

TPDD MAREKTING TIPS – PART 2

22ND April 2020

TPDD [Marketing Tips Take 2](#) moves into [experience development](#) and how to use **storytelling** to create memorable experiences. It will also look at the range of training opportunities being offered to tourism professionals. Be sure to check out the end of this document, which includes a summary of tips that have been shared from Tourism Australia and ATEC in the last week.

EXPERIENCE DEVELOPMENT

'The tourism product is what the customer buys, the tourism experience is what they remember'
Tourism and Events Queensland has developed an excellent resource for operators to work through in their own time and space to refine their product and be able to deliver a tourism experience customers will talk about and cherish for years to come.

A practical example of work undertaken in this area is TPDD's strategy around developing the visitor experience on the Great Barrier Reef Drive. This has resulted in new collateral for travellers, signage throughout the region and increased online content. This is an ongoing process where TPDD is now expanding into food tourism, accessibility and niche itineraries to continue the 'experiences' evolution for future visitors.

TOURISM AND EVENTS QUEENSLAND EXPERIENCE PROGRAM [DELIVERING WORLD – CLASS EXPERIENCES](#)

The Experience Development section (section 2) of the Big Marketing Guides covers:

- What is an experience?
- Who is the Experience Seeker?
- How to move from a product to an experience
- How to leverage your destination's Hero Experiences
- What is your Signature Experience?
- The G.U.E.S.T philosophy - go beyond customer service

[CREATING WOW EXPERIENCES – START HERE!](#)

Tourism and Events Queensland in partnership with Griffith University, has developed the [Creating WOW Experiences](#) video series and supporting worksheets to assist tourism operators to respond to increasing visitor demand for exciting, engaging and authentic experiences.

Module 1: Inspiring Experiential Travel

Evolve and revolutionise. Look to provide awe-inspiring, positive word-of-mouth, holiday-of-a-lifetime experiences. Knowing your magical moment and unique selling point will give your experience and marketing message a powerful advantage.

STORYTELLING

Storytelling brings to life an experience and adds another layer to what visitors see, feel, smell, or hear while participating in an experience. Focusing on storytelling is a powerful way to develop your experience and benefit from positive word of mouth, publicity, and long-term business opportunities. [Unlock the secrets of successful storytelling.](#)

Everyone loves a good story; it is through stories that we all connect. Discover how your business can use storytelling to create memorable experiences for your guests. TEQ has developed a Storytelling toolkit and supporting videos to guide operators through how to discover, develop and deliver a story. [Download the workbook HERE](#)

TRAINING AND WORKSHOPS

ROAD TO RECOVERY WORKSHOP – FREE

The [Australian Tourism Export Council](#) has developed the Road to Recovery tourism tutorial series, a FREE 12-week program to provide our industry with the necessary tools to bounce back after the impacts of COVID-19. The tutorial series will cover a range of topics, such as tools to adapt and innovate, marketing in an (even more so) digital world and bettering commercial relationships.

The tutorials are 45 minutes each and hosted every Thursday at 2pm – [click here](#) to register.

Take a look at the 12-week program below.

Thursday 16th April	Thursday 28th May
RESILIENCE- Self-care, Team care and how to work from home healthily	Use Email Marketing to Grow Your Tourism Business
Thursday 23rd April	Thursday 4th June
Build your Road to Recovery Checklist	The Perfect Virtual Pitch and Presentation Tips
Thursday 30th April	Thursday 11th June
The Virtual World - There's never been a better time	Is your Digital Shopfront Ready to do Business? Ecommerce, SEO/SEM Basics?
Thursday 7th May	Thursday 18th June
How to adapt and Innovate in this New World	Review, Refine and Rebuild Your Tourism Experiences For this New World
Thursday 14th May	Thursday 25th June
Leading Remote & Virtual teams	Top Tips for working with Online Travel Agents
Thursday 21st May	Thursday 2nd July
Facebook, Instagram and Linked-In Stay Connected and Grow your Customer Base	Focus on Domestic Tourism and Working with LTO's, RTO's, STO's

BRUSH UP ON YOUR DIGITAL SKILLS

Check out the free training modules available for Facebook, Google and Twitter.

- [Facebook Blueprint](#)
- [Twitter Flight School](#)
- [Google Skillshop](#)

TOURISM BOOTCAMP WITH TOURISM ACCELERATOR - \$25 PER WEEK

The tourism industry is facing unprecedented challenges, with a number of businesses directly affected. We need to support each other during this time.

Hayden Zammit from Tourism Accelerator has launched a 12-week online program including weekly webinars, an online support forum and a chance to make changes to your business to implement those 'rainy day' projects.

This program is strictly limited to a closed group of tourism operators –the program cost has been reduced from \$2200 to \$295 with weekly payment options available.

[Register here](#) to hold your place in the program – to ensure everyone has the best experience places will fill fast.

TIPS FROM THE EXPERTS

Tips from Tourism Australia's GM for PR, Social and Content, Consumer Marketing Anita Goodbeer

Social media use is skyrocketing. There has been a 61% increase in social media usage looking for education and a 200% increase in live views. The conversation is shifting:

- Fear is starting to subside
- People are dreaming
- Experiences and going virtual

Now is the time to inspire domestic audiences in particular

Tips for managing your response on social

- 1) Keep posting
- 2) Stay safe, check facts and communicate with empathy, be informed
- 3) Transparent & responsive. Pin important posts to the top of your feed, key comms. Ramp up customer service through engaging with responses. Move detailed conversation into a private messaging format if possible
- 4) Check sensitivity filter
- 5) Training, look at how you can use social to drive your message from here
- 6) Encourage dreaming, look at what other destinations and products are doing and adopt for your brand

[Access pack from TA corporate website](#)

TIPS FROM THE ATEC ITO WEBINAR – HOW CAN TOURISM PRODUCTS SUPPORT ITO'S

- Training at your own pace, fun, interactive, recorded webinars
- Technology – good time to look at connectivity, partners to databases, accounting efficiencies
- Communication is key, reach out for unpaid invoices rather than be uncertain, check in, keep relationships going
- Be cautious about rolling over rates. There are two sides to look at here - other destinations are coming back aggressively so it's worth more thought being given, versus, with the Aussie dollar being so low, Australia will remain competitive in the international market regardless of whether rates are held or increased.
- Be patient, everyone is on reduced staff and hours
- Now is the time to change your experience, look at your online bookings,
- Ask for feedback for your product to emerge stronger and better
- 1.5 million Australians took cruises up to three times a year, this market will be a long road back – so there is a huge opportunity for the Port Douglas Daintree region from a drive and long-term fly drive perspective.

UPCOMING TIPS

- 1) Review Customer Touchpoints and Channels
- 2) Get Sustainable Tourism Ready
- 3) Accessible Tourism Assessment and Planning
- 4) Get sustainable tourism ready
- 5) Online Learning