

# ***Where do ecotourism and protected areas fit into Australia's tourism brand promise?***

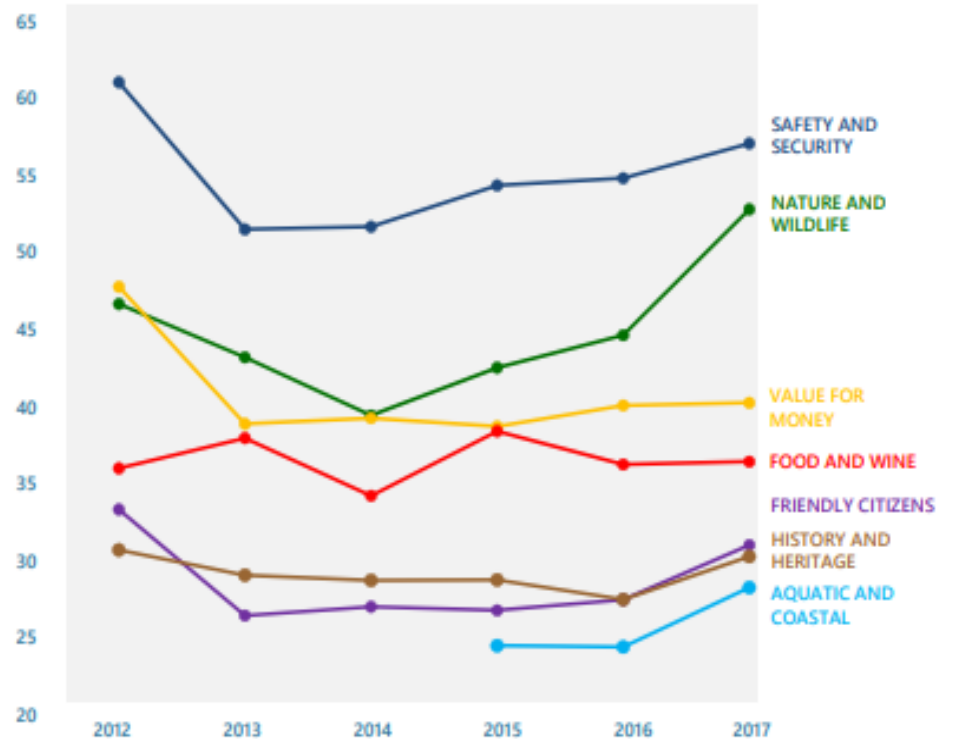
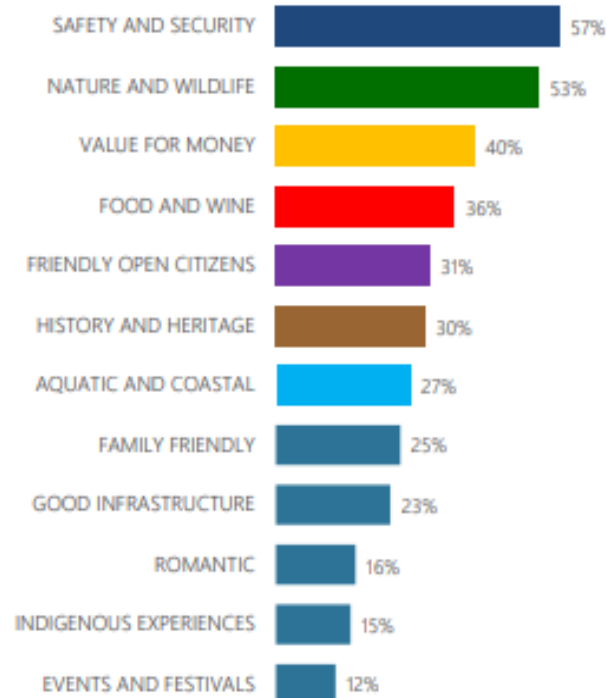
**Global Eco Conference 27<sup>th</sup> November 2018**  
**David Morgans Tourism and Events Queensland**

*Queensland*  
AUSTRALIA





# KEY DRIVERS OF DESTINATION CHOICE



# OUR MARKETING FOCUS

THERE'S NOTHING LIKE AUSTRALIA



LEAD



FOOD AND WINE



AQUATIC AND COASTAL



NATURE AND WILDLIFE

SUPPORT



BUSINESS EVENTS



INDIGENOUS



LUXURY/PREMIUM



YOUTH



SPECIAL INTEREST





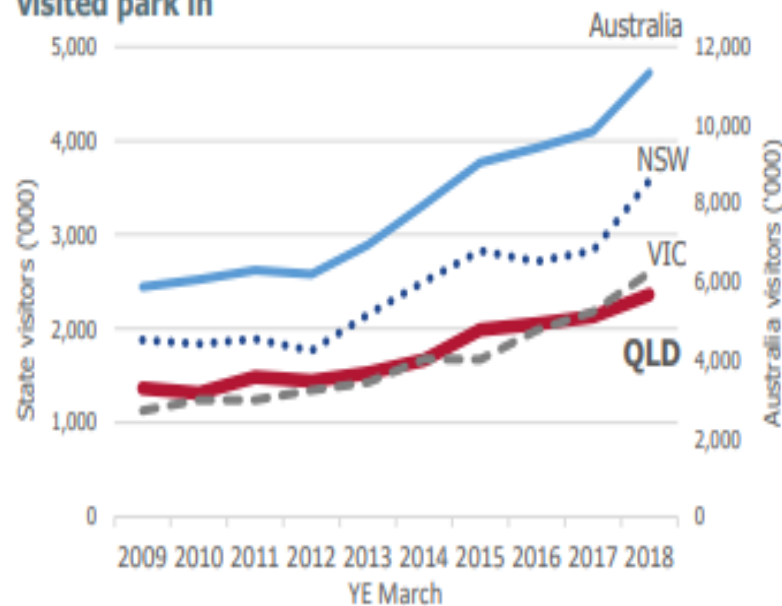
Signature  
EXPERIENCES  
OF AUSTRALIA



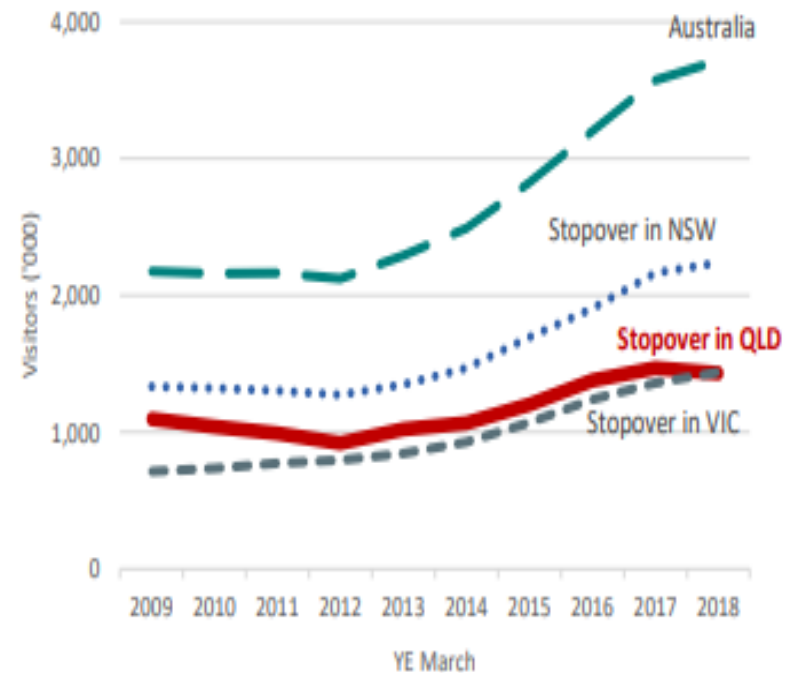
Queensland  
AUSTRALIA

## Domestic overnight visitors who went to a park

### National park visitation over time by State visited park in



## National park visitation by international travellers over time



# Destination brand?

THERE'S NOTHING  
LIKE AUSTRALIA

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EXPERIENCE  
**EXTRAORDINARY**  
WESTERN AUSTRALIA



**Tasmania**  
◀ GO BEHIND THE SCENERY ▶

# Destination brand

*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.*



# Destination brand?

*Promise to visitors*

*Promise = Destination values, attributes & personality*

*Promise = What sets destination apart/excites visitors*

*Promise = Destination USP/POD; Supply/Demand*

*Promise = Distinctive Destination Story*

# Australia's Nature Tourism Promise?

## *Australia's distinctive landscapes*



# Australia's Nature Tourism Promise?

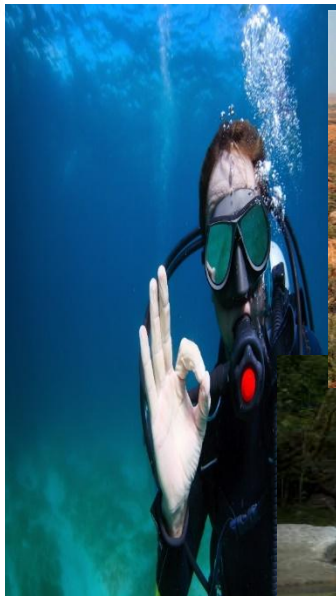
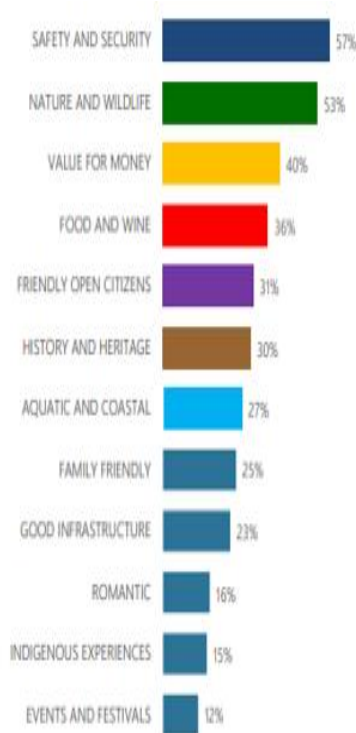
*Australia's distinctive wildlife*





# Australia's Nature Tourism Promise?

*Australia's distinctive nature experiences*



Queensland  
AUSTRALIA

# Australia's Nature Tourism Promise?

*Define the distinctive Australia nature promise within the Brand Australia story.*

*The Promise that sets Australia apart from others.*

*The Promise that will excite visitors to travel to Australia.*

“MARKETING IS NO  
LONGER ABOUT THE  
STUFF YOU MAKE,  
BUT ABOUT THE  
STORIES YOU TELL”

–Seth Godin



# Thank you & Questions?



Queensland  
AUSTRALIA