

Whitsundays

'Hero Experiences' Fact Sheet



The Visitor Experience

A tourism 'experience' is the emotional feeling or personal achievement a visitor derives from the purchase, participation or consumption of a tourism product – accommodation, attractions or tours.

The 'tourism product' is what the customer buys; the 'tourism experience' is what they remember.

What are 'Hero Experiences'?

Hero experiences are those world class iconic experiences that:

- provide a destination with a real competitive advantage over other destinations,
- focus on what is truly unique or memorable or engaging about a destination, and
- meet the needs of identified target markets.

Why 'Hero Experiences'?

Focussing on a destination's 'hero experiences' is:

- responding to the demands of our domestic and international visitors,
- designed to gain a competitive advantage over other destinations, and
- an opportunity to focus the efforts of tourism stakeholders and create partnerships.

The identified destination 'hero experiences' builds on existing destination and Queensland brand work, provides operators with the opportunity to improve and innovate their operations without major capital investment and ultimately is about creating unique memories for our visitor and positive word of mouth.

The Whitsundays 'Hero Experiences' have been developed to deliver the region's

2020 tourism vision, brand promise and the 'themes' that underpin the vision and brand.

Vision

"By 2020 the Whitsundays will be globally recognised as one of the world's leading tropical island and marine leisure holiday destinations."

Core Brand Promise

Feel the wonder of Australia's island paradise.

Themes

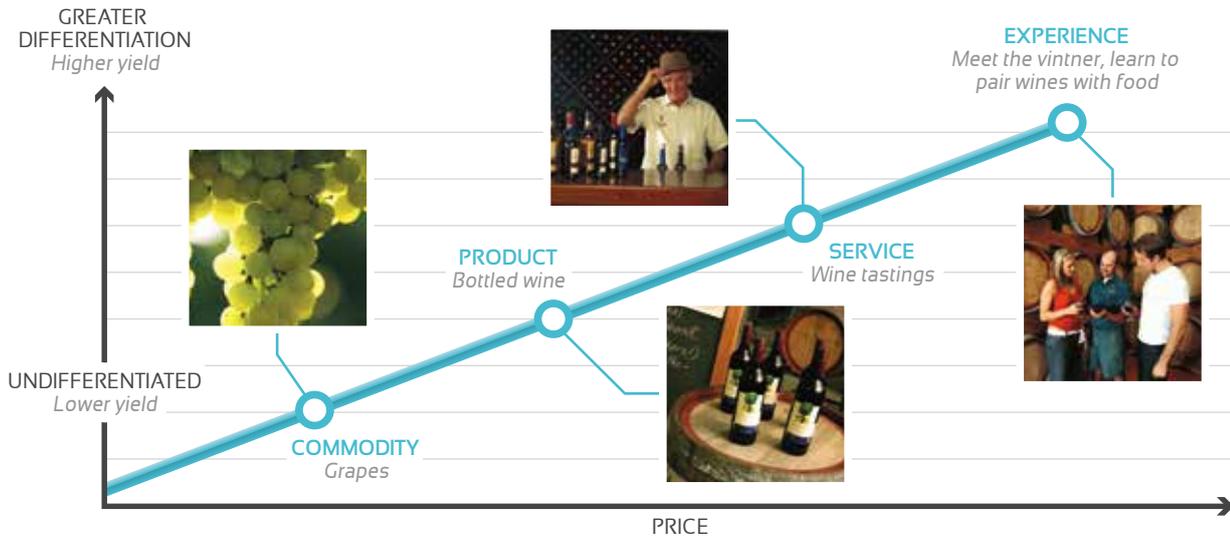
- TIER 1: Diverse Island Paradise
- TIER 1: Iconic Landscapes in the heart of the Great Barrier Reef
- TIER 2: Sailing, Flying, Snorkelling and Diving
- TIER 2: Airlie Beach and Mainland



THE EXPERIENCES SPECTRUM

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

Experiences = Greater Economic Value



Source: Nancy Arsenault, Celes Davar and Todd Lucier (2011)

Whitsundays 'Hero Experiences'



Diverse Island Paradise

You'll be spoilt for choice in the Whitsundays 74 islands, from social to secluded, resorts to roughing it, active to indulgent.

Supporting Attributes and Potential Clusters:

Island resorts, camping, island national parks, day trips, walks and romance.



Iconic Landscapes in the heart of the Great Barrier Reef

The silky white sands of world famous Whitehaven Beach, the surprise of Heart Reef or any one of the stunning 74 islands; the magical beauty of the Whitsundays never leaves you once you've experienced this captivating part of the Great Barrier Reef.

Supporting Attributes and Potential Clusters:

Overnight boats, scenic flights to see iconic highlights, day trips, sailing, snorkelling and diving.



Sailing, Flying, Snorkelling and Diving

Whether you're sailing on it, diving in it, or flying over it, the islands and reef of the Whitsundays is a mesmerising visual feast.

Supporting Attributes and Potential Clusters:

Range of sailing options, reef tours and island hopping, dive tours and charters.



Airlie Beach and Mainland

Soak up the vibrant and social atmosphere of Airlie Beach, the gateway to the Whitsunday Islands, and be amazed by the contrasting colours of the surrounding landscape with its lush green rainforests and the vivid blue waters of the Great Barrier Reef.

Supporting Attributes and Potential Clusters:

Backpackers and youth, national parks, secluded beaches, day and overnight trips.