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Destination Specific – Developing a Strategic Marketing Plan

This workshop provides a case study on the development of Lake Macquarie's 2005 Strategic Tourism Marketing Plan, which was based on the *See Australia* mindset segmentation research, developed in 2003.

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The *See Australia* Research

A brief overview

- Shifts away from demographic and geographic segmentation and instead focuses on the consumers "mindset", providing a greater depth of segmentation
- Five mindset segments are identified in the research
 - Wanderers (touring travellers)
 - Compatriots (family travellers)
 - Pampadours (luxury travellers)
 - Groupies (peer group travellers)
 - True Travellers (Adventure / Cultural travellers)

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Developing the Strategic Plan

- A product audit was undertaken with all tourism businesses surveyed about what their guests did when staying at the destination
- This product audit data was analysed and the mindset segment research was applied to the results
- By applying the mindset segment research, Lake Macquarie was able to identify two core and two secondary mindset segments which matched the experiences and product available at the destination

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Tourism Industry Consultation

- Key to the development of the strategic marketing plan was the industry consultation process.
 - Circulation of product surveys to all tourism members
 - Establishment of a strategic tourism task group, incorporating accommodation, entertainment and attraction operators
 - Distribution of the strategic marketing plan to the industry for comments prior to implementation
 - Ongoing quarterly reporting on the progress of the strategic marketing plan

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Outcomes of the process

- A review of regional and inter-regional relationships
- A new approach to visitor publications
- More targeted marketing initiatives
- Establishment of an online reservations system to fulfil consumer demand

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Visitor Publications

The image displays four covers of Lake Macquarie visitor publications arranged in a 2x2 grid. Each cover features a collage of circular images showing various recreational activities and scenic views of the lake. The top-left cover is titled 'LAKE MACQUARIE' and 'ACCOMMODATION Directory' with a purple header. The top-right cover is titled 'LAKE MACQUARIE' and 'CITY GUIDE' with a purple header. The bottom-left cover is titled 'LAKE MACQUARIE' and 'MAPS' with a purple header. The bottom-right cover is titled 'LAKE MACQUARIE' and 'MAPS' with a purple header. The bottom-left cover includes the text 'FREE CALL 1800 802 044', 'www.visitlakemac.com.au', and 'April 2005'.

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Targeted Marketing Initiatives

LAKES MACQUARIE
Just 1.5 hours west of Sydney, Lakes Macquarie offers a peaceful escape for your family. The lakes are surrounded by lush green hills and offer a perfect environment for a relaxing holiday.

PLANNING A FAMILY GETAWAY ON THE COAST?

When you get away with the kids, you want to know that you can relax to the sound of the waves. There's nothing better than a family holiday at Lakes Macquarie. Located in the heart of the Blue Mountains, Lakes Macquarie offers a variety of well-appointed accommodation, facilities and scenic views of the lakes, perfect for the whole family or for the regular holidayer. Lakes Macquarie offers a variety of well-appointed holiday homes, with well-appointed facilities and scenic views.

Ballinalban Holiday Park Located in the heart of the Blue Mountains, Ballinalban Holiday Park offers a variety of well-appointed accommodation and facilities. Perfect for a family holiday or a romantic getaway.	Bluewing Holiday Park Situated in the heart of the Blue Mountains, Bluewing Holiday Park offers a variety of well-appointed accommodation and facilities. Perfect for a family holiday or a romantic getaway.	Cherrybrook Holiday Park Located in the heart of the Blue Mountains, Cherrybrook Holiday Park offers a variety of well-appointed accommodation and facilities. Perfect for a family holiday or a romantic getaway.	Cherrybrook Holiday Park Located in the heart of the Blue Mountains, Cherrybrook Holiday Park offers a variety of well-appointed accommodation and facilities. Perfect for a family holiday or a romantic getaway.	Cherrybrook Holiday Park Located in the heart of the Blue Mountains, Cherrybrook Holiday Park offers a variety of well-appointed accommodation and facilities. Perfect for a family holiday or a romantic getaway.	Cherrybrook Holiday Park Located in the heart of the Blue Mountains, Cherrybrook Holiday Park offers a variety of well-appointed accommodation and facilities. Perfect for a family holiday or a romantic getaway.
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Wanderer Magazine

Holidays with Kids Magazine

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Monitoring the plan

- A quarterly accommodation occupancy survey distributed to all tourism properties in the city
- Inquiry-tracking at the Visitor Centre and via the website www.visitlakemac.com.au
- Revenue generated via the online booking system
- Informal consumer feedback received at the Visitor Centre