



Repositioning TNO

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Attracting the new traveler, through government partnering

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“The world has changed and
we must change with it”

Barack Obama
Jan 2009.

Today's focus

- The supply and demand imbalance for tourism in TNQ.
- The danger of the decline spiral
- The need to look beyond the leisure tourist
- The need for governments to inject themselves more in some areas, and remove themselves from others

The demand gap solution?

- Organic growth in leisure will not fix demand shortfall.
- The option is to look at reasons other than leisure to attract visitors.

**Identify how the product,
infrastructure and natural attributes
which the region offers, can be
repackaged to cater for the needs of
the non leisure “new traveller”.**

Non leisure traveler segments.

- Medical Tourism.
- Sports Tourism.
- Events & cultural tourism.
- Weddings market.
- Eco/volunteer tourists.
- Long stay market

Medical tourism.

Is it a healthy
proposition?



Sports Tourism.

How do we get
into the game?



Festivals

Making it a
main event!



Total Solar Eclipse of 2012 Nov 13

Geocentric Conjunction = 22:18:04.3 UT J.D. = 2456245.429217
 Greatest Eclipse = 22:11:48.0 UT J.D. = 2456245.424861
 Eclipse Magnitude = 1.0500 Gamma = -0.3718

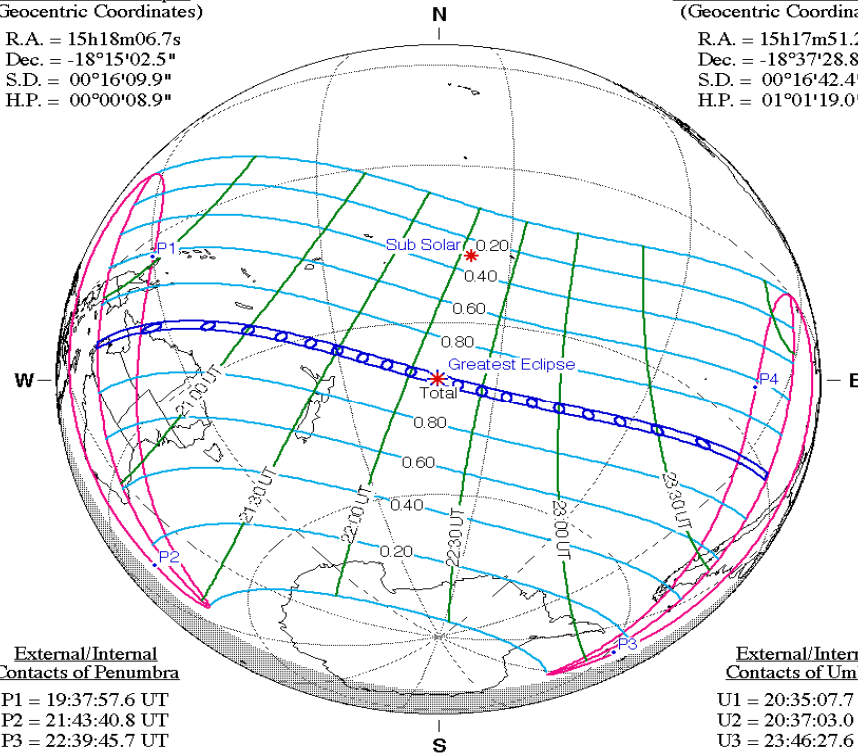
Saros Series = 133 Member = 45 of 72

Sun at Greatest Eclipse
(Geocentric Coordinates)

R.A. = 15h18m06.7s
 Dec. = -18°15'02.5"
 S.D. = 00°16'09.9"
 H.P. = 00°00'08.9"

Moon at Greatest Eclipse
(Geocentric Coordinates)

R.A. = 15h17m51.2s
 Dec. = -18°37'28.8"
 S.D. = 00°16'42.4"
 H.P. = 01°01'19.0"



External/Internal Contacts of Penumbra

P1 = 19:37:57.6 UT
 P2 = 21:43:40.8 UT
 P3 = 22:39:45.7 UT
 P4 = 00:45:34.0 UT

External/Internal Contacts of Umbra

U1 = 20:35:07.7 UT
 U2 = 20:37:03.0 UT
 U3 = 23:46:27.6 UT
 U4 = 23:48:24.2 UT

Local Circumstances at Greatest Eclipse

Lat. = 39°56.9'S Sun Alt. = 68.0°
 Long. = 161°19.8'W Sun Azm. = 11.4°
 Path Width = 178.9 km Duration = 04m02.2s

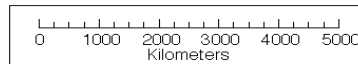
Ephemeris & Constants

Eph. = Newcomb/ILE
 $\Delta T = 69.5$ s
 $k1 = 0.2724880$
 $k2 = 0.2722810$
 $\Delta b = 0.0''$ $\Delta l = 0.0''$

Geocentric Libration
(Optical + Physical)

$l = -1.00^\circ$
 $b = 0.50^\circ$
 $c = 16.49^\circ$

Brown Lun. No. = 1112



F. Espenak, NASA's GSFC - Fri, Jul 2,
sunearth.gsfc.nasa.gov/eclipse/eclipse.html

The Wedding market.

Time to hitch
onto this?



Eco/Volunteers

Caring
Sharing
and feeling good





This is where we want the
government bodies to inject
themselves more
aggressively.



Investment in tourism



Protecting regional
Australia.

Contradictions between government departments.

	2002-03	2003-04	2004-05	2005-06	2006-07	01-02 to 06-07
Sydney	-2.7%	10.9%	7.9%	4.2%	4.7%	27.1%
Melbourne	-5.1%	14.8%	15.1%	2.6%	3.9%	33.8%
Brisbane	-1.4%	19.2%	19.6%	4.7%	6.6%	56.95
Perth	-1.5%	10.2%	12.2%	1.8%	10.7%	37.2%
Cairns	9.0%	6.4%	8.4%	-1.4%	-14.8%	5.7%
Darwin	-70%	1%	15%	13%	16%	5%



Treating Tourism as an
endless cash cow.

In conclusion

- Change needed
- Focus on non traditional traveler
- More government support
- More whole of government cooperation
- More tourism friendly policies.

Thank You.

