

Destination

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Forum Communique



Forum Communique

The Queensland Government and Queensland tourism industry have committed to a continued partnership approach to advance tourism in Queensland and grow jobs.

Through this partnership we will:

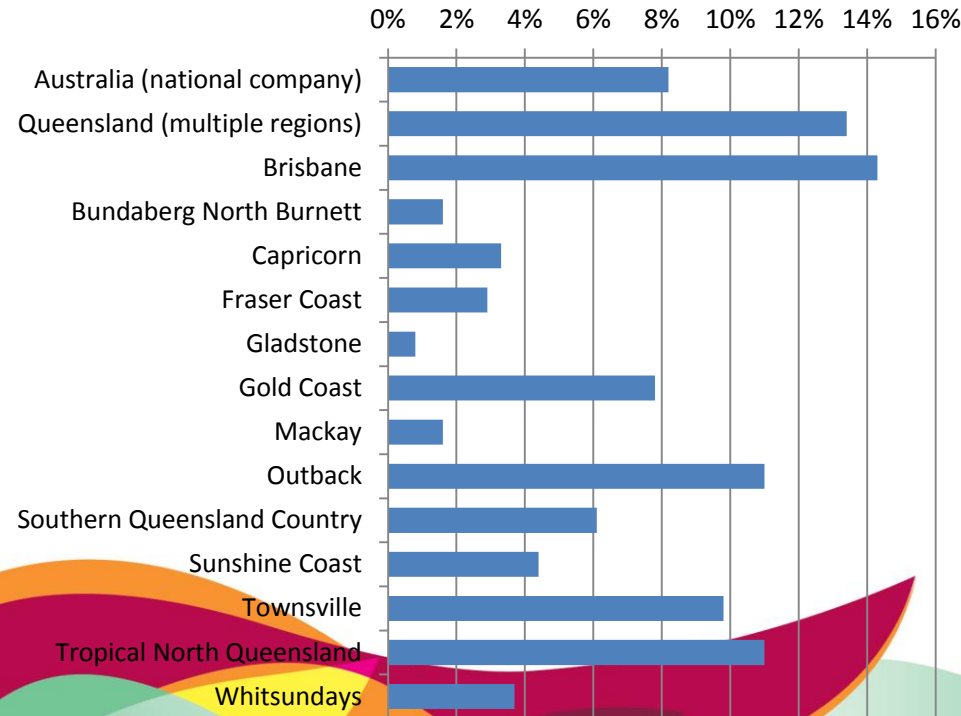
- **Invest** time, money and effort in meeting the expectations of visitors;
- **Excel** in delivering exceptional experiences; and
- **Grow** jobs in the tourism industry, boost visitor expenditure and lift profitability of tourism businesses.

At the 2015 *DestinationQ* Forum, government came together with industry to debate the challenge of converting aspiration to visitation through the eyes of consumers. Delegates learnt from new research and insights, discussed the implications for Queensland and prioritised strategies to win with consumers.

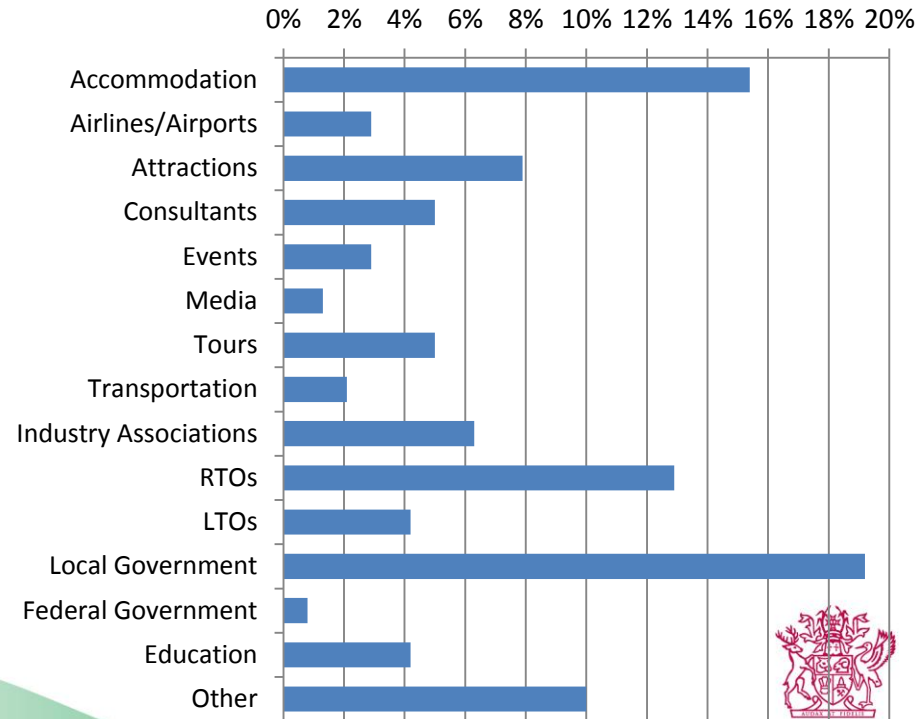
This communique details key points from the keynote presentations and delegate deliberations about how to create, deliver and sustain an exceptional guest experience and meet our conversion challenge.

Delegate demographics

Industry delegates by region



Industry delegates by sector



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Forum Inputs – Keynote Presentations



Forum Research

In 2015, we built on the insights and learnings from previous *DestinationQ* forums to drive our efforts further. Our long term plan and commitment to excellence provided the foundation and context for our discussions. We continued to strive to deliver experiences that exceed our guests' expectations – to take Queensland from good to great to one of a kind in the minds of our guests.

Our challenge this year was about conversion – Australia is the number one dream destination but the 25th most visited destination according to TripAdvisor's Global Travel Economy Report. The 2015 forum focused on improving our understanding of the different touchpoints along the visitor journey to identify ways we can influence consumer travel choices to 'think Queensland'.

To create, deliver and sustain an exceptional guest experience and meet our conversion challenge, the forum explored issues of quality, innovation and connectivity. By creating a compelling Promise and delivering on it at every touchpoint of the guest's travel journey, we can create a guest experience that inspires others to visit Queensland.

The following slides summarise the key points from the research presented by each keynote speaker.

KEYNOTE SPEAKER FIFTYFIVE5 MARK SUNDQUIST

WHAT'S IMPORTANT TO DOMESTIC TRAVELLERS?

OUR 3 PROJECTS:

- DRIFTWOOD (QLD)
- LUSTRE (G.C)
- INVIGORATE (QLD)

COMPARED WITH COMPETING DESTINATIONS.



EXTERNAL FACTORS



CATEGORY HAS EVOLVED

... AND IS GETTING MORE COMPLEX

INTERNATIONAL TRAVEL IS EASY!

COMPETITIVE CONTEXT

BALI IS VIRTUALLY DOMESTIC

EXPECTATIONS ARE CHANGING

SOCIAL MEDIA IS EXACERBATING IT!
#FIJI!!
TAKE THAT, PEOPLE WORKING!!

1 THE CHANGING AUSTRALIAN TRAVELLER

WANTING TO IMPRESS FRIENDS ON SOCIAL MEDIA



WANTS VALUE FOR MONEY

I'M MORE DILIGENT THAN AGENTS...
... I WANT CONTROL



VALUE HAS BEEN REDEFINED

MORE "ALL-INCLUSIVE"

COMPETITION HAS RAISED THE STAKES

STRONGER, BETTER COMMUNICATIONS.

FIJI

THAILAND

2 WHAT ARE AUSTRALIANS LOOKING FOR IN THEIR TRAVEL EXPERIENCES?

SOME WHERE SAFE FOR OUR KIDS



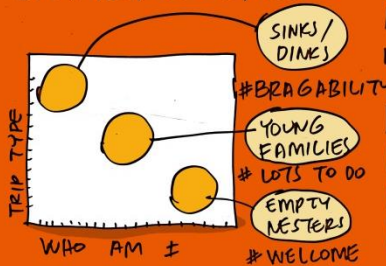
A QUICK WEEKEND GETAWAY

A CHANCE TO CHILL OUT



- VALUE FOR MONEY
- SAFETY
- LOTS TO SEE AND DO
- FOOD
- SERVICE
- WEATHER
- ICONIC
- COST EFFECTIVE

DIMENSIONS:



THESE DIMENSIONS CREATE TARGET OPPORTUNITIES

USE THIS FRAMEWORK:

- TRAVELLER TARGETING
- EXPERIENCE TARGETING



KEYNOTE SPEAKER - TRIPADVISOR

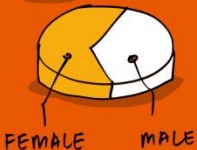
SARAH MATHENS



HOW HAS TRAVEL
EVOLVED?



A MONTH AWAY FROM
THE ALLOTTED TIME,
TRAVELLERS STILL HAVE
5 POTENTIAL DESTINATION
OPTIONS



WHO IS USING
TRIPADVISOR?



91% OF TRAVELLERS
BRING THEIR PHONES
ON HOLIDAYS.



ADVOCACY:

ONLY POSSIBLE WITH
FREE WIFI

YOU DON'T CHARGE THEM
FOR ELECTRICITY...
WHY CHARGE FOR WIFI

WOW!!
WHATA
VIEW!!



USE THE TRIPADVISOR APP
AND ACCESS LOCAL CONTENT
WITHOUT USING YOUR DATA



DIFFERENT TYPES OF
HOLIDAYS DEPEND ON...

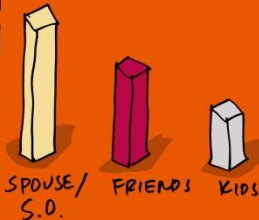
... DIFFERENT NEEDS OF
THE TRAVELLER

250 MILLION REVIEWS

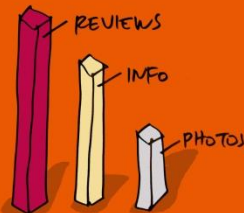
AND OPINIONS ...

WE HAVE A VERY ENGAGED COMMUNITY.

WHO DO WE TRAVEL WITH?



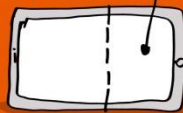
MOST USEFUL INFO:



OPEN
MY
ROOM!



IF YOU'RE NOT ONLINE,
I CAN'T GUAGE WHETHER
YOUR OPTION IS SUITABLE
FOR ME ...



45% OF TRAVELLERS
ARE BOOKING
EXPERIENCE
BEFORE THEY ARRIVE.

WEARABLES:

WE ARE THERE ...
YOU NEED TO BE READY.

DUANE KNAPP

WHAT IS A GENUINE BRAND?



- UNDERSTAND WHAT YOUR CUSTOMERS ARE FEELING.
- BE DISTINCTIVE.
- EMOTIONAL AND FUNCTIONAL.

PROMISE

NOT A PLAN... IT'S SOMETHING YOU ARE GOING TO DO.

CHANGE AHEAD



NIHAO

HOW MANY LANGUAGES CAN YOU SAY

WELCOME IN?



... IT'S ABOUT DELIVERING SOMETHING



MOVE THE DIAL

KNOW HOW MANY BEACHES THERE ARE ON YOUR ISLAND.



NESPRESSO

CHANGED MY LIFE...

WELCOME TO NESPRESSO



I'M NOW A NESPRESSO AMBASSADOR

BUSINESS

WHAT YOU DO...

PROMISE

HOW THEY FEEL...

WHAT WINS?

A CULTURE OF

YES.

SOAK IN THE OCEAN,
DRY IN THE SUN...
... SPLASH WITH CHAMPAGNE

MAKE ME GET EMOTIONAL

VALUE:



TIME



FEELING



GESTALT



TOMATO RELISH



10-15 ACTION STEPS OVER 3 YEARS

KEEPING PROMISES:

FIONA CAULFIELD



I TRADED LIFE IN MANHATTAN
FOR LIFE IN INDIA



LOVE
TRAVEL

TRY
SOME
THAI?



IN KOLKATA... I WANTED A TASTE OF BENGALI FOOD... 23



I DON'T NEED
THAT BOOK...

APPLIED FUTURE:

FUTURE OF:

- FOOD
- WORK
- TRAVEL



... SO I DECIDED TO CLIMB KILIMANJARO...
... AND I KEPT ON GOING - CLIMBING MOUNTAINS.

I DEVELOPED A PASSION FOR MOUNTAINS

I KEPT ASKING ... A LADY WROTE ME A LIST



THIS WAS AN EPIPHANY FOR ME...

I STARTED TO FALL IN LOVE WITH PLACES.

IT'S ABOUT EXPERIENCE

I ENDED UP MOVING TO INDIA...
I STARTED A SMALL BUSINESS...



LOVE
TRAVEL
GUIDES

THEY ARE NOW THE LUXURY TRAVEL GUIDE FOR INDIA



6 BRAND PRINCIPLES:

1 AUTHENTIC

FOR THE DISCERNING TRAVELLER



LET'S ABOUTSH SIGHTSEEING!!

TRAVEL, NOT TOURISM.

LOCAL, AUTHENTIC EXPERIENCE



* HANDBOOKS FOR LUXURY VAGABONDS



LUKE:

THIS IS HOW I BUILD CONTENT.

LOCAL KNOWLEDGE = LOVE

IF I ABDUCTED YOU FOR 10 YEARS - WHERE WOULD YOU GO BACK TO?

WHAT MAKES IT LOCAL?



UNIQUE
AND LOCAL

2 SENSUALITY

\$10 MORE PER SHOE

SCENT IS IMPORTANT



HAND MADE, NOT GOLD PLATED
IT'S HOW THEY'RE MADE.



Queensland
Government

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Forum Outcomes – Masterclass discussions



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.

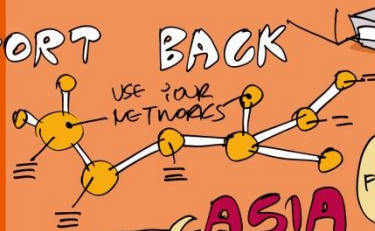
The following slides summarise the outcomes prioritised by delegates in each masterclass. These “Strategies to advance Queensland tourism” represent the outcomes of the discussions in the masterclasses as presented to the forum in the concluding session.

MASTERCLASS REPORT BACK



DANIEL GSHWIND

THANK YOU, ALL FOR YOUR PARTICIPATION.
HERE ARE OUR MASTERCLASS REPORTERS



DONE WELL IN SOME MARKETS...
... NOT SO WELL IN OTHERS

GO CARDS - TO BE MORE COMPATIBLE

LET'S BE FASHIONABLE AGAIN.

ASIA
AUSTRALIA IS VERY BIG!

HOLIDAY STUDY

FREE WIFI IS CRUCIAL.

TOURISM AND TRANSPORT

EMBRACE THE SHARING ECONOMY?

DON'T IGNORE AUSTRALIANS

WE NEED BETTER DATA VISIBILITY

WE'D LIKE TO HEAR YOUR IDEAS.

LOTS OF TALK ABOUT DIGITAL.

EXPECTATIONS

THE INDUSTRY

WE NOW HAVE 23 PEOPLE ACTIVELY SELLING QUEENSLAND TO THE WORLD



- DREAM
- PLAN
- BOOK
- ADVOCACY
- EXPERIENCE



KEY DRIVER IN THE PURCHASE CYCLE

3 CONTENT THAT ENCOURAGES SEAMLESS BOOKING

4 FREE WIFI AT SELFIE SPOTS

WE MUST CONSERVE THE REEF!

AUSIE EXPERT

WE ARE COMMITTED TO CONSERVATION

DIGITAL
WE NEED TO DEAL WITH THIS GAP TOO!

90% TRUST PEER REVIEWS OVER ADVERTISING.

5 INDUSTRY EDUCATION PROGRAMS

1 DEVELOP COLLABORATIVE CONTENT STRATEGIES

2 SURFACE SUGGESTIONS FROM TRAVELLERS

INNOVATION

GET THE REEF RIGHT - OLD BENEFITS



THE WORLD'S GREAT BARRIER REEF.

BE EMOTIONALLY CAPABLE



WE LEARNED A LOT FROM EACH OTHER

YOU NEED TO ADOPT THE GUEST PHILOSOPHY (EVERYONE)

LEVERAGE OUR EXISTING EVENTS

ENGAGE AUTHENTIC INDIGENOUS CULTURE

TOURISM AND TRANSPORT STRATEGY

UPGRADE DRIVER AWARENESS



IN SCHOOLS EARLY

EXCEEDING EXPECTATIONS

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

Information contained on this slide represents the views of industry delegates at 2015 DestinationQ Forum

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

Information contained on this slide represents the views of industry delegates at 2015 DestinationQ Forum

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

Information contained on this slide
represents the views of industry
delegates at 2015 *DestinationQ* Forum

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

A series of overlapping, wavy lines in shades of orange, yellow, and magenta, creating a dynamic, abstract background element at the bottom of the slide.

Information contained on this
slide represents the views of
industry delegates at 2015
DestinationQ Forum

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!

Information contained on this slide represents the views of industry delegates at 2015 DestinationQ Forum

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Forum Outcomes – Next Steps



Next steps

The 2015 *DestinationQ* Forum is only one step in our journey to deliver the Promise to our guests and inspire others to visit Queensland. Ongoing effort by individuals, businesses, associations and government at all levels is vital to sustain the outcomes of the forum.

With the wholehearted support of government, industry leaders and tourism operators, together we will tackle the challenge of converting aspiration into visitation. The forum outcomes will be further explored and used to inform a number of government and industry strategies including a new Advancing Tourism Plan to be released 2016.

Destination engagement

After the forum, DTESB in partnership with TEQ and QTIC will take DestinationQ on the road. Through a series of events in each Queensland tourism region, delegates and organisers of the forum will share the insights, lessons and outcomes with others in the industry. The practical tactics, tools and techniques identified to grow Queensland tourism also will be available to everyone in the industry via the DestinationQ website (www.destq.com.au).

DestinationQ app

The *DestinationQ* app will continue to be used after the forum and remains a valuable resource for forum delegates. The post-forum survey will be distributed via the app and is an important source of feedback for the event organisers. Future destination engagement activities will also utilise the *DestinationQ* app to distribute information and keep delegates up to date. The *DestinationQ* app can be downloaded from the Apple or Google Play app stores at any time.