Creating Emotional Connection Through Digital Channels

Pip Close – CEO TTNQ
Capital – Cairns

Servicing a regional resident population of 250,000 and 50,000+ tourists
Our Area (green)

- 25 Regional Councils
- 20% of QLD territory
International and Domestic - total visitation 2.9M

Target High value traveller

- China: 200,000
- UK: 80,000
- Europe: 175,000
- North America: 110,000
- Japan: 110,000
- India: 40,000
- New Zealand: 40,000
- Germany: 55,000
- Domestic: 2.1 Million
75% of Cairns international visitors arrive and depart on domestic flights; equivalent to 8 wide-bodies/day

Passenger movements by international visitors to Cairns (Passengers, Oct 2017 to Sep 2018)

<table>
<thead>
<tr>
<th>Region</th>
<th>International</th>
<th>Domestic</th>
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<tbody>
<tr>
<td>Europe &amp; Middle East 84%</td>
<td>82,300</td>
<td>442,400</td>
</tr>
<tr>
<td>China 88%</td>
<td>49,500</td>
<td>352,500</td>
</tr>
<tr>
<td>USA &amp; Canada 93%</td>
<td>19,000</td>
<td>240,200</td>
</tr>
<tr>
<td>Japan 17%</td>
<td>184,100</td>
<td>36,700</td>
</tr>
<tr>
<td>Asia (other) 75%</td>
<td>37,100</td>
<td>113,600</td>
</tr>
<tr>
<td>New Zealand 61%</td>
<td>33,700</td>
<td>52,000</td>
</tr>
<tr>
<td>Papua New Guinea 13%</td>
<td>25,900</td>
<td>3,700</td>
</tr>
<tr>
<td>Rest of World 88%</td>
<td>5,600</td>
<td>42,700</td>
</tr>
</tbody>
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Source: Tourism Research Australia IVS

Australian carriers are also constraining domestic capacity to drive yields
The cruise sector is worth $153 million a year to the Cairns regional economy and with Cairns Port set to cater for larger ships from late 2019, this figure will continue to grow.
Events (shoulder season)

- Cairns Airport Ironman Asia-Pacific
- Targa GBR
- World Rafting Championships QLD (May)
- Adventure Cycle Tour
- Cairns Indigenous Art Fair (CIAF) June
- Yarrabah Band Festival
- GBR Marathon
- Karrumba Fishing Classic
- Discover Cooktown 2020
Business Events on the rise

• 282 conferences
• 28,629 delegates
• Average meeting length 3.7 days
• Economic impact of business events confirmed by BEC was $111M – more than double last years total
• Corporate conferences and incentives continue to be the largest sector
Aboriginal & Torres Strait Islander Experiences – Elevating our story
Sir David Attenborough commented that the Great Barrier Reef is “The most magical thing” he’s ever seen.

For 2 years, the story surrounding the Reef has been confused following worldwide misconception that the whole reef suffered severe coral bleaching and has died.

This is a national issue that needs global messaging as it is one of the main reasons why tourists come to Australia.
What happened to marketing in the last few years?

• 2013 we saw THE biggest change in the internet, since it began;
• This is the industrial revolution of our time. 2019 is the new 1760.
• Consider us to be at the beginning of time.
• What is so exciting, is that we are just at the beginning! We will NEVER be here again.
• How strong and tight brands are will determine their success.
Organisation Re-structure

2019 was a year of change for TTNQ
Websites
Consumer: www.tropicalnorthqueensland.org.au

Double Gold – Pearl award!

PLATFORMS
Web, Digital Gateway, Email, Int Websites

PARTNERSHIP
Shared Insights & Opportunities, Long Term

STORIES
One gateway – hundreds of stories, Evergreen, Always on

MEDIA
Trend aware targeting, HVT’s, special interest groups, in destination audience
Priority Projects 2019-20

Digital Transformation

Elevating Queensland’s iconic experiences

Brand Strategy
Closure of Visitor Centre to expand digital channels

Only 2% of visitors were going through the Centre.
Background – Marketing Technology & Data

**MESSAGES**
- Register For travel info
- Web experience
- App experience
- Content & Travel insights
- Drive traffic
- Social content

**CHANNELS**
- EMAIL 1M
- QLD.COM 3M
- APP
- BLOG 2.3M
- PROGRAMMATIC
- SOCIAL
  - Facebook 1.8M
  - Instagram 0.5M

**SYSTEMS**
- XCom
- Sitecore
- Sitecore
- WordPress
- Google Analytics
- Adobe
- Ikon
DTP – Driving Consumer-Centricity through Digital
Deliver new digital marketing platform that drives highly engaging consumer experiences through world-class digital touch-points and effective use of consumer data

1. SINGLE CONSUMER VIEW
   - Rich data sets mapped to individual consumer identity
   - Foundation for consumer centricity and enabling the digital & data strategy

2. PERSONALISED COMMUNICATIONS
   - Website, email & advertising personalisation
   - Drive greater consumer engagement and increased conversion

3. CROSS-CHANNEL JOURNEY
   - Seamless communications across our channel mix
   - Increased marketing effectiveness through multi-channel coordination

4. ANALYTICS & ATTRIBUTION
   - Sophisticated measurement & business intelligence
   - Understand performance & path-to-conversion to fuel optimisation

5. BEST-IN-CLASS DIGITAL ASSETS
   - Immersive personalised web, email & ad experience
   - Drive greater engagement and conversion

UNIFIED MARKETING & MEDIA TECHNOLOGY STACK
The how?

To deliver connected personalised experiences for customers, a suite of capabilities need to work together.

- **Experience**: Designing for the customer's journey and their different needs and states.
- **Content**: Content velocity and variants to meet customers' needs.
- **Data**: The tools to detect and orchestrate the delivery of experience.
- **Technology**: Accessible and usable data to recognising our audience.

**Personalisation**

**Website, email & advertising personalisation**

*Drive greater consumer engagement and increased conversion*
Example | Geolocated onsite personalisation

Personalised Communications

Website, email & advertising personalisation

Drive greater consumer engagement and increased conversion

Using a mobile or desktop device

Customer visits Queensland.com while in Destination

Website geo-locates visitor and presents Event content

Customer books relevant 'interest'

- Travelling with children
  - Travelling with children under 5
  - Travelling with children 5-12
  - Travelling with children 13+

- 18-49 travelling without children
  - With partner
  - By myself
  - With friends

- 50+ travelling without children
  - Still working
  - Retired

- Site features family-friendly activities happening currently in Brisbane
- Site features off-the-beaten-track activities and events happening currently in Brisbane
- Site features leisurely activities happening currently in Brisbane
The role of content in assisting machine learning algorithms in search

- If we don’t have content, the search engines can’t find us or figure us out.

- It’s now time to think about TTNQ as publishers of compelling content.

- We have to become a trusted authority of sound reputation in the eyes of the search engines.

- We are recognised as influencers.

- We are recognised as speaking with authority on our region.
Consumers don’t want to see advertising
The role of mobile in destination is increasing

- Heaviest mobile usage is in destination.
- Don't think about content just for planning and booking.
- Looking for:
  - Restaurants
  - Tours
- Ensure optimisation
- Ensure loads of Google reviews
- Google posts for last minute offers
Using the right channels to reach the Chinese traveller.

The Chinese Travellers Journey
Meet WANG Lili....
1. Research destination on Mafengwo, Qunar, Little Red Book, WeChat and Fliggy.

2. Use search engine Baidu for specific product search but can’t find any because Australian sites are blocked in China.

3. This is why **TTNQ needs a Chinese.cn website** to be visible in China. *(shown left)*

4. WANG Lili will search again and find Chinese online travel agents such as Ctrip, iTrip, 6Renyou.

5. She will book and pay on Alipay, WeChat pay or Unionpay.
WANG Lili arrives into the destination – Cairns and Great Barrier Reef.

**What happens next?**

1. She may visit a few tour desks to gain more insider information and compare prices. *(She may book and pay with the agent if she feels comfortable).*

2. She searches for attractions’ direct contact details and calls to make a booking *(last minute).*

3. She will not give credit card details over the phone.

4. The family will arrive at the attraction and pay directly either by cash or credit card *(if she has an international credit card).*

5. WANG Lili will immediately rate and share her experience on WeChat, Mafengwo, Weibo, etc.
The China market is all about understanding the Chinese Ecosystems.

- Creating awareness;
- Visitor research and consideration;
- Action (booking);
- Loyalty (advocacy around reviews and brand);
- Advocacy steps – Sharing
What’s ahead
Competition for consumers is intensifying.

- The average human attention span in 2003 was 12 seconds.
- The average human attention span in 2016 was 8 seconds.
- The average attention span of a goldfish is 9 seconds.
Data unlocks new growth opportunities
The role of mobile in search

Google is now telling us to plan for mobile first then desktop.

Organisations are penalised if not mobile friendly

The mobile masters in tourism are currently the OTA’s:

- Booking.com
- Hotels.com
- OTA’s are taking over. Industry find it difficult to compete.
It is all about that emotional connection and creating experiences.
Customised experiences targeting real people
Voice activated search

- Google telling us soon to be voice first
- Will change the way we search for things
- Sequential semantic search
- Change the way we create content 😊
- The way that we write content will change
Robots in tourism

• Then your room service will be delivered by a room service robot

• Have fun ordering your robot butler around at Yotel in New York

• Tending to replace human service functions that can be readily automated
5 key questions constantly in our mind at TTNQ:

1. Am I **leading disruptive innovation** across the business, not just within the marketing function?

2. Am I leading a process of **constant business transformation** around the consumer?

3. Am I **measuring** a combination of **long-term brand health** and **short-term business growth**?

4. Do I have sufficient **capability to extract valuable insight** from increasing volumes of consumer data?

5. Are we set up so that every appropriate **consumer touchpoint** can result in a **transaction**?
Chatbots

- Chatbots offer scalable, instantaneous, 24x7 interaction.
- Capable of totally transforming visitor servicing in destinations after hours.
- FAQ’s can be answered any time of the day or night.
- Responses can be instant.
- Customers can be served quickly.
- Chatbots drastically reduce overheads (particularly for contact centres).
What we know

Navigating information about Tropical North Queensland is hard, personalised service difficult to scale.
There is something for everyone, but what are the 3 (or 13) special somethings I should do?

Tropical North Queensland is a vast region with so much on offer that it’s difficult for visitors to grasp what is on offer.
Hi, I’m **Gareth Phillips**. I’ve been a Marine Biologist for probably just over 20 years, and I’ve been living in Tropical North Queensland for ten years now. I’m here to share my local knowledge of the Great Barrier Reef.

Hi, my name’s **Tanya Murphy**. I’m a scuba diving instructor, and I’ve been working on the Great Barrier Reef for six years. I still absolutely love it because there’s always something different down there. It’s a life-changing experience.
More than half of Australia’s population use Facebook Messenger (that's 13 million Aussies and 80% Smartphone users).
Thank you