Australian Experiences Industry Toolkit

Adding value to your business
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Where the journey begins
ADDING VALUE TO YOUR BUSINESS

AUSTRALIAN EXPERIENCES INDUSTRY TOOLKIT: ADDING VALUE TO YOUR BUSINESS — HAS BEEN DEVELOPED BY TOURISM AUSTRALIA FOR THE TOURISM INDUSTRY AS PART OF OUR COMMITMENT TO PROVIDING DIRECTION AND SUPPORT TO HELP YOU AND YOUR BUSINESS MAXIMISE ‘OUR’ MARKETING ACTIVITIES.

The toolkit – a practical resource for all Australian tourism businesses – provides important information to explain:

1. Tourism Australia’s global target consumer – the Experience Seeker;
2. Tourism Australia’s shift towards marketing the seven Key Australian Experiences;
3. How you can position your product to showcase experiences;
4. How you can adopt the Australian Experiences style for your marketing activities; and
5. How you can promote your product as an experience.

Inside you will find a number of fact sheets, tips, tools and techniques designed to provide a framework within which you can personalise your business offerings to successfully stage compelling and memorable experiences. The kit provides guidance for you to market your products and services more effectively and optimise opportunities to connect with Experience Seekers.

I hope this is a useful resource to help you make the shift towards ‘selling’ experiences. Turn the page and see how we can help you showcase your Australian Experience!

Wendy Hills
Manager, Australian Experiences
Tourism Australia
Come and play in our backyard
THIS SECTION PROVIDES GUIDANCE AND USEFUL TIPS ON:

> Australia’s global target consumer – the Experience Seeker including:
  - Who they are;
  - What they think about Australia;
  - How to influence their opinions of Australia;
  - What they want from a holiday;
> What Experience Seekers means for tourism promotion.
OUR TARGET CONSUMERS
Marketing campaigns can be directed at a ‘mass audience’ with no particular target, or to a specific segment of the population. Factors such as limited budgets and destination offerings, matched with particular consumer motivations have prompted most National Tourism Organisations, including Tourism Australia, to adopt a targeted segmented approach to marketing.

Through research, Tourism Australia has identified three main target consumer groups including:
- The Global Experience Seeker (in all markets apart from Australia and New Zealand);
- The New Zealand Experience Seeker, in New Zealand; and
- The Australian Experience Seeker for the domestic market.

The reasons Tourism Australia focuses on these three target consumer groups are to:
- Ensure we are targeting people who are receptive to an Australian Experience;
- Ensure our marketing dollars are being directed towards people who have the potential and the desire to actually visit Australia; and
- Help us get the right attractive and compelling products into the marketplace to entice travellers to Australia.

WHAT OUR CONSUMERS ‘LOOK’ LIKE
The Global Experience Seeker, the New Zealand Experience Seeker and the Australian Experience Seeker are slightly different, but they share a similar mindset. Experience Seekers share a unique set of values, attributes and motivations that stretch beyond holiday behaviour and well beyond the category of travel.

Experience Seekers can be found among all age groups, income levels, and geographic locations. Within this segment there are commonalities in attitude to travel, personal development and everyday life that exist across countries.

“Written by a foreigner, Lin, China.

Here’s a snapshot of the general characteristics of our target consumer – the Experience Seeker:

Who are they?
- A global target audience united by values, attitudes and motivations in life, far beyond travel;
- Well educated, interesting, open-minded, happy, positive people who actively enjoy their lives;
- Motivated by opportunities for personal growth and self-fulfilment;
- ‘Doers’ not just talkers;
- Opinion leaders and advocates within their social circle;
- Searching for new experiences they can ‘brag’ about; and
- Demanding and discerning about brands and communication.

What do they think of Australia?
- ‘Nice to have’ as a travel destination not a ‘need to have’;
- Driven by icons;
- Have no compelling reason to visit now.

However:
- The Australian personality is clearly defined – open, real, genuine, down to earth and welcoming; and
- The brand is positive but stagnant for them.
How do we change their minds?

- Need to communicate a sense of ‘new’ news;
- Bring the brand to life;
- Stage experiences they can be involved in rather than just observe; and
- Focus on the inextricable link between the Australian personality and the physical environment.

What are they looking for?

- Learn something – new information, angles, insights;
- Participate in the culture and lifestyle to experience, rather than just observe it;
- Authentic personal experiences they can talk about. They are sociable and enjoy engaging and interacting with the locals;
- The opportunity to be adventurous and travel to challenge themselves – physically, emotionally and mentally;
- Enjoy a variety of unique and personally compelling experiences on any single trip; and
- Place high importance on value for money and critically balance benefits with costs.

Overall:

- Experience Seekers are long haul travellers who are less affected by the traditional barriers to travel of distance, time and cost.
- To capture this lucrative market we need to reassess the way we market and deliver our products to appeal to the emotions and needs of Experience Seekers.

Travel plays an important role in the life of Experience Seekers. They have a broad range of destinations they consider when deciding where to travel.

There is a high potential to attract and connect with the Experience Seekers if we target their media of choice.

Any communications targeted at Experience Seekers will also touch and perhaps influence other prospective travellers.

Although we as an industry know Australian Experiences are among the world’s best, the Experience Seekers’ general awareness of the quality and diversity of Australian Experiences on offer is surprisingly low.

We need to create greater awareness of the range, quality and diversity of experiences we have to offer. At the same time, we need to enhance and promote the ‘badge value’ of Australian Experiences to compete more effectively with other destinations.

For a full explanation of the attitudes and characteristics of these three consumer groups, refer to Appendix A – Global Experience Seeker, Appendix B – New Zealand Experience Seeker and Appendix C – Australian Experience Seeker.

What experience seekers mean for tourism promotion

Tourism Australia’s insights from key tourism markets and research into our target consumers show we need to reassess ourselves as tourism service providers and ask whether what we have to offer actually fits the profile of the Experience Seeker. So begins our journey towards Australian Experiences.

“We don’t want to feel like a tourist. We want to settle in...” Brigitte, Germany.

“Show me what to do. Show me the people. I want to have that experience” Jon, USA.

“It’s not just about collecting photos” Hiroshi, Japan.
Life is not just the distance travelled: it’s about the experiences.
Life is not just the distance travelled: it’s about the experiences gained on the journey.

THIS SECTION PROVIDES GUIDANCE AND USEFUL TIPS ON:

➢ Tourism Australia’s shift towards promoting Australian Experiences;  

➢ The seven Key Australian Experiences which include:
  - Aboriginal Australia;
  - Nature in Australia;
  - Outback Australia;
  - Aussie Coastal Lifestyle;
  - Food and Wine;
  - Australian Major Cities; and
  - Australian Journeys.
MOVING TOWARDS EXPERIENCES

Gone are the days of ‘tick-box’ travel. Visitors around the world are looking for more. It is not just about where you’ve been but what you felt, thought and remembered from being there.

For Tourism Australia this means that we have to offer more to today’s sophisticated traveller, the Experience Seeker, which gives us new opportunities to work together.

Australia has gained a high level of awareness and favourability as a destination, but while it’s great to be loved, it’s even better to be visited!

Tourism Australia’s aim is to move Australia to the top of the mental checklist of the Experience Seeker. To achieve this, Tourism Australia and its industry partners must place a greater emphasis on promoting world’s best Australian Experiences.

Truly authentic experiences distinguish a destination from its competitors and the perceived opportunity for such experiences can attract visitors to a destination.

Our target audience, the Experience Seeker, is, by definition, looking for unique, involving and personal experiences from their holidays. Within a complex decision making process we need to create a desire for compelling Australian Experiences to enhance the value of our destination.

Experiences are the drivers and motivators of our target audience. Highlighting experiences that best meet these motivations and differentiate Australia from its competitors will expand the experience palette for Australia. This in turn will generate greater conversion and involvement with the destination, and lead to increased dispersal and spend, and a higher revenue for the Australian tourism industry.

Tourism Australia has worked with the State Tourism Organisations and the tourism industry to develop an Australian Experiences framework based on Australia’s product ‘truths’: the indisputable Australian Experiences that give us our competitive edge as a global destination. The framework features seven Key Australian Experiences that underpin Brand Australia and all our marketing activity globally. These experiences have been identified based on research that shows the needs and wants of the Experience Seeker.

The seven Key Australian Experiences are:

- Aboriginal Australia;
- Nature in Australia;
- Outback Australia;
- Aussie Coastal Lifestyle;
- Food and Wine;
- Australian Major Cities; and
- Australian Journeys.

Tourism experiences are generated by the people met, places visited, activities participated in and memories created from travel, particularly through watching, tasting, smelling, touching, listening to and being part of a culture or lifestyle that is distinctly different from every day life. For the Experience Seeker it extends beyond a single activity and is a combination of experiences that reach an individual’s deeper needs and desires.
AUSTRALIA’S KEY EXPERIENCES

1. Aboriginal* Australia – sharing the world’s most ancient, living culture, best expressed through art, story-telling, dance, music and the land itself. For the Experience Seeker it means learning about traditional Aboriginal practices as well as contemporary interpretations.

2. Nature in Australia – Australia’s vast wilderness, ancient landscapes and natural beauty are best described by their colours: the red sandy deserts, the green rainforests, the white untouched beaches and the rich blue oceans. The Experience Seeker can easily access and learn about distinctive plants and intriguing wildlife that cannot be found anywhere else in the world.

3. Outback Australia – Australia’s heartland is characterised not only by the spectacular colours and dramatic landscapes, but also by the spirit and resilience of its people, their communities and lifestyle. The Experience Seeker can enjoy the vast open spaces, the sky, the stars, the pubs, the cattle stations and meet the people that make this uniquely Australian landscape what it is.

4. Aussie Coastal Lifestyle – is more than just the beach, surfing and the strip of sand – it is a way of living. The coast is a place where family and friends meet: a place where you can watch a movie, play a game of cricket or volleyball, throw a frisbee or have a picnic. With nine coastal World Heritage Areas, Australia offers the Experience Seeker one of the most diverse, least-crowded and unspoilt coastal experiences in the world.

5. Food and Wine – inspired by fresh, natural produce experienced in stunning locations. Experience Seekers can enjoy Australia’s fabulous food and wine served by friendly Aussies in great locations. They can choose from casual cafes, alfresco or fine dining, or simply have a picnic or BBQ on a beach. Experience Seekers can also explore some of our renowned wine regions and visit cellar doors to sample and learn about the wines.

6. Australian Major Cities – Australia’s major cities show off the Australian way of life and culture. Experience Seekers can enjoy our cities and their contemporary outdoor lifestyle. They can see Australia in our architecture; experience it in our multicultural precincts, shops, theatres and bars; watch it in the people; taste it in our food or smell it in the oceans or bushland. Australia has a young, free-spirited and uninhibited culture.

7. Australian Journeys – from the outback to the coasts, Australian journeys are more than just getting from one place to another: they’re about discovering the diversity, the wonders, the vibrant towns, the people and their unique way of life. Experience Seekers can take weeks meandering through rolling countryside, red desert, sparkling waterholes and our spiritual heritage or a few days exploring wilderness coast, island clusters or reefs.

“A key innovation in today’s business is experiences. In today’s environment of ever more sophisticated consumers, those who deliver memorable customer experiences consistently create superior value and competitive advantage.”

London School of Business, 2004

* The term ‘Indigenous’ refers to Aboriginal and Torres Straight Islander people and the tourism businesses that showcase these cultures. Tourism Australia uses the term Indigenous when referring to cultural experiences across Australia. However, for consumer targeted media Tourism Australia usually refers to ‘Aboriginal Australia’ or ‘Aboriginal experiences’ as these are the terms that are recognised by the consumer, globally.
Bringing our backyard to life
THIS SECTION PROVIDES GUIDANCE AND USEFUL TIPS ON:

> How you can create a more competitive offer by moving away from promoting merely a commodity, product or a service towards selling an experience;  

> How the concept of Australian Experiences can be brought to life;  

> How to make the shift towards selling experiences by ‘bundling’ your product with others including;  

- How you can apply the concept of ‘bundling’ to your business; and 

- The benefits of ‘bundling’ for your business.
CREATING A MORE COMPETITIVE OFFER

“The ‘commodity mind-set’ means mistakenly thinking that a business is merely performing a function: eg - In the case of a transport operator, transporting people from A to B on time and at the lowest possible price. However, even the most mundane transaction can be turned into a memorable experience.”

(The Experience Economy: Work is Theatre and Every Business a Stage, B Joseph Pine II; James H. Gilmore, 1999).

Making the shift towards thinking about selling experiences rather than just a commodity might sound complex. To work out how to sell the experience and identify the experience you are selling, it’s sometimes easier to work backwards and ask yourself:

> Can I go beyond the function and compete on the basis of providing an experience?
> How can I engage my consumers in a memorable way?
> Do I offer an experience or just a place to stay/thing to do?
> What do my customers say about my product?
> How would my product or business compare to other operators (in Australia and around the world)?
> What assets do I have?
> What does my promotional material say about my product?
> What would it cost to change my product to provide a compelling experience?
> How will I ‘sell’ these changes?

The following diagram shows the process for moving from offering just individual commodities, products and services to actually offering compelling experiences:

<table>
<thead>
<tr>
<th>OFFERING</th>
<th>CHARACTERISTICS</th>
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| Commodities | > Perishable  
                       > Substitutable |
| Products   | > Tangible  
                       > Standardised |
| Services   | > Intangible  
                       > Customised |
| Experiences| > Memorable  
                       > Personal |
BRINGING EXPERIENCES TO LIFE
Here are a few examples of what to think about when moving towards selling experiences:

EXPERIENCE CATEGORY: Aussie Coastal lifestyle
SECTOR: Accommodation

COMMODITY:
Blue sky, sunsets, blue water or pure white sand on a deserted beach.
Images showing blue skies.

PRODUCT:
A large recognizable hotel/motel chain that has standard features in each property.
Images that show an empty hotel room.

SERVICE:
Information about the variety of services that the accommodation supplier offers a guest.
Images showing a guest having a massage.

EXPERIENCE:
Guests enjoying a memorable moment in a unique location.
Images showing guests interacting with local fauna right outside their accommodation.
BRINGING EXPERIENCES TO LIFE (continued)

EXPERIENCE CATEGORY: Food and Wine
SECTOR: Restaurants

COMMODITY:
The Food & Wine that a restaurant sells.
Images of a plate of food to show a customer what they can order.

PRODUCT:
Items such as a menu, a wine list, tables, chairs in the restaurant.
Images showing empty tables in a restaurant

SERVICE:
Service being provided to the customer with a smile.
Images showing a waiter listening tentatively to a customer request.

EXPERIENCE:
A restaurant located in a fabulous or unique location with history, serving local produce matched with Australian food and wine.
Images showing a restaurant in a stunning location with customers enjoying local produce and award winning Australian wines.
EXPERIENCE CATEGORY: Australian Journeys

SECTOR: Vehicle Hire

COMMODITY: Car Hire – basic service.
Images showing hire cars parked in rows awaiting customer pickup.

PRODUCT: Car hire companies which have facilities that allow customers to pick up/drop off at different locations, and some optional extras such as roof racks, baby seats etc.
Images showing the car pick up office, displaying the optional extras such as roof racks.

SERVICE: Car hire companies with knowledgeable sales staff providing maps/brochures on touring routes.
Images showing staff at hire car counters explaining directions to customers with a map.

EXPERIENCE: Car hire company that provides a GPS system or a CD with commentary on local history, culture or the touring route. Information can be tailored to provide specific itinerary details for relevant visitor interests.
Images showing customers enjoying a touring experience in a winery or at a lookout studying a map.

EXPERIENCE CATEGORY: Nature in Australia

SECTOR: Attractions

COMMODITY: Animals in captivity eg koalas in a wildlife enclosure that doesn’t reflect their true environment in the wild.
Images showing animals in a caged concrete enclosure.

PRODUCT: Zoos with interpretive signs and maps in that give further information about the animals or location in the park.
Images showing the interpretative signs about each animal or a map displaying the location of the animal enclosure.

SERVICE: Zoos or animal sanctuaries that have interpretation, guided tours, animal shows (eg seals performing).
Images showing a dolphin or seal show or ranger giving a guided tour.

EXPERIENCE: Zoos or nature sanctuaries that have personalised, interactive involvement with unique flora and fauna, eg they have guides giving detailed explanations about the local usage of flora and fauna. Images showing people interacting with animals such as feeding kangaroos, or having a picnic with wallabies grazing in the foreground.

EXPERIENCE CATEGORY: Outback Australia/Aboriginal Australia

SECTOR: Tour operator

COMMODITY: Bus and a driver.
Images showing the bus driver and a fleet of buses lined up ready for customers to board the tour.

PRODUCT: Specific touring company with driver commentary, same equipment, same itinerary, basic meals and accommodation.
Images showing a bus driver or tour guide enroute with a microphone giving commentary.

SERVICE: Touring company with a detailed destination information guide with customised itineraries.
Images showing a tour guide pointing to a landmark on the tour providing interpretation.

EXPERIENCE: Providing customers with an interpretative experience with locals and experts in unique outback locations, such as an Aboriginal storyteller around a campfire.
Images showing a group of travellers sharing a campfire with an Aboriginal storyteller in an outback location.

EXPERIENCE CATEGORY: Australian Major Cities

SECTOR: Transport

COMMODITY: Vehicles that takes visitors from A to B eg ferry, bus, train etc.
Images showing the form of transportation being used to commute

PRODUCT: The vehicle providing the transportation but also including the options for use such as flexible passes (eg ‘hop on, hop off’) and/or the availability/quality of the food provided by the operator.
Images showing the arrivals/departures area of the type of transportation being used, the tickets that can be purchased for the commute or the takeaway food outlet at the transport departure area.

SERVICE: Transport includes commentary from the driver or additional services eg shop on board a cruiseboat, choice of movies etc Images showing a helpful staffmember selling merchandise onboard the cruiseboat

EXPERIENCE: Transport includes detailed commentary being delivered by a local character while travelling through unique Australian landscapes. Images show a tour bus in the background with the guide showing customers the koalas in their natural habitat.
‘BUNDLING’ YOUR PRODUCT

‘BUNDLING’ REFERS TO ALIGNING AND MARKETING PRODUCTS TOGETHER TO PRESENT A PALETTE OF EXPERIENCES THAT GREATLY ENHANCES THE COMPETITIVE OFFERING TO THE EXPERIENCE SEEKER.

Drawing upon Experience Development Research in the German and Singapore markets, Tourism Australia has identified ways to develop and communicate product offers to Experience Seekers by ‘bundling’: bringing together complementary activities to form compelling and unique Australian Experiences.

Consider a bed and breakfast (B&B) operator in a region known for its food and wine. While a B&B operator may only offer a single product (accommodation), by leveraging off other attractions such as local wineries or restaurants specialising in local produce, the combined attractions would be able to offer a more complete experience package. Adopting a collaborative approach with other operators in promoting regional attractions will entice people to visit and stay longer.

Any additional visitors brought into the region will indirectly benefit the B&B operator and the region as a whole. The more motivating the overall experience, the more likely visitors are to visit the destination, stay longer and contribute to the region’s economy.

‘Bundling’ helps to improve visitation through regions and increase tourist revenue and dispersal through multiple suppliers offering complementary products, or via single suppliers providing complementary services to their core offering.

SECTION 3: POSITIONING YOUR PRODUCT TO SHOWCASE EXPERIENCES
Where to start for your business

Against the backdrop of Australia’s Key Experiences, individual operators and regions should consider the following as part of any strategy to maximise yield:

> What ‘experiences’ does your region offer?
> What is unique to your business or region? ie. asset
> What can your region promote as a unique sales proposition?
> What experience category or categories can you own?

Once you have considered these questions, contact local Regional Tourism Organisation or the Destination or Product Development team at your State Tourism Organisation to assist you in assembling special experiences at both a business and regional level to better target Experience Seekers.

In addition to this, based on Experience Development Research, Tourism Australia’s Market Insights team has designed a model called the Decision Support System (DSS) to provide users with an immediate appraisal of the features most likely to interest Experience Seekers when visiting Australia.

The DSS helps determine the degree of appeal and the subsequent likelihood of an Experience Seeker choosing particular activities and the benefits of ‘bundling’ activities together. Contact your Industry Liaison Executive for more details.

For more information about the Experience Development Research, refer to Appendix D.

The benefits for you

‘Bundling’ can help your business by:

> Helping you to more clearly tailor your marketing to the Experience Seeker by incorporating the most appealing activities and experiences;
> Helping you to tailor your products more closely to the needs of the Experience Seeker and align yourself with complementary products;
> Improving the profile and visibility of your business;
> Helping you to leverage Tourism Australia and the State Tourism Organisations’ activities as well as other operators in the region to grow visitor arrivals / length of stay;
> Keeping product fresh and in turn keeping people interested, which are both important for repeat visitation; and
> Helping to generate ‘word of mouth’.

Irrespective of the type or scale of business, operators attempting to drive consumer appeal exclusively through their individual offering are less likely to attract as many of the target consumer as they would by working with other operators to present or develop a ‘bundle’ of experiences, which enables them to offer a more diverse and compelling destination offer.

More information

Need help understanding the concept of ‘bundling’?

Your Industry Liaison Executive is able to provide you with additional information and support if you wish to investigate the potential of this study. Alternatively you can contact the Strategic Insights team at strategicinsights@tourism.australia.com
Getting on the right track
THIS SECTION PROVIDES GUIDANCE AND USEFUL TIPS ON:

- How to write about Australian Experiences using voice, tone, tense and style; 22
- How to adopt the Australian Experiences style when writing about your product or destination for promotional materials; 22
- How to ensure the images you use in your promotional materials reflect the Australian Experiences, including hints for creating better images. 23
GUIDELINES FOR WRITING ABOUT AUSTRALIAN EXPERIENCES

Once you have worked out your experience offer, it is important that all your marketing and promotional materials sell the experience, not just the product. The language you use in your marketing materials such as your brochures, website and advertising, should reflect the Australian Experiences.

When writing about Australian Experiences we recommend you adhere to the following style guidelines:

> **The voice:** Copy should be conversational in tone and create a one-on-one conversation with the reader. Use first person references where possible, addressing the reader directly as you would in a conversation. Where practical and possible use a local voice to relate the story and offer information and insights.

> **The tone:** The tone must reflect the Experience Seekers' impression of Australia: it should be informal, relaxed and not too polished. The tone must seem genuine and authentically Australian.

> **The tense:** Use present tense in your editorial to maintain a sense of currency to your content.

> **The style:** Keep copy active using emotive verbs and sensory adjectives where possible to put readers in the scene of what they will take away from your product or destination. Nouns are passive and depersonalised and don't place the Experience Seeker 'in' the holiday.

When describing the product or destination associated with the Key Australian Experiences the following style guidelines should be followed:

> **Extend the invitation:** To support the concept of Australians extending a warm and genuine welcome, profile Australian personalities or characters. This gives impact to your opening and it adds a distinctly Australian flavour to the story. Share local secrets that only Australians would know. Incorporate the Australian vernacular, our warmth and sense of humour and offer an insiders knowledge on travelling to and within Australia.

> **Showcase the experience:** Highlight the "Australian-ness" of your product. The best stories highlight ‘authentic’ and unique experiences. Also try and teach the audience something new about the destination and emphasise what differentiates the product or destination from others - what makes it something you’d tell your mates about when you get back from holidays.

> **Expand knowledge:** Include interesting, interactive activities that enable Experience Seekers to get involved eg include a local insight relating to that experience, new information, angles, insights, featuring the contrasts to their day-to-day lives. Add any other relevant specific information eg specific market segments or languages you cater for.

GUIDELINES FOR WRITING ABOUT PRODUCT OR DESTINATION(S):

> When describing the product or destination, the Key Australian Experience is the hook to grab the Experience Seeker’s attention and should be described within the opening sentence(s) of the product or destination description in your brochures, media releases, website and other promotional materials.

> Emphasise what differentiates the product or destination from others, and include details about activities that support the Key Australian Experiences.

> Highlight the following:
  - local insights relating to that experience.
  - new information, angles, insights, featuring the contrasts to their day to day lives.
  - The Australian people, lifestyle and environment that are unique to that experience emphasizing how Australians live their day to day lives.
  - The point of difference of that experience (what makes it something you’d tell your mates when you get back from holidays).
  - A variety of experiences.
  - Populate with interesting interactive activities that enable them to get involved and deliver on the Experiences.
  - Add any other relevant specific information, such as specific market segments you cater for (eg languages)
  - Only include what you can deliver.
ENSURING YOUR IMAGES REFLECT THE AUSTRALIAN EXPERIENCES

Images can be your most effective method of communicating the true nature of your tourism experience whether they are in your brochure, featured in advertising, on your website, in a feature story, in a magazine or on a billboard. If powerful enough, an image can actually ‘sell the story’ and a professionally produced set of images may help a magazine editor decide to run a particular story over several pages.

Images in a variety of formats can be used. Many media organisations now work with digital cameras and supply digital files directly on disc. It is important when working with digital images that you ensure the resolution (the amount of photographic data in the image) is suitable to your requirements. Eg a magazine may require an image that has a higher resolution than a newspaper.

Images are an important element in bringing your product or destination experience to life. They should extend a personal invitation to visitors to get involved in a unique Australian Experience shaped by the people, lifestyle and environment of our country.

Images should meet the following criteria:
> Extend the invitation: To support the concept of Australian’s extending a warm and genuine welcome, it is important to feature Australians as part of the communications. Images should reflect the warm welcoming nature of our people and ideally the Australian character should directly address the camera.
> Showcase the experience: Images should convey the feeling of people being involved in an experience. People should be implied in the shot or should be featured actively engaging in an experience. Eg people bushwalking or diving. Try not to have just one person on their own: include a few people in the shot. Eg Show a guide engaging with visitors.
> Expand knowledge: Images should create a new perspective on an icon and show ‘new’ news about Australia. Avoid landscapes and standard shots of icons where possible or for wider angle shots place people in the foreground, engaging in an activity, so the Experience Seeker can put themselves in the place of the person in the photo. If unavoidable then use landscapes in conjunction with other images. Eg detail shots or people shots. Use close ups/detail shots to feature animals and flowers/plants.

HERE ARE A FEW TIPS TO HELP YOU GET THE BEST OUT OF YOUR PHOTOGRAPHY:

> Maximise the location. Include images beyond your actual product;
> Show people engaging in activities eg bushwalking, diving, cooking, surfing. It’s all about the ING word!;
> Include people in the images naturally enjoying themselves i.e. image should not look staged;
> Show guides engaging in activities with visitors;
> Demonstrate a variety of experiences in one shot if possible;
> Focus on people learning, interacting and engaging;
> Don’t shoot lonely landscapes; and
> Don’t have just one person on their own in a photo: have a few interacting and engaging in the experience.
## Tips for creating better images

<table>
<thead>
<tr>
<th>PHOTO OPPORTUNITIES</th>
<th>GOOD SHOT</th>
<th>BAD SHOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Maximise location – include images beyond your actual product.</td>
<td><a href="#">Restaurant full of people with the waiter talking to people at one of the tables.</a></td>
<td><a href="#">Empty restaurant and empty tables.</a></td>
</tr>
<tr>
<td>&gt; Don’t shoot lonely landscapes.</td>
<td><a href="#">People hiking in the Flinders Ranges</a></td>
<td><a href="#">The Flinders Ranges landscape without people.</a></td>
</tr>
<tr>
<td>&gt; Don’t have just one person on their own: have a few people.</td>
<td><a href="#">People feeding dolphins</a></td>
<td><a href="#">The dolphin swimming.</a></td>
</tr>
<tr>
<td>&gt; Have people engaging in activities eg bushwalking, diving, cooking and fishing. It’s all about the INg word</td>
<td><a href="#">People enjoying a massage with with Indigenous products in the Daintree Rainforest.</a></td>
<td><a href="#">Daintree Rainforest – no people.</a></td>
</tr>
<tr>
<td>&gt; Include a variety of experiences in one shot if possible.</td>
<td><a href="#">People cycling around Perth or Fremantle.</a></td>
<td><a href="#">Staged shots of one person sitting with a bike looking into the distance as if ‘sightseeing’.</a></td>
</tr>
<tr>
<td>&gt; People in the images naturally enjoying themselves i.e. image should not look staged.</td>
<td><a href="#">People preparing food around a camp fire with an Aboriginal guide.</a></td>
<td><a href="#">A person sitting near a campfire staring blankly.</a></td>
</tr>
<tr>
<td>&gt; Focus on people learning and interacting. &gt; Good to show guide undertaking activities with visitors.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Tourism Australia has over 300 brilliant Aussie Experiences images that you can use free of charge. To access them you will need to become a member of the Image Library by going to http://www.imagelib.australia.com/PicWeb/scripts/home.asp and register for a password.

When you log into Tourism Australia’s Image Library, click on the Aussie Experiences button located at the top right hand side of the screen, as shown left:

You may also find it valuable to visit your State Tourism Organisation’s Image Library.
SECTION 5: PROMOTING YOUR PRODUCT AS AN EXPERIENCE

A picture tells a thousand words
THIS SECTION PROVIDES GUIDANCE AND USEFUL TIPS ON:

› How to make your offering attractive to the Experience Seeker; 28

› How to generate publicity using Australian Experiences including:
  – How to write, format and distribute a media release and work with journalists; 30
  – How to improve your product biography so that it fits the Australian Experiences style; 35
  – How to prepare a media kit; 36
  – How to prepare a newsletter including tips for preparing the content and distributing it; and 36
  – Tips for including an online news centre on your website. 37
PROMOTING TO THE EXPERIENCE SEEKER

Once you’ve looked at opportunities for ‘bundling’ your product, you can then look at cost effective ways to promote your experience to the Experience Seeker. Here are a few tips on how to make your product attractive to Experience Seekers and more in line with Tourism Australia’s global marketing activity:

Experience Seekers want to learn something new.
- Use knowledgeable staff to sell your business and your destination. Maximise their knowledge and share local knowledge and quirky facts with customers.
- Consider the cultural history of your area, both Aboriginal and European, with stories told by local people. Think about your local geography and nature. Factual information and ‘did you know’ type information delivered through a number of media is important. Eg written information, multimedia, tour guides, staff, online or links with local experts.
- Impart skills not just knowledge. Learning how to do something is important for Experience Seekers so they can immerse themselves completely. Eg learning about the product and how it is made, learning how to cook local foods, learning how to blend wine, learning about eucalyptus distilling, bushtucker tours, how to surf, scuba diving, how to ride a horse like a jillaroo/jackaroo, throwing a boomerang, catching a Barramundi and learning how to cook it.
- Participating in the culture and lifestyle to experience rather than observe it is important for Experience Seekers. They are sociable and enjoy engaging and interacting with the locals.
- Provide an opportunity to meet locals. Eg winemakers, chefs, the local fishing guru (best fishing spots, bait to use for local catch).
- Employ local staff who can share their knowledge and stories with guests.
- Give your customers the chance to meet and learn from experts. Eg a park ranger.
- Share local secrets. Eg places of interest such as picturesque picnic spots, bushwalks, local/secluded beaches, hidden restaurants, BYO restaurants and markets.
- Create opportunities to get involved in local events. Eg rodeos, food and wine festivals, music events.
- Source products locally. Eg locally made soaps, candles, foods and handicrafts etc. Sell locally made products or be able to advise where they can be purchased (possibly offer a percentage of sales back to the community).

Experience Seekers are adventurous and travel to challenge themselves – physically, emotionally and mentally.
- Provide ‘new news’. Keep your product offering fresh.
- Experience Seekers are early adopters: they want to be the first, so if you have something new, make it possible for them to experience it.
A new aspect can be something old made new. Be creative and think outside the square.

- Specialise or develop products for smaller groups on different days at different times. Eg Wildlife watching groups, special menu with a guest appearance by the chef, special treks.
- Highlight the unique selling point of your product. Perhaps there’s something so unique about your product that it cannot be experienced anywhere else in the world? If so, promote it!
- Deliver something unexpected.

Experience Seekers travel to experience the differences rather than the similarities and look for contrast (i.e. different from their day-to-day lives).

- Offer a contrast to normal life. Eg different food, physical activities, relaxation activities.
- Sell the unique aspects of your product. Eg activities that provide a physical challenge or unusual photo opportunity, cultural and natural landscapes, local insights, different foods, quirky facts, something new, something you can make or be involved in such as blending wine.

Experience Seekers enjoy a variety of unique and personally compelling experiences on any single trip.

- Think about offering multiple experiences and activities that incorporate the natural/historical/cultural aspects of your region.
- Don’t miss a chance to tell visitors other interesting facts about the area even if they don’t expect it (eg a bike tour could include information on local Aboriginal culture, nature etc)

Experience Seekers place high importance on value for money and hence critically balance benefits with costs.

- Aim to exceed your customers’ expectations.
- Create a WOW factor through strong customer service and a high quality experience.
- Think about adding some personal touches.
- Offer only what you can promise to deliver.
- Collect feedback and quotes from your visitors, informally and formally so you can see if you’re delivering what the customer expects. Eg have staff conduct informal surveys while serving dinner or at the check out counter.

**TIPS FOR ENTICING THE EXPERIENCE SEEKER**

1. Maximise your location. Think about the experiences you have in your backyard eg an Aboriginal community, a spectacular view and scenery, historic buildings, World-Heritage listed areas, unusual nature, accessibility, outback etc.

2. Always strive to deliver something unexpected.

3. Provide tips on other attractions, things to do, places to see in your region Eg at a B&B – local tours, local attractions, nearby cafes/restaurants/bars. Think of your ‘competitor’ as your ally.


5. Offer visitors the opportunity to become involved in various aspects of your business or advise them of activities that are available either through you or near you. Eg on a farm stay, offer them the opportunity to shear a sheep or muster cattle.

6. Remember to offer immersive, interactive, active and adventurous experiences.

7. Create a ‘braggability’ factor.

8. Provide an opportunity for your customers to meet the locals.

9. Provide easy-access to activities that will allow your visitors to immerse themselves in the people, the lifestyle and the environment.

10. Highlight the unique selling point of your product. Perhaps there’s something so unique about your product that it cannot be experienced anywhere else in the world? If so, promote it!
SECTION 5: PROMOTING YOUR PRODUCT AS AN EXPERIENCE

GENERATING PUBLICITY USING THE AUSTRALIAN EXPERIENCES

One of the most cost effective ways of promoting your product/experience is by generating publicity.

To generate the most effective publicity for Australian Experiences, Tourism Australia and our industry partners must place a greater emphasis on world’s best Australian Experiences. We need to highlight the experiences which best meet the motivations of Experience Seekers, and those which distinctively differentiate Australia relative to the competition.

The aim of publicity is to spread the word about your organisation, product or service through non-advertising channels. Whether you use media campaigns, media familiarisation visits, or simply distribute a media release, you are engaged in generating publicity.

Media coverage reaches far more people than limited advertising budgets. Consumers are more likely to be engaged by a first-hand account of a destination than they are by paid advertising.

You can generate media coverage by sending product information to media contacts at a targeted publication or by inviting a journalist from that publication to experience your product first-hand.

As part of your marketing program it is important to develop ‘media ready’ materials that will encourage a journalist or an editor to write a feature story on your product. Media seek newsworthy stories that are new, different or unique, have a ‘human interest’ element or provide eye catching and emotive visuals.

The following information is provided as a guide only and Tourism Australia recommends you seek professional advice from a Public Relations specialist to assist you in developing a public relations program for your business.

GUIDE 1: WRITING A MEDIA RELEASE

Using a media release

One way to generate publicity about your product or service is to write and distribute a media release. This can be an inexpensive way of reaching your target audience. Preparation is key to getting the best results.

A media release is a written statement that disseminates information in a ready-to-publish form to media organisations. A media release is most effective when you want to make an announcement or inform the media of something you would like reported.

Destination media releases play an important role in generating media interest in Australia particularly within travel trade and consumer channels. They are an important tool to assist in expanding the Experience Seekers’ knowledge about Australia and the experiences available.

Editors of print and broadcast media to whom media releases are sent judge them on the basis of news interest for their audience and timeliness, and in some instances, on their adaptability to the medium’s form. No payment is made to the publication or station if the material appears in print or on the air. If an organisation or individual purchases space in a publication to present its material this is a paid advertisement and the purchaser controls the content.

The media release is among the most basic and fundamental of PR tools, yet it is also the easiest to get wrong. To a busy journalist, a well composed release that explains what the ‘story’ is and answers all practical questions in a straightforward manner, will make the difference between an item that will get coverage and one that will not.

The following advice is written for the PR beginner and should help to get you started:

- The first paragraph of the release is the most important and should contain the strongest points.
- Every release should answer the questions ‘who, what, when, where, why and how?’
- Be concise. Where possible, keep your release to one page.
WRITING A MEDIA RELEASE (CONTINUED)

> Keep the information simple, to the point and avoid jargon. Do not assume the reader has prior knowledge of subjects that you may take for granted.

> Be original: do not use clichés or fancy phrases. Highlight the "Australian-ness" of your product and emphasise what differentiates the product or destination from others.

> Highlight ‘new’ news or new angles to an ‘old’ product/experience. This will capture the interest of Experience Seekers.

> The essence of the news story should be explained succinctly in the first sentence.

> Use short and snappy sentences, a journalistic style and avoid superlatives, filler words and empty phrases.

> Do not use excessively technical language in a release for a general audience.

> Avoid abbreviations: if you have to abbreviate, write the name or word in full once and add the abbreviation in brackets.

> Keep your target audience in mind and vary the content and adapt your style accordingly.

> If a headline is used it should not be gimmicky but rather summarise the story in no more that half a dozen words.

> Only quote people in appropriate positions, stating their full name and position.

> Don’t forget dates, prices, locations, telephone numbers or websites relevant to the consumer.

> Finish your release with contact details for the person responsible for media in your organisation.

> The distribution and timing of a media release should be keyed to the deadlines of the media that are to receive it. A national magazine for example is often working three months ahead of its publication date while the large metropolitan papers are working within a few hours of going to press.

> When considering when to send a media release, always ask yourself if the information is ‘new’ news. Do not oversell or promise something that can not be delivered.

Before you start to write

> Make a list of publications and programs that you would like to appear in, that would suit your product and service and reach your target audience. This could be the local paper, the local tourist board magazine or travel trade publication.

> Get the names of relevant journalists and their contacts details and how best they like to receive a media release and keep this list up to date. For example: the Angling Editor, who likes media releases via email marked “For your weekly column”.

> Make sure you think about contacts for both news pieces (new information about something that has or will happen) or feature pieces (often go into more detail and are longer than news pieces). This can often be a simple title difference such as News Editor or Feature Editor.

> Get the deadlines for each publication, often called the lead time. News articles for print, radio and TV can be turned around more quickly than features, which often need more time as they have more information to report. For example, features in a monthly magazine may be planned six months or more in advance, while in-flight magazines and TV programs can often require up to a years notice in advance.

> Build up relationships and think about meeting journalists, but only if you have a story for them. They are very busy, so if they spare time for a coffee or a product launch, they are not writing for their publication.

> Do not be afraid to ask a journalist for their advice. Often they know best what their publication is looking for and the right timings.

> Make sure you have a story that it is new and interesting to the journalist’s target audience.
Media release format

So you have decided what the story is about, decided it is a news piece and have identified a reporter on your local paper who will be interested in it. You also know the deadlines and the tone needed in the release to suit the paper. The next step is to start writing. The following provides a suggested media release template:

Your logo

MEDIA RELEASE

Issued: (date)

For Immediate release or Embargoed Until: (date)

TITLE (make it brief and attention grabbing)

The first sentence should be a summary of the whole story where a journalist will often decide whether to ditch it or read on. This paragraph should briefly say what happened or is going to happen? Where? (location) When? (date and time here) How? Why? Who is involved?

Expand on the details in the next paragraphs. Explaining what is unique or new about your story and why their readers will want to know about it. Use facts and statistics to ‘add meat to the bones’.

You can illustrate your story with quotes to bring it to life. They should be written in italics, to clearly mark them out at a glance. They should be short and repeat the essence of the story. Quotes should not be used to introduce new elements of the story, just to liven up what has gone before.

You should also consider getting quotes from third parties like a local celebrity who has tried your product, as it gives weight to your story. You must always get their permission first.

End the media release with details such as times, dates, the sort of things you would like to see in print. Do not use too much details, save that for notes to editor below.

ENDS

NOTES TO EDITORS:

1. Tell the editor who to contact for more information or interview requests, include a landline, mobile and email if possible. Make sure you are available; if the journalist cannot get hold of you for more information you may lose your opportunity.

2. Also include a short background of your company, when it started, achievements etc.

3. Include your company name and website.

4. Include opening hours, prices, locations, etc, as appropriate to your story.

5. You should also state if you have photos ready for use: a picture tells a thousand words.
MEDIA RELEASE

22 February 2007
Immediate release

EXPERIENCE THE ESSENCE OF THE OUTBACK
Almost two thirds of New Zealanders who travel to Australia choose to travel outside the main cities and this includes the Outback. With the Outback stretching over five million square kilometres there a great deal to see and do. The Outback is all about the land, the people and their uniquely Australian lifestyles.

"In 2006, 64 per cent of visitors to Australia travelled outside the main cities to explore unique parts of Australia including, the Outback. Many visitors are continually amazed by the remoteness and it’s a fantastic shock to the senses to see, smell and hear the wilderness that is the Australian Outback," says New Zealand’s Regional Manager for Tourism Australia, Vito Anzelmi.

To help you discover this unique destination, below are Australia’s top two unique things to do in the Australian Outback. Come and play in our big backyard...

LEARN TO BE A JACKEROO OR JILLAROO
Sheep outnumber people five to one and Australia is one of the top 10 cattle producers in the world with over 133,000 farms throughout the country. Becoming a jackeroo or jillaroo (station employees who undertake a range of activities on cattle and sheep stations) is an important occupation for many Australians. Many tourists choose to experience first-hand the thrill of working on a farm by staying on one of the many working cattle and sheep stations throughout the Outback. Tolarno Station in Queensland, Burrawang West Station in New South Wales and Rawnsley Park Station in South Australia are great places to stay and live the life of rural Australia, for a while at least!


JOIN THE OUTBACK MAIL RUN
Join the mailman as he makes his twice weekly, 600 kilometre mail run to some of the most historic places in the Australian Outback. This tour visits Oodnadatta, William Creek as well as the world’s largest remote cattle station, Anna Creek. Other highlights include visiting the world’s longest man-made structure, the Dingo fence (5,531 kilometres long) and visiting the 120 million year-old ancient in-land seabed. The regions in the Outback are so remote, meaning locals only receive mail twice a week, which come from this run. The mailmen are experienced Outback operators who have lived and worked in the region most of their lives making this experience a once in a lifetime opportunity.

www.mailruntour.com

ENDS

For further information contact:
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Marketing Manager, Oz Outback
Phone: +61 123 456 789
Mobile: +61 987 654 321
Email: jbloggs@ozoutback.com.au
Media release style tips
The style – punctuation, capitalisation, spelling out of numbers etc – should conform to the practices most common for newspapers and periodicals in your area. This makes it easier for editors to get the story ready for print:
> Never underline anything in the body of the copy. Underlining is an editor’s instruction used to tell the typesetter to produce those words in italics.
> Except in dates, times, prices, street numbers, weights and measures and similar uses of numbers, spell out from one to nine (eg Spell out numbers one to nine and use numerals for 10 and above).
> Do not use the % sign in a sentence. Spell out ‘per cent’ or percent. Do not use an ampersand (&) in sentences.
> Spell out abbreviations of the words, street, avenue and boulevard. Spell out names of states. Preferred styles for these differ so much from publication to publication that it is better to spell everything in full to avoid confusion.
> Never type firm names, product names or anything else all in capitals. Only the first letter of each word in a company of trade name should begin with a capital letter.
> Write the copy in the third person.

Other things to consider when working with the media
> Do seek paid help from a journalist or PR consultant to tap into their specialist knowledge and network of suitable contacts.
> Do keep a photo library of head shots of key staff, important buildings, products etc. Be prepared should a publication request a picture.
> Do keep a sense of perspective – a refurbished set of hotel bedrooms might not be news however building a spa on the roof or in an old dairy barn might be.
> Do produce a professional media kit with media releases, brochures, fact sheets and high quality digital images, then contact the Tourism Australia International Media Relations unit about distribution to our global PR network.
> Do not expect all stories about your organisation to be 100 per cent favourable. Articles, radio and television presentations that are favourable on balance should be regarded as a bonus for the organisation.
> Do not be offended if your story is not used: most are not. There is a great deal of competition for media coverage.

TOP TIPS FOR WRITING MEDIA RELEASES
> Do your preparation, build up and maintain your contact lists;
> Make sure you have a story that is new and interesting to the journalist’s target audience;
> Write clearly, concisely and jargon free;
> Make sure a journalist has your correct details and that you are contactable;
> Have strong, clear pictures available that show an interesting angle or aspect; and
> Don’t give up. If your media release doesn’t result in coverage, think about why and use that information next time.
Distributing media releases

The distribution and timing of a release should be keyed to the deadlines of the media that are to receive it. A national magazine, for example, is often working three months ahead of its publication date while large metropolitan papers are working within a few hours of going to press.

It is also important to address the release to the right person at the paper.

Remember that when you are circulating a media release it has to be prepared so that it communicates with the editorial staff of the media who in turn can pass on the information to their readers or audience. The format, layout and content should be prepared with their requirements in mind.

E-mail distribution of media releases is now widely accepted. Where possible, paste your release into the body of an e-mail rather than adding it as an attachment. Do not attach hi-resolution images unless you know these are wanted – it is preferable to state their availability at the end of your release.

As well as the media, don’t forget the other organisations that may be able to assist in publicity if they receive your release such as Tourism Australia or your local State Tourism Organisation.

Remember that when sending releases by e-mail, use the ‘blind copy’ (bcc) function to avoid a long list of journalists appearing on each recipient’s mail.

For a fee, there are media agencies that will distribute your information to a wide variety of media. This method saves time and ensures multiple distribution of your release. Australian Associated Press (AAP) for example is a wire service agency that reaches some 160 commercial television and radio stations, 40 regional newspapers and the metropolitan dailies.

To make your task easier in contacting the media, several directories are available which cover major metropolitan, regional and country media including newspapers, radio, television, magazines and newsletters.

The Public Relations Institute of Australia (PRIA) provides a free PR resources section on their website that links to media monitoring and distribution companies. Please visit www.pria.com.au

GUIDE 2: IMPROVING YOUR PRODUCT BIOGRAPHY

Your company’s biography is important for providing journalists with a summary of your key offerings, products, activities, location and people. The following provides an example of how to transform a ‘typical’ product biography into one that showcases experiences.

Example of original biography

The ABC Hotel in Bondi is a deluxe all-suite hotel located directly opposite one of the world’s most famous beaches. Located 20 minutes from downtown Sydney and the domestic and international airports. Well appointed king and twin bedrooms with adjoining lounge rooms, with most opening onto private balconies with views over to Bondi Beach or the local district. Also perfect for groups and conferences, the hotel offers full conference facilities to cater for up to 380 delegates, with a flexible choice of banquet and meeting facilities.

The new biography

Come and stay at world renowned Bondi Beach where you can meet the lifesavers, learn to surf, explore the coastal walks or hang out in the trendy bars, cafes and restaurants overlooking the beach.

The ABC Hotel is a deluxe all-suite hotel located directly opposite the beach so guests are only ever moments away from doing what the locals do – play, swim or even work! Having just added a new spa facility specialising in Aboriginal spa treatments, Hotel ABC is also a place for guests to unwind and be pampered.

Located 20 minutes from downtown Sydney and the domestic and international airports.

Well appointed king and twin bedrooms with adjoining lounge rooms, with most opening onto private balconies where guests can enjoy views over Bondi Beach or the local district while savouring local food and wine.

Also perfect for groups and conferences, the hotel offers full conference facilities to cater for up to 380 delegates, with a flexible choice of banquet and meeting facilities.

Our friendly staff are fluent in Japanese, Korean and Mandarin and all hotel information is available in 10 languages.
GUIDE 3: PREPARING A MEDIA KIT

While the media release is an ideal way to announce your big news, there are occasions when you need to have something more elaborate to present to the media.

A media kit is often prepared when an organisation announces a new product or sponsors a major event. They provide media representatives with a thorough background and information in various formats.

The basic format consists of a large folder cover with pockets inside that contain media releases, fact sheets, background information, company materials and collateral, images (CD of images) and article reprints. The folder is visually attractive, incorporating graphic design, colour and the name of the company – avoid plain white.

A media kit should contain:
- Facts and figures about your business;
- Details of what you offer the Experience Seeker;
- Your unique selling points;
- Recent awards;
- What you are planning in the coming year (and maybe longer term);
- Your up-to-date brochure or guide book;
- Product biography; and
- CD of high-resolution images.

It is also worth thinking about the kit’s presentation. Journalists receive a large quantity of information daily, so anything that will make yours stand out is beneficial.

As well as the ‘paper’ kit, consider producing versions that can be e-mailed, faxed or saved onto a memory stick or CD Rom. With most journalists working to tight deadlines, being the first to get your information on their desk could mean your business is featured instead of your competitor’s.

GUIDE 4: PRODUCING A NEWSLETTER

Designed as an informal publication to deliver information to a target audience at regular intervals, the newsletter is precisely what the two portions of its name indicate: news transmitted in the chatty, brisk style of a letter.

Producing a regular newsletter is an excellent way to keep target audiences informed. Newsletters can vary from an elaborate full-colour publication published on quality glossy paper to an electronic newsletter such as Tourism Australia’s essentials industry e-newsletter.

Before starting a newsletter, ask yourself the following questions:
- What is the purpose of the newsletter?
- Who is the target audience?
- What type of articles should be included?
- What is the most suitable format to suit the audience and the budget?
- How often should it be produced?
- What regular items should be included?
- Who can assist with the copy?
- How will the target audience subscribe to the newsletter?
- Are you aware of all the privacy legislation?

Before starting a newsletter, make sure:
- Your website is media friendly:
  - There are several ways you can ensure that media can make contact. Many journalists use the web for research purposes but then need to talk to someone.
  - The Internet is an effective method of communication. Journalists are increasingly making use of it for researching their stories.

There are several ways you can ensure that your website is media friendly:
- A downloadable and interesting high resolution images.
- Contact information for your PR representatives; and
- Event information;
- Profiles and fact sheets;
- A downloadable media kit;
- An archive of media releases and e-newsletters;
Selecting the content
The target audience will influence the type of information to be included in the newsletter.

> Be clear about who your readers are and how much they already know about your topic.
> Check every article to see that it will interest at least one segment of your readership.
> Be sure you have a mix of articles that will give all your readers a chance to find subjects of interest.
> Use a clear writing style with simple words, short concise statements and short paragraphs.
> Avoid jargon and buzz words that might confuse rather than amuse.
> Use eye-catching headline which sell the story.

Newsletter frequency
Newsletter frequency depends on how often interesting, relevant and important material is available; how long it takes to put the newsletter together and distribute it; how timely the newsletter needs to be and what the budget allows.

A monthly newsletter is usual, however, some information may need to be distributed weekly. For some, a quarterly publication may be sufficient. What is important however is that once the frequency has been established, the publication must be distributed on time. There should not be too large a gap between issues or a sense of regularity and continuity will be lost. Readers should look forward to the next issue and it should appear on a regular day, such as the first day of the month.

GUIDE 5: USING AN ONLINE NEWS CENTRE
The Internet is an effective method of communication. Journalists are increasingly making use of it for researching their stories. There are several ways you can ensure that your website is media friendly:

1. Establish a dedicated on-line news centre linked from your home page. This could include:
   > An archive of media releases and e-newsletters;
   > A downloadable media kit;
   > Profiles and fact sheets;
   > Event information;
   > Contact information for your PR representatives; and
   > Downloadable and interesting high resolution images.

2. Make sure your website is accurate and contains up-to-date information, indicating this by giving the date (or at least the month) each section was last updated.

3. Include your full address and telephone number so the media can make contact. Many journalists use the web for research purposes but then need to talk to someone to verify information or ask a supplementary question.
Staying in touch
WANT SOME MORE ASSISTANCE TO HELP PROMOTE YOUR PRODUCT AS AN EXPERIENCE?

Contact your local Tourism Australia Industry Liaison Executive or a representative from the Australian Experiences team:

**INDUSTRY LIAISON TEAM**

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Let the journey begin...
SO YOU’VE READ THE TOOLKIT BUT YOU’RE NOT SURE WHAT TO DO NEXT? HERE’S A CHECKLIST TO HELP BEGIN YOUR JOURNEY TOWARDS BEING A PART OF OUR AUSTRALIAN EXPERIENCES.

- Having read Australian Experiences Industry Toolkit – Adding Value to Your Business, think about the seven Key Australian Experiences and how your product might relate to them.

- Think about and reappraise your own product/business. Look at how your commodity, product and services can translate into experiences.

- Look at the concept of ‘bundling’. Ask yourself:
  - What ‘experiences’ does your region offer?
  - What is unique to your business or region? ie. asset
  - What can your region promote as a unique sales proposition?
  - What experience category can you own?

- Look at opportunities to work with Eg. local tourism business/operators in your region, your Regional Tourism Organisation or your State Tourism Organisation to ‘bundle’ your products together with others and promote a stronger experience offering.

- Contact Tourism Australia’s Market Insights team to learn more about the Experience Development Research, ‘bundling’ and the Decision Support System and how they can enhance your business.

- Review your promotional materials (eg. media releases, company biography, website, newsletter, advertising, brochures etc). Does the writing style, content, tone and images reflect the experiences? If not, refer to Section Four (‘Australian Experiences marketing style guide’) and Section Five (‘Promoting your product as an experience’) in this Toolkit for useful tips to help you make the transition towards promoting experiences.

- Register to get access to Tourism Australia’s Image Library at http://www.imagelib.australia.com/PicWeb/scripts/home.asp. You can get access to over 300 brilliant Australian Experiences images free of charge.

- If you need any help, contact your local Tourism Australia Industry Liaison Executive or a member of the Australian Experiences Team.
WHERE ARE WE NOW?

Tourism Australia has identified common segments across different cultures allowing us to classify ‘who’ would be receptive to the Australian Experience. The target consumer (for all tourism markets except New Zealand and Australia) is referred to as the Global Experience Seeker.

Experience Seekers are long haul travellers who are less affected by the traditional barriers to travel of distance, time and cost. Research shows these findings to be globally consistent.

What is different about our approach is that we used psychographic studies, which examine how the traveller thinks and feels, to determine the personal factors that influence them.

WHY IS THIS SHIFT IN APPROACH IMPORTANT?

Many assumptions can be made about the ‘attractiveness’ and success of our existing product offerings to international travellers, including the concept that what we have to offer basically meets the needs of travellers seeking Australia as their destination. This may be true to a certain extent, however, the reality is we are currently capturing only a small portion of the potential market. We may need to reassess ourselves as tourism service providers and ask whether what we have to offer actually fits the profile of the Global Experience Seeker.

To stimulate even greater interest and in turn ensure the success of the travel industry, it is vital we understand the characteristics and ‘needs’ of the Global Experience Seeker. Experience Seekers are more informed, interested and curious about potential travel destinations. When we ‘connect’ with them they will hunger for more of our offerings.

The research information developed by Tourism Australia can be used to help improve your current success rates, target your offerings more specifically to the needs of Global Experience Seekers and increase the profitability and visibility of your business.

PROFILE OF THE GLOBAL EXPERIENCE SEEKER

Experience Seekers share a unique set of values, attitudes and motivations that stretch beyond holiday behaviour and well beyond the category of travel.

Global Experience Seekers can be found among all age groups, income levels, and geographic locations. Within this segment there are commonalities in attitude to travel, personal development and everyday life that exist across countries.

- For Global Experience Seekers, travelling is a big part of their life. As experienced travellers they are often interested in travel for travels sake and see it as an important aspect of their lifestyle and well being.
- Compared to the average long haul traveller, Global Experience Seekers want to get off the beaten track and interact with local people to make friends, develop personal relationships and engage in the lifestyle.
- Global Experience Seekers long for self-discovery and education when travelling. As well as observing they also want to personally experience cultures and lifestyles different from their own. Exposure to such experiences results in a deep sense of personal fulfilment meeting their desire to grow as an individual. This accounts for their interest in Australia’s indigenous culture.
- Global Experience Seekers look to challenge themselves physically, emotionally and/or mentally. By learning about different cultures and challenging themselves, the opportunity for self discovery is enhanced.
- Global Experience Seekers are drawn to destinations that are ‘yet to be discovered’ or are away from the standard tourist trail. To be able to experience the true natural and cultural surroundings they have a preference for locations that are un-touched rather than stylised tourist destinations.
WANTS OF THE GLOBAL EXPERIENCE SEEKER

The Global Experience Seeker has a number of key ‘wants’ to satisfy their travel experience:

- Authentic personal experiences;
- Social interactions – making friends and developing personal relationships;
- Meet and interact with the locals;
- Experience something different from their normal day-to-day life;
- Understand and learn about different lifestyles and cultures;
- Participate in the lifestyle and experience, rather than observing it;
- Challenge themselves – physically, emotionally and/or mentally;
- Visit authentic destinations that are not necessarily part of the tourist route; and
- Exposure to unique and personally compelling experiences.

HOW DO WE CONNECT WITH THE GLOBAL EXPERIENCE SEEKER?

Experience Seekers are selective in their consumption of media. They prefer:

- Internet;
- Cable television;
- Lifestyle channels and programs/documentaries;
- Digital media; and
- Cinema.

Typically, Global Experience Seekers are more likely to:

- Be experienced international travellers;
- Be opinion leaders – early adopters and influencers;
- Be open minded;
- Be selective in their media consumption – media that is personally relevant and motivating;
- Of the opinion that travel is an important part of their lifestyle;
- Stay longer and spend more;
- Travel beyond major cities;
- Be less materialistic;
- Have a higher than average household income; and
- Be well educated and informed on a range of subjects.

Who do I Contact?

Ed Steiner, Senior Researcher, Strategic Insights
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NEW ZEALAND IS AUSTRALIA’S LARGEST INTERNATIONAL SOURCE MARKET, MAKING UP 19 PER CENT OF AUSTRALIA’S TOTAL INTERNATIONAL VISITORS. WITH NEARLY 50 PER CENT OF NEW ZEALANDERS MORE LIKELY TO VISIT REGIONAL AUSTRALIA THAN THE AVERAGE 34 PER CENT OF ALL INTERNATIONAL VISITORS, THEY ARE A MAJOR FOCUS FOR AUSTRALIA’S MARKETING ACTIVITY.

THE CHALLENGE

In the last 12 months visitor arrivals, spend and nights from New Zealanders decreased slightly. New Zealanders are perceived to be over-familiar with Australia because they have been before and they feel very aware of what Australia has to offer. It is this complacency that must be overcome if we are to attract more New Zealanders to spend more, stay longer and travel more widely within Australia.

<table>
<thead>
<tr>
<th>AFFLUENT YOUNG COUPLES</th>
<th>AFFLUENT FAMILIES</th>
<th>AFFLUENT OLDER COUPLES</th>
</tr>
</thead>
</table>
| **Motivations** (what drives them to take a holiday) | &gt; Break from work life;  
 &gt; Broaden experiences;  
 &gt; Share with partner; and  
 &gt; Now is the time, commitments pending. | &gt; Break shackles of busy daily routine; and  
 &gt; Kids safety and happiness critical. | &gt; Kids are gone, work not a primary focus, so now indulge travel dreams; and  
 &gt; More time and money. |
| **Gratifications** (what they want to take home from a holiday) | &gt; Personal freedom;  
 &gt; Control in life;  
 &gt; Challenges to test and define personality; and  
 &gt; Consolidate and create friendships. | &gt; Chance to re-engage with kids;  
 &gt; Reinforce family bonds, shared activities; and  
 &gt; Opportunities for kids to learn and develop. | &gt; Personal enrichment;  
 &gt; Expression of self;  
 &gt; Cerebral interests, immerse in authentic experiences; and  
 &gt; Renew bonds with partner. |
What Do They Look Like?

Typically they:

- Spend money to ‘experience’ life’s offerings;
- Look for variety in the experiences they seek;
- Have a high net worth;
- Will spend more;
- Are well educated; and
- Are prolific internet users.

Profile of the New Zealand Experience Seekers

The New Zealand Experience Seeker is different from the Global Experience Seeker. The New Zealand Experience Seeker has a preference for Australian travel and spent more than NZ$200 per night or NZ$2,000 in total on their last trip, three times more than the average for all New Zealand travellers.

The New Zealand Experience Seeker is split into three main socio-demographic groups: Young Affluent; Affluent Families; and Older Affluent Couples. Each group has key motivations - what drives them to take a holiday; and gratifications - what they want to take home from a holiday.

How Do New Zealand Experience Seekers Plan Trips?

New Zealand Experience Seekers chose their last holiday destination based on:

- Information on the internet;
- Travel Agents’ advice;
- Past experience;
- Word of mouth; and
- Guide books.

A third of all New Zealand Experience Seekers booked a component of their last trip through a travel agent, while 28 per cent booked their accommodation directly and 19 per cent booked directly with an airline.

This target group actively pursues experiences they feel are value for money but at the same time they want to make their life easy, even if they have to pay for it. The good news is feedback indicates the best of Australia can compete with other competitive overseas options.

What To Do

The New Zealand Experience Seeker can be targeted by motivating them with holidays that provide stimulation and relaxation as well as the gratifications of personal growth and strengthening relationships. However, to do this, we need to reassess our holiday products and the experiences they offer.

Who Do I Contact?

Nicole Deakin, Senior Researcher, Strategic Insights
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Email: ndeakin@tourism.australia.com
www.tourism.australia.com/research
Appendix C - Australian Experience Seeker

IMPORTANCE IN AUSTRALIA

The domestic tourist market provides the greatest contribution to Australian tourism, accounting for over 80 per cent of total tourism spend and all visitor nights spent outside the capital cities and the Gold Coast.

THE CHALLENGE

Despite recent increases in the last 12 months in the number of trips and nights, the longer term trend for domestic tourism over the past nine years is one of decline.

Although there has been continued growth in consumer spending, the share of Australian household expenditure spent on holidays has declined and Australians are stockpiling their annual leave entitlements with the current balance estimated to be 70 million days.

Australians also see Australia as being safe, predictable and known: a place where the experiences on offer lack the elements of challenge and diversity. Most of all Australia is seen as expensive in relation to many overseas destinations.

These factors continue to influence Australian’s future travel preferences and intentions and have led to a decrease in domestic holidays and an increase in overseas holidays.

PROFILE OF AUSTRALIAN EXPERIENCE SEEKERS

Tourism Australia has identified the Australian Experience Seeker as our primary target group of Australian travellers. These are travellers with a preference for both interstate and overseas travel who spent more than $2,000 on their last holiday. When we look at the average trip cost per person, Australian Experience Seekers spent $3,498 on their last holiday, three and a half times more than the average Australians spent. Barriers to domestic travel include competition from overseas destinations, changes to household spending and stockpiling of annual leave.

Within the Australian Experience Seeker there are three separate life stages. The key characteristics for each group include:

<table>
<thead>
<tr>
<th>AFFLUENT YOUNG COUPLES</th>
<th>AFFLUENT FAMILIES</th>
<th>AFFLUENT OLDER COUPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 25-35 years;</td>
<td>&gt; 35-50 years;</td>
<td>&gt; 45-60 years;</td>
</tr>
<tr>
<td>&gt; Without children;</td>
<td>&gt; Children’s needs form their life’s agenda;</td>
<td>&gt; Free from children;</td>
</tr>
<tr>
<td>&gt; Experience the world before having a family;</td>
<td>&gt; Holidays provide a much needed break from routine;</td>
<td>&gt; Free from responsibilities and able to indulge in travel dreams;</td>
</tr>
<tr>
<td>&gt; Seeking controlled challenges;</td>
<td>&gt; Relaxation;</td>
<td>&gt; Seeking personal reward for a lifetime of hard work;</td>
</tr>
<tr>
<td>&gt; Personal development; and</td>
<td>&gt; Time to re-charge; and</td>
<td>&gt; Self indulgence and luxury;</td>
</tr>
<tr>
<td>&gt; Leave time is precious.</td>
<td>&gt; Reconnect with the family/partner.</td>
<td>&gt; Desire to learn new things and achieve personal enrichment; and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; Gather stories to share.</td>
</tr>
</tbody>
</table>
WHAT TO DO

Research results suggest to effectively engage Australian Experience Seekers, we need to reassess our ‘holiday products’ and the experiences they offer. The good news is feedback indicates the best of Australia can compete with overseas options.

In research conducted by Tourism Australia, it was evident some of the most isolated and expensive destinations presented to Australian Experience Seekers overcame conversion barriers because of the compelling appeal and diverse range of experiences on offer. It is therefore not true that remote always equates to ‘too hard’.

When travelling, Australian Experience Seekers often want to visit more than one destination and the best received holidays include a variety of experiences rather than a stand alone destination draw card.

Who do I Contact?

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www.tourism.australia.com/research
Appendix D - Experience Development Research

HOW DID WE IDENTIFY THE OPPORTUNITY FOR ‘BUNDLING’ PRODUCTS?

Tourism Australia has identified the need to develop and communicate compelling offers to Experience Seekers by ‘Bundling’ complementary activities to form compelling and unique Australian Experiences. To identify those compelling Australian Experiences among our global target market (Experience Seekers), we initially conducted Experience Development Research in two markets: Germany and Singapore.

WHY EXPERIENCE DEVELOPMENT RESEARCH, AND WHAT IS IT?

The Experience Development Research involved three components:

▷ Testing Australian experiences at a macro level to determine the optimal combination of major city, coastal, nature, indigenous, outback and food and wine experiences;
▷ Testing activities at a more detailed level (determining the optimal bundle of activities); and
▷ Testing tolerance for taking a journey through Australia and general travel in formation including competitive destinations, barriers to travel, accommodation types and spend.

WHAT ARE THE BENEFITS FOR ME? HOW CAN I USE THE RESULTS OF THIS STUDY?

Results from the Experience Development Research have broad applications. At a top line level, it allows organisations to more clearly target their marketing campaigns by incorporating the most appealing activities and experiences.

The Strategic Insights team at Tourism Australia has designed a model called the Decision Support System (DSS) to provide users with an immediate appraisal of the features most likely to interest Experience Seekers when visiting destinations in Australia.

The DSS helps determine the degree of appeal, subsequent likelihood of an Experience Seeker choosing particular activities and the benefits of ‘Bundling’ activities together.

TOP-LINE CONCLUSIONS

The following list of activities and experiences were identified as highly motivating among Experience Seekers. This list is not exhaustive and does not mean that other experiences are unappealing, rather that in a competitive context, these activities and experiences stand out.

Singapore

In order of listing, coastal lifestyle, cities and nature are the most appealing experiences for Experience Seekers in Singapore.

Some of the more popular activities include:

▷ Taking a scenic flight;
▷ Visiting an Australian reef / white sandy beaches / tropical islands;
▷ Watching the sunrise / sunset over the ocean;
▷ Shopping in a local precinct;
▷ Immersing in the way of life of a major city;
▷ Exploring the Australian coast;
▷ Visiting Australia’s snowfields;
▷ Visiting waterfalls, gorges, fishing spots or secluded water holes;
▷ Visiting food regions famous for produce such as cheese, seafood, bread, olives etc;
▷ Visiting an Australian winery / vineyard or wine region;
▷ Participating in a traditional Aboriginal fishing experience; and
▷ Touring sacred and historic Aboriginal sites with a local Aboriginal tour guide.

Germany

In order of listing, coastal lifestyle, cities and the outback are the most appealing experiences for Experience Seekers in Germany.

Some of the more popular activities included:

▷ Visiting an Australian reef / white sandy beaches / tropical islands;
▷ Watching the sunrise / sunset over the ocean;
▷ Visiting famous landmarks in and around major cities;
▷ Immersing in the way of life of a major city;
▷ Taking a scenic flight;
▷ Exploring natural / outback landscapes;
▷ Interacting with native wildlife;
▷ 4WD tours;
▷ Visiting historic sites (particularly indigenous sites);
▷ Learning about indigenous culture (the Dreamtime, art, food etc.);
▷ Exploring the Australian coastline;
▷ Visiting rainforests.
KEY RESEARCH RESULTS

<table>
<thead>
<tr>
<th>FACTORS</th>
<th>SINGAPORE</th>
<th>GERMANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average length of stay</td>
<td>1-2 weeks</td>
<td>25 days</td>
</tr>
<tr>
<td>Barriers to Travel</td>
<td>&gt; Cost;</td>
<td>&gt; Cost; and</td>
</tr>
<tr>
<td></td>
<td>&gt; Fear of vehicle breakdown;</td>
<td>&gt; Time required when travelling / distance to be covered;</td>
</tr>
<tr>
<td></td>
<td>&gt; Time required when travelling / distance to be covered;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; The remoteness of locations; and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; Safety</td>
<td></td>
</tr>
<tr>
<td>Preferred time to visit Australia</td>
<td>Spring and Autumn</td>
<td>Spring and Summer</td>
</tr>
<tr>
<td>Type of accommodation</td>
<td>Farm stay/cattle station</td>
<td>B&amp;B or guest house</td>
</tr>
<tr>
<td></td>
<td>Resorts</td>
<td>Heritage Hotel</td>
</tr>
<tr>
<td></td>
<td>Serviced apartment/holiday house</td>
<td>Caravan/campervan</td>
</tr>
<tr>
<td></td>
<td>B&amp;B</td>
<td>Serviced apartment</td>
</tr>
<tr>
<td></td>
<td>Country Cottage</td>
<td></td>
</tr>
<tr>
<td>Journey types</td>
<td>Preference for partially or self guided touring</td>
<td>Preference for self guided touring</td>
</tr>
<tr>
<td>Channel for booking travel</td>
<td>92% find information on the WEB</td>
<td>91% find information on the WEB</td>
</tr>
<tr>
<td>Australian Experiences in order of preference</td>
<td>1. Aussie Coastal Lifestyle</td>
<td>1. Aussie Coastal Lifestyle</td>
</tr>
<tr>
<td></td>
<td>2. Australian Capital Cities</td>
<td>2. Australian Capital Cities</td>
</tr>
<tr>
<td></td>
<td>4. Food and Wine</td>
<td>4. Indigenous Australia</td>
</tr>
<tr>
<td></td>
<td>5. Australian Outback</td>
<td>5. Nature in Australia</td>
</tr>
<tr>
<td></td>
<td>6. Indigenous Australia</td>
<td>6. Food and Wine</td>
</tr>
</tbody>
</table>

Who do I Contact?

Your Industry Liaison Executive is able to provide you with additional information and support should you wish to investigate the potential of this study. Alternatively you can contact Ed Steiner, Senior Researcher from Tourism Australia’s Strategic Insights team on:
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Email: esteiner@tourism.australia.com or strategicinsights@tourism.australia.com

www.tourism.australia.com/research
Australian Experiences Industry Toolkit

Adding value to your business