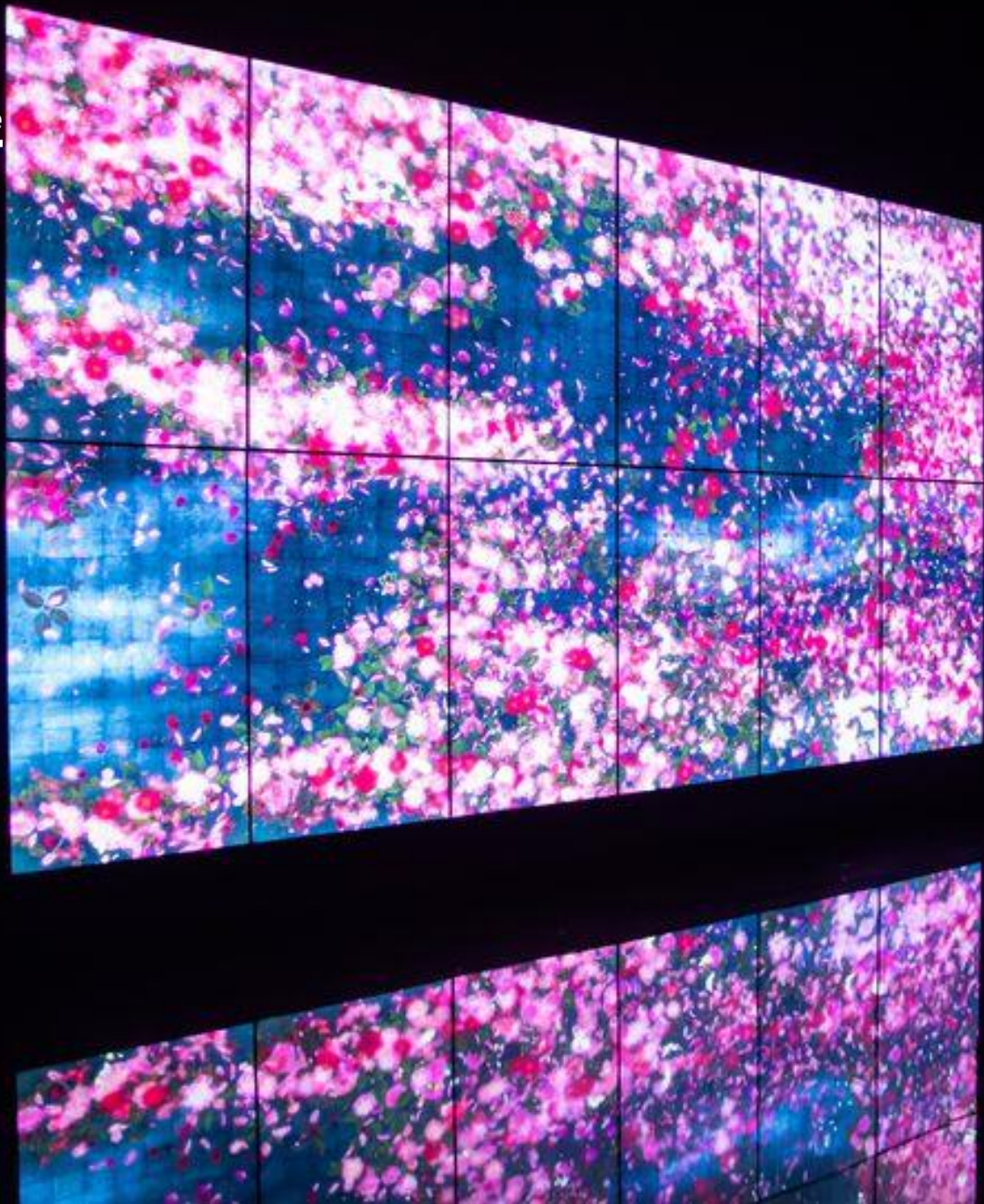


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# ACTIVATING GREATNESS



**1**

**THE  
CHANGING  
LANDSCAPE  
OF TOURISM**

**2**

**LESSONS  
FROM A  
SMALL  
PLANET**

**3**

**IGNITING OUR  
INIMITABLE  
OPPORTUNITY**

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# THE GOOD NEWS....

**5.8% GLOBALLY**

**8.5% ASIA PACIFIC**

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# SLOW TOURISM IMMERSIVE EXPERIENCE



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# REGENERATIVE TOURISM PEOPLE+PLANET

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# CULTURAL TOURISM DISCOVERY- ORIENTED

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# STAYCATION INDULGENCE



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# AN UNLIKELY HOLIDAY – THINK AGAIN



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# 2030: AN EPIC AMBITION



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# CELEBRATE OUR STORY



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# BUILDING ON AN EXTRAORDINARY LANDSCAPE

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# AND A RICH HERITAGE STORY



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# DISCOVERY TOURISM: THE NEW FRONTIER FOR RVs



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# EVENTIFY + FESTIVALISE



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# CREATE THE NEXT NEW MARKET



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# INCLUSIVE OPPORTUNITIES




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WHAT TO  
CONSIDER ON  
THE  
JOURNEY  
FROM FROM  
GOOD TO  
GREAT





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**CONTINUE TO  
BUILD GREAT  
LOCAL PLACES:  
VISITORS LIKE  
WHAT LOCALS  
LOVE**

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# HAVE A CLEAR DESTINATIONAL PROPOSITION

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# WORK OUT WHICH MARKETS MATTER + WHAT THEY WANT?

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# WORK AS A TEAM



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# LEVERAGE OR CREATE COMPETITIVE ADVANTAGE



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# BUILD A VISITOR CULTURE



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# BE AUTHENTIC





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# SUPERCHARGE LOCAL TALENT

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# BUILD ANCHOR INFRASTRUCTURE, ATTRACTIONS + EXPERIENCES

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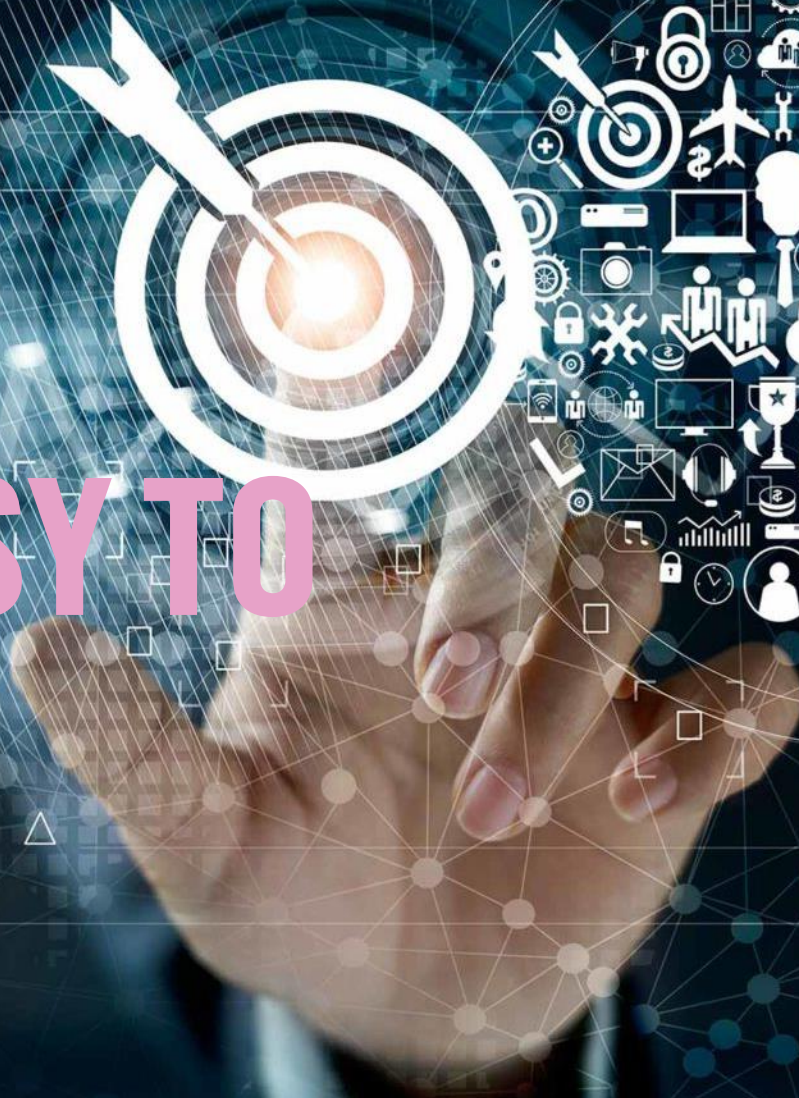
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# MAKE CONNECTIONS: FAST + SLOW



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# DATE YOUR VISITOR AUDIENCES: MAKE IT EASY TO SAY YES



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# BUILD FEAR OF MISSING OUT



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