



# FACT SHEET

# ATTRACTING TOURISTS

## What makes attracting tourists different from general public?

- A lot of people are visiting for the first time
- Tourists are visiting specifically to experience something
- Tourists are people at leisure - they can choose to stay longer, or cut their visit short at a moment's notice
- Tourists want souvenirs
- Not all visitors speak English, follow signage, pay attention
- Tourists sometimes don't know they are tourists - locals can be tourists in their own back yard
- Tourists usually arrive assuming they are staying a while and there will be lots of things to see and do

## Why target tourists?

- Tourists spend money from outside the local economy
- They usually have a budget in mind when they arrive, and are happy to spend all of it and more on a high value experience
- They are likely to make recommendations for high value experiences to their friends

## What has changed about tourist behaviour?

- Ability to look up and book from their personal device
- Desire for bespoke and personalised everything
- Planning and expectations - most tourists have already planned to visit you, and know something about you before they arrive
- Desire to know the local secrets and what it is like to live here - they want experiences, not just museums
- Transformational experiences - they are seeking personal growth or some kind of new understanding through their experiences.

## Tourism is about bringing people to a place. How can we use our place to attract them?

- Lead them in
  - make it clear you're open and they are welcome
  - good clear pathways, not just signage
  - space to pause and look around just inside the entrance at both the street or gate and front door
  - clearly identified options for activities
- Be iconic - make your place really recognisable
- Offer a unique or unusual tourism experience, that tourists can only get at your place. Make it un-copyable by choosing something that is a combination of who you are and what you actually do.

## What is "iconic", and how do we do it (without building a huge fiberglass replica)?

Icons are successful because they are simple and instantly recognisable. When is the last time you didn't realise you'd just driven past the Big Merino, or a theme park, right? But not all tourism destinations need to be kitsch. By iconic, we mean seriously, unmistakably your place. From your website and booking form, your labelling, your customer service, your front gate, carpark, front door, your tourism experiences and retail offerings. Everything recognisably you.

We also mean don't be shy - be brave. While you may not need to build an enormous Merino, you do need to put yourself out there and be visible.

## What are the secrets to keeping people longer, and getting them spending money?

- Provide options for different activities, or levels of participation
- Careful space design to make sure
  - people understand where they can go, what they can do and what they can buy
  - it is clear how long they are welcome to stay - arrangement of the space, furniture, activity and noise
- Get them engaged with your story, the staff or even other visitors
- Make it easy for staff to engage with them on a personal level
- Good retail display and merchandising
- Good toilets
- Avoid bouncing them out - exceed expectations, make them feel welcome, give them space to browse
- Make it easy to buy - what is for sale, how much is available, how urgently do I need to buy (is it scarce or plentiful), where can I pay?

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