WHAT IS AUSTRALIA'S ECOTOURISM BRAND PROMISE?

Global Eco Asia-Pacific Tourism Conference
20th November 2013
“A destination’s brand is the promise to prospective visitors, a promise that encapsulates the destination’s values, attributes and personality, the promise that sets the destination apart from others and the promise that will excite visitors to travel to the destination.”
What is Australia’s ecotourism brand promise & values?

- What is Australia’s ecotourism point-of-difference/unique selling proposition?
- How does Australian ecotourism compete on the world stage?
CSIRO Tourism Megatrends

1. **The Orient Express** – W to E N to S
2. **A Natural Advantage** – unique nature
3. **Great Expectations** – authentic experiences
4. **Bolts from the Blue** – adaptable
5. **Digital Whispers** – pull Vs push marketing
6. **On the Move** – mobile world getting smaller
7. **The Lucky Country** – value for money
Aust’s Ecotourism POD/USP?

Nature
- Protected Areas; wildlife; clean & green

Interpretation
- Our story; story telling; ‘+ 1 experience’

Indigenous
- #1 POD!; A&TSI; Indigenous perspective
How does Aust compete?

Aust competing on world stage?

Customer focus
- Research customers needs & match to POD/USP

Value for money
- Not cheap; quality; best practice

Investor friendly environment
- Cut red & green tape; investment facilitation
Australia’s ecotourism brand promise?

Aust’s POD/USP

• Our unique nature
• Story telling creating lasting memories
• Authentic Indigenous engagement

Australia Competitive Strengths

• Customer customer customer customer!
• Value for money quality experiences
• Open for business
Delivering world-class experiences
- New experiences; Excellence in interpretation

Facilitating best practice & innovation
- Research; Investment

Raising profile of Qld ecotourism experience
- Brand Qld & Brand Parks; Marketing

Fostering thriving operators
- Town planning; Cut red & green tape

Embracing a partnership approach
- Local, State & Federal; Government & industry
Thank you
Questions?