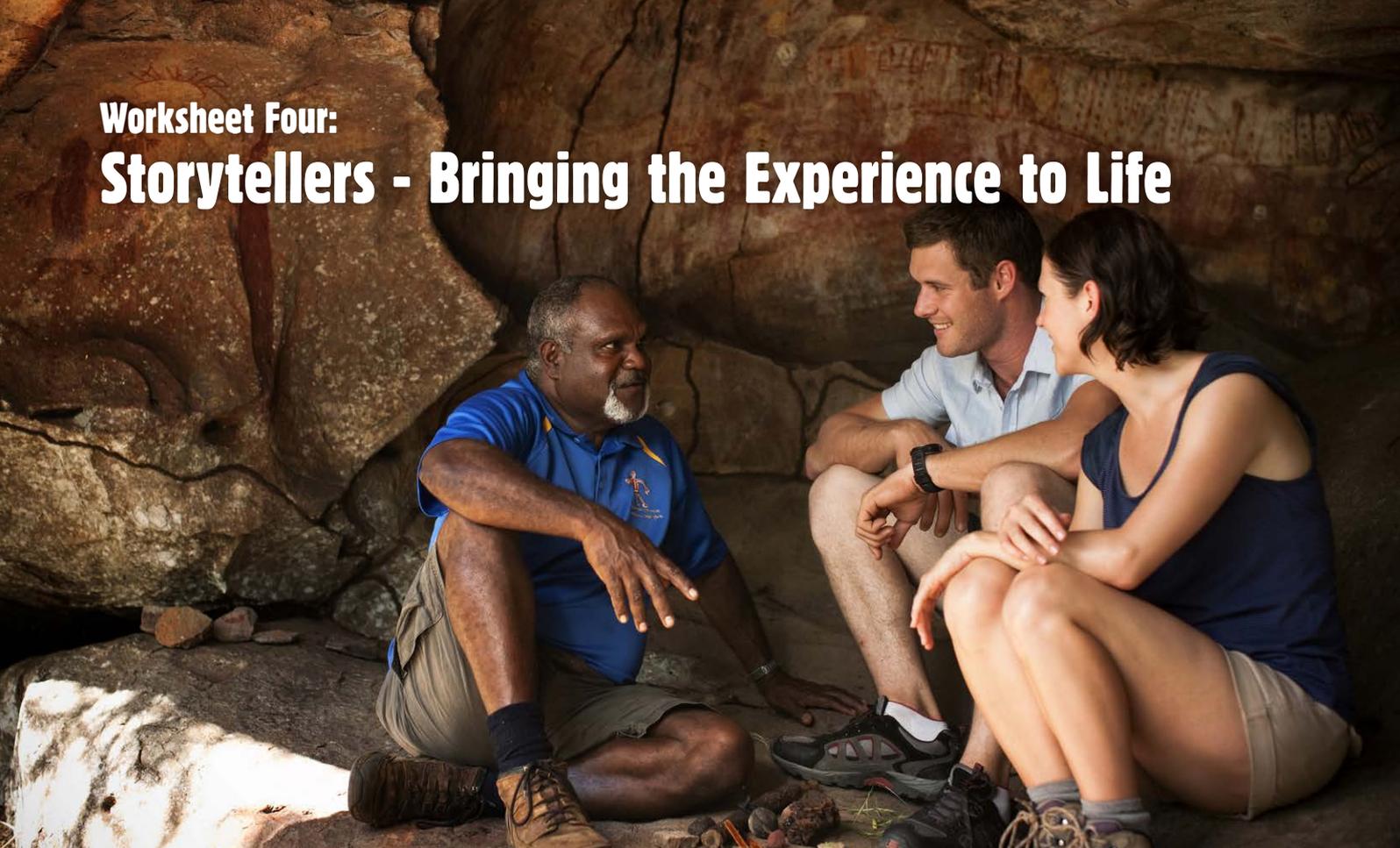


Worksheet Four:

Storytellers - Bringing the Experience to Life



Often what a person most remembers about a trip are the stories they hear and the people that tell those stories. Special stories, told by genuine characters from that place, define the visitor experience and bring the Queensland holiday experience to life.

Visitors today are increasingly seeking conversations rather than commentary from you as their host. They don't want to be talked at; they want a personal interaction with you to get an understanding of what's important about a place and your passion for it.

Let's consider your experience and how you can tell your story. Perhaps you could ask your staff the questions below too!

What are you passionate about in your destination? Why are you part of the tourism industry there? Is this something you could include in your experience and storytelling?

What is the context and story of your experience? How does it connect with where you are located – its history and people? How do you share your stories and local knowledge with your guests?

How could you weave parts of your story through the entire visitor experience from when they are dreaming and fantasising about their trip (starting with your website), throughout their time with you, and when they are home reminiscing about their trip (photos, souvenirs and social media)?



La Costa Motel

La Costa Motel is a retro beach shack motel located on the southern Gold Coast.

Our Passion: "La Costa Motel was built in 1957. We bought it ten years ago and have lovingly restored and revived the property so it's operating as a motel once again. We love the Gold Coast and feel a strong connection to the colourful characters and history that makes the southern Gold Coast an interesting, vibrant and exciting place to be". *Diane Carthill, Owner and Operator of La Costa Motel.*

Our Context: The traditional Australian beach holiday, reminiscent of the fun, carefree attitude and simple pleasures that the beach represented to post-World War II Australians in the 1950s. The southern Gold Coast was popular at that time for its flamboyant characters, outlandish behaviour and beach style guesthouses and motels.

Our Story: We provide the opportunity to step back in time and stay at one of the iconic motels of that era. Our story is therefore connected to the 1950s Gold Coast and Australian beach culture and rock'n'roll that was popular during that period of history. Our family history in this area and our motivation to restore the motel to its former glory is also part of our story.

Our theme: Traditional Australian family values and beach holidays – spending quality time together through the simple pleasure of a traditional beach holiday and good old-fashioned service.



Often the best way to connect with guests is to hook your experience onto a big picture story and theme, such as a conservation issue, a historical event, a famous person, an iconic creature, or just a current social or political issue. How could your experience connect with big picture stories or themes?

How could your experience **surprise** your guest? That is, give them something they weren't expecting, but were delighted by.

How could your experience give your guests a **backstage pass**? That is, the opportunity to see behind the scenes of what makes your operation tick? For example, be at the wheelhouse of your vessel with the captain, a visit to your restaurant's herb garden and worm farm, a tour of your resort's desalination plant, etc.

What can your guest take home with them to remind them of their experience? For example, mementos, souvenirs, or photography.

What will they remember most about your experience (memories, messages or new learnings)? What are WOW moments they will want to tell others about?

Give them something they will remember – a great story moment that they will be excited to tell others about.

Based on your responses to the previous questions, what are three improvements that you could make to your story to connect it to the people and place of your destination and a big picture theme that guests can relate to?

1.

2.

3.
