

# Destination marketing organization assignment

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Critical success factors to marketing a destination are; marketing search as an integral activity, targeting the right type of tourist, Promoting unique tourism features, clear Images and a solid brand, These success factors are used to show how Tourism Australia markets its destination and how effective it is in its efforts. A comparative analysis of two campaigns by Tourism Australia ' There's Nothing Like Australia' and Where The Bloody Hell Are You? ' Is used in relation to the success factors. The present research shows that Tourism Australia did not succeed in marketing Australia as they wished in the Where The Bloody Hell Are You? Aiming. It was deemed a failure and shelved due to a drop in visitor numbers to Australia. The campaign launched in May 2010 There's Nothing Like Australia' was successful. It replaced the bikini-clad models and high-profile actors with ordinary Australians who submit photos and their stories of their favorite places In Australia. Tourism Australia aims for the slogan to remain for as long as the next decade Australia evolves from a destination marketing organization to destination management organization using its latest campaign.

Destination management involves; improving residents' quality of life, creating products for specific market segments, preserving local resources, ensuring tourists' quality of visit, gaining or maintaining competitiveness in the market and promoting sustainable development, (Mandate& Mightier, 2006). This study aims to prove to be a step in understanding how the success of the DOOM, Tourism Australia was achieved. INTRODUCTION  
Tourism Australia is a government agency tasked with promoting Australia as a place for business and leisure travel.

It aims to grow and increase economic benefits of tourism and increasing demand for tourism experiences by advertising the unique attributes of Australia which will attract tourists. Its activities include consumer promotion and research, advertising, tourism marketing and focus on convention sales and trade shows. Destination marketing involves an overall promotion of the destination to entice visitors to an ascertained destination and also to distribute local tourism products.

Destination management involves analyzing, planning and control of the destination development, supporting the integration of different resources, activities and stakeholders, generally performed by the public sector (Mandate & Mightier, 2006). The roles of the DOOM are mainly to enhance the well-being of estimation residents and ensure visitors get experiences that are highly satisfactory and memorable. Because of the ease of switching destinations, competitive advantage requires effective management of all components of the system concerning tourism to ensure achievement of success (Brothers, 2010).

Many destinations, as a result, have come up with destination management organizations (DOOM) that offer leadership for management of tourism. Tourism Australia caused controversy in 2006 when it launched the advertising campaign "Where The Bloody Hell Are You?" The organization then released "There's Nothing Like Australia" campaign in 2010 which featured photographs and stories from the public in Australia through a competition. It later became one of the nation's largest consumer-generated promotions. The uploaded stories and photos now form an interactive, digital map of Australia.

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This campaign did much better than the previous one which was deemed a failure although it received extensive press coverage. The Where The Bloody Hell Are You? Campaign features Australians preparing for visitors to the country. It was marred by controversy due to the use of the word ' bloody. Nowadays it's considered as a mild expletive unlikely to cause offense in most circles. It's a very common part of Australian speech in everyday conversation (Warwick, 2002). Tourism Australia was asked to refrain from the use of profanity in the future; however, Tourism minister Fran Bailey couldn't understand why (Bataan, 2011).

The campaign was clearly lost in translation by many markets, which is reflected by the drop in the numbers of visitors from Japan by (5. 7%) in 2006. Tourism in Australia is a 90\$ billion industry that has seen tough times. The international financial crisis of 2007-2008 caused international travelers to stay home while large numbers of Australians headed overseas. This resulted in the industry by launching measures to curb the drop in profits. Tourism Australia sought to identify opportunities to make the country's tourism more attractive to both local and overseas tourists.

It launched a global consumer approach to invigorate Australian tourism. It showed areas the industry could improve like its high quality food and wine promotion. A major strategic project was commissioned to be the front runner to the tourism's 2020 goal. Providing a comprehensive assessment of Australia's destination appeal is key to determining strategic priorities of achieving the 2020 tourism vision. After about three years in the market, the " There's Nothing Like Australia " campaign has been refreshed to represent current conditions like adoption of Tourism 2020.

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Showcasing the best Australia has to offer causes a halo effect for its other tourism products. Which means other tourism products are also viewed as of high quality. Australia's tourism industry is complemented by the stunning experiences in Australia. Tourism Australia focuses on markets where growth opportunities exist and high spending consumers. The demand to travel to and within Australia is forecast to increase due to better market research strategies. Australia is rated on a regular basis as among the most desired tourist destinations. It is described as a destination where world dreams of visiting.

However, Less than 1% of the global tourists essentially visit. REPORT BODY According to (Cox, 2011) the critical success factors for destination marketing are; Marketing research as an integral activity " There's Nothing Like Australia" campaign launched in 2010, is based on a successfully established platform. It focuses on quality, showing examples of some amazing experiences Australia has to offer. It has a new marketing strategy which is a intention asking Australians to upload photos to a website and complete the slogan: " there's nothing like ... In their own words. Tourists are also invited to upload stories and photographs of their experience. It challenges stereotypes associated with Australia. By relying on the best leadership, Tourism Australia creates a positive effect for the tourism industry. The campaign targets leisure travelers inclined to travel to Australia. The traveler who visits Australia is mainly well traveled and sophisticated, though this may differ in individual markets. This ' new campaign aims at encouraging tourists to travel further and spend more.

Specifically Sais's affluent middle class that is markets like China, India and Indonesia. Extensive research and testing of concepts was done in Australia and key markets internationally to perfect the concepts and to make sure experiences shown in the advertisements echo with target consumers.

Elimination visitors to Australia in the year 2010 increased strongly from in 2009 to in 2010 (5.4%) (Australian Bureau of Statistics, December 2011). "

Where The Bloody Hell Are You? " campaign was dropped in 2008 as it did not generate an increase in tourist numbers though had a lot of publicity.

Targeting the right type of tourist Tourism Australia targets a high yielding consumer who is inclined to spend more, stay longer and travel further to regional areas. These consumers are categorized as experience seekers. They look for rare, involving and special experiences from their holidays. Experience seekers are rarely affected by barriers of travel such as distance, time and cost. They are more enlightened and curious about probable travel destinations. They are among all age groups and in different geographic locations and the most targeted in Australia's markets worldwide.

The market segments are vided into the youth segment and the Australian cruise industry. The cruise industry is experiencing strong growth rates. Growth in cruise ship visits Australian ports increased by in 2011-2012 (CUD(crusts Down under), 2011-2012). All the leading cruise lines include Australia in their programs. ' There's Nothing Like Australia' is also targeting the youth as well as more affluent segments. The campaign highlights outstanding, unique experiences available for young travelers in Australia. It has an international youth campaign under the banner of ' One Voice'.

It provides youth with a sense of discovery and growth through fun and adventure. Young tourists seeking to develop confidence and life skills through travel and sense of achievement are fit for the Australian holiday experience. Tourism Australia unveiled a research project into how global visitors view Australia and their reasons for visiting which identified barriers and reasons to travel to Australia. Findings from the Australia Consumer Demand Research showed the greatest drivers of global tourists were the beaches, aquatic and wildlife experiences (Tourism Australia, 2013).

Tropical North Queensland, Sydney and the Gold Coast continue to rank highest for uniqueness and appeal. Australia also ranked first for safety among tourists who visited. Food and wine rankings are high for the tourists who sampled it. This presents future global marketing opportunities. The “Where The Bloody Hell Are You?” campaign targets the youth market segment and also the experience seeker. Its advertisement features a seaside pool, a bikini-clad model on the beach, and an aboriginal dance troupe all which appeal to the above target market.

The remote outback pub and a golf course attract the older tourists who also are high spenders. Themselves. The visitor can also choose to indulge in a new diverse experience like enrolling which is part of the campaign. The message that resonates with the youth is adventure, immersion, transformation and nature. Australia portrays the adventure with a multitude of experiences within reach. Communicating with the youth market who are media savvy should be done through digital media like the internet. Youth desire instant gratification and they have a short attention span. They need to be empowered and be independent.

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Marketing should also be centered on mobile technology. This is a necessitated mobile marketing will be more efficient as technology advances and campaigns more engaging. Promoting unique tourism features, clear images, and a solid brand ' There's Nothing Like Australia' campaign was about showcasing the unique experiences that visitors can have in Australia. Its purpose was to create interest in Australia and inspire potential visitors to engage with the advertisements driving them to have an individual experience. The campaign shows that tourists may not be aware of a myriad of experiences.

More than 29, 000 experiences are presented in the campaign and demonstrated by engagement online of the campaign most were very intrigued. It is viewed as one of the most outstanding consumer-generated tourism campaign in Australia. The new campaign, through digital marketing and off-line applications, is supported very well. The first stage of the campaign is an invitation to every Australian to upload photos and give a story of their favorite part of the country. Australia has a rich array of rare and extraordinary attractions and experiences to offer tourists.

However, consumer preferences and expectations are changing especially Asian markets where there's rapid growth. Therefore, there's need to fine-tune promotion of Australia in different markets ' There's Nothing Like Australia' campaign makes use of imagery to promote Australia. Images can target youth travelers by reflecting genuine and interactive experiences that are most appealing. A hiking photo that shows learning through active participation is a good example. It also uses nature as an appealing



experience to all markets. Australia is a destination to enjoy the natural beauty in a genuine, refreshing environment.

It offers the chance to revitalize the senses through exploring new places, interacting with unique animals and other outdoor activities. The environmental icons used in the campaign "Where The Bloody Hell Are You?" are amazing and unique and are compelling experiences. The campaign uses camels, kangaroos, seaside pools and an aboriginal dance troupe to show consumers an experience they can enjoy in Australia. Exposure for instance to the aboriginal culture would provide would be fascinating. The experience has the potential for greater understanding through revelation to this ancient culture.

The coastal beach that is featured is very appealing to tourists and target experience seekers. It portrays the classic Aussie outdoors way of life and is an amazing experience. It represents meeting people and interacting with them in the superb, relaxed environment. Australia cities have a high level of appeal to prospective tourists. There is the opportunity to enjoy the night life, interact with the locals and a range of experiences all in one place. Journeys also combine a sense of fun and challenge that entices potential tourists.

A Journey represents an idea of among friends both new and old and provides a personal and special experience for visitors. It's genuine hands on a unique experience with the addition of fun in a natural environment. For some visitors, it may be about personal growth as a rite of passage to adulthood in particular the youth segment. The Australian outback is not

articulacy appealing to most visitors; therefore, there is the opportunity to promote engagements that can't be enjoyed in the city. Food and wine have a similar stand point from visitors specifically the youth.

Australia can endorse affordable, high quality food and wine experiences to the youth segment. CONCLUSIONS AND RECOMMENDATIONS The purpose for this study was to examine the efficiency of Tourism Australia as a Destination Marketing Organization using two campaigns it launched. The research carried out reveals that its initial campaign in 2006 Where The Bloody Hell Are You? Was not successful as planned. Therefore, it released the 2010 campaign ' There's Nothing Like Australia' which so far has proved successful even though it has other phases to launch.

As demonstrated above, success of the ' There's Nothing Like Australia' campaign is mainly attributed to the critical success factors to marketing a destination (Cox, 2011). Therefore, it can be concluded that DOOM, Tourism Australia, is responsible for identifying the drives for consumer segments that give the greatest return. It replaced the disastrous " Where The Bloody Hell Are You? ' campaign with the better, more appealing " There's Nothing Like Australia" campaign. It's hoped that it will erase memories of earlier campaigns with its ' safe' and simple approach.

The previous campaign was too suggestive, and many non-English countries couldn't make sense of it. The study shows Tourism Australia experienced from its earlier mistakes and came up with an amazing ad campaign that incorporates diverse experiences from visitors and locals. Tourism Australia will continue to carry out research to understand the consumer better and

experiences they desire. It will add value to an already established tourism message. Raising awareness to Australians about the need to take a holiday is important.

Tourism Australia also needs to build on Australia's profile as a reputable, exciting and desirable business and leisure travel destination. Collaborating with the government is central to Tourism Australia, which aids in delivering on the needs of the tourism industry. The study recommends the use of the above critical success factors for Doom's as it has proven successful for Tourism Australia. An extension of this study would further improvement of indicators that can be used to gauge areas of success with respect to destination management organizations.