

sapphire coast
TOURISM
future

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EXPERIENCE DEVELOPMENT AND
MARKET READY DEVELOPMENT

PRESENTED BY



TRC Tourism
Distinctly Tourism Management
Destination Marketing Store

Overview

This masterclass will help you understand current trends in visitation, identify your target markets and their needs, and what it means to be market ready for the domestic and international markets. It will include practical exercises to work on improving your existing product and developing new product that will align to the pillars of the destination and keep you on brand. This will increase your saleability in the market and provide opportunities to work with others in the industry to develop new tourism experiences for the Sapphire Coast which will increase the destination footprint and deliver more business. Masterclass developed and presented by TRC Tourism, Distinctly Travel Management and Destination Marketing Store.

Learning outcomes

1. To grow the range of tourism experiences on offer in the region
2. To provide the tourism industry with knowledge that will help them strengthen their tourism business and improve yield
3. To provide participants with knowledge that will enable them to better target their product to key markets
4. To enable participants to network with other industry members, ensure all are working towards the destination vision, and explore opportunities for more and better product

Topics to be covered in the workshop Day One

Tourism experiences – why do we need to get it right?

Sapphire Coast as a destination – the vision and destination pillars

Trends in tourism and visitation – why are we where we are?

The Sapphire Coast Brand and the Gaps

Case studies of successful product

- Mayfield Gardens
- Wild Brumby Distillery
- Kangaroo Island

What do we mean by market ready and what does packaging mean?

Distribution opportunities – how we operate

Buyers Dinner hosted by PANSW

Topics to be covered in the workshop Day Two

Target markets and their needs

- Market trends - The big picture
- The Cruise market – what they are seeking and how you can help
- Independent travellers

Sectoral product development workshops

Group workshop sessions –realising the potential of your business

Feedback forum and cross sectoral opportunities

Working together to drive the destinational footprint

Introducing the mentoring program and conclusions

- Capability Building
- Market Ready
- Operational improvements
- Cross sector marketing skills
- Tailoring for origin markets