

GWMTourism
Grampians Wimmera Mallee

Welcome

Industry Forum

Moyston 5.12.24

Grampians Park Station

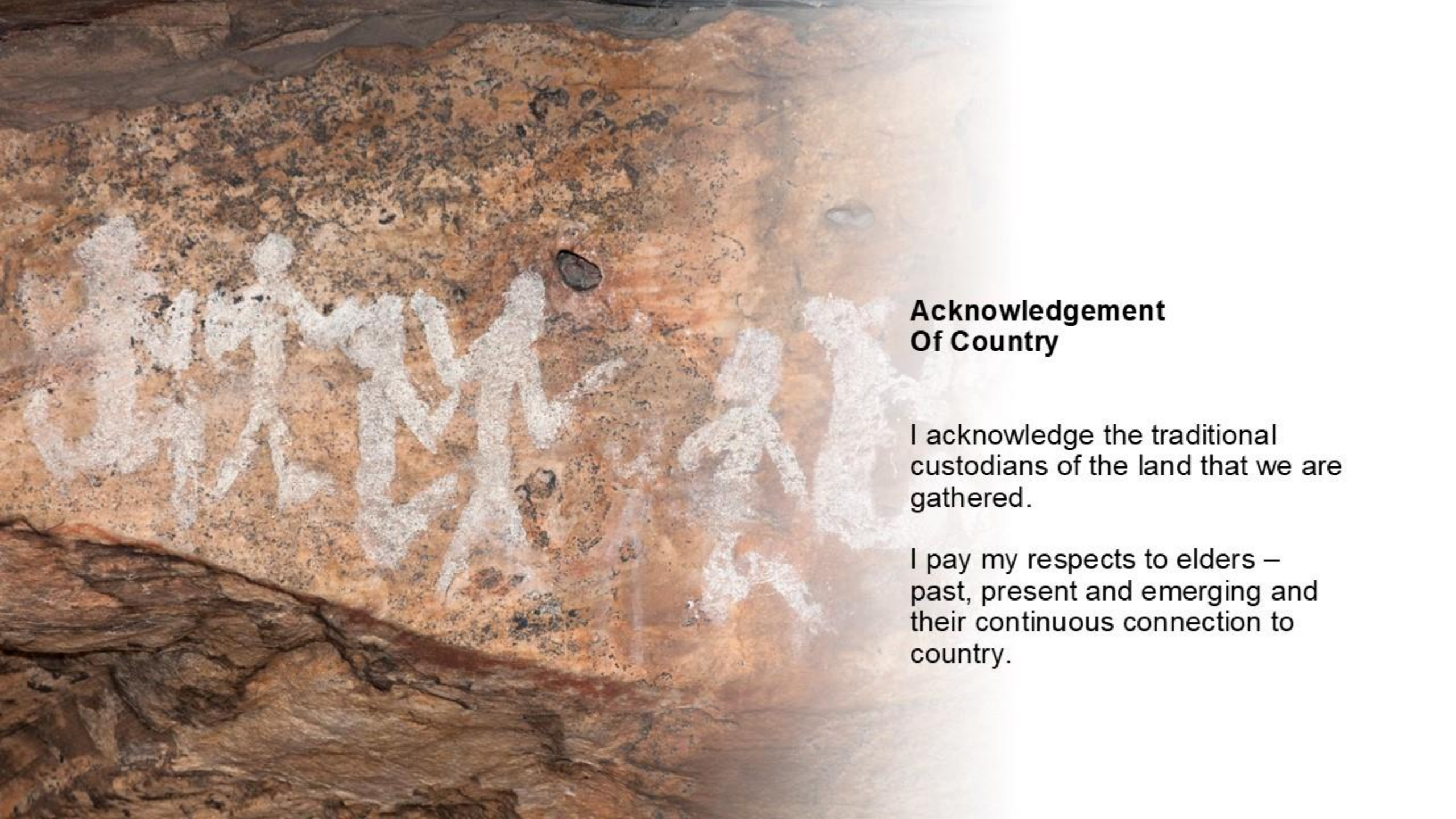


Marc Sleeman

CEO
GWM Tourism

GWMTourism
Grampians Wimmera Mallee





Acknowledgement Of Country

I acknowledge the traditional custodians of the land that we are gathered.

I pay my respects to elders – past, present and emerging and their continuous connection to country.

The Grampians Wimmera Mallee Team



David Jochinke
Chair



Marc Sleeman
CEO



Kerrie Mulholland
Grampians Partnerships
Manager



Ian Gumela
Wimmera Mallee
Partnerships Manager



Georgia Bennett
Marketing Manager



Tessa Llewellyn
Projects Coordinator



Caron Fraser
Admin. Assistant



Laura Daniel
PR & Communications

David Evans

Group Manager, Market
Development & Distribution
Visit Victoria

GWM*Tourism*
Grampians Wimmera Mallee





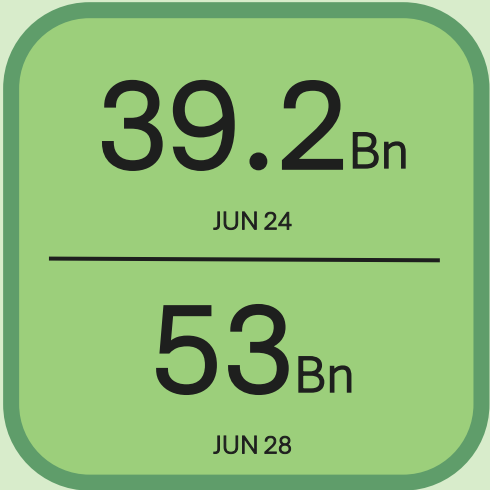
12.11.2024

INTERNATIONAL UPDATE

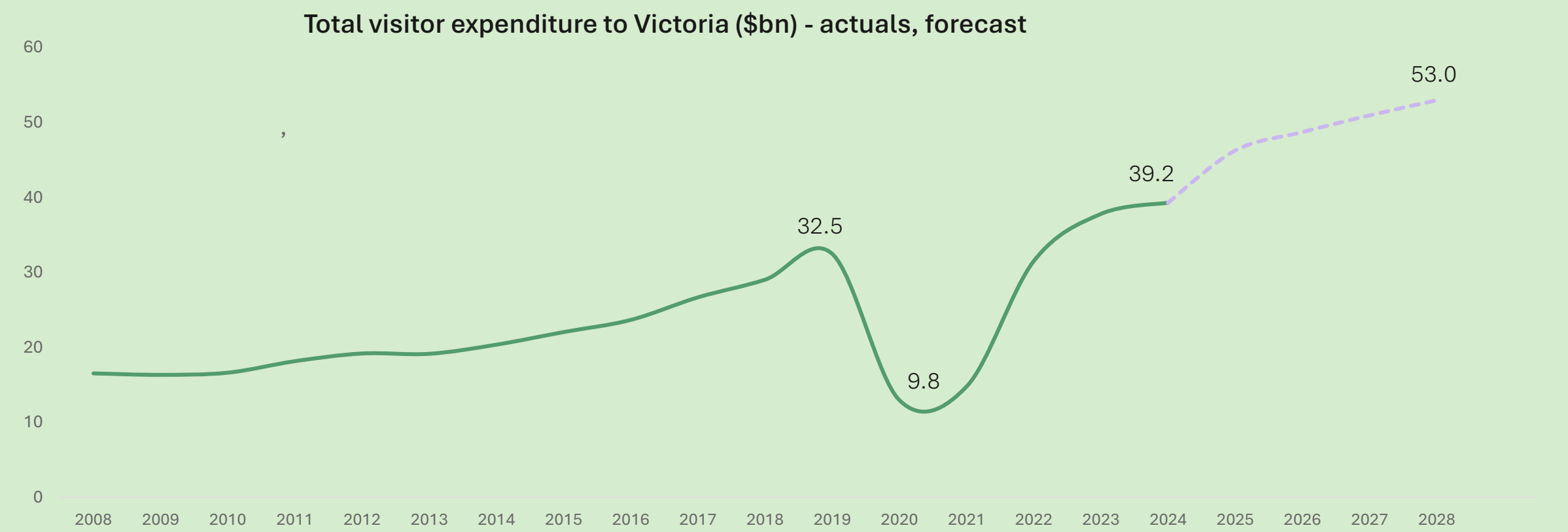
GRAMPIANS + THE WIMMERA MALLEE

DAVID EVANS, GROUP MANAGER MARKET DEVELOPMENT & DISTRIBUTION

THE VISITOR ECONOMY

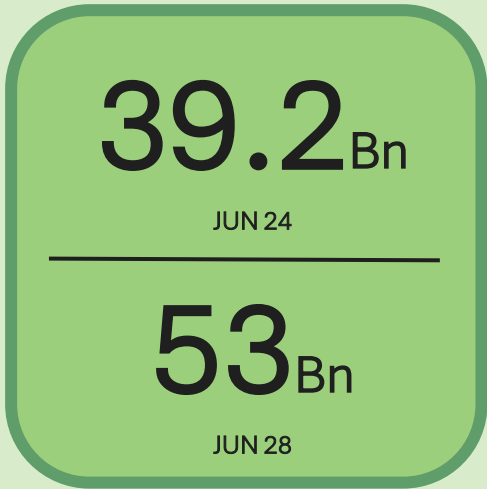


DELIVER PROSPERITY FOR VICTORIA BY GROWING THE VISITOR ECONOMY



SOURCE: TOURISM RESEARCH AUSTRALIA. DATA TO YE JUN 24. REGIONAL EXPENDITURE MODEL. FORECAST FROM TOURISM FORECASTS, TOURISM RESEARCH AUSTRALIA, VICTORIA FORECAST PUBLISHED BY DJSIR, VICGOV.

THE VISITOR ECONOMY



DRIVING GROWTH ACROSS SEGMENTS

STRIVING FOR A BALANCED PORTFOLIO



Source: Tourism Research Australia, NVS/IVS data, year ending June 2024

THE VISITOR ECONOMY

39.2_{Bn}

JUN 24

53_{Bn}

JUN 28

The visitor economy has a
balanced portfolio

Intrastate \$8.7bn

Interstate \$7.5Bn

International \$8.1Bn

International is tipped for
the strongest growth
2024-2028

10.3%

AAG

(Inter + Intrastate 3.9%)

Grampians has surpassed
2019 visitor spend by 4%

25M

For Grampians, align the
pillars that international
travelers seek in Australia
Nature + Wildlife
Safety + Security
World-class food and win

Grampians top
International Markets

UK

Germany

USA

For overnight visitors.

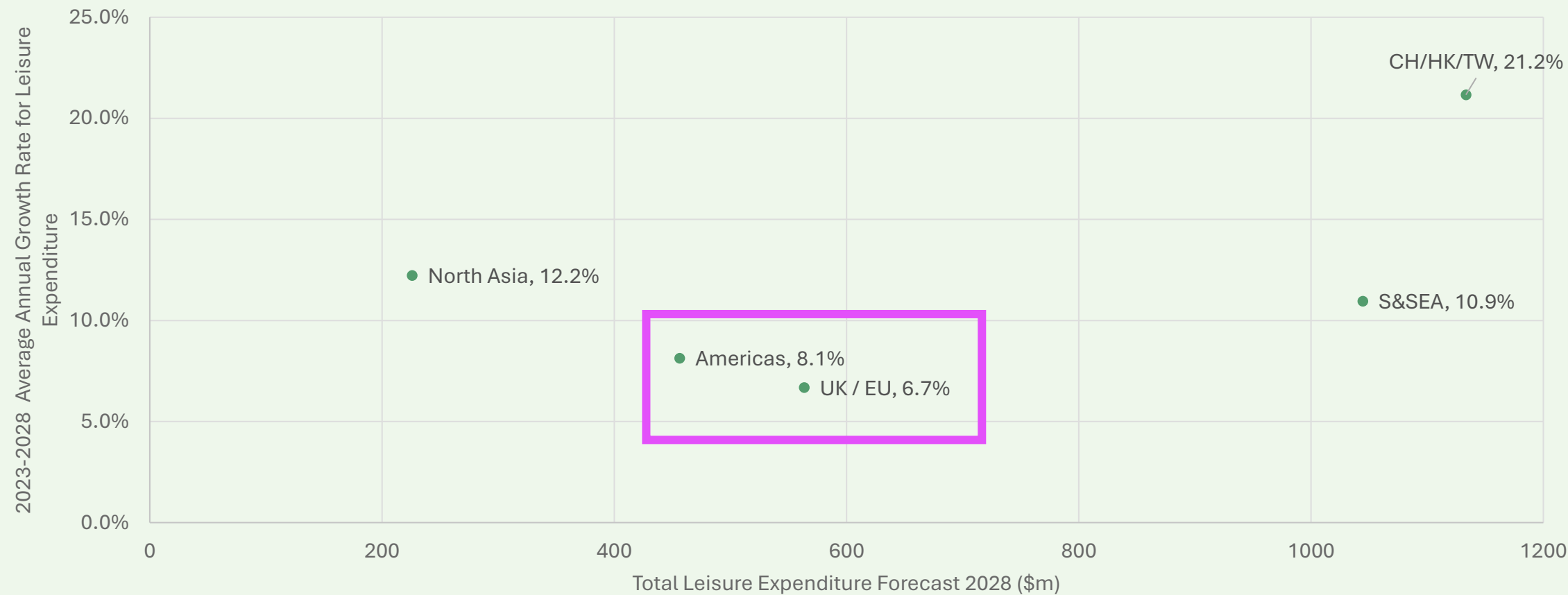


SIZE VS GROWTH – MARKET



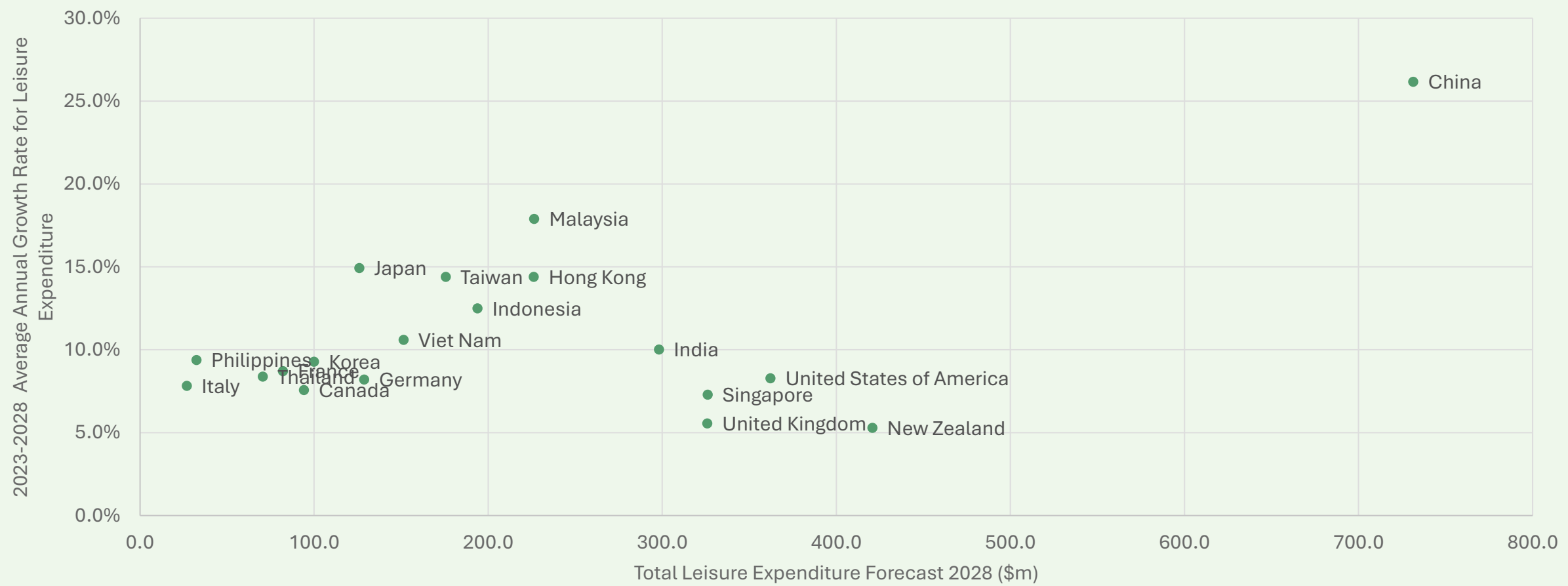
SIZE VS GROWTH – INTERNATIONAL REGIONS

Overnight Leisure Expenditure by market, to Victoria. Total (\$m) 2028 and 2023-28 AAG



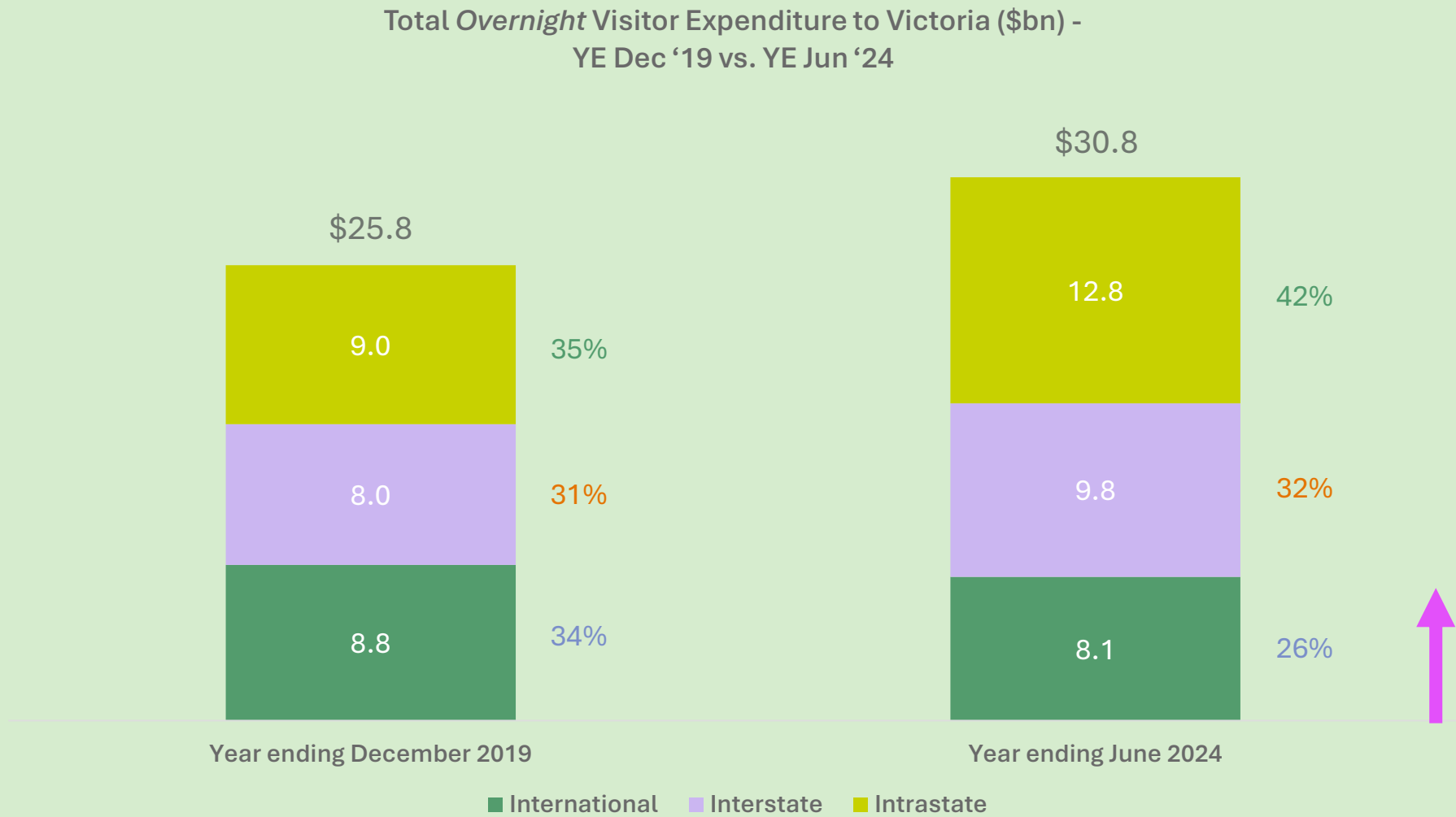
SIZE VS GROWTH – INTERNATIONAL MARKETS BY COUNTRY

Overnight Leisure Expenditure by market, to Victoria. Total (\$m) 2028 and 2023-28 AAG

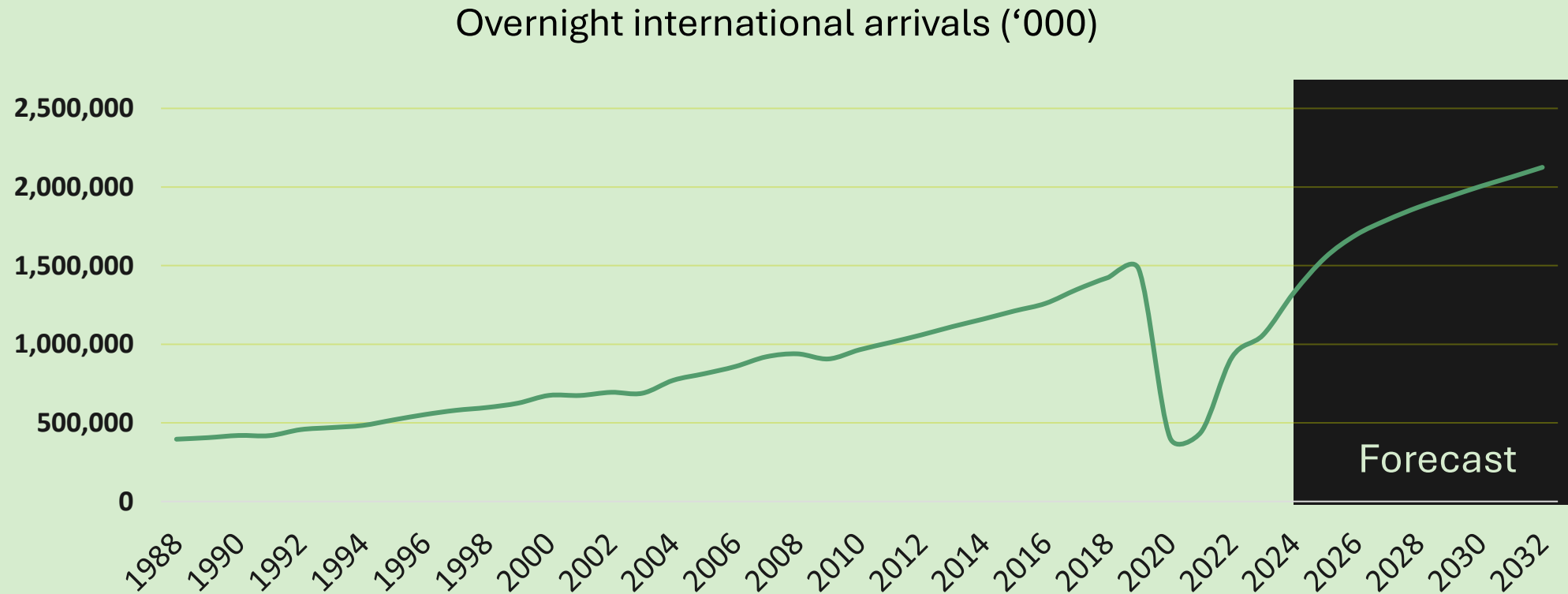


INTERNATIONAL GROWTH OPPORTUNITY

International contribution of overnight visitor spend yet to reach pre-Covid levels.

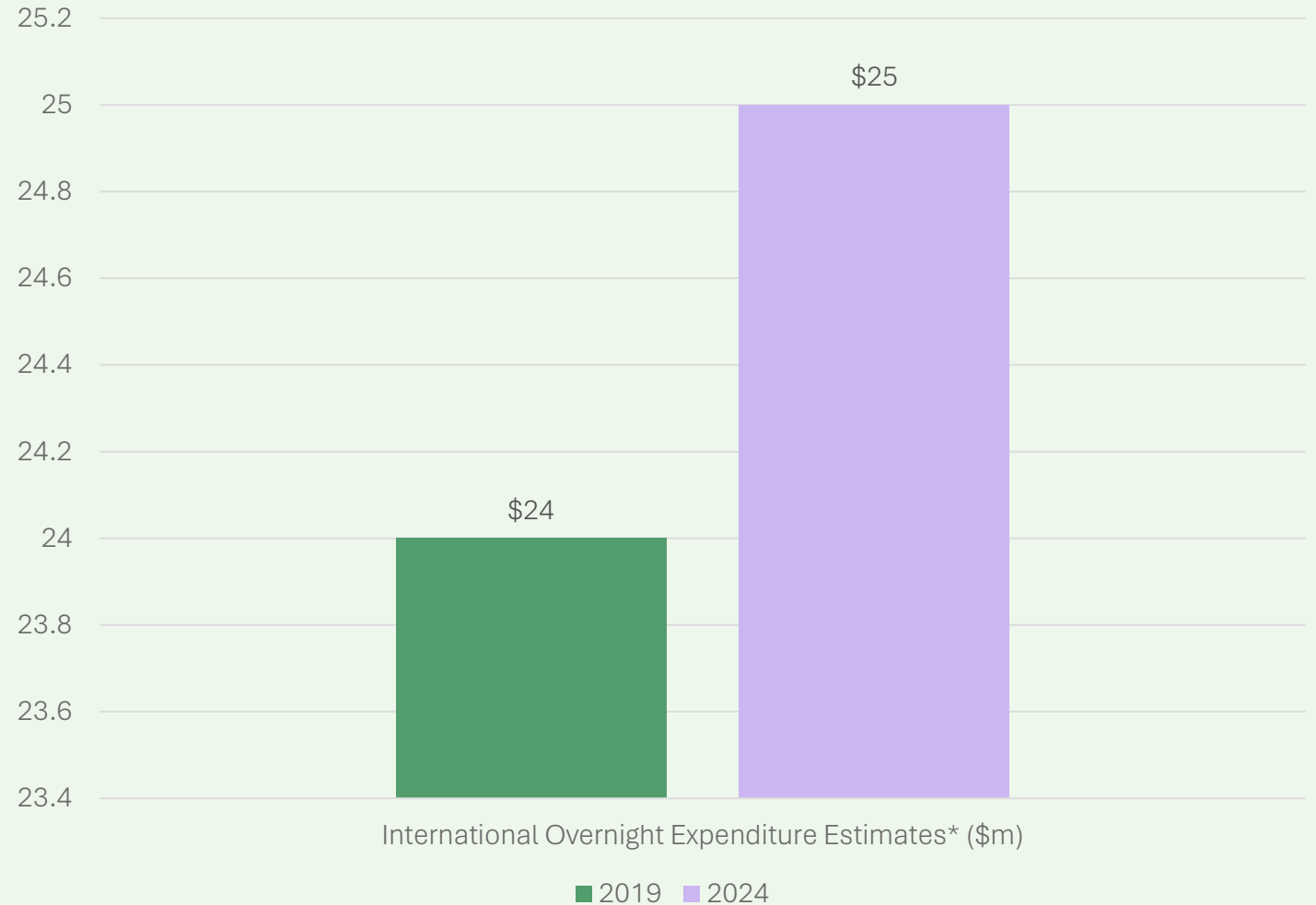


GLOBAL TRENDS FOR TOURISM ARE POSITIVE – 1.5 BILLION INTERNATIONAL TRIPS PRE-COVID



GRAMPIANS INTERNATIONAL OVERNIGHT EXPENDITURE.

- Grampians has surpassed 2019 international spend levels, reflecting strong recovery.
- Gippsland is 4% up on 2019 spend levels with a total of \$25M spend.
- Trending well given Regional spend is still 10% down holistically for Victoria



Source: International Visitor Survey, Tourism Research Australia, Canberra, year ending June 2024, released September 2024. Expenditure includes package expenditure Base: International visitors aged 15+ Data considered correct at the time of publishing.

GRAMPIANS INTERNATIONAL OVERNIGHT VISITORS

Overnight visitor numbers are behind the pace in total visitors, however this trend is consistent for all regions.

Visitor nights are at 183,000 for YE JUN 24. Work to do here is on the supply side and generating the appeal of longer stays.

Top markets for Grampians in cumulative years of data are UK, US, Germany.

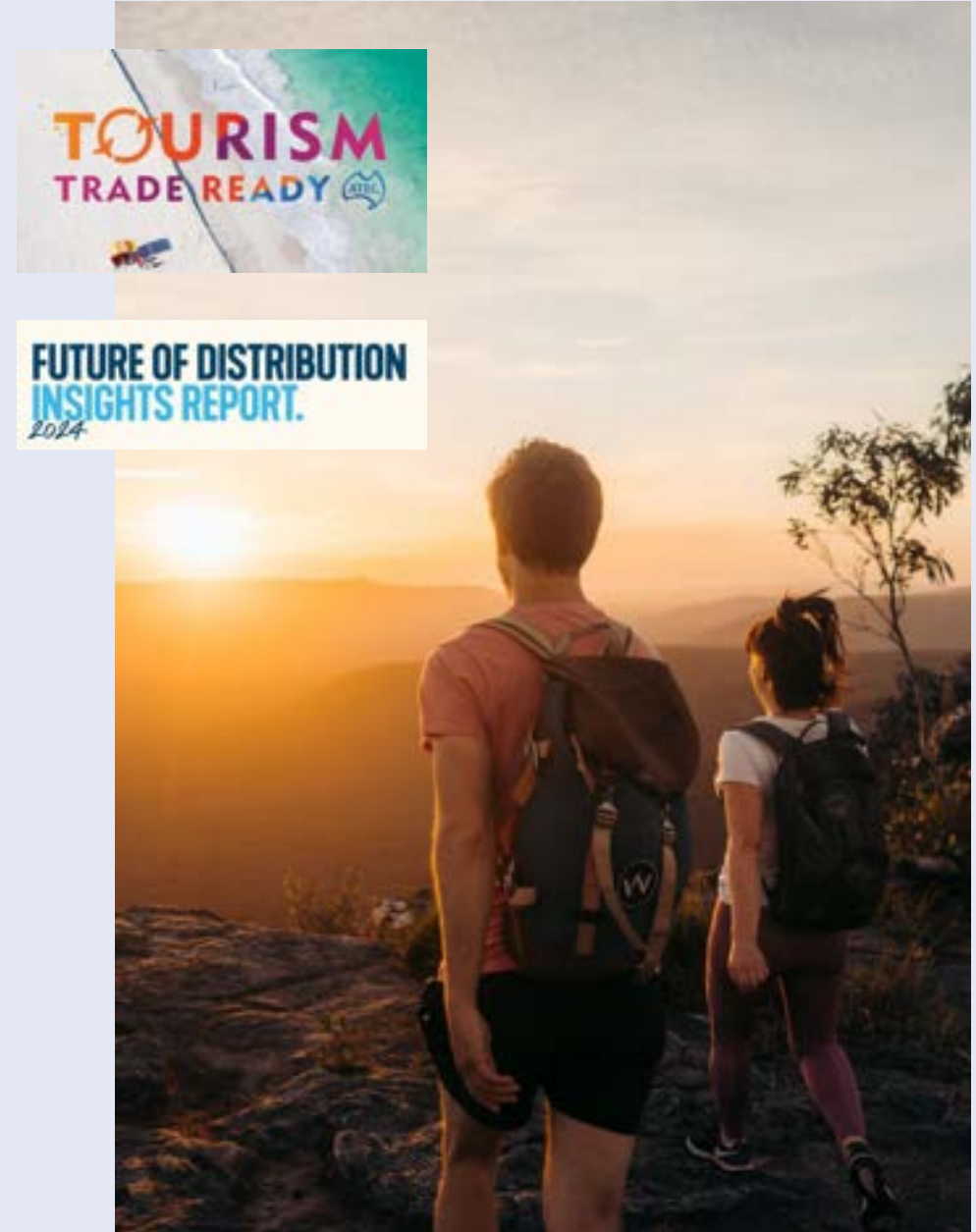


Source: International Visitor Survey, Tourism Research Australia, Canberra, year ending June 2024, released September 2024. Expenditure includes package expenditure Base: International visitors aged 15+ Data considered correct at the time of publishing.

GETTING READY FOR INTERNATIONAL

INTERNATIONAL OPPORTUNITY

- They travel mid-week and off peak
- Strong spenders / its value not \$
- Distribution of your product to global audiences
- Long lead business + planning required

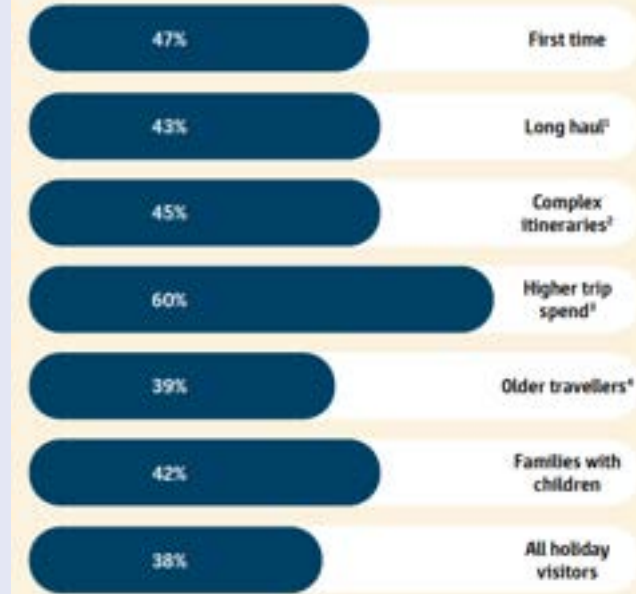


DISTRIBUTION

Directly – reaching potential customers without any third parties, through advertising, brochures, website, social media and client referrals.

Indirectly – reaching potential customers using third parties through distribution channels such as retail travel agents, online travel agents, wholesalers, inbound tour operators and visitor centres.

Share of international visitor trips booked with support of travel distribution intermediaries

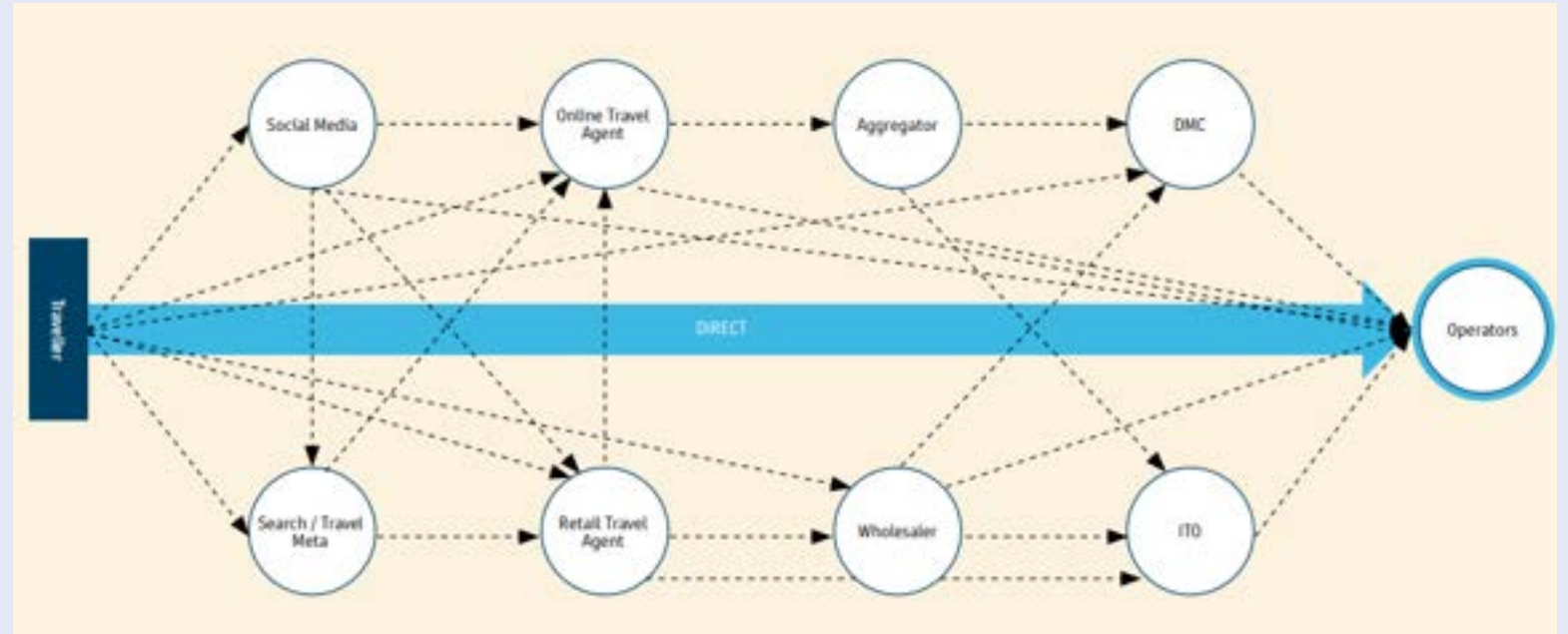


General travel booking channels



ITS COMPLEX + CHANGING

- Shift to booking flights directly
- Booking across multiple channels for one trip
- People are impatient...they expect to book with immediacy
- Tech integration / Rise of content creators
- AI...enabling greater personalisation at scale. This is for everyone!
- Consolidation + Fragmentation at the same time



DIFFERENT VEHICLES

OTA's

Touring
Partners

Inbound
Tour
Operators

Optimize
your
website

Dial up your
social
presence

GET CRACKING



- GWM Tourism
- Visit Victoria | MEP?
- Tourism Australia
- ATDW
- GSTR
- VTIC
- ATEC | Trade Ready
- In-region champions

- Bundle your product
- Region first!
- Review your value/pricing
- UVP for international
- Review distribution partners
- Traveler fit
- Emulate

- IMP (This first!)
- Inbound workshop
- ATEC Membership
- GSTR
- Pitch! PR
- Prep trade/media kit
- ATE

- Aussie Specialists
- Training opportunities
- Promote the USP
- Keep hustling!
- Distribution Plan
- Work the ITO's
- Group vs FIT?
- Host Famils
- Keep on pitching! PR

- TA Events (Marketplace)
- VV Roadshows / Missions
- ATE

FIND YOUR SUPPORT

ENGAGE THE VISIT
VICTORIA
INTERNATIONAL
TEAM

INTERNATIONAL
MENTORING
PROGRAM

LEAN ON
GWM
Tourism

TOURISM
AUSTRALIA
INDUSTRY
RELATIONS /
INSIGHTS
CDP

TEAM GWM
STRENGTH IN
NUMBERS

GLOBAL MARKETS TEAM STRUCTURE

HEAD OFFICE



Nigel Aldons
Head of Global Markets + Commercial



Dave Evans
Group Manager, Market Development
david.evans@visitvictoria.com.au



COORDINATOR, GLOBAL MARKETS



Makida Kebede
Coordinator, Global Markets
makida.kebede@visitvictoria.com.au

MEDIA EXPOSURE

- We work with media from all across the globe.
- From traditional media, influencers, KOL's, broadcast
- Visit Victoria has agencies in priority markets
- Media famils = amazing coverage + new audiences
- Share your story / hook
pr@visitvictoria.com.au



INTERNATIONAL MARKETING



VISIT VICTORIA OPTIMISES VICTORIA'S ASSETS TO ATTRACT HIGH-SPENDING VISITORS FROM PRIORITY TARGET MARKETS.

KEY AREAS OF FOCUS

Global destination marketing campaigns

Media and Public Relations in key international markets

Airline and Trade Partnership Marketing

Trade Events and Missions

Trade training and B2B development

International Familiarisations (Media + Trade)

Development of the Victorian industry

INTERNATIONAL TEAM



- Los Angeles
- London
- Frankfurt
- Beijing
- Shanghai
- Guangzhou
- Tokyo
- Singapore
- Mumbai*

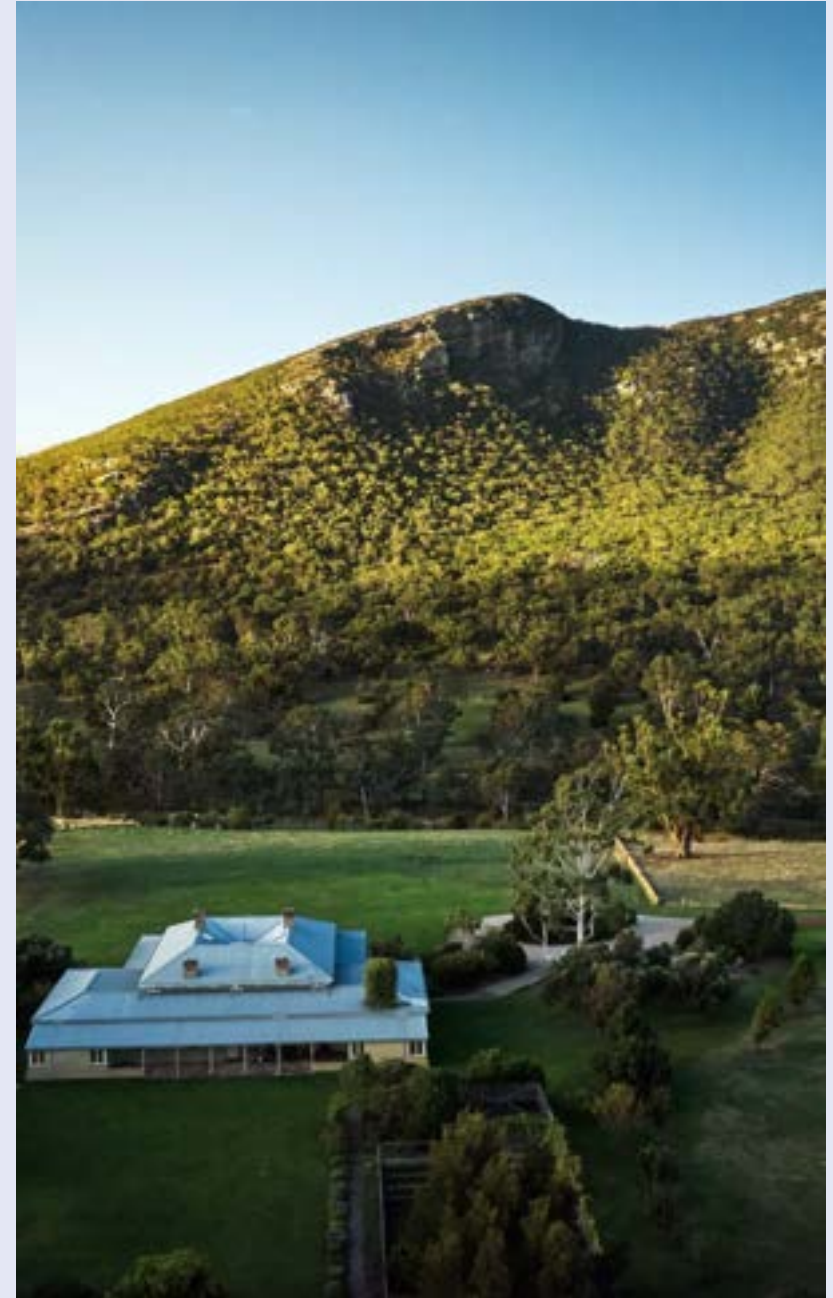
GREAT SOUTHERN TOURING ROUTE

- Provides **easy to sell, touring itineraries** for distribution partners to promote in key markets globally.
- Connects internationally ready products with **engaged travel distributors** via global distribution events and platforms
- A long-standing and well recognised platform that has **excellent relationships** with trade partners in key markets.
- They **represent your business** at key international trade shows, work to involve member product into tactical campaigns, media opportunities including famils and trade famils.
- www.greatsoutherntouring.com



BENEFITS

- **Priority for inclusion** on international familiarisations, press pitches, training presentations
- **Higher profile** in Visit Victoria and Tourism Australia's in-market activities.
- **Representation** at international trade shows
(beyond the ones represented by GSTR)
- **Exposure** to the VV International team. They will prioritise promotion of vetted international products.



GET CRACKING



- Destination Gippsland
- Visit Victoria | MEP?
- Tourism Australia
- GSTR
- VTIC
- ATEC
- In-region champions

- Bundle your product
- Region first!
- Review your value/pricing
- UVP for international
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- Traveler fit
- Emulate

- IMP (This first!)
- Inbound workshop
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- Pitch! PR
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- Aussie Specialists
- Training opportunities
- Promote the USP
- Keep hustling!
- Distribution Plan
- Work the ITO's
- Group vs FIT?
- Host Famils
- Keep on pitching! PR

- TA Events (Marketplace)
- VV Roadshows / Missions
- ATE
- Global domination!

THANK YOU

VICTORIA EVERY BIT
DIFFERENT

Tim McDougall

Economic Lead

**Ararat Rural
City Council**

GWM*Tourism*
Grampians Wimmera Mallee





ARCC INDUSTRY UPDATE



Ararat Rural City

ECONOMIC DEVELOPMENT TEAM



TIM MCDUGALL

ECONOMIC DEVELOPMENT
LEAD



PHILIPPA CAIRNS

ECONOMIC GROWTH &
DEVELOPMENT COORDINATOR



JOANNE HUTCHISON

VISITOR SERVICES TEAM LEADER



ANITA SAN BA

SETTLEMENT & COMMUNITY
SUPPORT OFFICER



KO YEH TALOR

NEW SETTLEMENT PROJECT
OFFICER

WHAT DO WE DO?

1. Visitor Servicing

- Tourism Ambassador Program
- Digital Kiosks
- Visitor Information Centre - 15k annually

2. Investment Attraction

- Grampians Tourism Investment Prospectus
- Grampians Tourism Destination Management Plan
- Council Plan & Council Vision
- Economic Development Tactical Plan

3. Business Support & Product Development

- Greater Ararat Business Network
- East Grampians Business Awards
- Start-up Grants
- Facade Grants
- Event Support
- Support investment into Council infrastructure & amenities

4. Industry Partnerships

- Regional Development Victoria
- Invest Victoria
- Traditional Owners
- ParksVic, etc
- DEECA
- **Grampians Wimmera Mallee Tourism**



GRAMPIANS WIMMERA MALLEE TOURISM

Industry Experts and trusted partner to deliver;

- Destination marketing activity to enhance marketing efforts
- Strong digital presence via www.visitgrampians.com.au
- Large following on our social media channels
- Access to media and trade famils
- Industry Forums plus new workshops facilitated by our digital agency
- Access to industry training and resources via a GWMT Partner Portal
- Advocacy and representation to peak industry bodies
- Regular industry communication to keep well informed
- Data and insights to drive robust decision-making

Trusting that Grampians Wimmera Mallee Tourism are delivering on these things, ARCC can focus on what is important to our region.

Many of these opportunities were identified in the Grampians Tourism Investment Prospectus and Destination Management Plan which clearly outlines the urgent need for significant investment and product development. This focus will set us up in years to come.





GRAMPIANS PRODUCE

The FINEST REGIONAL FARE

Relaunch Workshops held in both Horsham and Pomonal in October 2024

Across two days, over 40 participants discussed what matters most and current concerns, including;

- Community understanding of seasonal produce and the benefits of local fresh
- Making retailers aware of local produce
- Strong support and partnership with local government
- Raising the profile of local produce
- Growers and producers working together for a common goal
- Lack of staff and skilled labour
- Lack of awareness of local food and availability
- Cost of delivery and lack of delivery options
- Limited options for sale locations

How to support producers and growers

- Increase collaboration with producers through grants, maps, events, etc
- Connect visitors with producers, markets and local food events
- Elevate visibility of local food in the community
- Support producer-focused tourism initiatives
- Help raise the profile of local food and the Grampians Produce Group
- Engage in meetings, workshops and forums

Contact via facebook or secretary@grampiansproduce.com.au



COMING SOON...

EST 2023

THE MESS & BARRACKS

Due to open in early 2025, The Mess & Barracks is set to be a hub of culinary delight, offering an enticing blend of fresh food during the day, and transforming into a vibrant tapas, wine, and pizza bar by night. Whilst keeping true to their values, the establishment creates a space for younger veterans to come together and enjoy what is on offer.

The menu is designed with an emphasis on healthy, seasonal ingredients. The establishment is committed to providing an array of options to cater to various tastes and dietary preferences. The culinary team will include a highly qualified pastry chef, and two other chefs with international experience.

- From 6am you can access grab-and-go options; a coffee window provides ease of access
- 8am: The club will open for breakfast all the way through to 11.30am
- Midday: The woodfire pizza oven is fired up and an array of pizzas are offered all way through to close (takeaway available)
- Evening: The space transitions into an evening bar with tapas, great wine and cocktail menu
- Fresh, local produce and local wines





ATG Developers

- 80-key hotel
- Moving onto the next stage of design and construction planning, now that permit has been secured
- Appointment of a brand and operator, to be announced early next year (will be an internationally recognised brand)
- Open discussions with trades, suppliers, etc as we move forward in 2025
- Includes courtyard, restaurant, bar, gym and spa
- Flexible meeting and function spaces





ALSO COMING...

- OAK & HOUND WINE BAR
- CATTLEYA THAI
- MOUNTAINS OF CHOCOLATE
- DISTILLERY
- NEW CELLAR DOOR
- URBAN GALLERY
- MUCH MORE...



Works from the TAMA Collection

Saturday 14th September 2024 - Sunday 9th March 2025

Ararat Gallery was established in 1968 as a few small rooms in the Old Municipal Offices of the Ararat Town Hall. Taking inspiration from Ararat's historical association with fine merino wool production, we have been committed ...



Weaving matter: material experimentation

Saturday 12th October 2024 - Sunday 16th February 2025

To make (our ideas) visible and tangible, we need light and material, any material. And any material can take on the burden of what has been brewing in our consciousness or subconsciousness, in our awareness or ...



ARARAT TOWN HALL



Back To The 70's & 80's

Saturday 14th December 2024, 8.00pm - 10.15pm

The 70's & 80's were a golden era of original music & fashion for the baby boomer & X generations. You may well cringe at old photos of perms & mullets, flares & fluoro-coloured nylons, but ...



The Eagles Story

Saturday 22nd February 2025, 8.00pm - 10.15pm

The Eagles Story - Australia's Premier Eagles Experience is a celebration of the iconic American rock band, The Eagles. With incredible attention to detail, the performers bring the band's legendary music to life in a way ...



Taylor Sheridan

Friday 28th February 2025, 7.30pm - 8.40pm

Emerging from the vibrant, rolling hills of regional Victoria, Taylor Sheridan has ascended as a luminous force in the Australian music scene, celebrated for his 'soulfully acoustic' style. Most recently Sheridan's debut album "Troubadour" went straight ...

THANK YOU



Ararat Rural City

Tom Clark

Owner

**Grampians Park
Station**

GWM*Tourism*
Grampians Wimmera Mallee





GRAMPIANS PARK STATION

WEDDINGS · RETREATS · EVENTS

Grampians weddings

Intro/Vision

- Welcome to GPS
- Experience: Events & Functions
 - Garden Parties, State Visits, Royal Parades
 - Officers' Mess Balls and Dinners
 - Lansdowne Club - Balls, Dinners, Social Functions
- Brides 'knocking on the door'
- GABN - President
- GWMT (GT)
- Collaborate not Compete
- Grow the pie
 - *Data - Easy Weddings/Office Nat Stats/Births Deaths Marriages



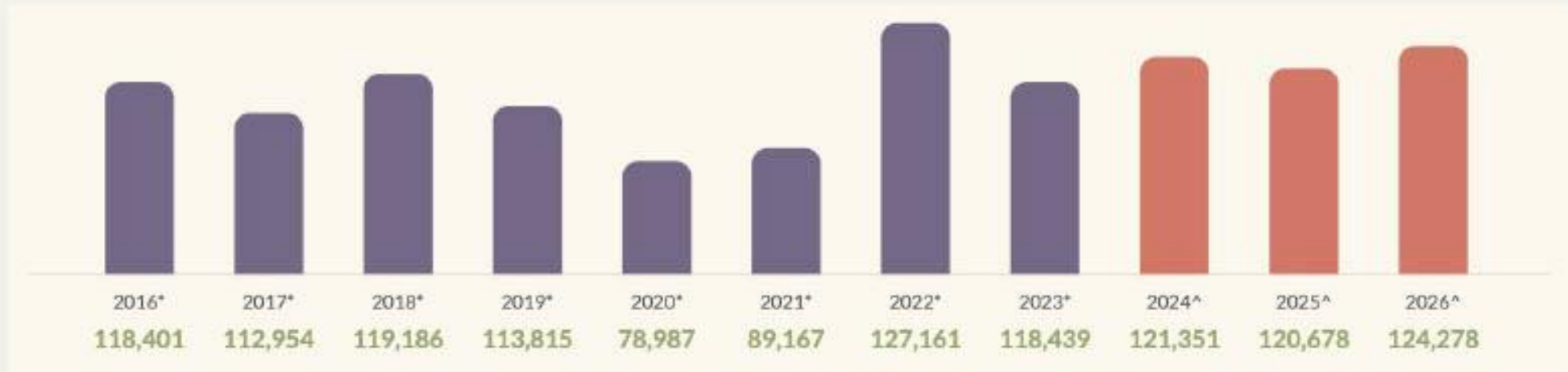
key stats (Vic):

- 30k weddings in Victoria (2024)
- 25% of Market
- \$37,128 Average Spend
- 4.5% \$ increase YoY
- Overspend by 28.6%
- 66% - \$ from family/friends
- 88 guests average
- Destination weddings are bigger and \$\$\$



Why Grampians:

- Venue: Ceremony (54%) - Winner ✓
- Setting: Outdoors/Views (20%) - Winner ✓
- Theme: Rustic (21%) - Winner ✓
- Colour: White/Green (29/17%) - Winner ✓
- Multi-Day Celebration (43%) - Area strength!
- Wedding industry growing...

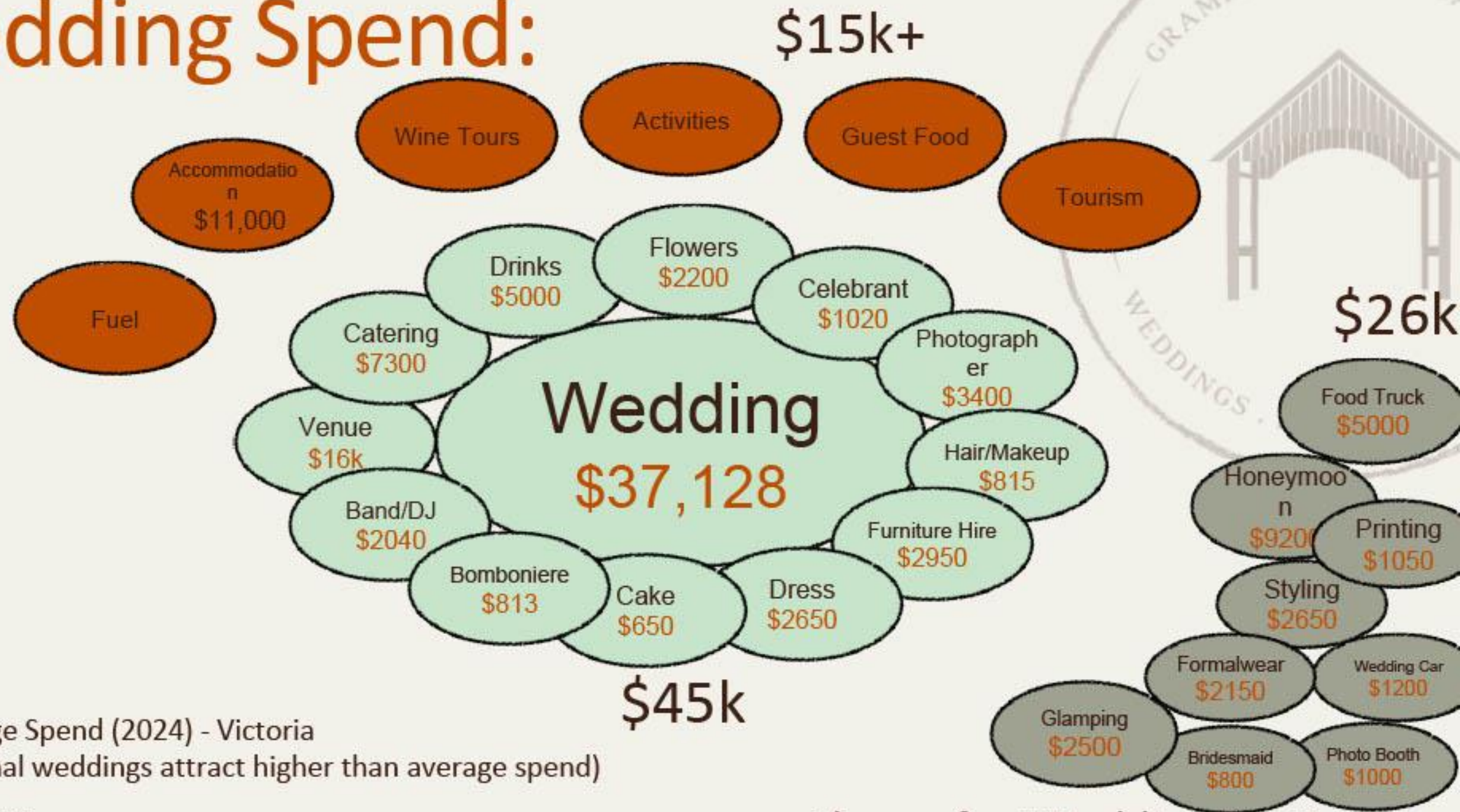


Buying cycle:

- Lock down the venue
...everything else will follow
- 8 of 10 first priorities delivered in region
- Promote and prioritise in-region suppliers
- Accommodation providers



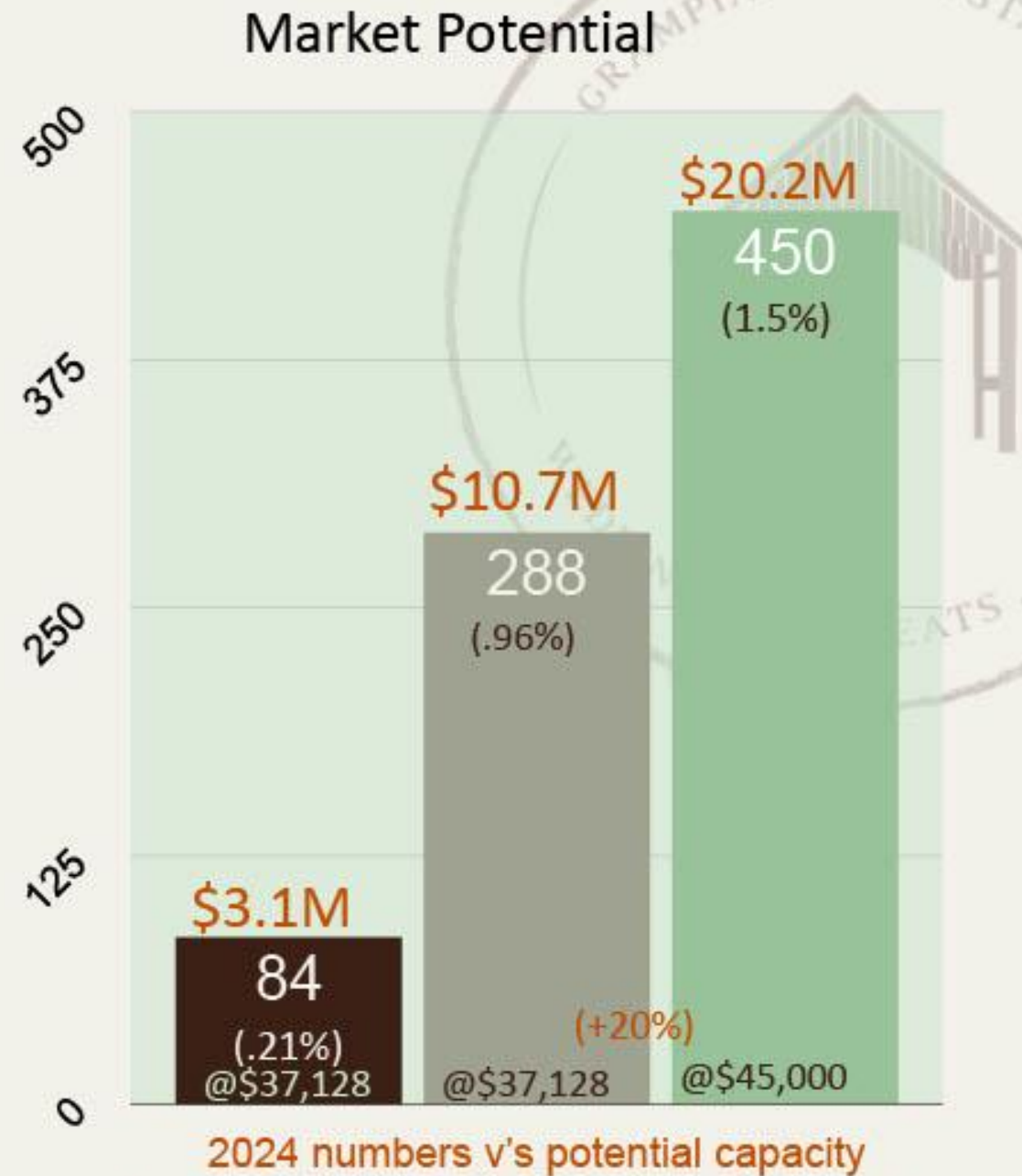
Wedding Spend:



*Average Spend (2024) - Victoria
(Regional weddings attract higher than average spend)

Growth potential:

- Venue Capacity Potential
 - 7 to start - 15 potential?
- Non-Long Weekends - not displacing current visitation
- Popularity drives surge pricing
- Promote mid-week weddings..
 - Fridays - 21% and growing 2% in 2025 at the expense of Sat.
 - Sun-Thu 26%
- Capacity is available - NOW!



...the perfect Wedding Destination.

Challenges:

- “Grampians is for Camping” - cultivating premium product image and a strong wedding market reputation
- Stovepipe competition - build collaboration - always promote & support our collaborators
- Market penetration into population centres and inter-state
- Accommodation limitations as the wedding market grows



...the perfect Wedding Destination.

Opportunities for region:

- Huge current visitation = huge potential conversion market = compound interest
- Generating organic visitation - enduring force multiplier
- Weddings = High value spend events
- Great collaboration opportunities
- Honeymoon packages (accommodation)
- Engagement packages
- Anniversary packages
- “Morning after” activity packages
- Return to region promotions - bake in re-visitation
- ...Grampians Wedding Expo!



GRAMPIANS PARK STATION

WEDDINGS · RETREATS · EVENTS

Gorgeous Weddings?
...think **Grampians!**

Kerrie Mulholland

Grampians Partnerships Manager
GWM Tourism

GWMTourism
Grampians Wimmera Mallee



Weddings Campaign

GWM *Tourism*
Grampians Wimmera Mallee



Say 'I DO...'
The Grampians Way

Campaign Objectives

- Raise awareness of the Grampians as a wedding destination.
- Drive attendance to the open day events.
- Increase leads and bookings for participating venues.



Target Audience

Newly engaged couples in:

- Melbourne
- Regional Victoria (Ballarat, Warrnambool, Geelong, Bendigo, and the Grampians Wimmera Mallee area.

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Open Day - 1

Date: Saturday, 11 January,
10 AM – 4 PM

Venues:

- o Grampians Park Station
- o Seppelt Great Western
- o Royal Mail Hotel, Dunkeld
- o Mount William Station
- o Wirreanda Farm
(Miss Mabel Chapel)



Open Day - 2

Date: Saturday, 8 February,
10 AM – 4 PM

Venues:

- o Maydale Reserve,
Horsham Showgrounds
- o Horsham Golf Club
- o Barangaroo Winery



Registration

Couples will need to complete Registration via Eventbrite for the two Open Days.

Make a weekend of it and stay over the Open Days.

A link to Accommodation on the Visit Grampians website.

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Grampians Wimmera Mallee



Saturday, 11 January

Grampians Weddings Open Day - 11 January 2025

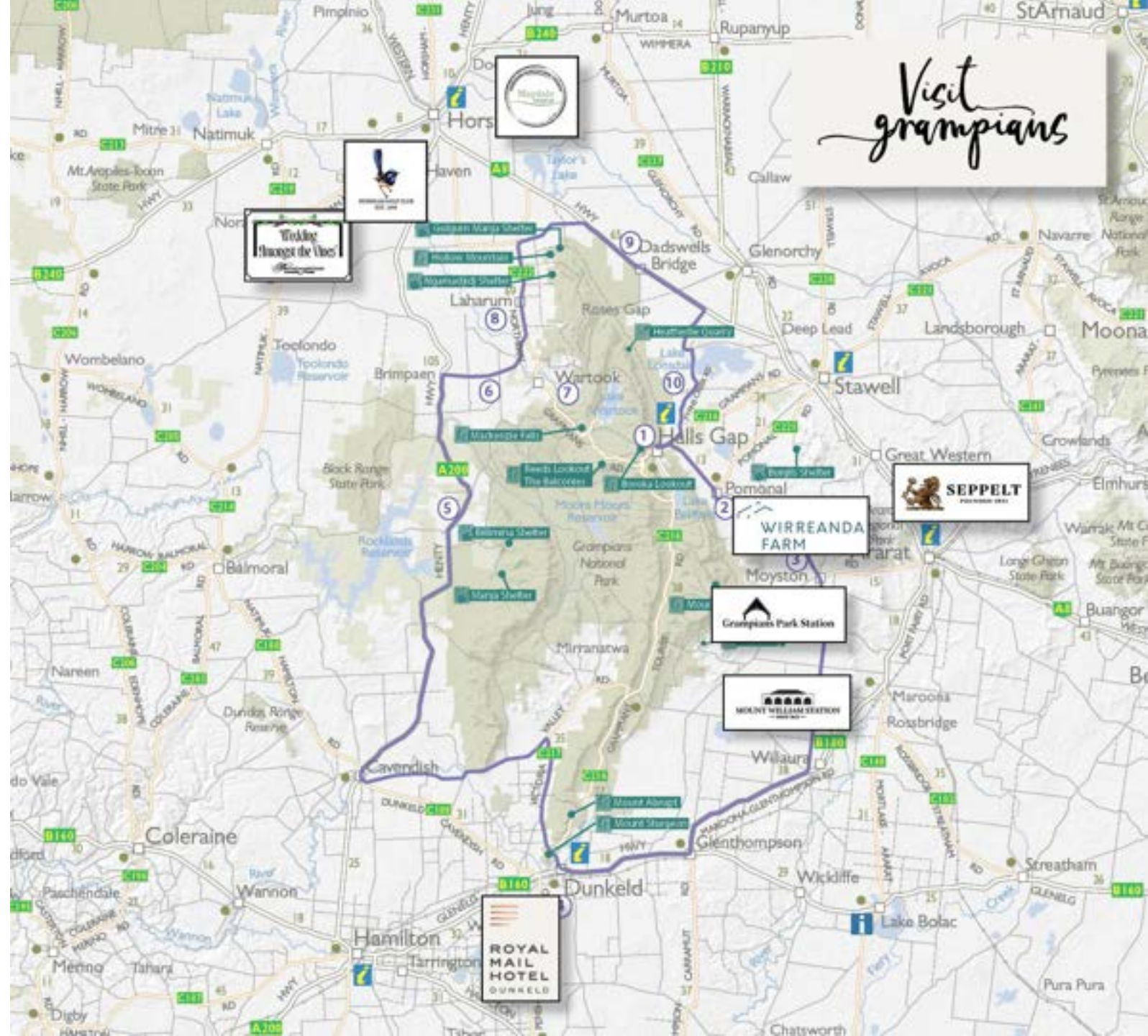
On Sale 04/12/2024 at 12:30 pm

[Details](#)

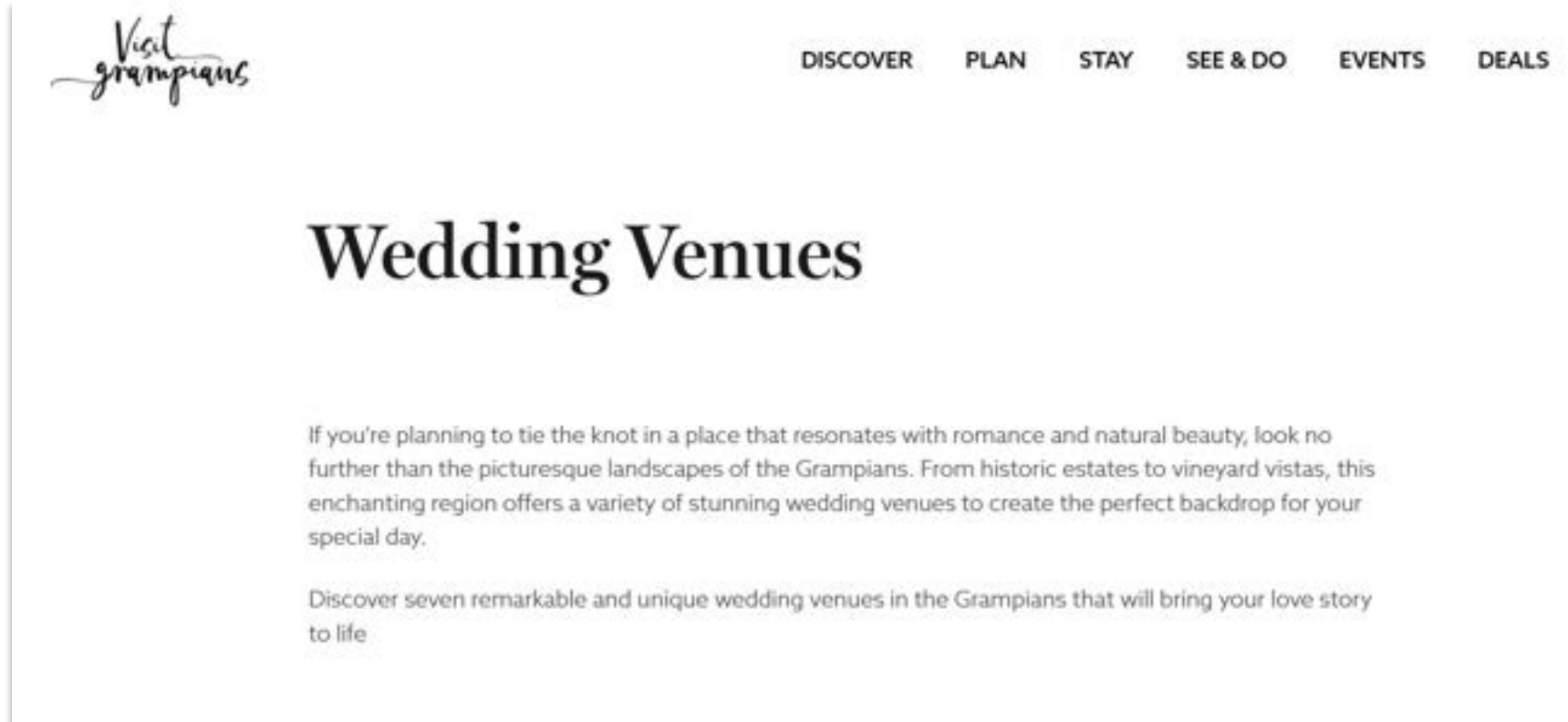
Grampians Wedding Venues invites Brides & Grooms to register for our upcoming Open Day.

Weddings Venue Map

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Grampians Wimmera Mallee



Weddings Landing Page - Visit Grampians



Marketing

- **Meta Ads Carousel:**

- Targeted at newly engaged couples with an interest in weddings and events.
- Emphasise the unique offerings of each venue with high-quality images and event details.

- **Google Search Ads:**

- Focus on high-intent search terms (e.g., "wedding venues near Melbourne," "Grampians wedding open days", "country wedding venues", "destination wedding venues", "Nature wedding venues").

- **Pinterest Ads:**

- Showcase venue inspiration boards to capture couples in the planning phase.

Marketing

Own Channels:

- Social posts across FB & IG
- EDM to database
- Blog post
- Media release
- Invitation sent to Wedding Planners in Melbourne & Ballarat for Open Day

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WHAT IS THE MICE MARKET?

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OPPORTUNITY FOR THE REGION – The M & I IN MICE



WHERE TO GET MICE EXPOSURE



Australia Next 2025

Where: Melbourne/Narrm, Victoria
Timing: 1-3 December 2025

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BUSINESS EVENTS AUSTRALIA NEW RESEARCH

- The research indicates that the outlook for international business events is strong. Whilst the number of events is likely to remain similar over the coming years, the number of attendees and event budgets are expected to increase.
- Sustainability credentials and practices were also identified as becoming increasingly important when it comes to destination choice.
- Australia is well positioned as an events destination, maintaining high levels of awareness, consideration and active planning. Event decision makers across key markets in the association and incentive sectors consistently identify three attributes for Australia as an event destination: world class beauty and natural environments; friendly and open citizens, local hospitality; and appealing climate or weather.

Thank You

GWMTourism
Grampians Wimmera Mallee





2024

WHAT A YEAR!

January – Launch our new DMP and 4 LAAP's

GRAMPIANS DESTINATION MANAGEMENT PLAN

2023-2030

Updated June 2024





February 13th – Grampians on fire

**Grampians
Wimmera Mallee**
Tourism



February 16th – FFM secure fire lines

**Grampians
Wimmera Mallee**
Tourism



February 17th – Clean up begins

**Grampians
Wimmera Mallee**
Tourism

March 15th – GWM VEP Tourism Launch

**Grampians
Wimmera Mallee**
Tourism



April 1 - Minister Visit & very wet Stawell Gift

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Wimmera Mallee**
Tourism





**April 19th – ACE Radio
OB Support**

**Grampians
Wimmera Mallee**
Tourism

May 4th and 5th – Sunshine for GGE record ticket sales

**Grampians
Wimmera Mallee**
Tourism





May 15 – ATE 2024 – Epic Famil Program

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Wimmera Mallee**
Tourism

May 19 – ATE 2024 – Media Program

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Tourism



May 19 to 23
ATE 2024

**Grampians
Wimmera Mallee**
Tourism



June 26 - Barrett Sales & ATDW Training

**Grampians
Wimmera Mallee**
Tourism



June 2024 – GWMT delivers 5 Postcard Segments

**Grampians
Wimmera Mallee**
Tourism



June 5 to 6 GWMT attends Global Sustainable Tourism Summit

**Grampians
Wimmera Mallee**
Tourism



June 7 ACE Radio OB Wimmera Mallee

**Grampians
Wimmera Mallee**
Tourism



**June 16 –
Today Show -
Izabella
Staskowski**

**Grampians
Wimmera Mallee**
Tourism



June 20
Sunrise
BIG Things Tour
Giant Koala



June 21 Industry Forum Stawell

**Grampians
Wimmera Mallee**
Tourism



July 26 - Red Series Ballarat

**Grampians
Wimmera Mallee**
Tourism



July 16 & 17 Southern Grampians Skills and Workforce Expo

**Grampians
Wimmera Mallee**
Tourism



July 2024 – Launch our Cheeky Mid-weekly campaign

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Wimmera Mallee**
Tourism



August 14 Stream B Project continues - checking connectivity

**Grampians
Wimmera Mallee**
Tourism



August 2024 – Wimmera Mallee Content Creation Initiative begins

**Grampians
Wimmera Mallee**
Tourism



August 2024 WM DMP Presentations

**Grampians
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Tourism



October 16 WAMA Sneak Peek

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October 18 Wimmera Mallee First Industry Forum WM DMP Launched

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October 26 Mount William Station - Polo

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October 11 Western Victorian Wine Challenge

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October 28 ATEC Meeting Place – Gold Coast

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November 19 – SouthWest Victoria Alliance joint Regional Councillor Induction Day

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November 21 - 24 GPT 100 Miler

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November 22 Victorian Tourism Awards

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From all the
team - thank you
for your support
in 2024



Liz Ward

CEO
Tourism Tribe

GWMTourism
Grampians Wimmera Mallee



Harness the Power of AI to Transform Your Tourism Business



Image credit: [visitgrampians.com.au](https://www.visitgrampians.com.au)

AGENDA

1. **How AI is Impacting Tourism**
2. **Consumer Perspective: AI in Travel Planning**
3. **Business Perspective: Saving Precious Time and Improving Outcomes**

1. How AI is Impacting Tourism



AI...the ability for a
computer to replicate
human thinking.

Hospitality has led the way



Hilton's
"Connie" robot
concierge



Cosmopolitan's
"Rose" AI chat
bot



Six Flags
Entertainment
AI Digital
transformation



Six Flags AI Digital Transformation to enhance guest experiences

- AI powers personalisation, pre-visit planning, and a new loyalty program
- Features include "Missi Six," an AI concierge, revamped mobile app, and digital wallet
- New tech includes real-time video capture on roller coasters and expanded e-gaming platforms
- Innovations in park efficiency: live ride wait times, AI-powered parking, and self-service kiosks for food and retail
- Implementing the world's largest AI-driven drowning prevention system in waterparks

Annual Growth Rate

AI Global Growth Rate

28.5%

Social Media Peaked
in 2017

20.9%

Tourism Annual
Growth Rate

4%

Predicted until
2029

ChatGPT

How long did it take ChatGPT to achieve one million users?

- A. 5 days
- B. 75 days
- C. 5 months

How long did it take ChatGPT to achieve one million users?

- A. 5 days**
- B. 75 days
- C. 5 months

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



* one million backers ** one million nights booked *** one million downloads

Source: Company announcements via Business Insider/LinkedIn



Are you using AI in your lives today?



2. AI in Travel Planning

Live Demo Travel Planning



GRAMPIANS PARK STATION

WEDDINGS · RETREATS · EVENTS

WELCOME

GRAMPIANS WEDDINGS

WEDDINGS · RETREATS · EVENTS

In the heart of the Grampians National Park

GRAMPIANS PARK STATION

Googling



ChatGPT'ing




GuideGeek'ing



Trvlr.ai'ing





03 Feb - 07 Feb


Trip status: **Empty** (0% full)

Experiences

Things To Do

My Trip (0)

Search Experiences




1770 Bowls Club

Fun Activities

2 Hours 30 Minutes

Free



1770 Foreshore

Area Worth Exploring

2 Hours

Free

My Experiences

Tell us about your trip

This lets us recommend ideal experiences and accurately calculate your trip cost.

Travel Dates

03 Feb - 07 Feb

Adults (2)

Adult traveller 1

Standard

Adult traveller 2

Standard

+ Add another adult

Children (0)

+ Add another child

Let's Plan My Perfect Trip!

Explore Experiences

<https://youtu.be/8dGszAt70ol>

3. Saving Precious Time and Improving Outcomes

Scarcity of time and a lack of a plan are top reasons small businesses don't advance their digital marketing capabilities.





SEO

Ads



Where they want to
connect with you

What content they want
from you

To whom exactly

Your unique value



SEO

Ads



Where they want to connect with you

Your priority channels

What content they want from you

Your content themes

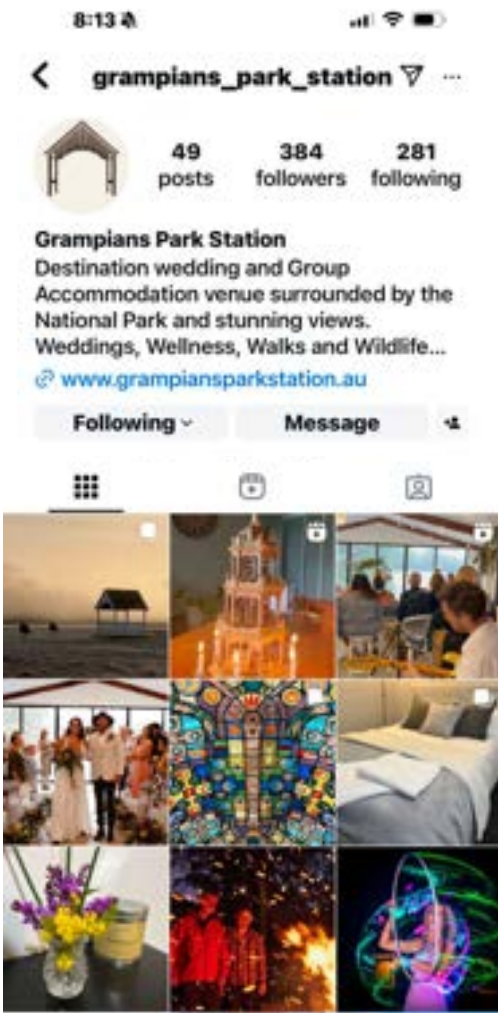
To whom exactly

Your ideal customer persona

Your unique value

Your unique selling proposition

Marketing Planning *at speed*



Week 1, Post 1 (Tuesday, Jan 7)

Instagram/Facebook/Pinterest – Image/Carousel Post

Content Theme: Wedding Inspiration

Post Copy: 🌿✨ **Dreaming of a wedding that's as timeless as your love story?** Grampians Park Station combines breathtaking natural beauty with heritage charm to create a magical setting for your special day. Whether it's an intimate gathering or a grand celebration, we're here to make your wedding dreams come true.

 **Book a tour today and see the magic for yourself!**

👉 Link in bio.

Hashtags:

#GrampiansWeddings #RusticElegance #HeritageVenue #VictoriaWedding #WeddingPlanning

Visuals:

- Image 1: A stunning outdoor ceremony setup with the Grampians backdrop.
- Image 2: A close-up of a decorated table with rustic elegance.
- Image 3: A couple walking hand-in-hand along a garden path.

CTA: "Visit our website to book a tour of the venue today!"

Live Demo

ChatGPT Prompts

What can I help with?

I would like to assist Grampians Park Station to develop a marketing plan. To start with I'd like to develop a unique selling proposition.

Please review their website including homepage <https://www.grampiansparkstation.au/>
And suggest a draft unique selling proposition.



https://youtu.be/y5qyuXrz_Uc



Create image



Surprise me



Summarize text



Analyze data

More

Prompt 1:

I would like to assist Grampians Park Station to develop a marketing plan. To start with I'd like to develop a unique selling proposition. Please review their website including homepage homepage <https://www.grampiansparkstation.au/> And suggest a draft unique selling proposition.

Prompt 2: NEEDED IF CHATGPT CAN'T ACCESS WEBSITE

Here is some useful copy from the homepage and about page

Prompt 3:

Could you suggest an ideal customer persona for this business?

Prompt 4:

Now I'd like to develop some content themes for use in digital marketing and social media. What would you suggest?

Prompt 5:

Could you consolidate these down to 5 content themes, but don't lose the good ideas you've suggested.

Prompt 6:

Which social media platforms and forms of marketing do you think should be prioritised for this business based on their ideal customer and USP?

Prompt 7:

Could you suggest a social media schedule with suggested post ideas based on the content themes and prioritised channels of Facebook, Instagram and Pinterest. The staff don't have a lot of time to do social media, but could commit to two posts per week on the three channels?

Prompt 8:

Please expand to include the post formats including Reels and Stories. Total posts per week would be 2 image or carousel posts, 1 Reel, 1 Story.

Prompt 9:

Please put this into a calendar format for me for the month of January 2025.

Prompt 10:

I can't see the formats or calls to action, can you include them in the table as well please?

Prompt 11:

Can you create example posts for week 1?

Prompt 12:

What hashtags should I use?

Prompt 13:

Please consolidate the final outputs of these prompts into a marketing plan document

**Remember always
seriously critique and
edit AI output to be
accurate and a genuine
reflection of your
business brand.**

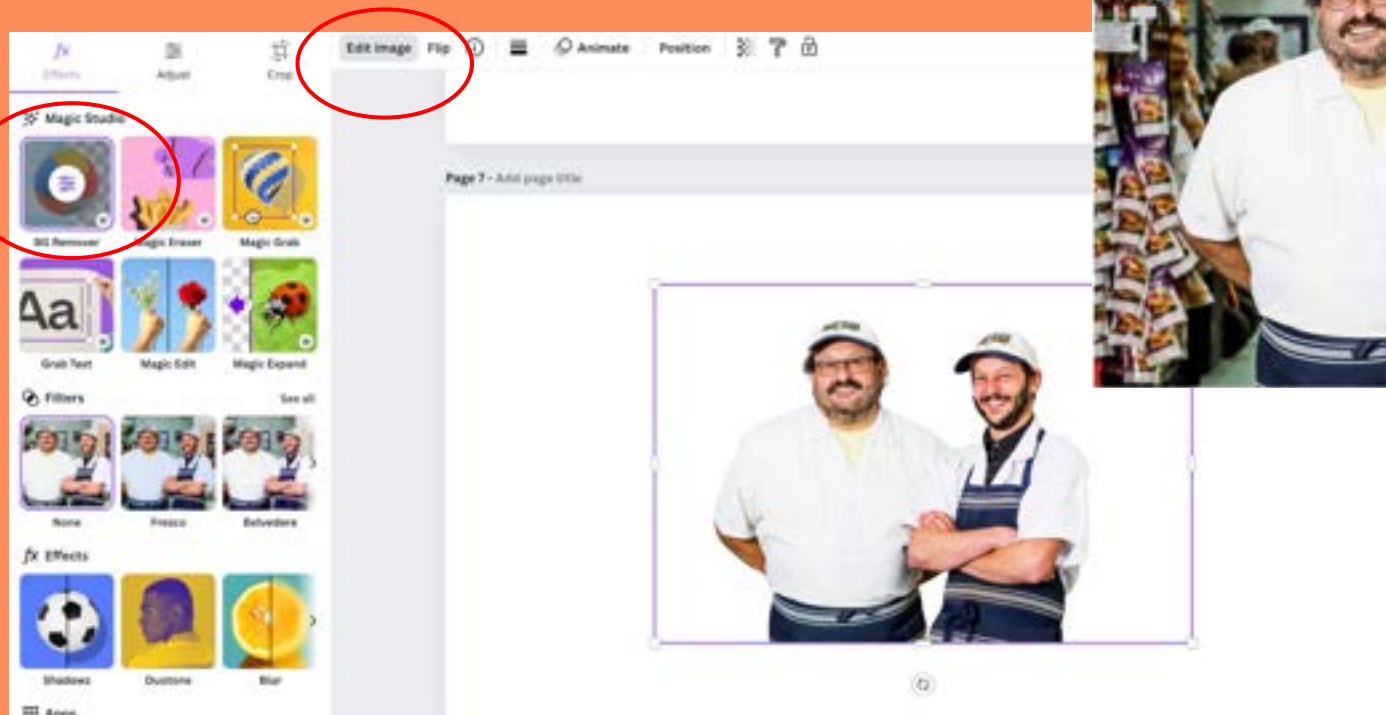
Leveraging Canva

Save precious time

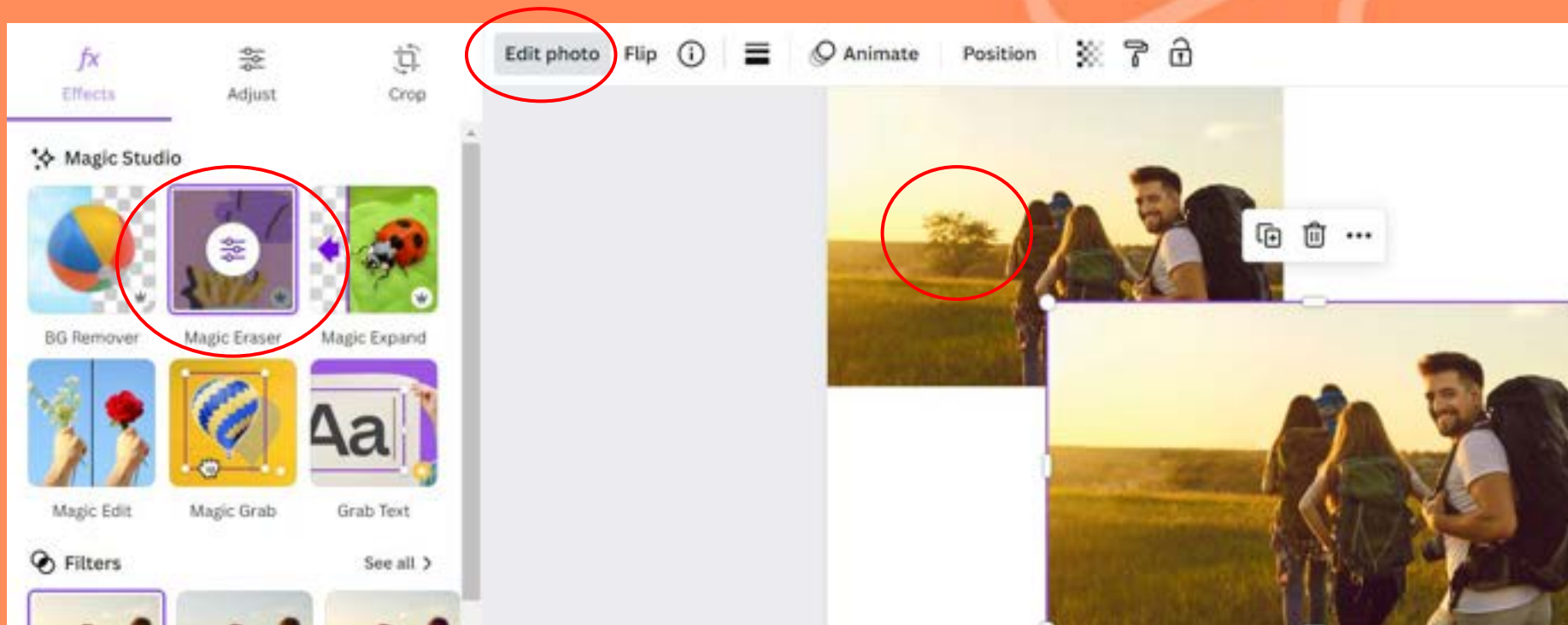
Live Demonstrations

- ★ Fast and fun ways to use Canva AI to edit images
- ★ Quick and easy caption optimisation
- ★ Super fast repurposing of a caption into a blog post draft
- ★ AI-inspired content repurposing recipe

Simple Image Editing - remove background



Simple Image Editing - magic eraser



Magic Write & Magic Rewrite

Create Summary

Continue writing

Shorten

Rewrite

More fun

More formal

Sprinkle fairy dust

Change voice

Fix spelling

Custom prompt



Bride and bridesmaids looking absolutely stunning in white. Classy, elegant and tasteful with a rustic Aussie twist
@gramplans_park_station Flowers @woodlands_foliage_and_cottage_photography @jahooligram

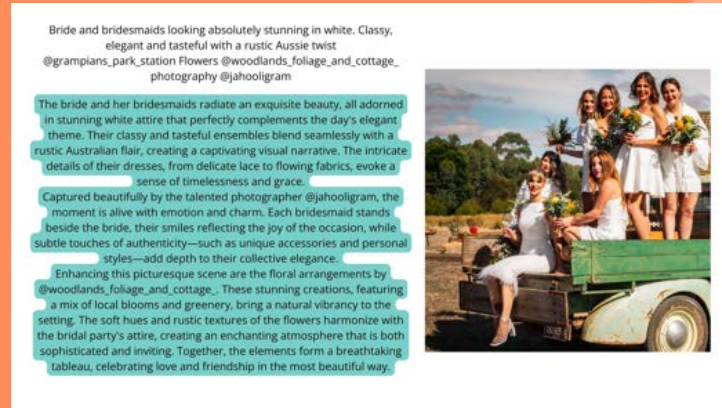
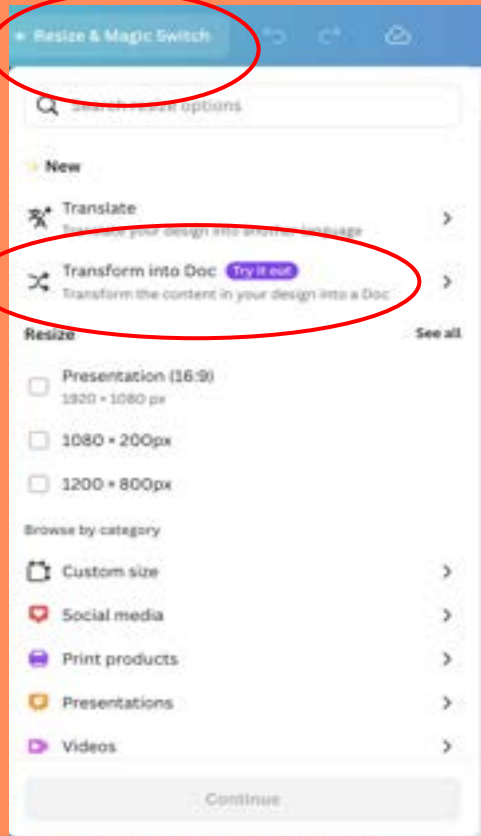
The bride and her bridesmaids radiate an exquisite beauty, all adorned in stunning white attire that perfectly complements the day's elegant theme. Their classy and tasteful ensembles blend seamlessly with a rustic Australian flair, creating a captivating visual narrative. The intricate details of their dresses, from delicate lace to flowing fabrics, evoke a sense of timelessness and grace.

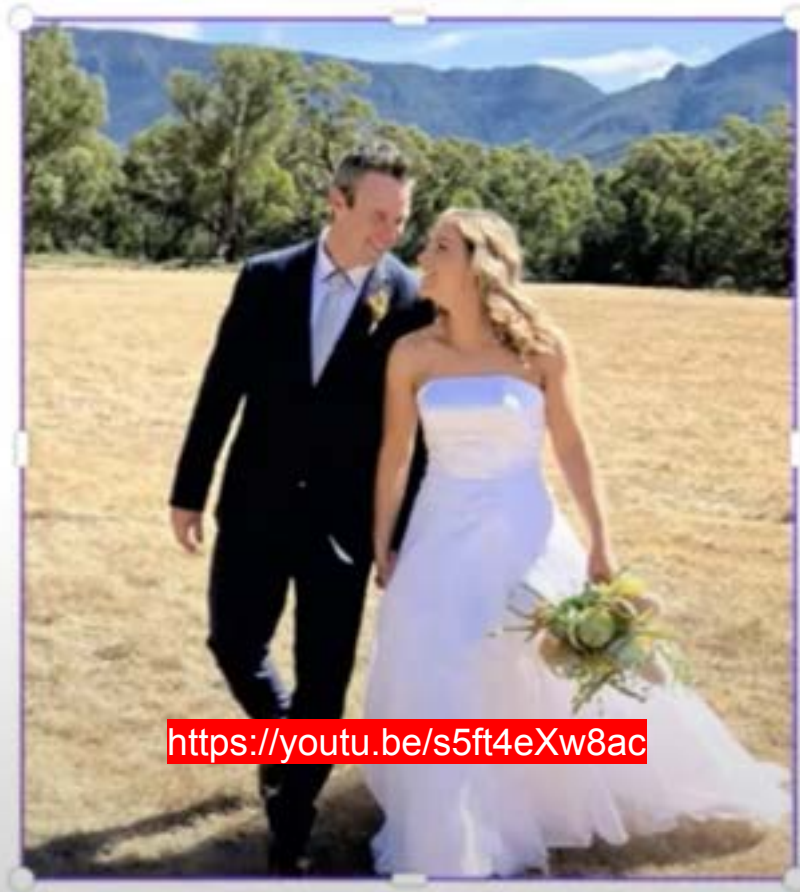
Captured beautifully by the talented photographer @jahooligram, the moment is alive with emotion and charm. Each bridesmaid stands beside the bride, their smiles reflecting the joy of the occasion, while subtle touches of authenticity—such as unique accessories and personal styles—add depth to their collective elegance.

Enhancing this picturesque scene are the floral arrangements by @woodlands_foliage_and_cottage. These stunning creations, featuring a mix of local blooms and greenery, bring a natural vibrancy to the setting. The soft hues and rustic textures of the flowers harmonize with the bridal party's attire, creating an enchanting atmosphere that is both sophisticated and inviting. Together, the elements form a breathtaking tableau, celebrating love and friendship in the most beautiful way.



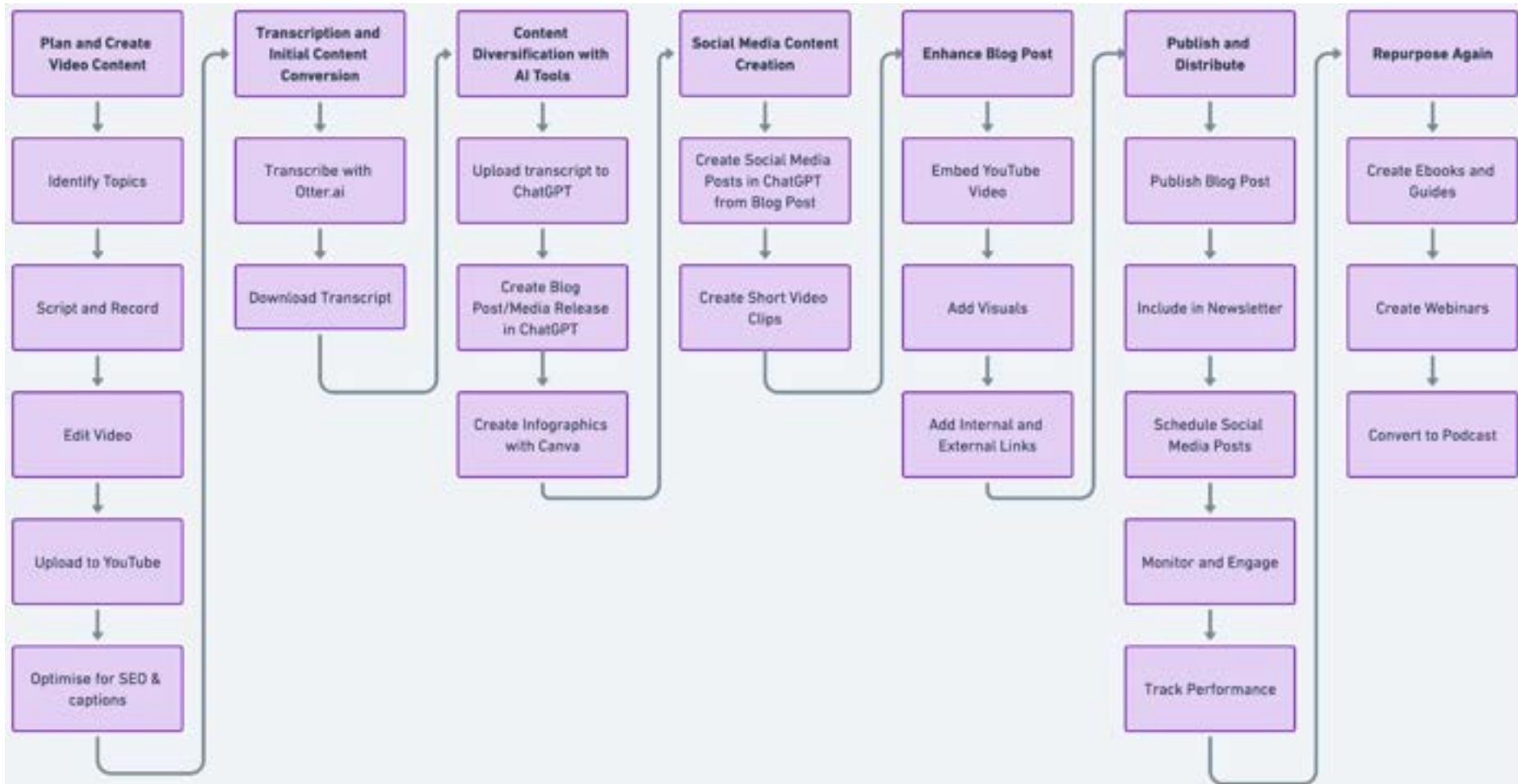
Content Repurposing and Resizing





<https://youtu.be/s5ft4eXw8ac>

AI-inspired recipe for content repurposing



What We've Covered Today

1. How AI is transforming the travel purchase cycle and trip planning
2. Marketing planning at speed using ChatGPT
3. Using AI in Canva for image editing
4. Repurposing Content in Canva

Adopt + Adapt

Harness the Power of AI to Transform Your
Tourism Business

Q&A

tourismtribe.com
Advice, Training and Support