

# *WHAT IS AUSTRALIA'S ECOTOURISM BRAND PROMISE?*

Global Eco Asia-Pacific Tourism Conference  
20<sup>th</sup> November 2013



*"A destination's brand is the **promise** to prospective visitors, a promise that encapsulates the destination's **values, attributes and personality**, the promise that **sets the destination apart** from others and the promise that will **excite visitors** to travel to the destination."*

## **What is Australia's ecotourism brand promise & values?**

- ***What is Australia's ecotourism point-of-difference/unique selling proposition?***
- ***How does Australian ecotourism compete on the world stage?***

## CSIRO Tourism Megatrends

1. ***The Orient Express*** – W to E    N to S
2. ***A Natural Advantage*** – unique nature
3. ***Great Expectations*** – authentic experiences
4. ***Bolts from the Blue*** – adaptable
5. ***Digital Whispers*** – pull Vs push marketing
6. ***On the Move*** – mobile world getting smaller
7. ***The Lucky Country*** – value for money

## **Aust's Ecotourism POD/USP?**

### **Nature**

- Protected Areas; wildlife; clean & green

### **Interpretation**

- Our story; story telling; '+ 1 experience'

### **Indigenous**

- #1 POD!; A&TSI; Indigenous perspective

## **Aust competing on world stage?**

### **Customer focus**

- Research customers needs & match to POD/USP

### **Value for money**

- Not cheap; quality; best practice

### **Investor friendly environment**

- Cut red & green tape; investment facilitation

## **Aust's POD/USP**

- Our unique nature
- Story telling creating lasting memories
- Authentic Indigenous engagement

## **Australia Competitive Strengths**

- Customer customer customer!
- Value for money quality experiences
- Open for business

## **Delivering world-class experiences**

- New experiences; Excellence in interpretation

## **Facilitating best practice & innovation**

- Research; Investment

## **Raising profile of Qld ecotourism experience**

- Brand Qld & Brand Parks; Marketing

## **Fostering thriving operators**

- Town planning; Cut red & green tape

## **Embracing a partnership approach**

- Local, State & Federal; Government & industry



# Thank you Questions?

