



# Tropical North Queensland

## '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 Tropical North Queensland '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 Tropical North Queensland will be globally recognised as the world's leading tropical holiday destination and the gateway to adventure amongst the natural wonders of the World Heritage Listed Great Barrier Reef and Wet Tropics Rainforest.

### Core Brand Promise

*Feel the natural exhilaration of an Australian Tropical Adventure.*

### Themes

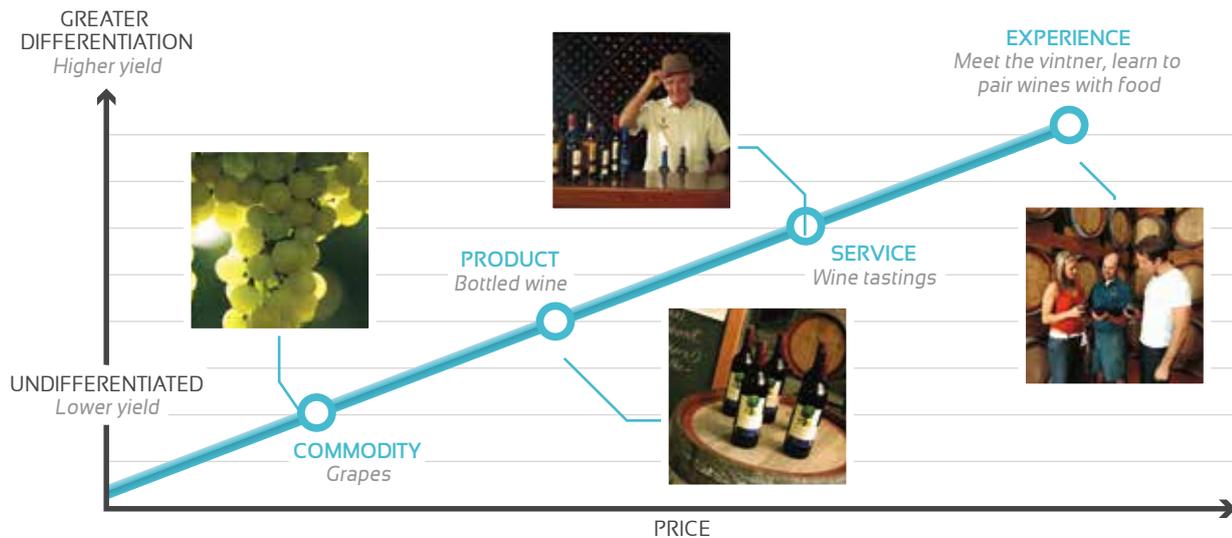
- Great Barrier Reef
- The world's oldest tropical rainforest
- Tropical lifestyle and culture
- Adventures
- Aboriginal and Torres Strait Islander people



## 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)

# Tropical North Queensland 'Hero Experiences'



## Great Barrier Reef

Experience the ultimate reef adventure from above, upon or below - feel the exhilaration and thrill of an accessible encounter with the largest array of amazing marine life of the Great Barrier Reef.

*Supporting Attributes and Potential Clusters:*

Dive or snorkel with minke whales, sea turtles, giant wrasse, sharks, potato cod, live-aboard dive adventures, helmet dive, semi-submersible cruises, scenic helicopter tours to sand cays.



## The world's oldest tropical rainforest

Feel the tranquility and adventure of an authentic awe inspiring connection with nature as you explore this ancient tropical rainforest and the plants, animals and people that inhabit it.

*Supporting Attributes and Potential Clusters:*

Rainforest gorges and waterfalls, zip-line, train carriage, cable car, platform walk for exploring. Discover the birdlife, tree kangaroo and platypus.



## Tropical lifestyle and culture

Soak up the best of what this tropical paradise has to offer; the local culinary delights, culture, outdoor events, laid back lifestyle and local characters.

*Supporting Attributes and Potential Clusters:*

Alfresco dining, outdoor living, cultural festivals, world title sporting events, local markets, exotic tropical fruits, seafood, coffee, tea, sugar and milk all locally produced.



## Adventures

Experience your own ultimate adventure in nature's playground. From the remote, untouched landscapes of the savannah country to the majesty of the Great Barrier Reef and ancient Rainforests. Create your own journey.

*Supporting Attributes and Potential Clusters:*

Morning Glory annual bird migration, volcanic lava tubes, canoe through narrow cliffs, white water-raft, bungee jump, parasail, skydive the beach, canopy zip-line, mountain biking, drives.



## Aboriginal and Torres Strait Islander People

Connect with culture and the creativity of the region's vibrant Aboriginal and Torres Strait Islander people. Discover their distinct cultures and listen to ancient stories of the land and sea, and learn of their ancestors' traditional way of life.

*Supporting Attributes and Potential Clusters:*

Hunt and spear fish the traditional way, authentic Indigenous tours, dinners, art, dance and music festivals. Go 'walkabout' with Aboriginal guides and listen to stories of a 40,000 year old culture.