



# Getting personal

A blueprint for visitor engagement in Tasmania

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# Its all about them.....

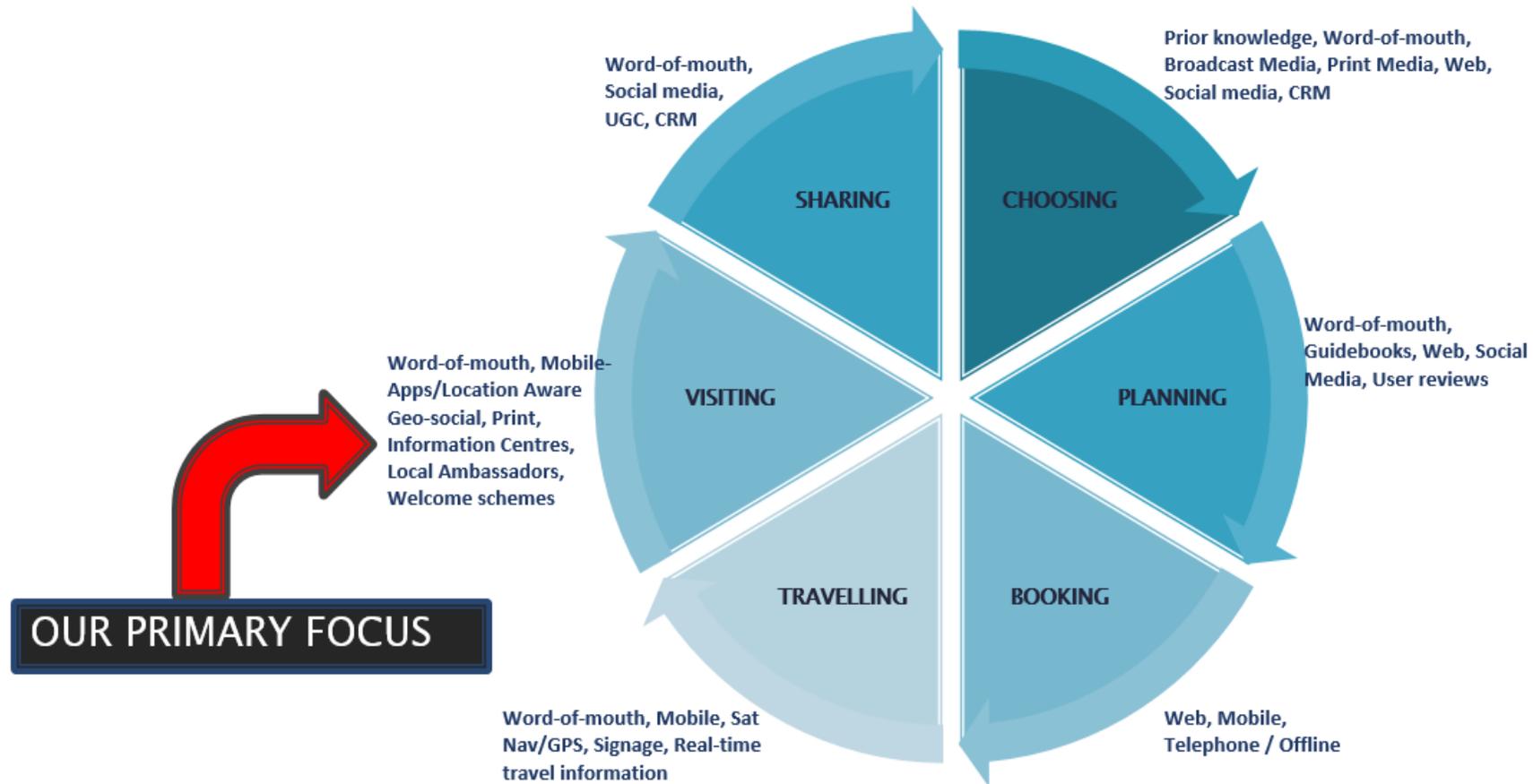
- ▶ The *Tasmanian Visitor Engagement Strategy*, a first of its kind in Australia
- ▶ Visitor journey from a whole of state perspective.
- ▶ It strives to make sure every visitor to Tasmania has access to the right information, has the best experience when they are here, and then wants to return to our shores again.
- ▶ It will lead our visitors to become Tasmania's travelling ambassadors.

GOOD VISITOR  
ENGAGEMENT



CONSISTENCY  
OF EXPERIENCE

# The visitor engagement journey



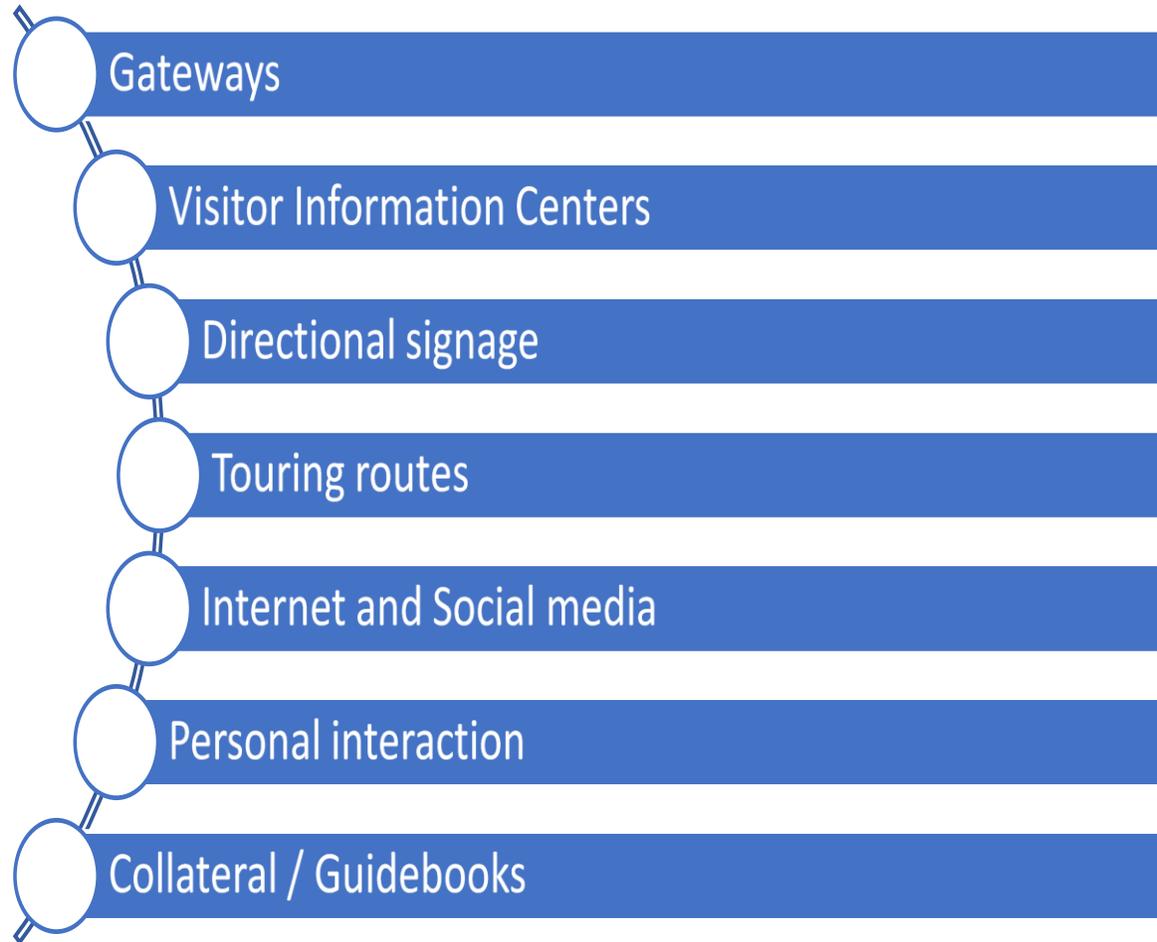
# Times are changing.....



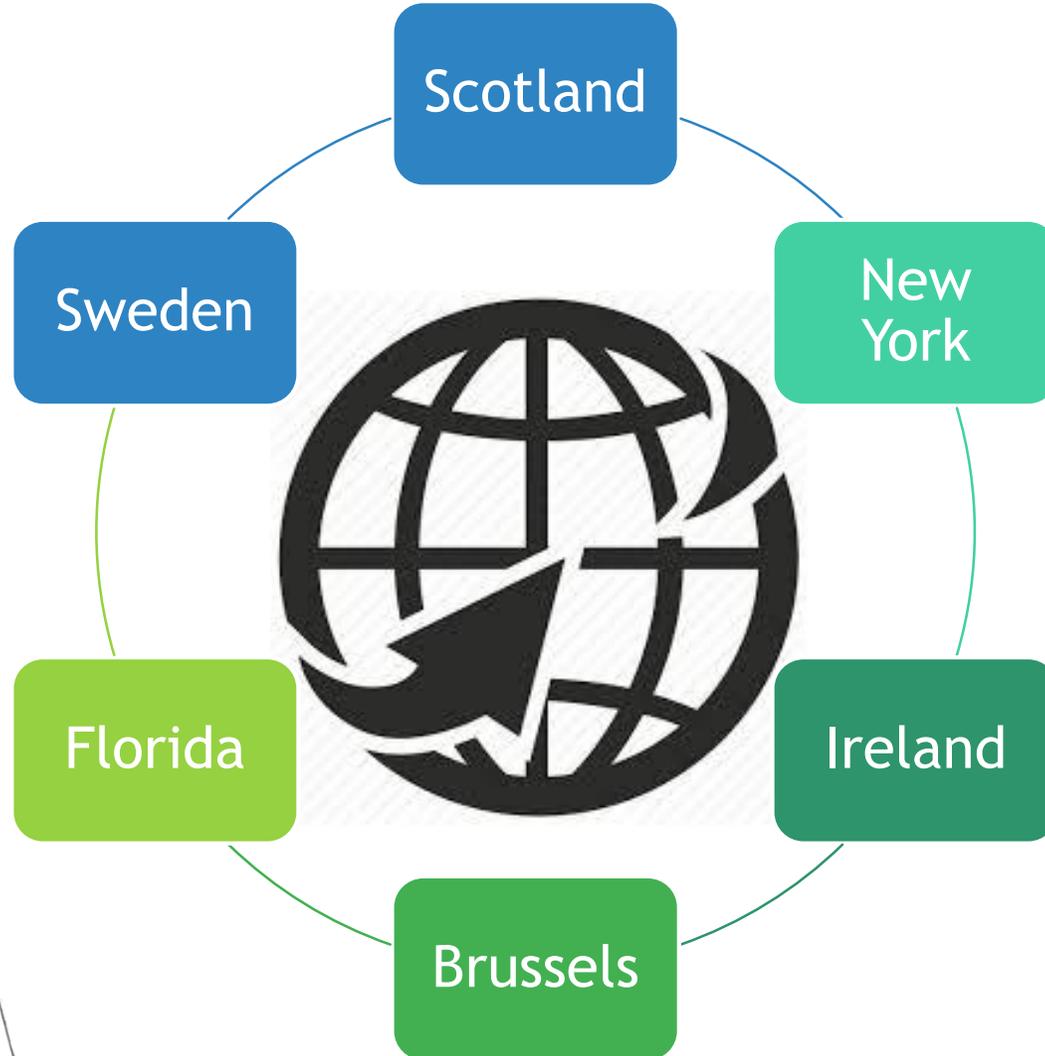
- ▶ How visitors and potential visitors discover, learn, share and make decisions has forever changed
- ▶ See the world through their eyes and walk in their steps. We need to understand how they discover Tasmania, where they go, what they ask, what they value, and how they make decisions.
- ▶ **OPPORTUNITY** - Tasmania's authenticity and simplicity - slow down and explore.

# Touchpoints

The key touch points to most visitors to Tasmania are:



# Insights from elsewhere



# Creating the Blueprint





**FOR A HIGHLY INTERACTIVE VISUAL FACILITATED CONVERSATION**



**TRC**

[trctourism.com](http://trctourism.com)

# Design Thinking

- ▶ We framed and explored the problem
- ▶ We looked at the context we were working in from 2000 to 2030
- ▶ We looked at customer needs and external forces impacting on our ability to engage visitors
- ▶ We designed the ideal tourism experience for visitors - personas
- ▶ Concepts for each persona



# The heart of a new approach to visitor engagement.



The personal interaction that our visitors have with Tasmania will be the story they tell when they return home.

It will be the way they engage and experience the island, the first and the last memory they gather.

# Guiding Principles

- ▶ Provide a landscape where visitors engage in meaningful experiences rather than skimming the surface of a destination
- ▶ Encourage greater interaction between locals and visitors
- ▶ Help visitors connect with the rich stories that set Tasmania apart
- ▶ Inspire visitors to create and share unique itineraries that meet their special interest and get off the beaten track
- ▶ Let the landscape, culture and people of Tasmania lead the story through seamless and unobtrusive visitor engagement

UNDERSTANDING BENEFITS  
for the LOCAL COMMUNITIES



MAINTAIN AN  
AUTHENTIC VISITATION  
EXPERIENCE

WE DON'T WANT IT  
TO BE LIKE GOING  
to DISNEYLAND,  
IT NEEDS to BE A  
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SIMPLICITY is  
the ULTIMATE  
SOPHISTICATION



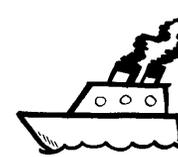
HAVING A SENSE  
OF PLACE



BREAKING  
the RULES



ALL of the PORTS OF TAS  
ARE VISITED AS they ARE  
ALL UNIQUE



# Three strategies for change

## 1. Engage with new and existing markets

- ▶ Focus on authentic, timely and personalised engagement with visitors
- ▶ Stimulate discovery, deliver on-site visitor support, and encourage further experience sharing
- ▶ Less about the many and more about the one

## 2. Protect and communicate the Tasmanian brand

- ▶ Transform industry and community into visitor engagers
- ▶ Deliver community embraced visitor engagement

## 3. Create a new model of collaboration

- ▶ Assemble relationships and resources to support a new visitor engagement model



# Priorities

1. Reimagining visitor centres
2. Directional and wayfinding signage
3. Gateways
  
4. Digital strategy & collateral
5. Drive journeys
6. Destination and experience advocates



# Key learnings

- ▶ Innovate, adapt and keep moving with your visitors
- ▶ What creates the inspiration?
- ▶ Influencing regional travel - “every contact is joyful”
- ▶ Collaborate, Collaborate
- ▶ Get creative
- ▶ Design Thinking
- ▶ Timeline
- ▶ Overcome the fear of change
- ▶ Walk in their shoes

