

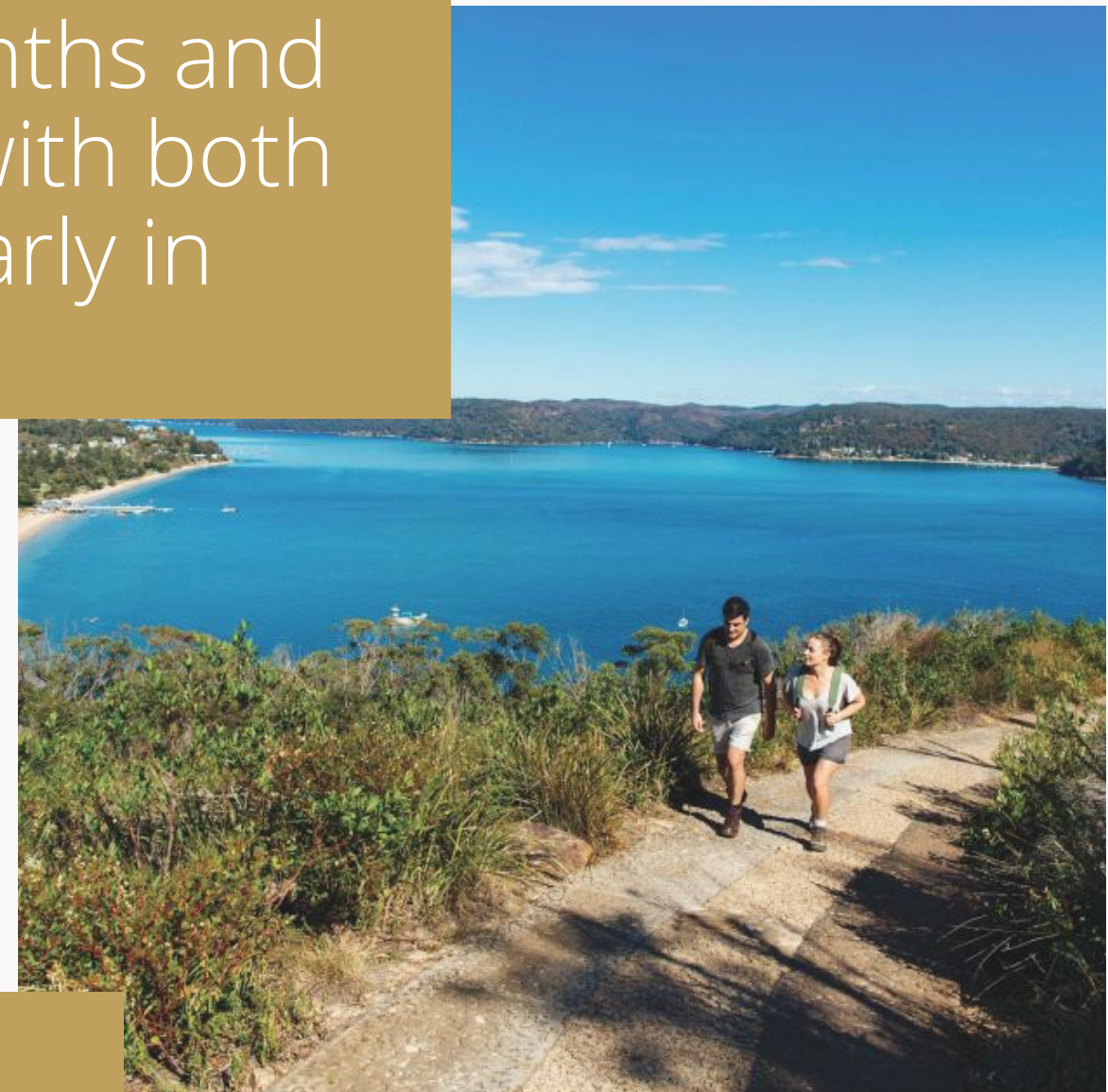
Eco Tourism Post COVID



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A lot has changed in the world in past 12 months and peoples travel expectations will be different with both Domestic and International Tourism, particularly in the Eco Tourism and Luxury Sector.

Currently the US economy is losing \$425m a day due to the tourism industry being “closed down”.



Businesses can make small changes now that will make big differences to their viability and profitability into 2021 and to also capture the unique opportunity that is on offer.

There are going to be huge opportunities for small tour operators to thrive over the coming years as potential customers look for more meaningful tourism experiences.





Here are **four** things that tour operators can examine right now to assist them in this.



ONE.

Upgrade your product offering to a more upmarket experience

This will fuel the current and ongoing demand for luxury and boutique/intimate experiences. It can also potentially create an additional revenue stream. Review your product range and see where you can upgrade or value add. If you operate a charter boat company, offer luxury transfers to and from the pickup point. Don't use a taxi or ride share company. Charge additional for this service or build it into the cost.

Collaborate and package experiences. If you operate a 4WD tour, partner with a local Eco

Resort for lunch or a local Eco Bike operator and build these experiences into your tour. You can charge more, but it also enables you to cross promote with the other operators. It also gives your clients a richer experience.



TWO.

Review your distribution

If you are not working with Domestic Travel Wholesalers in your demographic, you need to be. If you are not working in the International Market right now, you need to be. Work out where your niche is and do some research into who can best assist you in distributing or selling your product. Price your rates accordingly and then target those wholesales. There are big advantages of working with domestic wholesales and travel agents. Sometimes your margins may be less but there are no upfront charges and wholesalers and travel agents have great lists of customers.



THREE.

System Development

The number one system development never used. Customer Retention. There are so many simple and cost effective ways in which you can engage your customers ongoing. Unfortunately most people spend the majority of their time chasing new customers that they fail to look after their existing client base. If you're not looking after your clients someone else will be. These can be simple news letters but the content must be relevant and engaging. There are so many forms of smart Social Media these days and I recommend that every Tour Operator should have as a minimum a Face Book page, but you should also have an Instagram Account. Tourism is a visual platform and Instagram was created for pictures.



FOUR.

Customer Service

This really should be a no brainer but too many tour operators fail to spend the time or have the right attitude for superior customer service. The US model is pretty good. If you ever sit down at a restaurant in the US you have an attentive wait person serving you ice water within seconds. Ironically they are paid much less than their Australian counterparts. But the point is engage with your customers, you never know what additional information and/or bookings. We are in the service industry after all, so we are here to serve. Engaging with your clients meaningfully, also allows you to upsell them, but again most importantly, deepens the level of experience they have with you



In conclusion, the pandemic has created a lot of disruption in our sector, with disruption comes opportunity.

Potential customers are going to be looking at more meaningful experiences moving forward, exactly what most Eco Tour Operators provide. Now is the time to take action to fully capitalize on these opportunities.

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