Greater Blue Mountains
A guide book to making the most of your Landscape Positioning

AUSTRALIA’S NATIONAL LANDSCAPES PROGRAM
Think of the Greater Blue Mountains as your land of opportunity!

**OPPORTUNITY #1**
It’s one of 16 iconic Australian National Landscapes marketed worldwide by Tourism Australia.

**OPPORTUNITY #2**
That marketing is aimed at Experience Seekers: high yield, long-stay visitors looking for authentic and memorable experiences.

**OPPORTUNITY #3**
A lot of research has already been done to identify the Greater Blue Mountains’ point-of-difference and unique experiences.

**OPPORTUNITY #4**
Designing and delivering quality experiences (either within your own business or in partnership with others) can improve and diversify your tourism offering.

**OPPORTUNITY #5**
World-class experiences will not only attract international visitors, but also more Australian visitors. There are plenty of Australian Experience Seekers.

The aim of this guide is to provide ideas and inspiration to help you deliver the best experiences for your visitors and to help you prosper. This guidebook has been created for everyone involved in providing or facilitating visitor services or who shares a common interest in this landscape, including:

- tour operators
- accommodation or hospitality establishments
- retail businesses
- tourism or discovery centres
- Indigenous groups or businesses
- local councils
- state or federal government agencies
- environment groups or protected area managers.

In addition to the information supplied in this guidebook - there are a number of worksheets available to download throughout the book which will assist you with implementing ideas into your own organisation.
Australia’s National Landscapes

Nature motivates people to travel to Australia more than any other experience.

Based on research conducted by Tourism Australia in 2010.
Get on board and help show the world why there’s nothing like Australia

WHAT'S IT ALL ABOUT?
In research conducted by Tourism Australia, nature motivates people to travel to Australia more than any other experience. Australia therefore has the opportunity to be at the forefront of the global, nature-based tourism industry.

Australia’s National Landscapes Program is a partnership between tourism and conservation, which aims to:

> promote Australia’s world-class, high quality visitor experiences
> increase the value of tourism to regional economies
> enhance the role of protected areas in those economies
> build support for protecting our natural and cultural assets.

The program has identified Australia’s iconic natural and cultural destinations and now aims to improve the delivery of quality visitor experiences within them.

STATUS OF THE PROGRAM
Tourism Australia and Parks Australia partnered in 2005 to develop Australia’s National Landscapes Program. Since then, 16 areas have joined the Program, completing the collection. Australia’s National Landscapes are shown above.

In order to become a National Landscape, each area had to undertake an extensive application process. National Landscapes accepted into the program are expected to participate in a range of activities, such as Landscape Positioning and regional planning to underpin regional success.

For further information visit www.tourism.australia.com/nl
To learn more about the National Landscape Program click here to download the flyer.
It’s no surprise that the Greater Blue Mountains has been chosen as one of Australia’s National Landscapes

How will this benefit tourism in the Greater Blue Mountains?

Let’s rephrase that question: Why should you align your business with the Greater Blue Mountains and Australia’s National Landscapes Program?

There are plenty of benefits. Here are some:

1. Generate more income by responding to growing international and local demand for experiential tourism – longer stay, higher yielding customers.
2. Gain an edge on your competitors – by aligning your business’s offering with your National Landscapes global point-of-difference.
3. Achieve higher yields by shifting to value-based pricing – because experience-based tourism is worth more than goods or services.
4. Earn a much greater return on investment – because experience-based tourism isn’t about large investments in capital infrastructure.
5. Excite and inspire your employees – by developing and delivering innovative, original tourism experiences that capture your customers’ emotions.
6. See happy customers become online and word-of-mouth advocates for your business.
7. See the changes in your business as your visitors stay longer and spend more – because of an enhanced experience offering.
8. Potential to develop partnerships that improve the effectiveness of your marketing dollar.
9. Opportunity to tap into potential partners and suppliers who work with you to create fantastic experiences for your guests.
10. Potential to attract strategic investment or partnership opportunities for your business.
11. Opportunity to motivate and bring together members of your local businesses community to help create an all-encompassing experience for your visitors.
12. Global marketing support for the Greater Blue Mountains experiences through Tourism Australia’s PR and marketing activities.
Did you know:
Recent research from Teletext Holidays revealed more than 25% of Britons were moved to book an exotic holiday after seeing a Facebook friend’s holiday snaps online. Almost one fifth of those people also admitted to booking an identical trip.
Meet your best customer: The Experience Seeker

Experience Seekers can be found in any age group, income range, stage of life and come from many different countries, including Australia. They are adventurous and self motivated, love the outdoors, and are ecologically minded.

**THEY WANT:**
- Something different and unique
- Natural, untouched environments
- Opportunities for life changing experiences
- To understand and experience local culture
- To discover something new
- To see the real Australia
- To gain knowledge
- ‘Bragging rights’
- Value for money

They are opinion leaders and advocates within their social circle. They share their holiday experiences with peers, colleagues, friends and family. Their influence and positive word-of-mouth can secure you a return stream of like-minded visitors into the future.

Experience Seekers from around the world tell us that they want to experience something unique and different. Australia promises them that this is the place where they can fulfil their dreams.

Memorable, engaging visitor experiences bring your Landscape Positioning to life. They help make the Greater Blue Mountains a must-do destination when visiting Australia.

Deliver those experiences and your Experience Seekers will tell the world!
What makes the Greater Blue Mountains Landscape unique in the world, not just Australia?
Each National Landscapes offers a uniquely engaging experience of nature and culture

Find the uniqueness – your Landscape Positioning

The first step involved locals distilling what the Greater Blue Mountains has that isn’t found anywhere else in the world.

Landscape Positioning workshops were held throughout the Landscape.

The goal was to discover and document the core positioning that distinguishes the Greater Blue Mountains from other Landscapes throughout Australia.

This agreed Landscape Positioning is not about an advertising campaign, a new logo or even a tag line. The positioning is the engine that drives the way you offer and deliver your product now and for decades to come. It permeates all experiences, creative approaches, communication and marketing.

It’s what differentiates you. It’s your competitive advantage.

This is the unique voice of the Greater Blue Mountains. Positioning underpins the words and images we use to sell our Landscape to the world. The more consistently we all use those words and images, the stronger our message.
The Landscape positioning for the Greater Blue Mountains

The Greater Blue Mountains is a place of extraordinary wild beauty, where the blue haze of World Heritage-listed eucalypts is splashed across the golden sandstone. It is an ancient land of 350 million year old cave systems, serpentine slot canyons and the prehistoric Wollemi pine. Traditional country of six Aboriginal language groups and Australia’s cradle of conservation and bushwalking, this accessible wilderness is on Sydney’s doorstep, but feels a world away.

HOW DO YOU EMBRACE THIS POSITIONING?

It’s about how you, your business and the entire community connect with this unique identity. The more people (directly or indirectly) who have some involvement projecting the positioning, the quicker the target market will understand what it is that makes your Landscape unique.

‘Freedom beyond measure’ means making it effortless for your visitors to become fully involved with this Landscape and its stories.

Think about the first time you came here. Think about what you love about this place, why you choose to be here. What makes the Greater Blue Mountains so special to YOU? Your passion is contagious. Tell visitors your stories. Share your experiences. Because that’s what they’re seeking.

THE ESSENCE OF THE GREATER BLUE MOUNTAINS IS ‘FREEDOM BEYOND MEASURE.’
WHAT MAKES YOU UNIQUE?

Consider what your landscape offers. The following chart was developed based on the original Landscape application and evolved throughout the workshop positioning process. This chart highlights the key validation to justify your central Positioning statement. This is the content (and context) that makes the Experience Seeker target market believe landscape Greater Blue Mountains is unlike anywhere else in the world.
Building your business on the Greater Blue Mountains Landscape Positioning
Building your business on the Greater Blue Mountains Landscape Positioning

Your competitive advantage comes from turning this Landscape’s competitive advantage into the EXPERIENCE you provide your visitors.

Whether your business engages directly with visitors or operates behind the scenes, your most valuable marketing tool is the experience you give your visitors. If their experience rates an 8/10 or more, you can expect word-of-mouth to help sell your product or National Landscape.

So what is an ‘experience’? An experience is what your visitor gains from the combination of activities, settings and personal interactions they participate in when they visit your region. Think unique, unexpected and exotic; things that your guests can’t do anywhere else in the world – the kinds of things that mean they’ll post a photo on Facebook straight away and still talk about them at dinner parties twenty years later.

This overview includes ideas and thought starters which can help you build a real competitive advantage. When refreshing your product or developing new Experiences, consider how you could reflect the essence of “freedom” in everything you do.

Ten years of economic research has shown that true experiential tourism is not only a real point-of-difference in a crowded market place, it’s also a product for which Experience Seeker tourists are prepared to pay a premium. As an added bonus, experiences can be a much lower-cost investment because they don’t necessarily involve capital infrastructure changes or upgrades.

THE EXPERIENCE SPECTRUM AND YOUR BOTTOM LINE

As a business or organisation in the Greater Blue Mountains you’re providing goods and services to visitors at different points on the Experience Spectrum. The higher up your offerings are on the spectrum, the better your competitive positioning and the greater your returns.

As you can see, the further along the spectrum the product is, the more special it is for your visitor, the more they will value it and the more they will be prepared to pay for it. Think about ways this spectrum can apply to your business or service. The bare bones of the theory are:

The commodity is the basic product which is available to everyone. The goods are the tangible products we can sell based on the commodity. The goods and commodities enable you to add services. Goods and commodities provide opportunities to create an experience.

To learn more about creating a more competitive offer click here

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**Experience Spectrum**

<table>
<thead>
<tr>
<th>COMMODITY</th>
<th>PRODUCT</th>
<th>SERVICE</th>
<th>EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and wine that a restaurant sells</td>
<td>Items in the restaurant, such as the menu, wine list, tables and chairs</td>
<td>Services being provided to the customer with a smile</td>
<td>A restaurant in a unique location, with history, serving local produce and wine - with the option of meeting the chef or doing a cooking class</td>
</tr>
</tbody>
</table>

The following diagram show the process for moving from offering just individual commodities, products and services to offering compelling experiences.
Six Steps to Delivering a Great Visitor Experience

1. Focus, Focus, Focus!
> Who is your target market and what experiences do they want?
> What do you want them to take away from the experience: feelings, images, memories?
> What do you want them to be telling others about the experience?
> You can't be all things to all customers. But if you focus on Experience Seekers and provide memorable, world-class experiences for them, the rest will come!

2. What experiences fit with your business?
> What can your business offer?
> What community resources (natural and built physical assets, community members and organisations) can you involve?
> What partners/suppliers could you involve?

3. Plan the experience
> Your guests should be as actively involved as possible - not passive spectators.
> Identify the theme around which you will build the Experience – look to your Landscape Positioning for inspiration.
> The experience should involve their emotions and senses and include a ‘wow!’ factor that makes it truly memorable.
> The experience must be authentic and ‘on brand’: consistent with Landscape Positioning.
> Plan every detail – such as timing to allow for visitor response and engagement, sequencing, best group size, safety and weather, dealing with guest physical limitations
> Remember, you are providing a world-class experience to a discerning market. Leave nothing to chance.
> Set your price – Experience Seekers will pay a premium for a premium experience (unique, authentic, personalised, ‘wow!’), but have a well-developed sense of perceived value.

4. Training and test flight
> Make sure your staff and any partners clearly understand your guests’ expectations, the precise details of the experience and their role in delivering it.
> Test the product in real time with non-paying ‘guests’ and tweak as needed.

5. Market and communicate
> How will you market to potential consumers and to businesses?
> Increasingly, customers (actual and potential) talk to each other. Will you monitor these conversations or maybe join them?
> How will you maintain contact with past customers?

6. Deliver, evaluate, modify

GREAT CUSTOMER EXPERIENCES ARE:*
> A source of long-term competitive advantage
> Created by consistently exceeding customers physical and emotional expectations
> Differentiated by stimulating emotion
> Enabled through inspirational leadership and facilitated by culture
> Revenue generating and can reduce costs
> An embodiment of the Landscape Positioning

*Colin Shaw, Revolutionize Your Customer Experience (2005)
THE POWER OF EXPERIENCES

Tony’s Sunrise Motel sells accommodation. The staff are polite and efficient, the place is immaculate and there’s a TV in every room. They even have an outdoor restaurant that sells fish, chicken and beef dinners. It’s a nice place to stay.

Just like most other hotels in the world.

There’s no way you would write a letter home, post on Facebook or brag about staying there, because Tony is selling “a nice place to stay”; a commonly available thing that is also available in London, Paris and Rome.

But what if Tony offered more? What if he used his nice place to stay to help sell experiences that people couldn’t get anywhere else?

For example on Friday nights, Tony invites a local Aboriginal elder to share stories around the campfire. His guests have the option of having dinner first and can order drinks at the bar.

By the end of the night, Tony’s guests have probably bought a couple of drinks and eaten a meal BUT they’ve also learnt about local culture, enjoyed a connection with the Aboriginal people, posted a photo of themselves on Facebook with an Aboriginal elder and come away with the story of an experience they can’t get anywhere else in the world.

So, Tony has sold more because of the experience he’s offered his guests.

Plus, when his guests’ friends decide they’d like this experience too, because Tony’s is the only place offering it, the first part of the Australian trip that they’ll book is two nights in Tony’s Sunrise Motel.

That’s the power of experiences.

What’s the experience you could offer that your guests can’t get anywhere else?
Here are some ideas for specific service providers

ACCOMMODATION SUPPLIERS

In this Landscape accommodation can be anything from camping in the uplifting environment to a playful bed and breakfast experience. Communicating freedom beyond measure might be as simple as the special or energetic way your staff engage with your customers, or it may be helping your guest feel free from aches and pains by providing a sachet of bubble bath made with local ingredients.

You could help your visitors understand this untamed yet sophisticated environment by hosting information evenings or presentations by a friendly local ranger, conservation organisation or traditional owner. Another way to help them feel a sense of opening up is to highlight (unceremoniously) the amazing amount of work and research being undertaken by protected area agencies across the region.

While you’re probably already doing this, you might like to pair up with tour operators or conservation organisations to package experiences. Think playful, energetic and liberating. You’d be surprised at just how many Experience Seekers are prepared to pay for tailor made tours that enable them to get involved in, or contribute to local environmental work.

Freedom beyond measure is about being free to choose how to we live in this world. Ensuring your tourism business has independent environmental accreditation sends a strong message to visitors that you’ve freely committed to sustainable business practices and operate to world’s best-practice standards.

VISITOR INFORMATION CENTRES

Visitor Information Centres are one of the most important connections the visitor has with your Landscape. How does your information centre encourage visitors to experience this easygoing, spontaneous and wild environment? What about the layout, look and feel of your centre?

How much do you know about this ancient and energetic environment? Armed with factual information, you might like to explain how this Landscape is one of the three most diverse areas on earth for scleromorphic (hard-leaved) plants, or that nowhere else on earth is there such a diverse range of eucalypt species within such a small geographical space.

How detailed, accurate or intellectual is the information provided? How easily can the visitor learn more or get involved? Highlight community events where they can meet the locals or activities that they can get directly involved in such as species monitoring or community clean up days. You could also display brochures or posters from the conservation organisations that are working in your area.

TOUR OPERATORS

For Experience Seekers it is vital the experience is liberating and genuine. The concept of freedom beyond measure can help you create and deliver amazing experiences. You could plan the itinerary around the concepts of unforeseen, impulsive or easy, or you could create sophisticated product options such as a chance to talk with a scientist or researcher.

Timing and interpretation is important in natural environments: think about including time to listen to the birds in the early morning, or a trickling stream in the afternoon. How will you describe this exceptional landscape – the shimmering mountains, cathedral caves, deep gorges and valley of water cascading into remnant pre-historic rainforests? Explain what they might feel or sense when they are walking, caving and watching native animals. Think about how you embrace the energy of uplifting scenery, liberating tall forests and playful wildlife.

Eco Certification is a great mechanism to help you deliver high-quality and innovative tourism experiences with its
A practical guide to ecologically sustainable practices and cultural responsibility. Eco Certification also helps visitors choose genuine and authentic tourism experiences, providing an opportunity to learn about the environment with an operator who is committed to achieving best practice, contributing to the conservation of the environment and helping local communities.

Make it playful; make it uplifting. That’s freedom. That’s the Greater Blue Mountains.

**Retail, Food and Beverage**

While food and local produce will not be the prime reasons Experience Seekers visit your Landscape, it is an integral part of ‘word-of-mouth worthiness’. Be as playful as you can with your menu; create tastes exclusive to your Landscape with seasonal dishes and lots of local produce.

Consider stocking, or become a retail outlet for locally made products, wines and crafts. Another idea is to display some local photography or imagery on your walls to share with the visitor. You could also make arrangements to display local artists’ work for sale.

Point visitors to local suppliers; whether a business down the road or in the next town. If you know the owner of the business, tell your visitor to “mention my name and they’ll look after you”. This is also a great way to build business networks across the Landscape. Why not see how many visitors you can each refer to the other? The Experience Seeker is looking for local produce and local knowledge.

Share the insights of local experiences that you enjoy – whether it is a liberating spot to watch the sun set, a relaxing bush walk, or the best place mix with the locals. Visitors are looking for these carefree experiences.

**Local Councils and Government Agencies**

Think about all the ways these agencies communicate with locals and visitors, both directly and indirectly. Consider signage, community services and public infrastructure. All can portray the concepts of freedom beyond measure.

Why not use the positioning to set the theme for community development initiatives or school competitions. A creative writing competition could be themed ‘The most liberating thing about...’. Local art competition prizes could be awarded to the artwork or photograph that best reflects the essence of freedom.

To build community understanding of the region’s unique position, you can also reflect the messages in your communications — such as local newsletters, media releases or other regular communication materials.

**Planning and Infrastructure Development**

The Landscape Positioning concepts of freedom beyond measure can also be applied when planning infrastructure. In assessing development applications, designing visitor infrastructure, or even considering the placement of signage, ask yourself questions like:

- How does this development complement the Landscape values – playful, energetic, liberating or energetic?
- Does this infrastructure provide the visitor with uplifting views of the liberating environment?
- How does the development encourage the visitor to free themselves in the environment or experience the playful landscape?
- How do the colours and materials used complement the energetic environment?
Highlighting your uniqueness to visitors

EVENTS
Consider theming events around the concept of freedom. When supporting local community events you might like to include criteria that ask the participants or organisers to describe how they will reflect the Landscape Positioning. Events that feature your natural environment will help position the Landscape in the visitor’s mind.

Whatever you consider, try to relate it back to something an Experience Seeker would love to be able to share with friends. Think of the ‘brag-ability’ factor. Remember, they can post on Facebook within minutes to share the story of your Landscape.

ENVIRONMENT AND CULTURAL INTERPRETATION
There are exceptional stories to be told and experiences that can be built around freedom beyond measure - the majestic Wollemi pine escaped extinction, surviving unforeseen for millions of years deep in the wild rainforest gorges; or, more than 400 animal species live unrestrained across the landscape, including Australian icons such as the kangaroo, koala, platypus and echidna.

Freedom beyond measure could become a theme in interpretive material or signage. “Welcome to the Greater Blue Mountains: you are now free from the city” or “Blue Mountains National Park: feel free to look around”. Perhaps the freeing nature of a paraglide over the valley, or the liberating experience of the waking up in the middle of a rainforest.

Freedom beyond measure means unrestricted access. You might like to link up with fauna and flora monitoring programs or explore ways to encourage Experience Seeker visitors to get involved. These activities allow visitors to immerse themselves in the environment, discovering new and exciting things to blog about. Remember, responsible tourism aims to allow visitors to explore our natural environments and learn about the plants, animals, climate and geology that make them unique. Encouraging low-impact activities will help to ensure the protection of these habitats into the future.

Aboriginal culture, and Aboriginal peoples’ relationship to the natural environment, is of significant interest to visitors, especially those from overseas. Work with the traditional owners to develop materials for cultural interpretation, and seek permission to ensure that the information you are sharing is done so in an appropriate and respectful manner.

There are distinct advantages in employing or contracting local Aboriginal guides to deliver cultural interpretation first hand. Speak to your Regional Tourism Organisation to find contact details for Aboriginal tour guides or aspiring Aboriginal tour guides you can link in with.

PERSONAL TOUCHES FOR ALL
Landscape stories can live at every touch point; consider your phone message - you could even create a story about the playful environment to engage with the customer while they are on hold.

To help build understanding, you might like to incorporate information on the positioning in employee briefings, orientation and customer service training programs. Encourage your employees to consider how the concept of freedom beyond measure fits with their experience of the Landscape or lifestyle and how they might be able to incorporate it into their customer service.

To assist your own product and experience development, take a moment to assess your current situation using the following product development worksheet

Click here to download the Product Development Worksheet
Maximising your communications with the Greater Blue Mountains Landscape Position
The language of the Greater Blue Mountains

‘Freedom beyond measure’ is the essence of the Greater Blue Mountains Landscape.

‘Freedom’ is the feeling the Experience Seeker will get from the Greater Blue Mountains Landscape. This emotional territory connects the consumer at a subconscious level to the emotional space of the Greater Blue Mountains.

This essence should drive all creative thinking for communication, advertising and public relations and relay the message of how a Greater Blue Mountains experience creates a desire for ‘freedom’ in the international Experience Seeker.

‘Freedom beyond measure’ is the core essence of the intangible messages that come through in your Landscape. In particular, through positioning workshops conducted earlier with key opinion leaders in your area, your Landscape was found to be:

> a place where people are free to experience local history, culture and environment
> a spiritually uplifting, beautiful, majestic place offering opportunity for exploration
> an internationally significant environment
> an ancient, endless land on Sydney’s doorstep
> biologically diverse
> a liberating place that frees your mind
> extraordinary wild beauty cloaked in a blue haze
> Australia’s cradle of conservation
> a contrasting land of majestic forests, windswept heaths, meandering rivers and cascading waterfalls.

To assist with your own communication planning, take a moment to assess your current situation using the communication worksheet

[Click here to download communications worksheet]
Communication tools

How you can convey the voice of the Greater Blue Mountains

EDITORIAL STYLE

The best approach to editorial style is based on an awareness of what motivates our key target audience: the Experience Seeker. They are seeking information: rich copywriting enables them to get into the potential experience. Be descriptive and honest, clear and informative. Refer the reader to websites where applicable, rather than writing too much. Always leave the reader wanting a little more. Remember the positioning is based around freedom beyond measure so consider this when constructing your editorial copy for.

KEY WORDS

This is an important aspect of your communications. Words should be tied back to the essence of your Landscape. Words such as:

| playful       | spontaneous |
| energetic     | uninhibited |
| uplifting     | friendly    |
| liberating    | unleashed   |
| endless       | casual      |
| infinite      |             |

HOW DOES THIS LOOK WHEN YOU CONSIDER IT REPRESENTED AS A WORD MATRIX?

> the freedom of the mountains
> playful activities on an endless horizon
> liberating scenery
> endless landscape.
> the best plans are always spontaneous
> leave your inhibitions in the city
> slip the leash
> dress code: casual
> the natives are friendly
> the mountains of infinity
> the possibilities are endless
> get uninhibited in the uninhabited wilderness
> be uplifted into the greater blue
SPEAKING IN ONE VOICE

When presenting your Landscape, it is important you speak as best you can with one voice. Embracing the essence of freedom beyond measure and presenting this in a way that supports your product adds to the cumulative experience visitors will seek. They will spend time across a range of locations, events and experiences. You must make sure every one of their touch points culminates in their high praise of the overall experience.

CONNECTING TO ‘FREEDOM BEYOND MEASURE’

We have identified the following words you might also consider. These words all have an association with the essence and could be used when drafting copy for advertising material or press releases.

Primary Word Out Takes

Freedom = free
- Easygoing: relaxed, placid, carefree, amiable, tolerant, agreeable, informal, laid-back.
- Casual: unforeseen, friendly, informal, unceremonious, easygoing, free and easy.
- Spontaneous: impulsive, impetuous, impromptu, spur-of-the-moment, unforced, unconstrained.
- Uninhibited: liberated, unself-conscious, free-spirited, open, outgoing, forthright.
- Loose: at large, at liberty, on the loose, escaped, unconfined, untied, unhinged, untethered, stray.

Secondary word out takes

Wild: unrestrained and unrestricted, untamed, natural habitat

Cultivated: refined, educated, cultured, sophisticated, urbane

Sophisticated: advanced, superior, polished, gracious

Innate: native, inborn, instinctive, unaffected, effortless, spontaneous, genuine
THE COLOURS
It is important to use colour and image in a way that is sympathetic to the core values of your Landscape. The colours shown here are suggestions only. This example illustrates how a family of colour can be built and then applied. The colours are from the palette of the Australian coastline and the variety of landscapes it provides. These colours represent the earth, the flora, fauna and mountains, but also the unique and varied experiences one can expect on a journey through your Landscape.

CONSISTENT USE OF PHOTOGRAPHY
In order to keep us all speaking with our one voice, we have included examples of photography that represent the look, tone and feel of the Greater Blue Mountains. It’s part of the visual language of the Greater Blue Mountains and it needs to be just as consistent as the spoken and written voice. This will give the Experience Seeker a clear message about what makes the Greater Blue Mountains unique in the world. Remember, it’s always ideal to have people in the majority of your photographs to bring the experience on offer to life.

Tourism Australia has an outstanding photo gallery library which is available for all tourism operators to look through, consider and utilise free of charge.

For reference visit www.images.australia.com
For more information on what makes a great image visit www.tourism.australia.com/images
How you can use your Landscape Positioning in your communications

Being part of the National Landscapes Program means your operation is recognised as belonging to a region renowned for its outstanding natural beauty and cultural significance.

You communicate with visitors and potential visitors to your region in a myriad of ways. Each interaction between visitors and your business is an opportunity to reinforce your Landscapes Landscape Positioning.

This section of the guidebook offers suggestions for utilising the positioning in your marketing activity communications, as well as suggestions to help you make the most of your contact with visitors. Some of these can be implemented in the short term, without cost implications, and others are longer-term goals to be integrated in your business activities as they arise over time – such as brochure re-prints or website updating and design.

These are guidelines only – it’s important to keep in contact with your local tourism officer.

A collection of content has been created to assist you with your communication of your landscape. These include factsheets for media and consumer, suggested itinararies and conservation factsheets and wildlife calendar.

Click here to download Factsheets, Itineraries, Conservation Fact sheets and Wildlife Calendar.

WEBSITE AND SOCIAL MEDIA

Consistent presentation of your Landscape Positioning online will give potential visitors, including web tourists, a clear picture of what makes your Landscape a unique place. That’s why it’s important for all stakeholders to use consistent visual, spoken and written language of the Landscape, across all touch points.

In developing a new website, or when updating content on your current site, aim to incorporate iconic images, colours from the region, and a selection of the key phrases and descriptive words that arose from the Landscape’s positioning workshops. (See page 22)

Another opportunity to differentiate your business is to see if you can reflect the ‘essence’ of your Landscape in the style of your writing or communications.

› Your Landscape Positioning may be communicated in a more personal tone; you can be yourself– genuine and sincere.

› Incorporate sections on your site that can be updated easily and frequently - a blog, Twitter or Facebook–style status updates to communicate fascinating facts to grab interest.

› If you haven’t already, consider establishing a social media presence as a means of staying in touch with your visitors in real time.

› For example, you could upload this morning’s sunrise pictures, wildlife sightings, weather conditions, information on community activities and events.

› Photos of your staff or family enjoying the landscape will demonstrate that visitors will have the chance to ‘do what the locals do’.

With positioning values such as ‘playful, energetic, uplifting, liberated’ the world of social media offers ideal opportunities to connect with past, present and future visitors.

The Tourism e-kit is an online marketing program, designed specifically for the tourism industry, to assist you to make the most of opportunities the internet provides.

Click here to download the Tourism e-kit.
STATIONERY
> When updating your corporate stationery, consider including your Landscape’s colour palette.
> You could add a one-liner logo that reflects your business vision and incorporates primary words or key phrases.
> Dare to be a little unrestrained – you can resist the ‘norm’ of corporate stationery design and reflect the personality of your business and the region.
> Take the opportunity to add a friendly handwritten message when sending hard copy confirmations to guests, an easy way of being sincere and open.

BROCHURES, SIGNAGE AND VISITOR INFORMATION including information provided enroute / tour interpretive material / hotel compendiums / waiting room reading material / reception signage
> When you are due to redesign and print your brochures or signage, consider using the Landscape’s colour palette.
> Think of the key phrases and words you could use to make an emotional connection with Experience Seekers and develop consistency with others within your Landscape.
> Chose images to reflect the personality of your Landscape and your business.
> Ancillary service providers within the community (gear hire, local shops, medical centres, post offices, etc) can also assist with delivering a consistent experience by using and reflecting key messages and offering visitor information.

PR / ADVERTISING
> Where possible always link in with broader regional initiatives – the work of your local, regional, and state tourism organisations.
> If undertaking your own advertising or PR campaign, choose media outlets or publications that target the Experience Seeker market.
> Public relations messages can be built on the key phrases and supported by appropriate images.
> If you participate in a competition by providing giveaways, influence the theme of the competition to align with key phrases or words.

SOCIAL MEDIA
Tourism Australia’s Facebook page receives over 1,000 photos a week from fans. The industry is also invited to post their own photos to the wall. Every Friday the best are chosen and featured in the Friday fan photo album. The photos that resonate best with fans are also showcased as their own individual post and sent to our fans globally.

The ‘things to do’ tab on Tourism Australia’s Facebook fan page allows Australian businesses to add their pages and events directly onto the Australia page. Acting as a directory for fans of Australia, the tab allows users to search for places and events by location, experience and date – and then click through to find out more. Information added will receive exposure to the 3 million plus Australia Facebook fans around the world.

To add listings visit www.facebook.com/seeaustralia, click ‘things to do’ on the left then ‘add your Facebook page’ at the bottom of the screen.
More Information
We hope you have found this guide helpful and that it inspires you to think of ways you can make positive changes to your business or service.

With your region being chosen as one of Australia’s National Landscapes there is a significant opportunity for all stakeholders within the region to work and prosper together.

Your Landscape’s unique Landscape Positioning will be built over time, through your individual contributions, creating opportunities for long-term success. Your aim should be to consistently deliver great experiences and build strong awareness of your destination. This may be in obvious ways or in the subtlest of ways. We wish you every success.

MAKING YOUR BUSINESS EVEN MORE SUCCESSFUL

Here are 10 ideas you might want to consider and perhaps apply to your business planning. Not everything will be relevant but even one idea applied successfully can make a big difference.

1. Make use of your customer data
2. Create profiles of your best customers
3. Track them down and look for clones
4. Enter your Experience Seekers media world
5. Pay less and still dominate
6. Create advocates for your business
7. Identify what is attractive about your area or location
8. Make them an offer to stay or come back soon
9. Introduce them to everyone who you think will help create a positive experience for them
10. Don’t forget them when they leave

Click here to find out more about these ideas

FOR FURTHER INFORMATION, HERE ARE SOME USEFUL LINKS...

Tourism Australia corporate site
www.tourism.australia.com

Australia’s National Landscapes site
www.australia.com/nl

Planning for Inbound Success
www.tourism.australia.com/inboundsuccess

Boosting your Bottom Line
www.tourism.australia.com/boostbottomline

Making a Splash (generating publicity)
www.tourism.australia.com/makingasplash

Tourism e-kit (lessons on e-marketing)