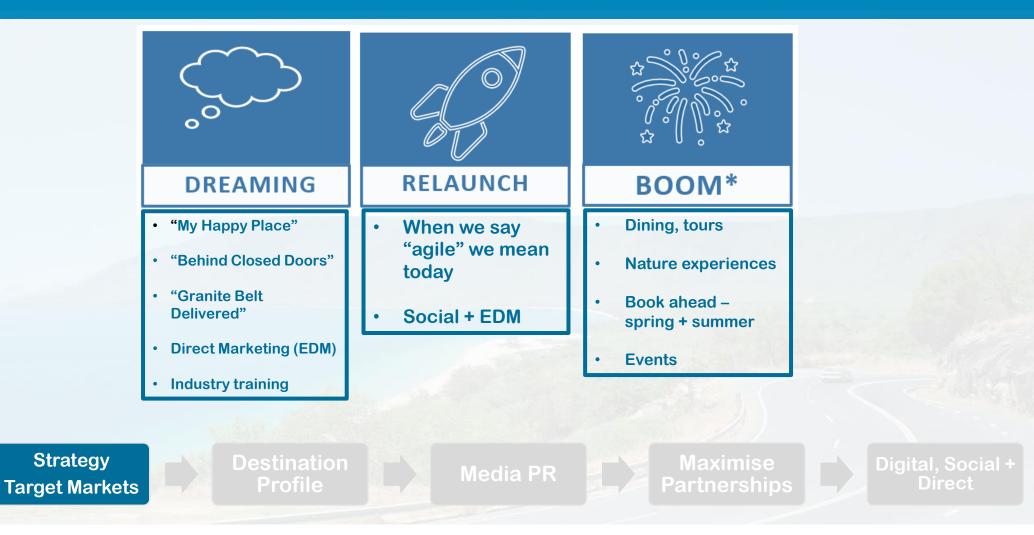
Granite Belt Wine Country is at Girraween National Park. Published by Monique Krause 19 - 20 May at 11:01 - Ballandean - @

👀 🧐 Spot the two giant creatures in this photo going head to head... Whiskey Gully Wines joined Instagram this week (show them some love and give them a follow) and this is one of their first posts. "John and two pals hiked up the Mallee Ridge in Girraween National Park vesterday... Spectacular views of West Bald Rock and South Bald Rock - in this case from between a glant stone fish facing off a monstrous rock python 🥴".





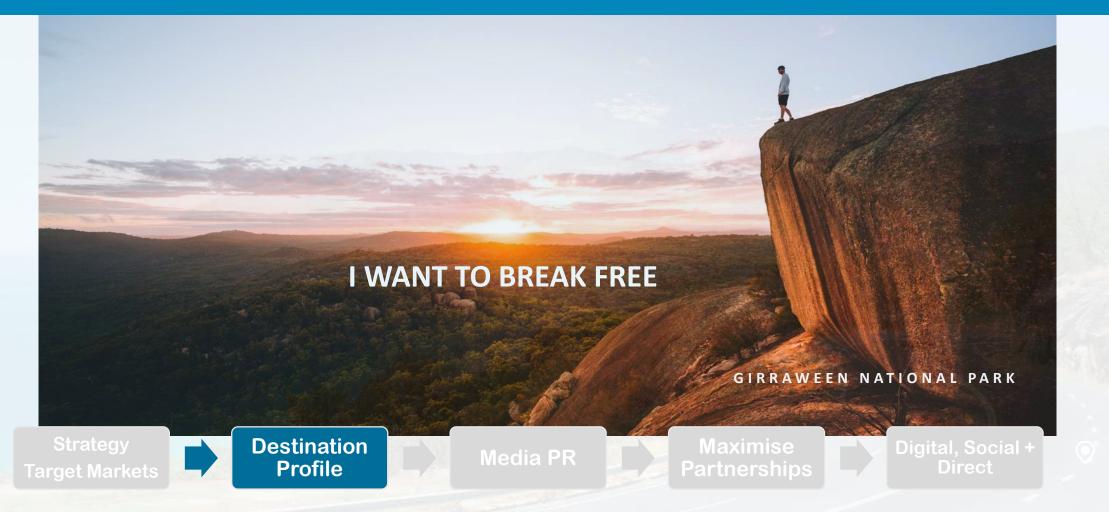
THE CAMPAIGN STRATEGIES







UNDERSTANDING MARKET TRENDS















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 dueensland, it's time to put your best foot forward THE Granite Belt is ready to put its best boot forward. A perfect recipe of cold weather, stir crazy Queenslanders and a looming relaxation in trave



MEDIA PR

WEEKEND AUSTRALIAN *





Australian Traveller Magazine

FOOD WINE TRAVEL

a granitor rock broablests, Blassspernings, The laters and this region contents to





Media PR

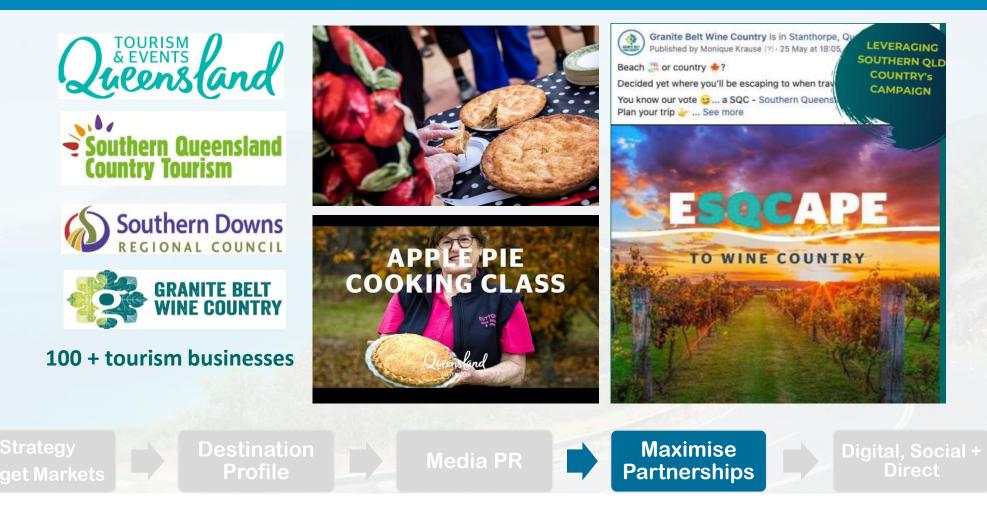
TRAVELLER

BEST COOL-CLIMATE wines





PARTNERING TO "GROW THE PIE"







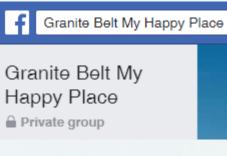


SOCIALISE



granitebeltwinecountry \simeq COMPETITION \simeq Select your favourite Granite Belt Delivered product pack for your chance to win it delivered to your door!

ENTER NOW 💽 https://bit.ly/2VAJbzF



Granite Belt Wine Country is in Stanthorpe, Queensland. Published by Monique Krause [2] • 9 June • @ ...

Ballandean and Stanthorpe are Queensland's ultimate in the winter destinations. Here's 8 picture perfect spots to find yourself this winter in a wine country in the spots of the spots of



GRANITEBELTWINECOUNTRY.COM.AU
8 Insta-perfect Winter Wine Country Locations! Learn More
| Granite Belt Wine Country

Granite Belt Wine Country is in Stanthorpe, Queensland. Published by Monique Krause [?] - 8 June - @

Best friend + I Wine Country... they go together don't you think?! Our guide to dog friendly Granite Belt travel



GRANITEBELTWINECOUNTRY.COM.AU
Pawfect Dog Friendly Plans on the Granite Belt |
Granite Belt Wine Country

Strategy Farget Markets Destination Profile

Media F

Maximise Partnerships Digital, Social + Direct





WHAT DOES AGILE LOOK LIKE?

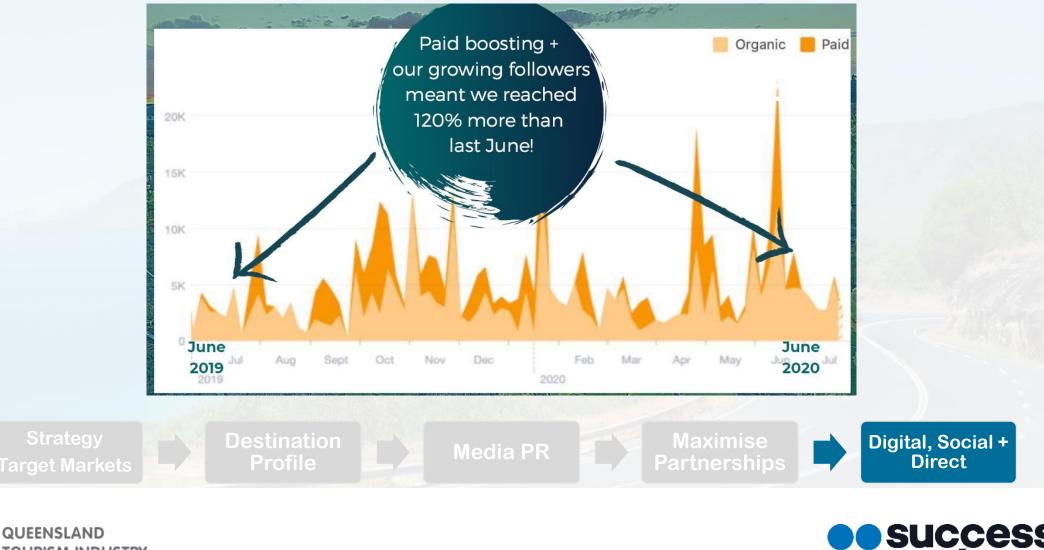




Digital, Social + Direct



DIGITAL + SOCIAL MEDIA





PROMOTIONS





PARTNER AND EVERYONE WINS







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!).



THE CELEBRATE AUSTRALIA ISSUE

VIEW MAG HERE >

GET THE NEWSLETTER *The latest news delivered straight to*





WHAT COULD YOUR FREE PR + PROMOTION BE?







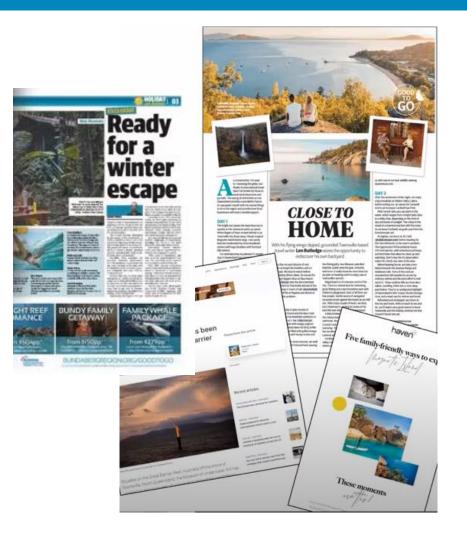
Win a trip to Vietnam!

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.



Success matrix 25

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



Source: https://crowdriff.com/resources/blog/travel-statistics



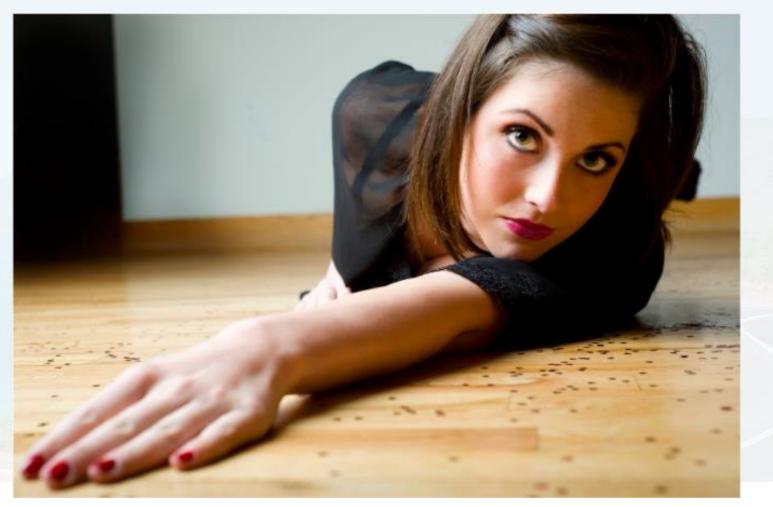
BUILD TRUST WITH YOUR FOLLOWERS AND WEBSITE USERS







REACH VS ENGAGEMENT







MUST KNOWS FOR ENGAGING CONTENT AND MESSAGIN

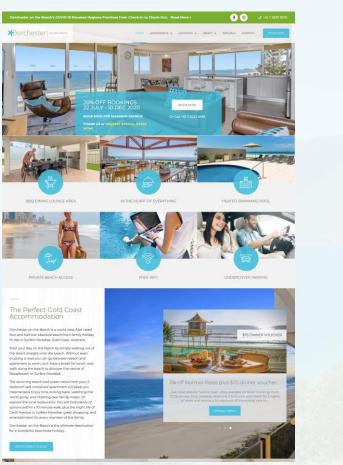




YOUR MARKET IS NOT EVERYONE



Thedorchester.com.au





**** **** ****

EXPLORE THE GOLD COAST





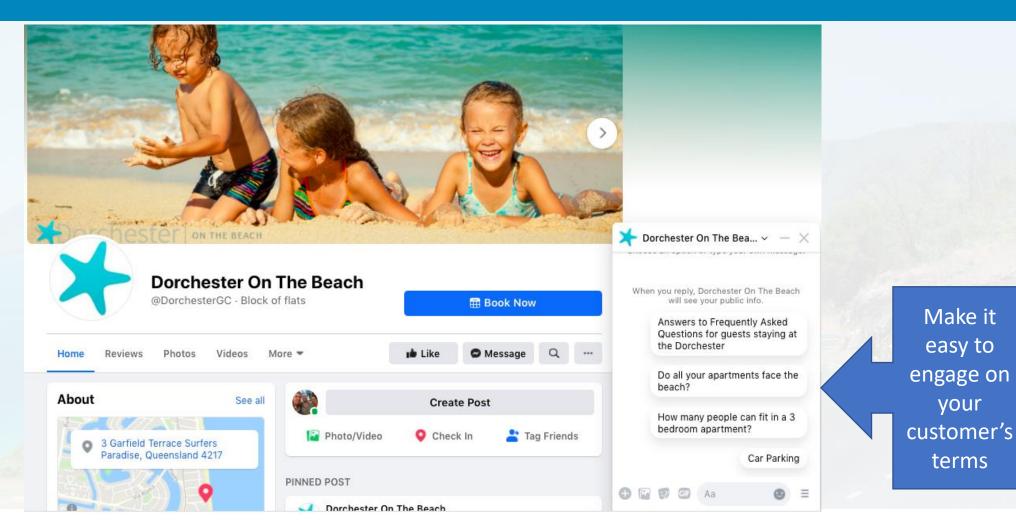


60





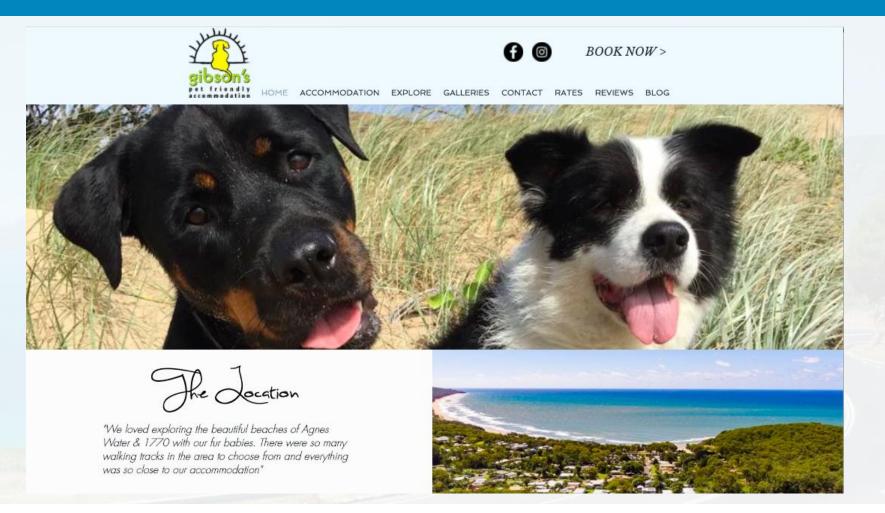
Experiences Lead Decision Making







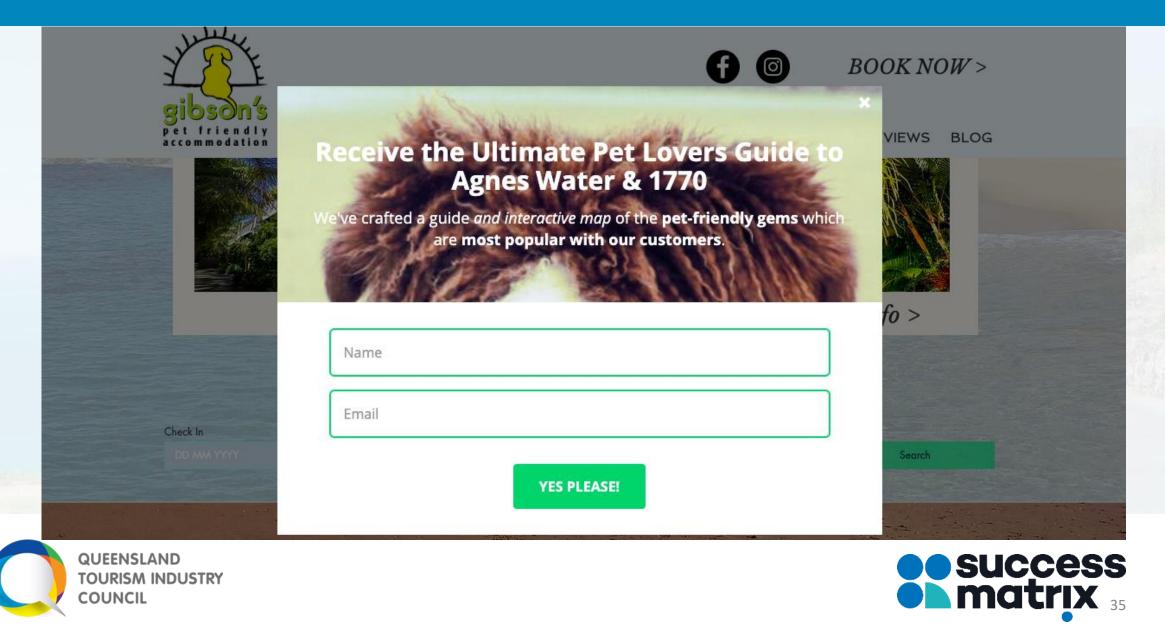
Know What Problems You're Solving for Your Customer







Gibsonspetfriendly.com – lead magnet example

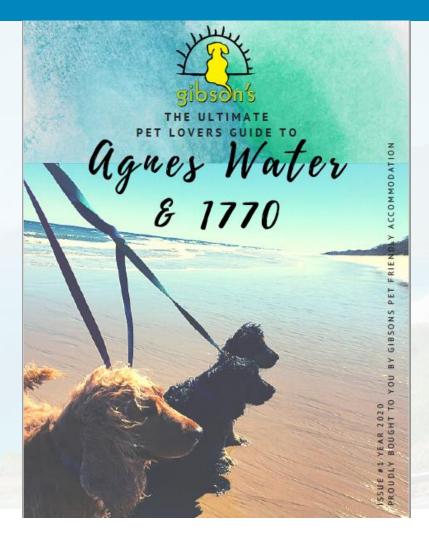


A genuinely useful piece of content

or lunch

1770 Marina Café

cakes and slices. 1770 Rusty Pelican



ISSUE #1 YEAR 2020 Dog Friendly Cabe's 1770 Getaway Garden Café Lovely café/restaurant set in gorgeous gardered Getaw has the best Vanilla Slices in Australia, and delibrous ired pizzas for dinner. They also cater for Gluten Free Getaway is open for Breakfast, Lunch & Afternoon tea fr Sunday to Fri (dosed Saturdays) 8.00am - 4.00pm. For dinner they offer Roast Lamb on the spit & wood fired pizzas Wednesday & Sunday nights, bookings essentia Holidays Beach Cafe Located in the centre of the Agnes Water main beach Caravan Park, there is a little care tucked in there overlooking the main beach - great meals for either brekky Located at the 1770 mainla, this Cafe offers breakfast and lunch. Light cooked breakfasts, coffee, focaccias, wraps, Amazing fresh Fish n' Chips overlooking a chuar Great value for money with generous serving sizes and tious meals. Find them on Facebook for opening hours





A genuinely useful piece of content



This beaution ages interfered covers induced may from the crowds and within an easy walking distance from Gitson's Pet Friendly Accommodation. Bring a BBQ picnic to enjoy at the park, then take the 4 min walk down through the bushy track lined with cabbage paims, down to the secluded beach. Set up under the shade of the Casuarina trees for an extended stay! On low tide the shelf rock becomes exposed, providing a great area for lidis to explore and toddlers to wallow in the rock pools.

Springs Beach

This incredible Beach an open to dogs on lead Aprilto Nov. Spring's Beach has to be one of the most stunning deserted beaches on the East Coast of Australia in our opinion! Located a short drive from Gibson's Pet Friendly in Agnes Water, Springs Beach should be at the top of your list to visit while you are holdsying in Agnes Water & 1770. The beach is also a favorite amongst the Turtles during Nov (when they come to lay) and April (when the babies hatch).

Agnes Water Beach - Surf Club Access

Agnes Water Main Beach boasts 7 km of uninterrupted beach, perfect for a long walk, a refreshing awim or a lay in the sun. To access the Dog Friendly off lead beaches of Agnes, head to Surf Club Avenue, just north of Lagonors Resort. Council specifies that any beaches north of Surf Club Avenue Beach Marker - SS1 is "off lead".



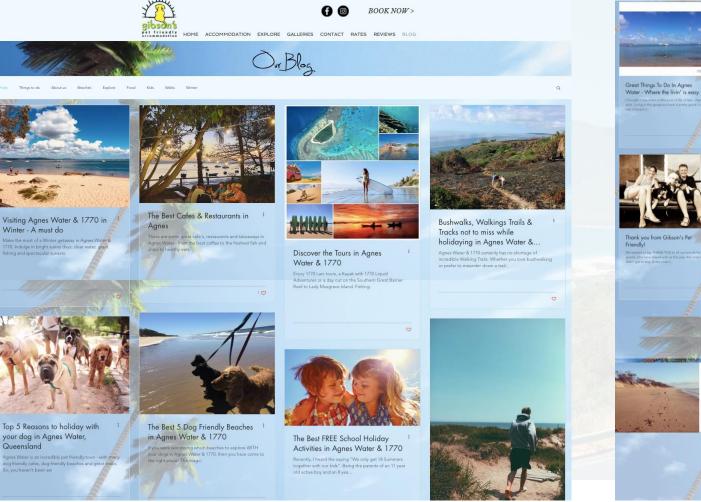


<u>Click here to open this map in Google maps</u>





Content That Solves Problems - blogging





GALLERIES

Open plan, ocea iews, walking dista valking trails, tim decks, beautifi View >





The Story Behind Gibson's Pet Friendly Accommodation

Fun Low Cost & Budget Activities of Agnes Water, 1770 &

Surrounds









HOME AC CONTACT RATES REVIEWS BLOG (IL

Phone toffice hours 0437 936.776 | Info@gibsonspotfriendly.com

's Pet Friendly Accommodation 3/7 Gibbons Court , Agnes Water, Queensland, 4677





Top 5 Reasons to holiday with your dog in Agnes Water, Queensland

dog friendly cafes, dog friendly beaches and great w



QUEENSLAND TOURISM INDUSTRY COUNCIL

- 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



QUEENSLAND FOURISM INDUSTRY COUNCIL



DON'T FALL BEHIND is GET CREATIVE & EXPERIMENT

Video for better engagement



QUEENSLAND TOURISM INDUSTRY COUNCIL



ladyelliotislandecore • Following ...

ladyelliotislandecoresort A Message from Peter Gash: We're Back! 👉

After 50 days in caretaker mode, we're so excited to finally announce our reopen date! 😍 • From Saturday 13th June, our Eco Resort will re-open for overnight guests (for travel within 250kms of any flight departure port; Gold Coast, Brisbane (Redcliffe), Hervey Bay and Bundaberg) Day Trips from Hervey Bay and Bundaberg will also be available with reduced guest numbers. • From Friday 10th July, Day Tours from the Gold Coast and Brisbane will be available with reduced guest numbers. Our management team are working

Our management team are working hard developing a COVIDSafe plan to ensure that all our operations comply

D '

4,596 views

Add a comment...



https://www.instagram.com/p/CAM1cSOjP9C/

Photos with eyes, food, nature

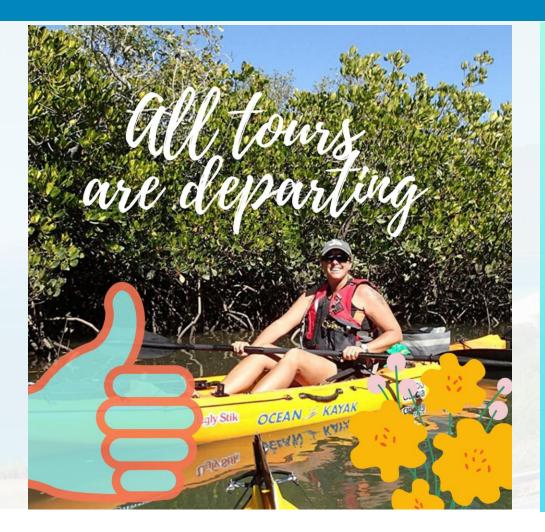




QUEENSLAND TOURISM INDUSTRY COUNCIL



Get creative with Canva.com





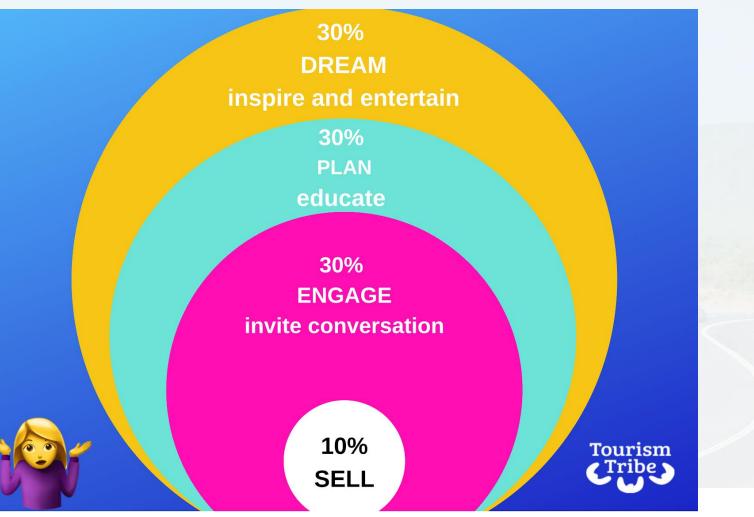
LATEST UPDATE







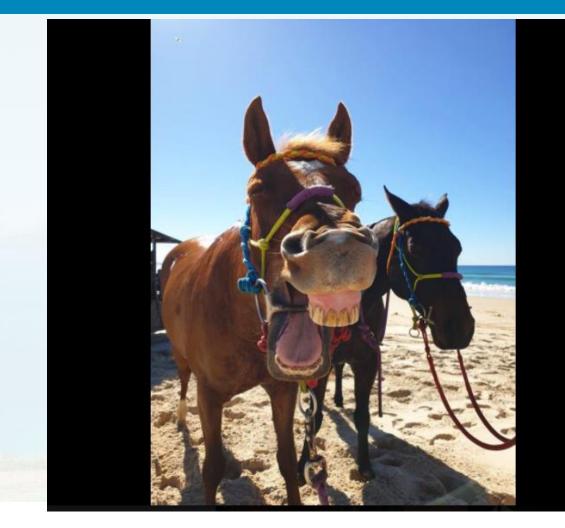
DON'T JUST TALK ABOUT YOUR BUSINESS BALANCE IN YOUR POSTS







Inspire and entertain me





Rainbow Beach Horse Rides

We were at the beach today doing some filming with the amazing team from www.globetrotting.com.au

And guess who got an attack of the giggles, yup, it was you Destiny 😂

But look forward to some amazing footage soon!!



2 comments 5 shares



Most relevant -







...

Help me to plan and educate me

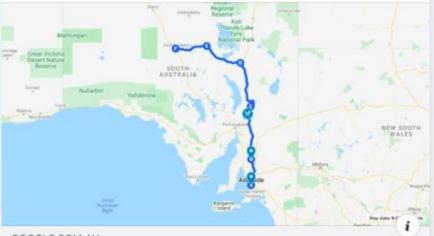
...



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 to 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



QUEENSLAND TOURISM INDUSTRY COUNCIL

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







Engage me – invite me to the conversation



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









59 comments 8 shares

...

Offer me a great deal



...

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



 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



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