

Why “Local” is Now the most Important Word in Tourism



Scott Aussie Tourism Marketing



2020 Global Eco Asia-Pacific Tourism Conference | December 2020

Welcome To Rockingham



Presentation Overview

Tourism

Boom



Backlash Begins



Pandemic

Hits

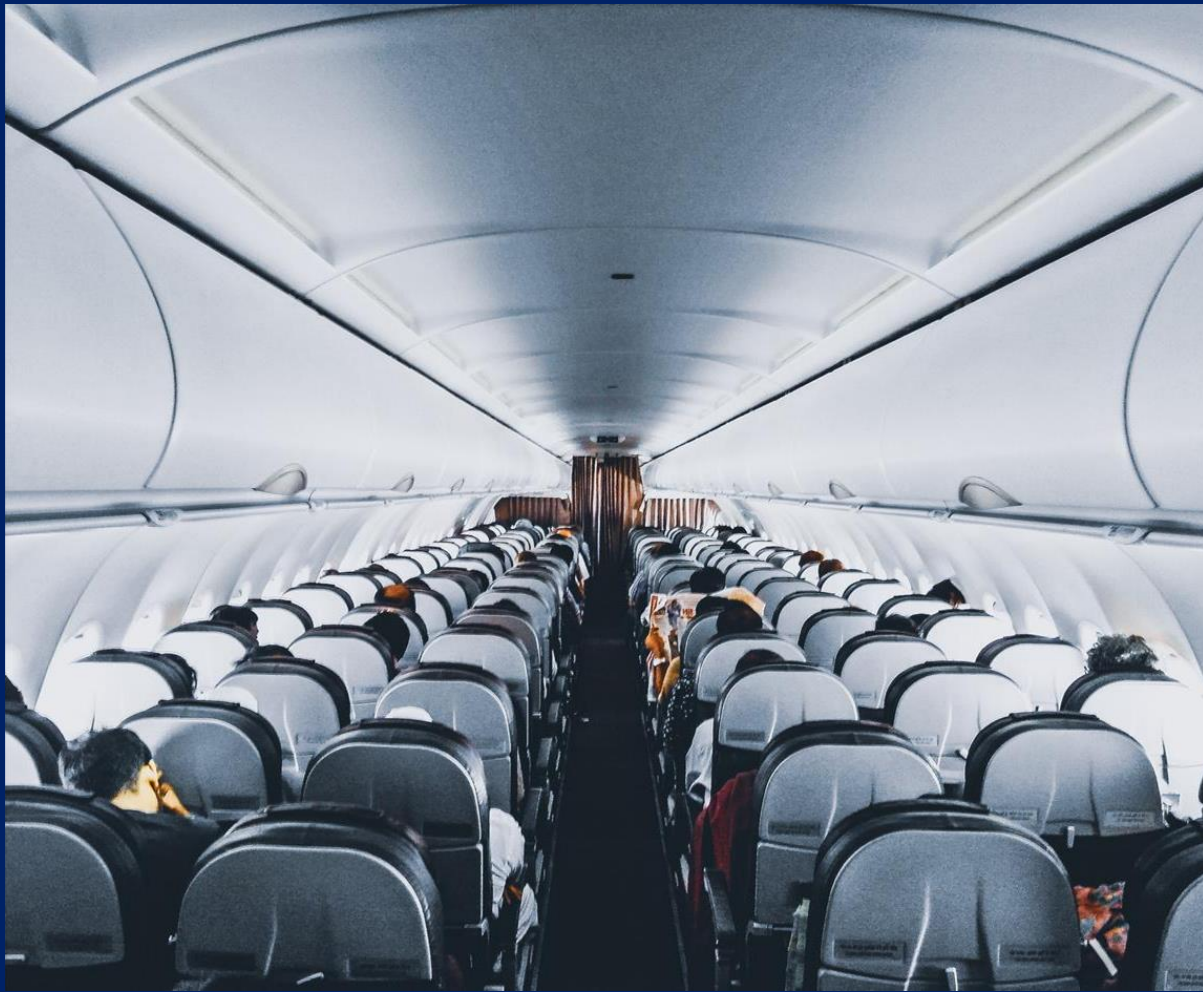


The New Normal?



What Can We Do As
Tourism Operators?

Tourism Boom



Cheap Airfares



Social Media

Social Media Makes Everyone An Influencer



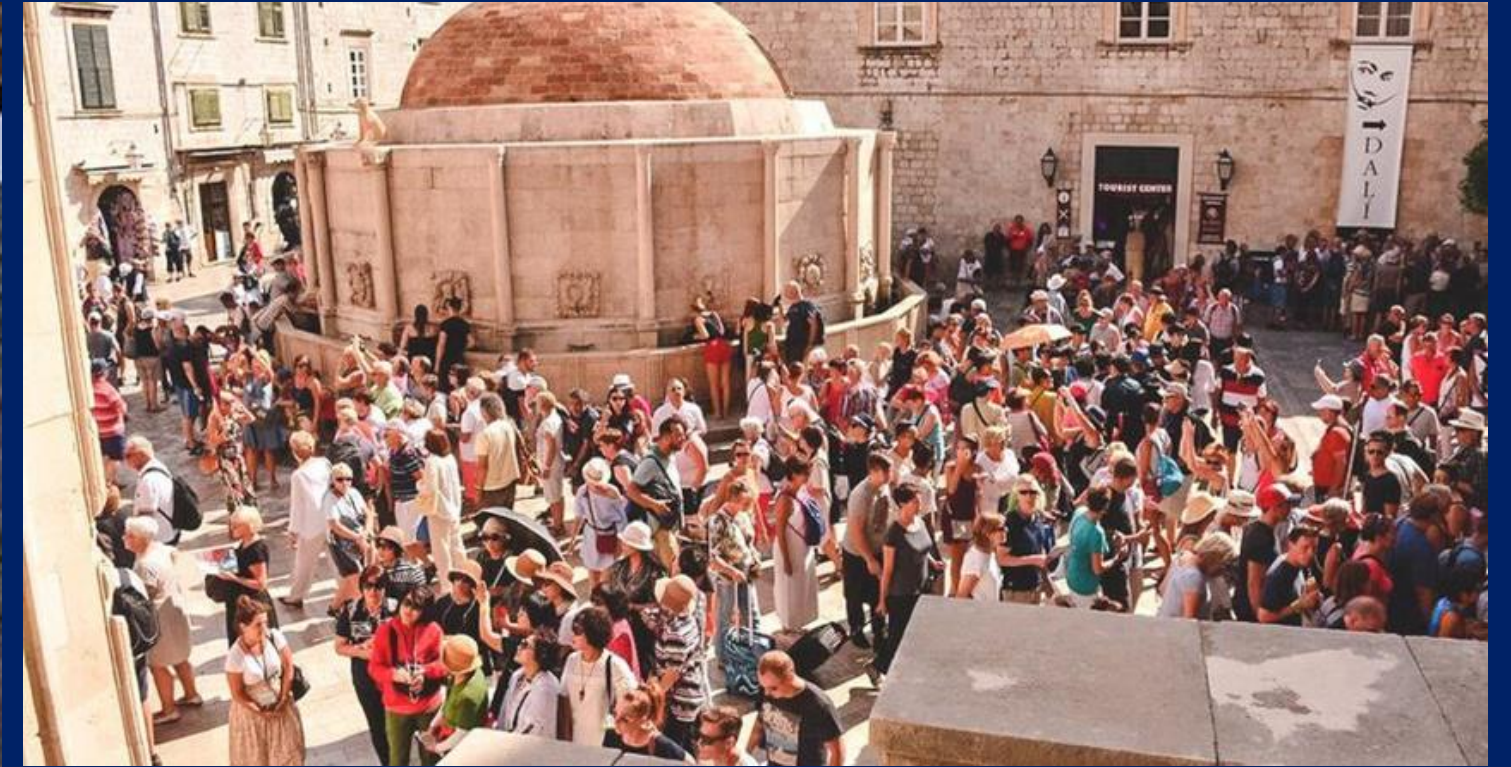
Combined With FOMO



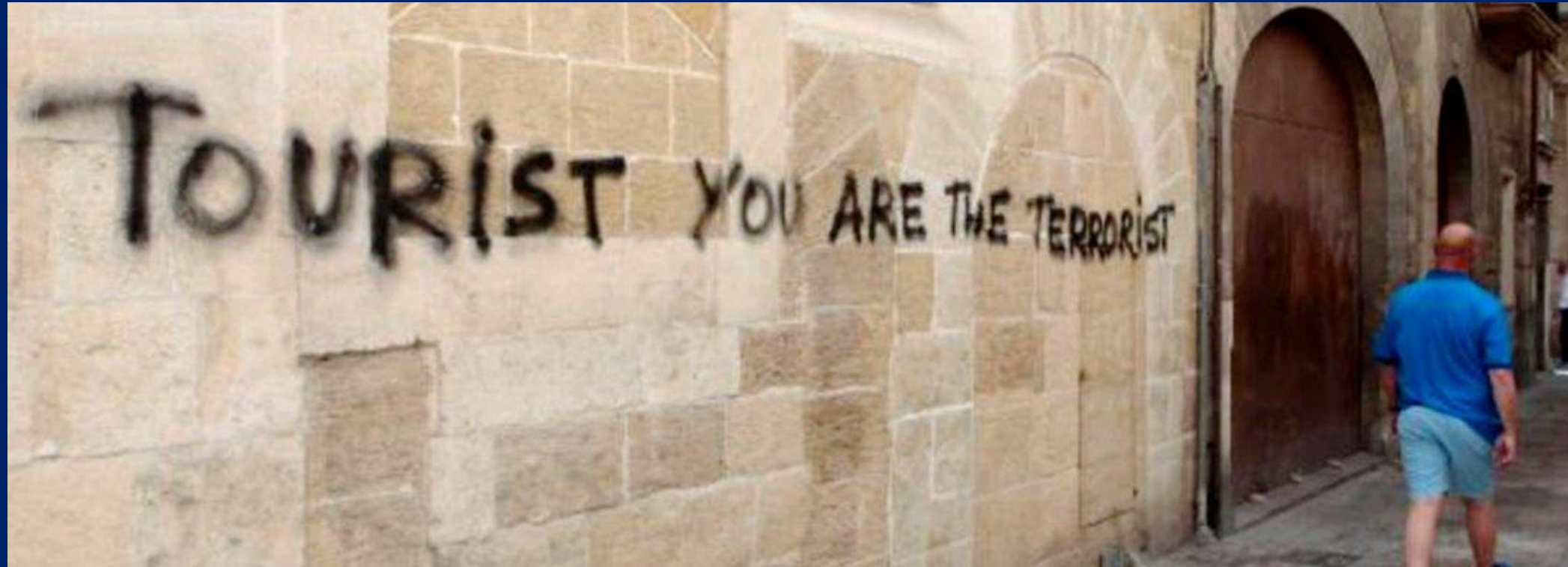
Results In This



This



And The Inevitable Backlash From Locals



Then
2020
Happened

Three Major Events Impact Tourism

Fires



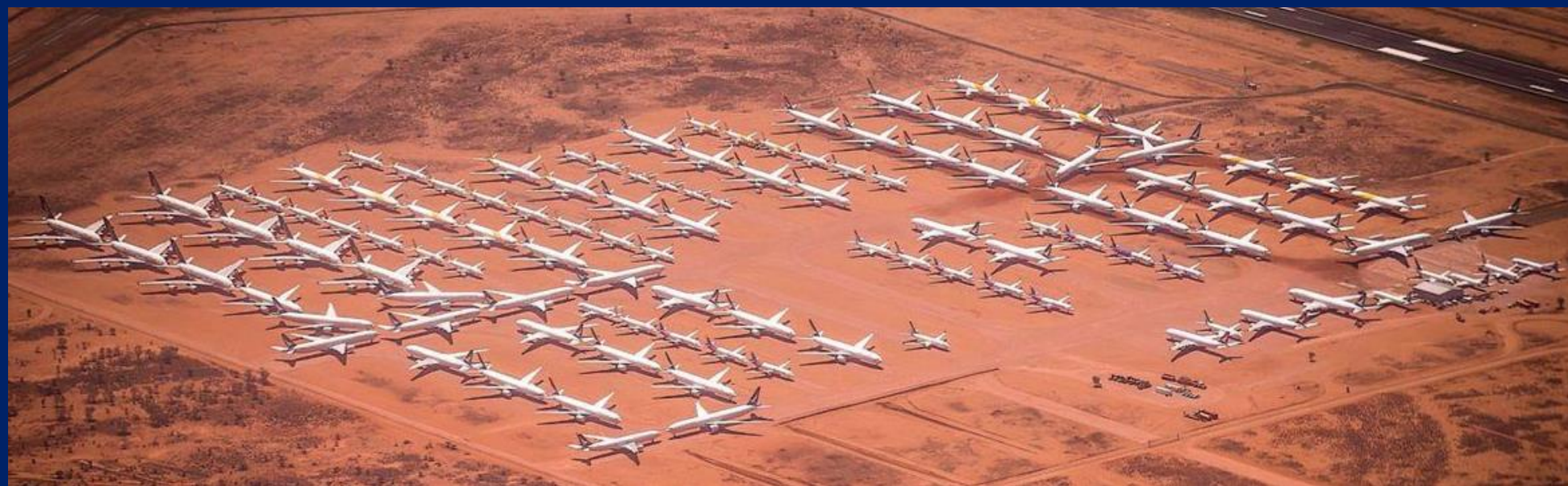
Floods



COVID-19



Everything Stopped



Quickly Fear Sets In



Tourism Shuts Down



Domestic



International

What Can We Do As Tourism Operators To Respond?

The New Normal

Established Trends



Authentic Local Experience



Environmentally Conscious

New Trends



Fear of Border Closures



Hygiene & Social Distancing

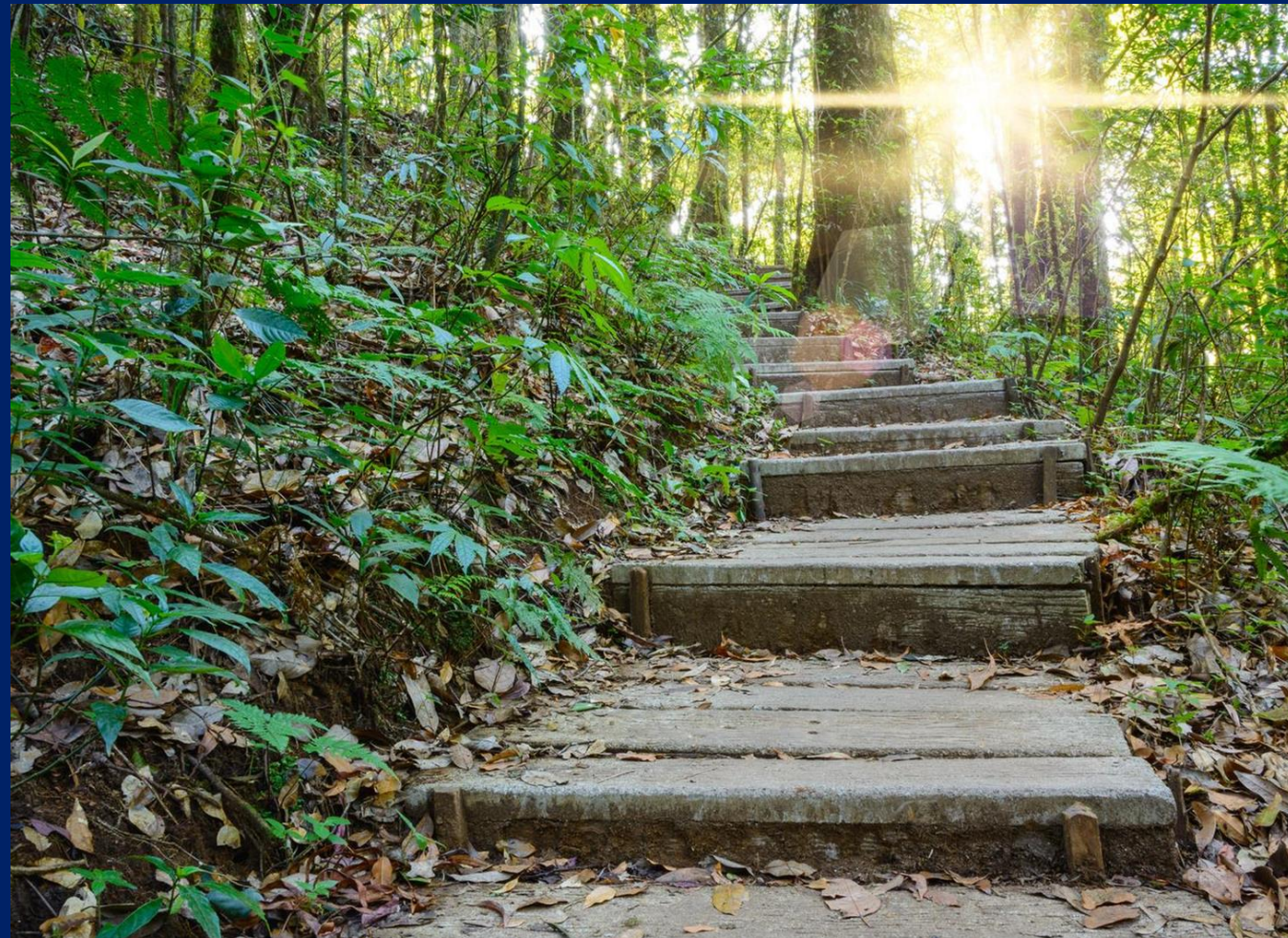
How To Respond

Authentic Local Experience



- Don't become a parody of yourself. (Disneyfication)
- Co-Creation.
- Collaborate with other local operators.
- Support local Tourism Associations.
- Seek to educate, not just entertain.
- Engage with local influencers.

How To Respond Environmentally Conscious



- Avoid green-washing.
- Operate sustainably.
- ECO Certification.
- Embrace volunteer tourism.
- Make it a selling point.

How To Respond

Fear of Border

Closures



- Update your terms and conditions.
- Be flexible and understanding.
- Create products for the Domestic Market.
- Keep your customers informed.

How To Respond

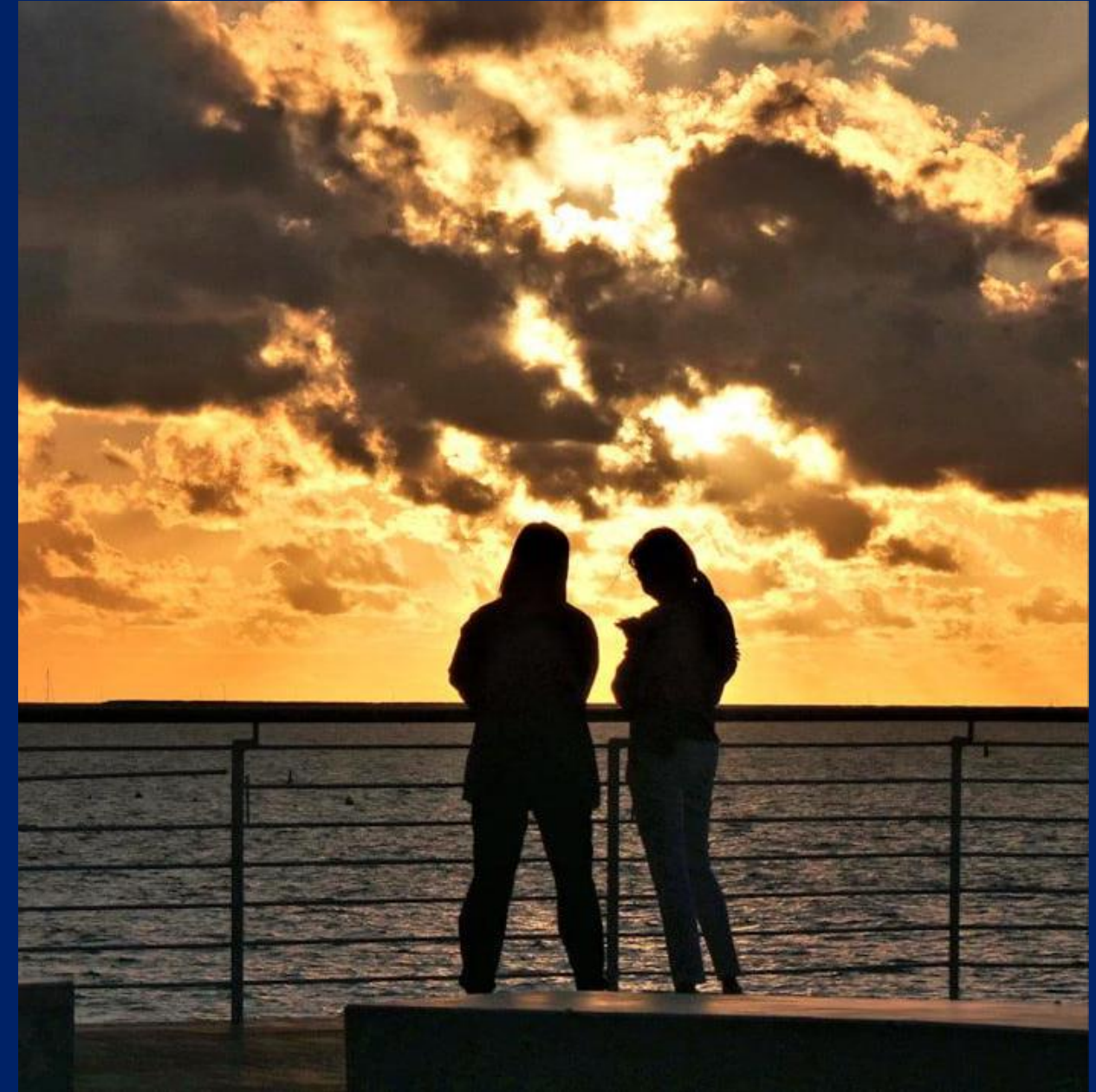
Hygiene & Social Distancing



- Follow government requirements.
- Aim for industry best practice.
- Make permanent changes.
- Don't do it in isolation.
- Make it a selling point.

Summary

- COVID-19 accelerated existing trends.
- Social media influencers will continue to be important, but look for local and authentic.
- Use the current situation to make long term improvements to your offering.
- ECO Certification & Local Tourism Associations.
- Meet & exceed government regulations, then boast about it.
- Hope for the best, but prepare for the worst.



Final Thought

“When one door closes another door opens,
but we often look so long and so regretfully
upon the closed door that we do not see the
one which has opened for us.”

-Alexander Graham Bell

