

An aerial photograph of a small motorboat moving across clear, turquoise water, leaving a white wake. The boat is positioned in the upper right quadrant. To the left, a dark asphalt path runs along a rocky shoreline, bordered by lush green trees and vegetation. The overall scene is bright and scenic, representing a coastal destination.

DESTINATION NOOSA STRATEGY 2020 - 2023

Excellence in Destination Marketing:
Our members' and stakeholders' success is our success

TOURISM
NOOSA

OUR VISION & PURPOSE

Through excellence in marketing, position Noosa as the most desirable and sustainable tourism destination for our visitors, provide economic benefit and value for our members, our community and tourism sectors.



OVER THE NEXT THREE YEARS, **WE WILL...**

1. CHAMPION THE NOOSA BRAND

Champion the Noosa brand, influencing improved protection and development of our visitor experience

2. MARKET AND PROMOTE

Deliver marketing and promotion which drives propensity for high-value visitation, regional and seasonal dispersal

3. VALUE-ADD FOR MEMBERS

Provide members with value-added services to enhance delivery of exceptional, on-brand experiences

WE ARE **COMMITTED TO** ...

- Being focussed, considered, innovative and data-driven
- Embracing a culture of communicating and engaging with members and stakeholders
- Investing in our team and digital capabilities to support our strategy and the visitor experience

GUIDING PRINCIPLES

1. CHAMPION THE NOOSA BRAND AND VISITOR EXPERIENCE

- Champion the Noosa brand, influencing improved protection and development of our visitor experience
- Support visitor experiences that drive propensity to visit and meet seasonal and geographic dispersal
- Engage in additional projects only if funding is provided, resources are available and projects are aligned with our strategic purpose

2. MARKETING AND PROMOTION

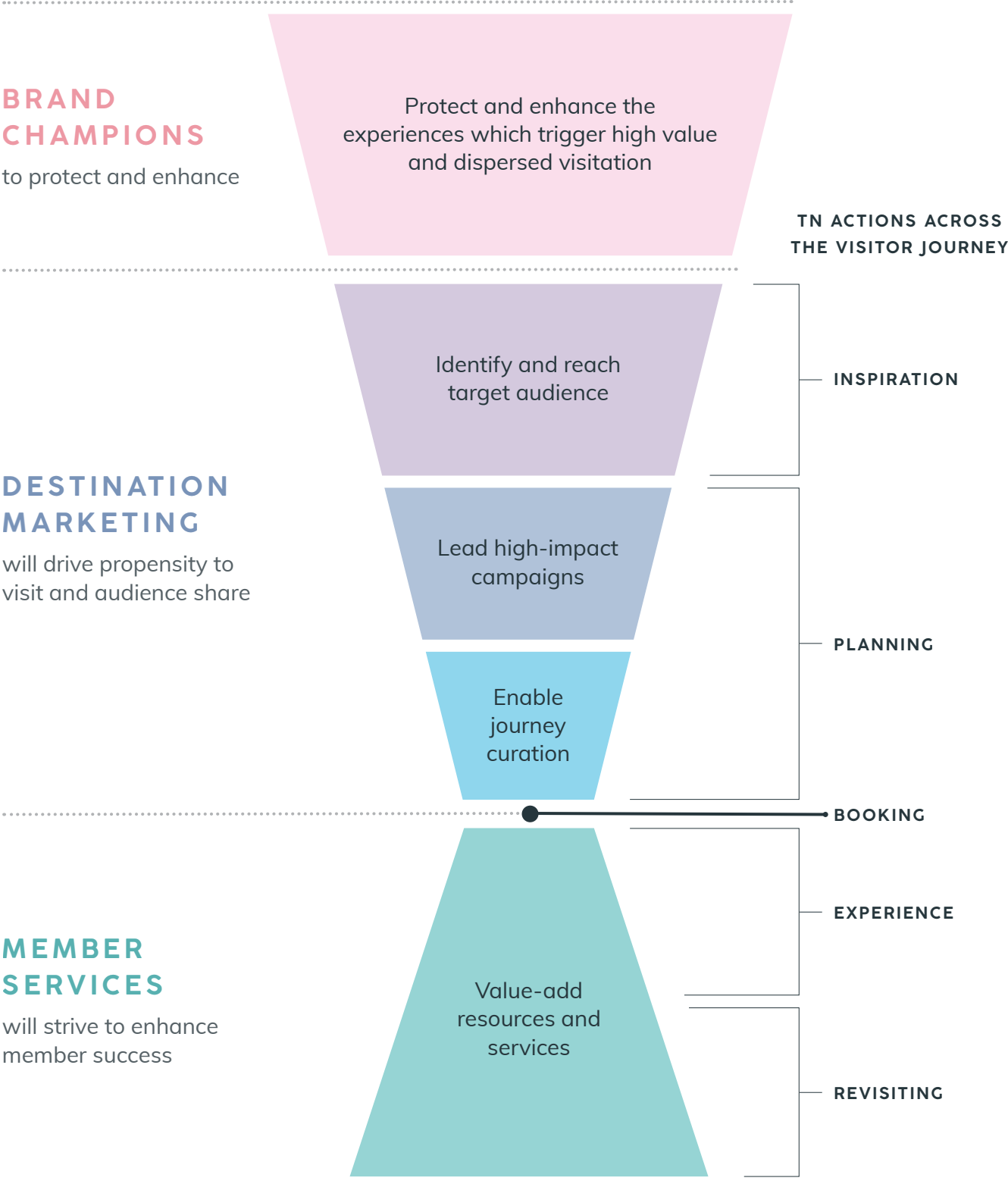
- Deliver effective evidence-based marketing strategies that attract high value visitors and achieve increased regional dispersal
- Successfully leverage and grow our strategic partnerships
- Invest in digital infrastructure and team capability to support marketing strategies, the visitor experience and journey curation
- Support events aligned to our strategic seasonal and dispersal objectives
- Deliver marketing that also supports key sectors such as Food Tourism, Wellness, Weddings, Business Events, International visitation, Adventure and our regions
- Drive propensity towards high yielding occupancy in low season and uplift in overnight stays

3. VALUE-ADDED MEMBER SERVICES

- Offer cost-effective membership across multiple industries with value-added products and services, including co-operative marketing opportunities
- Use data to inform members of effective marketing, forward planning, product design and trend analysis
- Provide members with brand-aligned marketing tools and templates
- Facilitate partnerships to promote the development of packaging to enhance the visitor experience
- Connect members to expert networks, resources and training
- Improve online visitor experience to encourage and enable bookings
- Provide an award-winning Visitor Information Centre to support and promote member products
- Constantly search for innovative ways to add value to membership

ORGANISATIONAL DELIVERY

Tourism Noosa will excel in brand development and protection, destination marketing and member services



MEASURES FOR SUCCESS

Tourism Noosa will be driven by the use of reliable data on a quarterly, biannual or annual basis to measure our success over the next three years in the following key areas:

- Improved trends in visitor satisfaction and increased brand recognition within target visitor sectors
- Increased market share in high value sectors, seasonal and regional dispersal
- Excellence in digital strategy that materially assists members in achieving visitor sales conversion
- Increased member numbers and co-operative engagement
- Industry leading member satisfaction rate
- Identify the top visitor experiences and proactively influence their protection
- Consistent engagement in Noosa Council formed-and-led destination management focus groups
- Increased utilisation of the Visitor Information Centre by members and visitors

