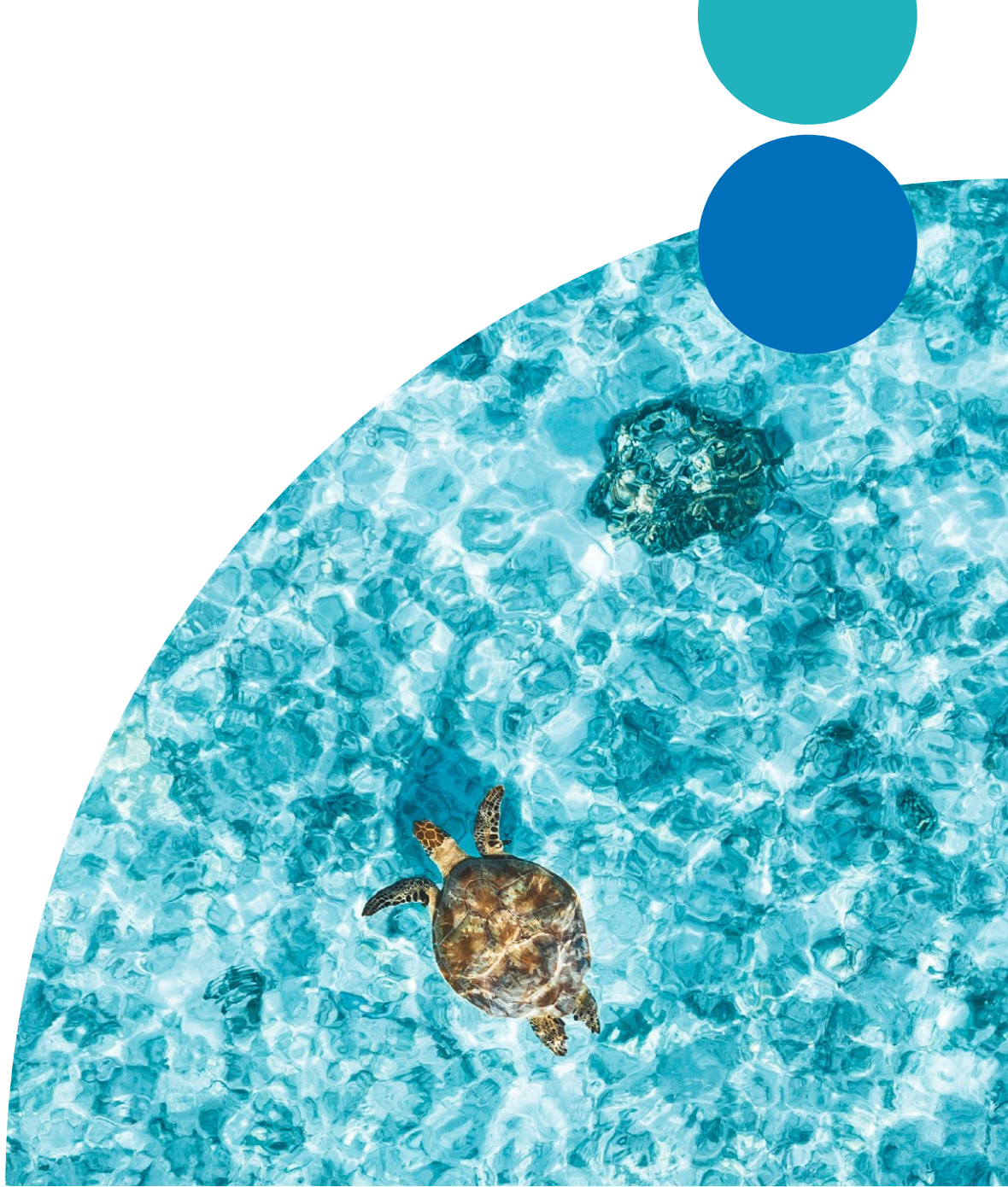


# YOUR Ready for Rebound Toolkit



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**Overcoming COVID-19 with strong actions for today and readiness for tomorrow**

# Are you ahead, ontrack or behind?

Register for coaching with tourism and events marketing and digital experts to receive assistance to create a successful rebound marketing plan to get cut-through and get instant bookings

**REGISTER HERE ▼**

<https://www.eventbrite.com.au/e/covid-19-restarting-transitioning-and-resilience-online-coaching-tickets-107176096590>

With travel changed forever, get your questions answered and also learn:

- How to be the first to rebound
- The latest statistics, research and trends for the new type of traveller
- How to be the first off the mark
- How to actually plan for a rebound
- Is your website now an asset... or a liability post COVID
- Great campaign partners and examples
- Your most pressing questions answered...

**BONUS**

**SUCCESS MATRIX  
COACHING PROGRAM**

**BONUS Free access to  
Tourism Tribe's library  
of Digital Genius for the  
duration of the program**

VALUED AT  
**\$220**

Our clients always tell us that they are so busy in the day to day running of their business or doing their daily tasks for their boss that keeping up to date with Statistics and Intel is a real struggle.

So our Success Matrix Toolkits ([link to website](#)) have been created to share our go-to resources that the team uses for our clients marketing strategies, training resources and coaching programs. We trust that they will save you some time and deliver you wisdom!

We look forward to sharing your rebound journey with you.

Yours in Tourism your Coaches,  
Amanda, Krista & Liz



 **success  
matrix**

successmatrix.com.au



 **KRISTA HAURITZ**  
TOURISM • MARKETING • CONSULTING

kristahauritz.com.au



 **Tourism  
Tribe**

tourismtribe.com

# 01

## Consumer trends + insights

### Newsletters

We don't like having a full inbox of eNews, however here are a few that are critical reading and will help you stay on top of important consumer and industry trends.

- Tourism Australia Essentials  
[www.tourism.australia.com/en/news-and-media/news-stories.html](http://www.tourism.australia.com/en/news-and-media/news-stories.html)
- Tourism Australia produces a range of industry, media and special interest newsletters for 'Essentials' and regional editions [www.tourism.australia.com/subscribe](http://www.tourism.australia.com/subscribe)
- Tourism and Events Queensland enewsletters [teq.queensland.com/News-and-Media/Contacting-TEQ/eNewsletters](http://teq.queensland.com/News-and-Media/Contacting-TEQ/eNewsletters)
- Working with Tourism and Events Queensland Checklist [teq.queensland.com/industry-resources/how-to-guides/how-to-work-with-teq](http://teq.queensland.com/industry-resources/how-to-guides/how-to-work-with-teq)
- Sharing global insights, trends, news and case studies of Tourism Brands around the world, Skift's eNews
- Tourism Tribe's monthly enews sharing digital marketing tips and inspiring industry case studies
- And of course your Members enews from your Regional Tourism Organisation

### Research + Intel

So you can have information that offers immediate recommendations for the questions you have today and practical plans to prepare for the rebound we have compiled some links for you to find hours of excellent intel!

#### TOURISM EVENTS QUEENSLAND

- TEQ Covid-19 Resources (including COVID Safe Events and new tourism experiences checklist) [teq.queensland.com/industry-resources/industry-resilience/update-on-covid-19](http://teq.queensland.com/industry-resources/industry-resilience/update-on-covid-19)
- Consumer Insights, Understanding Customer, Domestic Market Intel – what is the current market looking for, Intel into where how customer is booking, COVID consumer insights [teq.queensland.com/industry-resources/industry-resilience/update-on-covid-19/covid19-research](http://teq.queensland.com/industry-resources/industry-resilience/update-on-covid-19/covid19-research)
- General research [teq.queensland.com/research-and-insights](http://teq.queensland.com/research-and-insights)

As this is such a virtual Rollercoaster ride that is changing by the day it's tough to keep up to date and some research sentiment is too



volatile in how quickly it changes. For those of you who love stats, we have found Tourism Australia's keeping very up to date intel.

[www.tourism.australia.com/australia](http://www.tourism.australia.com/australia)

- TA domestic visitor profiles [www.tourism.australia.com/australia](http://www.tourism.australia.com/australia) page and the 'Traveller Profile' tile.
- Our research teams have found these links useful as of late: [www.similarweb.com/coronavirus?country=AU#sector-impact](http://www.similarweb.com/coronavirus?country=AU#sector-impact)  
[ctgroup.com/leadership-insights-tracker/](http://ctgroup.com/leadership-insights-tracker/)  
[today.yougov.com/covid-19](http://today.yougov.com/covid-19)
- Proactive Strategies [www.tourismtribe.com/product/six-proactive-strategies-for-tourism-businesses-in-the-2020-economic-downturn/](http://www.tourismtribe.com/product/six-proactive-strategies-for-tourism-businesses-in-the-2020-economic-downturn/)
- Siteminder – have compiled learnings from across the globe
  - ▶ World data [www.siteminder.com/world-hotel-index/data/](http://www.siteminder.com/world-hotel-index/data/)
  - ▶ Direct Bookings [www.siteminder.com/r/hotel-distribution/hotel-direct-bookings/ebook-direct-booking-strategy/](http://www.siteminder.com/r/hotel-distribution/hotel-direct-bookings/ebook-direct-booking-strategy/)
  - ▶ Local and Domestic your market now [www.siteminder.com/r/covid-19-toolkit-coronavirus-today-tomorrow/#is-domestic-or-local-travel-a-safe-port-in-the-storm-](http://www.siteminder.com/r/covid-19-toolkit-coronavirus-today-tomorrow/#is-domestic-or-local-travel-a-safe-port-in-the-storm-)
- A New Zealand Hotelier shares his post COVID lockdown learnings [www.homeforhotels.com/hotel-stories/aura-accommodation-three-lockdown-learnings/](http://www.homeforhotels.com/hotel-stories/aura-accommodation-three-lockdown-learnings/)
- Traveler Outlook on Post Covid-19 Bookings by Revinate

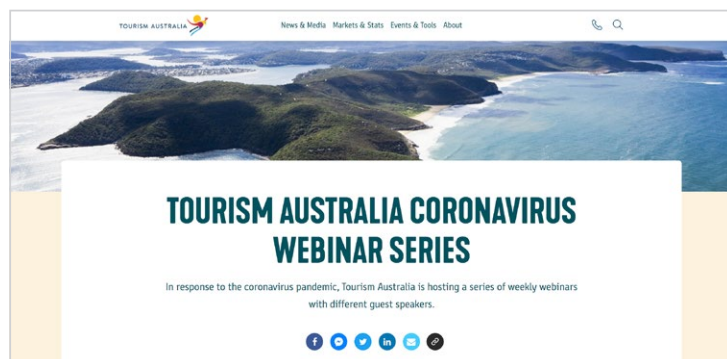
[drive.google.com/file/d/1Cxq6WJuqhpXCsvBpAUQAwaGP\\_kpZcS9h/view](https://drive.google.com/file/d/1Cxq6WJuqhpXCsvBpAUQAwaGP_kpZcS9h/view)

- Google My Business – information about updating your business listing [support.google.com/business/answer/6335800?hl=en](https://support.google.com/business/answer/6335800?hl=en)
- Tripadvisor make reviews count [www.tripadvisor.com.au/ReviewExpress](http://www.tripadvisor.com.au/ReviewExpress)
- A few of you have asked about sustainable tourism trends. Nielsen is always good for insights on this important topic [www.nielsen.com/us/en/insights/report/2015/the-sustainability-imperative-2/](http://www.nielsen.com/us/en/insights/report/2015/the-sustainability-imperative-2/)

Across the program and in Webinar 4 we will share and update more Domestic Marketing insights on [www.successmatrix.com.au](http://www.successmatrix.com.au)

## TOURISM AUSTRALIA

- Tourism Australia's Webinar series [www.tourism.australia.com/en/events-and-tools/industry-resources/resources-for-industry/tourism-australia-coronavirus-web-series.html](http://www.tourism.australia.com/en/events-and-tools/industry-resources/resources-for-industry/tourism-australia-coronavirus-web-series.html)



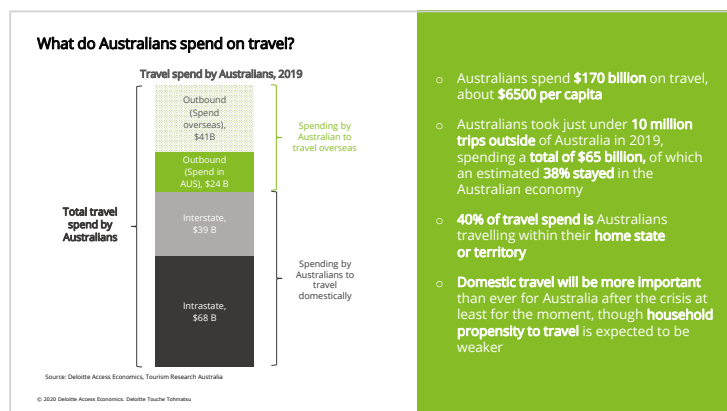
## AUSTRALIAN TOURISM EXPORT COUNCIL

- Australian Tourism Export Council's Road to Recovery webinar series [vimeo.com/channels/roadtorecoverytutorials/videos](https://vimeo.com/channels/roadtorecoverytutorials/videos)



## DELOITTE

- Research within Tourism Australia presentation, what Australians spend on travel [www.tourism.australia.com/content/dam/assets/document/1/c/1/3/2/2240894.pdf](http://www.tourism.australia.com/content/dam/assets/document/1/c/1/3/2/2240894.pdf)



# 02

## Understand your customer

The difference between a great marketer and a good marketer, is how well you understand who your customer is and what motivates them.

Which sort of traveller will you want to attract back? Write content that inspires the ideal guest, not the random visitor.

### THE SUCCESS MATRIX CUSTOMER MATRIX

Make a  
**DIFFERENCE**

Understand  
our customer  
**NEEDS**

**ANTICIPATE**  
their wants  
and desires

**INFLUENCE**  
their  
behavioural  
choices



# Domestic visitor profiles

## TOURISM QUEENSLAND

- Understanding High Value Travellers [teq.queensland.com/research-and-insights/domestic-research/understanding-high-value-travellers](http://teq.queensland.com/research-and-insights/domestic-research/understanding-high-value-travellers)

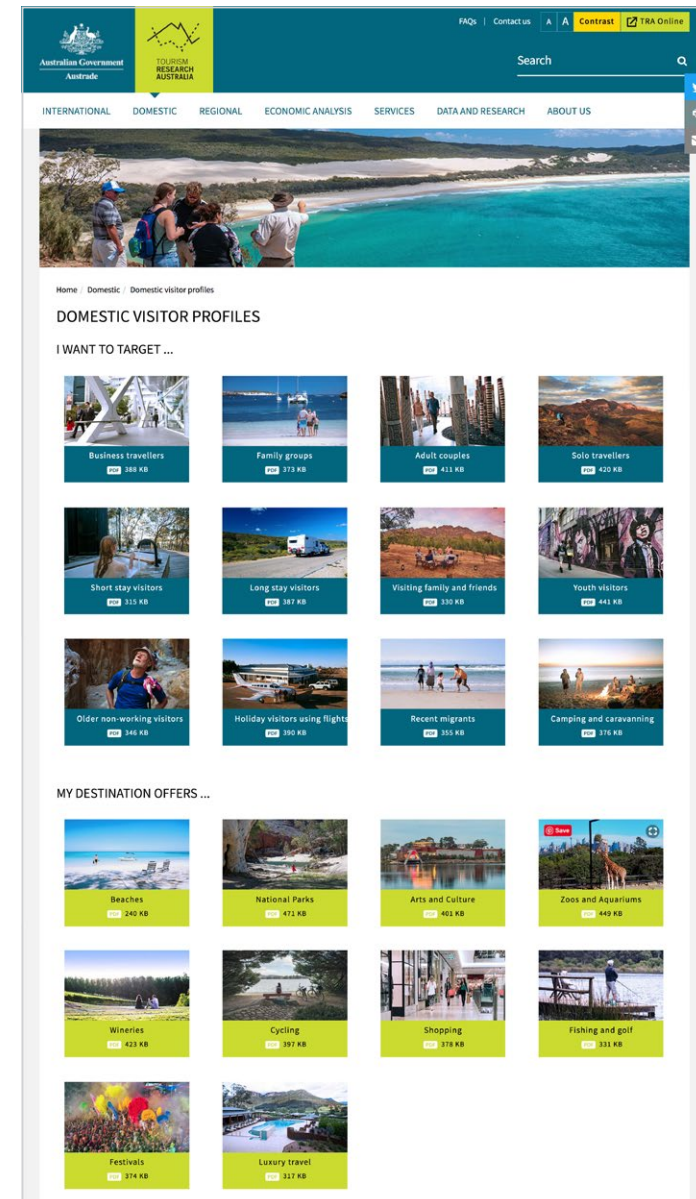
## TOURISM RESEARCH AUSTRALIA

- TRA also has some domestic visitor profiles which are great [www.tra.gov.au/Domestic/domestic-visitor-profiles](http://www.tra.gov.au/Domestic/domestic-visitor-profiles)

## TOURISM AUSTRALIA

- [www.tourism.australia.com/australia](http://www.tourism.australia.com/australia) page and the 'Traveller Profile' tile.

These profiles focus on the different demographics and activities of domestic overnight visitors. As an operator, this information will help you better understand the needs of this diverse market. This will then support more informed planning and marketing decisions.

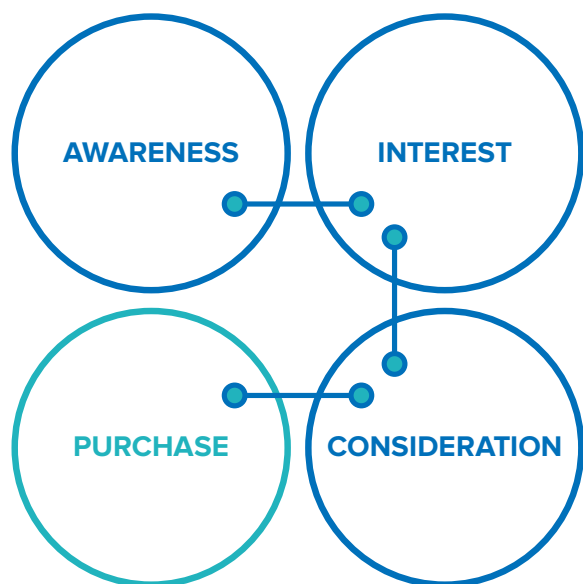


## Customer Journey Mapping

Customer Persona matching – as we said earlier, have your Ideal Customer a priority for you and your team to do NOW.

Prioritise your ideal customers! Now is not the time to waste money sending invitations to the wrong customer. Customer Persona and Customer Journey mapping templates and tools will be covered in the coaching sessions in the meantime here is a handy link for Customer Journey mapping [beyondphilosophy.com/customer-journey-mapping-starting-with-the-end-in-mind/](https://beyondphilosophy.com/customer-journey-mapping-starting-with-the-end-in-mind/)

### THE CUSTOMER JOURNEY



- Use your customer feedback to measure your customer experience and match your new messaging. This is a great read [How Brands Can Use Feedback to Measure Customer Experience](#)
- At Success Matrix we use [Think with Google](#) for insights and inspiration when developing our tourism marketing strategies and coaching. Here is an old one we like [Micro Moments: How Australian's Plan their Travel](#)
- Many of you asked questions about the **Changing Traveller**. We found this report conducted by Siteminder very interesting [www.siteminder.com/r/traveller-report-2020-covid-19-australia/](https://www.siteminder.com/r/traveller-report-2020-covid-19-australia/) They surveyed 500 local citizens to understand how their plans, behaviour and preferences had changed since the outbreak of the coronavirus pandemic. As you start preparing for your immediate future guests, find out what they have to say about, timing and duration, processes for booking and what they'll be looking for and choosing.
- The new visitor wants contactless servicing, we found a few apps that you might find useful [appstore.siteminder.com/?tags=contactless](https://appstore.siteminder.com/?tags=contactless)

### Direct Marketing Tips, Drive Market Tips

[teq.queensland.com/industry-resources/how-to-guides/big-marketing-guide](https://teq.queensland.com/industry-resources/how-to-guides/big-marketing-guide)

**Experience Development** – have linked to your Experience Toolkit [teq.queensland.com/industry-resources/how-to-guides/experience-development](https://teq.queensland.com/industry-resources/how-to-guides/experience-development)

**Queensland Events Guide** [teq.queensland.com/industry-resources/how-to-guides/queensland-events-guide](https://teq.queensland.com/industry-resources/how-to-guides/queensland-events-guide)

# 03

## Communicate, communicate, communicate,

When we know our customer's needs, wants and desires then we know how best to 'Communicate, communicate, communicate.' It is critical in our new and dynamic Covid marketplace that we continue to keep engaging with our guests despite the challenging times.

- Most of us lost some or all of our bookings when wicked Covid hit, one of our wonderful digital gurus shares her story on how she avoided losing any bookings for Gibsons Pet Friendly [www.tourismtribe.com/how-one-tourism-business-avoided-any-coronavirus-cancellations/](http://www.tourismtribe.com/how-one-tourism-business-avoided-any-coronavirus-cancellations/)
- The following checklist can be incorporated into your coaching sessions if you need upskilling or support with setting up any of these tools in your business;
  - ✓ Update your customer database and segment it with meaningful category tags so you only email relevant updates, content and offers to your customs
  - ✓ Implement a Covid Update page on your website, linked from your website homepage so your customers are clear on your current operating situation; keep it updated and show the date that it was last updated at the top of the page; and Pin a post on your Facebook Page including a linking to the page on your website
- ✓ It's time to get 'best practice' with your Facebook and Instagram posting and that requires planning, content relevant to your audiences and consistency. Here are some tips and tools to help you [www.tourismtribe.com/tips-and-tricks-for-social-media-content-planning/](http://www.tourismtribe.com/tips-and-tricks-for-social-media-content-planning/)
- Tourism Australia have some great tips and tricks document, social overview and some great webinars on Social and Online [www.tourism.australia.com/socialmedia](http://www.tourism.australia.com/socialmedia)
- Queensland's Content Framework and best practice social media guidelines [teq.queensland.com/industry-resources/how-to-guides/queenslands-content-framework](http://teq.queensland.com/industry-resources/how-to-guides/queenslands-content-framework)
- Australia Tourism Export Council COVID Ready digital badge & inclusion on the trade directory of COVID Ready operators via the Tourism Trade Checklist [www.tourismtradechecklist.com.au/is-your-business-covid-ready](http://www.tourismtradechecklist.com.au/is-your-business-covid-ready)
- COVID Ready digital badge & inclusion on the trade directory of COVID Ready operators via the Tourism Trade Checklist [www.tourismtradechecklist.com.au/](http://www.tourismtradechecklist.com.au/)

# 04

## Conversion - partner or perish!

Compelling holiday ideas will always stand out from the crowd no matter the marketing budget. Figure out a way that many small actions can amplify a singular high level message. Don't follow the herd **follow your customer!**

### Package with like-minded operators, cross regional destinations and partners

Partner with whoever has your same customer and where your customer likes to hang out – accommodation, cafes, bars, golf clubs, cinemas, tourism experiences, wineries shopping centre, brands that your customer persons buys, sustainable brands and how they get around – Airlines, Rail, Car Hire, Motorhomes, Coach, own car, don't forget the Petrol Stations etc.

Tips on how to establish industry partnerships to creating compelling packages [www.tourismtribe.com/6-steps-to-creating-great-travel-packages/](http://www.tourismtribe.com/6-steps-to-creating-great-travel-packages/)

Once you have them  
connected then don't miss  
the **CONVERSION!**

Your customers more than ever want to talk to you right now while they are dreaming and looking to book, make sure you have **Live Chat** set up on your website, our digital guru team show you how [www.tourismtribe.com/setting-up-live-chat/](http://www.tourismtribe.com/setting-up-live-chat/)

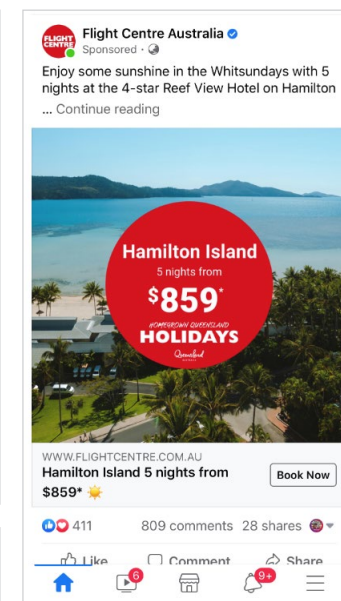
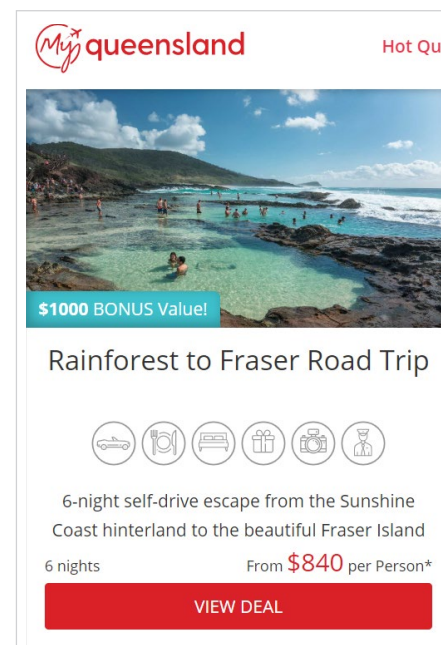
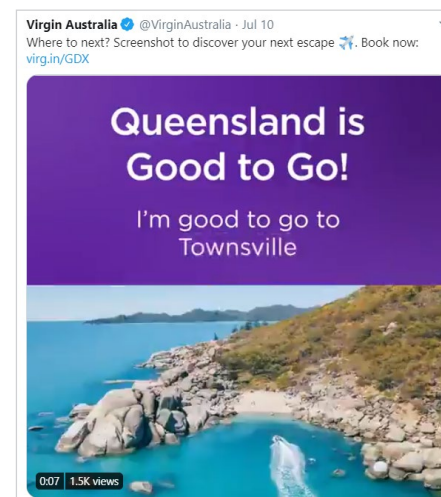
## Be upfront and centre where your ideal customers are looking

Destination sites, Online Travel Agent and Trade sites,  
Access sites, other like minded operator sites, other  
customer persona sites.

Connect and utilise all resources, wisdom and marketing  
and operational intel and opportunities with RTO, LTO, TEQ,  
TA, ATEC, ATDW, QTIC, TRADE, ACCESS - AIR, DRIVE, RAIL,  
COACH and CAR HIRE.

Anybody and everybody? NO!! Remember what we said earlier  
focus on your Ideal Customers and you are not the only one  
communicating to your ideal customer – destinations around  
the world will be doing the same thing inviting visitors back!  
So while everyone else is Zigging you need to ZAG!

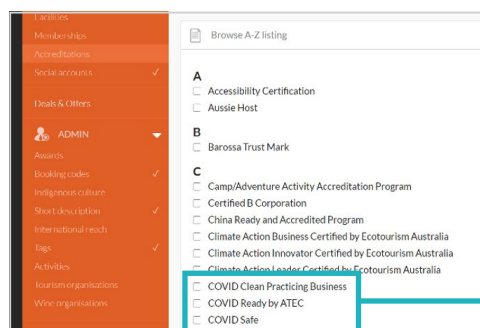
Now is the time to reboot with community pride and own your  
Destination DNA! Remember what we told you in the 6 steps.





## Australian Tourism Data Warehouse

- ATDW Online [oauth.atdw-online.com.au/login](https://oauth.atdw-online.com.au/login)
- ATDW COVID Safe alignment with TEQ



Just one tick  
in the box  
and you are  
good to go!

You only need  
to check 1 box

- [www.atdw-online.com.au](https://www.atdw-online.com.au) to update your listing and do your GOOD TO GO STICKER! And your latest deals, see examples below
- Update ATDW (great images); update all your digital assets (consider your customer's path to purchase: GMB, listings on third party websites/directories; optimise optimise optimise); **#thisisqueensland** on socials
- [teq.queensland.com/industry-resources/marketing/atdw](https://teq.queensland.com/industry-resources/marketing/atdw) info about ATDW



## Campaign partnerships

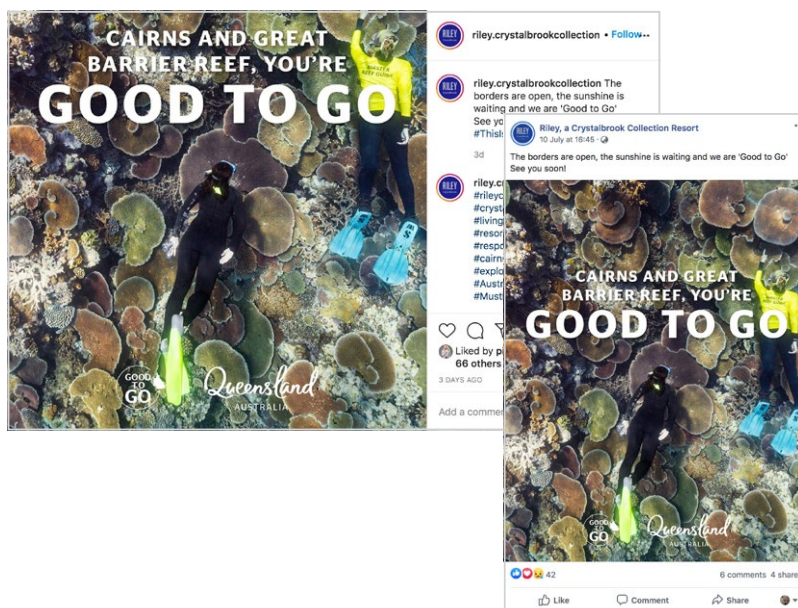
With all of us having little to no money for marketing in the rebound, **DESTINATION FIRST** needs to be our motto and we must connect with our destination partners, your best friends need to be your:

- **Regional Tourism Organisation (RTO)**, now more than ever are your most valuable friend and your membership will be worth every cent, they have been shining stars through this storm!
- **Local Council Tourism** officers and VICs for some areas will be your closest partners
- **Tourism Events Queensland (TEQ)** and **Tourism Australia (TA)** are like the motherships guiding us through the storm and offer so many tools and practical resources many of which will be linked on your RTO website.



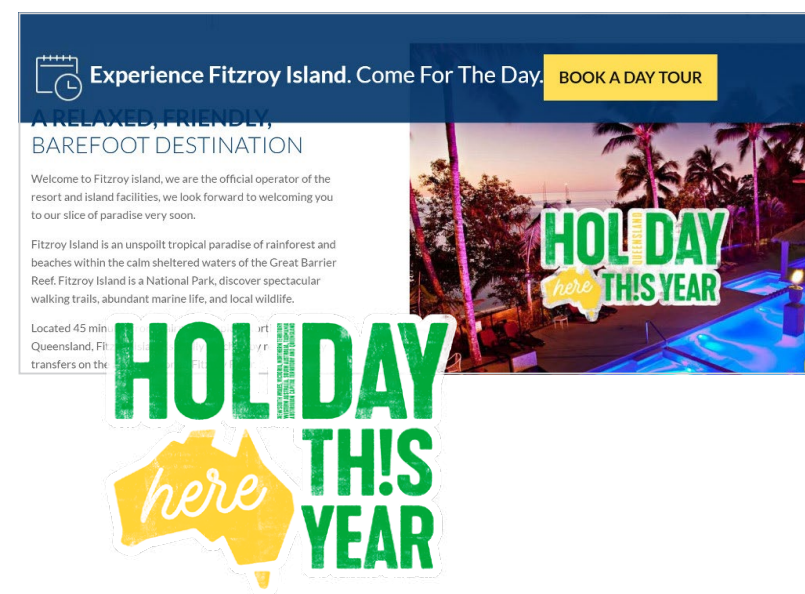
## Tourism Events Queensland – Good to Go

- If you are GOOD TO GO then get involved with the TEQ's campaign, your RTO will work with you on region specific aligned campaigns like the example below
- **Good to Go Industry Resources** [teq.queensland.com/industry-resources/marketing/holiday-here-this-year](http://teq.queensland.com/industry-resources/marketing/holiday-here-this-year)
- **Industry Media Agency Tourism and Events (IMATE)** [imate.queensland.com/](http://imate.queensland.com/) If you are wanting to do any advertising then take advantage of the great Co-operative opportunities with Tourism Queensland.



## Tourism Australia – Holiday Here This Year

- Campaign activity and how to participate
- [www.tourism.australia.com/campaigns](http://www.tourism.australia.com/campaigns) - then click onto the individual campaign.



## Eco Tourism Australia

Sustainability we all know is the new norm for travellers so ensure you are overlaying your offering and messaging and link into Eco Tourism Australia

[www.ecotourism.org.au/news/date/2020/06](http://www.ecotourism.org.au/news/date/2020/06)

## Trade

Best tip is to partner with everyone that is in the face of your customer so they convert to being your customer!

**Tourism Australia, Tourism Queensland and your Regional Tourism Organisations** will make commercial partnerships based on what they feel gives the best reach their target markets. So you need to ensure you leverage that by being contracted across the board to ensure you convert pent up travel demand across different consumer segment types, and convert off the back of the investment TEQ and your RTO is making into driving consumer demand for Queensland holidays.

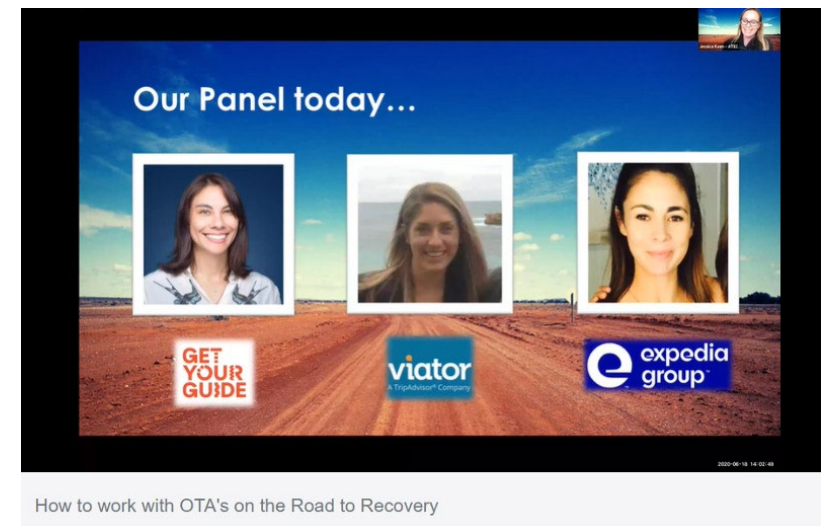
### THE KEY PARTNERS FOR LEVERAGING DOMESTIC CAMPAIGNS ARE;



**Tourism Australia's Aussie Specialist program** if you haven't already submitted your product training video and a travel club offer we would suggest doing so now!! [www.tourism.australia.com/aussiespecialist](http://www.tourism.australia.com/aussiespecialist) All the details are on this link and your best contact is **Dominic Mehling** Industry Relations Manager (email [dmehling@tourism.australia.com](mailto:dmehling@tourism.australia.com))

Tourism and Events Queensland's new global consumer website will be a critical and central component to your media approach, there will be significant volumes of traffic to the website, of which all operator ATDW listings will be featured.

Some of you wanted to know how to work with online travel agents, this is a great discussion with Expedia and viator and of course you will learn more in your 1:1 coaching sessions





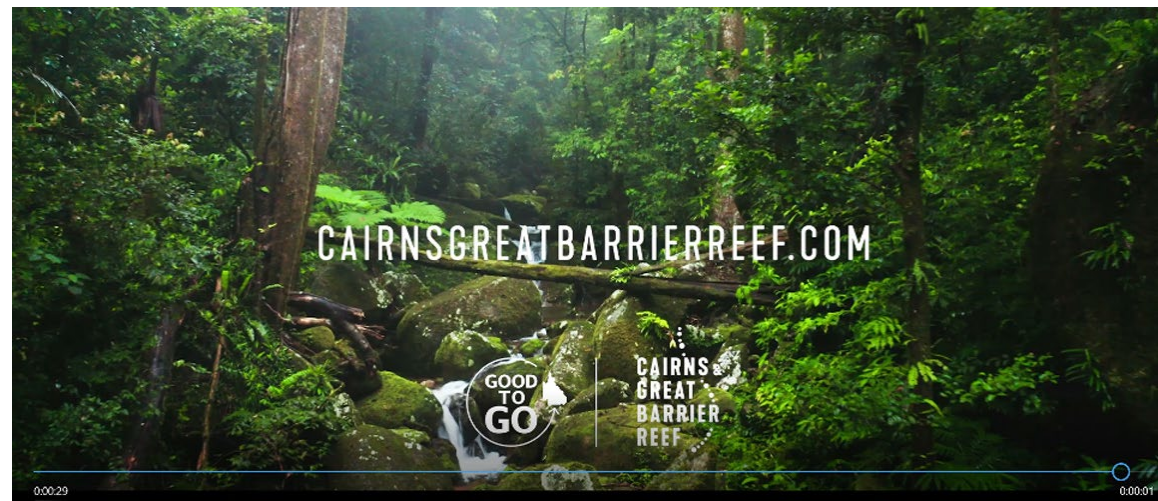
05

## Examples of campaign partnerships

Tourism Tropical North Queensland have integrated the Good to Go campaign very well across a diverse Marketing platform of Print, TV, Social and Travel Trade promotions



PRINT

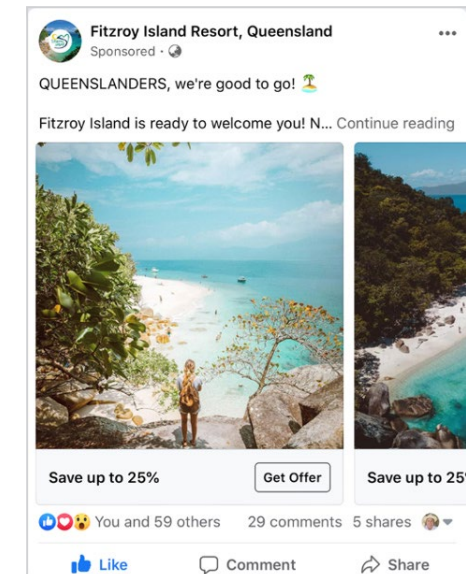
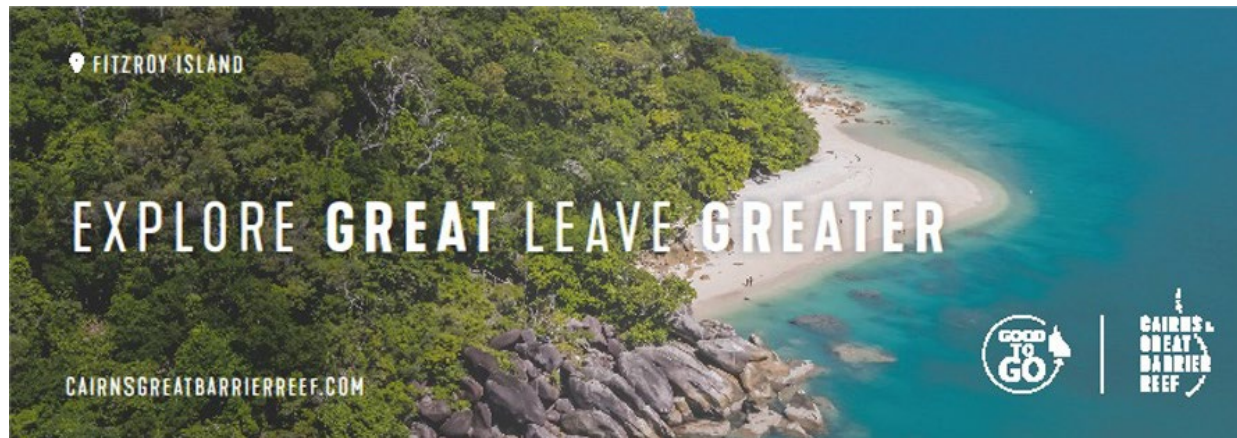
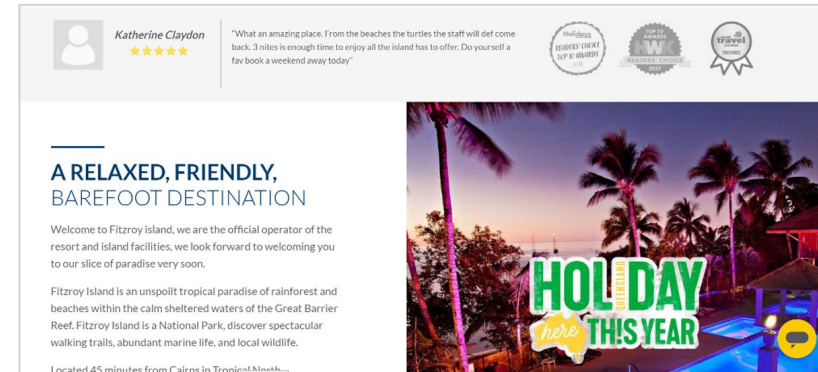


TELEVISION

## Benchmark example

### Fitzroy Island

- Joint TTNQ Campaign
- GOOD to GO badge
- Social messaging
- Holiday Here this Year on website
- Travel for Good connection





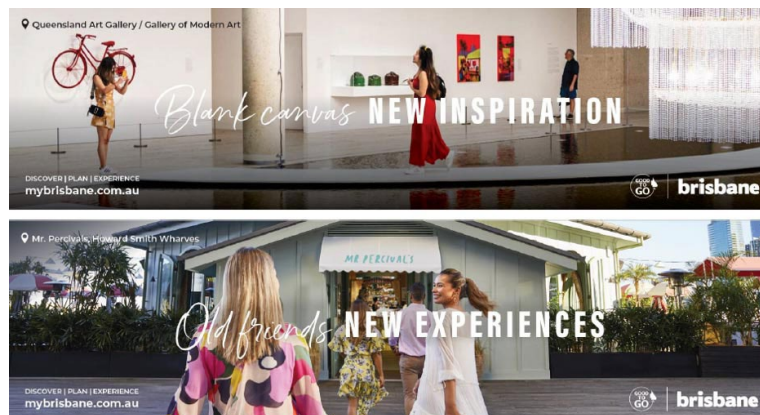
## And here are some more...

### Bundaberg Tourism

[www.instagram.com/p/CBKqcgCJVUZ/](https://www.instagram.com/p/CBKqcgCJVUZ/)



### Brisbane

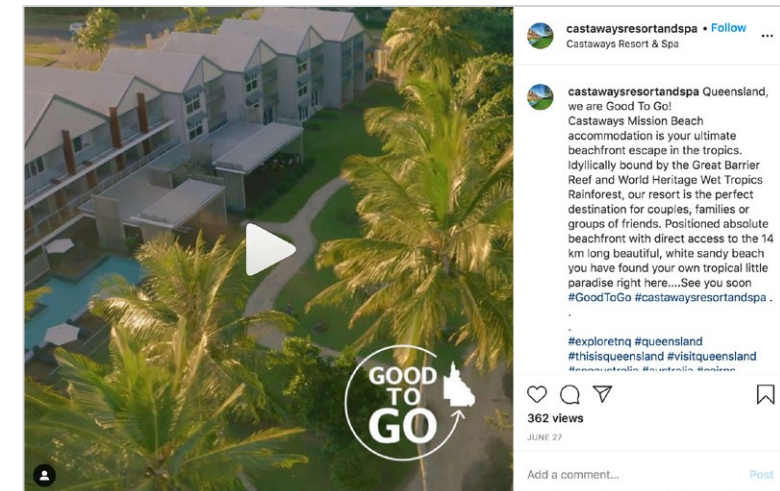


## From an operator perspective, below are some call outs

### Castaways Resort & Spa in Mission Beach

TNQ have been creating great content using the GTG stamp

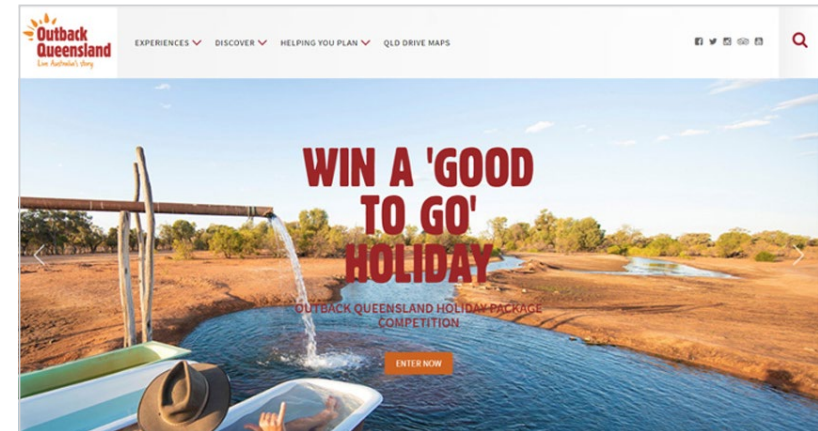
[www.instagram.com/p/CB6vr23JGDW/](https://www.instagram.com/p/CB6vr23JGDW/)



Kingfisher Bay Resort on Fraser Island has been leveraging the Holiday Here message quite well.



## Crystalbrook Collection



One of our favourite Australian operators doing great things is Craig at Exceptional Kangaroo Island. When benchmarking our preference is go outside of your backyard and even country look for destinations and operators that offer similar experience with same customer persona elsewhere and see what they are doing for eg. Islands...check out Greece and Caribbean etc

[www.facebook.com/exceptionalkangarooisland/](http://www.facebook.com/exceptionalkangarooisland/)



# Key takeaways

## Top 10

- 01 Care! Can I trust you? Be COVID Safe!
- 02 Make it easy for me – One stop shop
- 03 Diverse Marketing Plan - Prioritise
- 04 Trust - Be the local expert and tell me about it
- 05 Real time conversion – Live chat and Book now!
- 06 Leverage your partners
- 07 Manage your yield - right place, right time, right product for the right price
- 08 Have your intel – be strategic Customer and Markets
- 09 Be flexible on cancellations
- 10 Avoid mass discounting only value adds or hidden packages



06

# Australian and Queensland health updates

Keeping up to date with health alerts, restrictions plans etc has been a daily battle for us all, the Queensland Government have kept us on track and we have found QTIC very helpful with sharing intel, here are a few we have trusted links we have relied on.

## Government guidelines health + travel updates + COVID safe plans

You can find information related to COVID safe planning for tourism and events businesses Safe and events on the **Department of State Development Tourism and Innovation's (DSDTI) website** [www.ditid.qld.gov.au/covid-19/covid-safe-business](http://www.ditid.qld.gov.au/covid-19/covid-safe-business)

## OTHER HANDY LINKS

- Fact sheet for operators of tour vehicles and vessels in regard to the ability to accommodate up to 50 patrons. The fact sheet can be found at [www.dsdti.qld.gov.au/data/assets/pdf\\_file/0010/1488358/Factsheet-Vehicles-and-Vessels-for-up-to-50-people-030720.pdf](http://www.dsdti.qld.gov.au/data/assets/pdf_file/0010/1488358/Factsheet-Vehicles-and-Vessels-for-up-to-50-people-030720.pdf)
- Framework for COVID safe events, along with the checklist, fact sheets and FAQs - just scroll down to Industry Framework for COVID Safe Events [www.covid19.qld.gov.au/government-actions/covid-safe-businesses](http://www.covid19.qld.gov.au/government-actions/covid-safe-businesses)
- Many of the approved COVID Safe Industry Plans have now been updated in line with Stage 3 restrictions. View COVID Safe Industry Plans [www.covid19.qld.gov.au/government-actions/approved-industry-covid-safe-plans](http://www.covid19.qld.gov.au/government-actions/approved-industry-covid-safe-plans)

The Queensland Government's hotline (134 COVID) and the DSDTI's Tourism Response Team ([tourismresponse@ditid.qld.gov.au](mailto:tourismresponse@ditid.qld.gov.au)) continue to be available if businesses have specific questions related to the public health directions or COVID safe planning.

[www.health.gov.au/](http://www.health.gov.au/)

[www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert/coronavirus-covid-19-advice-for-travellers](http://www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert/coronavirus-covid-19-advice-for-travellers)

[www.qld.gov.au/health/conditions/health-alerts/coronavirus-covid-19](http://www.qld.gov.au/health/conditions/health-alerts/coronavirus-covid-19)

[teq.queensland.com/industry-resources/industry-resilience/update-on-covid-19](http://teq.queensland.com/industry-resources/industry-resilience/update-on-covid-19)

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