

TPDD MARKETING TIPS - PART 1

1st April 2020

NOW WE DO HAVE THE TIME

Whilst there is a lot of uncertainty around when the travel industry, both domestically and internationally, will return to normal there has never been a better time to sit down and take stock of your current business model, look for ways to pivot and innovate new products and services, investigate new opportunities, and look to target new audiences.

While your business is in hibernation your brand continues to breathe. Here are some 'can do' ideas to keep your brand front and centre.

PIVOT AND INNOVATE

If possible, consider how you can adapt your experience to deliver something people are happy to pay money for or that can support the local community to ride out the COVID crisis. If you can sell an element of your product or service online let your community know about it through tourism organisations and online communities.

Zinc Port Douglas and many of the local food outlets have successfully adapted their business models, identifying new revenue streams to keep them moving through the restrictions that have been placed on restaurants and cafes. By offering online ordering for DIY meal kits, fresh produce boxes of vegetables, meat or seafood, plus a delicious range of gourmet meals for pick-up and delivery, Zinc have successfully changed their business model to take advantage of opportunities within the current constraints.

For many tourism experiences, this may not be an option in which case a virtual tour or experience could be considered.

COMMUNICATE

Keep in touch with your staff, your customers, businesses in the area, industry colleagues and tourism organisations to let them know what's happening with you.

Be it closures, hibernation, product adaptation or simply checking in to see how they are riding out the storm. Check in with trade partners who are also hurting right now. Check in, set up a Skype or Zoom call to see how they are going and keep them updated on how your business is going. When it's time to come out of hibernation our business relationships will be integral to future opportunities when travel returns.

SOCIAL MESSAGING

BE SEEN, BE HEARD

Although business is quiet now it is still important to keep posting to your social channels (though maybe not as frequently as you did previously). With the world self-isolating people are spending more time than ever before on social media and looking beyond the usual pages and sites that they tend to follow. Added to this, we are all spending more time thinking about things we want to tick off our bucket list or do when we are finally allowed back out in the 'real world'. This presents a huge opportunity to engage with a highly captive audience and inspire them to travel and eventually book with you so you must ensure you can be seen and heard otherwise your competitors will secure those bookings when the consumer is ultimately ready to convert. *Please remember to pin any important updates concerning your business hours or in relation to forward bookings/refunds to the top of your social page ideally with an email address or number that people can contact.

BE REAL

Everyone around the world is being affected by COVID-19 in one way or another so you can talk about it and how it has affected your business and staff. Bear in mind though, while we love to be light-hearted about these things, we do need to also be sensitive to the ongoing situation around the world.

BACK TO THE FUTURE

We all look forward to going back to the good times pre COVID-19 but unfortunately, we just don't know when that might be (yet). Right now probably isn't the best time to include a call to action to book in your posts but instead look at other ways you might be able to get the audience to engage so that further down the line, when those green shoots begin to appear, you will be perfectly placed to secure that booking.

THINK OUTSIDE THE BOX

If your business is not currently operating, you might be stuck for new content to share. Take a look back through your social channel analytics and see what content has performed well in the past. Is there a theme running through these posts? Can you create a video of your top images or look at other ways to develop on this theme?

Another great idea is to explore live streams via your social channels. People love to see 'behind the scenes' footage or engage in Q&A sessions – just make sure you do a few trial runs before going live on your business page. The Wildlife Habitat Port Douglas did just this on Wednesday, holding a live Q&A session in the park which will now become a regular feature (every Wednesday at 10AM). FNQ Nature Tours have also changed their business model to adapt to the current situation and plan on running a virtual birdwatching and photography tour on Saturday 4th of April where participants can opt to pay to watch.

Have you tagged TEQ, TTNQ and Tourism Australia in your posts previously? If they share your content you've hit the jackpot.

THINK BEYOND FACEBOOK, INSTAGRAM AND TWITTER

Now is a great time to check your social accounts and website content and ensure it is all up to date. If you're a TPDD member and would like to update your listing, reach out to the TPDD team or update your details via the Member Dashboard.

If you haven't already got a Google My Business listing or TripAdvisor profile look into creating one. Set aside time to respond to any new or outstanding reviews - if consumers have spent the time to review your business make sure you respond. Got some awesome videos? Create a YouTube channel and share them.

TRIPADVISOR EXPERIENCES

Refer to the Top 10 Tips to Reach More Travellers with TripAdvisor Experiences document for some can do tips for now and in the future. [Top 10 tips](#)

If you are looking to optimise your listing while its quiet, TripAdvisor is offering complimentary 30-Minute optimisation calls, you can find out more by [clicking here](#).

TARGET AUSSIE SPECIALISTS

With many travel agents confined to working from home and extra time after cancellations and date changes have been dealt with some companies are supporting extra training during this time. Now is the time to check your content on Tourism Australia's Aussie Specialist Program is up to date. While international travel is currently at a standstill this is a positive step to work towards targeting the pent-up demand that will be seen once borders reopen.

PRODUCT UPDATE VIDEO

Submit a 2 to 3-minute video that can be used to update travel agents on your product. – it can be a simple video filmed on a smartphone. The idea is to talk directly to the Aussie Specialist agents about what makes your product/experience so special. You can find more information and a great example of a video [here](#). Send your videos plus a 50-word product description and website URL directly through to Dominic Mehling at dmehling@tourism.australia.com

LATEST NEWS

Send information to Tourism Australia to keep Aussie Specialists informed on any new product developments and/or changes. Your news piece should include a high-resolution image and link to further details.

We suggest also sharing news with Tourism and Events Queensland, your STO partner, for possible inclusion in upcoming newsletters. Content is provided to teams in-market on a monthly basis by TEQ.

Submit your news to aussiespecialist@tourism.australia.com

Further information on the Aussie Specialist Program and all things TA can be found in the "Working with TA" guide which you can access [here](#)

UPCOMING TIPS

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