



MAKE YOUR MARK

Innovation.....

IT'S NOT JUST AN APP

**DESTINATION CANBERRA CONFERENCE
17TH FEBRUARY 2017**





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BEFORE WE GO ANY FURTHER – a little bit of self reflection

1. WHAT IS INNOVATION?

2. WHAT DOES IT MEAN TO BE INNOVATIVE IN YOUR BUSINESS?



DEFINING innovation

- New partnerships that do not currently exist that allows for new experiences to be taken to the market.
- Interacting with the customer in a style that truly delights and educates. Think about behind the scenes/meet the maker or local legends.
- Experiences that greater sense of buy in and connectedness from the Operator to the Guest.
- Ability to positively challenge perceptions and beliefs.
- Increasing accessibility and making it easier and more enjoyable for guests to do business with you.

What does the research say?

- Experiences must be relevant and specific – not generic
- Quality
- Inspiring and aspirational
- Value for money
- Authentic
- Personalised- think bespoke
- Storytelling and the opportunity to connect with local, unique legends
- Hands on interaction with the product/service
- Engagement in an unexpected way



innovation at work

- Greater choice in how your product or service can be accessed. Think about where you do business – how accessible are you?
- Changing the **physical environment** in which you do business to create a different perception and evoke certain emotions in your guests.
- Providing greater choice in how the product or service can be accessed. This may relate to price points, hours of operating and how the product or service is packaged.



innovation at work

- Providing the option for guests to design their own experience.
- Changes in product ingredients or equipment to keep ahead of the crowd and encourage repeat visitation and purchase.
- Minimising waste and being creative with resources—recycling product or re-using in a way that has not been done before that leads to new economic opportunities.



innovation at work

- Innovation and creativity can relate to processes and polices— how you deliver the service experience.
- It may be how you involve guests in the creation and trailing of a new product.
- Allow customers choice and influence in what they want and how they want to interact with the tourism offering.



Innovation at work

- It may be access to reports or information that your customer would not normally have access to.
- Is there expertise and insight that a customer would value that you have not shared and it would benefit the business to do so?
- You may present at relevant events, showcases, markets or conferences – where your competitors would not consider.

Do you have an interesting story or perspective to share?



LOOK BEYOND YOUR OWN INDUSTRY FOR INSPIRATION AND IDEAS

Think about a **INNOVATIVE** experience you have had in a totally unrelated field – as a consumer.

- What was it about this experience that had such a positive impact on you?
- How can you take the most valuable elements of this experience and make it relevant to your own business?
- What key actions would you need to begin to make these changes a reality?



INNOVATION AT WORK

YARRALUMLA PLAYSTATION

- Continues to diversify its product offering.
- Creates a distinctly different environment for guests.
- All resources are provided for and the guest does not have to think about any thing.
- Creative in responding to seasonal trends by offering 15% off children parties during school hours.
- Greater guest choice in where and how events can be created – each event is unique and personalised.



INNOVATION AT WORK

JAMALA WILDLIFE LODGE

- Inspires and educates by blending luxury accommodation with a conservation message.
- Guests interact with the animals – it is a connected and immersive experience that brings the two parties closer together.
- Increased choice as guests have the option of choosing what animal they would like to have outside of their accommodation.
- It is not price driven but memory and cause driven.



INNOVATION THROUGH TACTICAL PARTNERSHIPS

Enlighten Festival in March partnering with Fairfax Night Noodle Market.

Why is it innovative?

- It allows the two parties to create a new tourism offering that does not currently exist in the market.
- Allows both parties to access new markets and gain new customers that may not be possible if working alone.
- Increases brand awareness and reputation through association.



SELF REFLECTION – WHAT'S THE ROLE OF IT?

Think about the key learnings and insights so far.

- How are you currently using IT and social media to improve the experience across all key touch points, prior, during and post service delivery?
- What are the key changes you need to make?



GET REAL ABOUT THE ROLE OF IT

Ask yourself the following questions when investing in IT and social media.

- How will it add value to the guest's experience?
- How will you use it to distinguish yourself from others?
- Exactly how will you use it to drive sales within the business?
- How do you want people to feel about their interaction?
- What perceptions and emotions are you wanting to create as a result of their interaction with you?



CREATING THE UEP – What's your story?

Creative, successful Operators are focusing on the UEP and not just the USP as they evolve how they connect with guests.

- What is a UEP?
- What is your own distinct UEP?
- How do you express your UEP within space, product offering and people (staff)



Innovation delivering the uep

FOUR WINDS WINES

- Four winds wines had a vision and were able to think about a solution to an existing problem. They were resourceful.
- They created a community of trusted partners.
- They were community focused and cause driven. It was more than just buying a limited release red but investing in the well-being of local refugees and asylum seekers.
- There was a valuable story attached to the product.
- The offer was time limited once again satisfying the current and future trend of rarity and exclusivity.



The one action that you need to start

FROM TODAY'S LEARNING WHAT IS THE ONE ACTION YOU NEED TO START IN ORDER TO BE EVEN MORE INNOVATIVE WITH YOUR TOURISM OFFERING?



NEXT STEPS?

1. COMPLETE SWOT BASED ON THE IDEAS AND OBSERVATIONS GENERATED FROM TODAY.
2. COMPLETED PLAN OF ACTION BASED ON TOP THREE PRIORITIES GENERATED FROM THE SWOT.
3. 15 MINUTE MINI MENTORING SESSION WITH KIIKSTART TO DE-BRIEF AND GAIN A SOUNDING BOARD.



Final q and a

NOW IS THE TIME TO ASK FOR CLARIFICATION.

ANY QUESTIONS OR COMMENTS?



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Or pay a visit to the Kiikstart Facebook page and leave us a message