

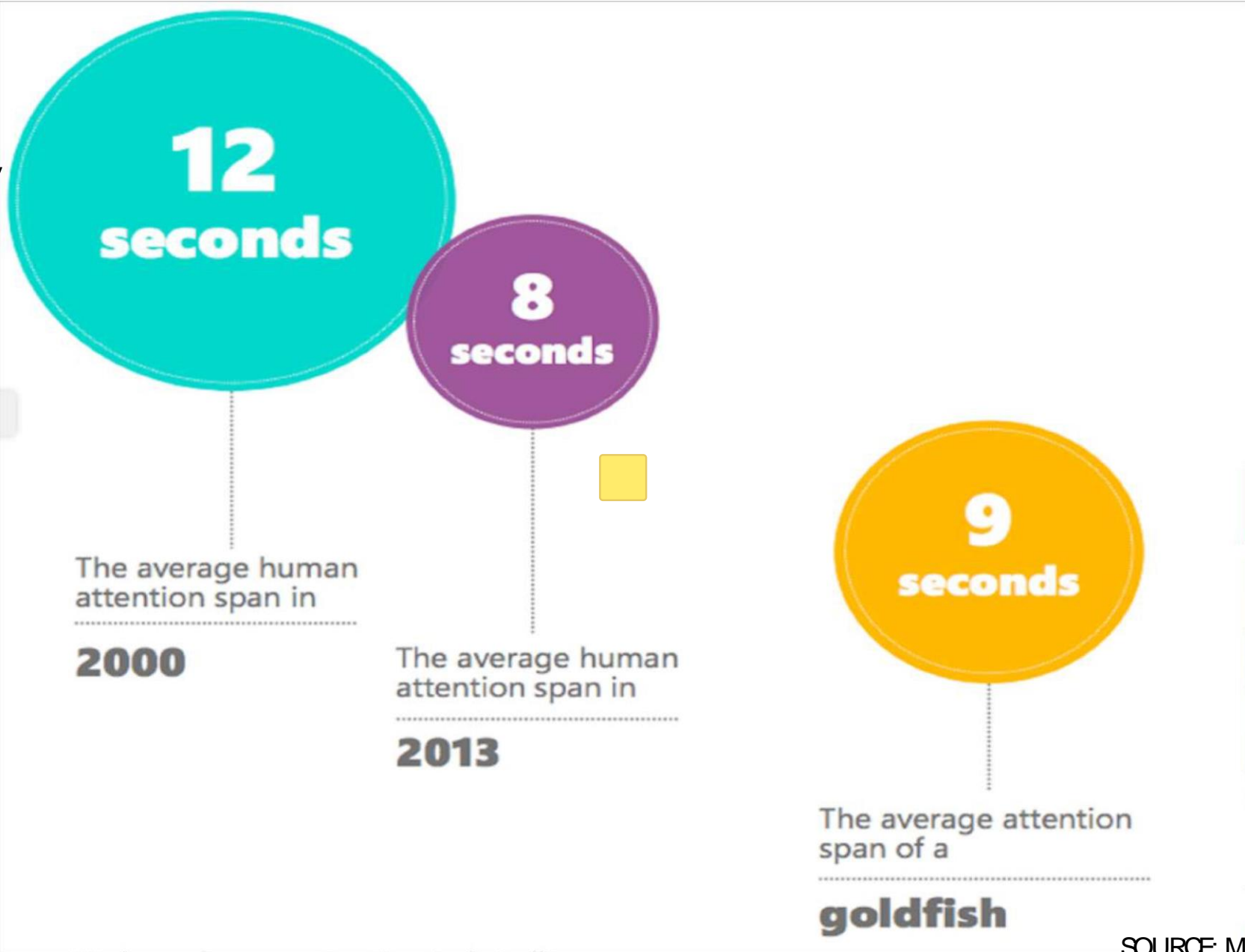
# Rock Star to Local Hero

## Evolving Destinations in a Dynamic World

Carl Solomon

Destination Marketing Store

# The Attention Economy



SOURCE: MICROSOFT RESEARCH



WORD OF MOUTH: THE MOST  
INFLUENTIAL TYPE OF  
MARKETING

# People ignore the ordinary



Less than 2% of advertising is remembered



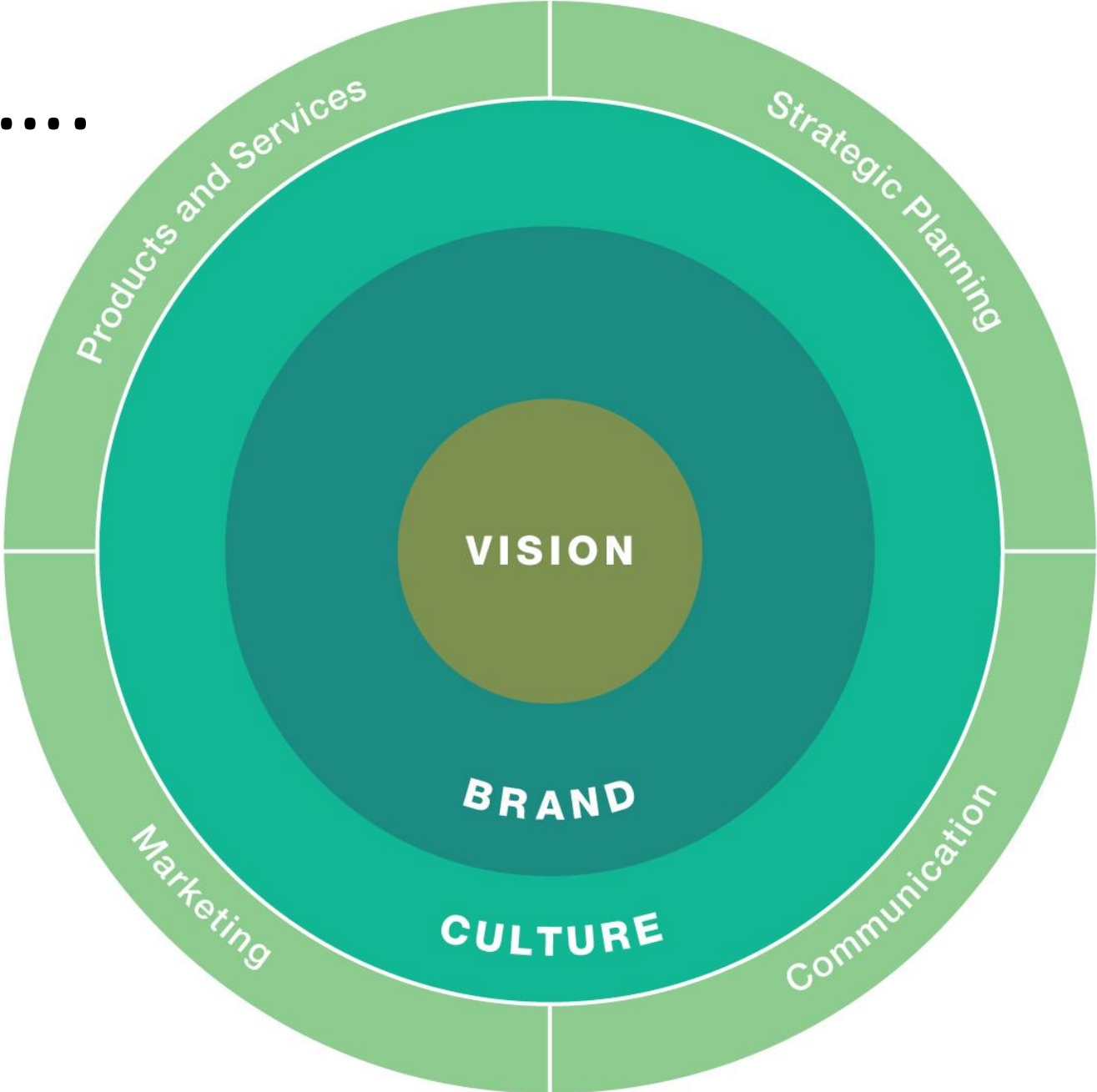
**Be  
Remarkable**

**BE**  
**BOLD.**

ZORAANDAMELIA.COM

Activate your brand  
to be noticed

A brand is ....



A brand isn't  
your logo!

# Finding your focus

## Target Market Insights



Millennials



Contemporary Female Travellers



55 +

## Global Trends



Transformational travel



Health & Wellbeing



Small & boutique experiences

# Finding your focus

Know your  
competitors

What is  
their point  
of  
difference?

Do they  
have a  
focused  
message –  
what is it?

What is the  
emotional  
territory  
they own?

Attributes

How are  
they your  
point of  
difference?

Are they a  
hero  
experience?

What is the  
story?  
Finding the  
emotional  
connection



I look like this



But my attitude is this...

**Ad account executive brief is:  
Create Facebook ad for adventure walking company for seniors' market**

Source: New Young Consulting – 55 + market



78% of travellers said they are interested in incorporating wellness into their travels in some way

Source: Skift - *Affluent Traveler Survey 2019*

## OUR HALLMARK TRAITS



### THE PACK FREE WALKING EXPERIENCE

Our speciality is providing pack free experiences ensuring you are not burdened with carrying a heavy pack. Carry as little as your water and camera every day, allowing you to truly enjoy your walk. You can leave the logistics to us, knowing that we can take care of your luggage and all your walking experience details.



### OUR LIFE'S AN ADVENTURE 'WOW' FACTORS

We carefully design our walks to include "Wow" factors. These additional activities will enrich and provide a walking experience that you couldn't create on your own. Whether that's a special helicopter trip, a cruise or a transfer to get you to the start of a remote walking location, these 'Wow' factors will make your journey truly inspirational.



### OUR CEOs – CHIEF EXPERIENCE OFFICERS

We refer to our guides as CEOs - Chief Experience Officers whose aim is to deliver you a world class walk. We pride ourselves on employing a talented team of passionate CEOs with an enthusiasm for their homeland. They are committed to your safety and have a genuine desire to provide an enriching and memorable walking experience.



### LOCAL PRODUCE WITH LOCAL WINES



### BOUTIQUE ACCOMMODATION WITH A TOUCH OF LUXURY



### GENUINELY ALL INCLUSIVE

Experience over destinations

Experience over logistics

Book mini apprenticeships with master artists around the world.

Get started



**Argentine Tango with Viviana**

Buenos Aires, Argentina  
\$710 5 Days



**Japanese Calligraphy with Chikako**

Kyoto, Japan  
\$595 4 Days



**Ceramics with Thomas**

Goa, India  
\$475 4 Days

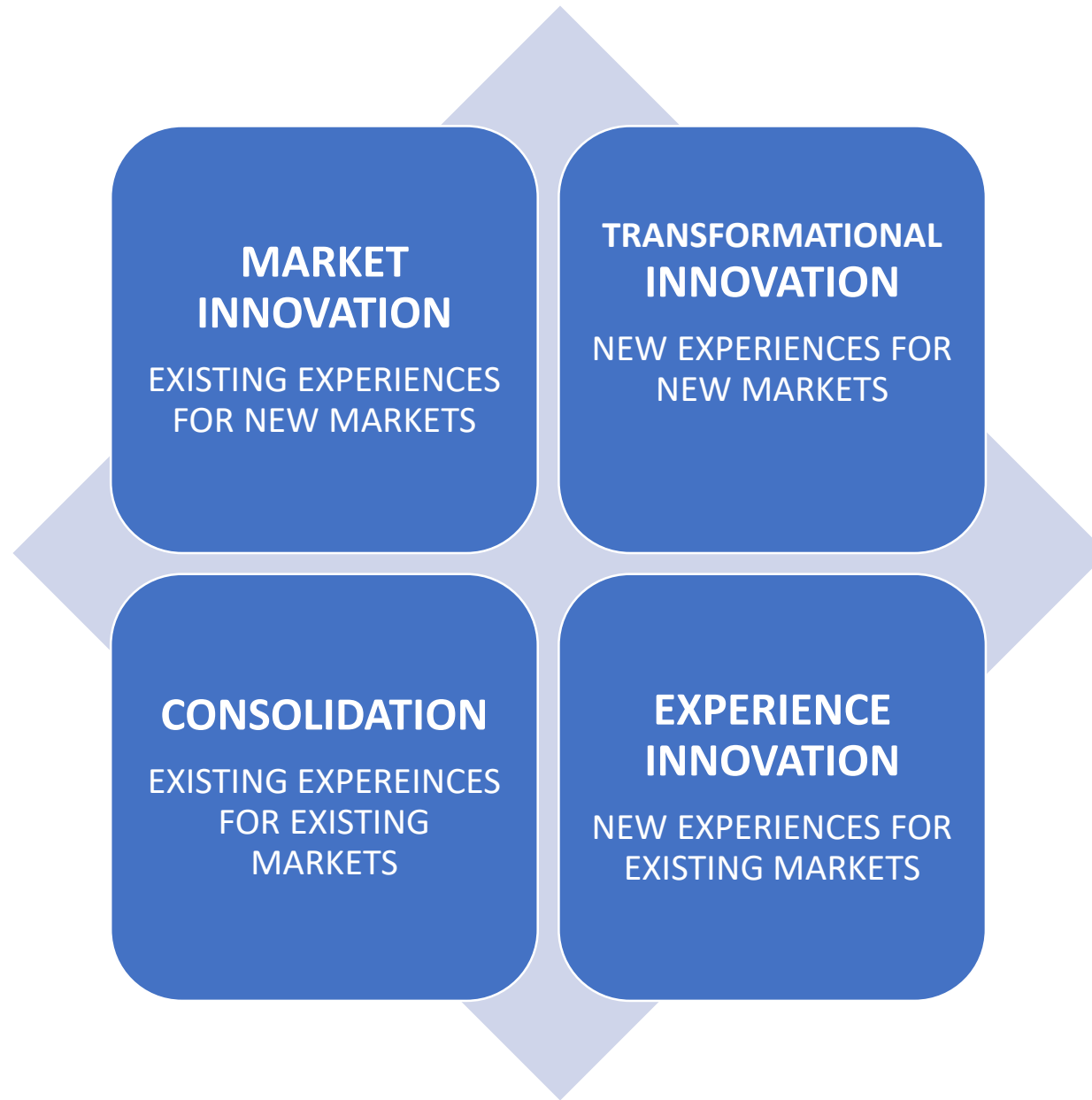


**Street Art with Pum Pum**

Buenos Aires, Argentina  
\$565 3 Days

Browse all artists

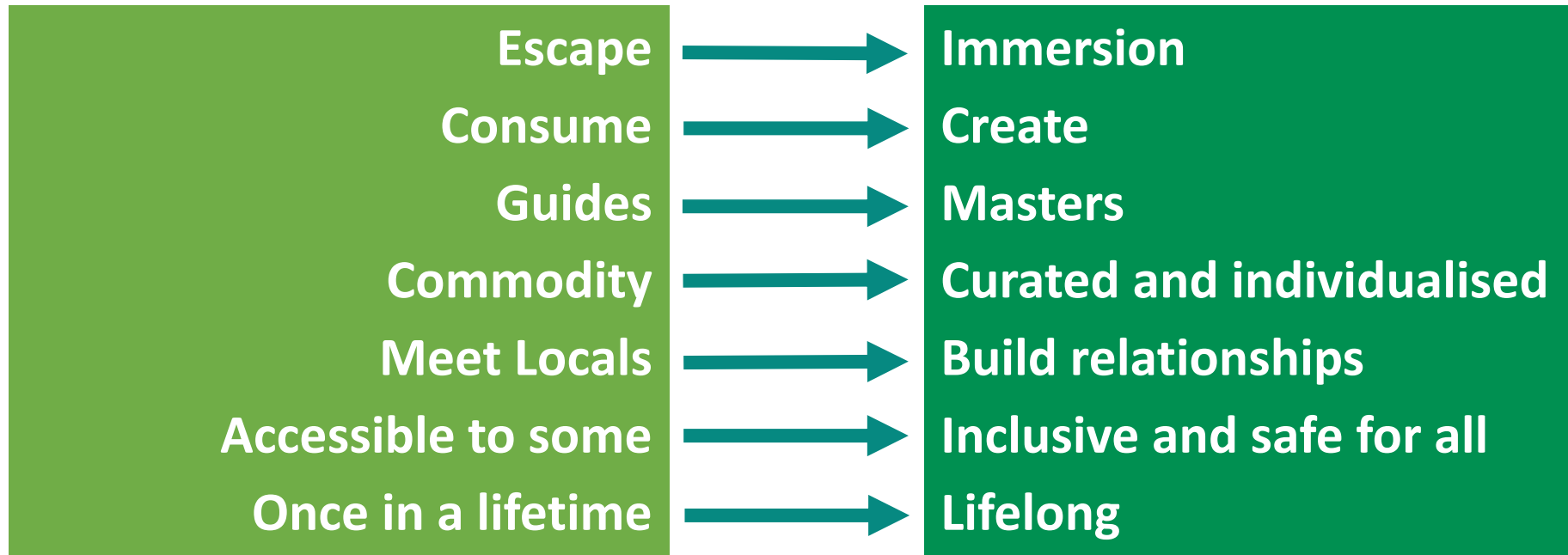
Creating  
experiences  
that deliver  
on the  
promise



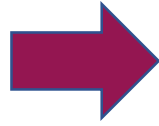
# A transformational shift in experience design

That was then ....

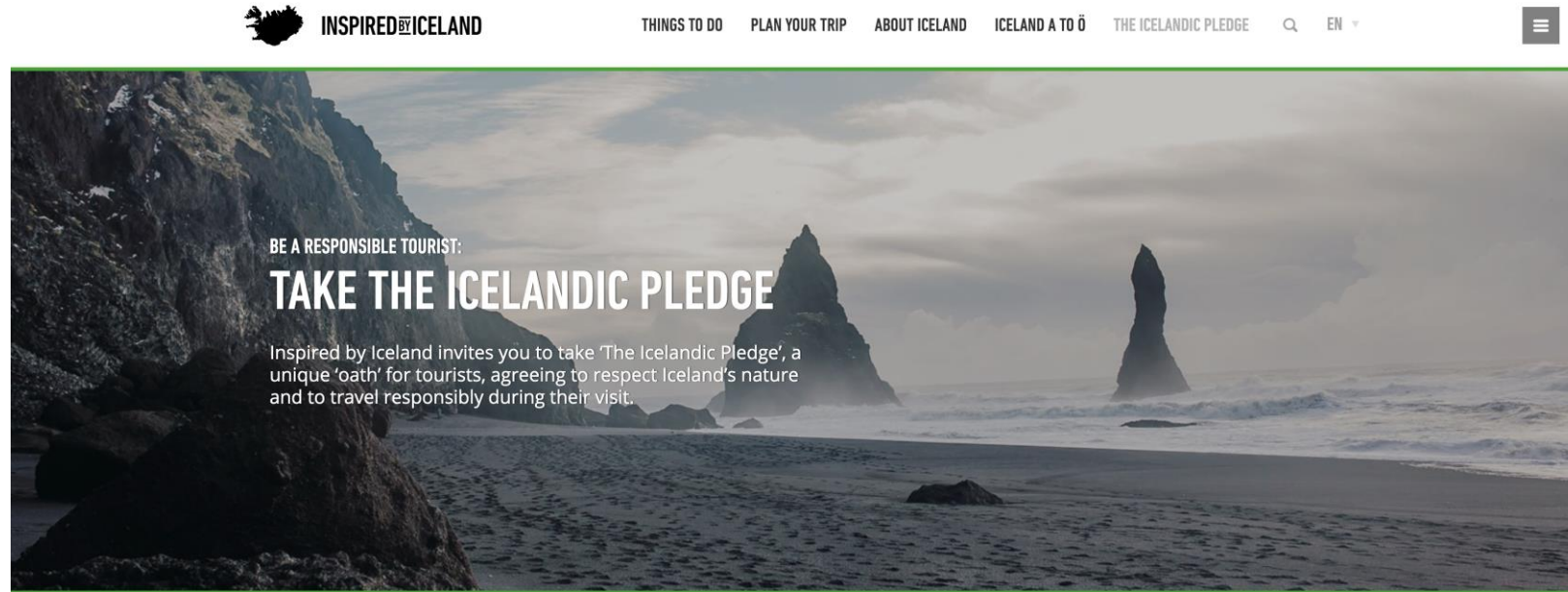
This is now ....



# A transformational shift in technology



# A transformational shift in concern for environmental sustainability



## THE ICELANDIC PLEDGE



# Know your place! And then ...



EXPLORE THE

# a-ö

OF ICELAND

Make sure you check out the most comprehensive guide to Iceland, yet.

[GO EXPLORE](#)

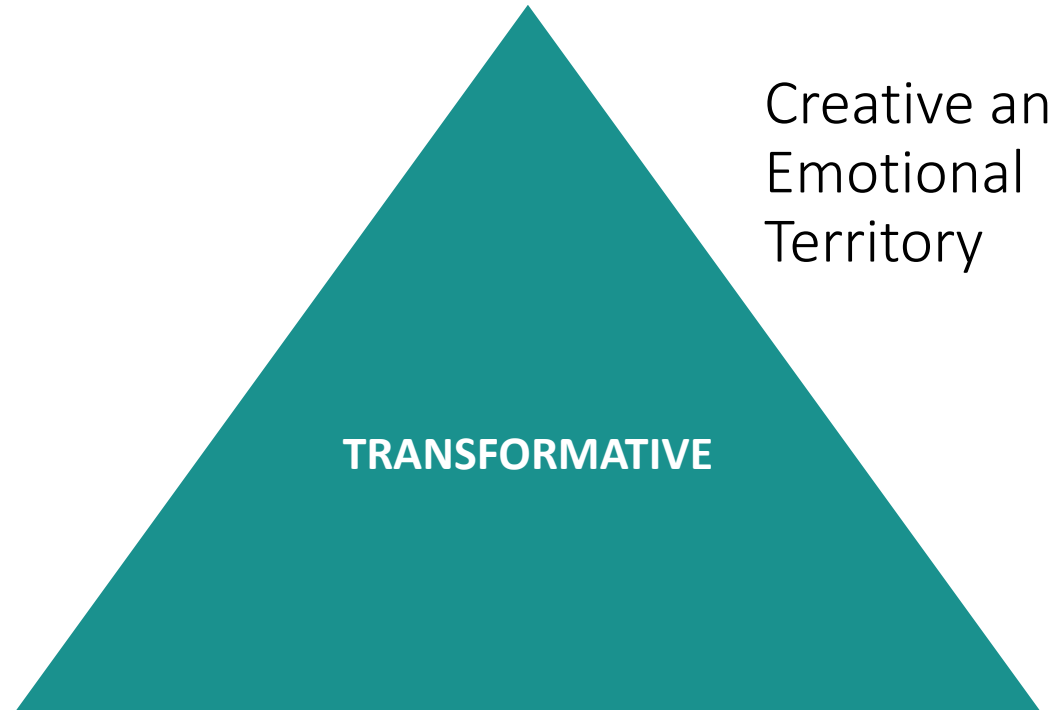


[click here for the hardest karaoke song in the world](#)

*Local  
Hero*



A HAPPY EXPLORER  
In the throws of  
action and discovery  
they are ecstatically  
involved in the  
whirring movement  
of life.



# Results\* speak for themselves ...



- Social media page audience growth is up 49%
- On average, social content is reaching 21,000 people per day - compared to 7,000 previously
  - Before: 6 destination pages reaching 7,000 per day
  - Now: 2 destination pages (both under Barrington Coast) reaching 21,000 per day
- 5% Engagement rate on Instagram since consolidation - competitor average 3.7%
  - 3% engagement rate considered an absolute minimum for micro-influencers (who are increasingly important)
  - 5% and above is influencer territory (where people choose to take their holidays)
- Tourism Australia and Destination NSW are big supporters of the new destination name
  - 8 x posts on Tourism Australia page directing people to visit the Barrington Coast
  - 5 x posts and 2 x Barrington Coast feature photographers
- Barrington Coast Tourism industry really starting to get on board with the Mountains to the Sea theme
  - Example - when it snows in Barrington Tops, coastal businesses such as those in Forster and Old Bar now promoting the snow experience

\* *Early results!*

*Work to do: Activate your brand to be noticed ...*



Thank you

Carl Solomon

Destination Marketing Store