



Tourism Toolkit for your Club

Alex Henley

Agenda

- Understanding tourism
- ATDW
- Social media
- Update your website
- Content library
- Google my business
- TripAdvisor
- Grants, funding and tourism news
- Subscribe to
- The New Traveller



Tourism & the economy

Tourism is everyone's business



New South Wales tourism summary



Gross State Product (GSP)

\$30.2 billion
Down 21.0% compared
with 2018–19



Gross Value Added (GVA)

\$27.0 billion
Down 20.9% compared
with 2018–19



Employment

256,100 persons
Down 13.5% compared
with 2018–19

Tourism Today

For the first quarter of 2021, NSW received over 8.2M domestic overnight visitors.

Overnight visitors spent \$5.4B during visits to NSW for the first quarter of 2021.

IMPACT OF COVID

International

- Visitors spent an estimated total of \$7.9B during trips to NSW the year ending June 2020
- Spend was down 29.4% when compared to the 11.2B of 2018/2019.

Domestic

- Visitors spent an estimated total of \$18B during trips to NSW in the year ending June 2020
- Spend was down 19.9% when compared to the \$22.6B of 2018/2019.

Tourism is closely linked to Australia's regions



Australia's regions are front and centre of tourism experiences in the country, with 44 cents of every tourism dollar spent in regional destinations.

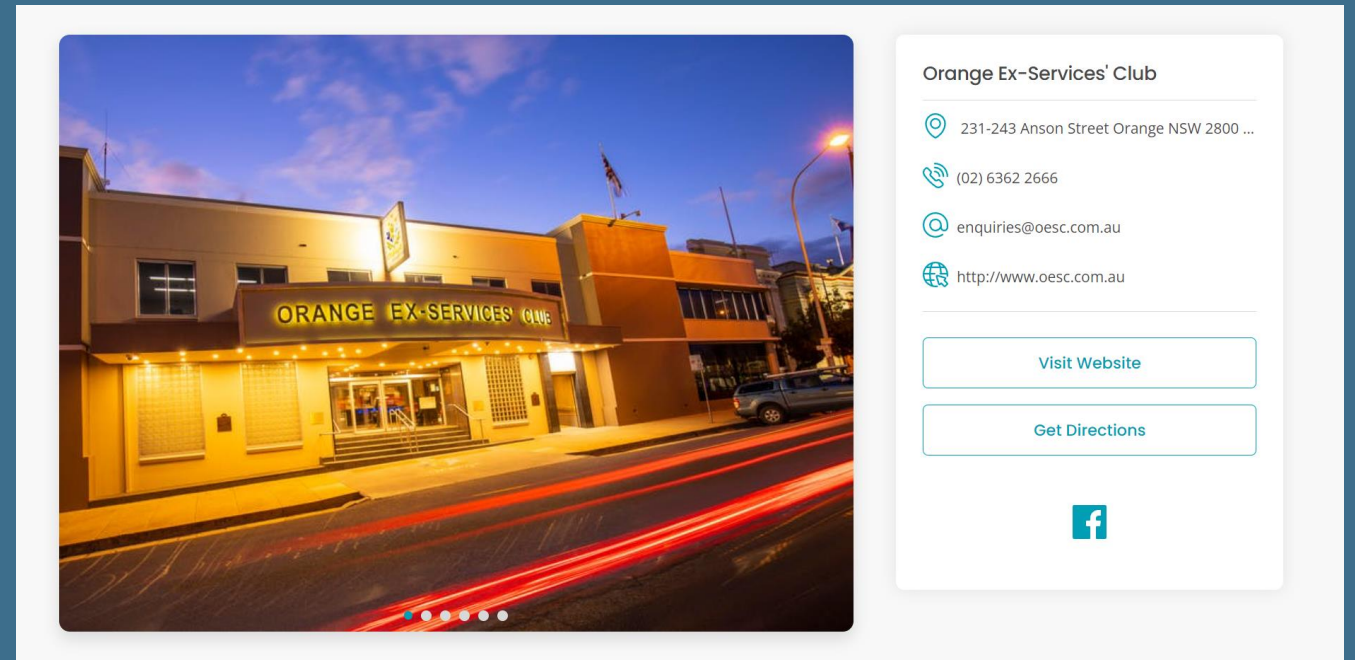
While tourism jobs can be found right across the nation, tourism jobs are a mainstay of employment in parts of regional Australia, comprising as many as six in ten jobs.



Australian Tourism Data Warehouse (ATDW)



- It's the national platform for digital tourism on Australia and it is FREE to list your business!
- Listing on ATDW gives you the opportunity to showcase your business on **Australia.com**, **VisitNSW**, your local tourism destination website & over 50 other websites e.g. **planbooktravel.com.au**



Australian Tourism Data Warehouse (ATDW)




It is so easy to create one!

- Register through atdw-online.com.au
- Once you've been accepted you can create your listing, depending on your business there are various categories to list under & you can do multiple:
 - Food & Drink
 - Accommodation
 - Attractions - i.e. Kids Club, bowling green
 - Event

Home / Events / Jazz, Blues & Alt. Grooves @ the Dog

Jazz, Blues & Alt. Grooves @ the Dog



Come and enjoy jazz at one of Armidale's grooviest venues.

The Abbeys, Naomi and Alki Blair-Bain, are a fabulous mother and daughter acoustic duo from Glen Innes. These two talented performers play a wide range of music from country to pop with their own spin and wonderful vocal harmonies that will leave audiences delighted.

Date	April 21
Time	7:30 pm - 9:30 pm
Phone	0423 200 699
Website	Visit website
Phone:	0423 200 699
Location	Welder's Dog cnr Marsh and Rusden Street Armidale, NSW 2350

[View on map](#)

Share: [f](#) [t](#) [in](#) [e](#)

+ [Add to Google Calendar](#)
+ [Add to iCalendar+ Export .ics file](#)

Visit Armidale Website

Social Media

Make sure your profiles are up to date with opening hours, websites and addresses

Amplification

- Tag other businesses if they feature in your post
- Repost other account's pictures
- Tag in @VisitNSW @Australia & your local tourism board
- Add a location to the post
- Add relevant hashtags #LoveNSW #SeeAustralia & local hashtags

Grow Quality Communities

- Size of following isn't the most important metric
- Engagement by people who love your destination/business should be your main focus
- Promote at all visitor touchpoints – website, local visitor guide

Regularity

- Choose a consistent schedule and try to stick to it – try 3 times a week
- Schedule your posts to help manage
- Look at your own analytics on your platforms to see when your audience is most engaged and post then.

It's really beneficial to have a dedicated social media person to stay consistent and on brand

Social Media

Connect with your community

Acknowledge and interact with every person who engages.



Be Relevant

Mention the day of the week, wet weather options if it's a rainy day, an event you have that night so it feels personal.



Share the love

Show beautiful scenery and things to do within your destination not just your product.



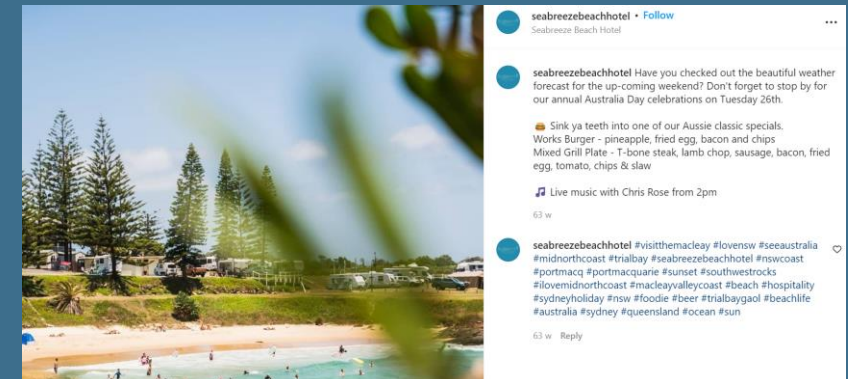
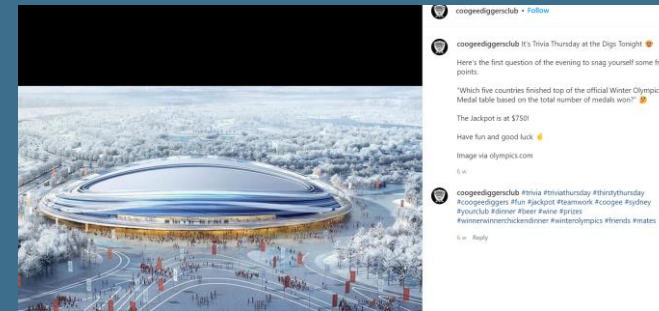
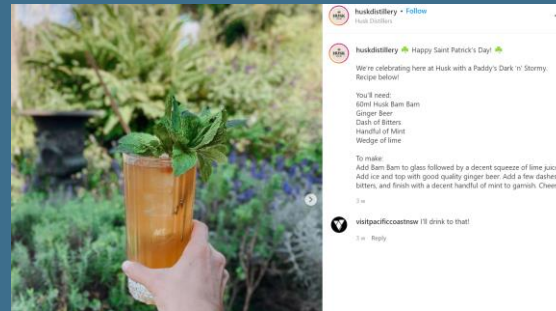
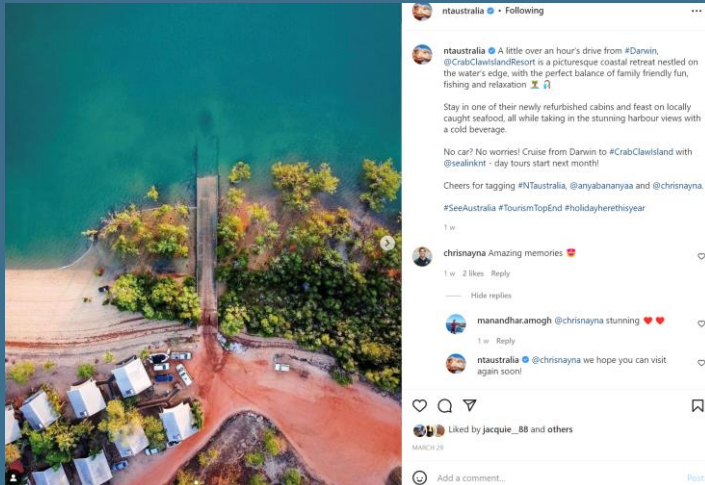
Entertain

So long as it is relevant
to your business &/or
your destination.



Plan your posts

You can use the scheduling tool on these mediums or purchase something like Hootsuite or Falcon that allows preplanning.

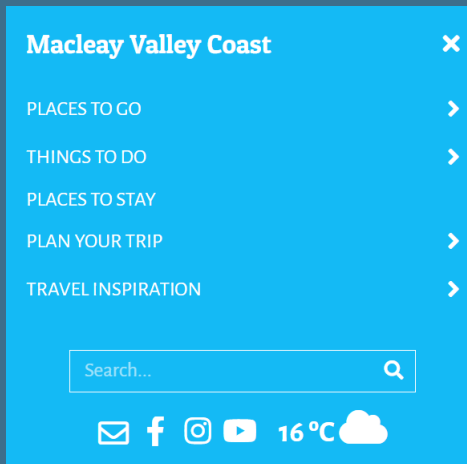


Update your website

Your website is the hub of all your online marketing activities and should be:

User friendly

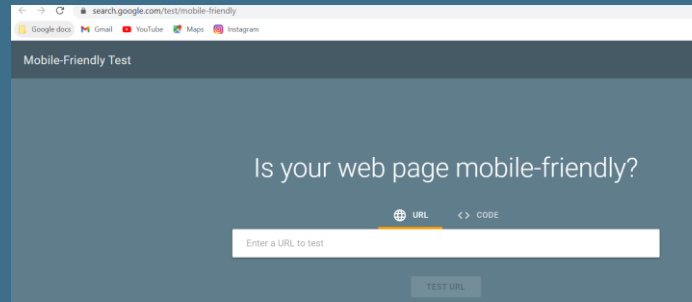
- Designed with the customer in mind, making it easy for them to navigate, find the information they need, book your product and get in contact with you.



Source: Destination NSW First Guide

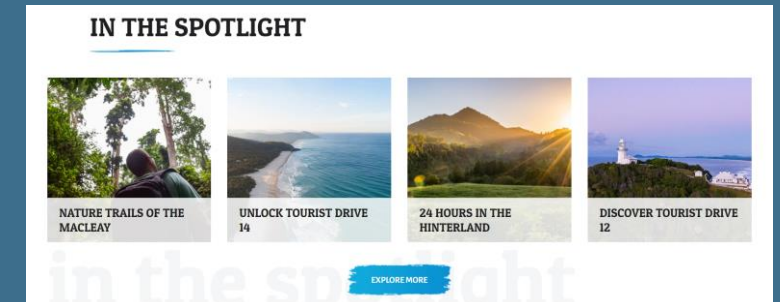
Mobile friendly

- Customers are often searching on their mobile devices. A mobile responsive website provides a better online experience for your customers while they are on the move.
- To check your site is mobile friendly:



Search-engine friendly

- Incorporate keyword-rich, inspiring content, Search Engine Optimisation (SEO) increase the volume of traffic to your website. Keywords, quality content and a great user experience will help Google prioritise your website over your competitors to find your website easier.

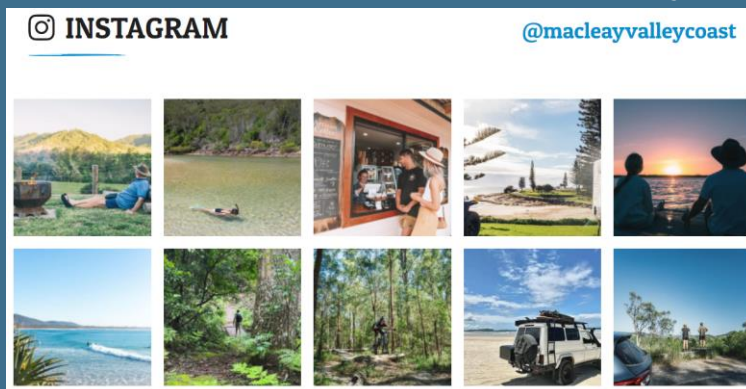


Update your website

Your website is the hub of all your online marketing activities and should be:

Visually powerful

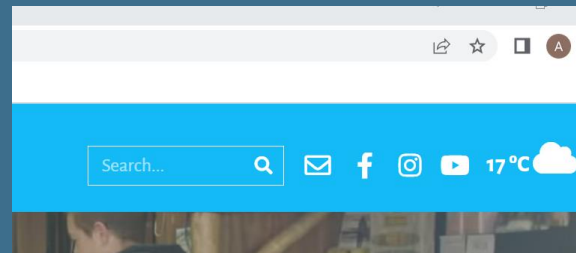
- Incorporating high-quality imagery and video
- Update your image library if needed
- Get destination imagery from Destination NSW Content library



Source: Destination NSW First Guide

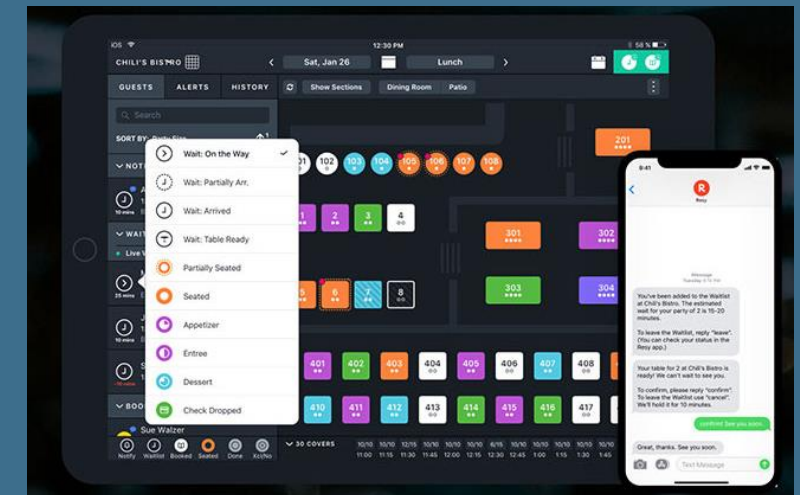
Easy to connect with

- And will have clear calls to action including your phone number, email, contact forms and social media links.



Bookable

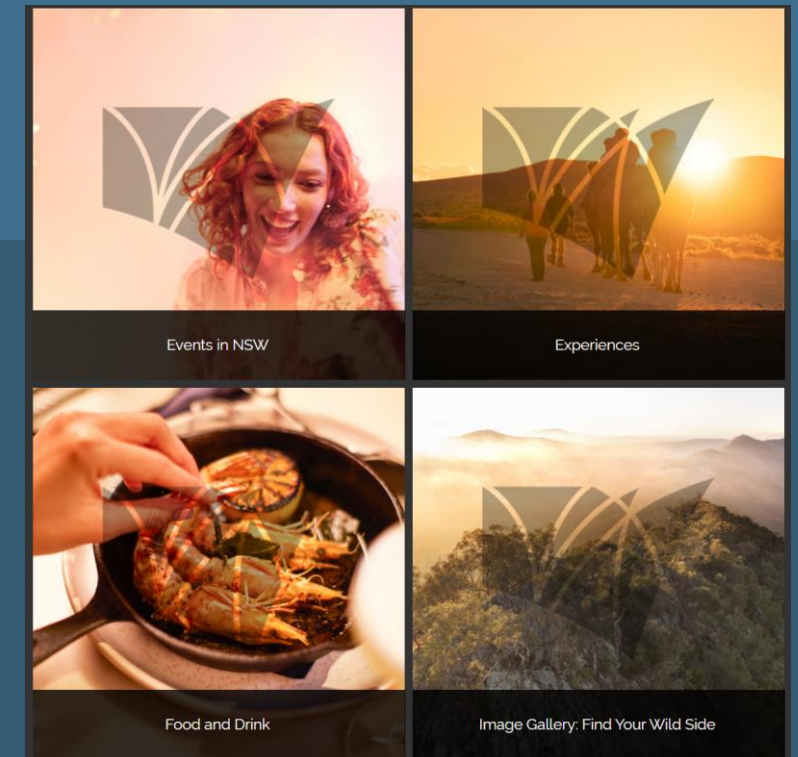
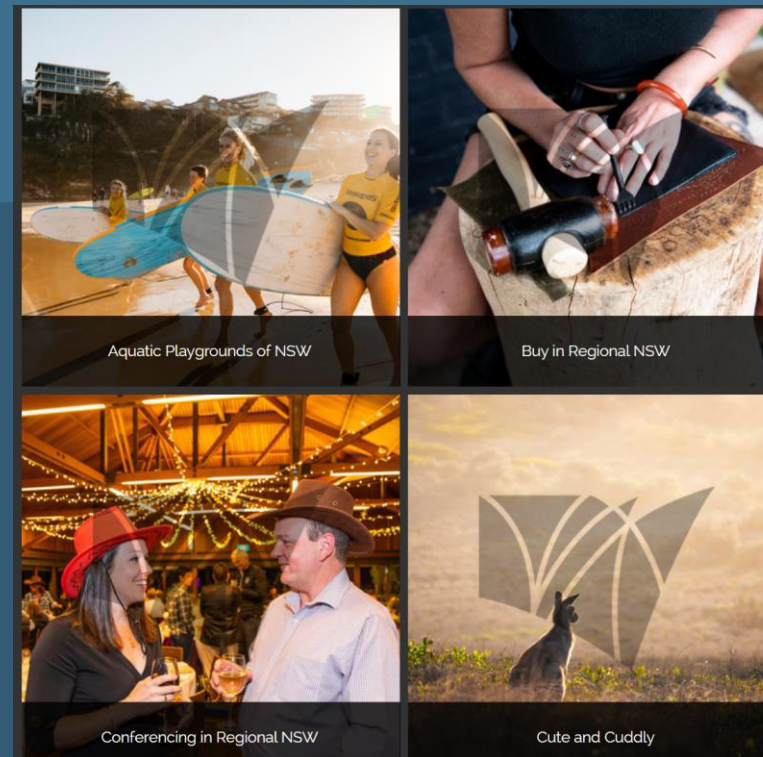
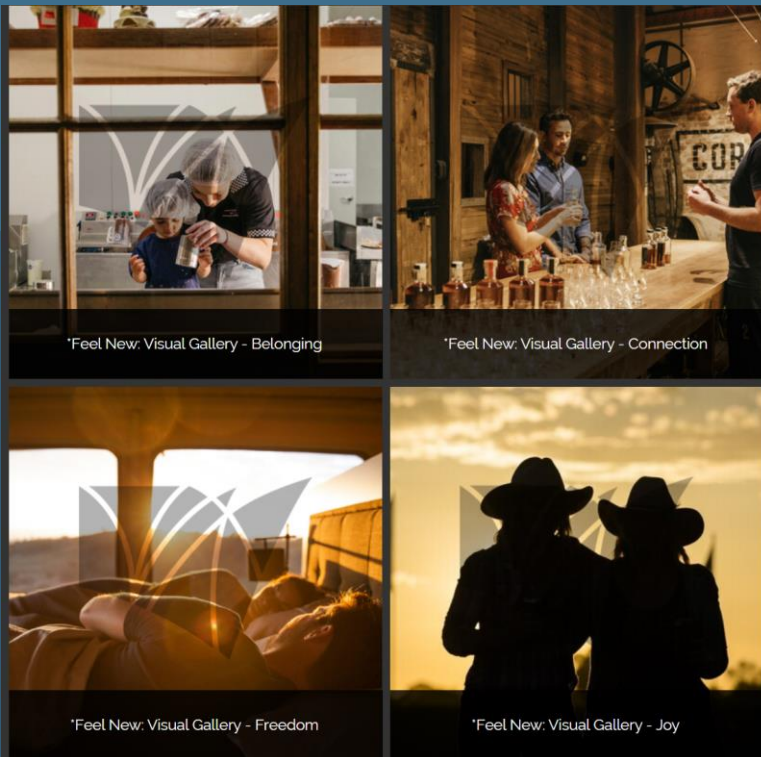
- With an online booking facility e.g. resy, the fork etc.



Destination NSW Content Library

The Destination NSW content library has high res, beautiful imagery that can help you promote your destination and make your own website and social media look great!

Google - Destination NSW Content Library and register to browse.



Google your business

- A free, easy to use tool that helps you manage your online presence that gives your business:
 - Increased visibility in search
 - Better experience for buyers
 - More traffic to your website
- It creates a knowledge card that gives the visitor all the information they need to know
- It is really easy to get this up:

Google - 'Grow with Google' to improve your skills to reach all possible opportunities with your business.



HOW TO GET YOUR BUSINESS UP

1. Go to www.google.com.au/businesses & click START NOW
2. Enter your business name
3. Enter the address of the business location - only if your business engages in face-to-face interactions with customers.
4. Specify the areas you serve - this is so Google can accurately surface your business for searches in those areas
5. Choose your business category - this is very important as it influences the kinds of search terms you appear in Google for. While you are able to adjust later, we'd recommend researching competitors to find the most accurate category
6. Add a phone & website URL - not compulsory but strongly recommended if you want to take advantage of GMB functionalities
7. Complete your GMB verification

The screenshot shows a Google Business Profile for 'Armidale Ex Services Memorial Club'. At the top, there are three images: an interior view of the club, a map showing the location near Woolworths, and an exterior view of the building. Below the images are buttons for 'See photos' and 'See outside'. The business name 'Armidale Ex Services Memorial Club' is prominently displayed, followed by a 'Website' button, 'Directions', 'Save', and 'Call' buttons. It shows a 4.0-star rating from 310 Google reviews and is categorized as an 'RSL Club'. The address is '137 Dumaesq St, Armidale NSW 2350'. Hours are listed as 'Open' to 'Closes 11PM' with a 'More hours' link. The phone number is '(02) 6776 0800'. There are links to 'Suggest an edit' and 'Own this business?'. An 'Events' section lists upcoming events: 'The Beatnix - Beatles Show' on Sat, 14 May at 8:00 pm; 'Diabetes in Schools Level 2 Group Education' on Tue, 7 June at 9:00 am; and 'The Robertson Brothers - 60's Variety Show' on Sat, 3 Sept at 7:30 pm.

Armidale Ex Services Memorial Club

Website Directions Save Call

4.0 ★★★★★ 310 Google reviews

RSL Club

Address: 137 Dumaesq St, Armidale NSW 2350

Hours: Open · Closes 11PM · [More hours](#)

Phone: (02) 6776 0800

[Suggest an edit](#) · [Own this business?](#)

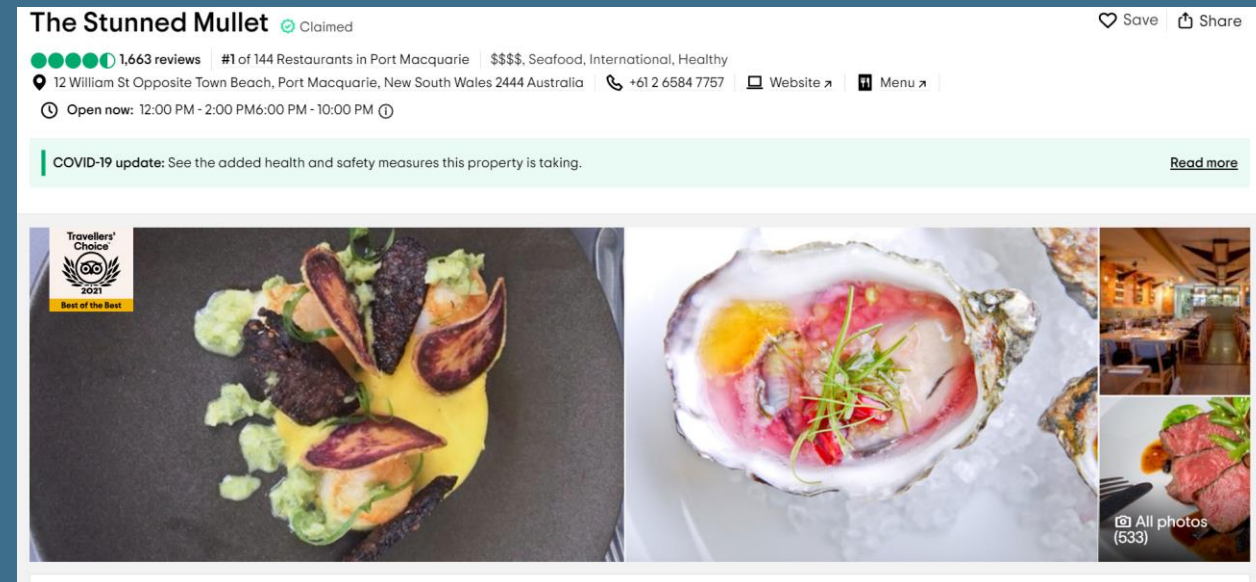
Events

Sat, 14 May 8:00 pm	The Beatnix - Beatles Show
Tue, 7 June 9:00 am	Diabetes in Schools Level 2 Group Education...
Sat, 3 Sept 7:30 pm	The Robertson Brothers - 60's Variety Show

TripAdvisor

Manage your business listing

- Check your listing – even if you haven't set up a listing as a business, someone may have already on your behalf so best you check to see if you are listed and if so 'claim your listing' to control it.
- Request your listing – if your business isn't listed yet then create one.
- Update your listing – make sure that your listing is up to date with lots of photos, the correct opening times and days, upload menus, connect your website and contact details.
- Encourage your customers to write a review.



Responding to positive reviews

This demonstrates you are interested in their feedback and appreciate the time they took to leave a review. Try to avoid the same reply for all but maybe have a few templates that you alternate between so it is sincere.

Responding to negative reviews

This can be tough but it is so important. **87% of travelers agree** that a thoughtful response to a bad review improved their impression of the property.

- **Respond quickly** - a prompt response shows perspective guests you take customer service seriously and allows you to add your perspective on the situation
- **Be courteous and professional** - your response is seen by anyone that visits your profile so even if you don't agree with the reviewer, or feel they are being unfair, relay your side of the story in a polite and unemotional way
- **Thank the reviewer** - demonstrate that all feedback is important and if possible provide an empathetic apology for any shortfalls
- **Address the issue**- if there is a specific complaint explain what you have done to fix the issue so potential guests are reassured the problem is resolved. You can also take the opportunity to mention any related services or planned upgrades you would like potential guests to know about.

A good response to a bad review

The diagram illustrates a good response to a bad review with the following annotations:

- ADDRESS**: Use the reviewer's username to show you know who you are responding to. (Annotation points to the reviewer's name and date.)
- RECTIFY**: Outline what you have done or will do to ensure the negative experience doesn't happen again for another guest. (Annotation points to the explanation of the cleaning fee and the assurance to fix the inventory.)
- INVITE**: Offer the reviewer another visit to make amends. (Annotation points to the invitation to return and the assurance of a better stay.)
- THANK**: As hard as might be, thank the reviewer for taking the time to write a review. (Annotation points to the thank you statement.)
- APOLOGISE**: Take responsibility for where the experience didn't meet guest expectations, without using the word "but". (Annotation points to the apology and the use of "and" instead of "but".)
- SIGN**: Sign off with your name and job title (the more authority the person responding has the better, especially in the case of negative reviews). (Annotation points to the signature and title.)

The ugly response

"What do you expect?"

A guest who stayed at one hotel in Glasgow wrote a scathing review, calling the guest house "grotty and dirty". The review was written in a calm, fair tone, pointing out that while the location was great, the establishment was anything but.

The owner gets it very wrong with this [cringeworthy reply](#):

With only one person to look after the place what do you expect? Think about what you paid.

Offline Marketing: Brochures

Include:

- Your Unique Selling Point
- Facilities and operating hours
- Where to find you
- Contact details

Brochures can't be updated as easily as digital content – keep the information high level with great imagery and punchy copy.

The best way to stand out would be to use a graphic designer however if the budget doesn't allow this then Canva is a great alternative to get something done in-house in the interim.

Brochures are still an important sales tool especially for when the visitor is at the destination already.

10 TIPS TO HELP YOU CREATE

1. **Include customer testimonials** - word of mouth is a great selling tool, people really enjoy finding out what other customers have previously experienced.
2. **Who is your target market?** - it is important to know what demographic you are trying to sell to so you can make sure you are using the right imagery and wording
3. **Get their attention** - make sure the front cover is eye catching. high quality images, brand name and logo and easy to read fonts help your brochure stand out
4. **Use beautiful imagery** - great photography gets results, the user likes to be able to picture themselves enjoying your product and the more captivating the imagery, the more they feel the need to book or buy
5. **Keep it simple** - avoid big words and industry jargon, just use everyday language and connect with the potential customer
6. **Be consistent** - use the same colours, designs, font types and styles associated with your brand, this keeps it looking clean and simple and helps customers recognise your company and sets you apart from your competitors
7. **Make it 'scannable'** - don't fill your brochure with too many lines and blocks of text, instead use the space for images to appeal to customers
8. **Be contactable** - add a way for the customer to contact you - email, address, phone number and website
9. **Don't describe, show the experience** - use testimonials, stories and images to share the experience the customer could enjoy
10. **Have a call to action** - tell the customer to 'book now' or 'enquire now' and advise them how they can do this.

Las Vegas Color



"My son now says I'm officially the coolest mom ever!"

"Thanks to South Coast Holidays, this past year we have been to Peru, England, Scotland, Paris, Ireland and Sweden! Being a Premium member has really paid off. I had been to Machu Picchu before, but nothing compares to the joy of seeing it with your child who is so hungry for adventure."

Jennifer G.
Member since 2017

Offline Marketing: Visitor Guides

Visitor and travel guides are an important marketing tool as visitors use these when they are in region.

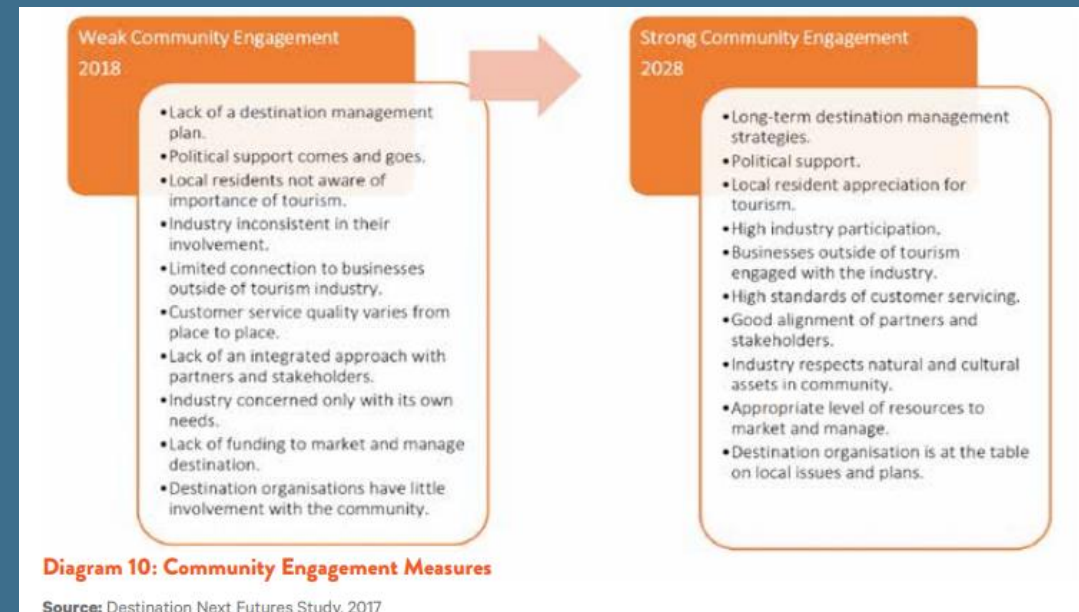
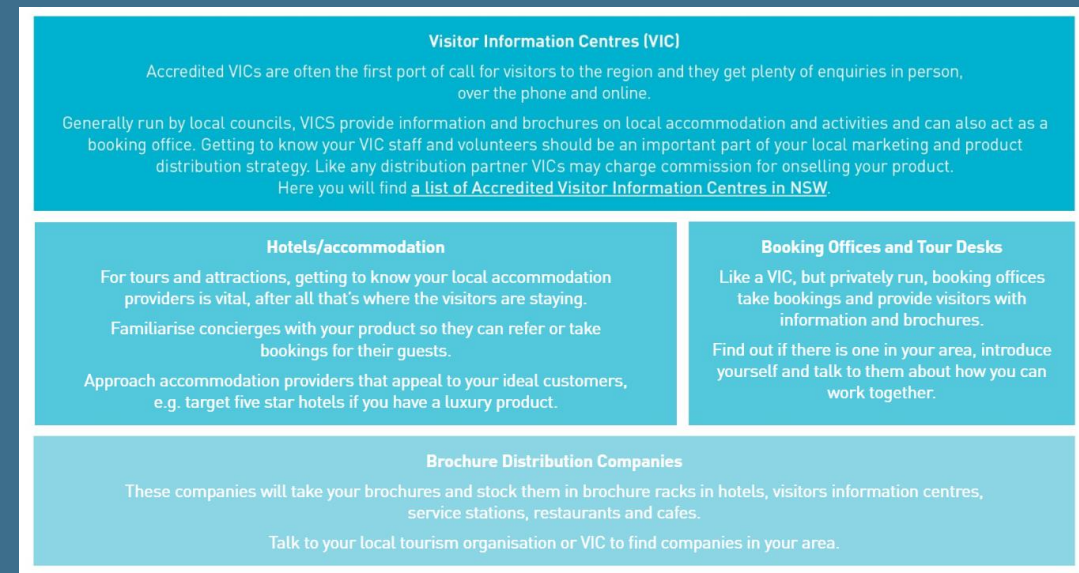
You can promote your business to travelers by advertising in your local visitor guide – usually your local council.



Offline Marketing: Local Partnerships

Look for local partners you can work with to promote and distribute each other's product or experience. Strong local relationships are essential for any successful tourism businesses.

Source: Destination NSW First Guide



Bay of Plenty - a shared responsibility and in order to succeed needs a collaborative approach.



Grants, funding and tourism news

- There is a lot of different ways that you can access funding and find out tourism related information especially at the moment with the current climate.

Make sure you check:

- Destination NSW Funding and support & Business Development Resources page
- Sign up to Smarty Grants – check if your council has access and can share this with you
- Regional NSW – sign up to their newsletters to keep up to date
- Your local council – become part of the local tourism

I have a grants and funding checklist that might assist in your writing the application if you find one that's applicable.

Subscribe to:

- Destination NSW Insights Newsletter
- Destination NSW First Program
- Meet in Regional NSW
- Smarty Grants or with your local council
- Check in with your local tourism association or council
- Business Connect

Insights Newsletter

Tourism and Events Industry News

Destination NSW's industry bulletin, Insights, is distributed to more than 3,000 registered contacts across the state. Information on Destination NSW marketing campaigns, events, development opportunities, research and general news within the industry is captured in the bulletin.

[Subscribe to Insights](#) and have the latest NSW tourism and events industry news emailed to you each week.

NSW First Program

Destination NSW delivers the NSW First program to assist tourism businesses around the State to develop, promote and sell their tourism products.

It includes face to face workshops and online webcasts that offer 'how-to' insights on a range of topics for the tourism industry, with events to be added to the calendar throughout the year.

[Subscribe to NSW First Updates](#)

[Find Events \(Live and on-demand\)](#)

News and media

[Subscribe to the latest news](#) on Macleay Valley Coast tourism, including updates about tourism sector developments, new products, campaigns and events.

Read previous Macleay Valley Coast Tourism Industry Newsletters:

- [Tourism Industry Support Newsletter - March 2022](#)
- [Tourism Industry Support Newsletter - February 2022](#)
- [Tourism Industry Support Newsletter - January 2022](#)



CONFERENCES & BUSINESS EVENTS

Search



DESTINATION ▾

VENUES ▾

SUPPLIERS

RESOURCES ▾

ABOUT US ▾

FOR OPERATORS ▾



Business advice and support

The NSW Government can help you with your small business. We offer a free Business Concierge and our Business Connect program offers independent, personalised business advice, events and resources.

The new traveller

**Travel as a force for good -
buying locally and supporting
local businesses when in town**

**Going Green - as a
business you should be
advertising and
displaying the things
you are doing to be
more sustainable.**

Safety is key

- People want to feel safe in a destination and at the places they visit – keep in-line with state safety protocols to ensure that your visitor feels safe and secure in your establishment.

Domestic Travel

- 75% of holidays makers are opting to stay at home rather than travel overseas right now.

Travel to regenerate

- Following the turbulence of the past 2 years, soft adventure experiences like walking, camping and swimming are dominating.

Smartphones are attached to the hip - COVID check-ins, passports, keeping up with changes – you can't be too far from your phone nowadays.



THANK YOU

Alex Henley

Source Images - Destination NSW