



ALIGNING YOUR VISITOR SERVICING ACTIVITIES WITH YOUR DESTINATION'S BEST VISITORS

THE MASTERCLASS

A scenic landscape photograph showing a couple walking away from the camera on a dry, grassy hill. They are looking out over a large body of water (a bay or ocean) under a clear blue sky. The foreground is filled with dry, yellowish-brown grass and some green shrubs. The middle ground shows a dense line of green trees and bushes. In the background, the water stretches to the horizon, with some distant land visible. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the title text in white.

UNDERSTANDING VISITOR PERSONAS

Sunset Food and Wine, Image Credit: South Australian Tourism Commission

A person is holding a large, dark metal pot filled with oysters. The oysters are resting on a bed of white, rounded stones. The background shows a blurred view of a boat deck and the ocean, suggesting a coastal setting. The text is overlaid on a dark, semi-transparent band across the middle of the image.

'Everyone' is not your customer.

- SETH GODIN

Best-selling author, marketer, entrepreneur, and public speaker





Destination Development

Helps identify experience gaps or upgrades needed to attract high value visitors



Market + Visitor Service Efficiently

Helps to identify what marketing + visitor servicing opportunities to activate – and importantly, what to say ‘No’ to!



Sustainable Growth

Increasing the number of your best visitors (who are higher yielding) means increasing overall spend, without increasing visitor numbers, which is more sustainable.




**WHO SHOULD YOU BE
ATTRACTING IN THE
FUTURE?**

Your destination isn't for everyone.

It is only for those who love what you have to offer.



An emu stands on a sandy beach, facing left. The background features a clear blue sky and a calm blue ocean. Five dark circular callouts are overlaid on the image, each containing a text block. The emu is positioned in the lower right quadrant of the frame.

Love your
destination and
rave about it to
their friends

Are an absolute
pleasure to deal with –
genuinely happy
people!

United by
motivations and
challenges, not just
demographics

Less price sensitive –
experience trumps
price

Conscious consumers -
care about their
impact

PROFILING PERSONAS

The background image is a vibrant, low-angle shot of a garden. On the left, a rugged, light-brown rock face rises vertically. To the right, a steep hillside is covered in a dense, green ivy wall. The foreground and middle ground are filled with various plants, including large green ferns and clusters of pink hydrangeas. Several tall, thin trees with green foliage are scattered throughout the scene. A dark, semi-transparent rectangular box is centered over the image, containing white text. The sky is a clear, bright blue with a few wispy white clouds.

Questions to help you clarify your Visitor Persona
Why are they travelling?

WHY TRAVELLING?

Holiday – Reconnection, Relaxation, Escape, Learning, Adventure

Special Occasion – Weddings/Anniversary/Special Event

Work – Business/Conference

Special Interest – Golf/Wine/Beer/Cycle/Wellness etc.

Sports – Event Participation

PROFILING PERSONAS



Why are they travelling?

Who is the main decision maker?

Who are they travelling with that also influences their decisions?

When and how long do they travel?

How are they getting around?

PROFILING PERSONAS



What are their needs as it relates to your destination specifically?

What are their challenges that they need to address as it relates to your destination?

What are their aspirations specific to your destination?



"Sarah"
Families School
Aged Tweens

WHO

Mum to 2 kids (10 and 12)
Works nearly full time.

TRAVEL PARTY

Travels with husband & kids
Other families
Pet family dog (some)

WHY

Screen free family
adventures + memory
making.

Escape city + routine!

ACCESS

Self Drive

WHEN

School holidays/long
weekends

COVID CONCERNS

Self contained
Outside
Private
Takeaway
Un-crowded



"Sarah"
Families School
Aged Tweens

DESTINATIONS

Has things that kids love (eg MTB trails/surfing), but also great food/nature/villages/scenery for adults.

Place family/other friends can easily join us in/not too far from Adelaide.

EATS

Some self catering with local produce from markets/farm gate/pick your own.

Dine out at cool local favourite spots that are kid friendly (avoiding tourist traps) eg bakeries, cool pubs, cellar doors or cafes.

Needs an awesome coffee daily!

DO

Outdoor + Active Adventure:
Getting out in nature with walks/national parks/beach/bike rides/great views/

Interactive + close wildlife encounters

Family friendly food producers, breweries, cellar doors.

Engaging historic/cultural experiences – eg trains/museums /indigenous.

STAY

Self catering accommodation
Caravan/Cabins/Camping

PERSONA FAQs

How many Personas should a destination have?

Short term domestic vs longer term international?

How do you find this information about them?

What about other Visitor segments? (those that aren't Personas, but still important)

An aerial photograph of a coastal area. In the foreground, a small boat with a person on board is moving across the water, leaving a white wake. The water is a vibrant turquoise color. In the middle ground, a sandy beach is visible, bordered by a dense line of green vegetation. The background shows a vast expanse of blue water under a clear sky.

JOURNEY MAPPING

Coffin Bay, Image Credit - Kane Overall



"Sarah"
Families School
Aged Tweens

What's going in Sarah's head
across her whole travel
plan?

What questions is she
asking herself? What are her
needs, challenges and
aspirations?

DREAM

Want to get away from Adelaide in July school holidays. Get some sun. Possibly take another family too now we can.

We'd like to support one of SA's regional communities.

Want to find somewhere to get outdoors and do some hands-on experiences, and maybe hiking/walking

PLAN

Flinders Ranges + Clare is probably where we'll head.

Want our own accommodation. Which Station stay? How spaced out is accommodation at Rawnsley Park? Can the kids have campfire?

Would the kids be ok to hike Rawnsley Bluff?

Let's do a few nights in Clare on way home.

BOOK

Need to lock in our accommodation before we go... self contained definitely!

I'll check what days Prairie Hotel is open, need to go there one day for lunch.

PRE-TRAVEL

Will Pichi Richi be operating? What about Blinman mine tour?

Which hikes shall we do?

Do we take bikes?

Where shall we stop to get food/fuel/kids run around.

IN DESTINATION

Where can we eat out (pubs/bakeries)

What are opening hours/ tour times for x?

Can we get marshmallows for the fire (forgot them!)

Which wineries are kids friendly for lunch in Clare? Which part of Reisling trail shall we cycle.

POST-TRAVEL

Loved the slower pace and reconnecting with our family and getting away COVID19 media.

Need to book our next trip in SA, maybe will see if Lisa and Pete want to come with us next time!

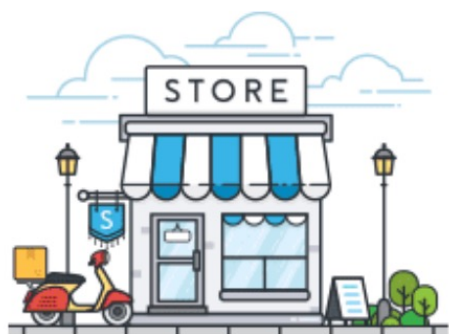


"Sarah"
Families School
Aged Tweens

Where is she looking
to answer her
problems /
questions?

TRADITIONAL

The good, old-fashioned bricks and mortar store



E-COMMERCE

Online shopping has skyrocketed in recent years



MULTICHANNEL

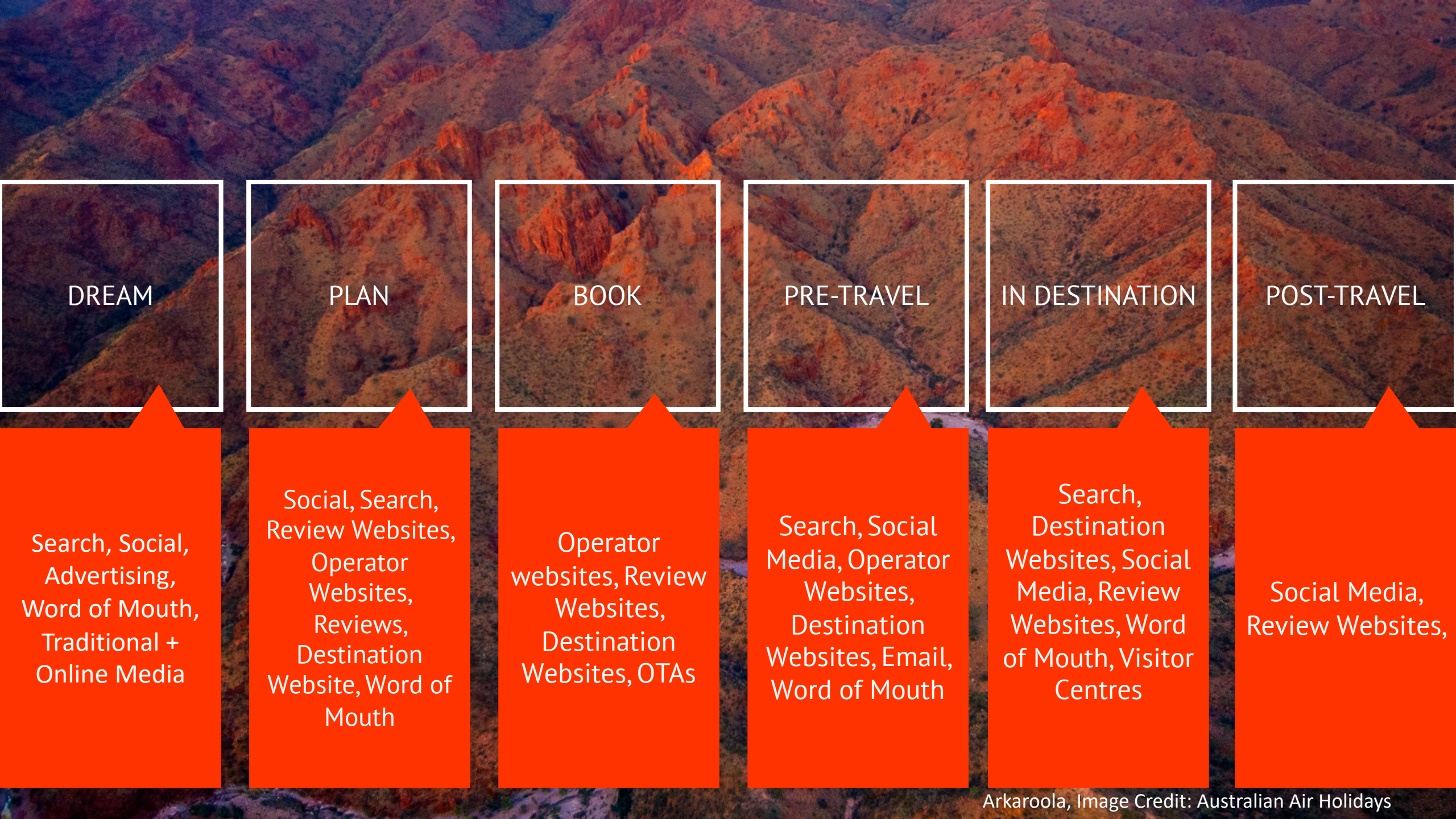
Various, disconnected channels for customers to use independently



OMNICHANNEL

AN integrated, seamless experience across multiple, devices and touchpoints





DREAM

Search, Social,
Advertising,
Word of Mouth,
Traditional +
Online Media

PLAN

Social, Search,
Review Websites,
Operator
Websites,
Reviews,
Destination
Website, Word of
Mouth

BOOK

Operator
websites, Review
Websites,
Destination
Websites, OTAs

PRE-TRAVEL

Search, Social
Media, Operator
Websites,
Destination
Websites, Email,
Word of Mouth

IN DESTINATION

Search,
Destination
Websites, Social
Media, Review
Websites, Word
of Mouth, Visitor
Centres

POST-TRAVEL

Social Media,
Review Websites,



WHERE ARE THE OPPORTUNITIES / GAPS?

DEVELOPING YOUR PERSONAS

A woman wearing a dark hat and a colorful patterned dress stands in a field of white, fluffy flowers. She has her arms outstretched and is looking down. The background shows a sunset over a landscape with hills and a body of water. The sky is a mix of blue and orange.

SA'S PERSONAS

Young Couples

Young Families
(Pre-School)

Young Families
(Twins/Teens)

Older Couples
(High Yield)

Older Couples
(Long Haul
Travellers)



Persona
X

1. ABOUT THEM

Who are they?

What's their life stage?

Why are they traveling?

When do they travel?

Who do they travel with?

How do they get to and around the region?



Persona
X

2. EXPERIENCES

What do they do in your destination?

Accommodation

Activities

Food + Beverages?

Events?

Seasonal activities? Interests?

Any obvious experience gaps?



Persona
X

3. NEEDS, CHALLENGES + ASPIRATIONS

What do they need to know to help plan a longer stay?

What questions do they have before travel and when in the region?

What itineraries would be helpful?



Persona
X

4. VISITOR SERVICING TOUCHPOINTS

Where are they looking for visitor information online?

Where are they finding visitor information in region?

As a region how could you better support this persona through your visitor servicing activities?



SHOW + TELL



Yorba Peninsula - Copper Coast
Older Complex
Plan larger stg - opposite
across CC area - why above prom
European clearance in each town
Must see things to see etc
?? Distance to CC + between towns
Advice on what to see + do
Horseman 2 Top Tawana Town
Tour guide Mission
Wellness
Keston
daily, low day, larger stg
Further related to reflecting
regions

3/ Needs Challenges Aspirations
Older Couples Barossa

- Lack of Public Transport
- Ease of Access /
- Level of Fitness
- Opening Hours
- Seasonal Experiences
- Weather / Heat / Mud
- Themselves / Interests
- Around - Weather
- Time Spent at Attraction
- Look out for? (Landscape)
- Purposeful (Hill walk? Urban area?)

Barossa Older Couples

- How many days?
- Camp spots
- Have a Break spots (off road area)

Barossa
Older
Couples

Clare Valley older
Needs challenges Aspirations

What is open - What is in region
available accommodation.
Events on. Offerings -
things to see. Adventure -
Activities - Nature

Questions - Is the lake pink
Bike hire, what is the best
winery - where should I eat
What Markets are on.

Itineraries -
What are the must sees of
the Valley. How to visit all
the towns in the Region.

Barossa / Gawler.

What is happening
where on 1 day.

- What experiences can I have.
 - What are you about
 - What should we do
- Must
Do's
- 2 day
4 day

- Learn about History
- Walking Trails / Guided Tours
- Sport Activities
Sliders / Paragliding / Rafting
Horse trotting / Greyhound racing
Golf
- Retail Therapy
- Dining Experiences
- Day Spas

Barossa
Clare.
Yorke Peninsula

Clare Valley older

Tours - wineries -
Historical Walks & How
long do they take
Ride the riedling trail in 2 days

③ Needs Challenges Aspirations
Yorke Peninsula

- * Need to know what is available to see + do
- * Need to know distances to travel
- * Need to have accommodation
- * Is there pet friendly pets
- * Groceries Shops / Explore Attractions
- * 3 Day Itinerary 1) Visit + Travel
- 2) One day stay
- 3) Inness Walks
- 4) Milaterra + Mall
- 5) + + + + +
- * Fuel Available
- * Activities available in each town

Barossa

Needs, Challenges + Aspirations
what? A good understanding
of how big it is / the sub
regions

- what transport (public)
is available - There isn't
a lot!

- what experiences fit
their budget, or are
they interested in

Itineraries / retail, easy walks
- soft / experiences -
balloon, e bike, food +
wine unique tours (separate)
History, unique car tours.

Yorke Peninsula - Copper Coast
Older Couples

Plan longer stay - options
across CC area - info about proximity
+ unique offerings in each town
Must see things to see + do

?? Distance to CC + between towns
Advice on what to see + do

Itineraries - Top Tourism Town

Moonta
Walleroo
Kadina

daily, few days, longer stay
further referral to neighbouring
regions

ABOUT THEM
= TWEEN FAMILIES
1 1/2 INCOMES / SINGLE PARENTS
PARENT / S WITH SCHOOL-AGED KIDS

NOT NECESSARILY 2A/2K
MAKING MEMORIES

GIVE KIDS A BREAK
- LIFE EXPERIENCES
- BREAK FROM DEVICES

LESS LIKELY TO TRAVEL DURING
'SCHOOL TERMS' → HOLIDAYS

TRAVEL WITH OTHER FAMILIES

DRIVING - FLIGHTS = EXPENSIVE
- PRACTICALITY GETTING AROUND THE REGION
- CARAVAN / CAMPER TRAILERS

EYRE PENINSULA
(1 OF 2)

EXPERIENCES

TWEENS - LOOKING FOR THINGS TO DO

ACCOMMODATION

- AFFORDABLE OPTIONS
- CARAVAN PARK
- 'AIRBNB' / SELF CONTAINED
- SPACE

ACTIVITIES

- OUTDOOR - BEACH/MARINE/HIKING/BIKES

FOOD + BEVERAGES

- SELF CATERING
- PUB MEALS
- BAKERY

EVENTS

- DAY TIME EVENTS

COLOUR TUMBY OYSTERFEST
TUNARAM STRAIGHT BAY
NEW YEARS DAY @ PERLUBIE

Eyre Peninsula (families - choose either)

EYRE PENINSULA
(2 OF 2)

OBVIOUS GAPS

INDOOR ACTIVITIES

WINTER ACTIVITIES

EQUIPMENT HIRE AVAILABILITY

EYRE PENINSULA

VISITOR SERVICING TOUCHPOINTS

- GOOGLE SEARCH
- DESTINATION WEBSITES
- LOCAL WEBSITES
- APPS
- SOCIAL MEDIA
 - FACEBOOK GROUPS
 - INSTAGRAM

- WORD OF MOUTH
 - SOCIAL
 - IN-PERSON

OTHER TRAVELLERS

COMMUNITY BUSINESSES

- APPS
- PRINTED RESOURCES / BROCHURES / MAPS
- MAPS - ONLINE + PRINTED

- FAMILIES
- COLLABORATION / SHARED INFORMATION
- BUILDING RAPPORT

What do they need to know to help them to stay longer?
What do they want in the region?
What do they want to do?
What do they want to see?
What do they want to eat?
What do they want to drink?
What do they want to do with their money?

What do they need to know to help them to stay longer?
What do they want in the region?
What do they want to do?
What do they want to see?
What do they want to eat?
What do they want to drink?
What do they want to do with their money?

What do they need to know to help them to stay longer?
What do they want in the region?
What do they want to do?
What do they want to see?
What do they want to eat?
What do they want to drink?
What do they want to do with their money?

What do they need to know to help them to stay longer?
What do they want in the region?
What do they want to do?
What do they want to see?
What do they want to eat?
What do they want to drink?
What do they want to do with their money?

EYRE PENINSULA (2 OF 2)

What do they need to know to help them to stay longer?
What do they want in the region?
What do they want to do?
What do they want to see?
What do they want to eat?
What do they want to drink?
What do they want to do with their money?

What do they need to know to help them to stay longer?
What do they want in the region?
What do they want to do?
What do they want to see?
What do they want to eat?
What do they want to drink?
What do they want to do with their money?

What do they need to know to help them to stay longer?
What do they want in the region?
What do they want to do?
What do they want to see?
What do they want to eat?
What do they want to drink?
What do they want to do with their money?

TWEENS - EYRE PENINSULA (10/2)

BUDGET

- WHAT IS AVAILABLE TO SEE + DO
- COST OF ACTIVITIES/EVENTS
- PERSONAL INTERESTS FOR KIDS/ADULTS
- CAN I HIRE EQUIPMENT
- WHAT FACILITIES ARE AVAILABLE
- WEATHER
- TRAVEL TIME
- ITINERARIES:
 - DAY DRIVES, 2-3 DAYS
 - WEEK LONG ITINERARIES
- TYPE OF VEHICLE - CAR AND, TOWING
- FACILITIES → TOILETS, FOOD BINS, FUEL
- DISTANCES

3. Needs, challenges & Aspirations

Plan a longer stay

- Duration of activities, drives etc
- How much time is required

Questions before they travel

- What tours are available / custom options → to families
- What do they need to bring?

What itineraries would be helpful?

- Budget list → plus
- Day drives → Google map itineraries

(Eyre Peninsula)

Needs / challenges / aspiration

What do they need to know to help plan a longer stay?

- What is in the region to enjoy things with things they would enjoy
- For it to be cost effective

What? do they have before travel & when in region

- local knowledge
- Best things to do / must see
-

Where can I hire
- boat / bike / kayak / rods
Where do I get fuel / food
What time are things open?

maps

Info

Trip mapping & push notifications of opening opportunities on the way.
~~But~~ Twitcher's Trail.
Poulduck to Norse
Coast to Coast
Food trails
Bike / Hike trails

What do they need to know to help plan to stay longer?
About any events in the region, current weather forecasts, services available

Questions - Distance between towns? What are food options in the area?
opening hours of venues.

Itineraries - Ideal times of day to visit certain locations, travel distances

Questions - Longer stay? Events Book tours ahead Before in region:

- Book tours ahead
- Days tours operate
- Safe Areas
- Opening hours

When in region:

- map → location of points of interest
- Where are services
- Food / cafe / toilet / outlets

Itineraries:

E/P More Broadly

Time → Distances

- Collaborate
- Groceries / Butchery
- Cattle / Fish
- Consett oysters
- Shark / Crab
- Diving
- Wine / Beer

3. Needs challenges, aspirations longer stays - what activities are there

Questions - Finding suitable available ocean during peak season
what's open, when?
Where to go?
Driving distance.

Helpful itineraries -

Outdoor activities
What to do on a rainy day
Seasonal itineraries

Who are they? EP oldies Pg1

- Semi retired
- Self drive
- Couples / small group
- Hire vehicles
- Explore / Events / visiting friends + family
- Adult children
- Not school holidays
- Fly in / out
- Short stays (less than one week)

Experiences: EP oldies Pg2

- Guided tours
- Leisure expenditure
- Immersive food experience
- Wineries / Breweries
- History
- Soft adventures - walks / cycling
- Art + Culture events (salt / markets)
- Wildflowers / Tuna / bird watching
- Gaps:
 - car hire
 - Tours
 - Farm visit / stay
 - Dinner cruise
 - Fishing charters
 - Connectivity
 - Glamping
 - Air BnB
 - Hotels
 - Cabins
 - glamping
 - higher end

Visitor servicing Touch points: EP. oldies Pg4.

- South Australia.com / individual destinations
- Vic's, accom, vto's, local businesses
- Word of mouth
- Targeted marketing
- Holiday planners
- Facebook ads
- Using talent in adv. with that demographic "age approp."
- More visuals resources

Eyre Peninsula (older couples)

EYRE PENINSULA: older couples

Produce map
Nature Timeline
eg. waterfalls
Post box to visit
before the trip
Liquor - liquor
Local recommendations
#Dinner - farm, garden
etc.) But from age
Garden tours
Garden in town
during the period

1) Better marketing more detail on what to do
- Dirt roads / distances
2) Unplanned, look for itineraries or planners "what to do" "where to eat" "connectivity" "free camps"
3) 1 day / 2 day / 3 day Families / couples Free camps History more traditional

How to get good coffee - fine food
- Lunch - custom
- Custom / theme - hours
- Unique experience
Weather - in some transport - some region
How long to spend
What are the most see
- Lowing high end
- All inclusive
- Pic - arranged with the address
- That are local

1) Time / day of the year
- 1 day / 2 day
2) - 1 day / 2 day
- 1 day / 2 day
3) - 1 day / 2 day
- 1 day / 2 day

EYRE PENINSULA: older couple

- Short Bay cruise
- Blue tracks
- Short walks
- how long it takes to do things
- 2nd tracks
- Day tours
- opening hours
- How to travel around here
- Sports clubs
- Information pack

H. left of the page - di
- what to do with kids
- what to do with the
- what to do with the
- what to do with the
- what to do with the

information on accommodation
- key highlights
- local beaches / outdoor scenery
- Lagoon / calm day tours
- museums
- wineries / beer gardens / restaurant

EYRE PENINSULA: older couples

Booking AHEAD.
realistic Timelines
eg Gawler ranges

Best time to visit
Where the best spots
Homemade Staps?
local recommendations
Road conditions
Best photo ops.
GAWLER RANGES
events in town
during that period.

- ③
- How to get good coffee & fine food
 - Luxury Accom
 - Custom/Private tours
 - unique experience

Weather
transport - to arrive
within region
How long to spend
What are the must see

- luxury - high end
all inclusive &
pre arranged with
the added extras
that are local.

1)
- Better marketing, more
detail on what to do

- Dirt roads / distances

2)
- Unplanned, look for
itinerary or planners
"what to do"
"where to eat"
"Connectivity"
"free camps"

3) 1 day / 3 day / 6 day
Families / couples
Free camps
History - more photos/vid.

① - Times/days of tour operator
events - to extent visit

② • Weather, is there suitable
accommodation?
• Technology access:

③ ^{land} Staying longer will increase
the local economy.

EYRE PENINSULA: older couples

- Short Bay cruises
 - Bike tracks
 - Short walks
 - how long it takes to do things
 - 2nd tracks
 - Day Tours
 - opening hours
 - How to travel around, do we
have a bus? Hire cars etc
 - sports clubs
 - Information Pack
 - longer stay
- itinerary
Eating Experiences
Questions

info of interests - di

what to do guide books
what to do when in
region - how to get around
regions who etc
Restaurants

dinner cruises (night bus)

all inclusive tours

budget distillery tours -
w. tips food etc.

Art photos.

information on accommodation

key highlights
best beaches/outdoor scenery

Lincoln / Coffin day tours
mushegus
wineries / beer gardens / restaurant

Limestone Coast
1

- more independent.
- more disposable income

Why? Events / social special occasions because they can

When? - Not in school holidays
- Because they can

How? - Warm weather - self drive - With who? - own
- like minded
- couples
- Relies

VS Touch points. Limestone Coast 2

- Where?
 - Websites
 - Facebook
 - Live chat
- Trip adviser
- whatsapp
- Google

Where? VIC - accommodations - word of mouth -
cafe's - locals

- Support — current & upto date info
- cross vic collaboration
- Stakeholder collaboration including
Cafe's bar & restaurant
- Family's
- Mail Chimp to industry Stakeholders
Weekly / Reg basis updates
What's on.

Limestone Coast

(older couples)

High yield

Experiences

What? - Events - wine / food - wellness
- Concerts - History
- Nature

caravan park - selfcontained - Motels

- Bucket list items - paid experiences
- Relax - must see and do -

- Coffee - wine - High end food - local produce

- Seasonal
 - Ghost.
 - mushrooms
 - Dog/pet friendly
- generation in jazz
- Racing. Horse/cars etc
- pine End
- penola arts fest.

Where to find info:
Experiences available
Things to do - Tasting
That
Tours Heritage
- Activities
What can we do to see?
Info:
Itineraries: Day Trips
Not necessarily dead
(for summer)
Things to see & do
Sustainable Tourism
activities
Diverse
an original shift
heritage history
finding
more to see, do - more
more

needs & challenges - Approaches
all do they need to plan

- Hands-on all experiences
- Hierarchy - 3-4 day plan
- Great inspiring images
- Not friendly guides

"I long to intend to see all,
 to get the best experience"
 What experience are paid
 and free -
 Ultimate open food & attract
 share feelings?

Timeline

unique
to region

Plan longer stay

- + Accom Star Rating
- What facilities
- Type of rainfall ^{weather} temp
- Opening times ^{long weekend}

Questions

- + Medical Hospital
- + Repairs - carver ^{scripts} chemist

Itinerary

- = Gourmet Food Trav.
- = Wellness ^{History}
- = Best Coffee ^{Museum} ^{remains} ^{memories}

Weekend (9 hours)

- Relax, Informative ^{Flight}
- 5 Star experiences

Needs, challenges & Aspirations

Where they can stay with Pets?

What events are happening in the region

What cafe/food/Attraction are open & times

Weather back up plans

How far to travel between townships to stay one place but see the whole Region

Set idea & itineraries they could follow

What are the do not miss items of the area

Itinerary - History, Arts, Wellness

What do they need to know?

What is on in region at this time

What is open / to do

Exceptional experiences

Length of stay to co-ordinate out of region & travel

Internet coverage

Pet friendly

Reviews / ratings

Questions before hand & when in region

Location of accom to eateries, shopping, leisure

Cost ^W / Coram Parks / ^{Ben}

Weather for packing

Tours / experiences

Where to find info

Experiences available

Things to do - Tasting Trail

Tours - Heritage

Activities

What can we do + see?

WIFI

Itineraries: Day Trips

Wet weather ideas (for summer)

Sustainable Tourism activities

aboriginal stuff

heritage/history

finding

more to see + do - more reason

Needs & Challenges - Aspirations

What do they need to plan

Online - blogs on all experiences

Itineraries - 3-4 day plan

Great inspiring images

Pet friendly guides

How long do need to see all, to get the best experience?

What experience are paid and free -

What's open - food & attract

Star ratings?

1. About Them

- > Adults and Children (0-16)
- > mult groups
- > working parents, ^{some} school aged children like visiting
- > grandparent

Why

- > escaping tech → reconnecting / making memories
- learning opportunities
- breaks routine, embrace life
- sporting / interests

When

- > School holidays (but will travel outside this time)
- long weekends

How

- > own vehicle

Riverland Murray Lakes & Coorong (families)

3. Needs, Challenges & Aspirations

Riverland - Families
First Fly - water
Weather / some is different
season

Do we need to be safe, informed
about the area, a support while
in region

Bring day items
Extending stay to go outside of
work from location

Tours Day times
(don't run everyday)
Opening times of being
Experiences
Event fly - supermarket
locations
amenities
location of toilets/playground
food options, areas that can
be visited at leisure

Should I book?
Does location have a
waiting list?
Is it accessible?
Distance

- Fruit fly restrictions
- What is there to do
- Local hotspots
- Where to hire equipment
(bikes, kayaks)

Self drive itineraries
"Self guide"
Wildlife food stops, reserves, history,
wildlife, toilets, playgrounds,
hospitals, distances

What should the user to
know, are they can get
accommodation?
Weather forecast
South fly - visit local
supermarkets
Access to National Parks
etc. could be limited due
to rain

Need to know
Accommodation Availability
how long
Where to get top up
Supplies - groceries
What to do if the vehicle
to break
medical help if required
How far to neighbouring
towns - help for
what events will be around
the corner to enter to
stay (for kids)
Emergency

Accommodation options (3 spots)
What facilities/experiences
for the kids
What adult activities that
have child friendly experiences
Distance - a trade between
places to visit
Facilities in towns (playgrounds,
shops, child friendly businesses, etc.)
Who to call for human assistance
Long drive itinerary - 3 days
Per region tour
School holiday itinerary 5 days
Water region focus visit
How to get to different sites
of the river - a drive back

2. Experiences

What do they do?
Activities

- water sports - fishing,
- Nature based - walking, canoeing, bike tracks
- playgrounds
- Ferry crossing
- Dining - food
- Wildlife Experiences
- Interactive displays

Accommodation

- > caravan Park
- self contained, cabins, shack,
- camping

Food & Beverages

- > Supermarket
- Hotel/Bakery - takeaway / picnic friendly
- outside venues a priority
- games lawn

Events

- > Splash
- markets
- Festivals (Christmas / Easter)
- Sporting

Seasonal

- > Houseboats

GAPS

- > Tours
- inside days / weather
- wellness

4. Visitor Servicing Touch points

- google → town name that travelling too
- need to be on first page
- Review websites
- Facebook / Instragram
- TikTok - emerging

Accommodation website

Where in region → within room

Better Support

- Accommodation & child friendly location

QR Codes / Charging point

Upskilling local retail staff

ATDW listing for non-commercial child/
Creative Social media use - TikTok?

Across Regions

- Get out on water guide
- Where can I get a cruise on what day & town

Itinerary sharing

Along the river
Mildura
Cross border
Tara

3. Needs, Challenges & Aspirations

Riverland - Families

Fruit Fly rules

Weather / temp. is different seasons

Do we need to be self sufficient or can we top up supplies while in region

Rainy day ideas

Extending stay to go outside of base town location

> Tours Day times (don't run everyday)

> Opening Times of Dining Experiences

> Fruit fly - supermarket locations

Itinerary

> location of toilets/playgrounds, food options, sites that can be visited at leisure

> Should I book?

Does location have it in walking distance amenities area

> Distances

Need to know

Accommodation Availability booking options

- where to get top up Supplies groceries chemist

What to do if the weather is bad

- medical help if required

- how far to neighboring destinations - help plan

- what events just around the corner to entice to stay. (Fun for family)

- Fruit Fly restrictions

- What is there to do

- Local hotspots

- Where to hire equipment (bikes, kayaks)

- Self drive itineraries

Self Walk "

- Include food stops, services, history, wildlife, toilets, playgrounds, hospitals, distances

What's on in the area to

• make sure they can get accommodation

• Weather forecast

Fruit fly - visit local supermarkets

• Access to National Parks etc could be limited due to rain

Accommodation options (3 space or more)

What facilities/experiences for the kids

What adult activities that have child friendly components

Distance & times between places to visit

Facilities in towns (playgrounds, toilets, fuel, takeaway, shop)

Who to call for human influences

Long walk itinerary 2-3 days

Fast region focus

School holiday itinerary 5-7 days

Wicks region focus with motivation to discover more of the river - come back!

1. About Them
- Who - Young Couples + Kids 10-12
 - Life - school holidays - close to home
 - Paying of home loans
 - early-mid stage
 - Why - Create memories / family adventure
 - Away from screen time
 - When - school holidays / long weekends
 - Taken out of school

- Who travel - 2-4 kids maybe pet.
 - How - Self drive, self contained + catered.
2. Experiences
- What - Active outdoor - train, playgrounds, skate park
 - light shows, animal exp.
 - Walking trails, explorer garden
 - Interactive - museums / galleries
 - Aquatics.

- Accommodation - self contained, caravan parks, Station Stays, Camping
- Activities - flights, helicopter, tag-A-long.
- Food + Beverage - Pubs, self catered, coffee / bakery
- Picnics + BBQs.
- Events - Markets, Family concerts, Festivals, Races, Rodos, Live Music - 500 Miles
- Seasonal - School holiday programs, Shows, pageants
- Gaps -

4. Visitor Servicing
- Where - Website presence station stays
 - Howing - Guides + maps : SA.com. — ATDW
 - Social media, google search
 - Trip Advisor, booking.com
 - Where In Region - VICs, Info Bays, Accommodation, Hospitality, Attractions,
 - Support - Collaboration, partner with local businesses, share knowledge - ATDW. - encourage.
 - # Regions

Flinders Ranges and Outback

(families - tween / teen)

Peterborough ①

Plan a longer stay?

- include night activities
- Have at least two activities or sights in mind per day
- Accommodation and availability
- ease of booking
- Demographic - targeting info to suit specific needs

Questions they have before travel?

- What is there to do?
- top 5 recommendations
- What should we book / what do we need to book?
- Where can we eat?

Questions they have when arrived?

- How should we fill our day
- Enquiries on Steamtrain
- Booking sound and light show
- day tour
- Accommodation options / where to eat / where to go next?

Interpret

- Torgeto@family.com.au
- Driver greg romani
- 30 things to see and do.

KOBY DOWNS

- Plan ahead + book
- Seasonal Activities
- Road conditions
- Travel distances
- Services + facilities
- 1 day / long weekend
- Family - couple - nomads
- Experience based vs. Nature
- Sunset tour → sunset → hike → underground + wild / flower
- Lap tour - early + mid + late
- Lake towers - Larina self drive
- Playgrounds, splashpad, fire hall

Bush camping

Jeff Morgan Gallery

Native Garden

Event

4WD Self drive

Quorn History walks

PRIS

QSL Show

Wild land

Wadlata

Mini Train

Bush walking

Skate park

National Parks

Look at's

Pirie

Decent website - with great photos

ability to book online - testimonials

Activities @ different price points

well advertised + Bookable

price point A

1 day < " " B

2 day < " " Above

3 day < " " as Above

what questions do they have before travel

Where can I book

What is there to do

Pirie

1 day - shakka, VR gallery, museum, nature play, skate park, bluff, lunch on Saturday @ haputos

2 day - Shakka, VR, nature play, 4WD lunch at Family hotel, Dinner @

3 day - shakka, VR, nature play, picnic, picnic, 4WD, lunch @ Family, dinner @ Melrose

Wendy Flinders Ranges Outback

Wadlata

And Lands

Pichulichi

Miniature Rail

Golf

ESL

Skate park

Coastal Path bike ride

Quorn

Jeff Morgan Gallery

Potholey Flinders Gallery

Flinders Ranges and Outback.

FR+O ③

Peterborough ①

Plan a longer stay?

- include night activities
- Have at least two activities or sights in mind per day.
- Accommodation and availability ease of booking.
- Demographic - targeting info to suit specific needs.

Questions they have before travel?

- What is there to do?
- top 5 recommendations.
- What should we book/what do we need to book?
- Where can we eat?

- What is there for the kids to do?

Questions they have when arrived?

- How should we fill our day.
- Enquiries on Skamtown - Booking sound and light show day tour.
- Accommodation options / where to eat / where to go next?

Itinerary.

- Targeted @ families, couples, grey nomads.
- Drive.
- 30 things to see and do.

KARBY DOWNS

- Plan ahead + book

- Seasonal Activities
- Road Conditions
- Travel distances
- Services + facilities
- 2 day / long weekend.
- Family - Couple - Nomads
- Experience based vs Nature food
- Sunset Tour → Sunset → Andromeda
- Underground → Wildflowers
- Loop Tours - Loxby → Oodnadatta → Calbarly
- Lake Torrens - Tanina Self Drive
- Playgrounds, Splashpad, Emv Walk

Pirie

Decent website - with great photos
ability to book online testimonials
Activities @ different price points
Well advertised + Bookable.

1 day < price point A
2 day < " " B

3 day < as Above

what questions do they have before travel.

Where can I book

What is there to do

Pirie.

1 day shakka VR gallery
Museums, nature play
skate park, bluff
lunch on Saturday @ kapotos

2 day - shakka, VR, galleries
4WD lunch at Family hotel
Dinner @

3 day - shakka, VR, nature play
pitchi Richie
4WD
lunch @ Family
dinner @ Melrose

Wendy Flinders Range Outback.

Wadlata

And Lands

Pitchi Richie

Miniature Rail

✓ Golf

✓ ESL

✓ Skatepark

✓ Coastal Path bike ride

Quorn

Jeff Morgan Gallery

Bike rally Flinders

Galleries

Flinders Range and Outback

FR+O ③

- About Them
- Double income
 - Pet Owners
 - Adventure lovers
 - Enjoy Food & wine
 - Not restricted by school Holidays
 - Short Breaks
 - Travel for Events / stay
 - Active on social Media
 - Visit based on social popularity
 - Self drive
 - Luxury
 - Camping
 - last minute bookers
 - Book online
 - Research online
 - Active

①
1/2

Life stage / why

- Because they can
- no restrictions
- travelling before financial commitment
- Honey moons

who

- Partners
- Friends
- visit family & friends

when

- weekends
- not restricted by school holidays

Adelaide (young couples) Hills Fleurieu Kangaroo Island

Experiences

Fleurieu +
② think

- Hiking
- Nature based
- water Activities
- boutique food & wine experiences
- Events
- Markets
- Music
- Beach

Accommodation

- Air BnB
- Boutique experience
- Hotels, resorts
- Camping
- Glamping

Food & Bev

- wineries
- Breweries
- Distilleries
- Restaurants
- Cafes
- Bakeries
- Pubs

Events

- Music
- Artisan Markets
- Food & wine Festivals
- Farmers Markets
- Large Festivals

Seasonal Activities

- Autumn Leaves
- whale season
- winter wine
- Summer beach holidays
- water sports / activities
- fishing

Experience Gaps

- Food experiences
- Adrenalin
- operator run attractions

touch points

- websites
- Facebook / Instagram etc. + tiktak
- local website
- sa.com
- Regional websites
- Trip Advisor / Reviews sites
- Apps

In Region

- VIC
- Hotels / accommodation
- On line - as above
- Cafes / restaurants
- Petrol stations
- Other visitors
- shops / markets
- street signs
- QR codes
- Region App
- Airport

①
collective
③

Better servicing

- Mobile VIC's
- Regular / up to date online information
- Providing info at accommodation
- whats on / open when in region
- Educate local business / customer facing people to be experts
- PDW - more operators

②
collective
③

Collaboration between VIC's

- Cross Regional Activities / Itineraries
- Share whats on
- Compare collateral
- Families in different regions
- share best practices

- * Eat + drink → experiences
- * Events + sporting events → what they're doing
- * active experiences - kayaking, roofohms, beaches, wellness walks, yoga, cycling, dolphin
- * Distilleries, Breweries, wineries, laneways, small bars
- * insta food places - places they've seen on socials - written up in new blogs etc..
- * fancy / cool dinner places, social with friends, date night, relax maybe with music or close to another venue for entertainment or drinks.
- * Music events, AFL, food + drink events, arts + culture, beer + BBQ, fringe, illuminate, All Fest, Tasting Aus etc..
- * Seasonal → Mostly Rich Club, Winter Wonderland, Beaches in Spring
- Interests - wellness, fitness, sport, ~~active~~ physical appearance Adelaide vic ②

- experience gaps - Aboriginal - day cruising adventure -
- touring across Adel Metro City - Glenelg - Port Ad.
- bookable drink / wine experiences
- wine flights
- gin tasting etc..
- Masterclasses, make your own...
- label your own - personalise
- Accommodation - a little lux, great locations, new hotels, close to restaurants, over event

Adelaide Metro

Calendar of events (annual major events)
for pre-planning

Need to know all the cool things, clusters
- they need to know more than I think

can they book in now or later? or on the day?

Itineraries

Breweries + Distilleries

10 best brunch spots

" " lunch spots

Instagrammable Places

Cycle trails

Port Adelaide / Adelaide

③ (Adelaide)

calendar of events

open houses

list of distilleries, breweries
& cellar doors

Itineraries →

Adventure Low
Foodies
Wellness
Insta worthy

Morning - food

Experience

Land with tasting

experience

Dinner

Nightlife

Victor Harbor

Questions

- How do I plan my days
- how long should I stay
- how can I get around
- how can I make the most of our stay
- where should I stay
- what's on

3, Fleurieu Coast

- Retail, Cafes & Restaurant hours
- Accommodation Availability
- Where to see iconic animals
- Best Walks
- Past Instagram Hero spot locations
- Brewery - Bespoke experiences
- Hire equipment outlets

Itineraries

→ Stay, Play, Experiences

- Fire season & where to see the hills - Kangaroo Island, Challenger
- Weather temp in different seasons
- Animal friendly walks, Cafes & Experiences

Fleurieu + Hills

Itineraries

- local Must Dos
- Gromit Island
- Cockle train
- Big Duck
- Whale Centre?
- Hidden Gems
- Markets
- Hidden Gems
- water activities
- boutique good wine experiences
- Hikes
- Nature
- whales
- Dolphins / seals

Fleurieu Coast

attractions & experiences
food & wine/beer trails
events happening in the region & adjoining regions (KI, Victor)
travel times
maps

places to stay, busy, peak times
best places to go & experience

Food & Ale Trail

Hiking
Adventure

(Not just a Day trip destination)

So much to see + do

- Where to stay - options. Access - taxis
- What are the options - experiences. Retail / Cafes / Walks
- 2 day 1 night option. Long weekend
- Event options to extend stay
- Special experiences - active, food & wine, nature

Port Adelaide - Young Couple
Transport / Parking
Day Trips - (time) away to wineries
Where to eat / drink
Events / What's on?
Distance to other regions
What's Open when
Where to book, online?
Taxis / Experiences
What's Popular / Online

NEXT STEPS

Talk to your Regional Tourism Manager, and get the visitor personas.

Collaboratively plan and activate relevant visitor servicing initiatives as a region.

Reduce the duplication! Work smarter, not harder. Focus efforts on high value visitor personas.



Visitor Persona Profiling Template

Slides, Today's Workshop
Brainstorming and Visitor
Persona Template will be
shared.

Review + Tweak for those
who have Visitor Personas



ALIGNING YOUR VISITOR SERVICING ACTIVITIES WITH YOUR DESTINATION'S BEST VISITORS

THE MASTERCLASS