



# DESTINATION MANAGEMENT PLAN HIGHLIGHTS

for Tourism in Brisbane

2008 - 2011



# 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.**

**The core positioning strategy for Brisbane is to clearly differentiate the destination from key competitors by establishing a distinctive and attractive brand image based on its main strengths and appeals, in consideration of the perceived needs and interests of its target markets.**

**The Brisbane Destination Management Plan (DMP)** is the strategic plan for tourism in the destination. It outlines the vision, goals and strategies for the destination over the next three years (2008-2011) and provides the key research through which these were developed. The DMP is essential for the sustainable and profitable growth of the destination's tourism industry. It provides a central reference point for the development and delivery of tourism product and services and the implementation of marketing strategies.

**The DMP is a useful plan that can assist you to:**

- Align your business, council or department's marketing and development plan to best leverage from the resources being invested to grow tourism in Brisbane
- Engage with the stakeholders identified in the plan to further network your business, council or department in the tourism industry.

## DESTINATION BACKGROUND

Brisbane is a vibrant and dynamic destination offering a wide range of unique urban, natural, coastal and island experiences. From the city, visitors can access both coastal and country experiences within a 200km radius of an international airport. With a capital city experience boasting world-class sporting, cultural, and convention facilities, Brisbane has all the trimmings of an emerging international city. Brisbane as a destination is comprised of a number of distinctive and attractive sub-destinations:

- Brisbane City and Surrounds
- Brisbane's Moreton Bay and Islands
- Greater Brisbane Country (including the Scenic Rim and Country Valleys)

The destination is located in one of Australia's fastest growing population centres, South East Queensland. Leisure visitation to the destination is dominated by intrastate day trips and short breaks of three nights or less. International visitation is a growing component of total trips with longer average stays than the domestic market.

As the State's capital, Brisbane and the destination surrounding it play a key role in the State's tourism industry. A key access point to the State, Brisbane provides the majority of the international air capacity to Queensland and the lion's share of domestic seat capacity. Not just a gateway to the rest of Queensland, Brisbane hosts the largest share of domestic and international visitors. In fact almost one third of all international expenditure and almost one fifth of all of the State's domestic tourism expenditure occurs in the Brisbane destination.

## DESTINATION BRAND

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 offers a city experience, including shopping, dining, nightlife, services, culture, events and festivals.

## 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 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>

## TARGET MARKETS

### 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



## KEY STRATEGIC PRIORITIES

The key strategic priorities for the destination are drawn from the results of broad industry consultation and are a synthesis of a SWOT (strengths, weaknesses, opportunities and threats) Analysis, the target market overview and the competitive environment (available upon request).

### 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



The Destination Management Plan is available online through Tourism Queensland's and Brisbane Marketing's websites, along with links to a range of reference and supporting material.

[www.tq.com.au/brisbanedmp](http://www.tq.com.au/brisbanedmp)

[www.brisbanemarketing.com.au](http://www.brisbanemarketing.com.au)

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