



09

St. George Bank
**STATE OF THE REGION
SUMMIT**

Roomitism

Facilitator: Daniel Gschwind, QTIC





From Crisis to Opportunity

State of the Region Summit

June 2nd 2009



Today's Crisis

- Global Financial Crisis
 - Swine Influenza
 - Aviation Access
 - Increasing Unemployment
 - **Weakening consumer sentiment**
-
- **Have we been here before?**
 - Asian FC
 - SARS and Avian Flu
 - Pilots Strike and Ansett collapse
 - 911
 - **What have we learnt from previous Crisis Situations?**

Destination Management

*“ it is increasingly recognised that the concept of a ‘destination’, within which a wide range of facilities and activities together make up the complete experience, is critical in influencing consumer choice.”**

A holistic approach to destination management is required and includes;

- *Destination Development and Planning*
- *Destination Marketing*
- *Destination Management*

** RET national framework for destination management 2007*



Development planning

- Broad collaboration and consultation
- Assessment of tourism potential
- Attraction of investment and infrastructure
- Workforce planning
- Long term tourism strategies for growth



Marketing

- Research
- Identifying the correct markets
- Raising awareness of destination quality
- Grow visitation and yield





Management

- Protection of our assets
- Quality visitor experiences
- Industry leadership
- Growing unique and sustainable tourism industry





THE QUEENSLAND BRAND STORY





o Summary of QLD Global brand strategy

- Position: QLD as the true Aussie holiday experience.
- Position: TNQ as **the** owner of nature and adventure experience.
- Research developed Market Segments based on needs.
- Connectors, Social Fun Seekers and Active Explorers targeted as over 2/3 of all leisure consumers.
- Connectors in Intrastate.
- Social Fun seekers in Interstate.
- Identifying the DNA of our brand.
- Research and understand values of our brand.
- Build a comms platform based on experience themes.
- Natural Encounters, Adventure, Islands and Beaches and QLD Lifestyle.
- Create brand look and feel to connect and engage.

o TQ Strategy – identified actions

- Retail is King – 09/10.
- Insight through research - segments.
- Energise our brand. Less passive
- Global publicity.
- Rich creative content and digital focus.
- PR, famile, road shows and promos.
- Marketing Alliances
- Partnerships with TA, RTO, Airlines/Aviation
- New / unique product Development.
- Domestic Opportunity.
- Broaden target markets and increase yield / LOS.



○ Key Opportunities

A clearly defined vision

A collaborative approach

Community ownership

Sustainable business models

Diversify and differentiate