

## Market Activation Fact Sheet

### Our Purpose

Tourism Queensland's Market Activation team uses leading edge consumer research and global market insights to instigate new business opportunities that have the potential to provide Queensland's tourism industry with a competitive advantage.

### What is Market Activation?

"Market activation" is the development of new strategic business opportunities for leisure tourism in Queensland, which will drive the state's positioning as the dominant Australian destination.

Market Activation opportunities are based on global consumer trends, strategic issues and market insights.

While new to the tourism industry, the term 'market activation' is already widely employed in other industries and is a function used by major corporations around the globe, such as Shell, Unilever, Disney and Coca-Cola Amatil.

### What does Tourism Queensland's Market Activation team do?

The team brings strategic leisure tourism opportunities to life. This involves the management of priority marketing and development projects of state-wide significance.

### Our Scope:

1. **Pre-feasibility assessment and prioritisation:** The Market Activation team identifies and evaluates business opportunities in line with consumer demand and trends. Applying a set of criteria, Market Activation prioritises strategic projects according to the best return on investment.
2. **Project Management:** The team coordinates and manages strategic priority projects across Tourism Queensland, engaging cross-organisational project teams.

### What business tools do we use to guide our work?

- Existing tourism planning frameworks
- Market Activation project assessment criteria
- Consumer research, including Queensland's domestic consumer segmentation model
- Global market insights
- Economic analysis
- Competitor analysis
- Cost of market access

### How can you link in?

The Market Activation team liaises with internal and external stakeholders on a priority project basis. We are always open to suggestions and new opportunities. So please let us know if you have a great idea.

### Contact Details:

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