

# **BUSINESS READINESS FACE-TO-FACE FUNDAMENTALS**

DSSS Visitor Economy Symposium


Thursday 25<sup>th</sup> May 2023



Destination  
Sydney Surrounds South

# Acknowledgment of Country

**We would like to recognise and acknowledge the traditional custodians of the land on which we all live and work, the Wodi Wodi people of the Dharawal Nation, and pay respects to Elders past, present and emerging.**



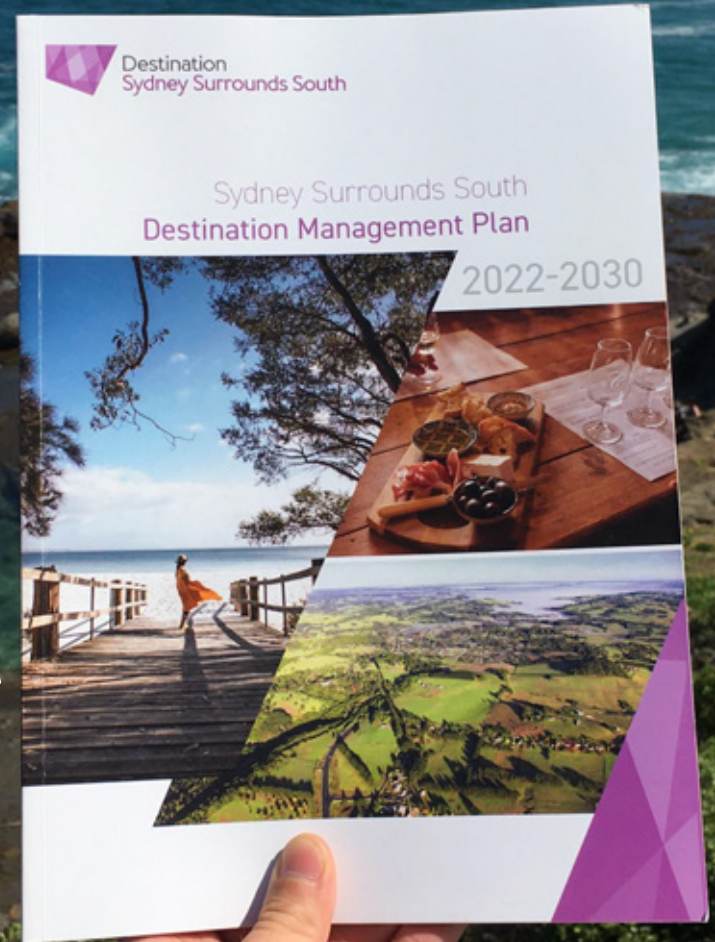
# The Role of DSSS

- Industry Development / Capacity Building
- Product Development
- Cross Regional Projects

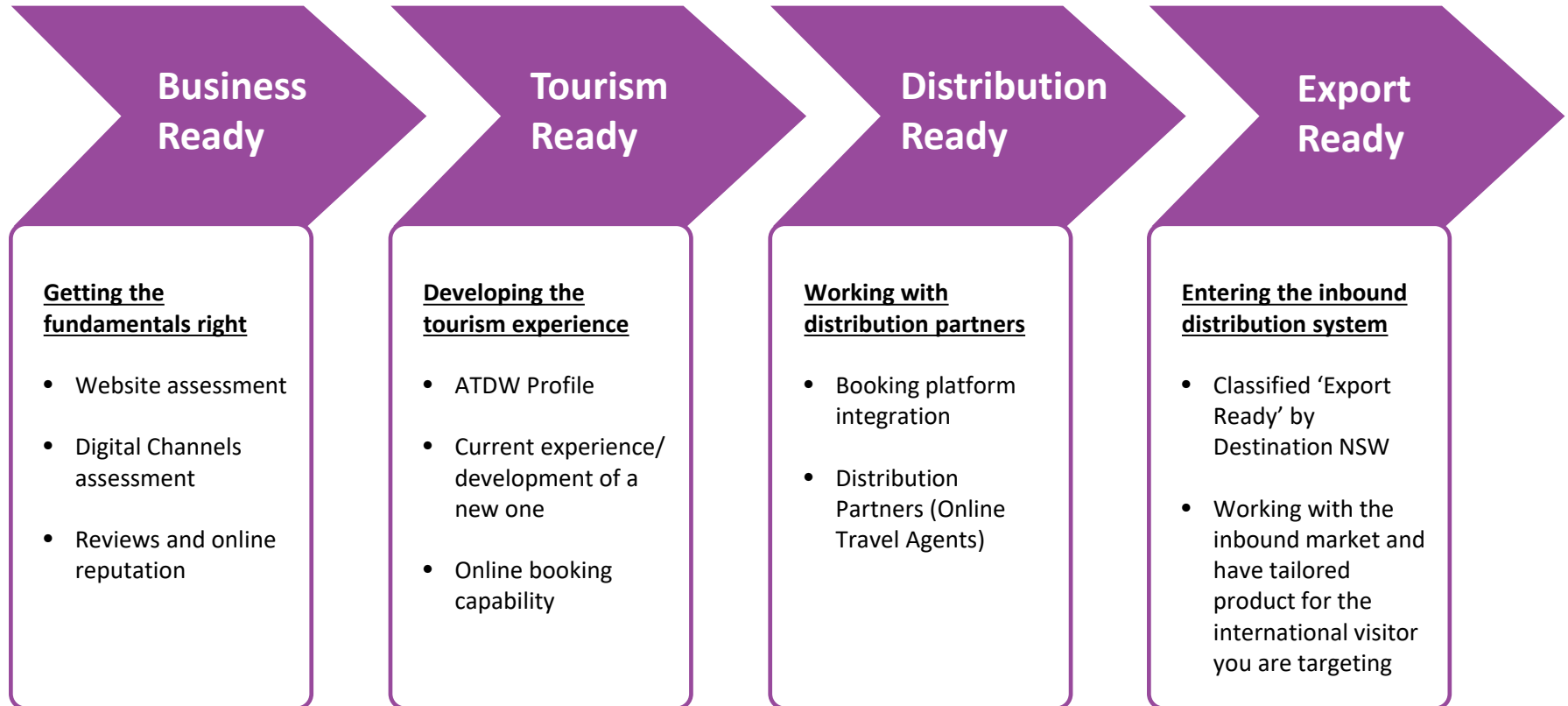


# DSSS Destination Management Plan

- Collaborative framework – local regional and state tourism stakeholders
- Outlines five strategic objectives and plan of action.
- Alignment with Visitor Economy Strategy 2030 and the target to achieve \$25B in visitor expenditure



# Your Journey



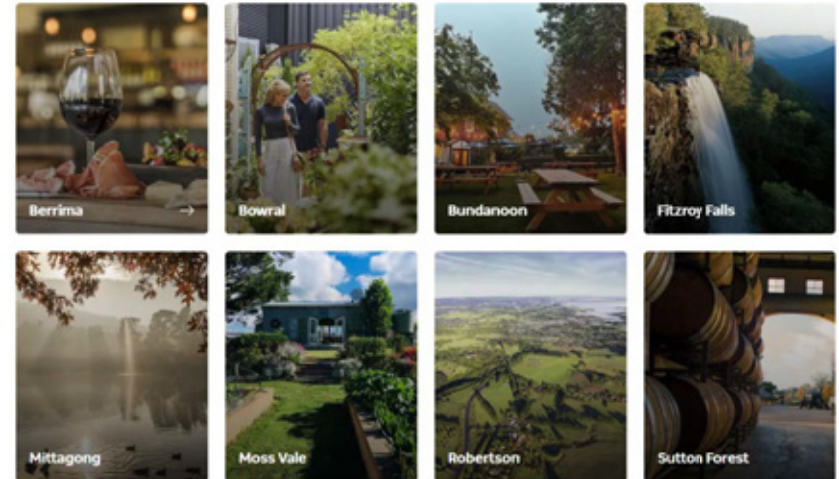


[www.critche.com.au](http://www.critche.com.au)

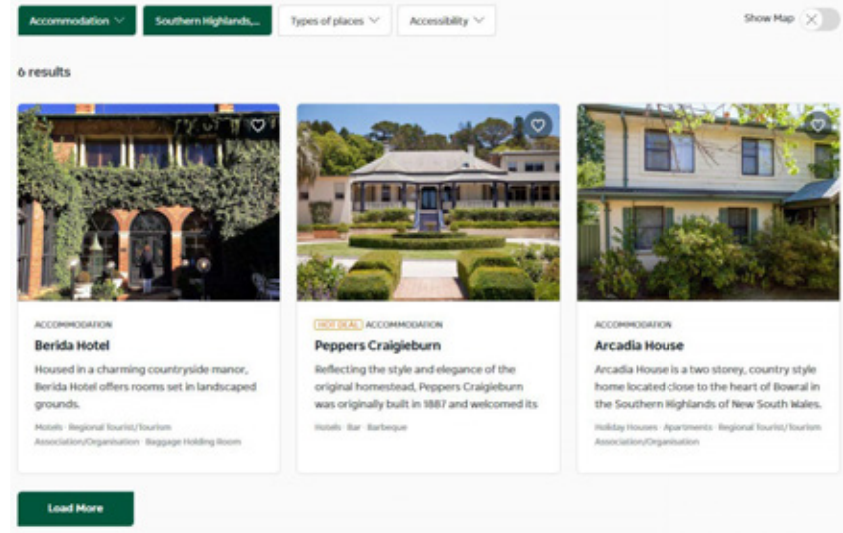
# Australian Tourism Data Warehouse (ATDW)

- Australia's national platform for digital tourism information on Australia
- One listing – hundreds of possibilities (VisitNSW.com, Google Maps, Flight Centre Australia Guide etc)
- Destination NSW Get Connected Team
- FREE in NSW

## Places to visit



## Plan your trip



# What makes a good ATDW listing?

1. A captivating description
2. Enticing imagery – authenticity is key
3. Level up your listing with video
4. Stay seasonal – adding ‘Deals’ when relevant

[Tourism Australia – How to create an awesome ATDW listing](#)









# What is a Bookable Product?

A bookable product is tourism experience that can be booked and paid for in advance of the customer's travel.



Destination  
Sydney Surrounds South



# It's not just great for you... It's great for everyone!

When there's a variety of bookable products in a destination, it creates more awareness of the destination experience, and more reasons to book and visit.



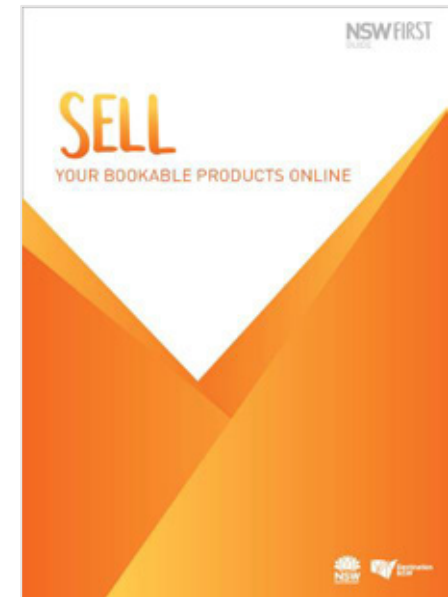
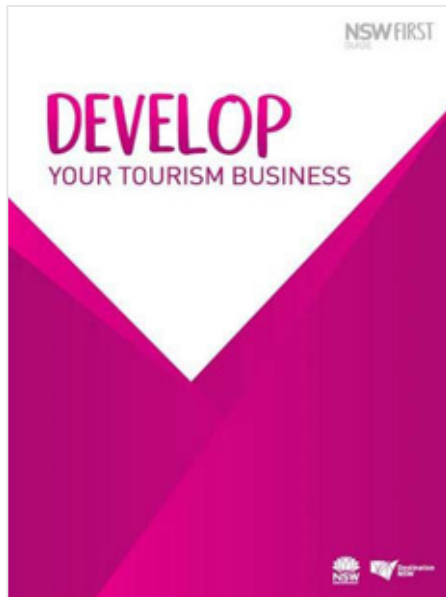
Destination  
Sydney Surrounds South

# Benefits of Being Online Bookable

- You are open 24/7
- Easier inventory management and business planning
- Improved customer experience
- Increased search-engine ranking



# NSW First Program



# Bookable Experiences In a Nutshell

## A bookable experience is:

- Regularly available
- Takes place at a set time and set place
- Booked in advance
- Offers a consistent customer experience

## A bookable experiences will:

- Add value to the visitor's experience
- Attract advance bookings
- Manage your inventory
- Increase revenue
- Build demand



# MARKETING FUNDAMENTALS

MAY 2023





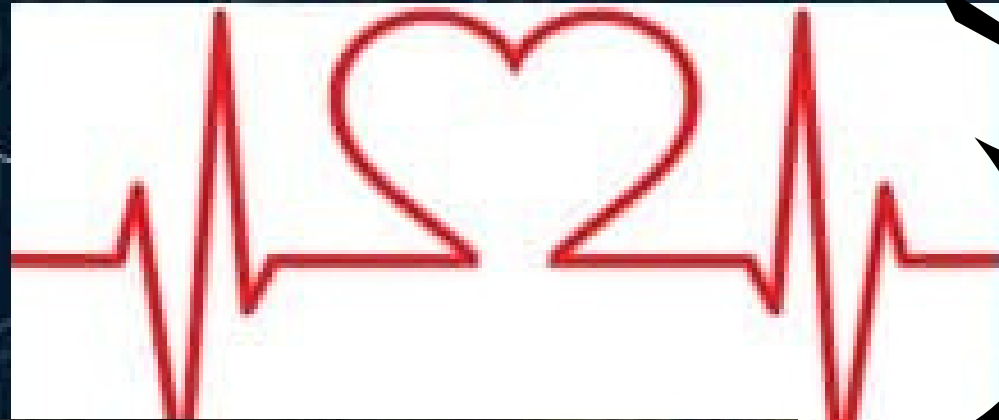


IF YOU'RE HERE, IT  
MEANS YOU'RE  
GOOD AT WHAT  
YOU DO, AND KEEN  
TO DO IT EVEN  
BETTER.



IF YOU'RE AMAZING  
AT WHAT YOU DO,  
IT'D BE A SHAME  
NOT TO SHOWCASE  
THAT TO THE  
PEOPLE THAT WANT  
WHAT YOU'VE GOT.

# why marketing matters ?





ONE THING YOU NEED TO  
REMEMBER:  
MARKETING = RELATIONSHIPS



WE'RE ACTUALLY  
ALL MARKETING  
EXPERTS ALREADY



THE RELATIONSHIP  
MODEL OF  
MARKETING:  
WHAT WORKS FOR  
ONE, WORKS FOR  
THE OTHER.

2 THINGS YOU NEED TO  
KNOW, & A FEW THINGS  
YOU SHOULD DO.



**PART 1:**  
**WHAT YOU NEED TO**  
**KNOW TO HAVE A GOOD**  
**RELATIONSHIP / GOOD**  
**MARKETING STRATEGY**





# THE TWO THINGS YOU NEED TO KNOW:

**1. WHO AM I?**

**2. WHO AM I RELATING TO?**



# WHO AM I?

- Before we can relate to anyone, or build our business strategically, we need to know **who we are**.
- If you don't know and can't clearly express who you are, no one else has much hope of figuring it out.
- Knowing who you are works as a **guide to every decision we make** in relationships and in our business.



## "WHO AM I" EXAMPLES?

- **Nike:** to “bring inspiration and innovation to every athlete. If you have a body, you're an athlete: Just Do it.”
- **Coke:** visual identity of Coca-Cola portrays "love, passion, purity and humility." "Enjoy." "A can in the hand of every man"
- **Apple:** emphasizes the qualities of simplicity, innovativeness, exclusivity, and memorability within the minds of its consumers. "Think different."
- **Jervis Bay Brewing Co:** "A beautiful place to be. Connect, relax, unwind."



# WHO AM I TRYING TO RELATE TO?

- AKA target audience etc.
- SUPER important: Almost as important knowing yourself.
- Get **specific**
- Demographic, psychographic
- What problems do they have that we can solve?
- Personification: describe, name them, write a back story
- Know them better, serve them better, connect better, do better.



WHO WE ARE, AND WHO  
WE ARE BUILDING  
RELATIONSHIP WITH,  
EVOLVES, BUT IS ALWAYS  
CENTRAL.



JUST DO IT.

2 MINS ON THE CLOCK:

1. WHO AM I?

2. WHO AM I RELATING  
TO?



ONCE WE KNOW WHO WE  
ARE AND WHO WE ARE  
RELATING TO, WE CAN  
CLEARLY AND EASILY  
DECIDE WHAT TO DO.



## PART 2: STUFF WE SHOULD DO...



- This is what most people think of as "marketing"
  - It's what most business owners want most
  - It's where it gets complicated and overwhelming
  - There's no "right" and "wrong", once size fits all
  - It's constantly changing
  - But it's also the creative fun part that marketers love most!
- 
- We can use the Relationship Model to understand this tricky area...
  - Unfortunately, there's no such thing as shortcuts or tricks to a good relationship...



WHAT MAKES A GOOD  
RELATIONSHIP?



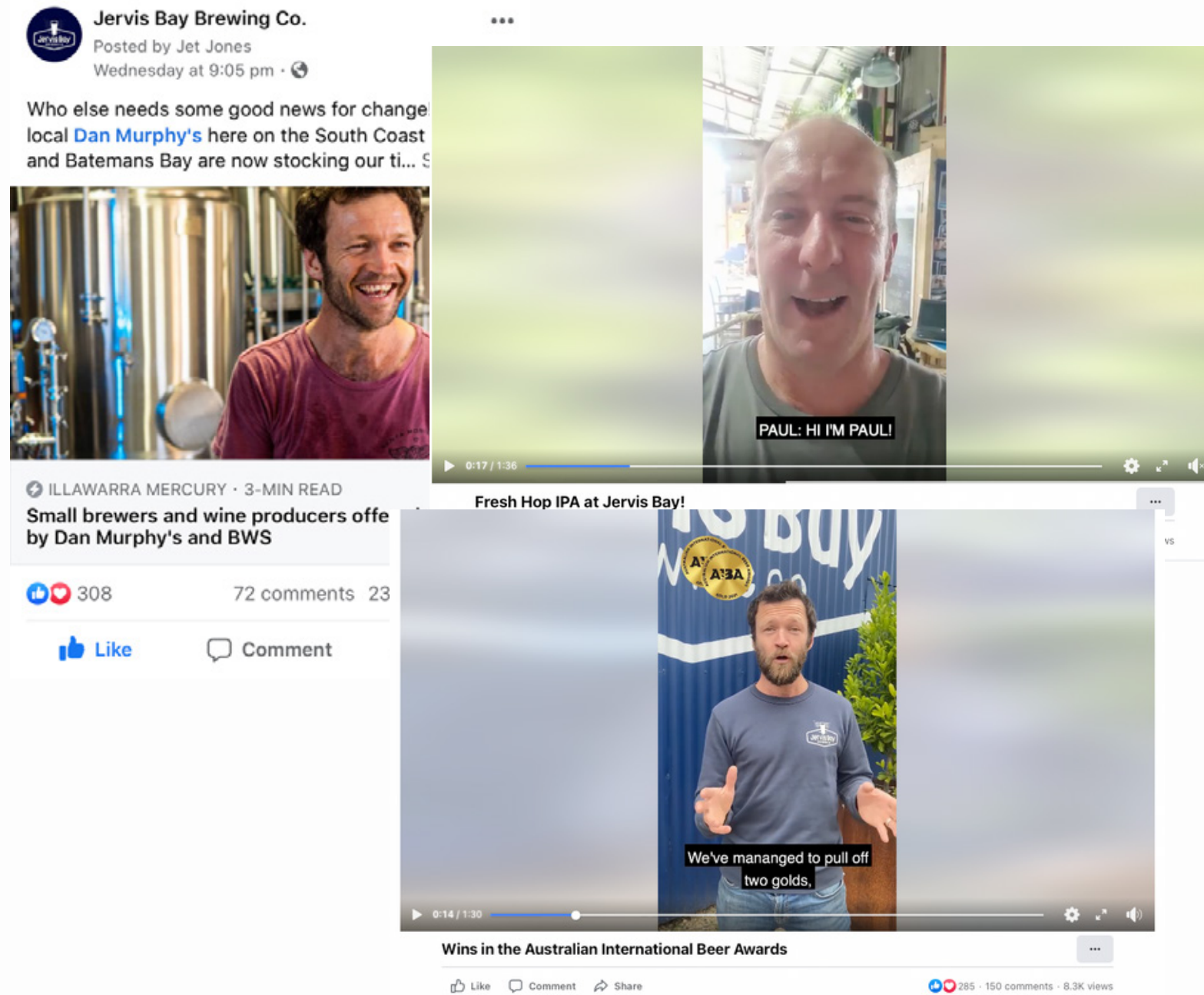
# THINGS THAT MAKE RELATIONSHIPS GREAT



- **Authenticity**
- **Consistency**  
• **Novelty**

- **Quality**
- **Generosity**

# AUTHENTICITY



**01** People are expert bulls\*\*t detectors. Especially Australian audiences. Trust.

**02** Newly emerged channels + algorithms promote authentic interactions.  
DIY, in your pocket, behind the scenes



# CONSISTENCY V NOVELTY



**01** Consistency: being who you are reliably, honestly, regularly, building trust. Building a brand aesthetic.

**02** Novelty: thumb stopping, keeping the relationship fresh.

# QUALITY



fancy pro shot



user generated content



iphone snap from a bartender

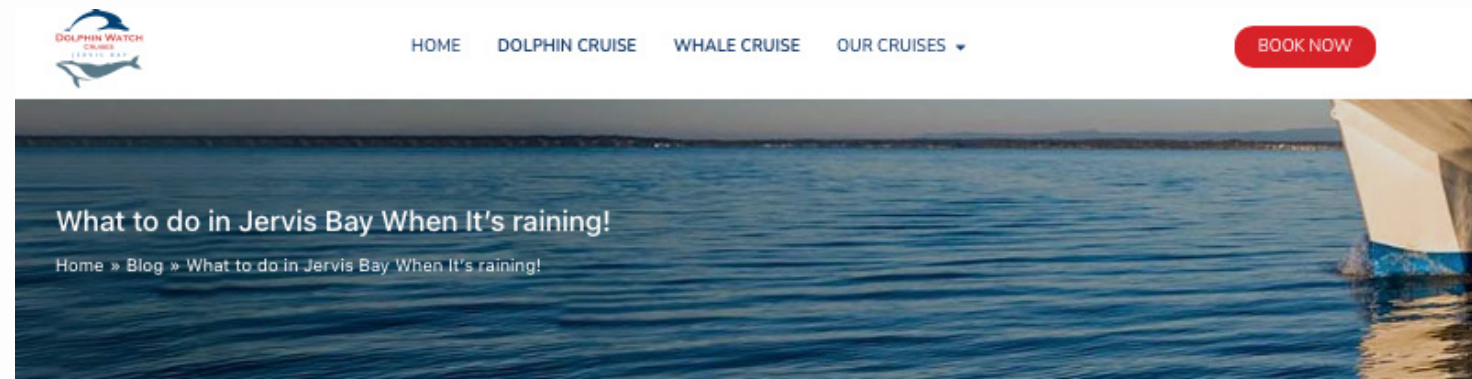


graphic design work

**01** Quality content is whatever connects.

**02** Use a mix across your channels, asking the question, "What connects?"  
"What will build our relationship?"

# GENEROSITY



**02** Give more than you "sell", and people will engage with you more, and buy more.

So you've come away on holidays to Jervis Bay, and instead of bright sun and white spectacular in all weather conditions! We've compiled a list of fun things to do here binge-watching Netflix while adventure awaits outside!

### 1. Come for a Dolphin/Whale Cruise with Dolphin Watch Cruises

We couldn't start our list without this one! All of our resident Jervis Bay dolphins are raindrops! When it's not a perfect beach day, come for a trip with us to see the local or whale cruise here in the Jervis Bay.

### 2. Rock Climbing with Indoor Climb South Coast

Indoor Climb South Coast is one of the newest additions here in terms of fun stuff! Climbing the walls of the Air b'n'b, get them in here to climb some walls designed for

### 3. Nerd-out at the Jervis Bay Maritime Museum and Gallery

This place really is a hidden gem. It has world-class collections, stunning artworks, Huskisson, and now fully preserved and able to be explored indoors! Step back in time too, especially seeing as it's situated on the shores of the bay, with fish to feed and



**01** Giving V Asking



# HOW CAN MY BRAND SHOW MORE:

- **Authenticity?**
- **Consistency**  
&
- **Novelty?**

- **Quality?**
- **Generosity?**



BEST BIT: IF WE HAVE A  
GOOD RELATIONSHIP, IT  
ENDS UP DOING THE JOB  
FOR US!







The reason the relationship model works is because it's not even an analogy or metaphor: marketing **is** a relationship. That's what it is.

It's two way communication, it's providing mutually beneficial needs to people with common goals and insterests and passions.

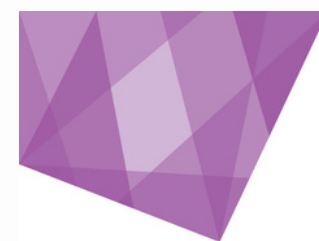


One-on-one we can explore what this looks like for your individual business, but the Relationship Marketing Framework works as an on-the-fly strategy that works for big brands or small, across all channels on all budgets.



## CONTACT US

<b>E-mail</b>	<a href="mailto:jetjonesenterprises@gmail.com">jetjonesenterprises@gmail.com</a>
<b>Website</b>	<a href="http://jet-jones.com">jet-jones.com</a>
<b>Phone</b>	0439 425 809



Destination  
Sydney Surrounds South