

# Chapter 1

## Vision for the Destination

### 1.1 VISION

Brisbane is recognised amongst the world's most desirable destinations for leisure, business and lifestyle. It is a youthful and progressive Australian city offering access to diverse and rewarding tourism experiences.

### 1.2 GOALS AND MEASURES

To assist the Brisbane destination in achieving its vision, the following goals and performance measures have been identified for the next three years (2008–2011).

Goal	Measure
Increase awareness, preference and intention in key target markets	<ul style="list-style-type: none"> <li>■ Growth in number of Brisbane preferrers and intenders from the target markets</li> <li>■ Growth in positive associations with brand attributes</li> </ul>
Increase visitor expenditure	<ul style="list-style-type: none"> <li>■ Growth in visitor expenditure and average length of stay in Brisbane</li> </ul>
Increase number of tourism jobs	<ul style="list-style-type: none"> <li>■ Growth in employment in the Brisbane destination's tourism and hospitality industry</li> </ul>
Increase tourism investment and infrastructure in the Brisbane destination	<ul style="list-style-type: none"> <li>■ Growth in appropriate tourism investment as outlined in the Destination Management Plan (DMP)</li> </ul>
Ensure sustainable development of the destination's tourism product	<ul style="list-style-type: none"> <li>■ Stakeholder support and consideration of content of the DMP through references to the document in their strategic planning</li> <li>■ Development of new product suited to the needs of the target market</li> <li>■ Increase in international ready product</li> </ul>



Bikeriding along the Kangaroo Point boardwalk

## 1.3 TARGET MARKETS

This section identifies and prioritises those market segments that provide the greatest potential for the growth of tourism in the Brisbane destination. The process has taken into consideration current target markets, as well as an analysis of the destination's strengths, weaknesses, opportunities and threats. These target markets will be the primary focus for product development and marketing activities over the next three years (2008–2011). The secondary target markets are the current market to be maintained and their length of stay increased through marketing and development activities. For more information on these markets refer to Chapter 4.2.2 Destination Branding, Target Markets and Marketing Activities.

### Primary Target Markets

- Young (18–44 years) singles and couples, living in Sydney or Melbourne
- Midlife (45–64 years) households, living in Sydney or Melbourne

### Secondary Target Markets

- Young (18–44 years) couples and singles, living in regional Queensland and Northern New South Wales
- Midlife (45–64 years) households, living in regional Queensland and Northern New South Wales

### Emerging Markets

- Residents within the wider Brisbane destination
- Business and education visitors extending into tourism leisure
- International markets – primarily from New Zealand, United Kingdom and United States

A key priority for the Brisbane destination is to convert a greater percentage of existing business, conference and incentive, visiting friends and relatives and travel for a purpose visitors (e.g. sporting event, cultural event) to engage in commercial tourism activities and experiences.

## 1.4 COMPETITIVE AND DESTINATION POSITIONING

The core positioning strategy for Brisbane is to differentiate the destination clearly from key competitors by establishing a distinctive and attractive brand image based on its strengths and appeals, in consideration of the perceived needs and interests of target markets. This positioning will be the focus of all tourism development and marketing activities and is the primary reference point for stakeholder planning initiatives.

While it is envisaged the positioning of the Brisbane destination will focus on the needs of specific target markets, the overall brand platform provides a consistent, unified, overarching theme as the basis for all destination development and marketing activities.

## Main Attributes and Appeals

### For the target markets:

- Shopping
- Restaurants
- Arts and cultural diversity
- Professional sports
- Major events, shows and entertainment
- Professional services
- Natural experiences in Brisbane's Moreton Bay and Islands and Brisbane's Scenic Rim
- Southbank and cultural precinct
- A place for major national/international business and sporting events
- Attractive lifestyle location in South East Queensland and proximity to popular coastal regions
- Urban experience in an appealing climate

### Brand Personality

- Youthful and creative
- Fun
- Enthusiastic
- Carefree
- Outdoor and active
- Up and coming

### Benefits of the Destination Experience

- Carefree
- Relaxing
- Exciting and entertaining
- Playful
- Culturally diverse
- Subtropical climate
- Capital city events and attractions

### Competitive Differences

- More people are moving to the destination – strong visiting friends and relatives (VFR) market
- Hub of South East Queensland and proximity to world class coastal regions
- Mixture of leisure experiences – city, bays, beaches, country and hinterland, and World Heritage-listed wilderness areas in close proximity to a major urban/city experience

## Positioning Statement

The Brisbane destination is a modern and diverse subtropical metropolis, offering visitors a 'big city' experience in a warm, friendly and relaxed environment, with easy access to coastal, island and natural experiences.

## Destination Brand

The Brisbane destination brand is a confident, youthful, carefree and progressive message, delivered through creative that includes elements such as a logo, headline style, boarder treatments and imagery. The brand encompasses the character of the destination through the use of colour, imagery and creative headlines.



## Regional Positioning

The regional position for Brisbane focuses on the destination's appeal as an exciting events, sports and entertainment venue. It emphasises a 'city' experience, including shopping, dining, nightlife, culture, events and festivals, with access to a range of diverse and attractive coastal, island and natural experiences.

## National Positioning

The Brisbane destination is a vibrant and dynamic hub for a wide range of unique urban, natural, coastal and island experiences. The long-term strategy is to position Brisbane as a destination that is confident, optimistic, fun, enthusiastic and carefree. The subtropical capital city is the gateway to the diverse South East Queensland region, which features world famous beaches and hinterland, and an ecologically rich range of wilderness and natural experiences. The Brisbane destination also boasts city offerings such as shopping, dining, the Southbank precinct and a renowned music scene.

## International Positioning

The focus is on positioning the Brisbane destination as the hub of Southern Queensland, a large and varied international leisure destination. This positioning links the capital city experience with the coastal strip that stretches from the Gold Coast, up to and including the Fraser Coast. Completing the Southern Queensland experience is the broad expanse of Southern Queensland Country, with rolling hills, vineyards, rainforest and wilderness areas. Brisbane and surrounds is an intrinsic part of the Southern Queensland experience, and a safe, welcoming Australian holiday. In its own right, the Brisbane destination is also an attractive stopover point for travellers on a Queensland or Australian holiday.



Kayaking on the Brisbane River