

A group of four people, two men and two women, are walking through a lush vineyard. They are all smiling and holding glasses of wine. The scene is set during the golden hour of sunset, with warm light filtering through the green grape leaves. The vineyard rows are visible on either side of the path they are walking on. In the bottom right corner, there is a decorative graphic consisting of overlapping light blue and teal geometric shapes.

SOUTHERN TABLELANDS TOURISM TOOLKIT

Your guide to helping visitors FEEL NEW in the Southern Tablelands



Destination
Southern NSW

Dear tourism industry,

Tourism is important. In 2022 visitors injected \$3.1 billion dollars into our region. The sector supports almost 10% of all jobs. As an 'engine industry', the sector underpins investment in infrastructure and services, drives sustainable growth, and adds vibrancy and diversity to the regional economy.

And what draws visitors to our region? At first glance, you might think it is our amazing diversity - Southern NSW includes vibrant cities and towns, the nation's premiere snowfields, and some of the most pristine coastlines and national parks in the world. But when you look deeper, what draws visitors to the region is how these amazing assets make them feel. We travel because we want to discover something new or recapture the magic of a previous visit. Travel makes us feel new.

The power of experiences is what drove Destination NSW to create their 'Feel New' brand in 2021. Destination NSW continues to invest heavily into campaigns to support the brand, brand equity and recognition continue to grow.

Each of the regions and businesses within the Destination Southern NSW footprint boasts its own unique attributes, and each region and business has worked hard to distil these attributes into a distinctive brand and positioning statement. The good news is that each of these brands has the potential to align with one or more the 'Feel New' feelings – connection, joy, adventure, rejuvenation, freedom, belonging, and awe. Hopefully reading these words has already sparked some ideas, consider how you might reflect the sense of belonging a walk down your town's historic streets, rich in history, culture and stories might inspire, or the promise of rejuvenation a sunrise beach walk can offer.

Destination Southern NSW invites you to magnify the impact of your current promotional campaign, and inform future iterations, by aligning your work with the 'Feel New' brand, leveraging the significant and ongoing investment Destination NSW continues to make into the Feel New campaign, and capitalising on the power of the brand's considerable brand equity.

We hope this toolkit will help and inspire you.

Sincerely yours,

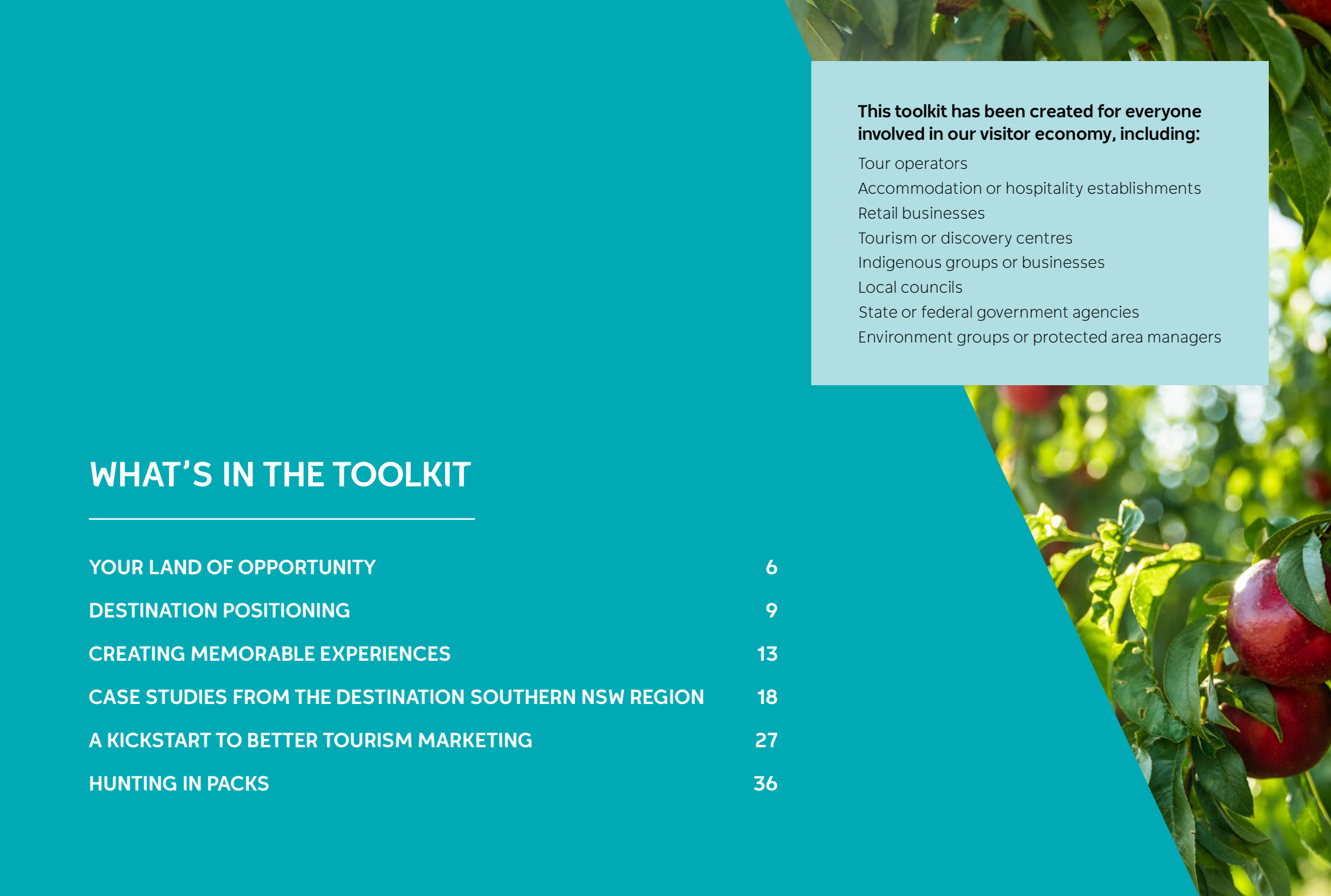
Richard Everson
General Manager

Destination Southern NSW



Acknowledgement of Country

We pay respect to the Traditional Custodians of the land we now call New South Wales and acknowledge their enduring culture and continued connection to Country. Destination Southern NSW pays our respect to Elders, past and present, and acknowledge future generations of Aboriginal people. We acknowledge visitors from across Australia and around the world are made welcome on Aboriginal lands by the Traditional Custodians of NSW. We acknowledge the significant contribution made by Aboriginal people to the development and promotion of the visitor economy.



This toolkit has been created for everyone involved in our visitor economy, 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

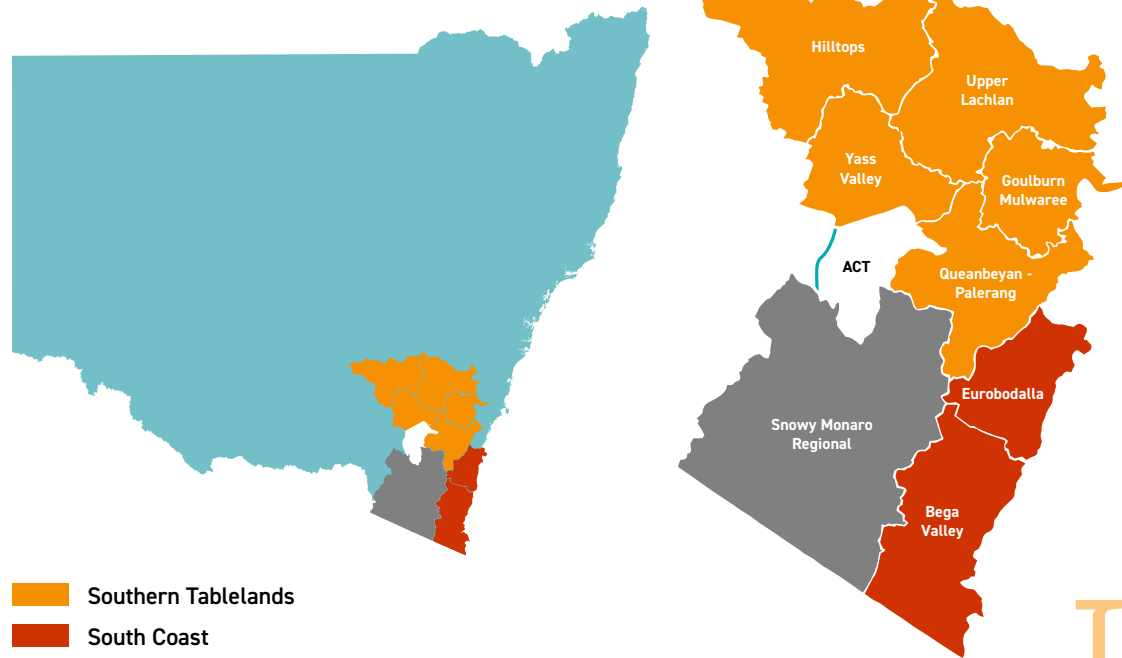
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WHO WE ARE

The Southern Tablelands is one of three sub-regions that make up the Destination Southern NSW network, including Southern Tablelands, South Coast and Snowies.

The Southern Tablelands region comprises the five Local Government Areas (LGAs) – Goulburn Mulwaree Council, Hilltops Council, Yass Valley Council, Upper Lachlan Shire Council and Queanbeyan-Palerang Regional Council. The region includes the major towns of Crookwell, Goulburn, Queanbeyan, Yass, Young and a number of smaller towns and villages.



- Southern Tablelands
- South Coast
- Snowies



THE SOUTHERN TABLELANDS



02

YOUR LAND OF OPPORTUNITY

THE SOUTHERN TABLELANDS IS BRIMMING WITH TOURISM OPPORTUNITIES.

Just down the road from Canberra and Sydney, the Southern Tablelands is ideally placed to tap into these flourishing and lucrative markets.

Iconic and boutique wineries producing award-winning cool climate wines, perfect for winery tour opportunities.

Prized local produce like truffles, cherries and other stone fruits showcased at regional markets, festivals and culinary events.

A burgeoning visitor economy, packed with enticing experiences already drawing visitors from NSW and ACT.

Abundant natural beauty and national parks, offering limitless possibilities for nature-based tourism operators.

Established and thriving agricultural industry, with opportunities for developing agritourism experiences.

Picturesque towns and historic villages that offer welcoming accommodation hubs for exploring the region.

A fascinating history rich in Indigenous heritage, early European settlement and the evolution of agriculture.

WHY PEOPLE VISIT

The Southern Tablelands draws visitors to an amazing and diverse array of tourism experiences, from rustic retreats to breathtaking natural wonders.

Authentic country life

Relaxing farm stays, friendly laid-back locals and lingering lunches in historic country pubs - the Southern Tablelands offers a slower pace of life that's a step away from the everyday.

Rich and immersive heritage

The rich heritage of the Southern Tablelands and early rural Australia is woven through the historic colonial towns, fascinating museums and important Indigenous cultural sites.

Nature and the great outdoors

Surrounded by pastoral farmland and stretches of rugged wilderness, the natural beauty of the Southern Tablelands region offers epic adventures to energise the spirit.

Country festivals and events

From abundant cherry harvests to colourful country festivals, there's always something to celebrate and bring people together in the Southern Tablelands.

Fine local food, wine and produce

Nestled between the iconic Canberra Wine Region and emerging Hilltops Wine Region, the Southern Tablelands is renowned for its cool climate wineries, foodie cafes, artisan bakeries and village markets.





03

DESTINATION POSITIONING

COMING TOGETHER BEHIND OUR SHARED DESTINATION POSITIONING

Destination positioning is more than just a catchy slogan. It's a shared vision of what sets our destination apart. It's about how our destination makes visitors feel.

Coming together behind a shared destination positioning can help you deliver the kind of exceptional tourism experiences visitors keep coming back for.

Our region's positioning should permeate all experiences and at all points throughout the customer journey, including creative approaches, marketing and communication. And of course, the visitor experience.

The Southern Tablelands Positioning

Escaping to the country is a great way to unwind and reset in our hectic world.

The Southern Tablelands is a country location where you can recharge and enjoy the simple life, but what's on offer is anything but simple.

Packed with wineries, livestock, fresh produce and big, local personalities, the country lifestyle in the Southern Tablelands is actually living pretty large.

THIS IS COUNTRY LIVING

Download the [Southern Tablelands Brand Guidelines](#)

IT'S ABOUT OUR COLLECTIVE STORY AND HOW WE CAN MAKE VISITORS FEEL

From quiet peaceful moments to stirring strong emotions, the story of the Southern Tablelands has the power to leave our visitors feeling transformed.

When you're thinking about designing a new tourism product, marketing your offerings or promoting the region, think about the way that you can make your customers FEEL.



The Southern Tablelands is a place for relaxation. A calm remedy from the frantic city.

FEEL REJUVENATED

Our region tells a story of gently rolling farmland and quiet country retreats, beckoning visitors away from the bustle of daily life and returning them rested and recharged.

The Southern Tablelands is a place of bold people and bold ideas.

FEEL AWE

Here visitors can be inspired by our stories and experiences, in a place where illuminating art trails intersect with exciting science and innovation hubs across the region.



The Southern Tablelands has always had a heritage of exploration.

FEEL ADVENTUROUS

The spirit of discovery and adventure runs strong through the Southern Tablelands, from the ancient tracks of the First Nations people to the intrepid expeditions of Hamilton Hume and today's curious travellers.

The Southern Tablelands is still mostly undiscovered by tourists.

FEEL FREE

It's the promise of finding something new each time, be it exploring limestone caves and wild, rugged gorges or meandering through picturesque villages in search of historic relics. There's still so much to discover in the Southern Tablelands.

The Southern Tablelands is true, authentic country Australia.

FEEL CONNECTED

Community is at the heart of our story in the Southern Tablelands, with the warmth of a country welcome, the down-to-earth local characters and our generous spirit and way of life. This is the real country Australia.



04 CREATING MEMORABLE EXPERIENCES

WHY IS A GREAT VISITOR EXPERIENCE IMPORTANT?



Your most valuable marketing tool is the experience you give your visitors. Amazing experiences make for great stories and wonderful memories - which can become priceless word-of-mouth promotion for your business and destination.

A great visitor experience can also inspire customer loyalty, bringing customers back again and again. All helping build the reputation and accelerating the growth of your business.

Creating an exceptional visitor experience is a game changer that can boost your bottom line.

Demand for experience-based tourism is always growing.

By meeting this demand with an enhanced visitor experience, you can generate more income as your visitors stay longer and spend more, particularly across off-peak and shoulder periods.

Experience-based tourism is worth more than goods or services alone.

This means you can achieve higher yields by shifting to **value-based pricing**.* You can also earn a much greater return on investment, without the need to invest in capital infrastructure.

Emotional connections are powerful.

By developing new and unique tourism experiences that evoke emotional responses, you'll energise your visitors and build a community of advocates for your business.

A stronger point of difference sells.

An unforgettable visitor experience can generate a buzz that money can't buy - and can help you gain an edge on your competitors.

Building a collective regional identity.

Elevating the visitor experience doesn't just benefit your business. When we all work together on creating magical visitor experiences, it's a win for the whole region.

* **Value-based pricing** is a pricing strategy that aligns the cost of your offering with the perceived value and benefits it delivers to your target market. This approach involves understanding customer needs, their willingness to pay, and how they perceive your offering compared to your competitors.

By adopting value-based pricing, you can effectively differentiate your offering, enhance customer satisfaction, and justify premium pricing. However, it's crucial to avoid overpricing, as this can lead to customer dissatisfaction and negative word-of-mouth.

THE EXPERIENCE SPECTRUM AND YOUR BOTTOM LINE

As a tourism operator in the Southern Tablelands, you provide goods and services to visitors at different points on the experience spectrum.

At one end of this spectrum are basic commodities, like food or wine, that many tourism businesses may sell. At the other end are compelling and memorable experiences, such as enjoying handcrafted local wine and produce, in a unique restaurant in a heritage location with knowledgeable staff and a feeling of connection to the business.

The goal is to move your offering from a basic product or service to delivering a powerful tourism experience. The further along the spectrum your offering is, the better your competitive advantage and the greater your returns.

Think about where your tourism product sits on this spectrum right now - and how you can position yourself at the high-yield end by delivering an enhanced visitor experience.



Tip

Ask your visitor (by name is even better!) how their day was – what activities did they get up to? What sights did they see? Do they need any local tips on what to do the next day or the best spots to find amazing local produce?

Tip

- Send a welcome email to your visitor before they arrive to create additional anticipation and excitement about the experience.
- Provide activity recommendations or advise of any special events or experiences available at the time of their visit.
- Regularly update your social media channels as your visitor may be checking them before they arrive.

Tip

What are some compelling and memorable experiences that you can add to your business to make you stand out from your competition and ensure that your visitors will keep coming back?

BUILDING A GREAT EXPERIENCE

Start developing great experiences for your visitors and you'll easily stand out from the crowd. Any add-on experiences or thoughtful details can all have a big impact, no matter which industry you're in.

Here are a few things to consider to start building a great experience:

Understand your region's strengths

What makes your region a special place? How can your tourism experience complement these strengths? This is where shared destination positioning can help you shape your product to be part of a bigger vision.

Talk to your customers

Getting feedback from your customers is a great way to get valuable insights into the visitor experience. Consider sending a post-visit survey or provide a feedback form on the day. Online review sites like TripAdvisor are also great sources.

Free up your time

When you're busy working in your business, it can be hard to find time to work on your business. Consider outsourcing time-consuming and repetitive tasks. This can free up your time to focus on experience development, which will be a lot more profitable in the long run.

Study the market

Take a look at your competitors and what they're offering. What level of service are they providing? Read their reviews and look for gaps in the market that you can turn into opportunities.

Share local knowledge

Are there any learning opportunities you can enhance in your product offering? Many visitors love expanding their worldview when they travel. Consider connecting with local guides, instructors or park rangers with specialised knowledge.

Make it memorable

Tourism experiences engage the senses, help visitors connect with the people and the place, and create lasting memories. Look for ways to connect with your customers and exceed their expectations. Are there opportunities for them to learn local stories or sample local produce?

Add a personal touch

This might be as simple as referring to your customers by name. You could also craft a warm welcome letter or if appropriate, a personalised gift on arrival. A personal thank you note on departure or their return home can also make a customer feel valued.

Tap into your local network

There may be local suppliers who can work with you to create complementary, local experiences for your visitors. Reach out to local artists whose artwork you could sell or show, including special 'meet the artist' opportunities.

Show your personality

Don't be afraid to add some character and personality to your offering, and have some fun with it. Your visitors are on holiday, after all! It might be in the wording of your confirmation email, curating curious regional stories or giving different rooms their own name and style of decor.

Make recommendations

Enhance your customer's stay with recommendations to get them started. You could offer a picnic basket and blanket for guests to use, with a trail map to hidden scenic picnic spots, or suggest locations for taking great Instagram shots.

SOME SIMPLE IDEAS FROM YOUR REGION

Pre-arrival

- Pre-arrival itinerary for guests before check-in – can assist delaying mass check-ins
- Personalised emails to guests prior to arrival – “If you arrive early before check-in time, visit the winery next door and receive a glass of complimentary wine from the winemakers”

Pet-friendly

- Welcome basket for dogs with treats, ball and dog blanket (helps to keep the dog off the couch)
- A dog stick library!

Partnerships

- Whisky distiller partnering with local gelato maker and providing voucher at cellar door for the gelato shop!
- Local soap made with botanicals direct from your property
- Local framed photography prints showcased and offered for sale
- DIY picnic pack – basket, blanket, chairs, cutlery and glasses – including mud map of picnic locations and best places to source gourmet produce

Memory-makers

- Take-away produce hampers at check-out
- Unexpected footbath after day on a walking tour
- Tour operator who uses local artist’s ceramic tumblers – with option to purchase
- Oyster tour operator who lets you keep the oyster knife as surprise gift
- Voucher for massage at the end of walking tour experience
- Wedding venue that lets you hand-feed the highland cattle

Visitor Information

- Restaurant with bespoke drink coasters – “Things to do in our region”
- “Best Insta-worthy spots” cards in rooms
- Blackboard painted door with tips to explore region and guests get to add to it
- Printed daytrip ideas with favourite spots
- Kids adventure pack with best family-friendly spots to explore

TNT – Tiny Noticeable Things!

- Washable terry towelling hats for guest who forgets their hat
- Emergency beach kit with sunscreen, beach towel and hat
- Phone charging docks at the café table
- Bike racks in front of the café
- Rainy day kit – umbrella, poncho and cinema voucher
- Bike toolkit for guest behind the counter
- Free underwater GO-PRO hire
- Binoculars in room to see get a close-up of the wildlife
- Hangover cure – list of cafes and menus
- Sleep kit – eye mask, ear plugs & lavender bag
- Bird-list for twitchers with images, descriptions and bird hotspots



05 CASE STUDIES FROM THE DESTINATION SOUTHERN NSW REGION



CASE STUDY 1

BLACKWATTLE ALPACA FARM

Murrumbateman, Southern Tablelands

Power of experiences

Don't be afraid to stand out from the herd! Quirky or even eccentric experiences are often the ones that garner extra attention and stay front of mind. Blackwattle Alpaca Farm offers unique agritourism experiences on their stunning Murrumbateman farm with alpaca-centric offerings like 'Brunch with the Bunch', 'Pacca & Paint' and 'Lunch with the Llamas'. Their alpacas have even been specifically trained to be calm for selfies, making sure visitors can share their experience on social media!

Owners Angela and Matthew have committed significant energy into developing the core strengths of their business and identifying the types of experiences and services that visitors are seeking. As their business has matured, they realised the appeal of their experience to broader international markets and have since reviewed the delivery and pricing of experiences to attract more international visitors.

What we love

- Unique experiences that visitors can't get anywhere else
- Experiences strategically crafted for their target markets with a focus on international markets
- Offers layered experiences to increase appeal and value e.g. themed alpaca encounters, on-site café, farm shop, workshops

Magic in marketing

These people love their alpacas and now we want to meet them too! Blackwattle Alpaca Farm avoids the hard sell, particularly when it comes to their social media. Instead of promoting alpaca tours, they go behind the scenes on daily life on the farm instead so that visitors can fall in love with the farm, the alpacas and the story before they even visit.

Their website is clean and simple to use with high quality imagery that ties in with their brand colours. It's easy to find their range of offerings and pre-book an experience online.

What we love

- Avoiding the "hard sell" – sharing life on the farm instead!
- Maintaining a consistent voice that is personable and authentic
- Daily posting of new content across their social media channels

Power of place

Blackwattle Alpaca Farm has hit the sweet spot in resonating with their region's strength in food and wine whilst remaining unique. In this way they fulfil a visitor's expectation for a country living experience and adds their own flavour to the harvest.

Not only can visitors experience life on the farm but they can also take a piece of it home with them too. Their on-site Farm Shop specialises in artisan alpaca wool products as well as all kinds of alpaca-themed mementos. Their tours and experiences also showcase the region's local produce, from locally roasted coffee to beef sausages made by the local Murrumbateman butcher.

What we love

- Delivers a unique twist on the region's strength in food and wine
- Visitors can take a memento of place with them – like Blackwattle artisan hand dyed yarn!
- Showcases local produce from the wider region as part of their foodie experiences

How does Blackwattle Alpaca Farm
make their visitors FEEL NEW?

Feel young at heart and
CONNECT
with friends old and new
at Blackwattle Alpaca
Farm.

Nestled among cool
climate wine country,
experience the
JOY
of a country picnic with
a friendly herd of fluffy
alpacas.

Return home feeling refreshed
after immersing yourself in an
ADVENTUROUS
taste of farm life in the
Yass Valley.





CASE STUDY 2

HILLCREST MOTEL

Merimbula, South Coast

Power of experiences

In a coastal town packed with motels, how does a single motel stand out from the masses? From its original brick façade to its classic pull-up parking, Hillcrest Motel doesn't shy away from its 50-year history but leans into its 1970s cool.

Hillcrest Motel has reimagined itself as a resort-style motel for the cool kids young and old. Its exterior might fool you but inside awaits curated interiors, 70s memorabilia and a breakfast bar shining a light on local produce.

Hillcrest doesn't just have a pool, it has poolside views of spectacular Merimbula. Instead of a garden, it has a yoga lawn. Rather than just somewhere nice to stay, Hillcrest has transformed itself into a nostalgic trip down memory lane with a touch of luxury. Doesn't that sound alluring?

What we love

- Selling an experience, not accommodation
- Enhancing the product they've already got
- Honing in on their niche

Magic in marketing

Hillcrest Motel doesn't sell accommodation, it sells an experience. Their unwavering brand story captures visitors at all stages of the visitor journey, from dreaming to booking and eventually visiting. Their digital and social channels all speak the same language, accompanied by an on-brand aesthetic and imagery.

What we love

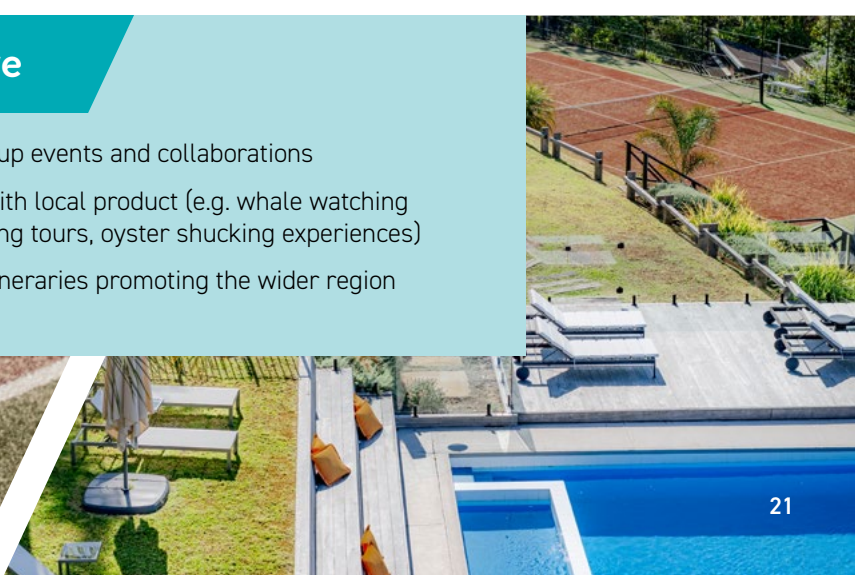
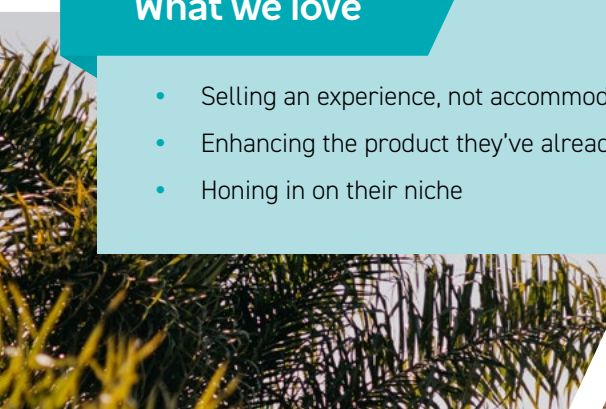
- Consistent on-brand content creation for their target markets
- Aesthetic and click-worthy consumer newsletters
- Takes up and initiates media fam opportunities

Power of place

In most cases it's not all about you. Visitors are coming to experience a place, not one single product. That's why honing in on the uniqueness of your region is so powerful when it comes to delivering a memorable experience. Hillcrest Motel actively promotes the wider region including tourism businesses, iconic Sapphire Coast experiences and events. They partner with local businesses for special pop-up events, whether it's an evening of gin-tasting with a local distillery, or a retro surfboard exhibition as part of WinterSun Festival.

What we love

- Special pop-up events and collaborations
- Packaging with local product (e.g. whale watching special, golfing tours, oyster shucking experiences)
- Blogs and itineraries promoting the wider region



How does Hillcrest Merimbula make their visitors FEEL NEW?

Find a place to restore and
REJUVENATE
along NSW's bracingly
beautiful Sapphire Coast.

Abandon any inclination to
do more than flit between
the beach and pool before
gathering by the firepit for
sundowners.

BELONG
on the Sapphire Coast at
idyllic Hillcrest Motel.

Revel in the
FREEDOM
of bare feet and salt-dried
hair at Hillcrest Motel.



CASE STUDY 3

REGION X

Batemans Bay, South Coast

Power of experiences

Region X marks the spot when it comes to delivering awesome nature-based experiences. Providing an array of outdoor adventures on the unspoilt South Coast, one of Region X's core strengths lies in continually developing and expanding their products. They keep their finger on the pulse when it comes to taking up opportunities to partner with new experiences, package up new products, and take their tours to new and exciting destinations.

Region X delivers nature-based classics but has added some extra spark to catch the attention of visitors. You can paddle to secret coves of the Tollgate Islands, taste fresh oysters on an on-water kayak and oyster farm tour, or slide off a kayak to snorkel with seals. They embrace a fun streak too – do you fancy a 'pizza paddle' at sunset down the spectacular Clyde River?

They have also curated special 'Canberra to the Coast' multi-day tour packages that allow them to tap into the Canberra and international market to attract a higher-yield visitor demographic.

What we love

- Always seeking new ways to develop their experiences
- Tourism players are their partners, not their competitors
- Attracts a higher-yield visitor to the region by creating products just for them

Magic in marketing

When it comes to product marketing, Region X showcases their experiences in an authentic and relatable way. They limit the use of highly curated imagery on social media and instead favour a more DIY approach that positions their tours as welcoming to those looking to dip their toe in the water of outdoor adventure.

Their website is clean and easy to navigate with the use of engaging graphics to highlight key attributes of their tours. Their ecotourism certifications are front and centre, accompanied by simple yet effective branding that consistent across their digital channels. In particular, they actively seek and promote visitor reviews (e.g. Tripadvisor), always responding to feedback and using this as a form of earned media and word-of-mouth marketing.

What we love

- Engaging video to showcase their experiences
- User-centred web design and easy online booking
- Actively engages with their audience on digital assets, including reviews

Power of place

Region X go the extra mile in showcasing what's special about their region. They go beyond 'their corner' and take advantage of the full spectrum of unspoilt landscapes available to share with their guests. This creates more chances for repeat bookings from guests wanting to share another great experience in a different location.

They know their destination intimately and understand what visitors are looking for when it comes to exploring the outdoors. They combine outdoor adventure with the other strengths of their region like oysters, food, history and culture.

What we love

- Understands what type of experience their visitors are seeking
- Showcases the range of strengths of their region for a richer experience
- Capitalises on their proximity to Canberra

How does Region X make
their visitors FEEL NEW?

Feel the pull of
ADVENTURE
in the lush playground of
ocean, river and forest in
the Eurobodalla.

From hidden coves to
mystical rockpools and
the freshest oysters in the
region, a journey with Region
X will leave you feeling

AWED.

Bring along your sense
of fun and return home
REJUVENATED
by the wonders of our
natural playground.



CASE STUDY 4

AVONSIDE ALPINE ESTATE

Avonside, Snowies

Power of experiences

Avonside Alpine Estate is a boutique accommodation and agritourism offering in the Snowy Mountains region. Their experience combines a premium farmstay with a focus on permaculture and sustainability. Guests can experience not only elegant accommodation in a beautiful natural setting, but also collect their own eggs (laid 1200m above sea level!), wander the 50-tree strong orchard, or help harvest vegetables from an alpine garden.

Avonside is an example of what is possible when you develop your experience with a clear vision from the get-go. Their vision is centred around creating an off-grid and environmentally sustainable farm with accommodation that surpasses what is currently available in the local area. From their sleek alpine cabin design to snow-capped mountain views dotted by Highland cows, they've achieved the 'wow factor' in agritourism. It's the kind of place that you can't help but tell everyone about! What makes an experience one that belongs on your bucket list?

What we love

- Stays true to their vision for permaculture and sustainability
- Fills a gap in the local accommodation market which lifts the profile of the region (a rising tide lifts all boats!)
- Offers guests a taste of authentic country living in a snack

Magic in marketing

Avonside's passion for sustainability is at the core of their brand story. And when you know what makes your experience different, it's far easier to reach the visitors that are looking for you. Avonside doesn't need to tell you why permaculture is great because their target audience already has a basic knowledge of this. But what they can do is enrich their guests understanding by providing an amazing experience. Great experiences make great shareable stories, equalling priceless word-of-mouth promotion for their business and region.

By delivering a specialised experience, Avonside Alpine Estate is able to utilise boutique booking platforms like Riparide and Green Getaways which would otherwise not be on offer.

This provides easy access to a pool of ideal customers and advocates.

What we love

- Shareable stories lead to priceless word-of-mouth promotion
- Utilises boutique accommodation booking platforms
- Always focuses on their brand story – life on a sustainable farm!

Power of place

The more guests explore, the more chance they will stay longer next time. From trout fishing to caving and Australia's highest distillery, Avonside understands the drawcards of the Snowy Mountains region and shares this with their guests. They also reach new heights by providing bespoke experiences centred around place. For example, they are more than happy to organise a local chef to prepare a meal packed with local produce and deliver it to your cabin door. Guests can purchase their very own Avonside farm produce too – would you prefer a selection of truffles or your very own flock of 'babydoll' sheep?

Avonside Alpine Estate doesn't need to sell to skiers because their rooms will be booked throughout snow season regardless. Instead they focus their energy on appealing to off-peak and shoulder season travellers who plan on visiting during the quieter months.

What we love

- Ambassadors for the region
- Focuses on off-peak and shoulder season visitation
- Guests can take produce home with them – bringing Avonside's brand story full circle!

How does Avonside Estate
make their visitors FEEL NEW?

Feel the
FREEDOM
of the country road as
you travel to Australia's
mythical high country.

The instant you breathe in the
fresh alpine air and walk through
the doors of your cabin, you'll
immediately feel like you

BELONG
in the mountains.

Nestled among some of
Australia's most beautiful
landscapes and challenging

ADVENTURES,
recharge and soak in the AWE
of the Snowy Mountains.





**06 A KICKSTART TO BETTER
TOURISM MARKETING**

For some visitors, their first experience of your brand is your marketing, so make sure it communicates the feeling and message you want to convey.

01 UNDERSTAND YOUR CUSTOMER

To market your tourism experience effectively, it's important to know who it's for. The better you understand your customer, the more you can align your product or experience to their needs and expectations.

Quick tips

- Identify the group of people most likely to be interested in your product - this is your target market. From there, zero in on your ideal customer. Who do you want to attract?
- Research their tastes, interests, values and priorities - find out what they're looking for.
- Look at your tourism experience through their eyes - how does it meet their needs and expectations?
- Avoid trying to appeal to everyone - you run the risk of sounding too generic and your product getting lost in the market.
- You can find out more about target market segments [here](#).



02 EXPLORE TRAVELLER TRENDS

Trends Influencing Visitor Demand

The Covid-19 health pandemic has resulted in a range of new consumer trends related to travel decision planning. The following provides an overview of the main trends influencing recovery from the pandemic as sourced from travel research commissioned in 2022 that is also relevant to regional NSW visitor economy growth and development.

TREND	DESCRIPTION
Edventures / Mixing Work and Play	Is about combining education and holidays for the youngest members of the family. While adults may need to telework or attend meetings, their children can be doing workshops and learning in a playful way – workcations.
Transformative Travel Experiences	These are experiences that are less about just looking at things and more about experiencing something new that engages and connects visitors, in a meaningful way, to the place, its history and heritage and its people.
Conscious Travel	Travel to more distant destinations, but with prolonged durations of stay, as consumers look to enjoy as much of each place they visit as possible.
Green Travel	Climate change is a problem that is present and growing. Consumers now are much more responsible and aware of the reality they live in on daily basis.
Rural Experiences	Rural and regional destinations in Australia will continue to benefit from the desire of source markets for city escapes that continue to boost domestic tourism.
New Faces and Places	2022 will finally be the time to branch out and make new connections with 55% wanting to meet new people while away. A resurgence of vacation romances is also likely, with 41% hoping for one on their next trip.
Travel as Self Care	Travel will become an essential form of self-care. Travellers agree that travel helps their mental and emotional wellbeing more than other forms of self-care.
Community First	Authentic connection with the local community will be a priority. Travellers agree it's important that their trip is beneficial to the local community at their destination.
Just Say Yes	People will be saying YES to travel, making up for lost vacation time with travellers now more open to different types of vacations.
Embracing the Unpredictable	People will use technology to embrace travels continued unpredictability with travellers agreeing that technology will be more important than ever while on vacation.

03 CONNECT WITH THE FEEL NEW CAMPAIGN

More than ever before, people want to do something new, meet someone new, see something new... feel something new. The NSW visitor economy is invited to celebrate all the diverse feelings across NSW and Sydney that combine to make visitors FEEL NEW.

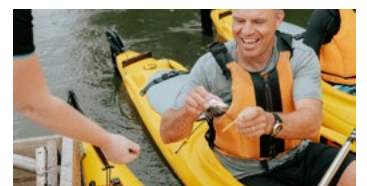
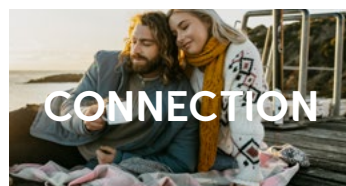
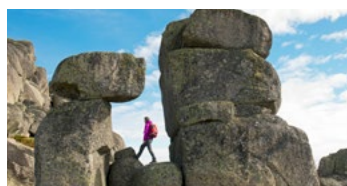
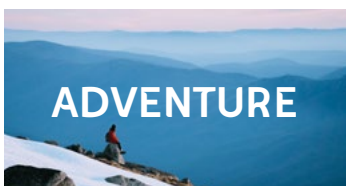
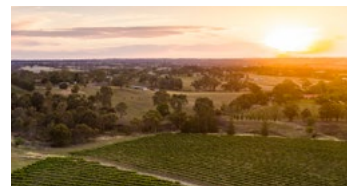
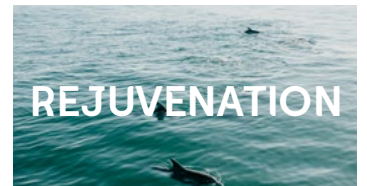
The Destination NSW brand campaign, FEEL NEW, was launched in 2022. The campaign introduced the state's new visitor brand and was designed to unify Sydney and regional NSW, bringing to life all the diverse feelings in the state that combine to make visitors feel new.

We have great allies in Destination NSW who regularly run large-scale marketing campaigns to attract visitors to New South Wales. Their efforts can deliver better tourism outcomes if destinations and tourism stakeholders build a strong and enduring alignment with the FEEL NEW brand and marketing campaigns.

Why the NEW brand matters

Destination marketing campaigns can seem like a sea of sameness, filled with clichéd language and images. The FEEL NEW brand empowers New South Wales to stand apart with its own voice, own personality and its own story. By telling your story alongside ours, our message becomes stronger. It will make it easier for people to recognise our advertising and book NSW holidays.

**FEEL NEW
IS A BRAND THAT
BELONGS TO ALL OF US.**



Small changes make a big impact

Here's how you can make small changes to your marketing to align with the FEEL NEW Brand Campaign, resulting in us all talking with one voice:

1

Update your Get Connected (ATDW) listing and your own digital assets with messages about how your visitors can feel renewed by your experience.

2

Use images that reflect the brand principles of evoking feelings and demonstrating a collision of nature and culture.

3

Keep your eNewsletters and social accounts newsworthy with stories about the lesser-known aspects of your experience or destination.

4

Add #feelNSW or #feelnew to your social posts to increase engagement and exposure. Encourage your visitors to use them - more shares means more exposure.

5

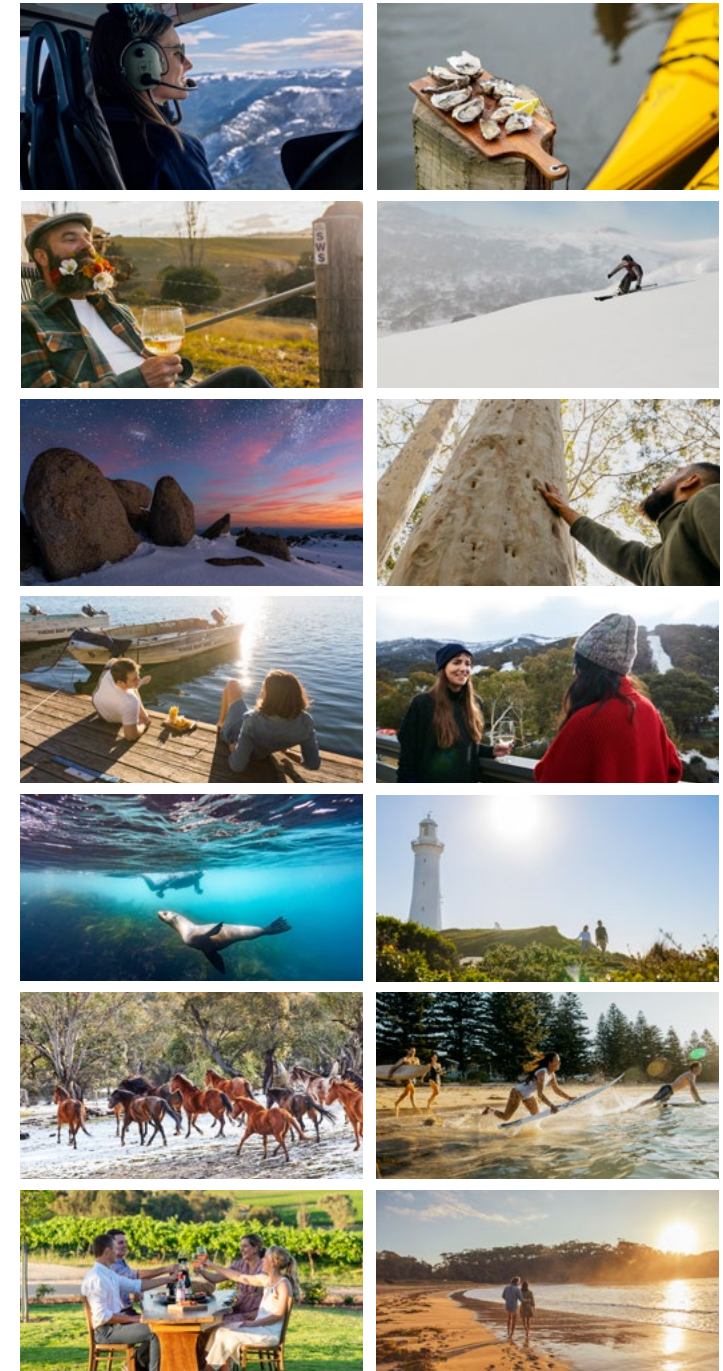
Add the FEEL NEW brand mark to your marketing activities including website and email promotions. This associates your destination or business with the destination NSW-led nationwide campaign.

6

When shooting new videos **show the emotion of the experience** not just the product or landscape.

7

You might **create new experiences or add extra value** that makes our visitors feel new. Why not collaborate with other businesses to create something special?



Download the Feel New Industry Toolkit
[Download here](#)

Free tools, files and guidelines can be downloaded
from the [Destination NSW Resource Hub](#)

04 FOCUS ON PERFECTING YOUR OWNED MARKETING CHANNELS

Your owned marketing channels are a direct line to your customers and can help cut the cost of traditional paid advertising. Owned marketing channels are ones that you control yourself, such as your:

Website

Email list

Social media
accounts

YouTube
channel

Google
Business Profile

Make the most of these channels to build your profile and engage with your target audience. Updating social media and sending regular emails to your list may require a little time and effort but it can pay off by elevating your business in a busy market.

05 FIND YOUR UNIQUE SELLING PROPOSITION (USP)

Your USP is a short, powerful statement about what sets you apart and it can help set the tone for all of your business marketing. Aim for 1-2 short, sharp sentences. Help your customers see exactly what your business has to offer that the other guys do not.

Think about:

- What makes your tourism experience unique and memorable?
- What's in it for your customers? How will your experience make them feel?
- What is the main reason for visitors to choose your tourism product over others?

06 TELL YOUR STORY

Now it's time to tell the story of your business and the tourism experiences you offer. This is the written content on your website, known as copy.

Great copy can help you cut through the noise of a crowded market. It reassures your customers that your business is professional and trustworthy. And it can inspire them to take action and make a booking.

07 CAPTURE THE FEELING IN A PHOTO OR VIDEO

Creating vibrant, eye-catching photos and videos of your tourism experience is another great way to cut through. Compelling imagery can help spark interest and build anticipation for the experience ahead. Most smartphones are equipped with excellent cameras that can serve your needs perfectly.

Top tips for great copy

- Keep the tone conversational and informal - use contractions (we're instead of we are) and plain language.
- A little personality goes a long way - don't be afraid to inject the personality of your brand into the writing. It helps you to stand out and be memorable.
- Be useful and concise - most people scan rather than read every word, so aim for short sentences that are easy to understand.
- Focus on the benefits rather than a list of features ('enjoy a dreamy night's sleep' instead of 'we have premium mattresses'). It's about how you want your visitors to feel and the memories you want them to take home.

Top tips for taking great photos and videos

- Show off the location and destination of your business
- Include real people that your customers can relate to
- Keep it natural and lively - avoid photos or videos of empty venues and attractions
- Avoid taking photos in the middle of the day. Opt instead for morning and afternoon to eliminate harsh shadows and squinting subjects
- Consider using drone footage for sweeping cinematic shots from above
- Opt for natural light where possible, and make sure your subjects are facing the light source, rather than being backlit.



08 BUILD BRAND CONSISTENCY

A big part of successful marketing is creating a strong, consistent brand.

This means the way you present your business is the same across all your marketing channels. Brand consistency helps your ideal customers to recognise your business and builds trust in your brand. Talk to a graphic designer about creating a brand kit that includes a logo, brand colours and signature fonts. Your brand design should be the visual foundation for all other marketing activities.

09 ONLINE MARKETING

An online presence is essential for people to find your business. But if you're just getting started, knowing where to begin can be overwhelming. Here are the main digital marketing tools you need to cover the basics:

A fresh, modern website that's easy to use

Your website is the main marketing hub for your business. It's where visitors can find out about the products and experiences you offer, get in touch to ask questions, and make bookings.

Make sure your website is:

- User-friendly: Make it easy to use, easy to book and easy to understand.
- Mobile-responsive: Most travellers do their holiday research on their phone or tablet so your website must work well on all devices.
- Optimised for search engines: This means relevant keywords, high quality content and a great user experience. This will all help boost your ranking in the search results - and help customers find your business.
- E-commerce enabled for online bookings: Ensure customers can book your experience quickly and easily from your website.



Engaging social media accounts

Social media plays a big part in tourism. From browsing travel inspo to packing their bags, travellers use social media throughout the travel cycle. They'll share exciting updates and funny travel stories, and post dreamy photos and videos.

Facebook and Instagram work well with tourism businesses as they're visual mediums, with options for highly targeted, paid advertising. YouTube is great for sharing longer video content. A good rule of thumb is to find out what platforms your ideal customers use and start sharing content there.

Listing your product online

Use the power of other websites and directories to boost your online profile by listing your product for free (e.g. Get Connected / ATDW, TripAdvisor, Google Business Profile, Bing places for business, Facebook business page, Yelp). Online listings are also good for SEO (search engine optimisation) as they can improve your ranking in search engine results and drive traffic to your website.

Google Business Profile

Another way to gain more visibility is with a Google Business Profile. This is a tool that helps you manage your business listing on Google, and means your business will appear in Google Maps and local search results. Customers can also leave reviews and ask questions, another way to engage with your target market. You can create a new profile or claim an existing profile [here](#).

Get Connected (ATDW)

Promote your tourism products free of charge with Destination NSW's Get Connected program. Open to all NSW tourism operators, you can reach more than 2 million potential visitors a month by listing your experience for free on [sydney.com](#) and [visitnsw.com](#).

Powered by the Australian Tourism Data Warehouse (ATDW-Online) platform, your product will also be made available to over 70 local and national ATDW distributor partners.

If you're not registered [click here](#) or call 1300 655 077.

Get social with these top tips

- Keep your content interesting and engaging - avoid the sales pitch
- Share eye-catching and vibrant imagery of your destination
- Show real people experiencing real things
- Share seasonal content - topics, trends and events that happen at the same time each year
- Follow travel communities like Destination NSW and Tourism Australia. Engage and leverage their platforms to promote your business to potential customers in Australia and overseas. See [Destination NSW Social Media Guidelines](#).

For comprehensive marketing support

Download the NSW First 'Promote' Guide

PROMOTE
YOUR TOURISM BUSINESS





06 HUNTING IN PACKS

You don't need to go it alone.

From working with local and state partners in your industry to accessing existing resources and networks, there's plenty of support to help you explore options and grow your business.

Join the pack

Engage with council's tourism and economic team

Build relationships with local Visitor Information Centre staff

Attend networking events and regional tourism conferences

Have a staycation, meet industry peers and learn more about your region

Subscribe to these tourism industry newsletters:

[Destination Southern NSW](#)

[Destination NSW](#)

[Tourism Australia](#)

[Department of Regional NSW](#)

Your Local Council Newsletter



SOUTHERN TABLELANDS TOURISM NETWORK

f @southerntablelands
@southern_tablelands

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Goulburn Mulwaree Council

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Sarah Ruberto
Business Manager Marketing,
Events & Culture



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Hilltops

Hilltops Council

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Tourism Contact

Joe Conneely
Manager - Destination and
Economy



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Queanbeyan-Palerang

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Tourism Contact

Ryan Deebank
Coordinator - Economic
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Braidwood Visitor Information Centre

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Tourism Contact

Kathleen Bowerman
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Yass Valley Council

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NOT SURE WHERE TO START?

Reach out to your Destination Southern NSW
Industry Development Manager.

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Destination
Southern NSW