



effektiver

South Australian Visitor Information Centre Conference

Driving better engagement with the tourism industry

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Does this
 make me
look
Engaged?




The background of the slide is a photograph of an art gallery. The walls are covered with numerous framed abstract paintings, featuring geometric shapes and vibrant colors like red, blue, yellow, and black. In the foreground, a group of people is partially visible, some sitting and some standing, engaged in conversation. The lighting is warm and focused on the art.

Stakeholder Resource Associates:

“Engagement is an umbrella term that covers the full range of an organization’s efforts to understand and involve stakeholders in its activities and decisions. Engagement can help organizations meet tactical and strategic needs ranging from gathering information and spotting trends that may impact their activities, to improving transparency and building the trust of the individuals or groups whose support is critical to an organization’s long-term success, to sparking the innovation and organizational change needed to meet new challenges and opportunities.”



We know why we are engaging



We know who to engage



We know the history



We start together



We are genuine



We are relevant and engaging



Need to start by understanding our target audience: predominantly small businesses, many owner/operator

- Context
- Goals
- Pain Points
- Motivations
- Expectations

How can VIC's cater to tourism businesses' needs, motivations and expectations and help achieve their goals and minimise painpoints?

The more value you provide, the greater the benefits for individual businesses and the economic growth of the region, the more operators will want to engage with you.

The image shows the exterior of a Visitor Information Centre. A large, curved awning in yellow and blue covers the entrance. The words "VISITOR INFORMATION CENTRE" are written in white capital letters on a blue background across the awning. To the left of the text is a yellow square sign with a blue stylized figure of a person. The entrance is made of glass doors and windows, reflecting the street scene. Inside, various brochures and information are visible. A sign on the glass door reads "24 HOUR / Tourism Touchscreens". Another sign on the right door says "24 HR" and "JANET T. BAYNE". The building is surrounded by trees and a clear sky.

VISITOR INFORMATION CENTRE

Source: https://www.tripadvisor.com.au/Visitor_Information-Port_Lincoln_South_Australia

Tourism Operators want to connect with a VIC that influences the visitors' journey and provides direct to consumer marketing platforms they can actively engage with.

Immediate Commercial Benefits versus *Future* Commercial Benefits



NYC Information Center, New York, USA
WXY architecture + urban design



Tap into VIC Marketing Opportunities

- Brochure distribution
- Visitor Guides
- Maps / Factsheets
- TV / Multimedia screens
- Touchscreens / Kiosk
- Website
- Social Media
- Review Management
- Design of Itineraries & Packages
- Booking of Packages & Itineraries
- Blogs, Stories, Videos
- Influencer
- Marketing Campaigns
- eDM's / Newsletters to consumer database
- Virtual Reality
- Event / Festival ticketing
- Visiting Journalist / Trade Programs




Getting to know your own backyard - regional expert

- Staff & Volunteer Training
- Operator Training
- Staff & Volunteer Famils
- Operator Famils
- Or best combined!

Alnwick Castle Gardens Visitor Centre, UK
Hopkins Architects



Snowdon Summit Visitor Centre, Wales
Design: Ray Hole Architects



Operators want to engage with a VIC that provides key insights into visitor statistics & benchmarking.

Tap into VIC Knowledge

- Tracking visitor statistics
- Sharing visitor data
- Sharing insights into visitor needs, desires, interests, motivations and movements
- Identify market gaps
- Provide ideas for new products and experiences sought after
- Sharing of data is ideally reciprocated by tourism businesses

Petra Visitors Centre, Jordan
Design: Edward Cullinan Architects



Domkyrkoforum Visitor Centre, Lund, Sweden
Design: Carmen Izquierdo

Operators want to engage with a VIC that provides support during a crisis and is quick to respond, has links to casual workers, offer networking & training opportunities and access to regional conferences.

Other Roles

- Networking Events
- Meet the Maker / Owner
- Training Workshops / Webinars
- Speed Dating
- Crisis Management
- Casual Workforce
- Co-working Spaces
- Tourism Committees
- Collaborate with Associations, Community Groups, VIC's in region




Engagement Methods

'Fish where the fish are'

- Email
 - Newsletter/eDM's
- Phone / Text
- Social Media
 - FB group
 - LinkedIn group
- Events
- Workshops
- Webinars
- Famils
- Briefings / Presentations
- Meetings
- PR / Media
- Website



A close-up photograph of several hands of different skin tones stacked together in a circle, palms facing down. The hands are positioned in a way that they overlap, creating a sense of unity and teamwork. One hand has a colorful, multi-colored bracelet, and another has a blue and white striped sleeve. The background is blurred, focusing attention on the hands.

*"Coming together
is a beginning,
keeping together is
progress, working
together is
success."*

Henry Ford



Strategy, Marketing, Experience Development and Training for Tourism

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