

# The Destination Development Workshop Program (DDWP)

What makes your tourism destination special?

Presented by  
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# Your Last Holiday

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- **What sort of holiday experience required?**

with family or adults ?    active or relaxing ?

- **What type of activities required ?**

Natural attractions – beaches, national parks, waterways ...

Manmade attractions - animal parks, family activities, galleries

Facilities – restaurants, nightlife, shopping ...

- **What destination met your needs ?**

**Mindset + Availability of Experiences = Choice of Destination**



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# Challenge for Regional NSW Destinations

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- Consumers choose destinations which offer their preferred products and experiences

**BUT**

- Currently consumers have limited awareness of the destinations in regional NSW

**How do we increase effectiveness of our communication to consumers about NSW tourism destinations?**



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# Effectively Marketing Regional NSW

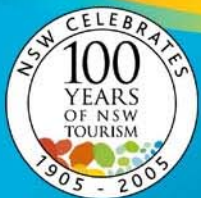
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Understand the consumer

- Who, What, When, Where ?
- Lifecycle, Purpose, Seasonality, Transport, ...

Most importantly -

- What they are seeking in a holiday experience ?



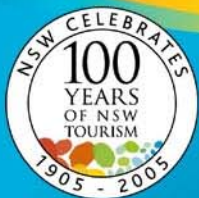
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# What's Missing?

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- Better understanding of consumer needs in order to match destination experiences to consumer needs – at the local level

**Provide a stronger, specific research focus at the local level upon which to base decisions**



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# Bridging the Gap?

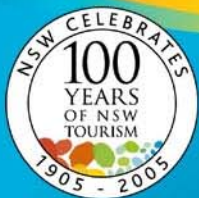
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## DESTINATION DEVELOPMENT WORKSHOP PROGRAM

Collaborative program between Regional Tourism Organisations, Tourism Managers and local tourism operators

Objective: Better develop NSW destinations through sharing directions, knowledge and expertise

- Increase industry understanding of consumer needs
- Expansion of the industry's destination knowledge
- Deliver clear directions for the region's development & marketing



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# DDWP - Marketing

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- Review 'local' tourism research to understand consumer needs
- Identify KEY experiences within each destination
- Identify and match products to consumer need within a destination
- Identify KEY destination messages for use in media and consumer collateral

**Help to pinpoint the unique appeal of your destination**



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# DDWP- Development

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- Identify development priorities – product gaps, packaging opportunities, partnerships
- Create industry networks – cross marketing and cooperative marketing
- Destination Toolkit – to assist new and existing tourism operators to maximise their tourism potential

**Empower industry with specific market and development information**



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# How does the Program Work?

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- Tourism New South Wales partners with the RTO to deliver a Workshop
- Each Workshop tailored to suit each area
- The facilitator will drill down to the “unique selling points of your destination”
- The program’s success is reliant upon partnerships & the support of ‘champions’ within each Workshop zone.



# Who Should be Involved in the Program?

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- The Program brings together key industry players to create a network
- The process relies on key partnerships with the destination managers, including:
  - Key industry operators (The Champions)
  - Local Tourism Associations
  - Local Government
  - Regional Tourism Organisations
  - Relevant government agencies – e.g. NPWS
  - Tourism New South Wales



# The Process

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Meetings with RTO representatives, local tourism managers and other stakeholders to explain the process, gain commitment and establish roles

Undertake a research review of the destination

Implement the Destination Development Workshops

Produce an Action Plan

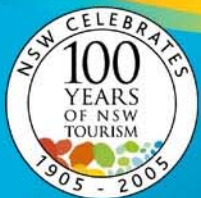


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# The Results

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- Local tourism industry is equipped with consumer information and direction for development and marketing
- Clear messages about destination's unique appeal agreed
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- Consumers understand the experience that your destination offers
- Region/area has clear direction defined and agreed for its development and marketing



# Getting Involved

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- Contact your local Regional Tourism Organisation



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