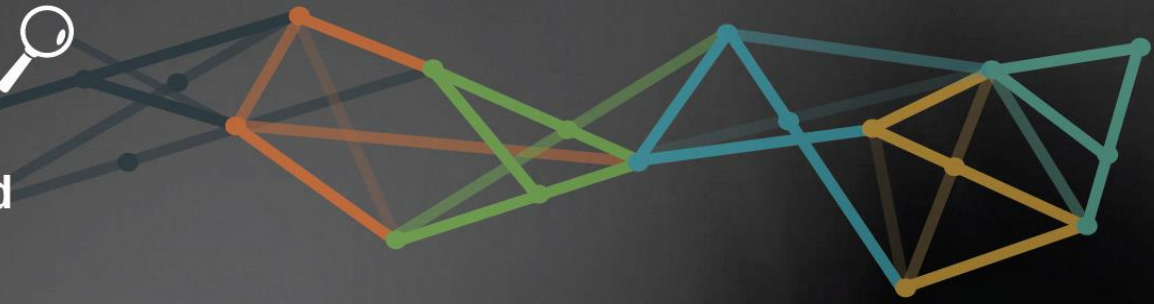


PATA Global Insights Conference 2016

September 30 | Auckland | New Zealand

Exploring Connectivity



Choking on Success

CAROLYN CHILDS
Director, MyTravelResearch.com



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[MyTravel Research.com](http://MyTravelResearch.com)[®]

Choking on success

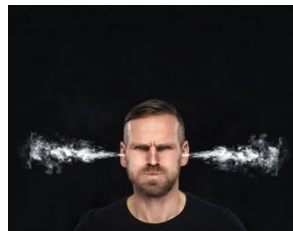
Client: PATA Global Insights Conference 2016

Prepared by: Carolyn Childs

Date: Sep 2016

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What are the consequences of choking on success?





So where does that leave the next 19 minutes?



Source: Bigstock

**So I thought
we would
do...**

The place
equivalent of the
Heimlich
Manoeuvre...



Destination Heimlich Manoeuvres

Better Asset Utilisation

Dispersal!

Be a Baldrick

Cathedral Thinking

Partnerships

Goldilocks Regulation

Low Hanging Fruit

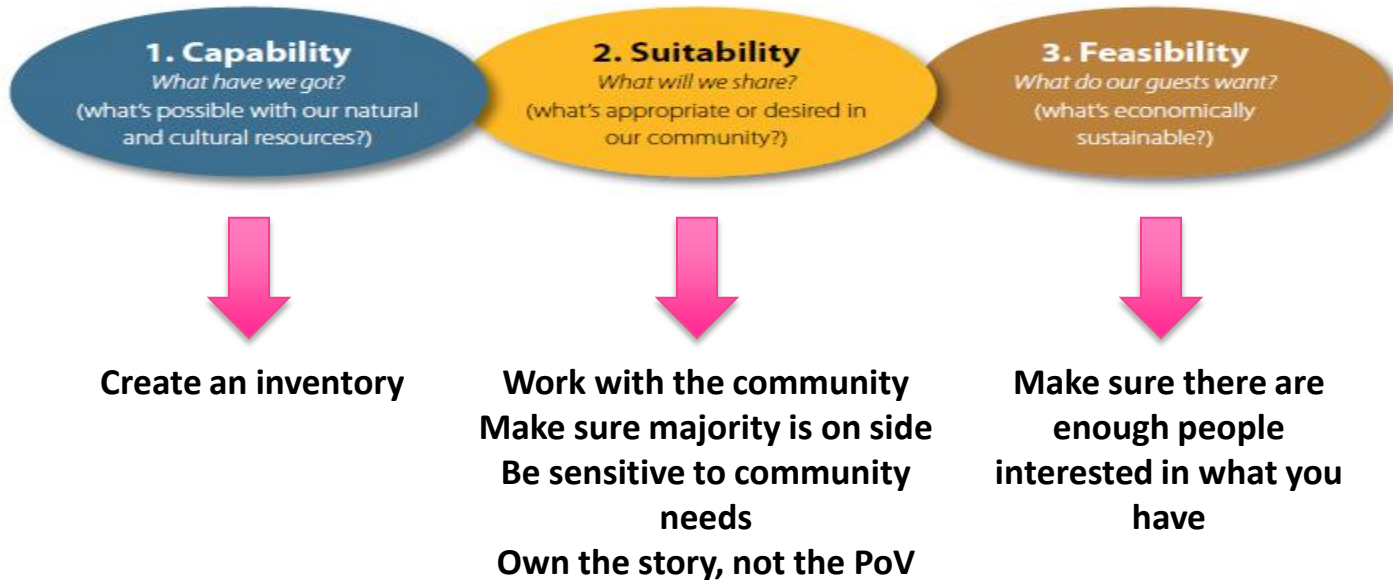
Big data



Be a Baldrick

Factor	Have you done this?
A vision	
A clear roadmap in the form of a strategy	
Agreed objectives and clear concepts	
Understanding of carry capacity and the weak points	
Financial planning for budgeting, capital raising and price setting	
Effective marketing strategies based on sound market research	
Matching the plans to destination nature, proximity to major markets and visitor flows	
Human resource management, including paid staff and volunteers	
Planning for product differentiation, life cycles and value adding	
Quality and authenticity of products and experiences	
Knowing what success looks like?	
Review process – what will we do when we succeed? How do we keep the plan alive	

Three broad things to consider



Obtaining answers to these questions through the three steps above will help your community chart the right course ahead.

Source: Cultural & Heritage Tourism a Handbook for Community Champions©2012 – Federal Provincial Territorial Ministers of Culture and Heritage.

Cathedral Thinking

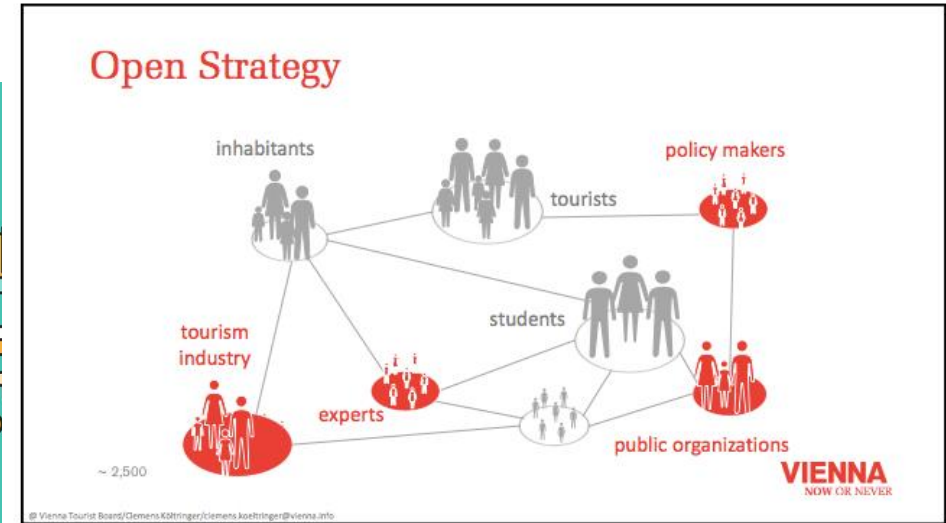


“a far-reaching vision, a well thought-out blueprint, and a shared commitment to long-term implementation”:
2030 and 2050
should be
INTERMEDIATE goals

Sources: (Rick Antonson at World Café G20 in Brisbane)
www.cathedralthinking.com



Partnerships



Theoretically this is an image of a smart city
But it is also what a smart destination management process looks like

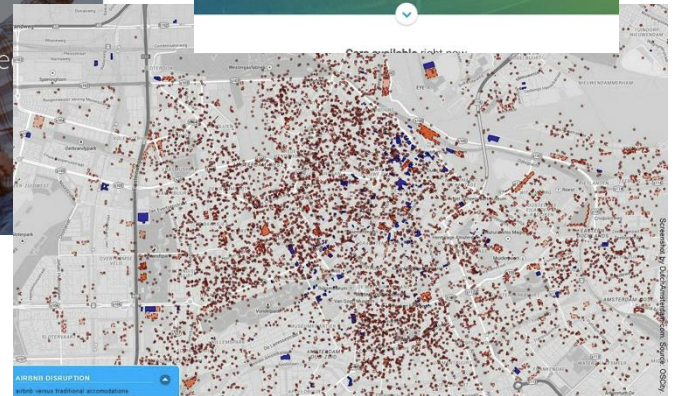
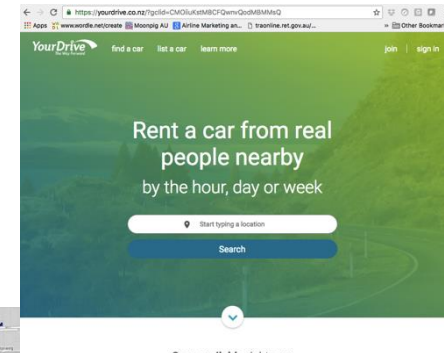
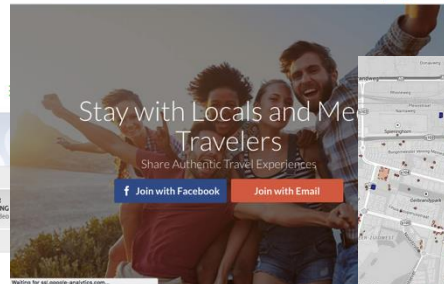
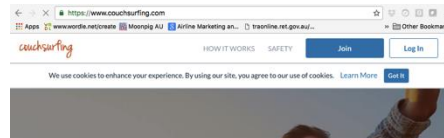
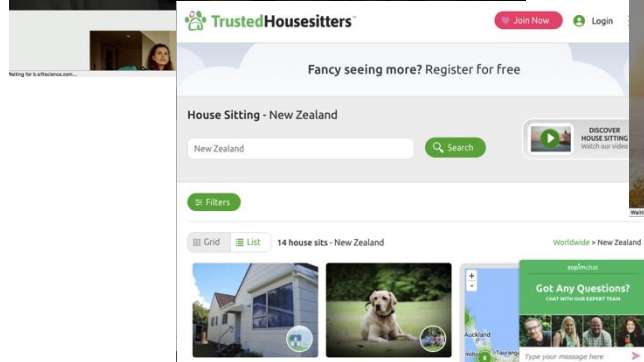
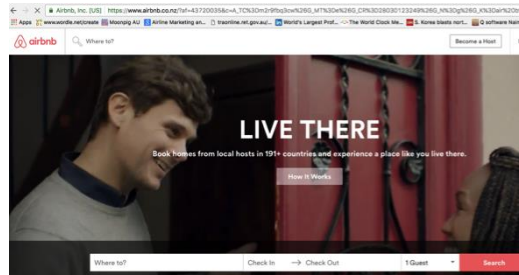
Source: Bigstock

http://www.ttra.com/assets/1/18/How_Vienna_is_Using_Big_Data_to_Transform_Tourism_Development_Clemens_Koltringer_Vienna_Tourist_Board.pdf



Partnerships

Reframe how tourism thinks about the sharing economy from Usurper to Better Asset Utilisation



Goldilocks Regulation



To Do Weather

DutchAmsterdam

VISITORS GUIDE -
The no-nonsense travel g

Home News Airbnb collects tourist tax in Amsterdam

Airbnb collects tourist tax in Amsterdam

December 18, 2014 News

Ad closed by Google
[Stop seeing this ad](#) [Why this ad?](#)

Updated, Dec. 18, 2014: The City of Amsterdam and Airbnb have reached an agreement that will see the property rental service collecting tourist tax from hosts and remitting it to the city on their behalf.

15.
any

- World's first Airbnb-friendly law
- Report: "Airbnb could be banned in Amsterdam." Not True
- In Dutch: De Regels (The Rules)

Sources: Bigstock, DutchAmsterdam.eu
<http://www.antitrustlaws.org/Antitrust-Law-Examples.html>

Local guides and local experiences

Travellers increasingly want to get off the tourist trail in search of the real locals and authentic experiences. They also want to connect with locals

Low Hanging
Fruit

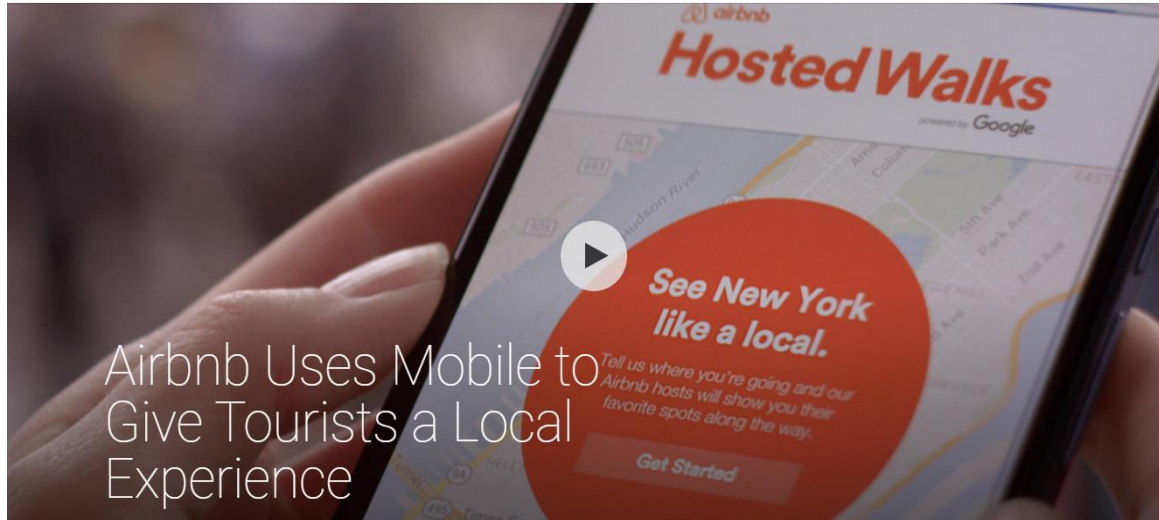
- Travellers are looking for 'choice cuts' – not 'Disney secret' Melbourne laneways
 - Overwhelmed, choice-saturated consumers are looking to destinations and travel brands to create curated collections and provide relevant recommendations.



The following pages show examples of how 'local' tourism is being executed



Airbnb Hosted walks



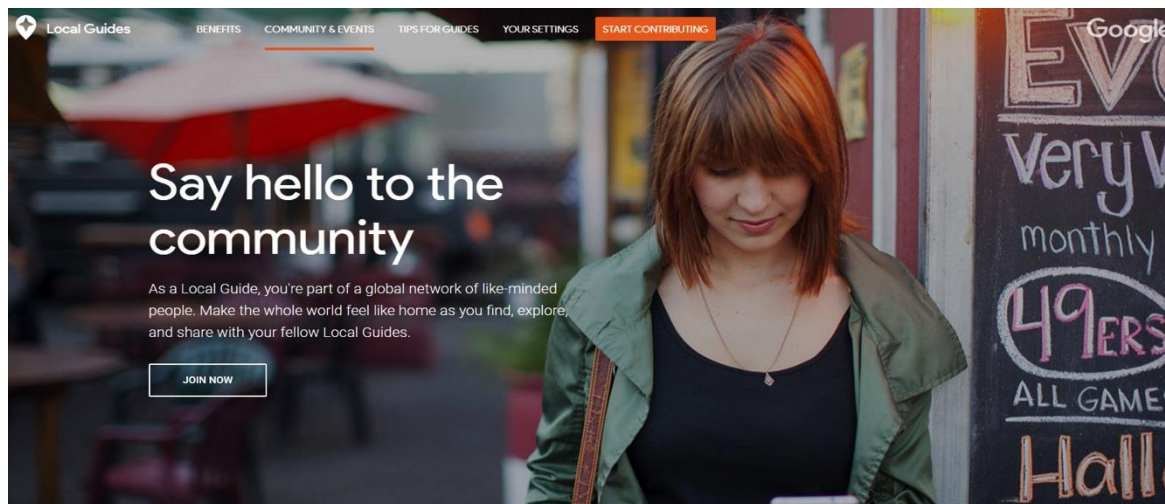
Low Hanging
Fruit

When a traveller or a user searches for things to do on Google, they will be prompted by an ad, asking them if “they wish to see New York like a local”. When they click on the ad, Google Maps is brought up and it is auto populated with the users location. It then maps out the route to the users desired location, via all the local gems along the way. The output is speech bubbles and hidden local gems as narrated and read out by real Airbnb hosts.

Source: MyTravelResearch.com Insights and Trends Hub

Google local guides

Increasingly, locals reviews are popular amongst tourists. Local guides are 'locals' that review local businesses.




Low Hanging
Fruit

Source: MyTravelResearch.com Insights and Trends Hub

Google local guides an example

Where locals of a city, can review with a locals perspective and in effect, become a city expert.


Low Hanging Fruit



Bronwyn White

CONTRIBUTE
REVIEWS
PHOTOS

Review places from your location history.




Coopers Hotel

221 King St, Newtown NSW 2042, Australia
Restaurant

You visited 3 days ago

☆ ☆ ☆ ☆ ☆




Petersham Park

Brighton St, Sydney NSW 2049, Australia
Park

You visited 1 week ago

☆ ☆ ☆ ☆ ☆

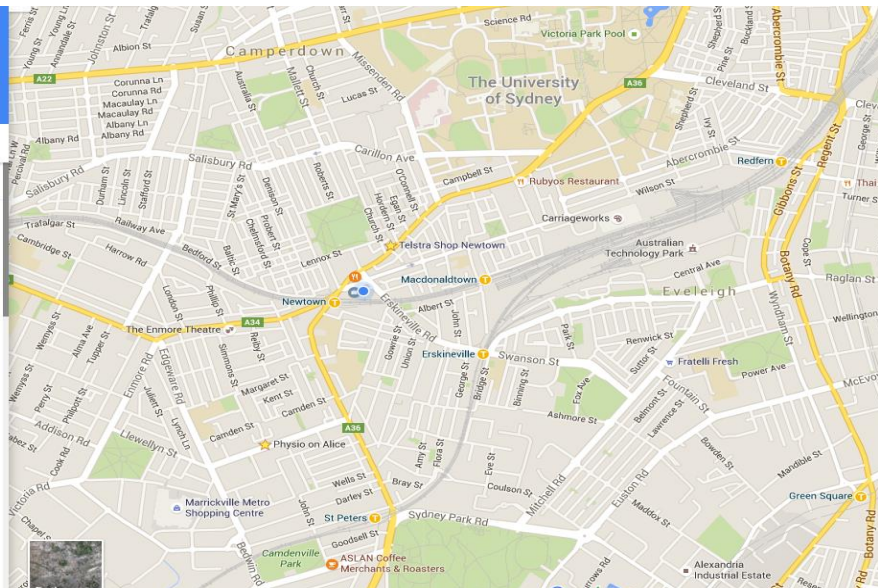


Marrickville Metro Shopping Centre


34 Victoria Rd, Marrickville NSW 2204, Australia
Shopping Mall

You visited 1 week ago

☆ ☆ ☆ ☆ ☆



☰
✕




Bronwyn White
Local Guide - Level 3

114 points >

50 100 150 200

CONTRIBUTE
REVIEWS
PHOTOS

79 reviews




Settlement On Quay

33 Alfred St, Sydney NSW 2000, Australia

★★★★★

Really nice place - great coffee, consistently good food. So if you are a tourist looking to where the locals hang, just cross the road from Circular Quay to this this cafe. You will get decent food and good prices along with a good vibe of visitors and business people wheeling and dealing.



Skateworld Mordialloc

209 Boundary Rd, Mordialloc VIC 3195, Australia

★★★★★

Love this place - I used to go here as a kid, now I am taking my own kids there - nothing has changed. But the owners go to the effort of at least having great coffee for Mums n Dads that need to sit through it all! But honestly, the kids love it so much. Brings back so many memories. This place is just full of fun and good times - particularly if you are 9 years old

Value of VFR to the NSW economy

Low Hanging Fruit

	Source: TRA International and National Visitor Survey, Year ended March 2016			Source: DNSW Visitor Host Research					
	VFR visitor nights (million)	VFR visitor \$ per night	Total VFR visitor spend (billion)	VFR host \$ per night	% of VFR visitor nights spent with Host	VFR visitor nights with host	Total Host spend (billion)	TOTAL Visitor and Host \$ per night	TOTAL Visitor and Host spend (billion)
International	22.1	\$ 54	\$ 1.2	\$ 87	63%	13.9	\$ 1.2	\$ 141	\$ 2.4
Domestic	31.3	\$ 107	\$ 3.3	\$ 73	84%	26.3	\$ 1.9	\$ 180	\$ 5.3
Total	53.4		\$ 4.5			40.2	\$ 3.1	\$ 321	\$ 7.7

Source: DNSW/TRA IVS Mr 2016, DNSW Visitor Host Research March 2016



Understanding the VFR traveller

Pain Points – The host

Low Hanging
Fruit

- They want more **information** and don't really know where to get it
- They are looking for more Internet **search** options
- **Many hosts believe it is up to LGA's to assist in providing the information about the area**
- Many feel that the **ability to visit attractions for free or a discount** would drive more hosting



25% of hosts don't know where to get information on what to do with their visitors

Attractions discounts for locals

Low Hanging Fruit

anchorage
100 years of big wild life

The Official Source for Anchorage, Alaska Travel Information

Meeting Planners | Alaskans | Travel Trade | Media | Film | Members Languages

Weather | Maps Search anchorage.net GO

Discover Anchorage Things to Do Places to Stay Deals Plan Your Visit Resources

Friends of Seymour Club Card

Become a member of the Friends of Seymour Club for exclusive resident discounts, special give-a-ways and monthly e-mails that offer great tips and travel ideas for entertaining visiting friends or relatives.

Complete the form below to download a temporary Club card, which can be exchanged for the official Club card at the Downtown Visitor Information Center - THE place for travel information, located at Fourth Avenue and F Street.

Alaska Residency Requirement

Renew Your Love for Travel

Residence Inn Marriott

\$ **229** From /night

Anchorage Midtown

Terms and conditions apply.

Taronga Western Plains Zoo Local Offer

Terms and Conditions

Low Hanging
Fruit

You liked it so much, it's here to stay!

Due to popular demand, we've decided to bring back the Taronga Western Plains Zoo discount local membership offer – permanently!

That means if you're a local, you can join Zoo Friends for just \$37* per person and get year round access to your local Zoo, plus lots of other great benefits.

So go on, become a Zoo Friend today!

To take up this amazing offer, please call the Zoo Friends office on 02 9932 4317.

(Please note to become a member at the Dubbo local membership price of \$37 is not currently available online)



Cheetah at Taronga Western Plains Zoo

Enjoy Great Benefits.

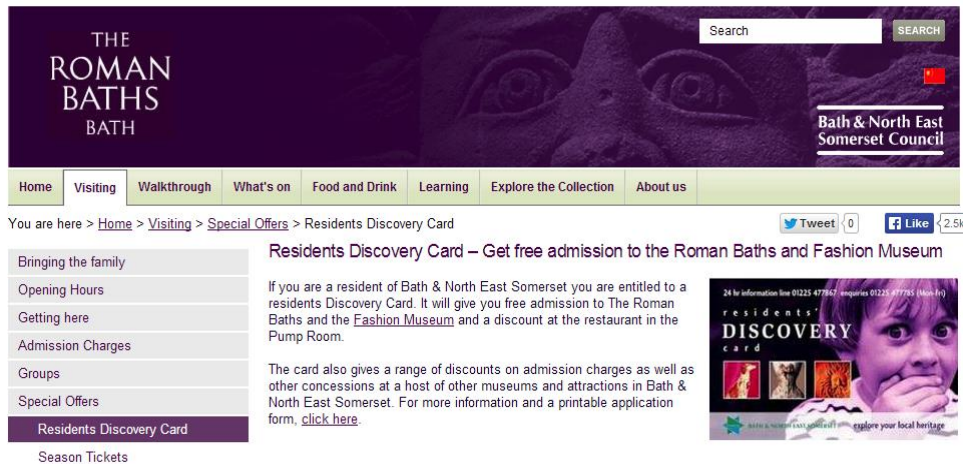
In addition to unlimited entry to Taronga Zoo in Sydney and Taronga Western Plains Zoo in Dubbo you'll enjoy these fantastic benefits:

- Free quarterly magazine – Wild Life
- Unlimited access to Melbourne, Perth and Adelaide zoos
- Discounted parking at Taronga Zoo
- Exclusive behind-the-scenes events

If your residents use and frequent local attractions, they are likely to become ALL (advocates, loyalists, leaders) talk about it, post on social media about it and take their VFR!

Source: MyTravelResearch.com VFR Research 2014

Attractions discounts for locals



THE ROMAN BATHS BATH

Search SEARCH

Bath & North East Somerset Council

Home Visiting Walkthrough What's on Food and Drink Learning Explore the Collection About us

You are here > [Home](#) > [Visiting](#) > [Special Offers](#) > Residents Discovery Card

Residents Discovery Card – Get free admission to the Roman Baths and Fashion Museum

If you are a resident of Bath & North East Somerset you are entitled to a residents Discovery Card. It will give you free admission to The Roman Baths and the [Fashion Museum](#) and a discount at the restaurant in the Pump Room.

The card also gives a range of discounts on admission charges as well as other concessions at a host of other museums and attractions in Bath & North East Somerset. For more information and a printable application form, [click here](#).

Bringing the family
Opening Hours
Getting here
Admission Charges
Groups
Special Offers
Residents Discovery Card
Season Tickets

24 hr information line 01225 477667, enquiries 01225 477765 (Mon-Fri)

residents' DISCOVERY card

Bath & North East Somerset explore your local heritage

Tweet 0 Like 2.5k

Low Hanging Fruit



Crocosaurus Cove is pleased to offer Northern Territory residents an NT Locals Pass

Got an NT License? Show your NT License to the friendly staff at the Crocosaurus Cove ticket desk and receive 12 months unlimited entry with your ticket purchase.

That's right! Pay once and receive FREE entry for an entire year. A great way to save money with all of those visiting friends and relatives, school holiday fun weekends or after school!

With 12 months unlimited entry, how well will you get to know the stars of the cove?

PRICES

- ◆ Adults **\$32**
- ◆ Seniors **\$26**
- ◆ Child **\$20**



Home

About Samoa

Your Visit

Accommodation

Things to do

Operators

Maps

News

Travel Deals

THE DESTINATION

- Introducing Our Country
- Your Samoan Holiday
- Fa'a Samoa - The Samoan Way
- Siva - Dance
- Food Of The Island
- History
- Language

GETTING AROUND**PRACTICAL INFORMATION****LINKS****FAQ'S****CONTACT US****YOUR VISIT**

- Weddings & Honeymoons
- Visiting Friends & Relatives
- Families
- Meetings And Conferences

VISITING FRIENDS & RELATIVES

There's something special about "going home". Especially when home is in beautiful Samoa.

Nothing quite compares to the joy of reconnecting with family and friends who still live in our island paradise – and there's no better place to go to recharge, refresh and remind us of what truly is important in life: family and friends.

Those of us who have left the ancestral 'nest' to immerse ourselves in the hustle and bustle of the modern world know the importance of going home and going back to basics – the need to remind us of our roots and our Fa'a Samoa way of life.

**Low Hanging
Fruit**



Big data



Digital Customer Touchpoints

Sensors & Smart Connected Products



- Public WiFi
- Shared WiFi
- Beacons
- Cell Phone data
- Smart Connect



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Visitor Management

Sensors & Smart Connected Products



Digital Customer Touchpoints
Smart Connected Products



- Communication: Contextual Services
Smart Connected Products
Native Devices
Internet of Things
- Management: Control Measures



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http://www.ttra.com/assets/1/18/How_Vienna_is_Using_Big_Data_to_Transform_Tourism_Development_Clemens_Koltringer_Vienna_Tourist_Board.pdf



Unchoked yet?






- The problems of success are good problems to have
- Because you have space to
 - ...invest
 - ...plan
 - ... Test
- By applying these principles you can do the Heimlich manoeuvre on your destination!

Source: Bigstock

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