The Great Barrier Reef

A guide book to making the most of your Landscape Positioning

AUSTRALIA’S NATIONAL LANDSCAPES PROGRAM
Think of the Great Barrier Reef 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 Great Barrier Reef’s 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](http://www.tourism.australia.com/nl) to download the flyer.
The Great Barrier Reef
It’s no surprise that the Great Barrier Reef has been chosen as one of Australia’s National Landscapes

How will this benefit tourism in The Great Barrier Reef?

Let’s rephrase that question: Why should you align your business with the Great Barrier Reef 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 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 Great Barrier Reef experiences through Tourism Australia’s PR and marketing activities.
Did you know:
Recent research from Teletext Holidays revealed that 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 Great Barrier Reef a must-do destination when visiting Australia.

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

Find the uniqueness – your Landscape Positioning

The first step involved locals distilling what the Great Barrier Reef 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 Great Barrier Reef from Landscapes throughout Australia as well as other reefs around the world.

This agreed Landscape Positioning is not about an advertising campaign, a new logo or even a tag line. 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 Great Barrier Reef. 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
The Landscape Positioning for the Great Barrier Reef

A vast and intricate tapestry. A siren of spellbinding beauty offering all who view her a mesmerising, intoxicating and wondrous experience. Nature’s gift to mankind: to experience her is to nurture her. Such is her unpredictability, visitors won’t uncover the intricate and fragile nature of what she offers in a lifetime of visits.

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 your target audience will understand what it is that makes your Landscape unique.

Think about the first time you came here. What mesmerised you about this place? Why did you choose to be here? What makes the Great Barrier Reef 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 GREAT BARRIER REEF IS ‘MESMERISING’
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 Great Barrier Reef is unlike anywhere else in the world.

GREAT 8
The Great 8 are the iconic creatures including whales, turtles, sharks, clown fish, giant clam, rays, maori wrasse and cod. Each of the Great 8 can be seen at different locations throughout the Great Barrier Reef.

ACCESSIBLE
World-class experiences currently on offer range from region to region, and include activities under the water, on the water, in the air and on the land. Last year they hosted more than 1.9 million tourists.

IMMERSE
There are more than 820 tourism operators permitted to access the Great Barrier Reef and they use more than 1,500 vessels and aircraft. These operators provide a myriad of land, air and sea tourism experiences for the Experience Seeker to engage in. These operators are part of a high standards program that boasts the most sustainable marine tourism operations in the world.

INTRICATE
A rich underwater home to more than 30 species of whales and dolphins, 1,625 species of fish, 411 species of hard coral and over 160 species of soft coral (equates to 10% of the world’s soft coral), as many as 3,000 species of mollusc, 6 of the world’s 7 species of marine turtles and giant clams over 120 years old.

WORLD STATUS
An established icon, the Great Barrier Reef was awarded World Heritage listing in 1981. It is universally acknowledged as one of the Seven Natural Wonders of the World and the Queensland National Trust has named it a state icon. It is the best protected and presented reef system in the world with its own dedicated management agency.

SIZE
Largest and longest coral reef system at 350,000 square kilometres, its impressive size is matched nowhere on Earth. Stretching 2,600 kilometres along the Queensland coastline and covering 35 million hectares, the Great Barrier Reef is the world’s largest coral reef, representing about 10% of the world’s total coral reef.

CONTRASTS
The coral reefs, continental islands and coral cays stretch into distinctive shapes and sizes, with no two the same. They are all part of a pristine ecosystem, home to colourful coral communities and a multitude of marine life. The beauty is both mesmerising and spectacular.

EXPERIENCES
The unspoilt wilderness of the wild north is the ultimate destination for a marine adventure. Adrenaline-filled encounters are found in the Cairns and Port Douglas region. The Townsville precinct offers opportunities for learning and conservation, while stylish islands and sailing are plentiful in the Whitsundays. On the Southern Reef, visitors can connect with local characters and enjoy a getaway without the crowds.

A vast and intricate tapestry. A siren of spellbinding beauty offering all who view her a mesmerising, intoxicating and wondrous experience. Nature’s gift to mankind: to experience her is to nurture her. Such is her unpredictability, visitors won’t uncover the intricate and fragile nature of what she offers in a lifetime of visits.
Building your business on the Great Barrier Reef Destination Positioning

SECTION 3
Building your business on the
The Great Barrier Reef 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 enrichment 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 Great Barrier Reef you’re providing goods and services to visitors at different points on the Experience Spectrum. The higher 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](#)
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)
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 free-spirited environment of a coral island to your own private villa in a mesmerising six-star luxury resort. Communicating mesmerising beauty might be as simple as contrasting the range of activities on offer or captivating a guest with a story about the staggering diversity of marine creatures and habitats.

You could help your visitors understand nature’s gift to mankind by hosting information evenings or presentations by a local ranger, conservation organisation or marine scientist. Another way to help them experience the intricacy of this environment is to highlight the amazing amount of work being undertaken by conservation groups and researchers 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 intricate, unpredictable and mesmerising. You’d be surprised at just how many Experience Seekers are prepared to pay for tailored tours that enable them to get involved in, or contribute to, environmental work.

The Experience Seeker is looking for sustainable travel credentials. Ensuring your tourism business has independent environmental accreditation sends a strong message to visitors that you’re 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 and access the diversity of this environment?

TOUR OPERATORS

For Experience Seekers it is vital the experience is authentic and provides a sense of what it’s like to live in this intricate World Heritage Area. The concept of mesmerising beauty can help you create and deliver amazing experiences. You could plan the itinerary around the concept of mesmerising beauty by including an opportunity to meet a ranger, a marine scientist or traditional Aboriginal owner.

Timing and interpretation is important in natural environments: think about including time to talk about the intricacy of species relationships, or the unpredictability of species sightings. Explain what they might feel or sense when they are snorkeling or diving. Think about how you embrace this fragile and intricate natural environment.

Eco Certification is a great mechanism to help you deliver high-quality and innovative tourism experiences with its 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 mesmerising, make it beautiful. That’s the Great Barrier Reef.

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 wondrous as you can with your menu; create tastes exclusive to your Landscape with seasonal dishes and lots of local produce. Why not invite them to participate in a cooking class, featuring fresh local produce such as the ‘catch of the day’? Your guests will feel free spirited when they do something themselves.

Consider stocking, or becoming 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.

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 concept of mesmerising beauty.

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 mesmerising thing about…’. Local art competition prizes could be awarded to the artwork or photograph that best reflects the essence of intricate.

To build community understanding of the region’s unique positioning, 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 concept of mesmerising beauty 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 – beautiful, mesmerising, intricate, thrilling or diverse?
- Does this infrastructure provide the visitor with thrilling views of this unpredictable environment?
- How does the development encourage visitors to experience the intricacy in the environment for themselves or help them to be beguiled by the landscape?
- How do the colours and materials used complement the beautiful environment?
 Highlighting your uniqueness to visitors

EVENTS

Consider theming events around the concept of intricate or mesmerising beauty. 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 different aspects of the intricate environment. The remote Haggerstone Island resort, accessible only by plane and surrounded by some of the world’s most pristine coral gardens; Reef HQ, where the Marine Park Authority operates the world’s largest coral aquarium and the fantastic staff are always ready to teach visitors about the amazing natural events that occur on the reef.

Inform visitors about the James Cook University Orpheus Island Research station volunteer program, which provides free accommodation in exchange for four hours of volunteer work each day. Visitors can also take part in more advanced Voluntourism programs, like the one where divers can achieve advanced coral reef survey accreditation as they collect data that helps shape reef conservation management policies.

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 you share information 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

Stories of your Landscape can live at every touch point. Consider your phone message - you could even create a story about the intricate 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 mesmerising beauty 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 Great Barrier Reef Landscape Position
The language of the Great Barrier Reef

Mesmerising beauty is the feeling the traveller will get from the Great Barrier Reef.

This emotional territory connects the consumer at a subconscious level to the emotional space of the Great Barrier Reef.

This essence should drive all creative thinking for communication, advertising and public relations and relay the message of how an experience in the Great Barrier Reef creates a desire for mesmerising beauty in the International Experience Seeker.

Mesmerising beauty 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:

> unpredictable and sophisticated at the same time, which gives it a thrilling character
> a siren spell of beauty and mystery
> an unknowable, changeable treasure – different every time you visit
> supporting the business of making a better planet
> a sophisticated, highly evolved tourism destination
> the ultimate sustainable destination
> one of the Seven Natural Wonders of the World
> perfect place to escape the everyday
> best managed reef system in the world.

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
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, and 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 mesmerising beauty so consider this when constructing your editorial copy.

KEY WORDS

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

- mesmerising
- profound
- beautiful
- enigmatic
- elaborate
- sustainable
- complex
- mysterious
- intricate
- evolved
- sophisticated
- iconic
- detailed

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

> experience the mesmerising beauty of the world’s largest coral reef system
> stylish islands and sailing are plentiful in the Whitsundays
> the world’s most sustainable marine tourism operators
> a profound adventure in an intricate place
> an enigmatic destination, constantly changing
> a complicated, interconnected wilderness with a multitude of marine life
> elaborate adventures in a mysterious environment
> the mesmerising mystery of the wild north
> it’s an iconic experience
> sophisticated research and conservation
> world-class experiences
> an elaborate array of tourism options
> intricate variations of cays, islands and reefs
> one of the Seven Natural Wonders of the World, profound in its variation
> an iconic drawcard for more than 1.9 million visitors a year
> an elaborate aquarium, full of adventure.
SPEAKING IN ONE VOICE

When presenting your Landscape, it is important you speak as best you can with one voice. Embracing the essence of mesmerising beauty 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 ‘MESMERISING BEAUTY’

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 mesmerising =
Immerse = immersion
= Enchanting: charming, delightful, entrancing, bewitching, hypnotizing, riveting.
= Attractive: arresting, captivating, bewitching, engaging, charming, enticing, ravishing.
= Mesmerising: delightful, winning, photogenic, seductive, alluring, irresistible, desirable.
= Enthralling: absorbing, engrossing, compelling, riveting, gripping, spellbinding.
= Tantalizing: teasing, tempting, exciting, fascinating, titillating, intriguing.

Secondary word out takes
Diverse: variety, many-sided, metamorphic, variegated, versatile, all-rounded.
Powerful: awe-inspiring, commanding, impressive, gripping, fascinating.
Magnetic: compelling, force of nature, alluring, centre of attraction, charming.
Vibrant: vigorous, spirited, lively, fizz, verve, exciting, ebullient, intense.
THE COLOURS
It is important to use colour and image in a way that is sympathetic to the core values of the Great Barrier Reef. The colours shown here are suggestions only. This example illustrates how a family of colour can be built and then applied. The colours shown here are from the palette of the rainforest and the contrast of the beaches and the surf. These colours represent the earth, but also the unique and varied experiences one can expect on a journey through the Great Barrier Reef.

For further information refer to Tourism Queensland’s colour palette.

CONSISTENT USE OF PHOTOGRAPHY
In order to keep us all speaking with one voice, we have included examples of photography that represent the look, tone and feel of the Great Barrier Reef. It’s part of the visual language of the Great Barrier Reef 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 Great Barrier Reef unique in the world. Remember, it’s 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 or tq.lookat.me.com.au/
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.

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 ‘beautiful, mesmerising, free-spirited, thrilling, diverse the world of social media offers ideal opportunities to connect with past, present and future visitors.

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

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)