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Destination Marketing Store



Its more than a pandemic ...

- Influencing our motivations, behaviours and barriers to travel
- Increasing the importance of trusted recommendations from friends and family
- Shifting our focus to escapes from the city
- Strengthening demand for nature-based and eco tourism
- Greater emphasis on 'hassle free'

Domestic demand may be strong right now but what happens when the international borders reopen?

Capturing new and emerging markets

- Australians are less likely to book experiences in Australia ... unless it's to a remote or off-the-beaten-track destination
- However, Australians do book experiences when travelling overseas
- Aim should be to capture and convert more of the market who would have gone overseas ... and importantly, enticing them back again

Increasing the appeal of and preference for Australian ecotourism destinations & experiences

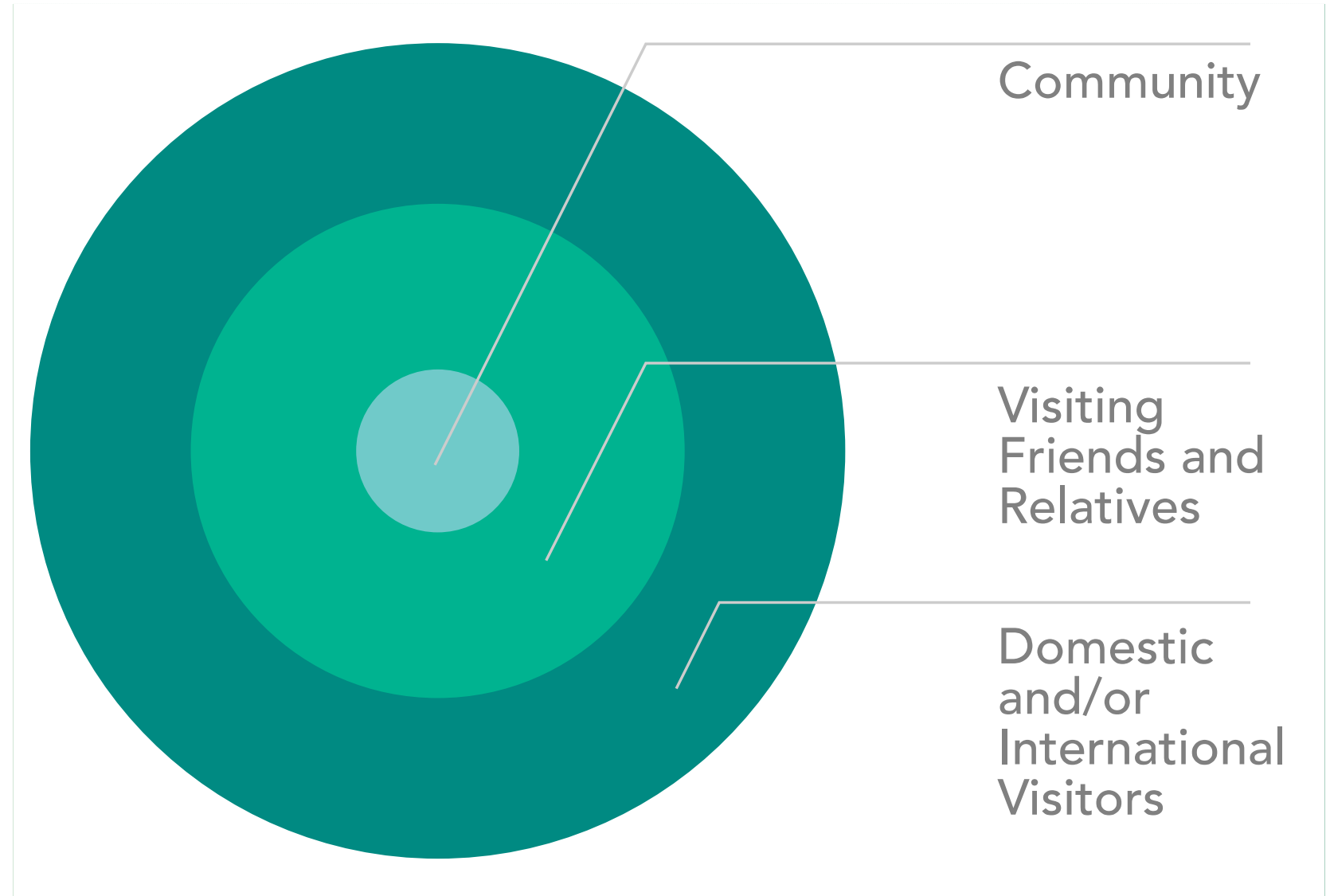
Old World

- A big frustration of many in the domestic market is knowing what to do when they arrive in-destination
- Nationally, < 5% of visitors go to VICs
- Online and digital channels have greatest reach but poor content available or too much content that doesn't provide clear and simple options, packages or experiences
- Many tourism businesses haven't optimised online and digital channels or integrated new technologies

A New Normal

- More personalised experiences – local partnerships to create more immersive, hassle free holidays or adventures
- Connection to people and place critically important – experience it like a local + human element
- Multi-channel distribution of content essential – more channels to service, including print and face-to-face
- Digital innovation and adaptation - all markets now expect to search, plan, book and/or buy online

Focus on your community and loyal customers

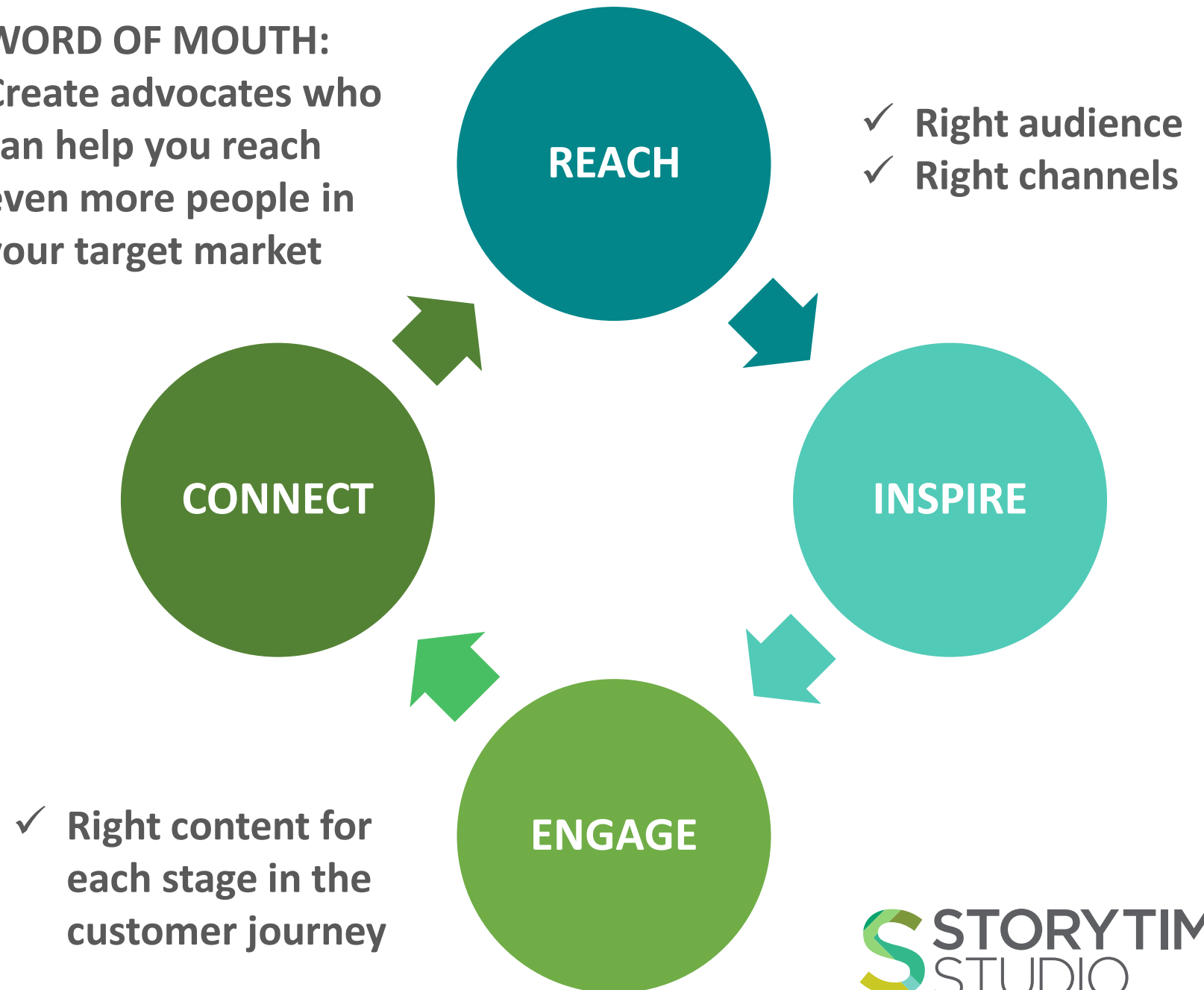


More remarkable content

By experiencing with all five senses rather than just sight alone, one is able to better understand both nature and the local culture

Ecotourism World, 2020

WORD OF MOUTH:
Create advocates who can help you reach even more people in your target market



Next Gen Visitor Servicing



- Make it easy to find and use – in-destination and online
- Off-grid doesn't mean offline: Technology and digital innovation
- Don't just list products – maintain the human voice & bring the story to life
- Take it to your audience – where they are, when they want it
- Hassle free – from the convenience factor to packaging and bundling and customer service

Sustainable destinations & experiences deserve more sustainable marketing



Image: Cape to Cape Explorer Tours

Marketing is about much more than promotion

- Enrich and evolve the experience offer & content to bring your story to life – be customer-centric and consider every customer touch-point
- Engage your local community and loyal customers as advocates to activate the power of word of mouth
- Don't just think competitors; collaborate and consider partnerships to grow the pie



Thank you.

DMS is a destination specialist agency. We work with our clients to deliver solutions to make their place or experience a destination of choice.

www.destinationmarketingstore.com.au

