



BUS SA LAND TOURISM FORUM

HOW TOURISM MARKETS WORK & HOW THEY CAN HELP GROW YOUR BUSINESS?

Presented by Heather Pascoe Smith

Interesting statistics

- ▣ *Tourism contributed \$ 113.5 billion to the economy for the year ending December 2015.
(National Visitor Survey, December 2015, Tourism Research Australia)*
- ▣ *50% of the tourism spend by 2020 is projected to be by the retiring Baby Boomers (Bill Forrester, co founder of Melbourne Based TravAbility 2015)*

The three IN's

▣ *Intrastate*

▣ *Interstate*

▣ *Inbound*

Current Markets

▣ Intrastate

- ▣ Like minded people
- ▣ Groups or Individuals
- ▣ Special interest groups (such as)
- ▣ Probus Clubs, Bowling Clubs, Gardening Clubs etc
- ▣ Schools
- ▣ Day Touring, Overnight & Extended Touring
- ▣ Also interested in Interstate & Overseas travel

Current Markets

▣ Interstate

- ▣ Individuals
- ▣ Travel via Air, Train, Coach or Car
- ▣ May join a day tour
- ▣ May need transfers
- ▣ Join existing tours
- ▣ Groups that have own tours
- ▣ Booked through various channels

Current Markets

▣ Inbound

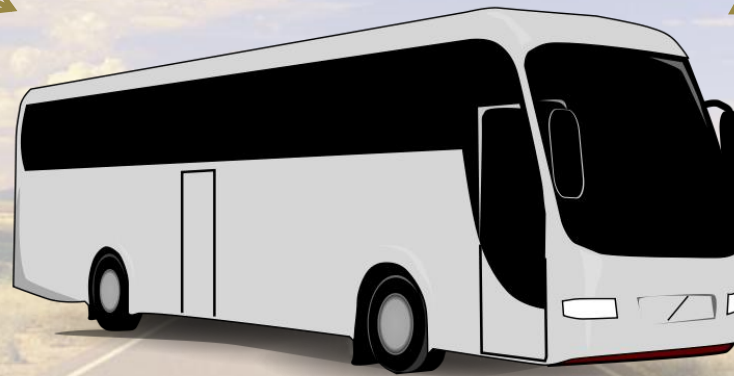
- ▣ Arrive from overseas
- ▣ Arranged travel through own country
- ▣ Individuals may source once here
- ▣ Groups have everything pre-arranged before arrival through Wholesaler

Current Markets

▣ Intrastate

▣ Interstate

▣ Inbound



▣ Accommodation

▣ Attractions

▣ Restaurant/Cafe

Be Proactive



Intrastate

▣ Interstate

▣ Inbound

What are they looking for in a Coach Operator

▣ Intrastate

- ▣ Like minded people
- ▣ Groups or Individuals
- ▣ Special interest groups (such as) Probus Clubs, Bowling Clubs, Gardening Clubs etc
- ▣ Schools
- ▣ Day Touring, Overnight & Extended Touring
- ▣ Also interested in Interstate & Overseas travel

▣ Local Identity

▣ Friendly & Courteous

▣ Offer Commentary

▣ Good Local Knowledge

▣ Can socialise with the group

▣ Clean & safe Vehicle

▣ Punctual & Organised

▣ Tells a good story

What are they looking for in a Coach Operator

▣ Interstate

- ▣ Individuals
- ▣ Travel via Air, Train, Coach or Car
- ▣ May join a day tour
- ▣ May need transfers
- ▣ Join existing tours
- ▣ Groups that have own tours
- ▣ Booked through various channels

- ▣ Knowledge of Area
- ▣ Assistance with the group
- ▣ Offer Commentary
- ▣ Stay with Group
- ▣ Can socialise with the group
- ▣ Clean & safe Vehicle
- ▣ Punctual & Organised
- ▣ Sensitive to group

What are they looking for in a Coach Operator

Inbound

- Arrive from overseas
- Arranged travel through own country
- Individuals may source once here
- Groups have everything pre-arranged before arrival through Wholesaler

Modern Vehicle

Well Maintained

Wifi available

Excellent knowledge

Professional commentary

Regarding history/wildlife and landscape

Professional audio/visual

Culturally Sensitive

Accredited Operator

Values OH&S

How do we connect ?

□ Intrastate

- Who are they?
- Like minded people
- Groups or Individuals
- Special interest groups (such as) Probus Clubs, Bowling Clubs, Gardening Clubs etc
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- Also interested in Interstate & Overseas travel

- What are they looking for?
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- Offer Commentary
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- Punctual & Organised
- Tells a good story

□ Join local Tourism

Association

□ Contact local groups

□ Presentations to local groups

□ Marketing to local paper, radio and other media

□ Social Media

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▣ Interstate

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▣ **Work with various Wholesalers**

▣ **Join appropriate**

Tourism organisations

▣ **Meet with SATC**

▣ **Call on Hotel**

Concierges

How do we connect ?

□ Inbound

- Who are they?
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- What are they looking for?
- Work with various Inbound Tour Wholesalers
- Join appropriate Tourism bodies - ATEC
- Social Media

- **Work with various Inbound Tour Wholesalers**
- **Join appropriate Tourism bodies - ATEC**
- **Social Media**

Summary

- ▣ *50% of the tourism spend by 2020 is projected to be by the retiring **Baby Boomers** (Bill Forrester, co founder of Melbourne Based TravAbility 2015)*

Summary

▣ *Thank You & Questions*