

South Australian Visitor Information Centre Conference Driving better engagement with the tourism industry 4 May 2021 Siggi Frede

Does this make me look Engaged?

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."



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.

Sector Sector 1

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.

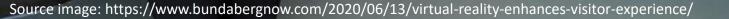
Immediate Commercial Benefits versus *Future* Commercial Benefits

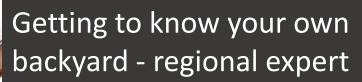
> **NYC Information Center**, New York, USA *WXY architecture + urban design*



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





- 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 Culinan 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



Source images: www.cliffsofmoher.ie

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



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

Henry Ford



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