



# CONVERTING 'LOOKERS' TO 'BOOKERS'

**DTM**  
TOURISM

LET'S PUT YOU ON THE MAP



DTMTOURISM.COM.AU

YARRA RANGES TOURISM  
Developing Destination Packages 23 June 2022



# DTM TEAM

Tourism Development Consultancy

Bespoke Tourism Skills

30 Years Experience Across The

Tourism Sector

- Destination Management
- Tourism Product Design
- Tourism Strategy & Planning
- Tourism Marketing & Distribution
- Tourism Capability Building & Mentoring



KAREN  
CASTIGLIONI

BERNARD  
WHEWELL

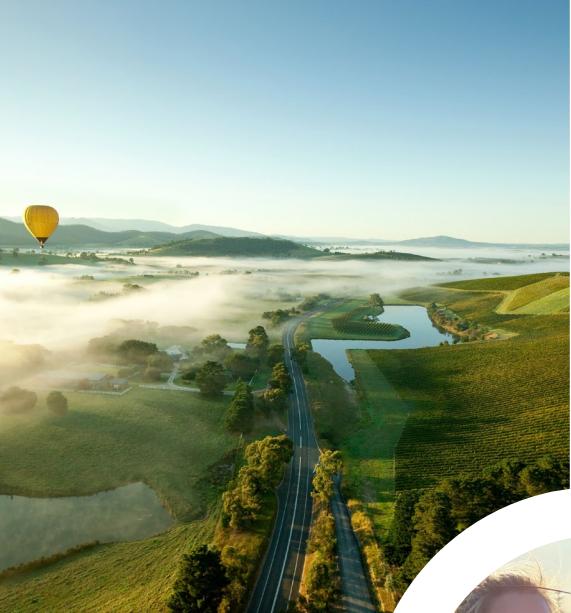


# PAST PROJECTS

- Destination Workshop & Mentoring Programme; Southern NSW
- Destination Management – Trade; The Amazing South Coast LTO
- ACCELERATE Mentoring Programme ; Lower Great Southern
- Product Development Strategy; Eastern Goldfields Historical Society
- Product Development Strategy; Roundhouse Fremantle
- Field of Light Event Product Development, Albany
- Tropical Light Capability Mentoring, Darwin

# CURRENT PROJECTS

- Destination Capability Mentoring Victorian Tourism Industry Council (VTIC)
- Stawell Tourism Action Plan, Northern Grampians Shire Council
- Tourism Capability PRIME Mentoring; Yarra Ranges Tourism
- Destination Management Plans Australia's Coral Coast and Australia's Golden Outback; Tourism WA





## WORKSHOP OVERVIEW

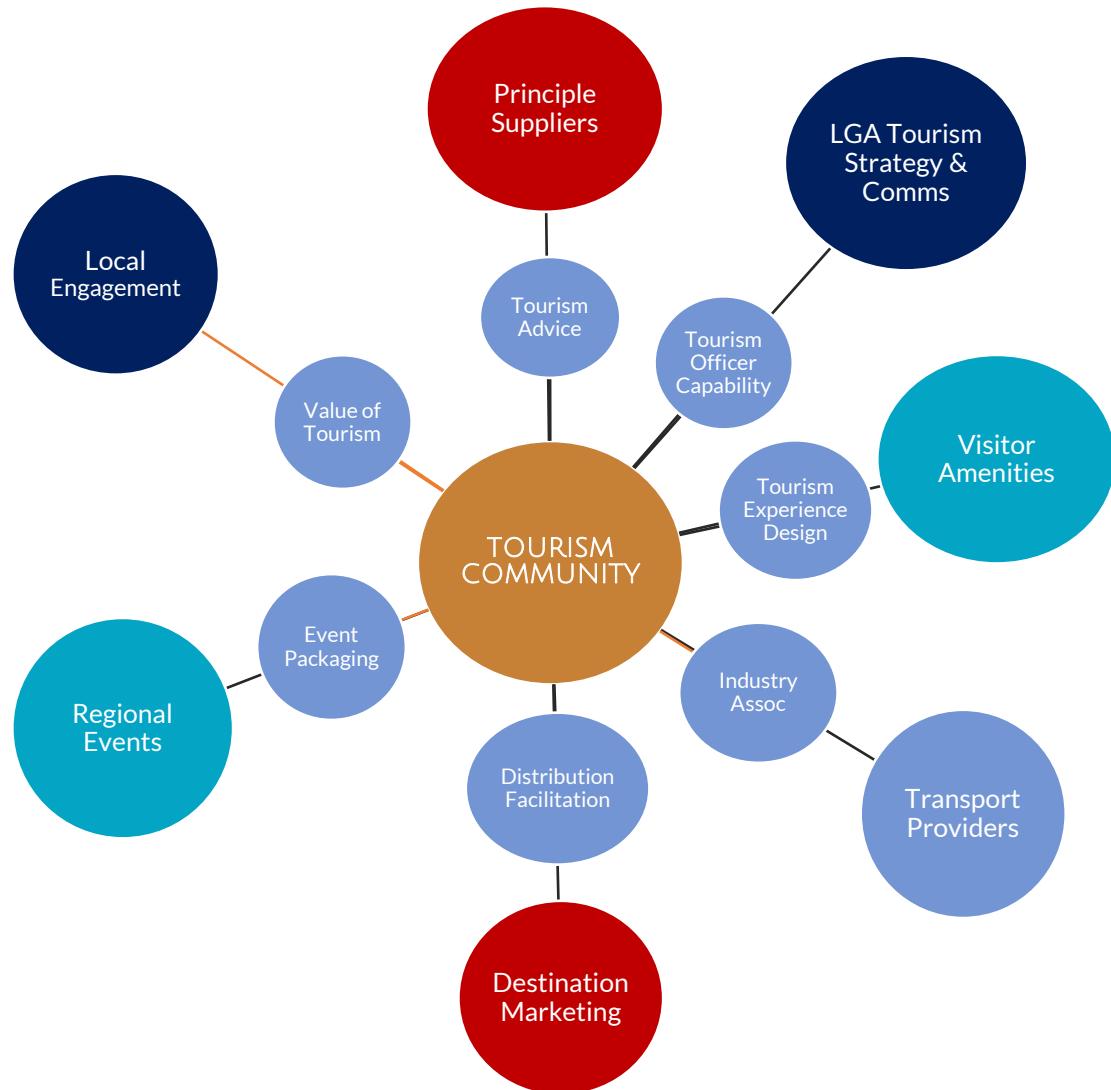
- ✓ What defines a destination
- ✓ What are hero products
- ✓ Why are packages an important tool in converting 'lookers' to 'bookers'
- ✓ Who can create them
- ✓ How can your destination get started with package development
- ✓ Where do packages fit in a destination marketing plan

# TOURISM DESTINATION

## WHAT DO VISITORS EXPECT ?

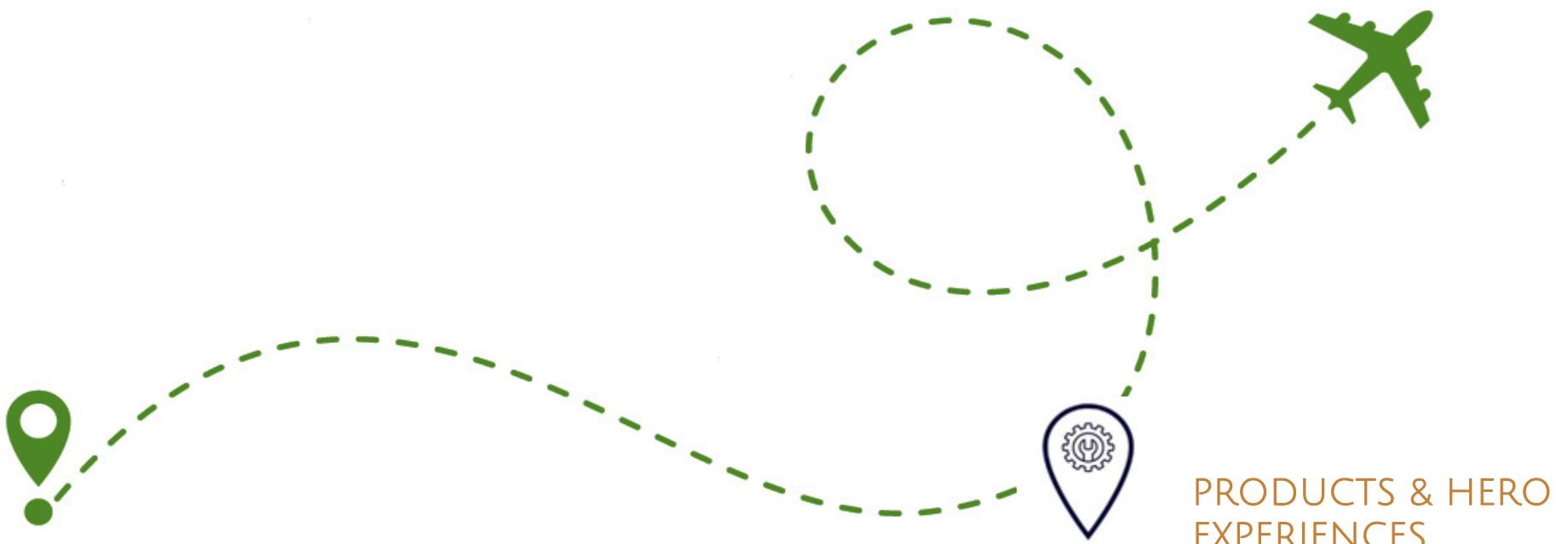


# TOURISM COMMUNITY – WHAT IS IT ?



The total mix of the visitor experience creates the Tourism Community “it takes a village to build a destination”

FOCUS AREAS	DEFINITION
PRINCIPLE SUPPLIERS	Accommodation, tours and attractions
LOCAL ENGAGEMENT	Value of Tourism
VISITOR AMENITIES	Built infrastructure to enable visitor experience
EVENTS	Both local and regional designed to draw in visitor numbers
TRANSPORT PROVIDERS	Those bringing visitors to the region both public and private
DISTRIBUTION PARTNERSHIPS	3 <sup>rd</sup> party sellers of the tourism product
INDUSTRY ASSOCIATIONS	Chamber of Commerce & Industry, Visitor Centres, Progress associations
DESTINATION MARKETING	Yarra Ranges Tourism, Visit Victoria Tourism Australia
GOVERNANCE BODIES	LGA Bodies, State Government



PRODUCTS & HERO  
EXPERIENCES

# PRODUCT DEVELOPMENT

## WHAT IS A 'HERO' PRODUCT

- Has recognised USP's and the opportunity to generate national & international interest
- Is authentic to the destination
- Contributes to access and connectivity for all markets through demand from 3<sup>rd</sup> party distributors
- Provides a destination with a cornerstone to build from both in marketing and new touring package opportunities
- Has the potential to become a destination icon



# WHAT ARE DISTRIBUTIONS PARTNERS LOOKING FOR?

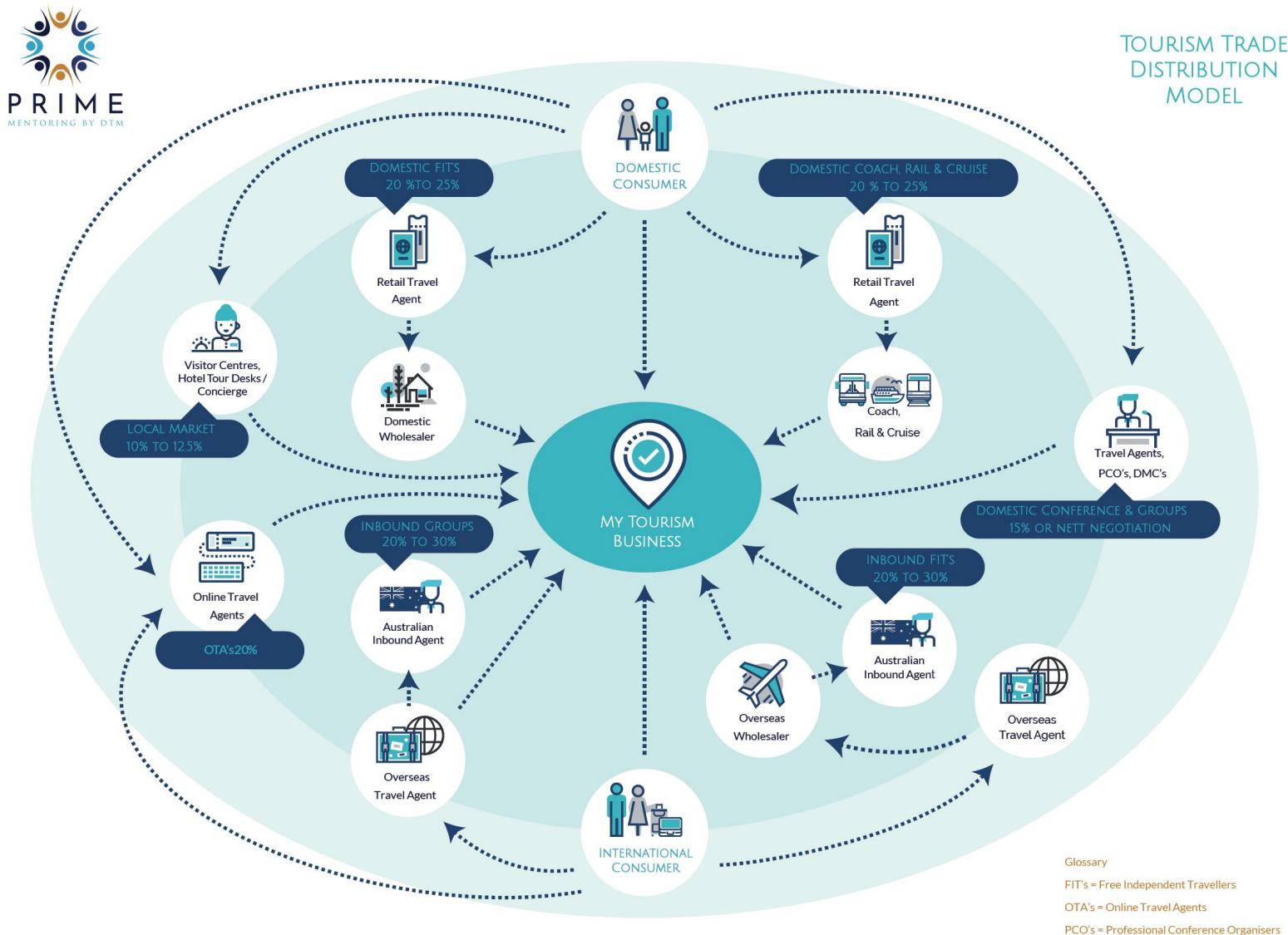
## Distributors will want to partner with products that:

- A hero, not to be missed, experience
- Are authentic to the destination
- Fill a consumer fulfillment gap (i.e. unique experience, superior quality, definable customer journey)
- Priced to factor commission
- Are efficient and well run
- Provide a reliable delivery of service (can be seasonal)
- Have the ability to participate in marketplace activity
- Have a relationship with other products in the destination to create bundling and package opportunities
- Located in a destination that wants to drive visitation



**Your product is part of a bigger bundle**

# DISTRIBUTION PARTNERSHIPS

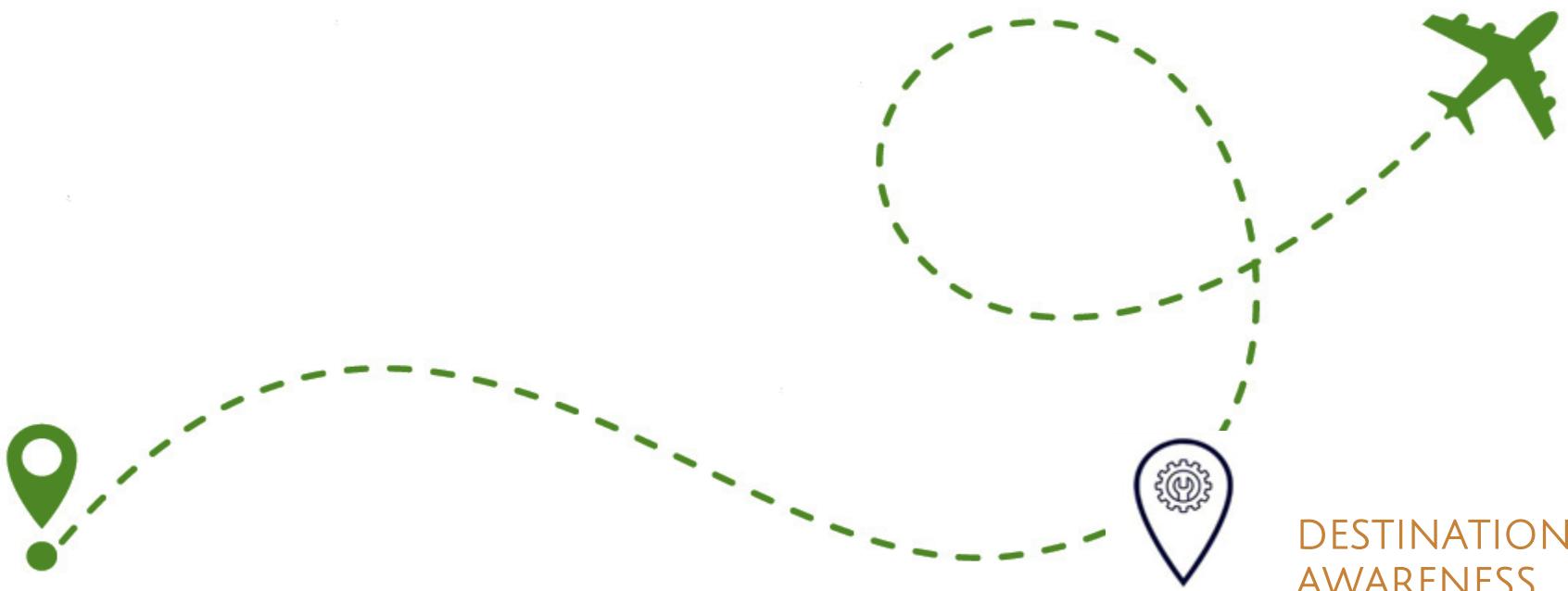




# GROUP TASK1

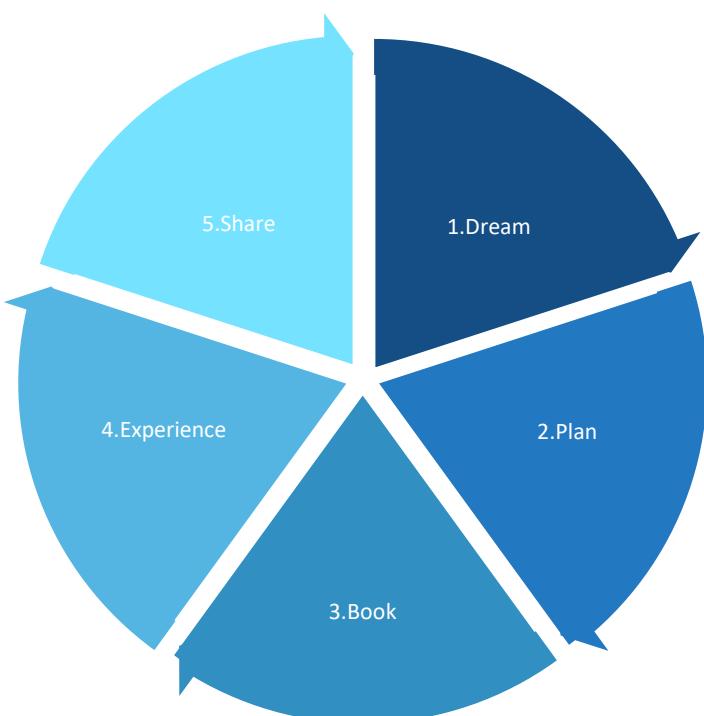
## YARRA VALLEY & DANDENONG RANGES PRODUCT GAPS

- Working in teams of 4, list what you think are product gaps in the region
- Think of your tourism community; is it vibrant do all elements work together?
- What gaps are there in the tourism community? Think like a Visitor not a local.



DESTINATION  
AWARENESS

# DESTINATION FOOTPRINT



## 1) DREAM

- Consumers can't dream about a destination they know nothing about
- Understand where consumers are looking
- Create a brand promise that is authentic

## 2) PLAN

- Tell the consumer how to best experience your destination
- Holiday hints, suggested itineraries
- Find the partners to share your stories

## 3) BOOK

- Create easy avenues to book immediately
- Bookings need to be available 24/7
- Consumers are likely to choose an alternative nearby product if booking your product is too hard

## 4) EXPERIENCE

- Be true to your brand promise. Consumers seek reinforcement of their online experience at their choice of destination or product
- Respond to your customer needs with great customer service
- Be consistent in opening hours/information
- Be an advocate for your tourism community

## 5) SHARE

- Follow up with guests
- Ask for reviews
- Share their social media, Instagram, Facebook
- Gather testimonials from consumers and share on website
- Give consumers reasons to return and to refer the destination/business to friends and family

# INSPIRATION TOUCHPOINTS

WHERE HAVE YOU UPDATED  
YOUR INFORMATION RECENTLY?

- Your website
- Google My Business page
- Facebook page
- Instagram
- YouTube
- Pinterest
- Trip Advisor
- LinkedIn



# WHERE WILL WE FIND YOU?

- Local Information Outlets
- ATDW
- Yarra Valley and Dandenong Ranges Tourism (YRT)
- Visit Victoria
- [Tourism Australia](#)
- [Expedia](#)
- [TripAdvisor](#)
- Qantas Holidays
- Helloworld
- Flight Centre
- Visibility with each other
- Inclusion in Itineraries of tour and transport operators



# STORY TELLING IS PART OF YOUR DISTRIBUTION



WHY DO YOU TELL  
YOUR STORY?

- Good **storytelling**-based marketing campaigns evoke a feeling, which leads to increased interest, brand loyalty and ultimately, a transaction. **of storytellers** say the most **important** consideration when creating content is: to create **stories** that are emotionally resonant.



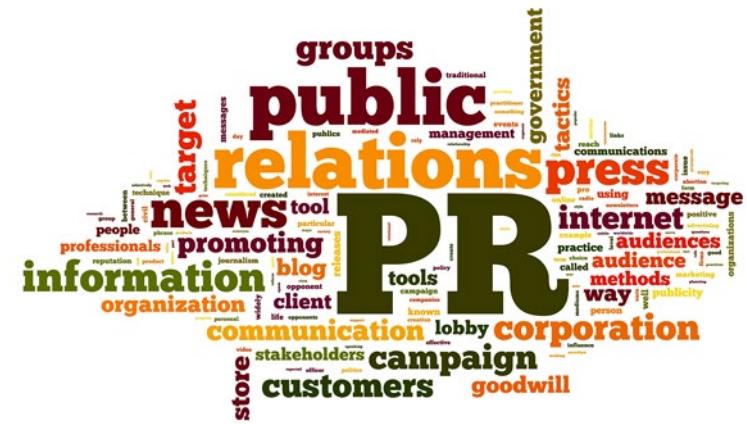
<https://skift.com/destination2020/>

# STORY TELLING PART OF YOUR DISTRIBUTION



WHO DO YOU TELL YOUR STORY TO?

- Destination Marketing Organisations
- Media – TV, Papers, Magazines, Radio
- Our Local Community
- Politicians and Government Departments
- Each Other



# COMMUNICATION STRATEGY



# WHAT IS THE RISK?

- Create voids in the mind of the visitor
- Leads to bypassing of destinations.
- Leads to lack of future investment.
- Limited investment in liveability for residents
- No local worth in the Visitor Economy from the residents perspective
- Industry stagnates across the whole region

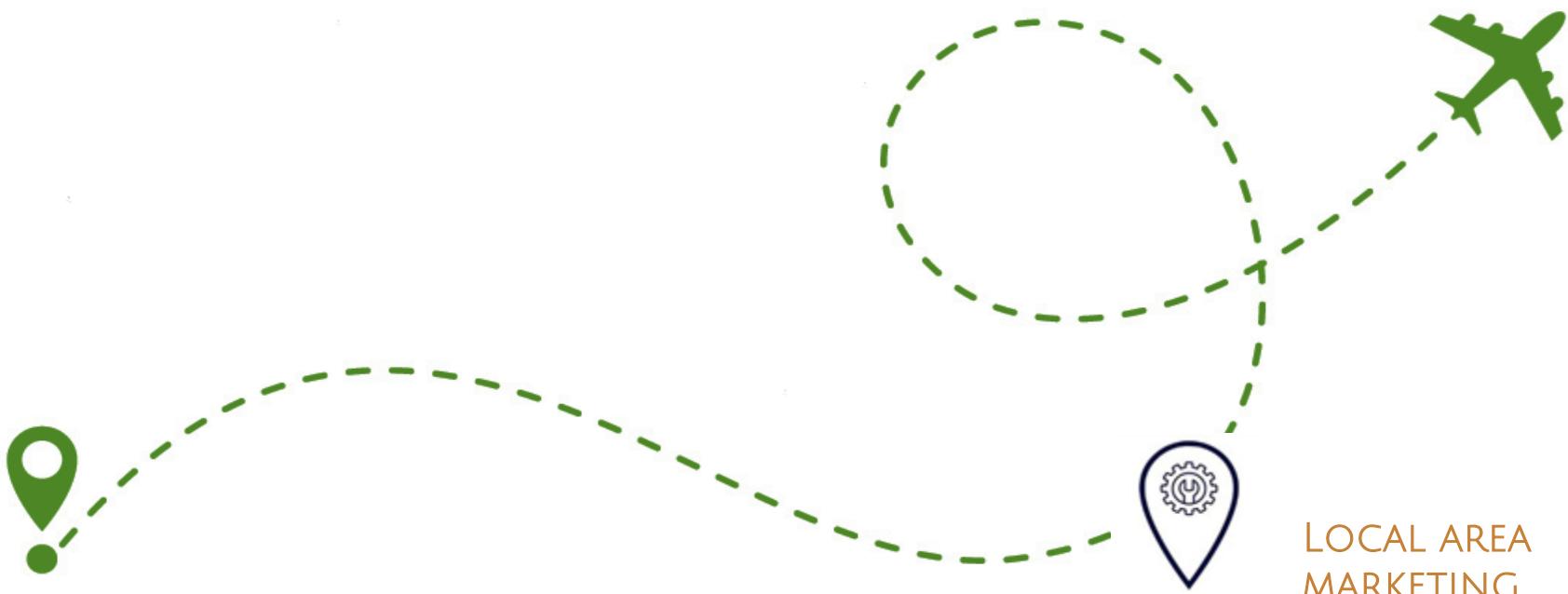




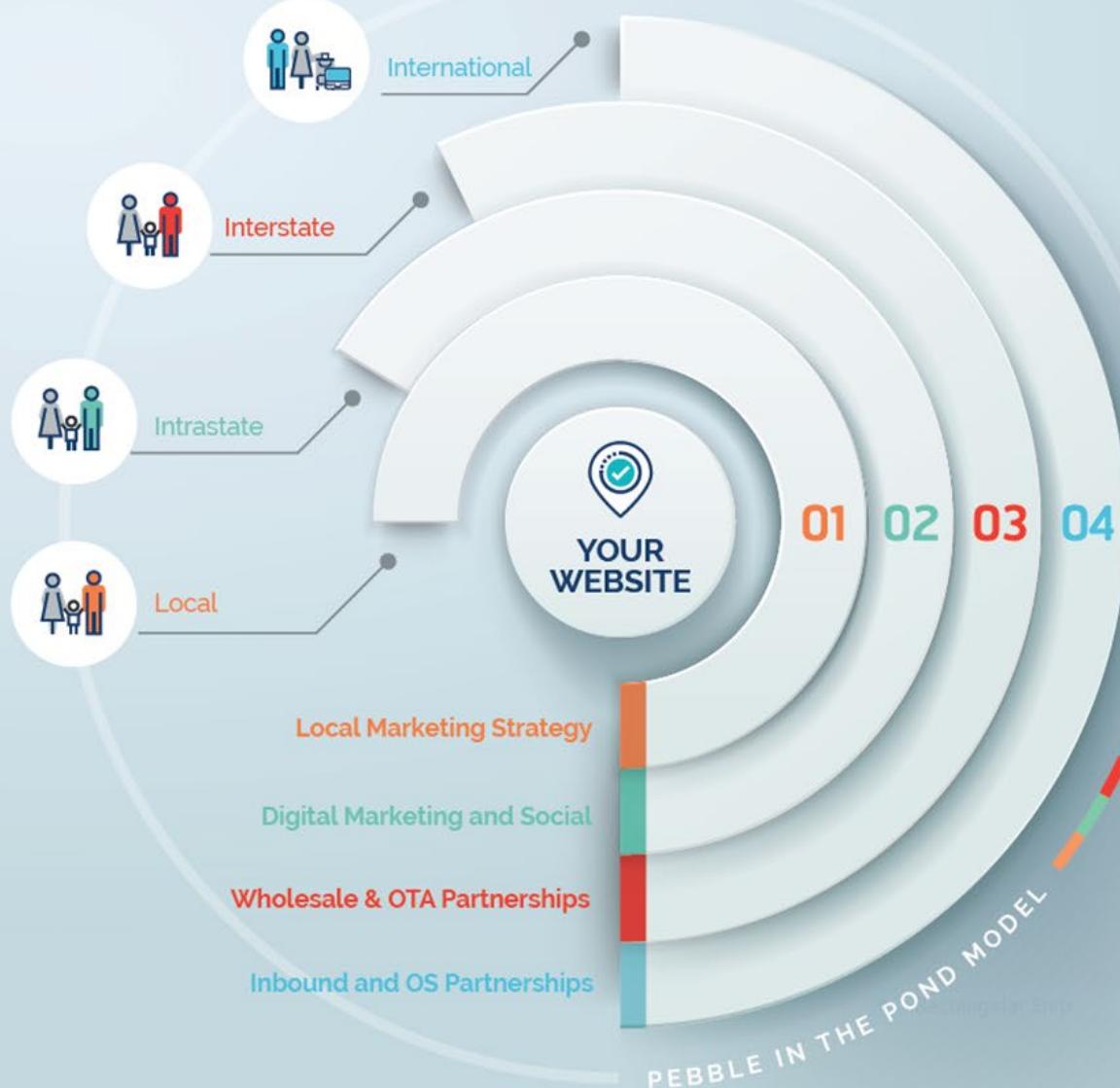
## GROUP TASK 2

### GAPS IN DESTINATION FOOTPRINT

- Where is your product currently distributed?
- Think of the gaps that you are missing what are they?
- Does the visitor market understand the destination?



# PRIORITISE YOUR MARKET



In a tourism marketing strategy, target consumers exist in all origin markets.

Your most powerful marketing tool to reach them is is your website.

Taking a staged approach to engaging each market guides marketing spend.

The further the origin market from your location, the more energy and investment is required.

Using travel industry partnerships provides a cost effective marketing solution.

Tourism suppliers therefore need to consider 2 distinct approaches to their marketing strategy:

**B2C and B2B**

# WHO IS YOUR LOCAL CUSTOMER ?

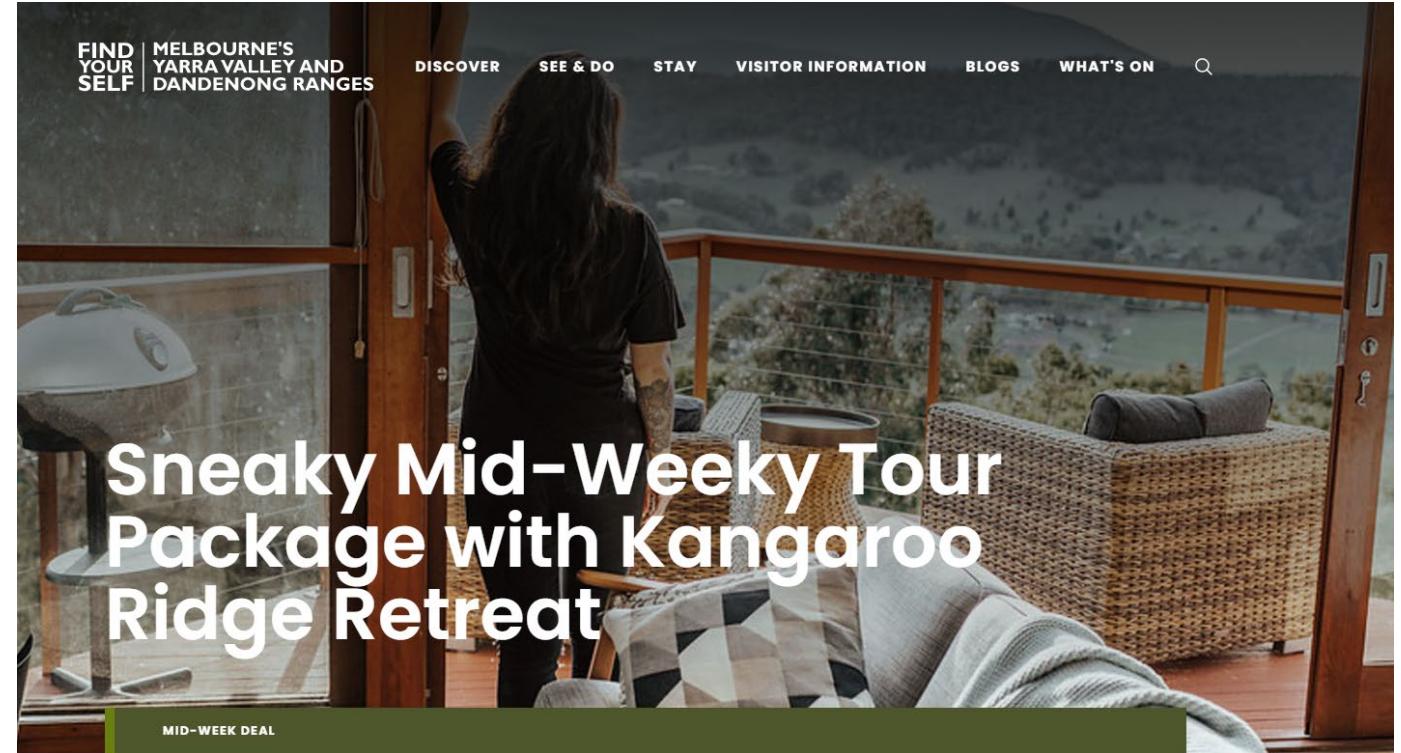
- Locals can be your biggest advocate
- Locals also include local industry partners
- Locals also include uncommitted visitors



# DISTRIBUTION I CONTROL THE MOST?

## Local Marketing Partners

- Accommodation partners
- Targeting residents for VFR
- Partnering with other service providers
  1. Taxis and transport
  2. Food and beverage outlets
  3. Attractions and events



# COVID-19 CONSUMER PROFILE

## POST COVID-19 TOURISM CONSUMER

#1 Virus safety measures will be as important as price for domestic consumers

#2 Consumers are conscious of support for employees & relief efforts – buy Australian; support local



### SENTIMENT

- Worst is behind us
- Travel in Australia is safe
- Travel ranked #1 of things to do post lockdown, BUT
- Irresponsible to travel far until life nears normal
- Luxury spending declining in favour of making do with less
- Aware of the need to simply life



### CONCERNS

- 50+ yrs concerned about infection for aged relatives
- Millenials worried about financial issues
- Will vaccinations be successful
- Public transport & air travel is considered not as safe as the car
- International travel is considered a long way off



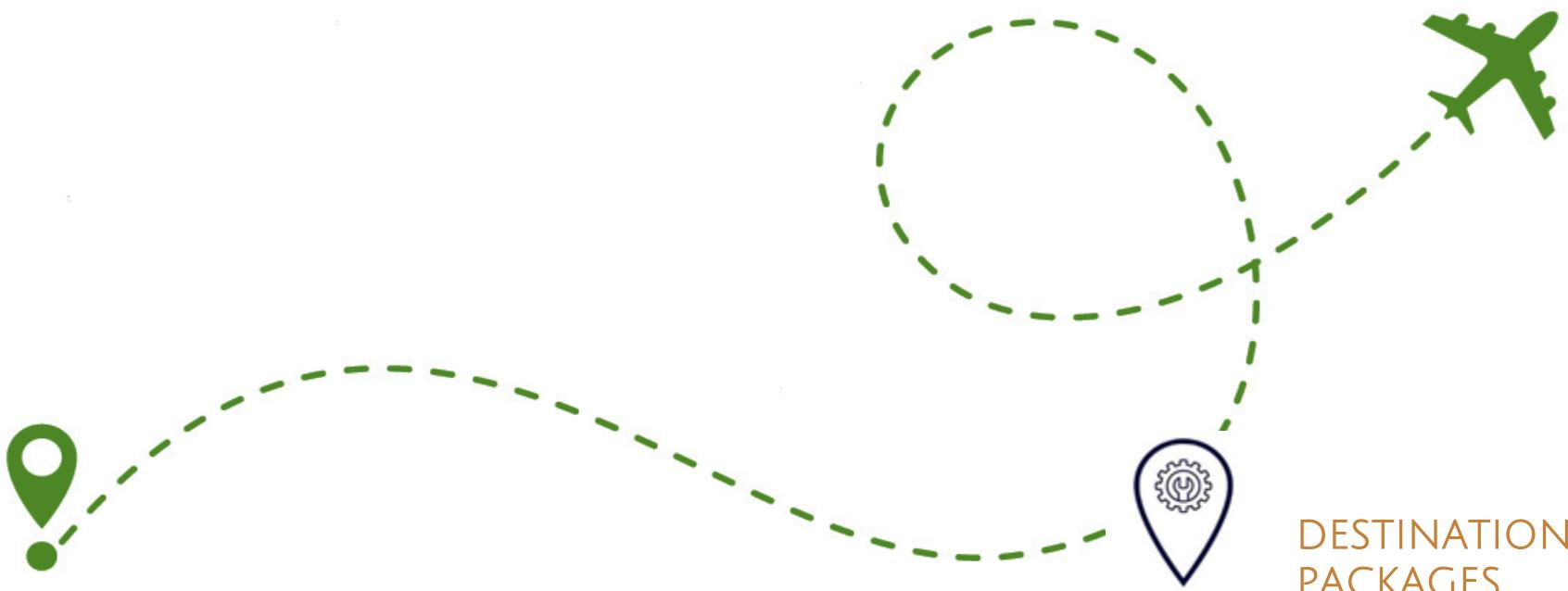
### INTENT

- Gen X Couples (41-55 yrs) are most likely to travel
- Expect to travel in 2-6 months
- Uncertainty due to boarder restrictions and quarantine
- Relax/Getaway, short roadtrips close to home
- Boomers (52-66 yrs) & Silvers (66+ yrs) fastest growth in digital purchases



### DEMAND DRIVERS

- Welcome back & value past guests – show you care
- Best in class hygiene
- Fewer crowds & social distancing
- Flexible booking conditions
- Value add e.g. thanks for business upgrade
- Spending time in outdoors
- Simple pleasures



# WHAT IS THE PURPOSE OF A PACKAGE?

## DEFINITION

“Destination Packages are excursions or holidays which “package” a variety of services together to make a single “combined” trip. Commonly they combine such things as transport, accommodation and tours. They may also include the provision of meals. Packages can be long or short in duration and distance. They may be a one-day or overnight package, or they could be a period of multiple days.”

## ROLE IN DESTINATION MARKETING

- Educates the market on price expectation
- Educates the market on destination experience
- Encourages longer length of stay
- One click to purchase
- Conversion reporting for destination marketers
- Provides education for wholesale trade partners to create and market equivalent products

The opportunity for new trails destinations, which currently doesn’t have a brand recall relationship with consumers, is to promote trails packages with established travel brands in tactical consumer advertising, through co-operative campaigns.



# WHO CAN CREATE A PACKAGE?



## INDIVIDUAL BUSINESSES

- Your own products
- Collaboration with other businesses
- Tour Operators

## EVENT MANAGERS

## DESTINATION MARKETERS (DMO's)

## TRADE PARTNERS

- Domestic Wholesalers
- ITO's

# WHAT CAN A PACKAGE INCLUDE?

- All transfers between airports/ports/stations and hotels
- Accommodation options
- Tours
- Rental cars
- Entrance fees to attractions
- Food and Beverage Options
- Tickets for entry to events or attractions
- Bonus Inclusions / Value Add
- PRICEPOINT



## Simple Bundles that work

- Look for a partner to give you an edge
- Clarify the booking process
- Think about the distribution
  1. Who is the customer
  2. How do we target them
  3. Events are an easy place to start



## 2022 Harvest and Winery Experience

4th Mar 2022 - 4th Apr 2022

# WHY DO SOME WORK & OTHERS DON'T ?

- Not relevant for target audience
- Inclusions are not connected by a theme of experience
- Overstuffed with product
- Limited value perception
- Booking is difficult





# GROUP TASK 3

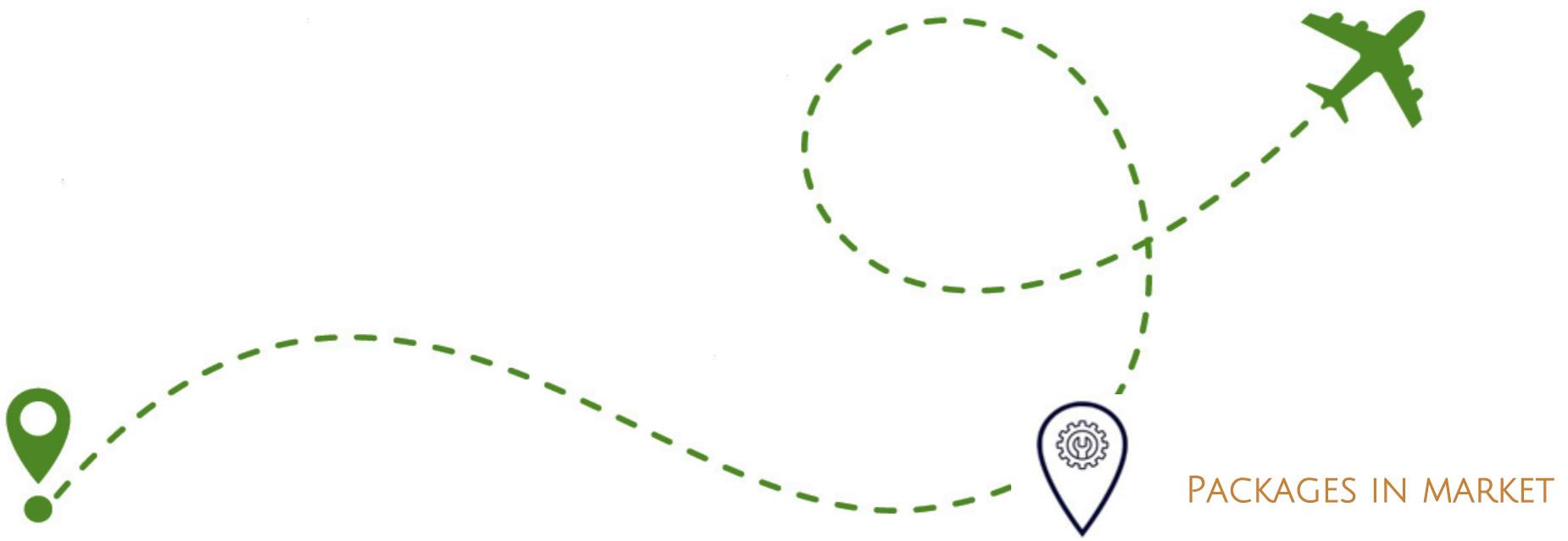
## CREATING A COLLABORATION PACKAGE

- In teams of 3 or 4 work together to develop a collaborative package using your product or a product you know.
- 3 days in the “Dandenong Ranges Region and Yarra Valley” what does it look like and who is the target market?
- Don’t worry about boundaries you decide what works

## HOW ELSE CAN I PACKAGE MY PRODUCT

- Contracting through wholesalers and inbound operators
- Inclusion in tour operator programmes
- Utilised in destination itineraries distributed by DMO's including YRT
- Create your own itineraries for distribution in the marketplace
- Inclusion with other operators in cross regional itineraries





# TRAILS PACKAGES



Our group experience packages are our premium offering, leave the logistics and planning to us and we'll show you the best of what Tassie has to offer.

## MORE THAN JUST EPIC TRAILS.

Our packages include all of your on-ground transport and logistics, premium accommodation right in the heart of town, and all of your lunches and dinners. Take the hassle out of your trip and let us take care of the decisions. Experience Tasmania, on and off the trails.



<https://www.tailoredtrails.com.au/home/mtb-group-packages/>

### 3 DAY - BLUE DERBY EXPERIENCE

Our three day Blue Derby Experience is the 'express' version of our Derby group packages. It includes all of the best parts of our longer tours, but squeezed into a short getaway for groups looking for a quick trip or long weekend away.

**Duration:** 3 Days (approx.)



### 4 DAY - BLUE DERBY EXPERIENCE

Our four day Blue Derby Experience allows some extra time to experience what Derby has to offer. Ride the iconic Blue Tier and Atlas wilderness trails, and enjoy 3 days of unlimited Black Stump shuttles on the town network.

**Duration:** 4 Days (approx.)



### 4 DAY - BLUE DERBY & BAY OF FIRES EXPERIENCE

The best of Blue Derby, including Blue Tier and Atlas, and the new 42km Bay of Fires Epic trail to Swimcart Beach.

**Duration:** 4 Days (approx.)



From AUD  
**\$545.00**

[Book Now](#)

From AUD  
**\$745.00**

[Book Now](#)

From AUD  
**\$795.00**

[Book Now](#)

# EVENT PACKAGES

## DESTINATION ADVERTISING - CALL TO ACTION PARTNER



### Field of Light Albany Mini-Break

From **\$279\*** pp

- 3 Nights accommodation
- Field of Light Sunset Panorama Tour
- Entrance to the National Anzac Centre
- Dinner for 2 overlooking Middleton Beach

**Booking Centre (08) 6820 3700**

Terms & Conditions: \*Prices are per person twin share and valid for travel from 1 February to 25 April 2019, subject to availability. Sunset Panorama Tour operates Thurs-Sun inclusive. On sale from 10 January to 21 April 2019 or until sold out. Seasonal surcharges may apply. See website for full conditions.



ALBANY DENMARK MT BARKER

# DESTINATION PACKAGES



PICK YOUR OWN PRODUCE & SAMPLE PREMIUM WINE, FOOD & CRAFT BEER, IN AN UPCOMING FOODIE DESTINATION MINUS THE CROWDS.

## 2 Night Taste of the Harvest

**From \$125 pp\***

Inclusions:

2 nights accommodation at the Donnybrook Motel or share bathrooms at the Donnybrook Hotel  
\$50 voucher for a traditional pub lunch or dinner at the quintessential Donnybrook Hotel  
Bonus offer: 50% off breakfast if staying at the Donnybrook Motel

## 2 Night Gourmet Weekend Getaway

**From \$143 pp\***

Inclusions:

2 nights accommodation at the Donnybrook Motel or share bathrooms at the Donnybrook Hotel  
\$50 voucher for a traditional pub lunch or dinner at the quintessential Donnybrook Hotel  
Wine or beer & shared pizza, & wine-tasting at Oakway Estate  
Bonus offer: 50% off breakfast if staying at the Donnybrook Motel

## 3 Night Sip, See & Source

**From \$410 pp\***

Inclusions:

3 nights accommodation at Blackwood Inn Innkeepers House or Lewana Cottages  
Harris River Estate 'Private Wine Tasting Experience'  
\$50 voucher for a traditional pub lunch or dinner at the quintessential Donnybrook Hotel  
Guided canoe along the Collie River with Traaverse Tours  
Bonus offer: \$20 discount on bottled wine purchased at Harris River Estate  
Bonus offer: free breakfast if staying at Blackwood Inn Innkeepers House

## 3 Night Gourmet Delights & Scenic Valley Escape

**From \$428 pp\***

Inclusions:

3 nights accommodation at Blackwood Inn Innkeepers House or Lewana Cottages  
Harris River Estate 'Private Wine Tasting Experience'

# self drive stays

EAT, DRINK & ADVENTURE ACROSS WESTERN AUSTRALIA'S **WORLD CLASS ADVENTURE TRAIL PLAYGROUND.**

## 2 Night Eat, Drink & Adventure Midweek Escape

**From \$245 pp\***

Inclusions:

2 nights accommodation at Harris River Estate  
Harris River Estate 'Private Wine Tasting Experience'  
\$50 voucher for a traditional pub lunch or dinner at the quintessential Donnybrook Hotel  
Bonus offer: \$20 discount on bottled wine purchased at Harris River Estate

## 2 Night Eat, Drink & Adventure Weekend Escape

**From \$264 pp\***

Inclusions:

2 nights accommodation at the Collie Ridge Motel or Black Diamond Lodge  
Harris River Estate 'Private Wine Tasting Experience'  
\$50 voucher for a traditional pub lunch or dinner at the quintessential Donnybrook Hotel  
Guided canoe along the Collie River with Traaverse Tours  
Bonus offer: \$20 discount on bottled wine purchased at Harris River Estate

## 3 Night Grapes, Explore & Adventure

**From \$329 pp\***

Inclusions:

3 nights accommodation at the Collie Ridge Motel or Black Diamond Lodge  
Harris River Estate 'Private Wine Tasting Experience'  
\$50 voucher for a traditional pub lunch or dinner at the quintessential Donnybrook Hotel  
Guided canoe along the Collie River with Traaverse Tours  
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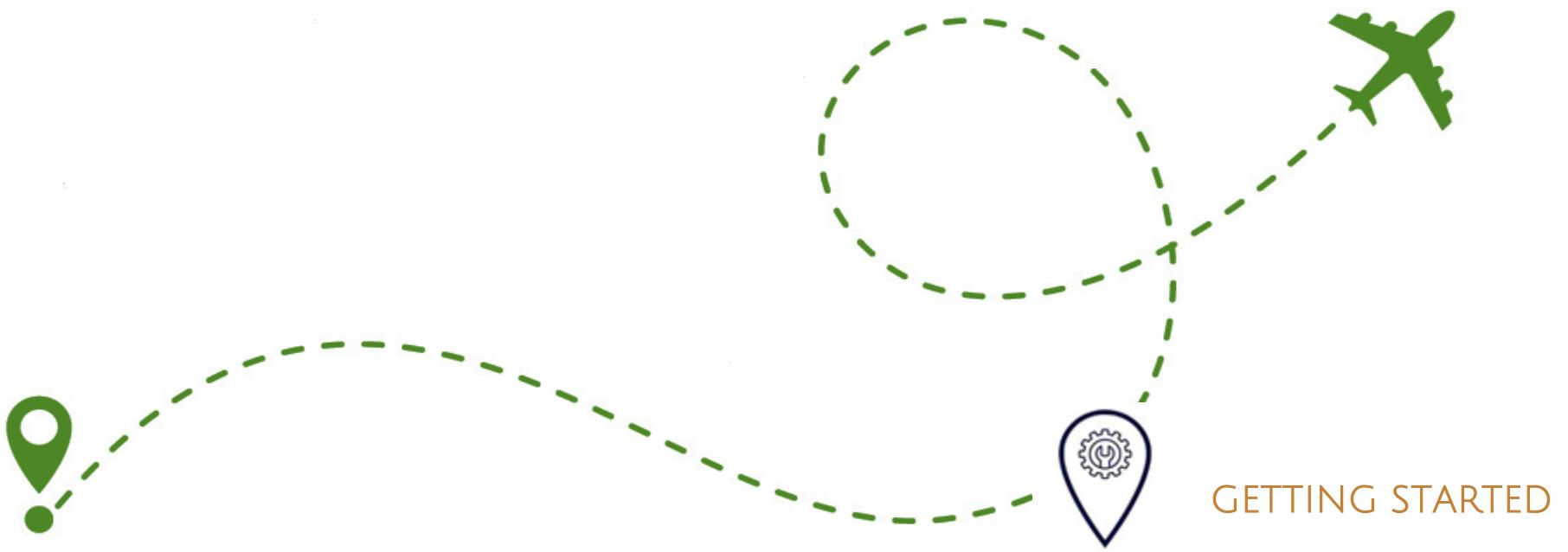
## 3 Night Midweek Indulgence & Adventure

**From \$463 pp\***

Inclusions:

3 nights accommodation at Harris River Estate  
Harris River Estate 'Private Wine Tasting Experience'  
\$50 voucher for a traditional pub lunch or dinner at the quintessential Donnybrook Hotel  
Guided canoe along the Collie River with Traaverse Tours  
Bonus offer: \$20 discount on bottled wine purchased at Harris River Estate

# 3 Night Midweek Indulgence & Adventure



# HOW DO WE GET STARTED ? TURN LOOKERS INTO BOOKERS

- PLAN, PLAN & PLAN
- Choose Your Experience Theme
- Know Your Target Audience Needs
- Know Your Market & Price Resistance Point
- Know Your Local Products
- Develop Inspiring Image Assets
- Copywriting is Critical
- Distribution Strategy not shotgun approach
- Make it BOOKABLE



# WORKSHOP WRAP UP

## WHAT WE COVERED

- ✓ Destination Fundamentals and Hero Products
- ✓ Tourism Community and it's Importance
- ✓ Destination Footprint and Gaps that needs to be filled
- ✓ Local Area Marketing
- ✓ Creating Packages
- ✓ Destination Packages and where to place them

# CONTACT



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LET'S PUT YOU ON THE MAP



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