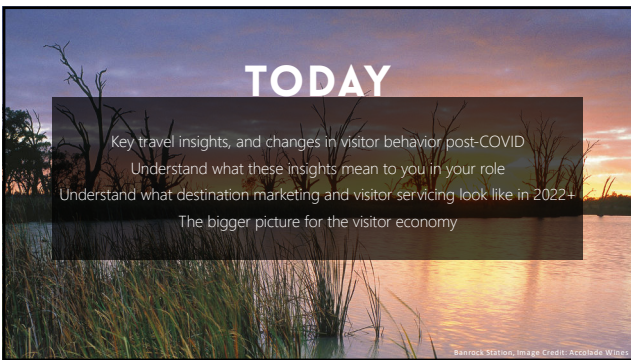




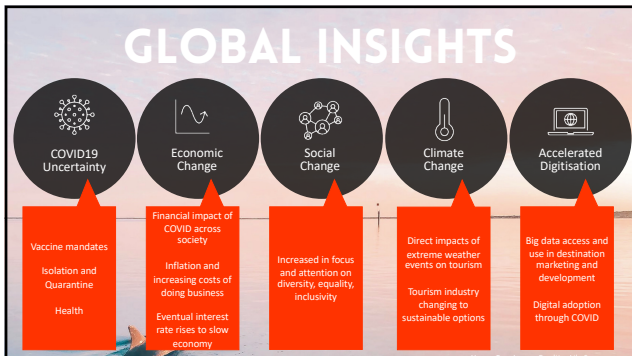
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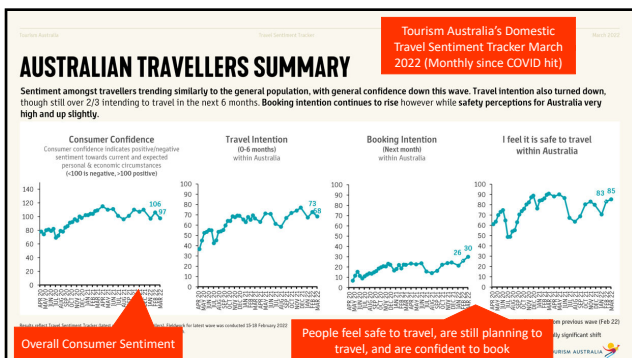
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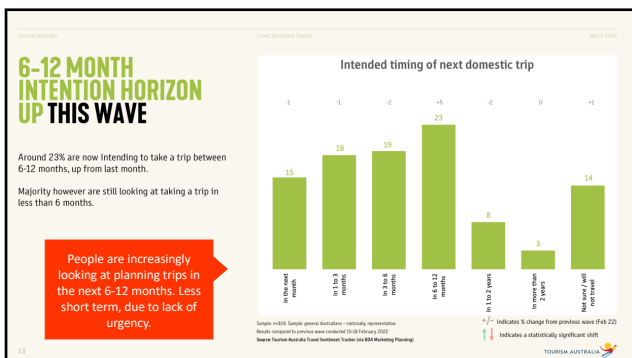
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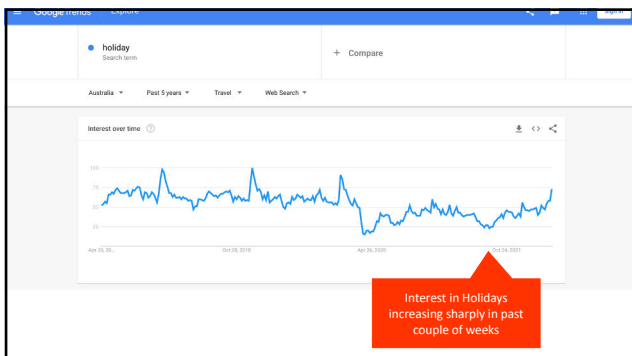
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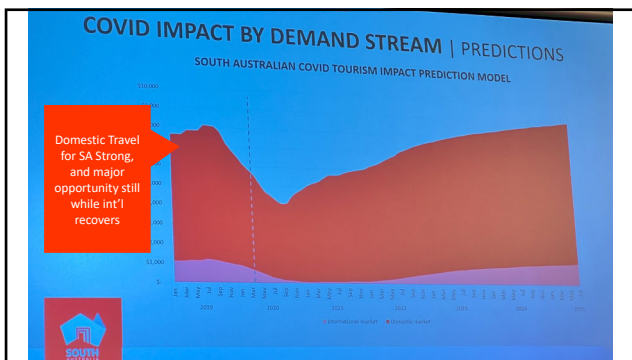
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63%

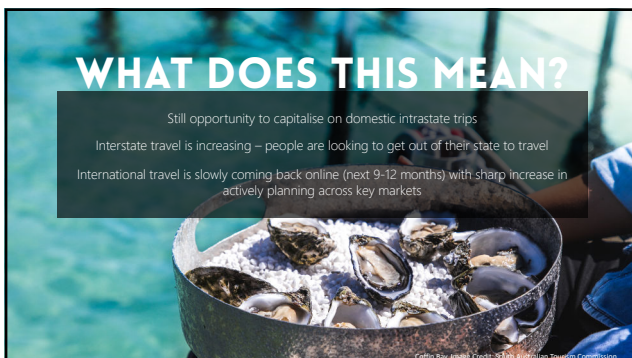
people are **planning to engage in more domestic travel** than in the past, with the aim of allocating more of their travel budget within their own country.

AirBnB Economic Impact May 21

10



11



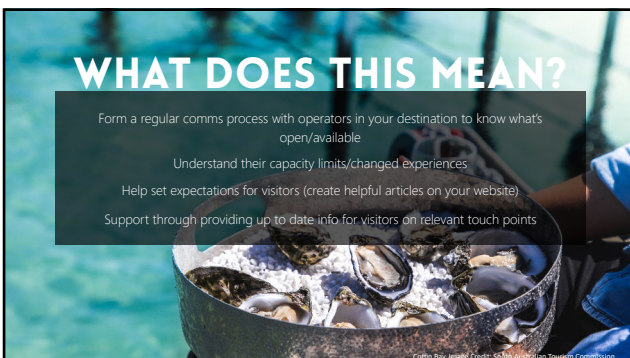
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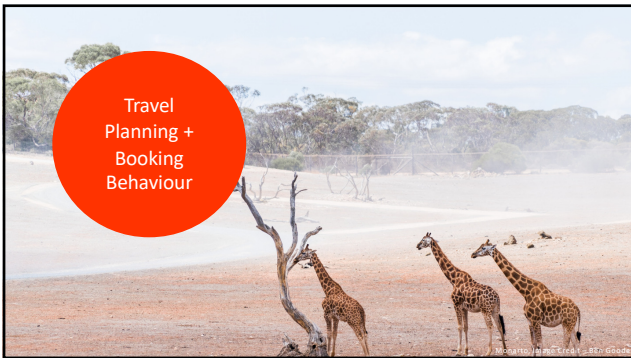
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2 VISITOR BEHAVIOUR insights

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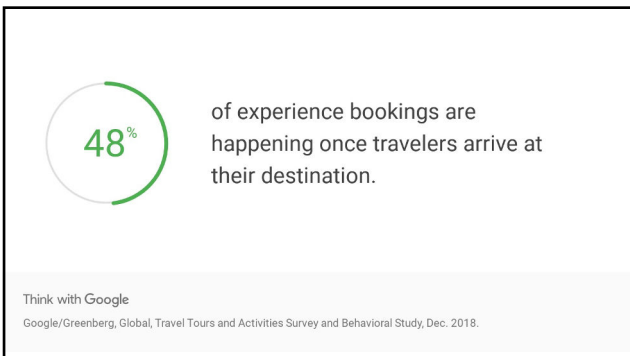
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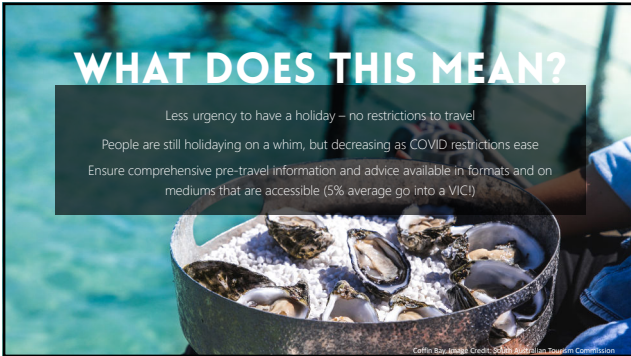
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Travellers are looking to lighten their footprint on destinations — supporting local economies, engaging with local cultures, reducing carbon emissions and enabling environmental conservation.



25

46%

are **willing to pay a premium** for an experience if it contributed to positive sustainable practices

AirBnB Economise Impact Nov 21

26



Wild Adventures Melbourne sets the standard

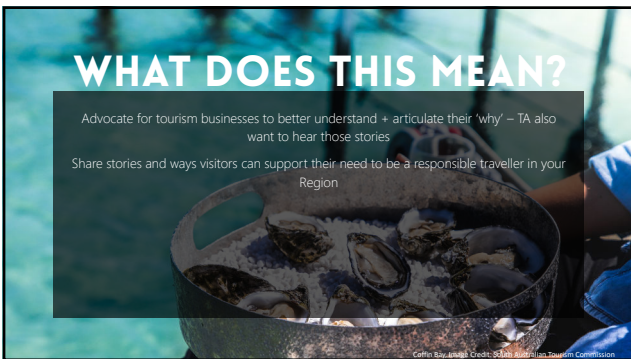
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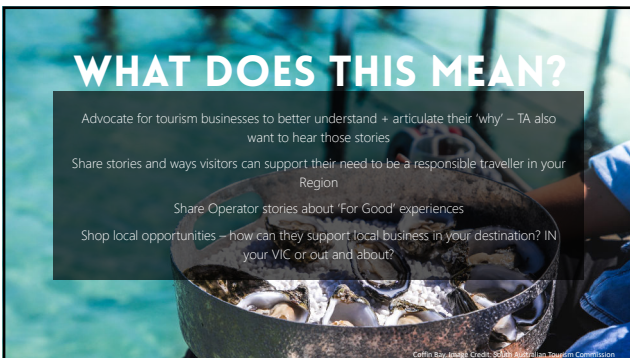
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But people don't act on every inspiration. Each traveler has underlying **needs** that vary by trip.

When a brand shows it can meet those needs, people usually respond by taking an action. While needs can be emotional or functional, they're the considerations that matter most to each traveler — often more than price.

Understanding and responding to needs is key factor to drive demand

Think with Google. Travel Customer Journey in 2020. © 2020 Google LLC. All rights reserved. See www.thinkwithgoogle.com for more information.

34

New research reveals that leaving these **needs** unmet will more likely deter a booking than price.

Price is no longer a brand differentiator — not getting what they need from a trip is!

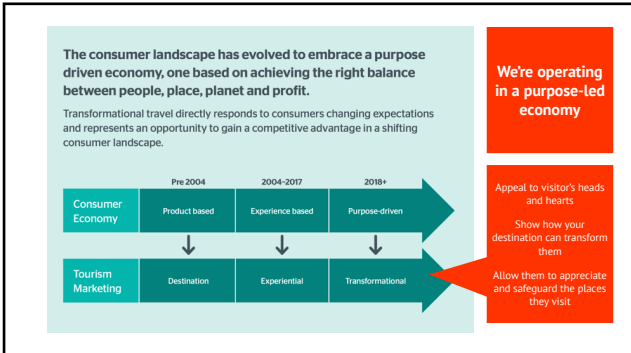
Think with Google. Travel Customer Journey in 2020. © 2020 Google LLC. All rights reserved. See www.thinkwithgoogle.com for more information.

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COVID-19 Hit Australia

People are increasingly looking for the best experience, not the cheapest!

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WHAT DOES THIS MEAN?

Understand who your destination's high value visitors are, and what they are looking for in their trip (more in a minute!)

Understand the benefits of your experiences – and use that in your discussions with visitors pre-travel and in destination

Create articles that share inspirational stories that connect with the values of your destination's best visitors

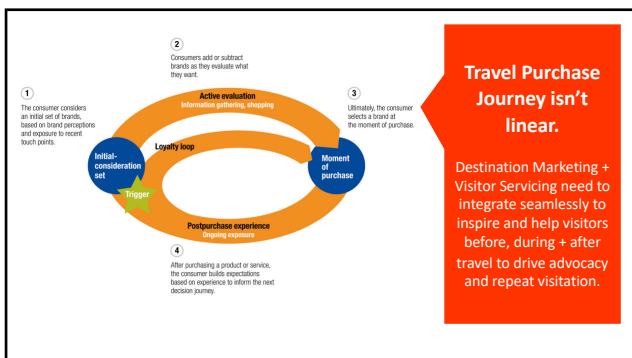
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4 DESTINATION MARKETING + VISITOR SERVICING 2022+

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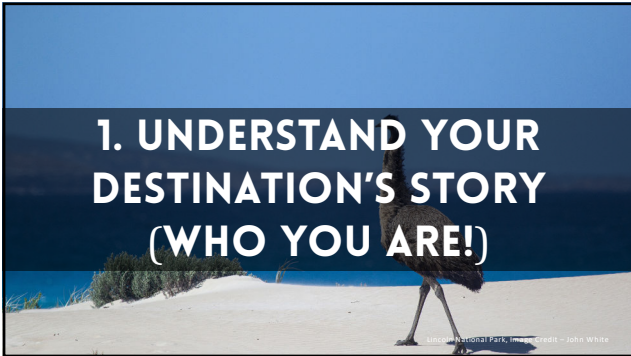
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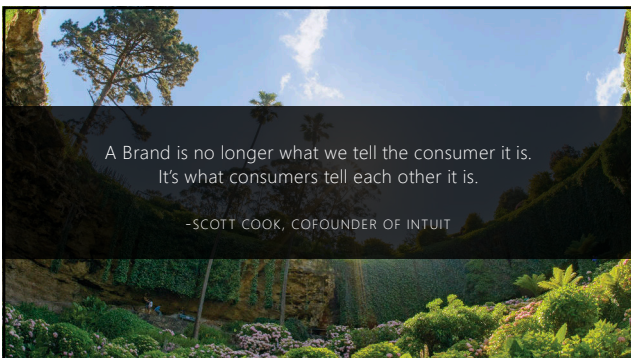
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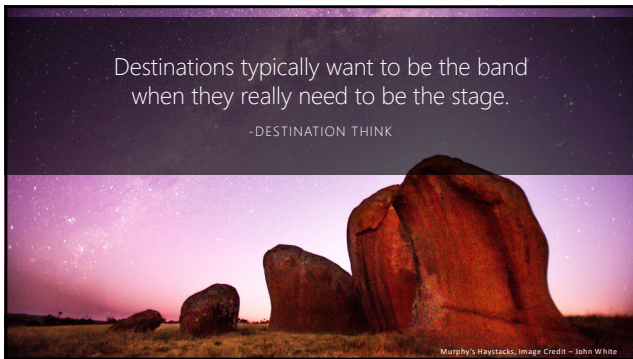
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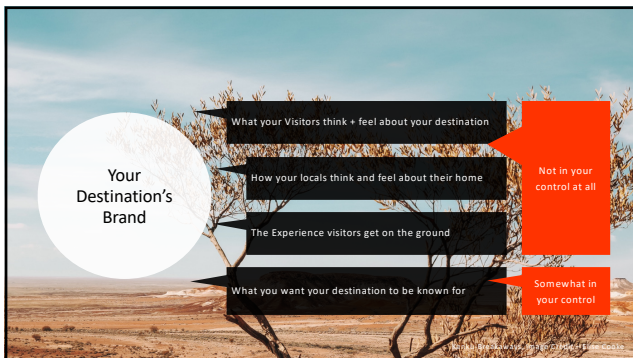
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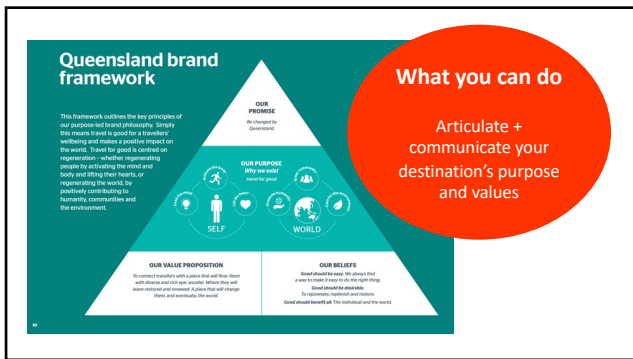
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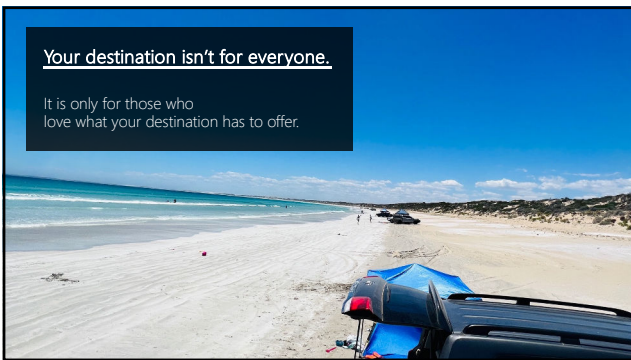
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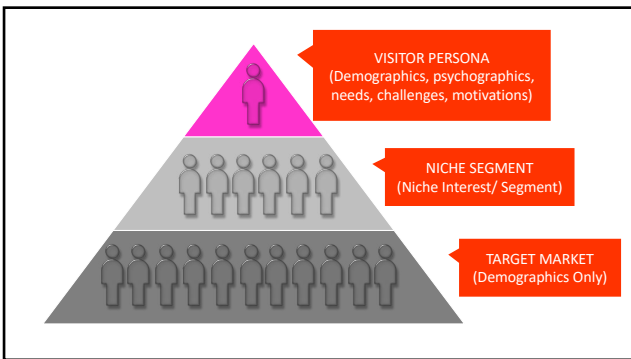
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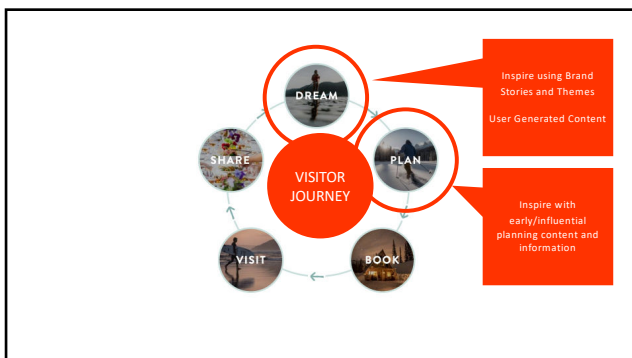
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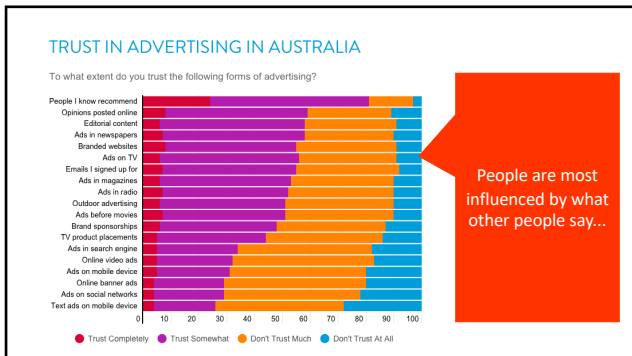
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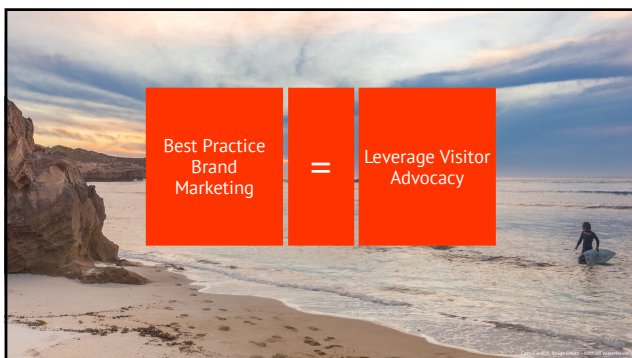
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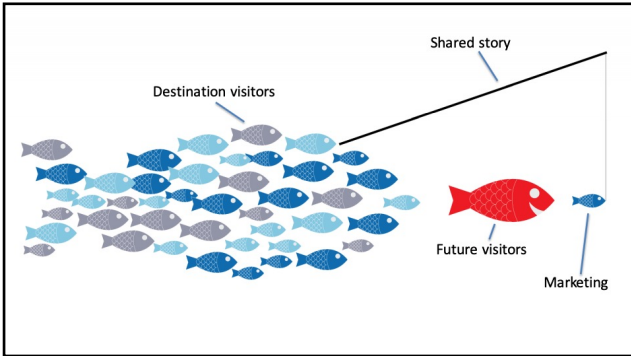
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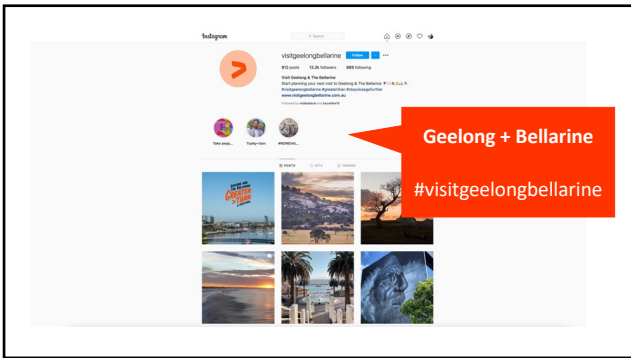
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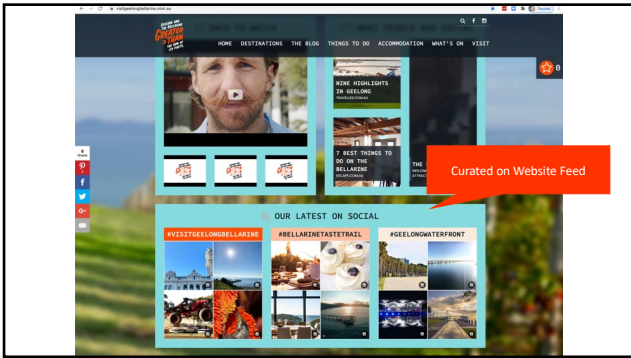
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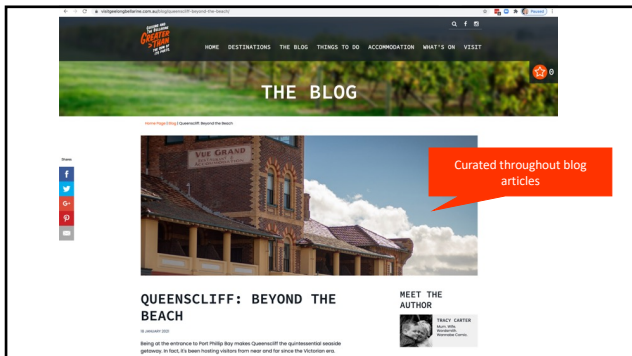
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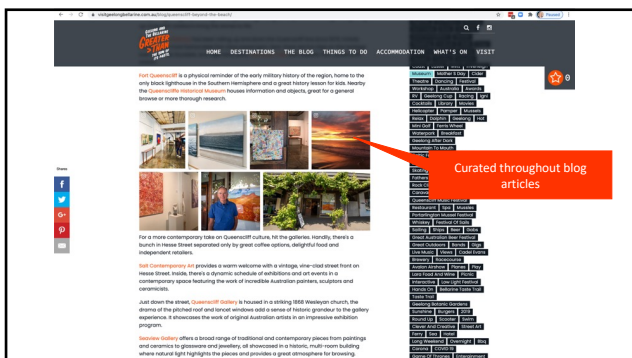
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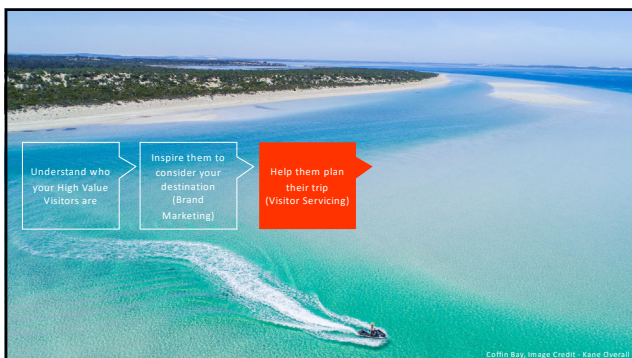
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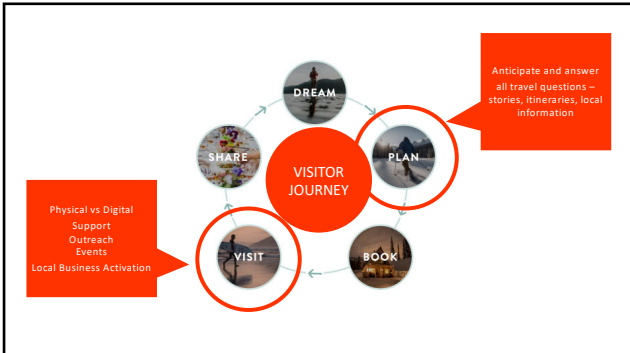
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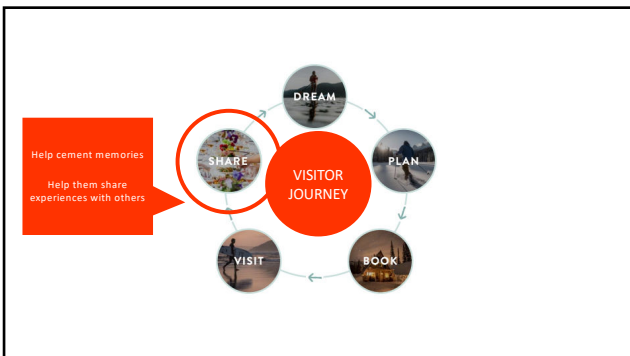
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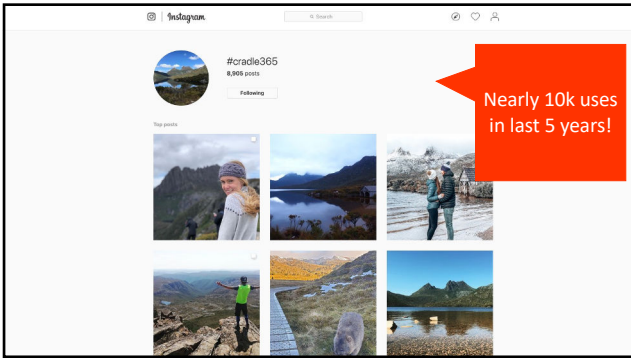
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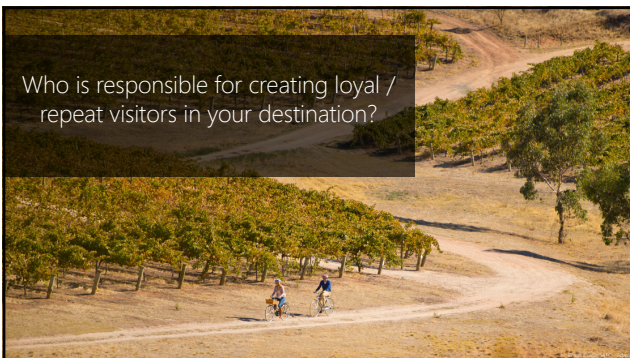
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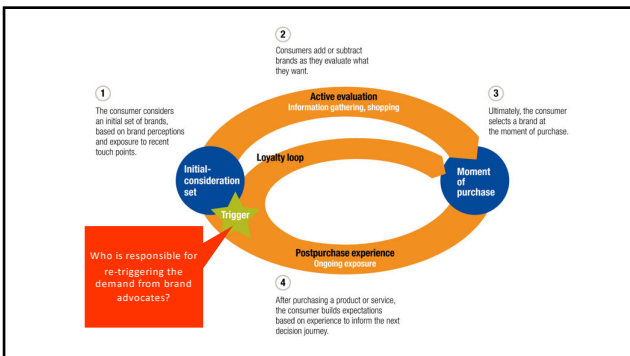
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WHAT DOES THIS MEAN?

Destination Marketing and Visitor Servicing stories and initiatives have to align to same High Value Visitor Personas

Essential stakeholders (LGA, RTO etc) work as a team to identify HVVPs and plan/delegate actions - no separate strategies!

Use your Visitor's 'voice' in storytelling across all initiatives - highly influential

Inspire and help Visitors where and when they need it - not where you are!

Help visitors capture and cement memories

Decide who is responsible for loyalty comms + activating repeat visitors

76

3 THE BIGGER picture

77

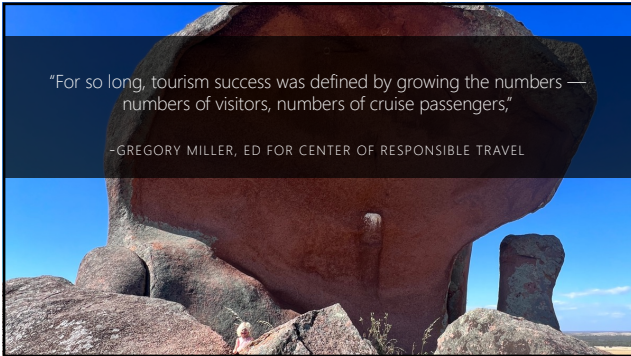
COVID has been the catalyst for bigger picture thinking around developing sustainable destinations

OVER TOURISM

COVID-19

CLIMATE CHANGE

78



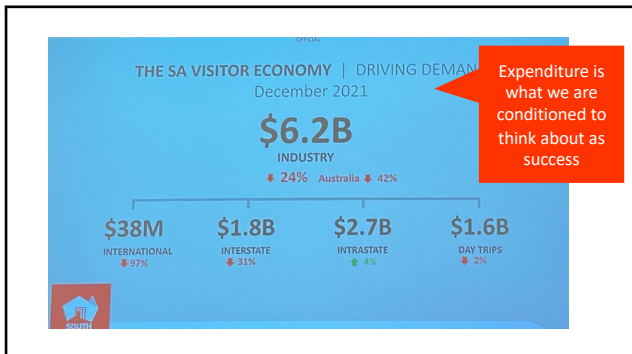
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<https://www.theguardian.com/au/978-91>

Huge volume campers highlights risk of beach sites being 'loved to death'


Published April 15, 2022

The Easter camping surge has once again shone a spotlight on the environmental threat posed by the sheer numbers of caravanners staying at key spots on South Australia's Eyre Peninsula.

As we have previously reported, Perlebe Beach and Greenly Beach are two areas that are under being put under significant pressure by tourists.

As many as 100 caravans and campers have been seen on Perlebe Beach at a time, a dramatic increase on recent years.

Like many other areas, the region faces the

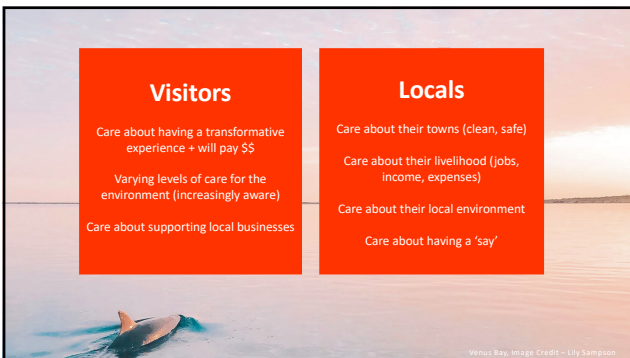


The Streaky Bay Council wants improved infrastructure at some popular camping spots. PIC: ABC / Jodie Hamilton

Increase in visitors, doesn't always increase economic metrics

Costs regions more \$\$, and social license for development becomes tenuous

85



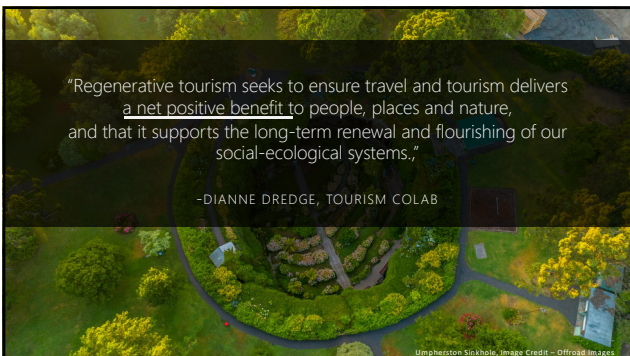
Visitors

- Care about having a transformative experience + will pay \$\$
- Varying levels of care for the environment (increasingly aware)
- Care about supporting local businesses

Locals

- Care about their towns (clean, safe)
- Care about their livelihood (jobs, income, expenses)
- Care about their local environment
- Care about having a 'say'

86

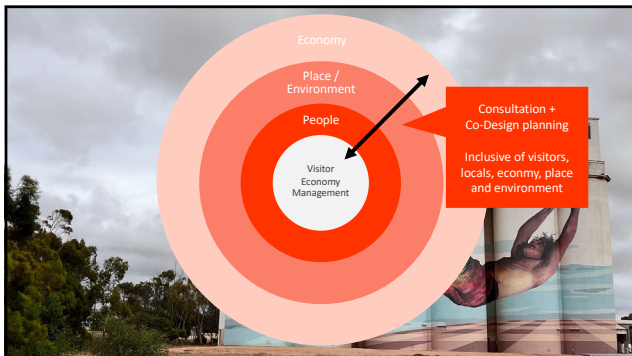


"Regenerative tourism seeks to ensure travel and tourism delivers a net positive benefit to people, places and nature, and that it supports the long-term renewal and flourishing of our social-ecological systems."

-DIANNE DREDGE, TOURISM COLAB

Umphreaston Sinkhole, Image Credit - Offroad Images

87



88



89

WHAT DOES THIS MEAN?

Locals don't want tourism 'done to them' they want to be included in the conversation (not a token effort)

Visitor economy is built on finite resources, and so 'YoY' expenditure growth not viable long term success metric

Essential to consult widely and deeply on VE management activities

Re-think and establish success metrics that regenerate communities; not process of extraction for profit.

Start the conversation...

Credit: Bay Area Credit: 8/20/2019 Tourism Commission

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