

Collaborative Marketing... Developing an Outstanding Global Visitor Experience



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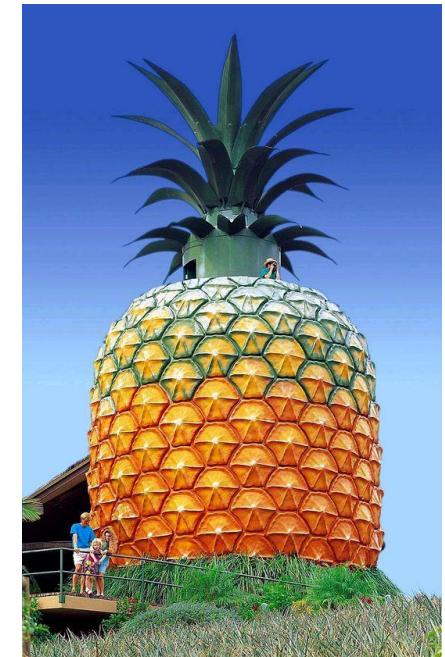
Rust Bucket City to Destination Diva

- > 4 million pax
- > Australia's second city
- > 1901 Federation
- > 1956 Olympics marked a high point in global reputation
- > 2006 Commonwealth Games marked a mini renaissance
- > Manufacturing sector under sustained pressure
- > Service sector (including Tourism) is growing in importance



Challenges & Risks

- > Southernmost mainland capital city
- > Aviation dependent
- > No Giant Pineapple
- > Natural Disasters
- > Pressure on Infrastructure
- > Complacency





*In the simplest sense, visitors generate jobs
that keep people close to their community.*

*It is labour intensive, therefore creates lots of
opportunities.*

*If it is developed with vision it can enhance
the social and economic wellbeing of an
entire community.*





MELBOURNE
EXHIBITION
CENTRE



Key Trends in Tourism

A 21st Century Perspective

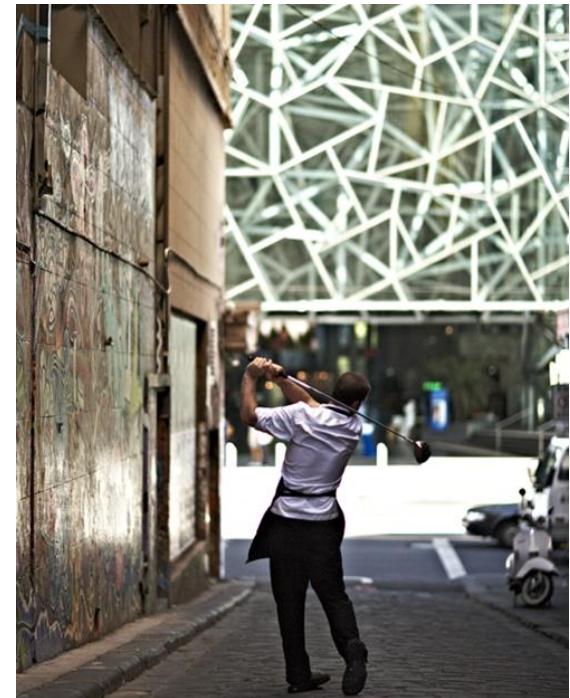
- > Aviation
- > The Chinese are here
- > Visiting Friends & Relatives
- > Liveability
- > Visitability
- > Accountability
- > Thirst for connection



What Makes a Destination Successful?

Intrinsic Factors in Melbourne's Success

- > Culture of collaboration
- > Harmonious approach to brand and marketing
- > Strategic approach to Visiting Friends & Relatives
- > Genuine appreciation of visitors
- > Maximising the City-Country Relationship
- > Confidence
- > The brand meets the offer



The Rationale

How do we remain competitive?

- > Work with our community
- > Adopt the mindset of the host
- > Visitor vs Tourist
- > The visitor experience must come first
- > Collaboration with key stakeholders
- > The brand must meet the experience





Visiting Friends & Relatives

Facts

- > VFR worth nearly \$3 billion to Greater Melbourne
- > The host is a key influencer of VFR activities - “local tour guide”
- > High word of mouth dependency
- > Host participates in local activities and spends
- > Less seasonal - more resilient in tough economic times
- > Longer average stay

Why Do We Love VFR?

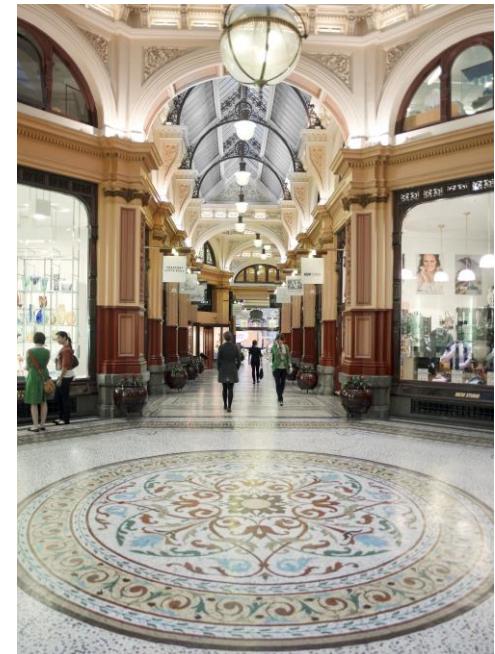
- > Utilise commercial accommodation
- > Supports local businesses
- > Active - spend on restaurants, shopping, gifts
- > Enhances community pride
- > Generates positive local word of mouth
- > Visitor + Host expenditure = True \$ Worth
- > They are coming – the focus is on share of wallet



Visitability

The Ingredients

- > Safety
- > Access and transport
- > A sense of community
- > Good infrastructure that serves the people
- > Integrated provision of visitor information
- > Welcoming, friendly and informed locals
- > Value for Money



What Does Success Look Like For This Project?

- LGAs and Destination Melbourne engaged together
- Greater collaboration and communication between LGAs
- A whole of Greater Melbourne approach
- The beginnings of a united agenda between business, community and government

(Melbourne 2009)