

AIRLINE INFORMATION SESSION

YOUR
MARGARET
RIVER
REGION



Margaret River Busselton Tourism Association

17 October 2019

1. The Opportunity

2. Product & Service Development

3. Marketing

4. Next steps



YOUR
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RIVER
REGION

THE
OPPORTUNITY

The Opportunity

- To increase interstate visitation.
- To increase international visitation through connecting itineraries.
- To secure more game-changing developments for the region, including airfreight services and the attraction of more airlines.

The Task

- Leverage strong sale fares.
- Develop confidence in the route's longevity and viability.
- Support demand by encouraging locals to using the service.
- **Offer visitors a world-class experience.**



PRODUCT & SERVICE DEVELOPMENT

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What are the needs of these passengers?

Domestic visitors

Gap Analysis: Faster Horses Margaret River Region – East Coast Flight Ready Tourism Product

- Customer service is key; flexibility is crucial.
- Early check-ins.
- Day usage of accommodation/shower facilities.
- Luggage storage.
- Transport gaps: shuttle buses, taxis, hop-on-hop-off services, hire cars.
- Extended kitchen closing hours: majority close between 8:30pm and 9pm.
- Free quality WiFi access.
- Consistent service across every touchpoint, especially telephone pre-arrival.



Asian visitors

Report: SWDC/BCEC South West for Asia

- Asian food options
- Accommodation as an experience (luxury stays, farm stays, up-market camping)
- Later evening opening hours for restaurants
- Evening shopping
- Cook at home experiences
- Winter experiences
- Adventure packages (soft to intensive)
- Self-drive assistance (drive times, how region fits together, travel kits)
- Free quality WiFi access



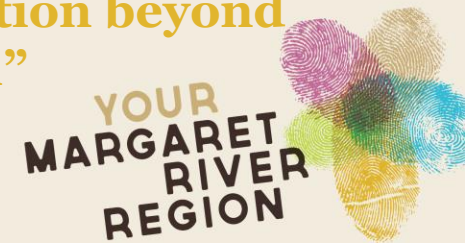
On-site dining

- Crucial to Your Margaret River Region's positioning as a gourmet destination.
- Potential for development of on-site restaurant facilities: 50% of international ready product have restaurant facilities on site.
- Service provision on weeknights.
- Breakfast pack catering for those who do not provide breakfast onsite.
- Local cheese and wine platters to enhance the guest experience.



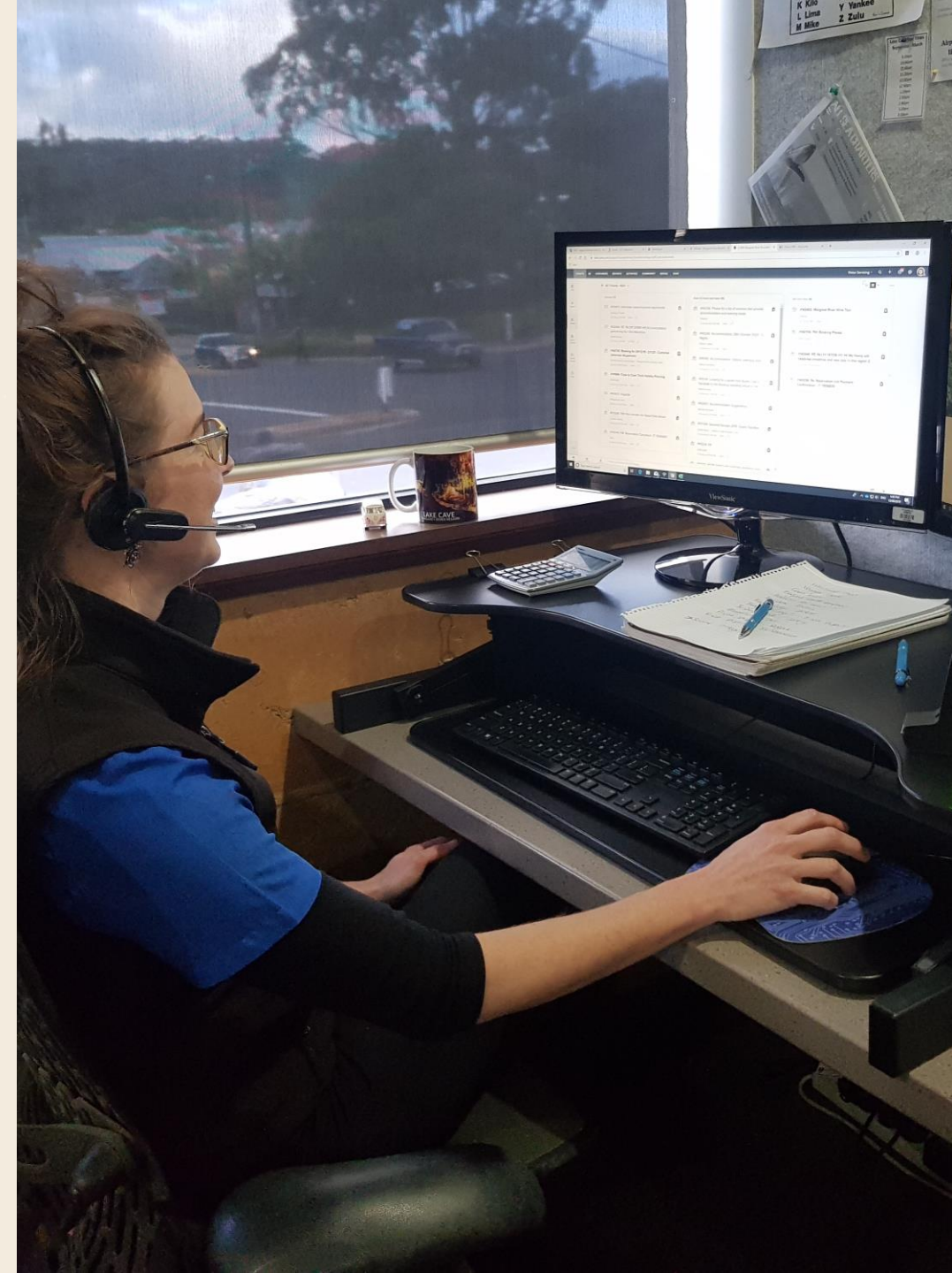
“While regional destinations shouldn’t try to compete with metropolitan nightlife, offering authentic night time experiences that showcase the destination beyond daylight hours is essential”

Kantar Australia
Domesticate 2018



Communication

- Consistency across all touchpoints is important.
- Speedy communication should be a focus: Consumers expect a reply within hours.
- Itinerary/booking confirmation emails offer opportunities, e.g.:
 - Pre-arrival check list with information on what they may need to plan prior to their stay (e.g. car hire).
 - Recommendations of local tours, attractions, restaurants, cafes, etc.
 - Links to margaretriver.com and MRBTA visitor servicing channels to assist with holiday planning.
- Welcome letter on arrival – outline key information that will support them during their stay
- Once on site, ask “what are your plans for today?” – ensure you promote each other. This is the best form of marketing.



Package Development

Work creatively to form partnerships with other local businesses. Develop packages to distribute via:

- Your own website.
- Travel distribution partners.
(Wholesalers, retail travel chains, online tourism agents. Contracts and commission levels apply)
- MRBTA direct-to-consumer channels. *(visitor centres, central reservations, margaretriver.com direct booking link)*
- TWA and ASW's own networks and contacts.



From Melbourne to Margaret River

Base yourself at this award-winning guest house while you enjoy a vibrant regional escape with easy access to the area's winery and craft beer trails, diverse local dining scene, unique limestone caves and galleries. Includes full daily breakfast, guided vineyard tour with wine tasting and matching cheese platter, a bottle of premium Margaret River wine and a AU\$50 restaurant voucher.


Inclusions


- Upgraded Studio room
- Full daily breakfast (or local produce breakfast hamper)
- Guided vineyard tour with wine tasting and matching cheese platter
- Bottle of premium Margaret River wine
- AU\$50 restaurant voucher
- Early check-in




3 nights from only \$799 per couple.




Book return airfares at [Jetstar.com](https://www.jetstar.com)

Partnerships









3 NIGHT ESCAPE FOR 2 ADULTS & 2 KIDS

SUNSHINE COAST GLAMPING

MAROOCHYDORE, QLD

From

\$599

Typically: \$1599

Stay in a luxury safari tent at Rivershore Resort

Enjoy wine, cocktails, late check-out & more

Located on the stunning Maroochy River

[VIEW DEAL](#)

Partnerships

 LUXURY ESCAPES

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Broome, Western Australia

Modern Apartment Stay in the Kimberley Region

Oaks Broome

2, 3 or 5 Nights from

\$399 per room

Valued up to \$638

 **Hotel + Flights Package**
Also Available

 New

[View](#)

 LUXURY ESCAPES

[View Online](#)



Port Douglas, Tropical North Queensland

Five-Star Escape at the Renowned Pullman Port Douglas Sea Temple Resort & Spa

Pullman Port Douglas Sea Temple Resort and Spa

5 or 7 Nights from

\$1,199 per room

Valued up to \$3,035

 **Hotel + Flights Package**
Also Available


 New

[View](#)

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Partnerships

 LUXURY ESCAPES

[View Online](#)



Seminyak, Bali

Award-Winning Pool Villa Escape by the Beach for up to Six People

EDEN The Residence At The Sea

5, 7 or 9 Nights from
\$3,499 per villa
Valued up to \$4,930

 **Hotel + Flights Package Also Available**

 New

[View](#)



**YOUR
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**PLAN YOUR
MARKETING**

Marketing Plan Checklist

- Start planning early.
- Vary activity by market & target audience.
- Coincide your efforts with peak activity of the airline and tourism bodies, e.g.:
 - Jetstar sale dates
 - Tourism WA's South West/Margaret River region campaigns
 - MRBTA & ASW's online marketing pushes, PR and in-market events
- Review all distribution methods/channels.
- Target travel trade: Are you ready to offer the commission levels required?
- Get your product online and visible by onboarding with online travel agents (OTAs).



Public Relations

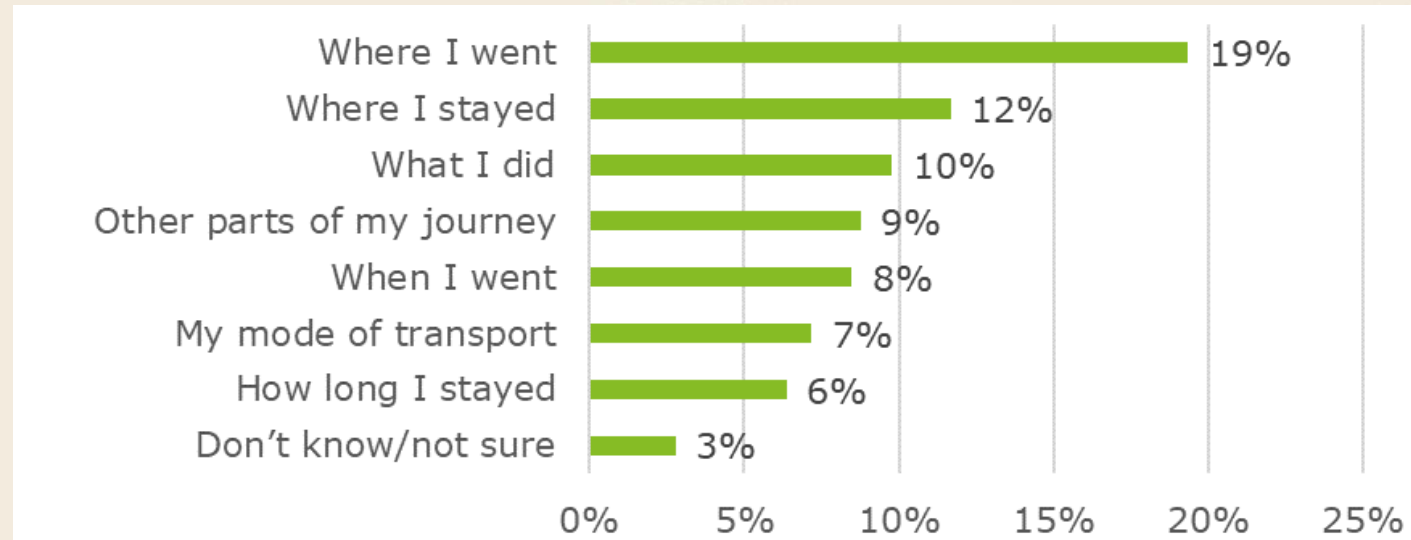
- **Famils:** Your support is needed to bring media and trade into the region so they can promote the route. (The Lonely Planet accolade resulted from a media famil to the region.)
- **Coop opportunities:** Take advantage of opportunities offered for buy-ins to campaigns with media partners.
- **Press releases:** Consider your own business sending well-targeted press releases to your own database. MRBTA can support you with a template.



Social media

- Domestic travellers are using social media as a channel for seeking recommendations (36% are doing so). This is only going to grow and grow.
- Social media is a significant investment for tourism operators – and it needs to be properly managed for the benefits to be maximised.
- TripAdvisor and review sites – Opportunity to become the number one TripAdvisor destination which will support the recent award – Lonely Planet.
- #MelbstoMargs Campaign: Top 5 aspirational #MelbstoMargs pictures on Instagram receive a seat on the 1st media/celebrity flight to the region in April 2019

The influence of social media on domestic tourism decisions

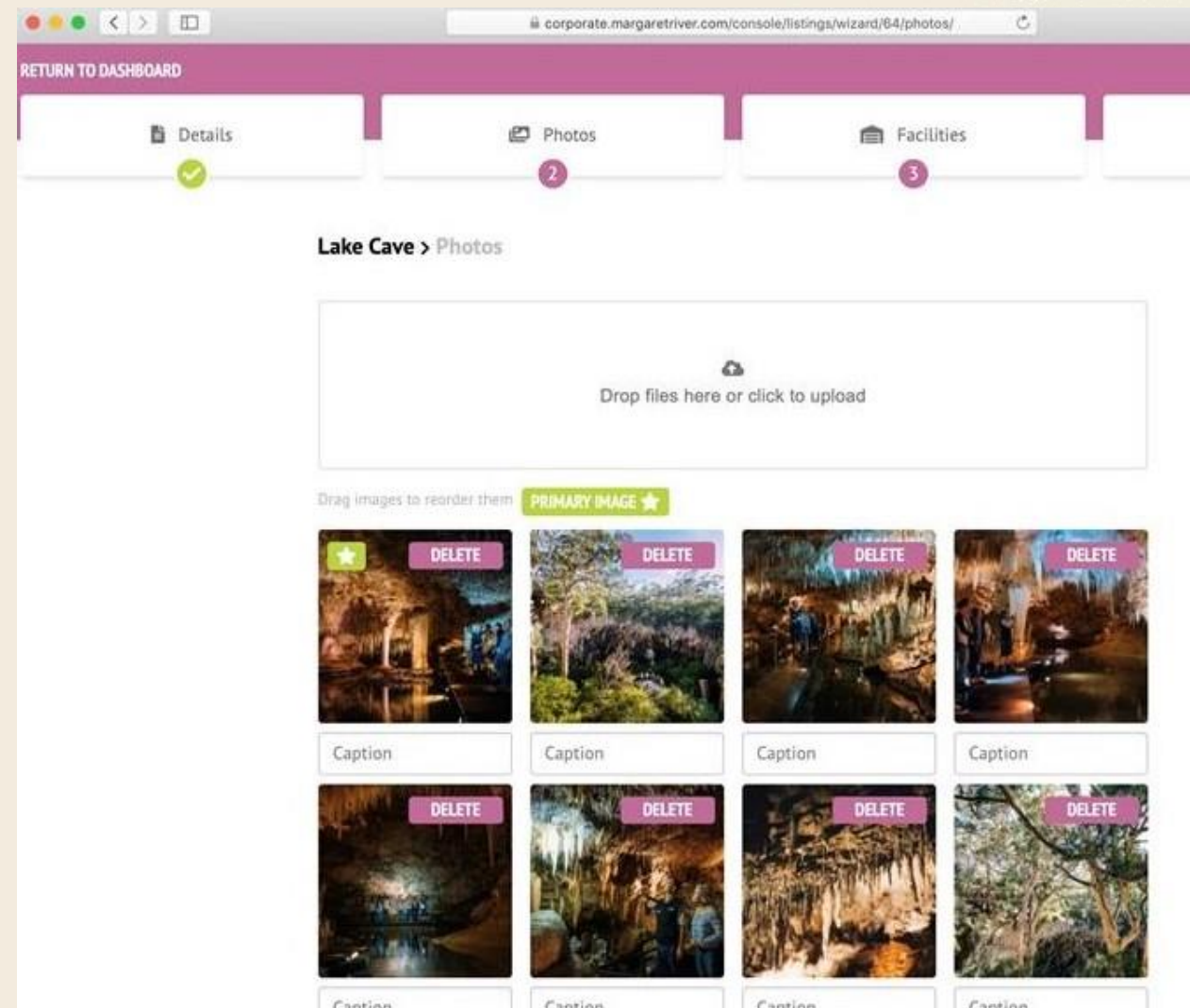


Source: Deloitte Access Economics, Research Now 2018

Note: Responses do not sum to 100% as respondents could choose multiple options.

Margaretriver.com

- Melbourne-based visitors to the region's official destination website have doubled in numbers since the air service announcement.
- It's time to update your listing via the new, easy-to-use back end console. Book in a training session with the MRBTA membership team.
- Website developments coming soon:
 - New member listing page design (November 2019)
 - Content restructure (February 2020)
 - Reorganisation of content
 - Main menu restructure.
 - Criteria for member categories tightened.
 - Website speed improvements.



Next Steps

- Ascertain training and information needs within membership base. Questionnaire to be distributed.
- Small group training sessions with different types of businesses to take place during November:
 - 12th November: Accommodation
 - 13th November: Tours
 - 22nd November: Dining, wineries, breweries, distilleries (morning)
Attractions, activities, retail (afternoon)
- One-on-one training and mentorship provided by MRBTA and ASW.
- Your MRBTA contact:
Pip Close
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(08) 9780 5964



THANK YOU



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