

PACKAGING FOR PROFIT

From strategy to success - packaging that connects people, activates place and grows profitability.

A continuation of this morning's session — going deeper.

DSSS Visitor Economy Symposium 2026 | Kiama Pavilion | 27 May 2026

Despina Karatzias | Institute of Excellence

IGNITING EXCELLENCE SINCE 2014



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- Author, Adventures of a Balloon Girl
- Outstanding Contribution, 2022 Victorian Tourism Awards
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audit.instituteofexcellence.com

Business & AI Capability Audit



WHERE WE ARE GOING

This morning you named a package. This session brings it to life.

BE FOUND

Stages 1 & 2: Dream and Plan. Does your morning package serve a real visitor, and do they find it before they choose someone else?

BE CHOSEN

Stages 3 & 4: Book and Experience. Where does your package live, who carries it, and does it deliver what it promised?

BE READY

Stages 5, 6 & the formula: Share, Thank & Refer, then the 10-step AI build. Ready to launch this week.

RATE YOURSELF RIGHT NOW

"How confident are you right now that you know how to create a partnership package that will grow your revenue, without reducing your price?"



Not confident

Very confident

Write your number down. We are coming back to it at the end.

OPA!

*More than a Hellenic expression of joy.
It is the lens for how businesses grow.*

Every challenge contains an opportunity. This is how we look at packaging today.

O

OPPORTUNITY

What is possible for your business right now, with the partners already in this room?

P

PURPOSE

Why does this package matter, to you, your visitor, your destination?

A

ACTION

What is the one step you take this week to activate it?

YOUR PACKAGING SCAFFOLD

01

WHAT DO I DO?

Your core offering, the experience at the heart of your business. You answered this on the last slide.

02

WHAT DON'T I DO?

Where the gap in the visitor's experience sits, what they leave without. This is where collaboration begins.

03

WHAT CAN I DO THROUGH COLLABORATION?

The local partner, experience or product that fills that gap. One conversation brings it to life.

SECTION 01

BE FOUND

Stages 1 & 2: Dream and Plan. The visitor is searching. Does your package appear in their story before they decide?

3.6B

They are already coming. The question is whether they find your package before they choose someone else's.

Source: Destination Sydney Surrounds South | dnsss.com.au

THE FINDABILITY GAP

76%

of Australians plan to travel domestically in the next 12 months.

Strong ongoing demand for local and regional travel. They are searching for experiences in regions like this one.

The question is whether they find yours before they find someone else's.

"If your business does not appear in the destination story, the challenge becomes greater."

Source: Nielsen Consumer & Media View (CMV), 2024

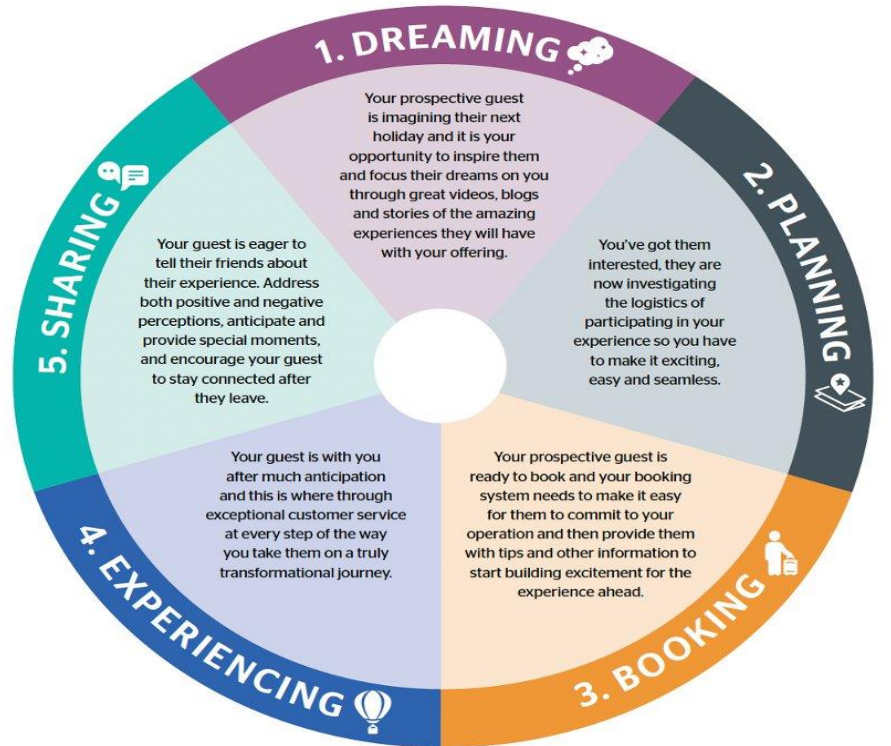
FROM
ME

TO
WE

Destination Sydney Surrounds South grows when its businesses grow together.

TRADITIONALLY

THE VISITOR JOURNEY

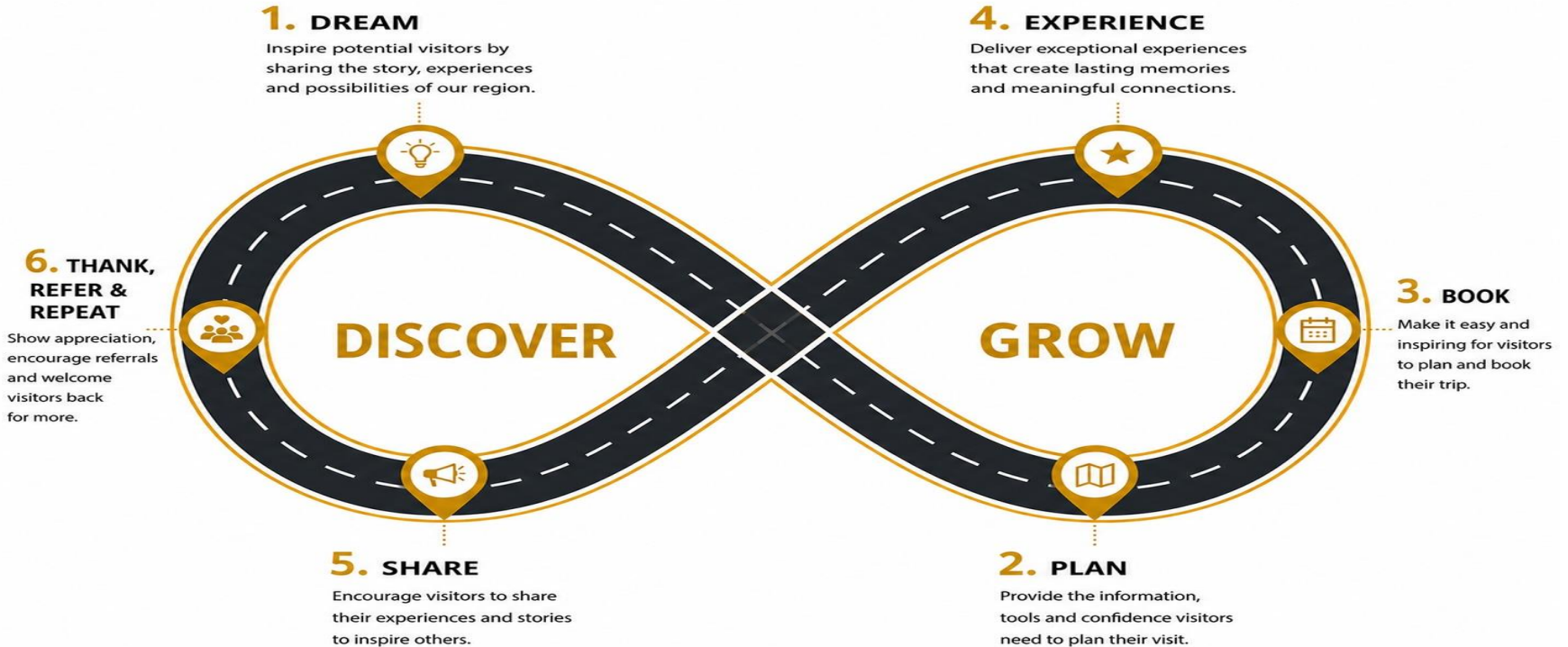


OUTGROWING THIS MODEL

- X** Stops at the share
- X** No built-in system for loyalty or return visits
- X** Constantly chasing new visitors at the top
- X** More opportunity at post-experience
- X** Stage 6, Thank, Refer and Repeat, never activated

There is a better way.

THE IOE VISITOR ECONOMY INFINITY JOURNEY



LET'S FIND OUT WHERE YOUR LOOP IS WINNING

YES - fully in place

5 points

PARTIALLY - inconsistent

3 points

NO - not in place

0 points

*Six questions. Score honestly, not how you want to be, how you actually are right now.
Both your wins and your gaps matter here.*

Grab a pen or notes on your phone. Score each stage honestly.

YOUR VISITOR ECONOMY AUDIT

STAGE	STATEMENT	YES / P / NO
1. DREAM	I have destination and local content online that makes it easy for a potential visitor to find my business and our destination, and choose it over alternatives.	Y P N
2. PLAN	I respond to every enquiry within 4 hours with information that makes it easy for the visitor to say yes.	Y P N
3. BOOK	I have a confirmation process that reassures the visitor and builds excitement before they arrive.	Y P N
4. EXPERIENCE	Every visitor receives a consistent, high-quality experience, and I actively collaborate, package, and make other local experiences visible.	Y P N
5. SHARE	I respond to every review within 48 hours and acknowledge visitor posts, tags and comments.	Y P N
6. POST-EXPERIENCE	I have a process that thanks visitors, invites a review or referral, and gives them a compelling reason to return or recommend.	Y P N

WHAT DOES YOUR SCORE MEAN?

25 – 30

STRONG FOUNDATION

Your loop is largely active. Your focus is closing Stage 6 and building the referral ecosystem deliberately.

15 – 24

PARTIAL READINESS

You have real strengths and at least one stage is costing you visitors. Close the gap before adding new tools.

Below 15

FOUNDATION FIRST

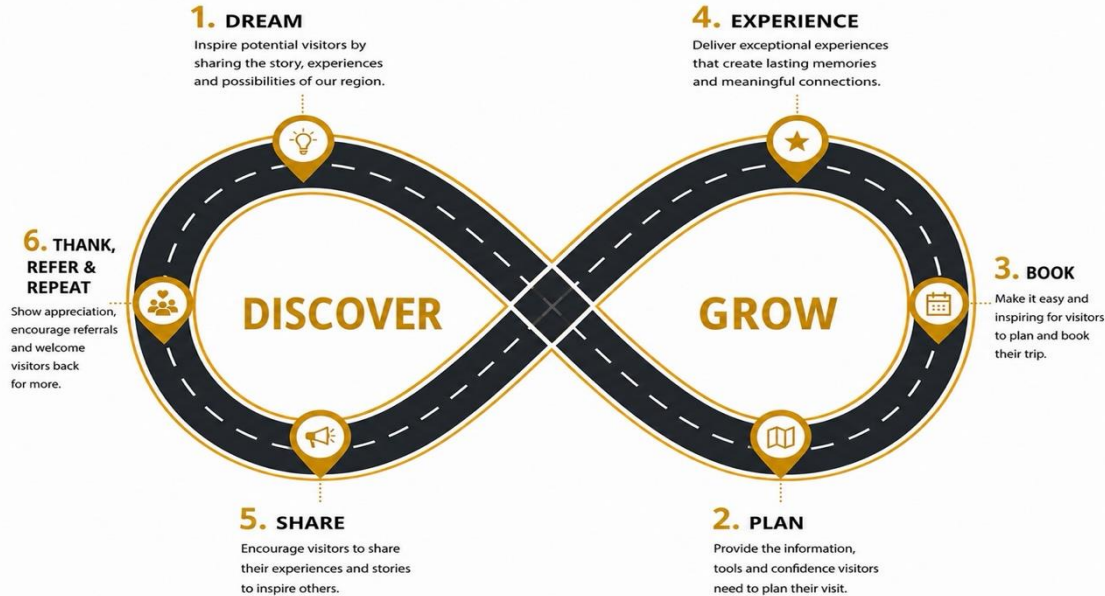
Focused planning across all stages is required before tools will deliver results. Structure before systems.

Circle your **LOWEST** score. That is your highest-value opportunity.

YOUR LOWEST SCORE IS NOT A WEAKNESS.

It is where your next growth is waiting.

A NEW ROADMAP



1 DREAM
Visitor is inspired. Your package needs to exist in the destination story.

2 PLAN
Visitor is comparing. Clear inclusions and smart placement wins here.

3 BOOK
Visitor is deciding. Bundling at this moment lifts value by up to 95%.

4 EXPERIENCE
Delivery. Partner quality determines whether the promise is kept.

5 SHARE
Visitor content. A great package markets itself. A transaction does not.

6 THANK & REFER
The follow-up. This stage turns one visit into a referral pipeline.

Stages 1–2: **BE FOUND** | Stages 3–4: **BE CHOSEN** | Stages 5–6: **BE READY**

DREAM - DESTINATION FIRST

1

Do you lead with your destination, and does your business appear as part of that story?

When a visitor is dreaming about DSSS, do they find you?

Is your business easy to find and when they find you, is it easy to choose you?

AI AT THIS STAGE

Update your ATDW and write destination-led Google Business Profile descriptions that lead with Central Victoria

Generate website business and destination-led copy that answers the questions visitors are searching for

PLAN AND BOOK

2 PLAN

When a visitor is investigating DSSS, do you give them the information, tools, recommendation and confidence to plan their visit around you?

AI AT THIS STAGE

Warm, consistent enquiry responses using your own pricing, inclusions and influence.

3 BOOK

Is it easy and inspiring for visitors to commit to your business, and do you build excitement from the moment they book?

AI AT THIS STAGE

Confirmation messages that reassure and support anticipation building excitement before arrival

EXPERIENCE AND SHARE

4 EXPERIENCE

Does every visitor receive an experience that exceeds what they expected, and are you actively collaborating, packaging, and making other local experiences visible?

AI AT THIS STAGE

Staff training, FAQ documents and familiarisations so every team member gives consistent, confident answers

5 SHARE

Do your visitors share their experience, and when they do, are you there?

AI AT THIS STAGE

Review responses, 5-star or, 1-star handled calmly within 24 hours

THANK, REFER AND REPEAT

6

POST-EXPERIENCE

*Most businesses do nothing after the visitor's experience ends.
Not because they don't care, because they don't have a system.*

AI AT THIS STAGE

Customer experience strategy including post-experience follow-up messages and referral invitations that run without you.

This is the most expensive gap in regional tourism.

01



DREAM

OUR JOB AS DESTINATION AMBASSADORS

Inspire potential visitors by sharing the story, experiences and possibilities of your region. Be part of the destination narrative before a visitor even starts planning.

THE PACKAGING CONNECTION

Your package needs to exist in the Dream stage or it does not compete. Social content, destination listings and partner cross-tagging are all Dream-stage packaging tools. If they cannot find the story, we are missing an opportunity.

DSSS EXAMPLE, Bangalay, South Coast Experiences

Bangalay doesn't just sell a stay. They sell the South Coast. Their website features a curated "Things to Do" page showcasing regional experiences across adventure, culture, food, and nature

Your package, where does it live in the Dream stage? Is it on social? In a destination story? In a partner's caption?

**THE SOUTH COAST ESCAPE**

A curated South Coast road trip featuring **four distinctive stops**. From coastal villages to vineyard escapes, lush vineyards and countryside lunacy.

[READ MORE](#)**VALLEY OUTDOORS - KANGAROO VALLEY**

Deep into adventure and explore the spectacular wilds of Kangaroo Valley and beyond with Valley Outdoors canoe hire, bush walking, camping and guided tours.

[READ MORE](#)**JERVIS BAY STARGAZING**

Embark on an awe-inspiring space journey with an astrophysicist in the dark skies of Jervis Bay, away from the city lights. Where the stars meet the sea.

[READ MORE](#)**WOEBEGONE FREEDIVE**

Local instructors provide personalised and intimate tours to help you master the basics of exploring the underwater world.

[READ MORE](#)**DJIRIBA WAACURA**

With an aim to revitalise and strengthen Aboriginal Culture on the NSW South Coast and beyond, these programs provide captivating cultural experiences that inspire entrepreneurs, empower local communities and foster both educational and personal growth.

[READ MORE](#)**VISIT BERRY TREAT FACTORY**

Indulge your sweet tooth at the Berry Treat Factory. This delightful confectionery store in Berry is a paradise for candy lovers of all ages. Discover a wide selection of delectable treats, including handmade chocolates, fudges, and candies.

[READ MORE](#)**ENJOY THE VIEW AT A LOCAL LOOKOUT**

With views taking in the lush mountains down to the Barmide and coastal views to the sea, there are many breathtaking lookouts along the South Coast to imagine awe and wonder. Here are a few of our picks to get your camera's snapping.

[READ MORE](#)**INDULGE AT THE BERRY TREAT FACTORY**

A great way to spend an afternoon is to visit the 'Treat Factory' in Berry. Hundreds of varieties of chocolates, confectionery and preserves are handcrafted onsite making it the largest gourmet food outlet on the South Coast.

[READ MORE](#)**LEARN THE ART OF STAND UP PADDLEBOARDING**

Stand up paddleboarding (SUP) is often referred to as a great workout for your core and is a fun and easy way to explore the waterways on the South Coast.

[READ MORE](#)

02



PLAN

OUR JOB AS DESTINATION AMBASSADORS

Provide the information, tools and confidence visitors need to plan their visit. Be easy to find, easy to understand, and easy to choose before they arrive.

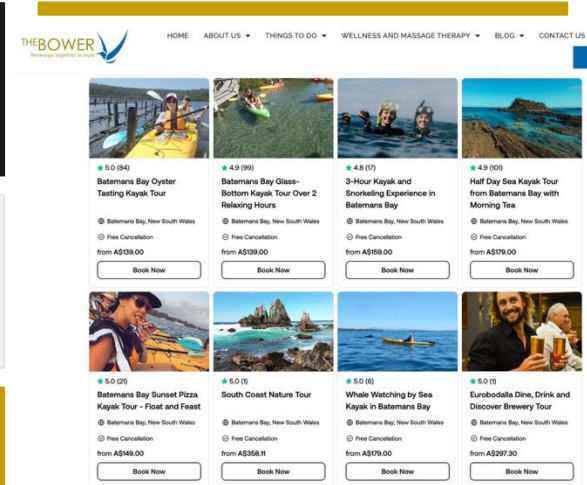
THE PACKAGING CONNECTION

Your package description, inclusions list, pricing and placement on itinerary platforms are Plan-stage assets. A visitor comparing options chooses the package that removes the most friction. Clear inclusions, a compelling name and a visible price wins at this stage.

DSSS EXAMPLE - The Bower at Broulee

Listed under Things To Do on their own website. A list of additional experiences on their website becoming a one stop booking engine for the guest stay.

Your morning package, does it have a name, a clear inclusions list and a price? Those three things are all a visitor needs to plan around it.



YOU ARE NOT SELLING A PRODUCT.

A FEELING

The sense of ease, joy, or belonging a visitor takes home with them.

A STORY

Something worth sharing, the moment that becomes the memory.

A RELIEF

You solved a problem they did not know they had before they arrived.

A TRANSFORMATION

They arrived one way. They left different. That is what they paid for.

Your morning package — complete this in one sentence: "My package gives visitors ____ so that they ____." Say it out loud.

SECTION 02

BE CHOSEN

Stages 3 & 4: Book and Experience. Where does your package live, who carries it, and does it deliver what it promised?

95%

lift in average order value when operators bundle experiences with accommodation at the point of booking.

The package does not just sell more. It gets found more, it appears where the visitor is already deciding.

Source: Journey Ecommerce Platform, Hotel Packaged Experiences Study, 2026

BUNDLE. DON'T REDUCE YOUR PRICE.

THE PRICE CUT

Reduces what you earn.

Signals your price was wrong.

Attracts deal-seekers, not experience-seekers.

Trains the market to wait for the next offer.

THE BUNDLE

Increases what the visitor gets.

Signals value, not desperation.

Attracts visitors seeking a complete experience.

Prices for the transformation, not the transaction.

One well-designed package at the right price outperforms three reduced-price options every time.

03



BOOK

OUR JOB AS DESTINATION AMBASSADORS

Make it easy and inspiring for visitors to plan and book their trip. Reduce friction. Be present where the booking decision is made, at the moment of transaction.

THE PACKAGING CONNECTION

This is the stage where bundling delivers the 95% lift. A package that is bookable at the moment of decision, on a booking confirmation, in a checkout flow, on a partner's site, captures spend that would otherwise be left behind. If your package is not bookable, it is not selling.

DSSS EXAMPLE - Tasting Trails, Southern Highlands

One pass. Multiple producers. Bookable online before the visitor leaves home. Over \$150 value in a single transaction. The platform is the booking channel and the distribution channel simultaneously.

*Your package in the making, how does a visitor actually book it right now?
If the answer is 'call us', that is your first fix.*

04



EXPERIENCE

OUR JOB AS DESTINATION AMBASSADORS

Deliver exceptional experiences that create lasting memories and meaningful connections. This is where your partner choice determines everything. A great package with the wrong partner fails at this stage.

THE PACKAGING CONNECTION

The Experience stage is where your partner selection criteria matter most. A partner who does not deliver to the same standard damages your reputation as much as theirs. Curation is a packaging decision. Choosing who you partner with is a quality call, not just a commercial one.

DSSS EXAMPLE - Scribbly Farm - Southern Highlands

Scribbly Farm curates Mill Shed Distillery, Mrs Oldbucks Pantry, Tractorless Vineyard and Stefano Marvello. Each partner is named and held to the same standard. The aggregator works because the host takes responsibility for the experience, not just the logistics.

Your morning package, if your partner delivered a poor experience tomorrow, what would that do to your business?

**Cook the Italian Way**

Discover the art of Italian cooking with Stefano Marvello. Make fresh bread, pasta, and desserts - then dine together, the Italian way.

Available on and offsite.
www.stefanomarvello.com

**Regenerative Wines**

Tastings, blending classes, and friendly competitions. Tractorless Vineyard combines biodynamic methods with animal systems to create sustainable, high-quality wines.

Available on and offsite.
www.tractorlessvineyard.com

**Tea Blending & Tastings**

Step into Mrs Oldbucks Pantry, bringing nostalgic jams, treats, and teas since 1977. Enjoy tea blending or a chilli jam tasting - how hot can you go?

Available On and offsite.
www.mrsoldbuckspantry.com.au

**Cocktails & Gins**

Discover The Mill Shed Distillery's signature spirits with a guided gin tasting and cocktail masterclass. Crafted in Bowral, enjoyed anywhere. Available on and offsite.

www.millsheds.com.au

FOUR CHANNELS. FOUR WAYS TO GET FOUND.

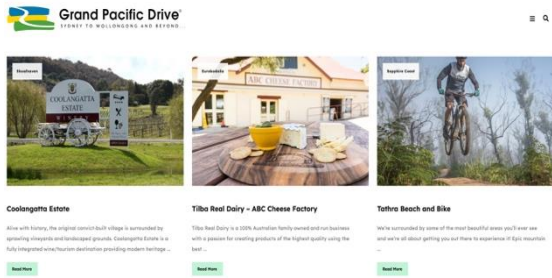
Each packaging type is also a distribution channel, a different way your product gets in front of the right visitor at the right time.

TYPE	WHERE IT LIVES	DSSS EXAMPLE
THE BUNDLE	Your own booking page or partner's confirmation email	<i>Accommodation + breakfast hamper from a local maker — visible at checkout, one step to book</i>
THE CIRCUIT	Across multiple operator websites and social channels simultaneously	<i>South Coast Escape — Bangalay + Paperbark Camp + Cupitt's Estate + The Oaks Ranch. Four channels, one story.</i>
THE AGGREGATOR	A destination platform or host operator's site — one listing, multiple operators	<i>Scribbly Farm curates five partners on one platform. One visit surfaces five businesses.</i>
THE SOCIAL LOOP	Cross-tagged content, shared campaigns and co-created reels — organic reach	<i>Bangalay's South Coast Escape Reel. Four partners. One piece of content. Found during the Dream stage.</i>

BE CHOSEN

LEAD WITH DESTINATION

Place your offer through a partner's channel. Place their offer through yours. Both your reach doubles. Your cost does not move.



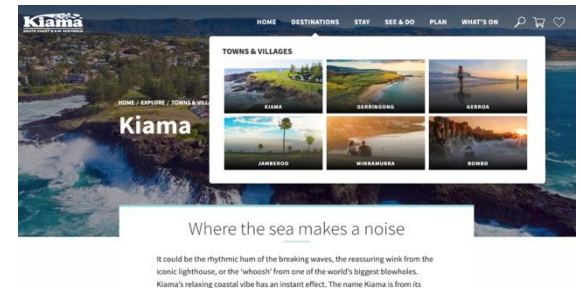
Grand Pacific Drive

Operators listed on the GPD itinerary platform are found at the Plan stage, before the visitor leaves home. Free placement. High visibility.



Go Grand, DSSS Campaign

Your RTO is already running campaigns with your visitor's attention. Operators plugged in get regional reach at zero cost.



Kiama.com.au

Local destination platform. Found during Dream and Plan by visitors already interested in the region. Are you listed?

BE FOUND | BE CHOSEN | BE READY

SECTION 03

BE READY

Stages 5, 6 & the formula: Share, Thank & Refer, then the 10-step AI build. Ready to launch.

30%

higher daily rates are paid by package travellers, who also stay longer than those booking individual components.

Package bundles grow what each visitor spends. A price reduction only shrinks what you keep.

Source: Expedia Group Partner Insights, 2022–2023

THE PARTNER PLACEMENT PRINCIPLE

**Place your offer through a partner's channel. Place their offer through yours.
Both your reach doubles. Your cost does not move.**

A cellar door packages with a local accommodation provider. Both channels carry both offers.

A tour operator lists on a partner's booking confirmation. The guest books on the way in.

A restaurant appears in the Destination Greater Bendigo Loddon itinerary builder. They are found before arrival.

STEP 3 OF YOUR BUILD: Who in this room could you partner with? One conversation is all it takes.

CHOOSING YOUR PARTNER

Five criteria. Not one is about size or budget. All five are about fit.

1 VALUES

Do you stand for the same things? A misaligned partner is felt by the visitor at the Experience stage.

2 ASSETS

What do they bring that you do not have and vice versa? The gap they fill is the package's reason for existing.

3 LIKE-MINDED

Do they run their business the way you run yours? Standards are shared — good and bad.

4 CONTRIBUTION

What does each partner give and what does each gain? This must be explicit before you launch.

5 WIN-WIN

Lead with what you can give. A package built on an unequal deal breaks at the first difficulty.

05



SHARE

OUR JOB AS DESTINATION AMBASSADORS

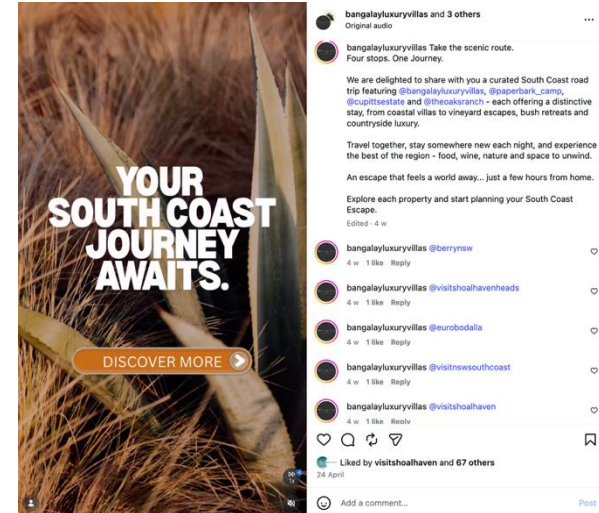
Encourage visitors to share their experiences and stories to inspire others. A great packaged experience generates content. A transactional experience generates a receipt.

THE PACKAGING CONNECTION

The Share stage closes the loop, your visitor's content becomes your next Dream-stage asset. This is the Social Loop in action. Build the share-worthiness into the experience design, not as an afterthought. A package worth talking about is a package that markets itself.

DSSS EXAMPLE, Bangalay, South Coast Experiences

The Reel was not made by Bangalay's marketing team. It was made by visitors sharing their Circuit experience. Four operators. One journey. Organic content at zero cost. That content is now someone else's Dream-stage inspiration. The loop is closed.



What would a shareable moment into look like.

06



THANK, REFER & REPEAT

THE OPERATOR'S JOB

Show appreciation, encourage referrals and welcome visitors back for more. This stage is where the relationship becomes an asset. Most operators stop here. The best operators start here.

THE PACKAGING CONNECTION

A thank you after a package stay, an email, a follow-up offer, a referral request, is a packaging move. Asking for a Google Review is not sales, it is service. The review is the referral. The response is the relationship.

INTENTIONAL REFERAL

At the end of every session, asking for a Google Review, and responds to every single one. This is Stage 6 modelled in real time. We respond to every review.



What happens after the visitor leaves? Do you have a Thank, Refer & Repeat moment built in?

BUILD IT

Steps 1–4: Package title · 3 visitor benefits · Partner confirmed · Inclusions listed

USE THIS PROMPT

"Write a package title and three visitor benefit statements for a [type] experience combining [my business] and [partner] in [destination]. Then list every inclusion the visitor receives."

Your morning package name and inclusions list from today is your brief. Paste it straight in.

PRICE IT

Steps 5–7: Conditions & availability · Booking pathway · Payment split

USE THIS PROMPT

"For a package priced at \$[X] between [my business] and [partner], suggest a fair revenue split, a simple booking pathway, and a 2-sentence conditions statement covering availability and group size."

If you are unsure of the price, ask AI: 'What would a visitor expect to pay for a [type] experience in [destination] that includes [inclusions]?'

LAUNCH IT

Steps 8–10: Cancellation policy · Visitor-facing description · Valid dates

USE THIS PROMPT

"Write a 60-word visitor-facing description and a simple cancellation policy for a [type] package between [my business] and [partner]. Set valid dates for [season or specific period]."

This is the copy that goes live. Paste it onto your booking page, your partner's site, or your destination platform listing.

YOUR TURN

Open your phone or laptop or on your phone.

Use ChatGPT, Claude or Gemini.

Run Prompt 1, BUILD IT, for your morning package.

If you finish early, run Prompt 2, PRICE IT.

Whether a package sells out or sits quietly,
**you will always walk away with a powerful,
cost-effective relationship marketing tool.**

DSSS Visitor Economy Symposium 2026 | Kiama Pavilion

PSA FROM DESPINAI



Business & AI Capability Audit



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OPA! TURN TO THE PERSON NEXT TO YOU

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What is possible for your business right now, with the partners already in this room?

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PURPOSE

Why does this package matter, to you, your visitor, your destination?

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ACTION

What is the one step you take this week to activate it?

RATE YOURSELF AGAIN — RIGHT NOW

"How confident are you right now that you know how to create a partnership package that will grow your revenue, without reducing your price?"



Not confident

Very confident

You gave yourself a number at the start. Give yourself a number now. What changed?

Continue what shifted. Focus grows where focus grows. Imagine where you will be in 30 days, 90 days, 12 months.

YOUR GIFT FROM TODAY'S SESSION

Complete the Business and AI Capability Audit, receive your personalised report with your three priorities delivered directly to your inbox.

And if you want to sit down and work through your results, book a free strategy session. This is where today becomes Monday morning.

audit.instituteofexcellence.com

Business & AI Capability Audit



*Scan now — your
report arrives in
your inbox within
minutes.*

Success leaves clues.

**Collaboration leaves legacies.
Today we turn both into action.**

DSSS Visitor Economy Symposium 2026 | Kiama Pavilion | 27 May 2026



#BeExcellent

Thank you.

Greater things happen when we work together.

Despina Karatzias

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