
Strategic Marketing Plan 2014-2016

A 2 year vision for
Mission Beach

Mission Beach Business & Tourism



MISSION BEACH

BUSINESS & TOURISM

Mission Beach Business and Tourism

Marketing Outline 2014 -16

INTRODUCTION

Purpose: Strengthen Mission Beach Business and Tourism (MBBT) as a premium Tourism Marketing and Commerce organisation in the region.

Our Mission: To support and promote sustainable tourism in Mission Beach with emphasis on nature based tourism.

Our Vision: For Mission Beach to be Australia's hub for nature based tourism.

Core Promise: Feel the freedom of our culture, be seduced by nature.

Our Goals:

- a) Balance seasonality
- b) Build destination (infrastructure, product development, product awareness)
- c) Best business practices; environmental, service wise
- d) Share local community passion for the environment
- e) Work towards a shared definition of Nature Based Tourism with our community

Defining Nature Based Tourism

In its broadest sense, nature in tourism involves experiencing natural places, typically through outdoor activities that are sustainable in terms of their impact on the environment.

These can range from active to passive and include everything from bushwalking and adventure tourism experiences to sightseeing, heritage, agriculture, scenic driving, beach experiences and wildlife viewing. In many instances a visitor may combine several of these in the one trip.

For keen outdoor enthusiasts, the great majority of adventure activities directly depend on nature and natural environments for their successful conduct.

For passive and active visitors alike, nature is also playing an increasingly important role in giving something back to people (relaxing, enriching the spirit, getting back to basics, authentic, educational). By doing so, it is able to enhance their broader experience of a destination.

Nature-based experiences are intimately linked to all other aspects of the visitor's total experience of a destination, such as food, culture, relaxation, health, escape, family needs, accommodation, transport, history etc. All serve to complement each other and together form the basis of a visitor's overall satisfaction with their holiday. Key principals of Nature - Based Tourism;

- Dependent on the natural environment
- Ecologically sustainable
- Contribute to the conservation of nature
- Culturally responsible
- Sustainable in local communities
- Commercially viable
- Attractive to audience markets

1. TOURISM INDUSTRY GOAL

- The overall brand platform for MBBT provides a consistent, unified, overarching theme as the basis for all destination development and marketing activities in Mission Beach.
- Products: nurture product development /establishment.
- Growth potential; Nature based tourism – boutique experiences (bush walking, fishing, bird watching, kayaking, mountain biking, diving, wreck diving, islands), target local markets within 400km, small Corporate groups, International, Europe/UK, China, New Zealand, USA, Canada, South East Asia, India (based on industry direction = flight access, propriety International markets, etc) youth.
- Industry leadership; be a lead Tourism Organisation in the Cassowary Coast region for the purpose of communication and co-ordination and for the benefit of our local tourism industry and operators.
- Events strategy to build on and assist in promotion of key regional and local events.
- Assist where possible in the development of Nature Based Tourism suitable for visitors and local Tour Operators.

2. MARKETING ENVIRONMENT

Global economic conditions have stabilized and show signs of improvement. Other immediate influences currently include increased numbers of Chinese visitors, lower Australian dollar and high fuel prices. We can expect positive and negative influences from mining in the Townsville to Mackay sectors followed by Gladstone later in 2014. Growth in competitive (particularly beach) global destinations. Australia's stable political system, well-maintained roads, low crime rate and high standard of health care make it a safe and relatively easy country to explore.

Our point of difference; we present raw, real, premium, native Australia (embrace core basic natural attractions), authenticity. Birthplace of the Great Barrier Reef Marine Park.

Destination attributes; Great Barrier Reef, rainforest, tropical islands, adventures (slow and fast), fishing, wellness, Indigenous, double World Heritage status, driving, camping, food experiences.

2.1 Brand Positioning; 'Adventurous by Nature' – your holiday adventure is brought to you by nature.

2.2 Sub-regional Brand Positioning; 'Seductive by Nature' – reflects the natural beauty of the destination and its emphasis on activities that revolve around nature.

A brand position that draws on consumer aspirations to stretch their experiences in a way, and to a level, that is personally adventurous to them. It captures the essence of Tropical North Queensland and repositions the region as Australia's nature based adventure destination offering the best Australia has to offer in the realm of tropical experiences and nature-based activities. (MBBT's evocative 'Birthplace of the Great Barrier Reef Marine Park' brand positioning suggests a superior natural experience within the Adventurous by Nature brand and an environmentally responsible community).

2.3 Distribution; Continue to work social and other online media communications as these have proved successful for MBBT and audience grows. Our regional brochure is valuable to consumer's pre and post arrival and also trade information on the region as knowledge is thin (but thickening).

Core to consumer communications are our Visitor Information Centre and social media. Other media will be planned into marketing as budgets allow and will target our priority strategic market. Extended media will be negotiated into co-operative projects as opportunities are sourced.

Trade communications will be in support of local products marketing to the Trade and in alignments with TTNQ and Tourism Events Queensland (TEQ) initiatives.

3. MARKET PROFILES

To ensure any scale of reach we must partner with other industry to get opportunity to profile our region across a number of markets.

Our region is a leisure destination predominantly but we do have some business hubs. Backpacker and drive markets are long established and continue to be important in our region.

Profile of our key strategic markets are:

Domestic;

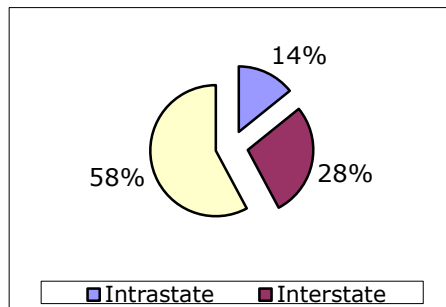
- Intrastate – within 400km
- Interstate – Melbourne, Sydney and Brisbane
- Corporate/Incentive = small business (eg groups up to 50 persons)
- Drive market
- Weddings

International;

- United Kingdom, New Zealand, North America
- New Zealand and China; work to increase destination awareness (based on industry direction and flight access).
- Backpackers; (includes holiday workers).

Events – for sports and other special interest groups;

- Ona Mission and Adrenalin Festival, Feast of the Senses, Anzac Commemoration
- Potential; Fishing, Chocolate, Coconut, local sports tournaments (eg tennis), multisport, cycling, car clubs.



Above – percentage of visitors to Mission Beach Visitor Information Centre 2013 -2014

4. STRATEGIC RESOURCES

4.1 Media tools; It is essential that a library of images and digital video tools are sourced that complement our Adventurous by Nature branding and Seductive by Nature sub-regional branding. It is also essential that text for collateral and editorial content be developed that reflects the regional branding and sub-branding. This is necessary to ensure a consistency in market and to ensure we have necessary aides to communicate with strategic markets. We need to advise and support regional products to do the same. To further leverage marketing funds it is essential to attract free media (print, radio, television, film, online and other journalists) to Mission Beach as often as possible. A comprehensive media data base should be developed.

4.2 Funding; A priority for MBBT. Future funding must be planned for with all funding options considered to ensure a sustainable 2 year strategy. Assist where possible in advising other, in region organisations on their tourism budget spending in the interest of better outcomes for the whole region. Cooperative marketing activities will be a key part of the strategy as is working closely with the RTO and LTO.

4.3 Destination Development; as a still maturing destination there is great potential for new products and growth of other products that suit the strategic direction and demands from market. Product gaps need to be documented and considered, as does infrastructure or other needs to assist future-proofing important destination activities and attractions.

Festivals and events are considered a major focus as they can attract a good number of visitors and can be targeted for specific seasonal periods and markets.