



SEE GREAT LEAVE GREATER

Inspiring our visitors to leave as custodians of the region

TOURISM
TROPICAL NORTH
QUEENSLAND

A STORY ISN'T A STORY

until it's shared

The key challenge for Cairns & Great Barrier Reef is getting our visitors to share our stories



Only **54% ARE**
DESTINATION
PROMOTERS



1 IN 3 posts revolve
around **NATURE PHOTOS**
of the region



Our **SENTIMENT SCORE**
IS 51 (ten points behind
our competitors)



Our **COMPETITORS**
SENTIMENT SCORE IS 61
(they are more likely to
promote the destination)



Only **258,350 ONLINE**
CONVERSATIONS
(half the number our
competitors generate)



An average of **502,000**
CONVERSATIONS ARE ABOUT
OUR COMPETITORS
(most are positive)

How can we dial up our online conversations?
Inspire every visitor to become a custodian for our region
and its stories... and get them to share it online.

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WHAT'S IN A NAME?

More people search for Cairns when looking for holiday ideas than Gold Coast, Tropical North Queensland, or any of the region's attractions. So in a world dominated by online search we need to put our name and message front and centre.

CAIRNS & GREAT BARRIER REEF

For most interstate and international visitors their experience and their journey starts with Cairns.

Not everyone is a geography expert and some get confused as to where Tropical North Queensland begins. So, rather than focus on the geography, we will create the interest through the region's unique experiences, then provide the tags to 'where' and 'how'.

Like LA is to California and Paris is to France, the key identifying starting point is easily recognisable to the visitor. It is our job to share our stories of vast and unique experiences of the region behind the name.



EXPERIENCE DEVELOPMENT TOOLKIT EXPLAINED

Why have we created this Experience Development Toolkit?

The toolkit is for every tourism business in our region, it is a guide to how you can align your visitor experience with our brand promise.

How does this help my business?

Working through the toolkit will give you a better understanding of what you are doing well and where you can improve. Focus on your own brand promise and make your story, the visitor's story.

What's in it for me?

By uniting the region's message through every tourism experience, from the visitor dreaming of travel to returning home and sharing with others, we create brand ambassadors – the mightiest form of advertising!

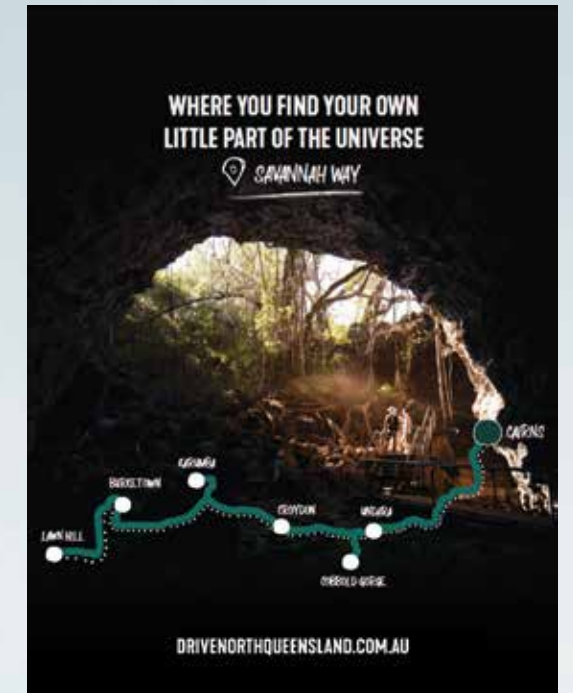
EXPERIENCE-LED APPROACH

So Cairns & Great Barrier Reef, is where a visit to the vast region of Tropical North Queensland begins. Here is where the tourism journey takes place with our unique experiences and stories to share.

A picture says a thousand words, it can entice, excite and motivate the traveller to explore and research.

Looking at the example on this page, we then add a little help with a destination locator or perhaps a road to follow.

Once the traveller has arrived, they are in your hands and that is why perfecting your experience, living your brand promise and ensuring your story is shared, is so important.



KNOWING YOUR CUSTOMER

Knowing how to best tell your story begins with knowing your target audience. Tourism & Events Queensland and Tourism Tropical North Queensland have identified our region's target markets as:

High Value Travellers (HVT)

50+ travelling without children
(Largest interstate and Queensland market, most international visitors)

Travelling with children
(Strong interstate market, less Queenslanders, fewer international)

18-49 travelling without children
(Less interstate visitors, strong Queensland, strong international market)

Within these markets the research suggests there are seven barriers to visiting that we need to overcome:

BARRIER		RESPONSE
CONFUSION:	WHERE IS TNQ?	Shift to <i>Cairns & Great Barrier Reef</i> and grow our SHARE OF VOICE
TRAVEL WHEN:	CYCLONES, STINGERS, HOT AND WET	Embrace our seasons and ENCOURAGE DISPERSAL
VALUE:	COMPARED TO COMPETITORS	Lift the brand with 'guilt-free' travel and DRIVE SPEND PER PERSON
URGENCY:	TNQ CAN WAIT	More tactical campaigns and FOCUS ON EVENTS
TOO HARD:	CHALLENGES OUTWEIGH THE BENEFITS	INSPIRE DRIVE HOLIDAYS with itineraries and events that make it easy
IMPACTS ON NATURE:	DOING MORE HARM THAN GOOD	The best thing global travellers can do is visit – SEE IT LOVE IT PROTECT IT
APPEAL OF OTHERS:	THE OPPORTUNITY COST	Invest in the brand, back our operators, and MAKE OUR CUSTOMERS CUSTODIANS

Who is your target market? What key barrier/ solution are we addressing?

TARGETING THE HIGH VALUE TRAVELLER

50+ TRAVELLING WITHOUT CHILDREN: More spare time allows them to pursue a variety of interests

- Domestically, most live in Melbourne or Sydney, but 21% in regional New South Wales and Victoria – largest segment of international visitors to the region.
- Half now retired, and more spare time on their hands allows them to pursue a variety of interests.
- Broad TV repertoire, with high consumption of news and other information channels as well as game shows, dramas and home improvement. Travel magazines are also more popular than average amongst this group.



TRAVELLING WITH CHILDREN: Juggling busy careers, social commitments and family life

- Affluent families juggling busy careers, social commitments and family life.
- Most live in capital cities, working full or part time, while some focus on home duties.
- Kids channels often on the TV as well as family dramas and cooking shows.
- For those reading magazines, more are interested in gossip/entertainment, home decorating and health.



18-49 TRAVELLING WITHOUT CHILDREN: They can afford to spend a little more and live freely

- Majority live in metropolitan areas and work in white collar jobs.
- Working hard means they can afford to spend a little more and live freely.
- Highly engaged with social media, and enjoying comedy, drama, music, entertainment, lifestyle and fashion in their mainstream media repertoire.

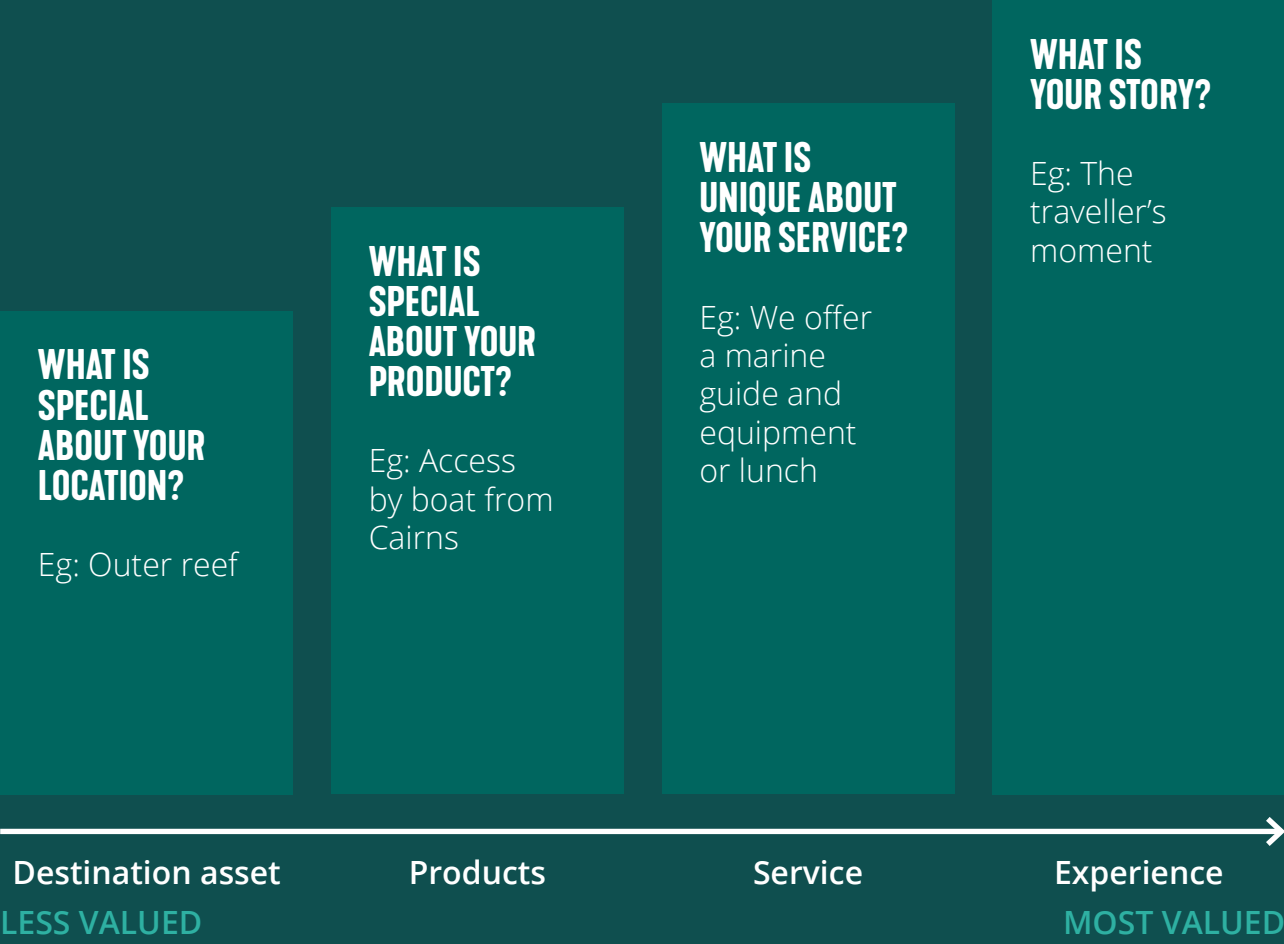


DEFINING YOUR EXPERIENCE

An experience is more than just a product or activity, it starts with the unique assets of a destination. It is then packaged with exceptional products and services to deliver to the customer a memory they will always remember and want to share.

The more you offer your visitors along this 'experience spectrum', the more perceived 'value' visitors feel they are getting.

Try writing down your destination asset, product, service and experience you currently provide.





THE CAIRNS & GREAT BARRIER REEF BRAND STORY

TO BE THE DESTINATION OF
CHOICE FOR CONSCIOUS
TRAVELLERS TO SHARE

BRAND PROMISE

*Where every visitor leaves
as a custodian of our region
and its unique stories*

BRAND TRUTH 1

SEE GREAT
through remarkable experiences

BRAND TRUTH 2

FEEL GREAT
through making a genuine connection
with the place

BRAND TRUTH 3

LEAVE GREATER
as a person and by knowing that every
visit makes a difference

WE WANT OUR STORIES TO INSPIRE EVERY VISITOR



OVERARCHING TAKEAWAY

Refreshingly vast,
ASTOUNDINGLY DIVERSE and
filled with ancient wisdom

Embrace the spirit
of this place, where
STORIES ARE SHARED,
and memories created

CONNECT TO SOMETHING GREATER – experience the
enduring timelessness of
the greatest reef and the
oldest rainforest on earth

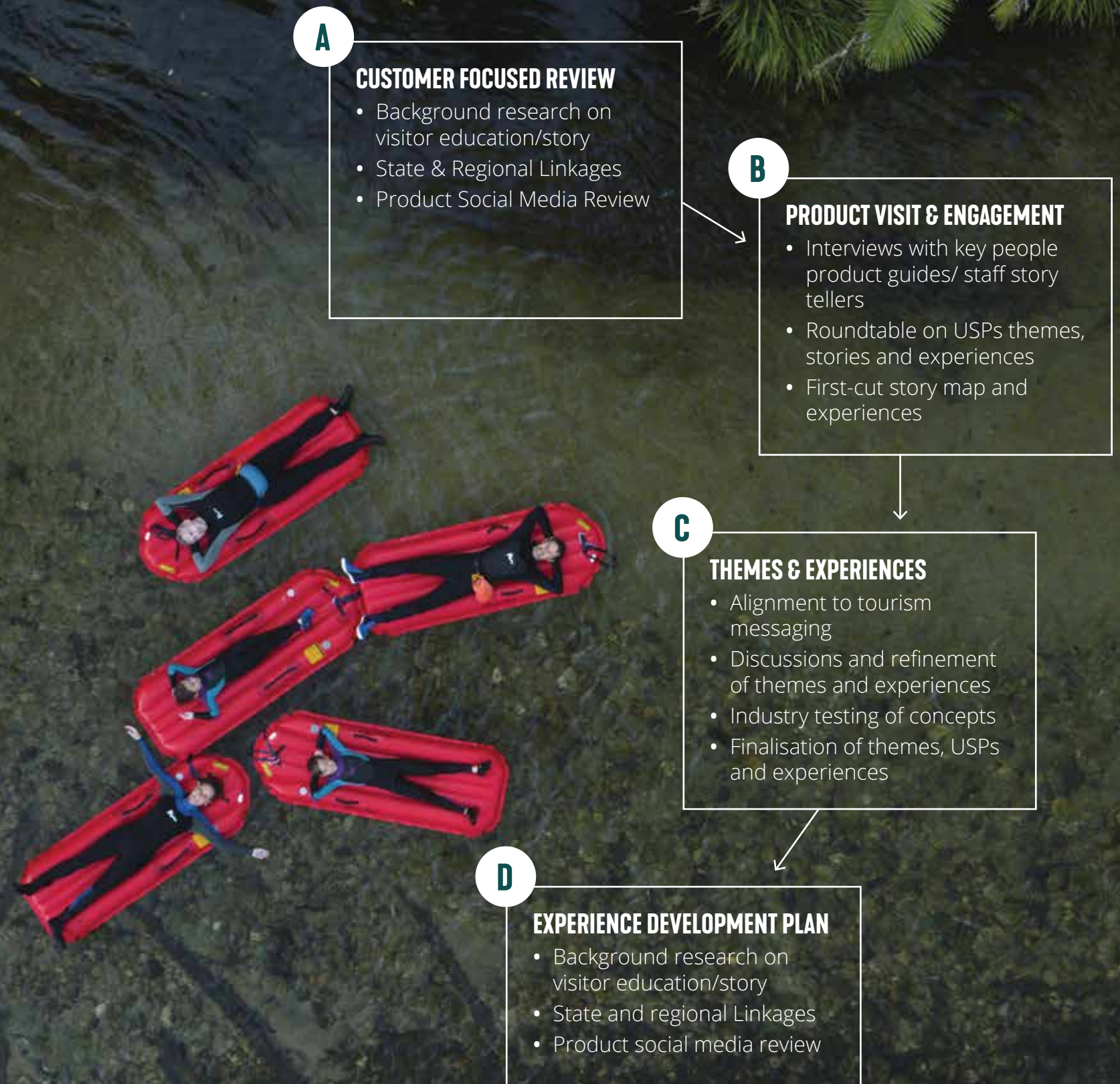
LEAVE TRANSFORMED
by ancient culture, the
beauty of the remoteness
and the preservation of
abundant ecosystems

WHAT'S YOUR STORY?

In 50 words or less, what is the most iconic and unique element of your story?

What makes it unique in Australia/ the world?

What is your Brand Promise?





EXPERIENCE WORKSHOP CASE STUDY

THE SEAWALKER EXPERIENCE

The Great Barrier Reef is one of the seven natural wonders of the world. But growing competition with other reef destinations along with mixed messages going to market on the Great Barrier Reef's tourism offering highlighted that a clear, concise and motivating message was needed – one based around the unique features of the Great Barrier Reef experience.

Tourism & Events Queensland and the Great Barrier Reef Marine Park Authority have adopted an experience-led approach and invite operators to share their unique stories through the Great Barrier Reef Experience Development Program. The program celebrates the Great Barrier Reef's Brand Promise (the World's Best Reef Experience) and Unique Selling Proposition (USP) – the Great Barrier Reef delivers life changing moments through the world's best reef experience.

One of the first experiences to embrace this program was Seawalker Green Island. Providing the unique opportunity for visitors to get up close and personal without being an experienced diver was a USP for helmet diving, but finding a way to cut-through in a crowded market was a challenge. Seawalker leveraged one of the Great Barrier Reef's four signature experiences, the opportunity to come face-to-face with the charismatic mega marine life of the Great Barrier Reef, to create a unique story with 'Gavin the Photobombing Parrotfish'.

Gavin is a Parrotfish who regularly visits Seawalker customers and has been known to 'photobomb' their underwater photos. Seawalker crafted a story about Gavin and a Facebook post picked up by Tourism Australia meant that 'Gavin the Photobombing Parrotfish' went viral, with more than 3 million views on Facebook driving Seawalker's global awareness.

Just like Seawalker, any operator on the Great Barrier Reef can embrace the Great Barrier Reef Brand Promise, USP and Signature Experiences.

GREAT BARRIER REEF BRAND PROMISE:

The world's best reef experience

GREAT BARRIER REEF UNIQUE SELLING PROPOSITION:

The Great Barrier Reef delivers life changing moments through the world's best reef experience.

GREAT BARRIER REEF SIGNATURE EXPERIENCE:

Come face-to-face with the charismatic mega marine life of the Great Barrier Reef.

What is a story you could share on social media that aligns to the Cairns & Great Barrier Reef Brand Promise and USPs? (see over)

WHAT SETS US APART?

With three World Heritage Areas and the only place that has two natural World Heritage Areas side-by-side, is our key selling point.

But, there are new World Heritage Areas announced each year and our place in the world is more crowded than ever. It is our spectacular nature, expert local guides and passion for conservation together with our stories that set us apart.

SEE GREAT

- The world's oldest living rainforest (older than the Amazon).
- The world's best-managed and most diverse reef – one of the seven natural wonders of the world.
- The world's oldest living culture, Aboriginal people and home to both Aboriginal and Torres Strait Island traditional lands.
- Home to the world's largest collection of rock art galleries (and one of the ten most important rock art sites on earth).
- Wildlife found nowhere else on earth (for example the cassowary, a living dinosaur).
- Powerful ancient rivers carving gorges and creating thousands of waterfalls.
- One of the most significant fossil deposits on earth, Riversleigh World Heritage Site.
- Epic adventure drives known across the globe (Cape York and Savannah Way).

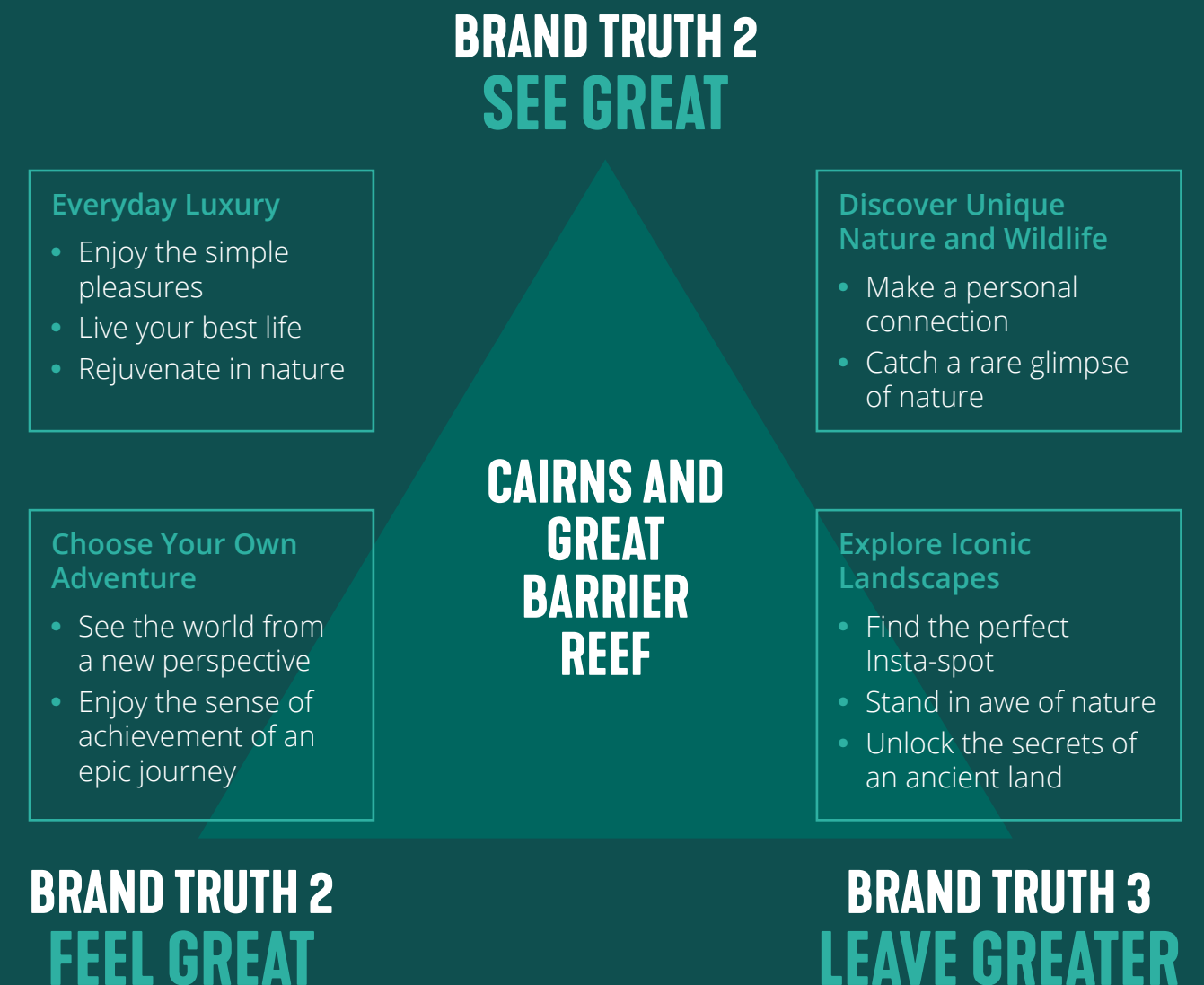
FEEL GREAT

- Expert guides who can bring the story to life – including one of the highest proportions of tour guides with PhDs.
- An enviable lifestyle enjoying tropical fruits and fresh seafood, year-round warm conditions, and a spectacular environment. Australia's most global regional city, with daily connections across the globe for people and freight.

LEAVE GREATER

- A community that is passionate about conservation of both the environment and of the region's ancient culture.
- A wide range of voluntary conservation programs that visitors can contribute to or participate in.

WHERE DOES YOUR EXPERIENCE FIT?



UNDERSTANDING WHAT YOUR CUSTOMER WANTS

This is a critical step to delivering an unforgettable experience and to the success of your product. What do you do already, what can you improve?

Only in your destination

- Does your experience deliver on any of the Cairns & Great Barrier Reef themes: Discover Unique Nature and Wildlife, Explore Iconic Landscapes, Choose your Adventure and Everyday Luxury?
- Does your experience put TNQ on a global stage?
- Do you have a unique setting, unique wildlife, local customs, food?

An inspirational story

- Does your experience feature an inspirational story?
- Does it tell of local characters, customs, culture, flora or fauna?
- Does it provide the visitor with opportunity to interact with and learn about your product?

The customer in the 'lead role'

- Is your product a 'must do' drawcard that will excite and attract your target audience?
- Does your experience exceed your customer's expectations?

Touch, smell, taste, sight and sound

- Is your experience multi-sensory and provokes emotion?
- Is it interactive with hands-on elements?

FINDING YOUR UNIQUE SELLING POINT

The story of Cairns & Great Barrier Reef is one of natural wonder, uniqueness and World Heritage.

Each product and experience needs to find its own unique selling point.

What sets the 'signature experiences' in Cairns & Great Barrier Reef apart from the others?

Looking at the list of attributes you selected in finding your experience, write down three things that set you apart.

1

2

3



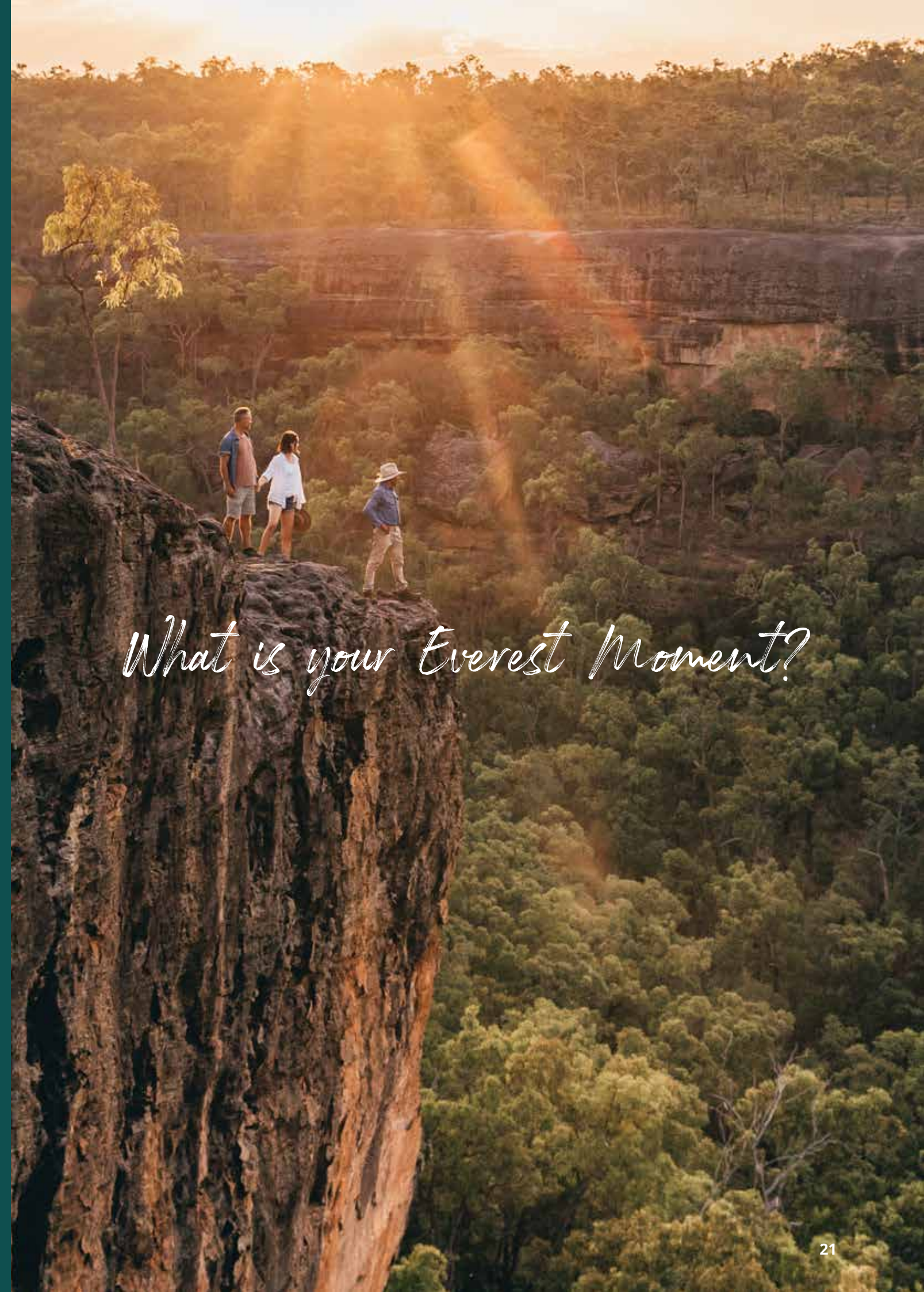
YOUR SIGNATURE EXPERIENCE

Looking at the list below, tick the experience that you deliver best *on the left* and cross the two you are keen to work on delivering *on the right*.

- ☐ Staying with your story throughout the visitor experience ●
- ☐ Behind the scenes, once in a lifetime experience, engaging, informative and fun ●
- ☐ Be taken on an adventure, discovering, uncovering ●
- ☐ Give something back – protecting the region through ‘take home’ knowledge and participation ●
- ☐ Showcasing local products, connecting them to people and place ●
- ☐ Feel like a local, through local stories, characters and live the tropical lifestyle ●

If you had a 30 second TV commercial what would that look like?

An Everest Moment is something that only a small percentage of all visitors get to experience. At Mount Everest, 95% of people make it to ‘Base Camp’ but only 5% try to climb the mountain and only 1% make it near the top.





A STORY ISN'T A STORY *until it's shared*

The need for consistent messaging

Your brand promise, supporting experiences and story are what set you apart from your competitors.

From the idea to the stage of 'dreaming' to travel through to the post trip storytelling, your core message needs to be strong, clear, unique and memorable.

They need to be embedded in the five stages of the 'Path to Purchase':

Dreaming | Planning | Booking | Experiencing | Sharing

SHARING YOUR STORY

What are three words that best describe the way your customers feel after your experience?

After the experience how is your visitor most likely to describe your product on social media?



CREATING BRAND AMBASSADORS

Delivering Your GUEST Experience

GREETING:

How do your staff greet guests?

UNDERSTANDING:

Do you take time to understand that your customers are looking forward to their experience with you?

EFFICIENCY:

Can you and your team connect people with the things they are going to be most interested in?

SPECIAL TREATMENT:

What can you do to leave a positive final impression?

THANKFULNESS:

Thank each and every guest for their patronage.
"We don't take your business for granted, we want you to be a friend and we understand the lifetime value of your relationship".

The GUEST philosophy was developed by Duane Knapp and is a central part of the Tourism & Events Queensland Storytelling Toolkit, for more information have a look at the toolkit on the Tourism & Events Queensland Corporate site:

teq.queensland.com/storytelling

EXPERIENCE HEALTH CHECK

Tick the elements that your product is already doing well.

DREAMING

- ☐ Can you explain what makes your product significant to visitors in less than 50 words?
- ☐ Do you have an 'Everest Moment'?
- ☐ Have you got five iconic images that reflect your USP?
- ☐ Do visitors know the experiences you offer to make you remarkable?

PLANNING

- ☐ Your website and collateral clearly explain what makes you different.
- ☐ Your unique story is well explained on other websites and collateral as a 'must see'.
- ☐ Your story being shared by your guests on social media.

BOOKING

- ☐ Your 'Signature Experiences' are bookable online.
- ☐ All staff deliver the GUEST experience.
- ☐ Your 'Everest Moment' is promoted by you and your partners.

EXPERIENCING

- ☐ You have an interpretation and signage plan linked to a clear thematic approach.
- ☐ You deliver hands on and immersive experience that deliver your USPs.
- ☐ You have guests acting as Brand Ambassadors using your key phrases.

SHARING

- ☐ You have a program of encouraging your guests to share their experience on social media.
- ☐ You use the hashtags #exploretnq, #thisisqueensland and #seeaustralia along with your own.
- ☐ Your social media and guest feedback is on message.
- ☐ Others are sharing your stories online.

YOUR ACTION PLAN

Congratulations! You are on the way to developing your unique experience and story to be shared.

You now need to create an 'Action Plan' based on the answers through this toolkit on where you need to improve and implement.

Consider...

- What do you do or could do better to bring your story to life and strengthen the overall visitor experience? What do you want to be remembered for?
- Are there any other products you could work with to enhance the experience and be more appealing to your target audience?
- How can you add to the overall Cairns & Great Barrier Reef experience?
- Where can you create opportunities for more 'hands-on' participation and engagement for your visitors?
- Is there something extra that you can add that will make your experience distinctive?
- How can you help your visitors leave feeling a little more connected to Cairns & Great Barrier Reef and feel they can make a difference for its future?

My Brand Promise



