

PURE



TOURISM

The Importance of Research

Customers– customer surveys, NI research

Industry – what is everyone else doing not just on Norfolk but in the global tourism market, discover any new trends in the industry

Competitors – local, Australia, NZ, Lord Howe, Tasmania, global, what are they doing that you aren't

Research Tools

- Norfolk Tourism Website – research on the Norfolk Tourism Industry
- Tourism Research Australia
- Tourism Australia
- Tourism New Zealand

Subscriptions to industry e-newsletters and magazines

- Advance Tourism
- Travel e-blackboard
- Travel Talk – (travel industry magazine)
- Tourism New Zealand
- Tourism Australia
- Industry Bodies – eg Australian Hotels Association, Tour Guides Association, Tour and Transport Associations

Product Development & Innovation

Implement from the research of your competitors – what can you do to improve your product and processes of your business

What do your changing customers want in the dynamic industry?

Self Development & Training

Be proactive

Sign up for on-line courses to further educate yourself in your field of expertise

Plan your next holiday around a tourism conference, workshop or seminar to develop your skills and knowledge in the industry, be updated on current industry issues and network in the tourism industry

Don't get stuck doing all the day to day operations of your business – take a step out and have vision, goals and objectives to grow your business

Read the E-Myth series by Michael Gerber & The 7 habits of highly effective people by Stephen Covey

Marketing

Educate and update yourself on the new e-marketing

Ensure you have up to date branding that fits with the Norfolk Tourism strategy and branding position

Know your distribution channels – who are your best customers, Talpacific, Coral Seas etc. – Ensure you develop close relationships with them

Download Tourism WA's Tourism E-Kit to give you a step by step guide on how to be competitive in the new e-marketing space

www.tourismwa.gov.au

Industry Standards

Support the NI Tourism Awards – enter and raise the standards of not only your business but the NI Tourism Industry

Remember you need a business plan to know where you are going and to develop and grow your business

You also need an operations manual – how is a staff member going to do the job right if it isn't documented – you should be able to go on holiday and have anyone run your business with this document and keep the same level of customer service

If you are a tour guide – look into getting tour guide accreditation

Key Takeouts

- The importance of research – understand your customers and your industry
- Product development and innovation
- The importance of continuous learning
- E-marketing
- Partnerships with complimenting businesses and key players
- Ensure your brand compliments the Norfolk Tourism brand
- The value of Accreditation and Tourism Awards
- Ensure everything you do with your business fits with Norfolk Tourism strategies to grow and develop the Norfolk Island Tourism Industry

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