

Online Workshops

WHAT DO WE LOOK LIKE? 2032 ASPIRATIONS

- Known as leaders in 'country' experiences with strong brand recognition
- Omissions target set by UN to be carbon neutral and for industry understands how to do it
- More active experiences, especially considering our natural attributes like the Toowoomba escarpment and well-known iconic National Parks e.g., Carnarvon George, Bunya Mountains, Girraween
- Vibrant industry and destination
- Long-term, consistent approach
- A collective industry with all regions working together
- Year-round visitation – known as a place for all seasons
- An alternative coastal destination for business, education, leisure tourism
- Increased overnight visitor spend

HOW DO WE WANT TO MAKE VISITORS FEEL?

- Sad to leave, want to come back/craving to return
- Connected with local community, reconnecting with friends and family
- Authentic experience
- Feeling they've had a break away from the hustle and bustle, a positive break, feeling refreshed
- An experience they will **value**, wanting value for money, not feeling ripped off
- Inspired, rejuvenated, with life-long memories
- Returning in the future with new generations of family and friends

CHANGING TRENDS/DIFFERENCES

- Grey nomads are more digitally aware with QR codes, although they still want face-to-face
- Increase in camping during and post COVID
- Increase in online booking, even last minute, often while they're in-region and booking online that night as opposed to by phone

WHO DO WE WANT TO ATTRACT?

- Attracting high-value visitors
- More active travellers
- Sports tourism
- More environmentally and culturally sensitive/aware
- Those looking to connect with community
- High yield business and cultural tourism visitors
- Education/study tourism market – boarding schools/tertiary
- Visitors who will be attracted by our low season offering
- Focus on niche markets that no one else is targeting

HOW ARE WE GOING TO GET THERE?

EXPERIENCE DEVELOPMENT/HARD + SOFT INFRASTRUCTURE

- More product for tours in agritourism and indigenous tourism
- Experiences in nature/country that urban sprawl of Brisbane/SEQld will be craving
- Developing experiences to encourage visitors to spend and disperse more
- Adding elements to free attractions e.g., such as gardens (see TEQ transformational guide)
- More pet friendly (including all kinds of pets from lizards to birds etc)
- Changing event from free to ticketed event, with balance of free and paid for event
- Communicate how much there is to do when they book e.g., experiences in area, itineraries, blogs sent to people, to up-sell and book another night before they arrive
- Develop Night Sky Sanctuaries throughout region
- Floral trails – from wildflowers to sunflowers to apple blossoms to tulips/Carnival of Flowers
- Reflect the four seasons through experience development of activities for each season
- Pub stays trail throughout the region
- Develop more niche-market experiences that no one else can copy/offer
- Improve Wi-fi/internet
- Capacity building for industry to understand how they become more accessible and why the market is important
- Work with industry to become carbon neutral, with actionable/practical steps to do it.
- LGAs can help with wayfinding and sense of arrival to make people feel welcome
- Beautification of high streets
- Wayfinding to enhance experiences, from arrival, to high streets to trails
- The role of referrals at grassroots to increase spend and overnight stays
- Improving access to and within region – roads, rail, air, public transport
- Improving placemaking (i.e., reimaging public spaces – connecting people and the places they share)
- Wayfinding from welcome to an area, to exploring the
- Sense of arrival, beautification of high streets and parks
- Develop sports tourism events that can be offered throughout the region at e.g. inland fishing, golfing
- Business tourism – whole of region Queensland Conference – looking at future style of conferencing – e.lg. carbon neutral/carbon negative conferencing
- Need a commitment to long-term framework for tourism that is consistent, so we don't keep 'reinventing the wheel', with a 'performance scorecard' type process for the DMP
- Thinking from the visitor perspective, with a focus on visitor demand
- Articulating what is our focus/unique selling points of Queensland Country