

Destination

invest | excel | grow



Masterclass report back – Priority Strategies



Forum Masterclasses

In a suite of concurrent masterclass sessions, delegates had the opportunity to take a deep dive into a specific focus area to respond to the barriers and enablers and create growth:

- Unlocking the potential of the **Asia market**
- Enhancing **tourism and transport** systems to provide a seamless visitor journey
- Using **digital channels** to drive business
- Developing **innovative experiences**, starting with the Great Barrier Reef
- **Exceeding expectations** through a GUEST philosophy

Delivering exceptional guest experiences requires practical effort at all consumer touchpoints. The forum identified tools, tips and techniques for delegates to apply in their business, destination and industry.

The following slides summarise the outcomes prioritised by delegates in each masterclass. These “Strategies to advance Queensland tourism” represent the outcomes of the discussions in the masterclasses as presented to the forum in the concluding session.

Unlocking the potential of the Asia market

The lessons and ideas that the masterclass delegates identified as part of the workshop included:

- To close the conversion gap experiences in Queensland need to be:
 - Relevant and
 - Realistic (bite sized)
- Relationships are key
- Aussie Specialist Program re launch
- Future priorities:
 - Develop more focussed, fashionable and up-to-date itineraries
 - Form strong relationships with all stakeholders (industry, RTOs, TEQ and TA) both in Australia and in-market; and
 - Collaborate to achieve outcomes

Enhancing tourism and transport systems to provide a seamless visitor journey

The lessons and ideas that the masterclass delegates identified as part of the workshop included:

- Doing okay, but some things to improve
- Single national integrated public transport ticketing platform
- Free wi-fi for improved access to transport information
- Better (big) data on users to inform planning and investment
- Invest in the i information network for gateway experience
- Partnerships to upgrade driver education/awareness/compliance
- Harness 'Sharing Economy' to enhance existing transport

Using digital channels to drive business



The lessons and ideas that the masterclass delegates identified as part of the workshop included:

- Develop collaborative content strategies that engage the consumer and enable sharing at local, regional, state and national levels
- Engage communities and travelers to surface itineraries and suggestions to encourage regional travel in Queensland
- Provide content that encourages seamless booking of all elements of a holiday from all stages of the travel purchase cycle
- Enable free wi-fi sharing at Queensland's most bragable 'selfie spots'
- Develop industry education program that increase digital capability

HERO EXPERIENCES
MEASURABILITY

Developing innovative experiences, starting with the Great Barrier Reef

The lessons and ideas that the masterclass delegates identified as part of the workshop included:

1. World-class underwater built infrastructure
2. Clear policy on water quality
3. Global brand – the world's GBR
4. Talk about how tourism adds value to the GBR

Exceeding expectations through a GUEST philosophy

The lessons and ideas that the masterclass delegates identified as part of the workshop included:

- The G.U.E.S.T. Philosophy must be imbedded into the Queensland 'Promise'
- What we need to do next with the G.U.E.S.T. Philosophy:
 - Must be supported long term
 - A partnership between Governments, Industry, QTIC & RTOs
 - Tourism leads but must involve the whole community
 - Leverage the 'Embracing 2018 Quality Service' program
 - VICs & Volunteers
 - Start in schools
 - An authentic Indigenous welcome
 - G.U.E.S.T. starts 'at home'
 - Measure success!

MASTERCLASS REPORT BACK



THANK YOU, ALL FOR YOUR PARTICIPATION.

HERE ARE OUR MASTERCLASS REPORTERS

DANIEL GSHWIND

LOTS OF TALK ABOUT DIGITAL.

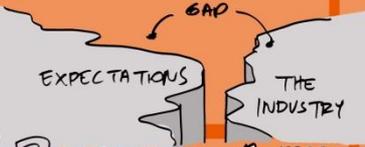


- DRAG
- PLAN
- BOOK
- ADVOCACY
- EXPERIENCE

DIGITAL



KEY DRIVER IN THE PURCHASE CYCLE



3 CONTENT THAT ENCOURAGES SEAMLESS BOOKING

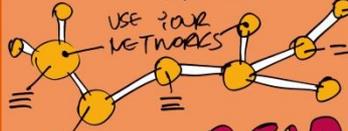
WE NEED TO DEAL WITH THIS GAP TOO!

90% TRUST PEER REVIEWS OVER ADVERTISING

- 1 DEVELOP COLLABORATIVE CONTENT STRATEGIES
- 2 SURFACE SUGGESTIONS FROM TRAVELLERS

4 FREE WIFI AT SELFIE SPOTS

5 INDUSTRY EDUCATION PROGRAMS



DON'T IGNORE AUSTRALIANS

WE NOW HAVE 23 PEOPLE ACTIVELY SELLING QUEENSLAND TO THE WORLD

WE MUST CONSERVE THE REEF!

WE ARE COMMITTED TO CONSERVATION

INNOVATION



THE WORLD'S GREAT BARRIER REEF.

GET THE REEF RIGHT - QLD BENEFITS

AUSIE EXPERT

BE EMOTIONALLY CAPABLE



YOU NEED TO ADOPT THE GUEST PHILOSOPHY (EVERYONE)

LEVERAGE OUR EXISTING EVENTS

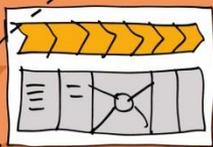
ENGAGE AUTHENTIC INDIGENOUS CULTURE

HOLIDAY STUDY

LET'S BE FASHIONABLE AGAIN.

FREE WIFI IS CRUCIAL.

WE NEED BETTER DATA VISIBILITY



TOURISM AND TRANSPORT STRATEGY

UPGRADE DRIVER AWARENESS

WE LEARNED A LOT FROM EACH OTHER



IN SCHOOLS EARLY.

EXCEEDING EXPECTATIONS



DON'T WELL IN SOME MARKETS...

... NOT SO WELL IN OTHERS



GO CARDS - TO BE MORE COMPATIBLE

TOURISM AND TRANSPORT

EMBRACE THE SHARING ECONOMY?

WE'D LIKE TO HEAR YOUR IDEAS.

