

Your Southern Highlands Online



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May 2016



Agenda

- 🌀 The digital landscape
- 🌀 Southern Highlands' digital footprint
- 🌀 What your customers expect
- 🌀 Tourism Tribe...Awesome Opportunity





So what's all the fuss about? Why is it so important that we have digital capability and know how to use technology in business today?

Search

Mobile

Social

And their convergence have driven the massive change in the way people can find information about product and services and purchase

85% of Australians have a smart phone and 66% of them search the internet at least once per day on it
Source: SnakMedia 2015

Travelers agree that they turn to the web **early on in the travel process**

I generally begin researching online before I decide where or how I want to travel.

Leisure
65%



Business
69%

Source: Google Think



- 90% of people use the internet to research their travel
- 92% highly influenced by others comments and reviews (e-tailing group)
- > 60% haven't decided on destination
- > 50% will put destination on bucket list based on F&F / social recommendation



On average 14M Australians use Facebook every month
And on average more than 11M Australians use Facebook every day
And on average of the Australians who use Facebook every day over 10M are doing so on a mobile device
(Claire Deevey, Facebook 2016)

Over 50's are fastest growing age group adopting social media





Meet Generation C

Meet Generation C



Southern Highland's digital footprint



Digital Coaching International



Research objectives:

To understand the current relevance, quality and levels of engagement across a range of key websites, social platforms and other available digital assets in the region and to identify weaknesses and opportunities to increase customer engagement and conversion.



	Website	(17/17)
	Facebook	(16/17)
	TripAdvisor	(15/17)
	Instagram	(7/17)
	YouTube	(5/17)



Accommodation ▾ Specials ▾ Packages ▾ Dining ▾ Location ▾ Things To Do ▾ Information ▾

Witches Falls Cottages
 Delightfully different cottages for couples directly opposite Queensland's oldest National Park.
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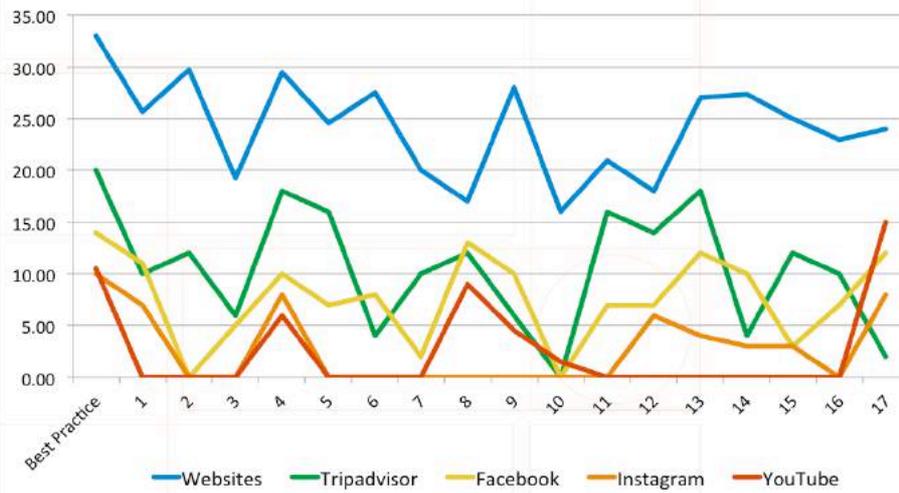
Witches Falls Cottages on Tamborine Mountain

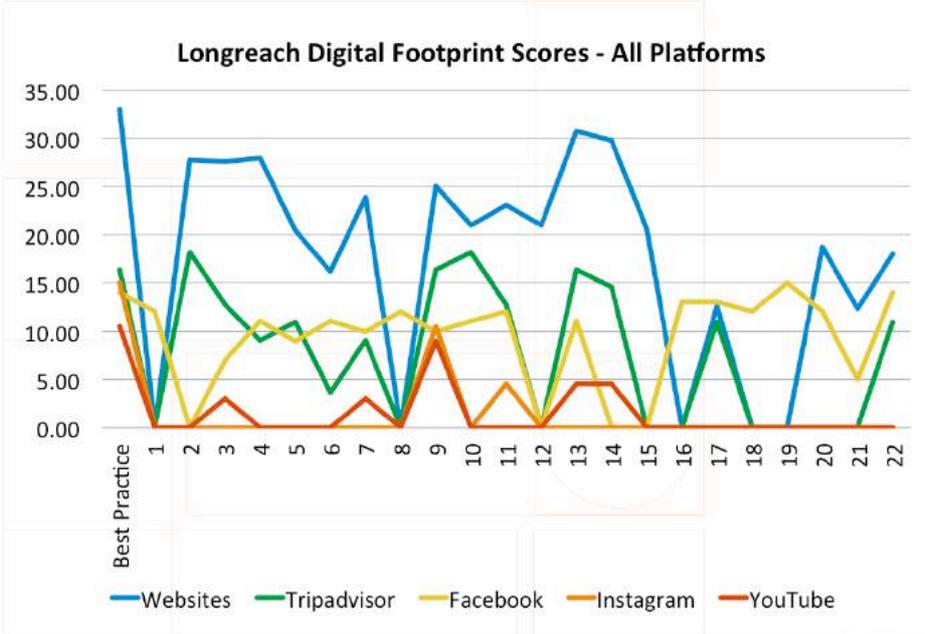


Hi, I am your Chief Wizard and together with Daniela and David I welcome you to Witches Falls Cottages on beautiful Tamborine Mountain. We hope you enjoy browsing our website and find the information you are looking for but don't forget you can always call us on +61 7 5545 4411 or email us at chiefwizard@witchesfallscottages.com.au if you get stuck or have any questions.



Your Digital Platform Scores - All Platforms





Key Findings

- ☞ No local business at best practice standard across the board
- ☞ A few of the websites close to benchmark standard
- ☞ 14/17 have a mobile site
- ☞ TripAdvisor, Instagram and YouTube are under-represented
- ☞ Only a few businesses utilising video
- ☞ Opportunity for collaborative learning and pulling each other along





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TAKE THE TOUR



Take a look at our impressive Photo Gallery.

[LET'S GO](#)



VISITORS

EVENTS

BUSINESS

MEMBERSHIP

NEWS & MEDIA

SOUTHERN HIGHLANDS

Fitzroy Falls



Your very own Southern Highlands Riverside Getaway

- [Berrima Motel](#)
- [Historic Berrima](#)
- [Bradman Museum](#)
- [Bundanoon](#)
- [Fitzroy Falls](#)
- [Illawarra Fly](#)
- [Jamberoo](#)
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16:46:52 Friday 27 May 2016

- [Motel Features](#)
- [Golf Play and Stay Packages](#)
- [Room Configurations](#)
- [Location – Southern Highlands](#)
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THE BERRIMA BAKEHOUSE MOTEL offers you, your family and friends, an affordable, comfortable, relaxed, country village experience. This charming, centrally-located motel is surrounded by almost two acres of riverside parks and gardens that abound, in daytime, with native birdlife. All motel units reflect the atmosphere of a true country motel. Each room is immaculate, tastefully decorated and affordably priced.

Truly..... Your Home Away from Home...



Book your best trip, every trip

Berrima Bakehouse Motel
TripAdvisor Traveller Rating



Based on 111 traveller reviews

What makes a great website?

- Content to suit target market
- Search friendly
- Big, quality images and video
- Sales friendly
- Customer service focused
- Content fresh and up to date
- Technically sound
- Need a deep critical analysis before embarking on redesign





TripAdvisor is the largest travel website

> 90 new contributions posted every minute (TripAdvisor)

TripAdvisor

- ☞ 4/17 businesses close to the benchmark
- ☞ Quality of the reviews across the businesses assessed is strong
- ☞ Response management is well beneath best practice standards
- ☞ Opportunity for significant improvement and better profiling for the destination



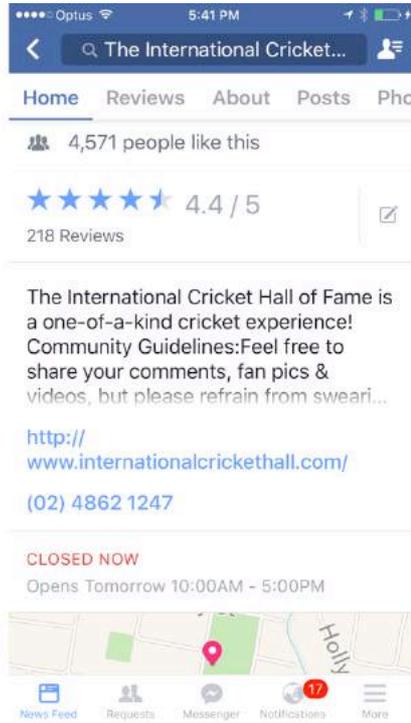
Facebook

- 7/17 are operating at a reasonable level of competency
- Strengths across the group are in their posting activities
- Facebook making it increasingly difficult to get reach and engagement, need to be strategic and targeted





...and respond quickly!



Optus 5:42 PM

The International Cricket...

ome Reviews **About** Posts Photos

Hours of Operation
Mon – Sun 10:00 AM – 5:00 PM

Additional Information

- Street parking

About
The International Cricket Hall of Fame is a one-of-a-kind cricket experience! Community Guidelines: Feel free to share your comments, fan pics & videos, but please refrain from swearing and rudeness. Racism wont be tolerated.

Company Overview
In 2008, to officially acknowledge the centenary of Sir Donald Bradman's birth, the Australian Government provided a \$6.5 million grant to the

News Feed Requests Messenger Notifications 17 More

Optus 5:43 PM

The International Cricket...

out Posts Photos **Videos** Events

All Videos

 Some good entertainment at Triple...
10 Likes • 379 Views 0:32

 Traditional Maasai jumping dance at Brad...
22 Likes • 539 Views 2:57

 WSC TV ad
Did you see the ad for our WSC exhibit during...
6 Likes 0:31

 99.94 Reasons to not...
There are 99.94 reasons to make sure you visit...
2 Likes 0:31

 Allan Davidson on Sir

News Feed Requests Messenger Notifications 17 More

How can you improve your online performance?

Where can you get help?





You don't have to do it alone – it can be overwhelming but if you can have experts to help you, then it makes growing your digital skills more doable and reduces risk of wasting your time and money

Tourism Tribe has been set up just for people like you to give you the support and learning resources so you can get on top of your digital game. We connect you with digital experts, online learning resources and support services and it's just like having digital experts at your fingertips.

We have over 65 online tutorials that span more than 10 digital topics.

		
<p>Social Media and The Law</p> <p>Super helpful tips to avoid getting into trouble.</p> <p>Learning resource: Tutorial Go</p>	<p>Facebook</p> <p>Learn how to use the most popular social network.</p> <p>Learning resource: Tutorial Go</p>	<p>Our Facebook training sessions produced some great questions!</p> <p>In this post we share the questions raised in our Online Training Session on Facebook.</p> <p>Learning resource: Support Article Go</p>
		
<p>Facebook for Tourism – Must knows</p> <p>Learn how to best use Facebook when you're running a Tourism Business.</p> <p>Learning resource: Presentation Go</p>	<p>My personal journey with Facebook</p> <p>In this blog, I'll share my very personal journey with Facebook in both a personal and business capacity at the Tourism Tribe.</p> <p>Learning resource: Support Article Go</p>	

A look at the Facebook Learning Hub on Tourism Tribe

FORUM QUESTIONS

Browse the questions & answers of other Tribe members in our support forums

Facebook adds new features

April 20, 2016

Really interesting to see how Facebook is evolving these days. I am trying to understand the logic though. Facebook has recently introduced Live Chat which you can add as a button on your business Facebook page (we suggest ZOPIM) so you can live chat with potential customers or existing Facebook followers. I am interested to know how this is [...]

Go

Using music in videos on social media

July 17, 2015

Hi We've noticed people and tourism businesses using music by known artists (eg Keith Urban, U2) to create videos and then publishing them on Facebook, Instagram, or via Flipagram. There are some being published on YouTube, but we understand YouTube monitors any misuse of copyright in regards to music. What are the rules, procedures etc regarding the use of music [...]

Go

What our members say about our online training sessions (Facebook)

September 24, 2015

Members can access the slides here <http://www.tourismtribe.com/facebook-for-tourism-online-group-training-session/>

Go

Should I or shouldn't I – change our website / facebook /instagram addresses?

November 27, 2015

I don't know enough about SEO to make this call so here goes Tribe – please lend me your opinion! We have created a business called Girragirra Green Living which unsurprisingly is focused on sustainable living in all it's guises As part of this business which is based on our beautiful little 50 acre organic river farm, we offer luxury [...]

Go

Facebook...

February 9, 2016

Hi there, is it worthwhile using 1 # when I post a photo on my tourism fb page? So something like this #tropicalcoastqueensland? Also am i allowed to go on here

Live streaming now on Facebook for everyone

February 22, 2016

Hi all, until now live streaming was only for the pro's, but it seems as of today you can live stream straight to Facebook with your mobile! So no excuses when it

Another look into Tourism Tribe – forum posts by other members – really informative

GET ANSWERS

Post your question using the form below and it will appear in our support forums for any Tribe expert and member to answer. Helping one another is why the Tribe exists.

Create New Topic

Your account has the ability to post unrestricted HTML content.

Topic Title (Maximum Length: 80):

/ [link](#) [b-quote](#) [del](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [close tags](#)

Forum:
(No Forum)

Topic Type:
Normal

Topic Status:
Open

You can ask a question any time

Connection with digital experts



All Advertising China Coaches Design Digital Drone Photography Marketing Photography Public Relations Social Media
Videos Web development



Julieen Perry

Marketing strategist and trainer specialising in the Tourism industry.

[View profile](#)



Lynne Hocking

Specialist content marketing and distribution expert. Specialising in building communities through video and social media.

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Kym Francesoni

Digital marketing trainer and coach

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Ralf Oien

Web and software developer with a ton of experience in the Tourism industry.

[View profile](#)



Despina Karatzias



Prue Pike



Warrick Wintle



Ian Whitehouse



We can connect you with all sorts of digital experts to help you with personalised coaching, help you with your digital plan or a challenge you may be having

Amazing Opportunity through
Destination Southern Highlands



You can join Tourism Tribe for free
as part of your membership with
Destination Southern Highlands

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You're one step away from
having digital experts at your
fingertips
Scroll down to find out how



34

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free – value \$119

You'll go to a page like this...scroll
down and complete the online
form.

Enter your details below to set up your membership.

Upon registration you'll immediately be logged in and able to access up-to-date Tourism marketing resources and support from Tourism experts.

You are logged in as liz. If you would like to use a different account for this membership, [log out now](#).

More Information

Company

City

State

Country

Website URL

In your Website URL make sure you include http:// so it reads
http://www.insertyourwebsiteaddresshere.com

I work in

Membership Level [change](#)

Great choice! You have selected the Tribe Membership (Yearly) membership level.

You will have access to continual knowledge growth and skills development to immediately improve your online presence.

You will enjoy all of the following services:

- Live Chat Hotline
- Forum Support
- Critical Email Alerts
- All Tourism e kit Tutorials

You can add a Power Session using the drop down menu on the left if you would like specialist assistance or training with an accredited Tourism Tribe coach.

You can cancel your membership at any time.

Complete these fields and you're
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