BEYOND 2020

DESTINATION N→XT
LIGHT TOURISM

**"THINGS HAVE CHANGED,
THIS MAKES CHANGE INEVITABLE"**

LIGHT COUNTRY
GET CLOSER

Light Regional Council

Vision

To be recognised as the home of quintessential Australian rural landscapes, outstanding South Australian wines, living heritage and unique agricultural experiences.

Strategic Goal

To work collaboratively with all levels of industry to build a thriving and sustainable visitor economy for the residents of Light Regional Council.

4 PRIORITY AREAS:

1. Drive Demand: Increase the desirability of the Light Regional Council as a travel destination prior to travel, inspiring more people to visit the region, stay longer, disperse around the region and spend more.

2. Working Better Together: Effectively collaborate with Light Regional Council stakeholders to grow the visitor economy for the region.

3. Supporting what we have: Every visitor has a positive, memorable experience by building the experience base in Light Regional Council.

4. Increasing Recognition of the Value of Tourism: To strengthen the industry from the inside out, creating more tourism ambassadors for Light Regional Council.

5. Activate an effective and sustainable Visitor Servicing model: To ensure visitors in the region receive appropriate and relevant visitor information for all stages of travel.

RE-IMAGINE

IN CONSIDERING THE IMPACT OF COVID-19 WE ASKED...

WHAT WILL TOURISM AND THE VISITOR ECONOMY FOR LIGHT REGION LOOK LIKE IN 2023?

Destination Next was collated to consider key factors about the future in order to improve the quality of our decisions in response to COVID-19.
To 'Re-Imagine' our approach to the Light Regional Council Tourism Plan 2018-2023.

The impact of COVID-19 is unprecedented; Destination Next set out to:
- Examine crisis leadership and planning
- Identify key force drivers
- Identify critical uncertainties
- Examine scenario planning
- Develop scenarios
- Consider communications
- Identify transformational opportunities for Light Region
- Develop new strategic actions

4 SCENARIOS

1.Kicking Goals

- **Strong Destination Brand**
- **Competitive, Diverse, Innovative, Increase in Jobs**

2. Brand Risk Gap

- **Weak Destination Brand**
- **Competitive, Diverse, Innovative, Increase in Jobs**
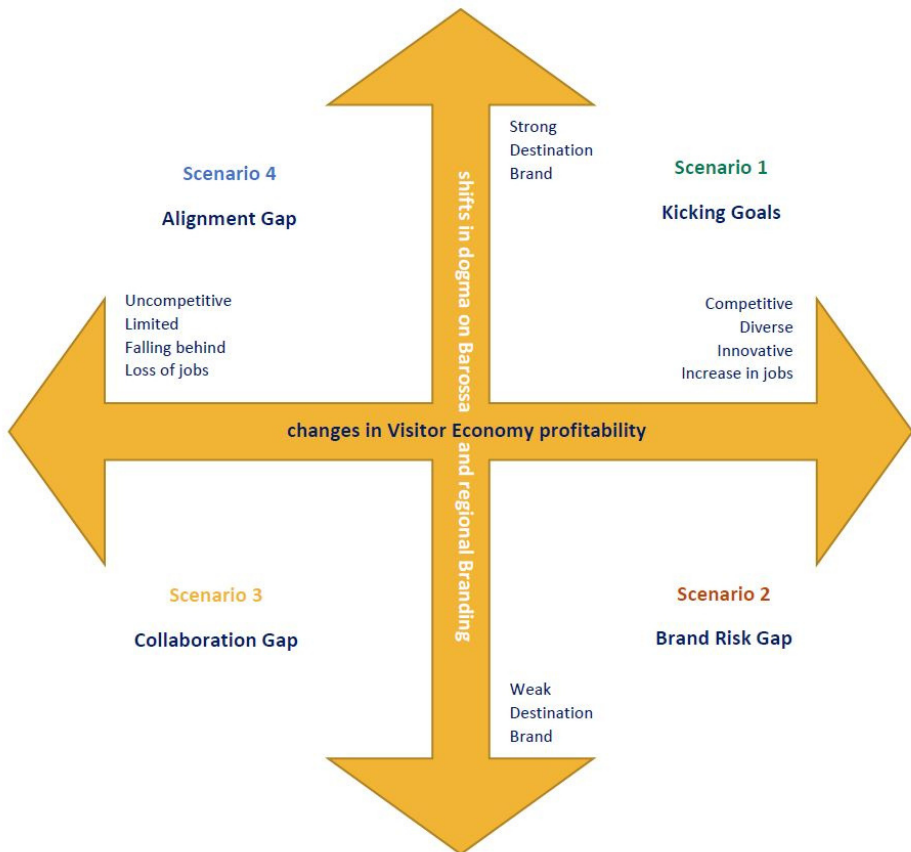
3. Collaboration Gap

- **Weak Destination Brand**
- **Noncompetitive, Limited, Falling Behind, Loss of Jobs**

4. Alignment Gap

- **Strong Destination Brand**
- **Noncompetitive, Limited, Falling Behind, Loss of Jobs**

"Qualitative scenarios can have a richness that is not bound by quantitative methods. They can explore relationships and trends for which little or no numerical data are available, including shocks and discontinuities; they can more easily incorporate motivations, values, and behaviour; they can create images that capture the imagination of those for whom they are intended."

(COST 2002)

Scenario 4

Alignment Gap

Uncompetitive
Limited
Falling behind
Loss of jobs

Scenario 1

Kicking Goals

Competitive
Diverse
Innovative
Increase in jobs

Strong
Destination
Brand

shifts in dogma on Barossa and regional Branding

changes in Visitor Economy profitability

Scenario 3

Collaboration Gap

Scenario 2

Brand Risk Gap

Weak
Destination
Brand

3
TRANSFORMATIONAL OPPORTUNITIES

1.DESTINATION MANAGEMENT

Balancing economic development, sustainable tourism and quality of life.

2. COMMUNITY ALIGNMENT

Building public support around a shared vision for Light Region as a destination.

3. DESTINATION BRAND

Collaboration with a defined shared brand vision that provides long-term benefits for the region and all stakeholders.

DESTINATION MANAGEMENT

Balancing economic development, sustainable tourism and quality of life.

Destination management is not about distracting from the traditional role of promoting the region and driving higher visitor volume and spend. Rather, expanding to include destination development and community building because there is a more immersive, connected, multidisciplinary visitor experience than wine and food in our region, and a more layered brand story to promote to the world.

Destination Management involves taking the necessary steps to ensure tourism adds value to a destination. It is a coordinated process, where almost all aspects of a destination are considered and managed, including marketing efforts, local resources, accommodation, activities, events, environmental concerns, tourist attractions and transportation. It's about balancing new business opportunities, visitor growth, environmental responsibility and quality of life while ensuring that residents across Light Region participate in, and benefit from, community driven tourism and destination development. Having strategies in place to protect what we have while attracting events and visitation.

"*Destinations are now looking at sustainability much more broadly, encompassing economic, social and environmental impacts. Sustainability is a term that is taking on an increasingly complex relevance –not just about the environmental impact of tourism, but also the need to develop tourism and economic development strategies that contribute to sustainable growth for the region without alienating our residents or changing our identity and attractiveness*"

COMMUNITY ALIGNMENT

Building public support around a shared vision for Light Region as a destination.

Building coalition among the public and private sectors to move Light Country as a destination requires engaging many different audiences sometimes with opposing agendas.

Light Regional Council and residents who believe that the visitor industry positively impacts the local economy and elevates the overall quality of life for the diverse range of communities within Light Region.

Light Region has the opportunity to be visionary, innovative and aspirational with the best interest of its communities at heart, with high level community alignment, support and engagement, Light Country can implement new strategic initiatives that can elevate the destination experience for visitors and improve liveability for residents.

The community is a core part of a destination's brand. As visitors seek deeper engagement with locals, it is important that communities' welcome visitors and support tourism. Where local communities and tourism operators are engaged, well informed and involved, visitor experiences are more likely to be high quality, locally derived (unique) and innovative, and the community is more likely to be positive about the development of tourism.

"Networks are key: there are more and more examples of collaboration between places with similar attractions and/or objectives, and more creativity around how such collaborations are structured"

DESTINATION BRAND

Collaboration with a defined shared brand vision for the future that provides long-term benefits for the region and all stakeholders.

Successful destinations have a clear brand and positioning that captures the essence of the destination - collections of people, places and experiences create a destination's brand story and value proposition.

The people and the community own the brand, which reflects them and their place. Usually a Destination Management Organisation owns the brand strategy and is responsible for upholding its story, values/integrity, creative execution and application.

Branding a destination is a long-term endeavour; it takes time to do it well. The destination's logo is a symbol that represents the destination and the experience offered.

The South Australian Tourism Commission (SATC) defined 'Barossa Tourism Region' includes all of Light Region.

A major opportunity exists to develop and brand the areas surrounding the Barossa GI (Barossa brand zone) areas of Light Region to enhance the tourism product offering and build coveted overnight stay in the region through the new destination brand Light Country.

"*There is strong evidence that a location and surrounding region which work together to encourage visitors to travel to other parts of the region, will both benefit - and will be more effective and efficient than when they work alone. The target audience rarely cares about a destination's political or administrative boundaries. So, the promotion, which focuses on geography, rather than on audience needs, wants and desires, is less effective*"

Drive Demand
Enhanced Actions:

- Determine regional brand identity.
- Develop brand messaging and positioning for all of Light Region.
- Explore SMART Data solutions.
- Research.
- Develop Visitor Marketing Strategy for new markets - reset objectives.
- Update marketing channels with new brand elements and messaging.
- Develop new digital marketing plans.
- Optimise listings on ATDW.
- Optimise marketing training and support opportunities.
- Implement Light Regional Council Events Strategy.
- Develop tour prospectus.
- Drive Trail is established to disperse and attract visitors.
- Visitor Economy Alliance is formed.

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LIGHT TOURISM

Working better together

Enhanced Actions:

- Formation of a strategic visitor economy alliance.
- Implement actions from Agents for Economic Growth report and Beyond 2020
- Development of a Destination Management and Marketing Plan.

Supporting what we have

Enhanced Actions:

- Implement tourism signage and wayfinding audit recommendations.
- Review visitor parking and photo opportunity spots.
- Advocate for TicSA Tourism Accreditation.

Visitor servicing

Enhanced Actions:

- Spatial analysis and review of tourism hub and visitor services.
- Visitor Information Centre's (VIC) are tourism accredited.
- Visitor information uptake is tracked and measured.
- Regional VIC network engagement.
- Visitor information touchpoints and distribution management.

Be found...

The Australian Tourism Data Warehouse (ATDW) is a register of tourism operations, attractions and events which key tourism websites draw from to market their region as distributors.

To be found on southaustralia.com and lightcountry.com.au choose all your categories, add in some great images and list your business or event on the ATDW to be found by potential guests, visitors and tourists - it is free to register on the ATDW in South Australia!

www.lightcountry.com.au

AUSTRALIAN TOURISM DATA WAREHOUSE

https://atdw.com.au/

AUSTRALIA'S SMARTEST TOURISM DESTINATION