

Chapter 2

Key Strategic Priorities

In terms of charting a direction for the next three years (2008–2011), Tourism Queensland and Brisbane Marketing have identified the following key strategic priorities for the destination, in consultation with industry. These priorities were formed through a synthesis of a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis. The priorities complement those in the Queensland Tourism Strategy (QTS) creating a seamless link from the initiatives of that strategy to the Destination Management Plan (DMP).

1. Improve brand perceptions and awareness through targeted marketing

- Continue to position the Brisbane destination as a capital city experience in intrastate marketing, by ensuring a continuity of messages under the Brisbane brand and cooperative campaigns
- Consolidate and build on the success of the inaugural interstate marketing campaign by strengthening the brand and its translation into marketing activities for both the leisure and business sectors
- Develop greater levels of destination awareness under the Southern Queensland brand in key international markets including New Zealand, United Kingdom, and United States
- Focus on media and publicity in order to strengthen brand activity in the target markets, both nationally and internationally

2. Encourage development of sustainable product that delivers the Brisbane experience

- Through a Regional Tourism Investment and Infrastructure Plan, identify and facilitate the development of new tourism product and packages for the sub-destinations of Brisbane
- Raise industry and government awareness of Brisbane city's accommodation shortage and encourage further accommodation development
- Encourage continued investment by government stakeholders in infrastructure required to secure and host domestic and international events and festivals
- Leverage off the growth in arts and cultural offering in the Brisbane destination, and create stronger linkages between the Southbank and Cultural precincts

3. Improve access, dispersal and participation in the Brisbane tourism experiences

- Improve the visitor experience through enhanced integrated interpretative and directional signage, visitor information provision and improved local access and transport
- Convert a larger proportion of existing business, visiting friends and relatives, or travel for a purpose visitors (e.g. sporting or cultural event) to engage in commercial tourism experiences
- Increase length of stay through improved dispersal throughout the Brisbane destination

4. Encourage participation in industry training and education

- Attract and retain skilled, experienced staff in the tourism industry
- Provide appropriate education and training for key sectors and sub-destinations within Brisbane
- Raise the standard of retail, dining and hospitality service quality through increased participation in industry networks and clusters

5. Leadership and partnerships

- Continue to improve communication and coordination of tourism activities across the destination
- Establish an effective regional implementation network to prepare and implement a Destination Action Plan for success of the ongoing marketing and development
- Encourage a strong, well resourced, locally based and representative leadership structure
- Encourage Brisbane residents to recommend to visitors to engage in more commercial tourism experiences (including business travellers and those visiting friends and relatives)
- Advocate the high ecological values of the destination, and the need for appropriate management and planning to ensure long-term viability

