

# Stepping it up ...

## Turning your region into the destination of choice

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**Destination Marketing Store**  
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# About Destination Marketing Store

Destination Marketing Store (DMS) offers two of Australia's leading experts in destination branding, marketing, strategic tourism planning and experience development.

## Our clients:



- With extensive experience across the tourism and events industry, specialising in nature, cultural and regional tourism, our Partners, Charlotte Prouse and Carl Solomon have worked in collaboration with all levels of government as well as communities and the not-for-profit and private sectors.
- At the heart of everything we do is the visitor - your visitor. DMS is not just about promoting a product or destination, we are about marketing in the true sense of the profession. We analyse your customer touch points, products and experiences to identify and highlight the opportunities to improve and promote the 'on the ground' visitor experience.
- At DMS our vision is simple – we want to challenge your destination to be world-class and help make it the destination of choice for your target markets.

[www.destinationmarketingstore.com.au](http://www.destinationmarketingstore.com.au)

# Today's Presentation

## Creating a regional destination of choice



# Critical Success Factors for Destinations

Today we want to start by examining key factors that successful destinations have in common:

- Shared vision and clear positioning that identifies the destination's competitive advantage and seeks to reveal the emotional territory of the place
- Understanding of the target markets, their needs and expectations
- Meaningful destination planning and management



# Critical Success Factors for Destinations

Meaningful destination planning involves:

- Adopting a **visitor-centric approach** to boundary identification, product and experience development and marketing
- Strengthening **partnerships** with stakeholders and businesses **across sectors**
- Applying local meaning to **global and domestic trends** and consumer/visitor research
- Identifying **signature experiences** that can be promoted as the region's lead products
- Allocating **resources and accountabilities** and evaluating outcomes





# Think Global, Act Local



## Disrupters:

- Air BnB and impact on independent FIT travel
- Private accommodation + authentic immersive experiences is a challenge for ground operators
- Uber has an impact on incidentals e.g. transfers, car hire

## Growth market segments:

- A modern female traveller – disposable income, travel solo or in small groups of friends
- The fifties are the new demographic for travel brands

## New experiences:

- New luxury is defined by small brands with big stories
- ‘Festilisation’ of meetings and events – festival components

# Think Global, Act Local



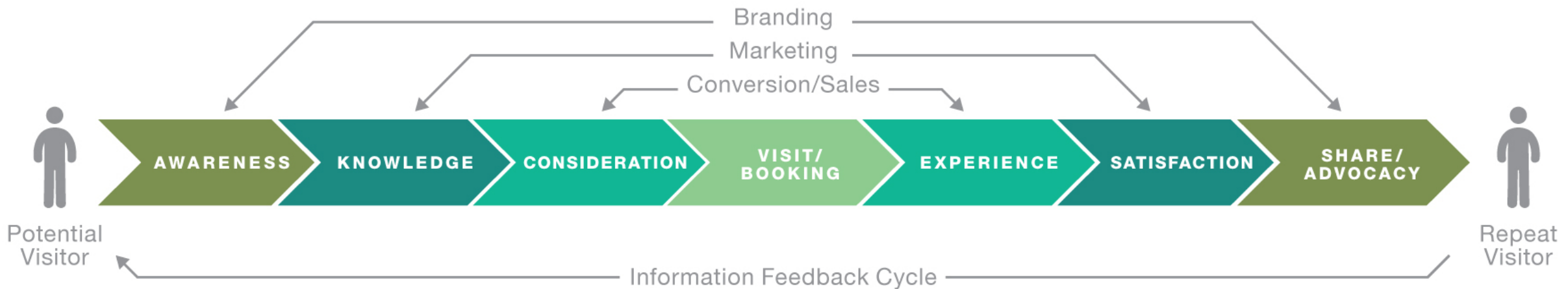
Other important trends include:

- 📍 The growth of **combination adventure** – the concept of adding in other activities underpins the need for partnerships
- 📍 **Dining out** as the main event – not just about the 'super-star' restaurants but now about 'local heroes' who create immersive and curated experiences rather than simple, expected service
- 📍 **Domestic travel** - increasingly seen as a major opportunity among all demographics, including young adults who are particularly interested in short-break opportunities with friends
- 📍 Continued rise of the **flashpacker** – reliving the experience of their backpacking days but without the fleas!

# Rethinking the Customer Journey

A customer-centric approach has long underpinned the success of products and experiences. **Smart destinations** consider the customer journey to prioritise:

- 📍 **Marketing efforts** to shift potential visitors from awareness, through conversion and to create advocates of the place
- 📍 **Partnerships and investment** in new experiences or to revitalise existing assets to deliver on the promise of the destination





# Rethinking the Customer Journey

## Creating advocates powers your marketing

Word of mouth has never been more important as an influence on consumer decision-making, especially in travel



# Rethinking the Customer Journey

Some relevant insights about the customer journey:

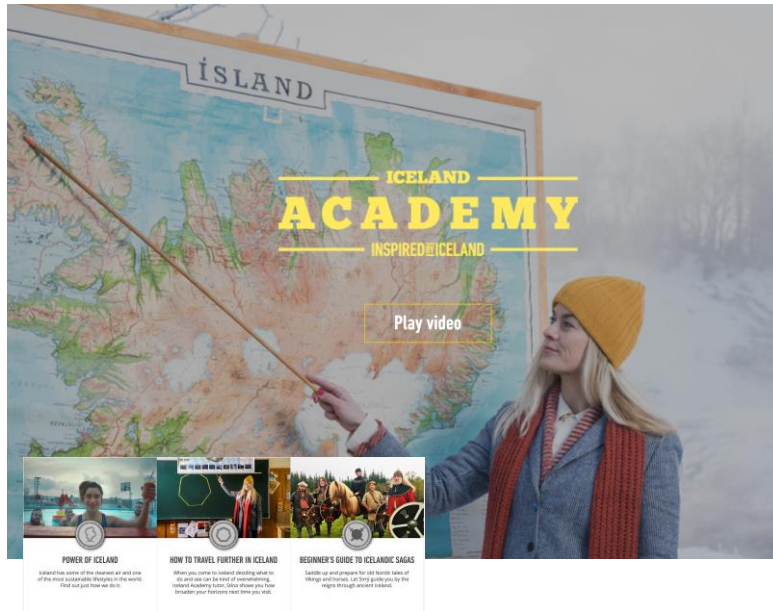
- Look for opportunities to collaborate **across regional boundaries** – visitors seek an experience, not an administrative boundary!
- Leverage the **gateway to the region** and connect it through visitor experiences
- Consider what **other sectors** should be involved **to reinforce the values and positioning of your destination** – whether it is agriculture, renewable energy or design
- Recognise the benefits of collaboration through attendance at trade shows etc – there are too many places and products competing so **collaborate to achieve greater cut-through**
- Different markets require a different approach – for example, VFR is an important and growing market segment (both for domestic and international) but the **key influencer is the host**, not the traveller – make the case to Discover your Own Backyard.



# Rethinking the Customer Journey

One destination that excels at collaboration: Iceland

- 📍 *Inspired by Iceland* is a whole of Government approach to reposition the destination
- 📍 It recognises the distinct regions of Iceland but is **experience-led** to deliver on customer insights
- 📍 The *Iceland Academy* is a fun way to deliver information and engage the target audience – it drives promotion as well as visitor information, including insights into the history and heritage of the nation and reinforces destination values
- 📍 The structure of the Visit Iceland website and digital platforms **facilitate itinerary planning within and between regions**





# Partnerships for Success



In today's travel world, simply listing all the individual products and experiences available in your destination won't help to achieve cut-through.

- 📍 The key to success is in providing rich content that delivers on the sense and **emotional territory of the destination**
- 📍 An effective way to start this process is to think of tourism as a **significant part of the broader economy** ... the shift from 'tourism' to 'visitor economy' is no accident. Easily said, harder to achieve ...
- 📍 There are some great examples of how strengthening partnerships within and across sectors can achieve uplift in demand and strengthen the appeal of your destination.



# Great Walks of New Zealand



**Milford Track hiking packages:**

**Milford Track Premium Pack**

A fully supported hiking experience - package includes:

- Supply of lightweight, quality hiking gear & specially selected hiking food
- Vehicle relocation, Te Anau Downs to Milford Sound
- Water taxi at a time that suits you, Te Anau Downs to Glade Wharf, Milford Track start
- Water taxi transfer from Sandfly Point
- Department of Conservation hut tickets, 3 nights
- Chalet accommodation at Milford Sound Lodge at the end of your hike

**\$1,579PP\***

\*Terms & Conditions apply

**Milford Track Flexi Pack**

Hassle-free transport package including:

- Vehicle relocation, Te Anau Downs to Milford Sound
- Water taxi transport from Te Anau Downs to Glade Wharf, Milford Track start, at a time that suits you
- Water taxi transport at the end of the Milford Track, Sandfly Point to Milford Sound
- Locally owned and operated; we can answer all your questions!

**\$220 PP\***

(similar to organising it all yourself!)

\*Terms & conditions apply.

To Book contact either:

**Easyhike** 0800 327 944 or +64 27 370 70 19 [info@easyhike.co.nz](mailto:info@easyhike.co.nz)

**Fiordland Water Taxi** 0800 3474 538 or +64 21 197 4555  
[mark@fiordlandwatertaxi.co.nz](mailto:mark@fiordlandwatertaxi.co.nz)

[easyhike.co.nz](http://easyhike.co.nz) | [fiordlandwatertaxi.co.nz](http://fiordlandwatertaxi.co.nz)

The Great Walks of New Zealand has seen considerable growth and provided a significant drawcard for international visitors.

- Packages are easily available and jointly promoted by tour operators, accommodation and transport providers, Department of Conservation and Air New Zealand
- Packages can be tailored to suit your budget, level of experience or even your requirements for appropriate hiking gear
- Different walks offer different experiences, including a combination of activities, such as kayaking and mountain biking coupled with walking

# Zoo2Q - Sydney Harbour



Simply finding partners to collaborate in the packaging of your products is not sufficient. Zoo2Q involved collaboration between 4 outstanding operators to deliver one spell-binding, multiday experience. It was developed with insights into global trends and provided a unique experience to encourage people to stay longer in Sydney. However, there were some challenges:

- ❖ Not all partners equally committed or equally invested
- ❖ It takes time to develop, launch and build awareness in the market place – requires dedicated effort
- ❖ Perception of experience as a ‘risk’ to other more traditional product offering and markets
- ❖ Coordination and responsibility for leading engagement through social media platforms

# MONA - Tasmania

The arrival of the Museum of Old & New Art (MONA) in Tasmania delivered a major boost to visitor numbers.

The MONA experience is more than just another Museum or Art Gallery. The art can be provocative but it's the overall experience that drives advocacy, including:

- ❖ Outstanding sense of arrival and departure by boat from Hobart's Brooke Street Pier
- ❖ High-quality seasonal and locally-sourced food and drink offer
- ❖ Opportunity to stay in extraordinary accommodation and package with local experiences, activities and tours
- ❖ Contemporary events program and markets
- ❖ Captivating design, architecture and interpretation





## Our final thoughts ...

Destination marketing has much in common with marketing in other sectors. However there is one significant difference – no-one person or organisation ‘owns’ the product.

- ◆ Partnerships are critical to success - it requires a shared vision and should result in tangible benefits
- ◆ Actively seek ways to drive collaboration through engagement and meaningful destination planning and management
- ◆ Adopt a visitor-centric approach and improve accessibility to and awareness of your destination - take the hard work out of a customer's journey
- ◆ Performance of a destination relies on the way industry, Government and the community work together – tourism is a significant sector of the economy and shouldn't be siloed





# *Questions & Discussion*

*Thank you*

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