



JOHN STANLEY ASSOCIATES



CENTRAL COUNTIES TOURISM

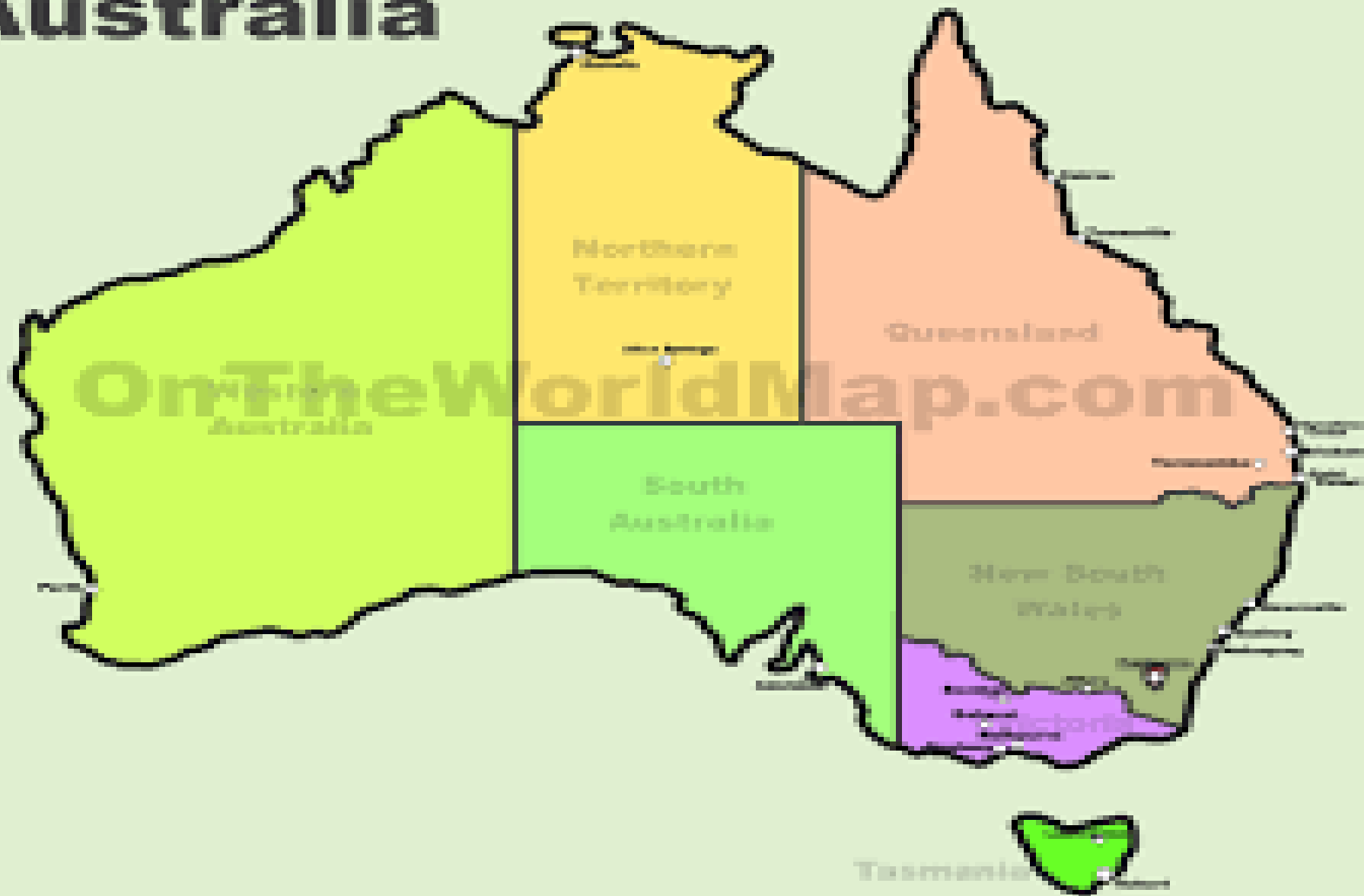
Surfing Global Tourism Trends

...and introducing them
into your business



www.johnstanley.com.au

Australia





FOOD TOURISM

A PRACTICAL MARKETING GUIDE

John Stanley and Linda Stanley



***“Change before
you have to.”***

Jack Welch

Time for
Change

The Consumer is changing



Build on their Top Desires

52% A Moment of Quiet

48% Leave their cares at Home

40% Reconnect with family /friends

37% Enrichment and Fulfilment

36% Indulgence

WELL BEING

Is a Canadian Tourist like an Aussie Tourist ?

47% like to shop at local shops

**81% eat to help them understand
local culture**

75% take local food home

**83% say food experience is lasting
experience of destination**

I'm a Foodie

MORE MOREISH OPTIONS

- Genesis in the Hills, 124 Croyden Road, Roleystone
- Souljahs Café and Wellness Centre, 1/508 Brookton Highway, Roleystone
- Orchard Espresso, 7/21 Jarrah Road, Roleystone
- Masonmill Gardens, 40 Masonmill Road, Carmel
- The Organic Circle, Pioneer Village, 7 Albany Highway, Armadale
- Avocados Café, 2 Mount Street, Kelmscott
- The Manse, 31 Church Avenue, Armadale

I'm a chef

"The food at Millbrook is always what I'd like to cook for people if they were coming to our house: something that we've grown in our backyard. Our ninety-year-old orchard and heirloom vegetable garden, which is grown from last year's seeds, writes the menu for us."

Guy Jeffreys – Head Chef & Gardener, Millbrook Winery

LUNCH AT ARALUEN GOLF RESORT

DELECTABLE TASTINGS AND DELICIOUS FARE

Whether you take your tipple in a port sipper, wine glass or something larger, treat your tastebuds with a tour of the region's cellar doors and tasting venues.

From **Core Cider House** and the **Last Drop Brewery**, to the many wineries around Armadale and Perth Hills, you'll find tastes to satisfy every palate, including mouth-watering lunch and dinner menus.

Where to go

- Millbrook Winery, Old Chestnut Lane, Jarrahdale
- Rocksgate Winery, 171 Cannus Road, Bedfordale
- Fairbrossen Estate & Café, 51 Carmel Road, Carmel
- Jadran Winery, 87 Reservoir Road, Orange Grove
- Due Jolly Winery, 165 Merrivale Road, Pickering Brook
- Last Drop Brewery, Elizabethan Village, Cannus Road, Bedfordale
- Core Cider House, 35 Merrivale Road, Pickering Brook

TOP FIVE FOODIE EVENTS

- HOPSSCOTCH THEMED LUNCHES**
Try something different with a themed picnic every Thursday at HopsScotch in Karragullin. New themes are announced every fortnight. Visit hopsscotch.com.au
- MILLBROOK'S LONG TABLE LUNCHES**
Escape to Millbrook's idyllic winery and restaurant, set in tranquil grounds on the Serpentine River in historic Jarrahdale, for a seasonal long table lunch. Visit millbrookwinery.com.au
- BICKLEY VALLEY HARVEST FESTIVAL: MAY**
Drink in the autumnal colours and flavours of picture-postcard Bickley Valley on your own food and beverage tour. For more info and a map, visit bickleyharvestfestival.com
- FAIRBROSSEN'S CRUSHED LUNCH: JULY**
Take a tour of the Carmel winery, stomp some grapes and indulge in a sumptuous four-course menu. Visit fairbrossen.com.au
- CORE CIDER HOUSE: WA CIDER FESTIVAL**
Relax at a regular Sunday session, listening to live music as you sup Core's famous cider brews in beautiful Pickering Brook, or visit during the cider festival for tours, tastings and more. Visit corecider.com.au

f @VISITARMADALE

o #VISITARMADALE

I want Natural



People travel on their stomachs !

36% Top emotional attraction

24% Look for a local style of cooking

23% Look for street food

21% Look for fresh local ingredients

15% Look for heritage food

Are you promoting local

Food memories

Peameal Bacon...William Davies





TEMPERANCE *and* TEMPTATION

Self-Guided Tours

Jump in your jalopy and embark on a journey through our region's past with a downloadable audio guide filled with music, tasty food & drinks, history and fun.

YORK STORY

SPIRITUAL DAYS AND SPIRIT-FILLED NIGHTS

RURAL ROUTES =&= DIRTY BOOTS ~TRAIL~



Explore incredible trails and historic towns in Durham Region
set amongst a rural landscape of delicious farm fresh food
and cutting edge craft beer.

Tourism is changing

NUTRITIONAL BENEFITS

There are some things the human body needs on a daily basis. Vitamin C is one of the most important vitamins in maintaining the body. A daily intake is required because the body cannot store Vitamin C.

You need vitamin C for the growth and repair of tissues in all parts of your body. It helps the body make collagen, an important protein used to make skin, cartilage, tendons, ligaments, and blood vessels. Vitamin C is needed for healing wounds and for repairing and maintaining bones and teeth.

KWG independently test our products for quality and efficacy through Australia's National Measurement Institute. Each year a new Nutrition label that comprehensively outlines nutrient, vitamin and antioxidant levels is available on our products and website.

Scientific studies have proven that the antioxidants in the Gubinge are especially powerful with Gallic and Ellagic acid in a form easily taken up by the body and known for their anti-inflammatory, anti-bacterial and other properties. The combination of the Vitamin C and Gubinge make it a bioactive food source and a useful skin therapy.

ABOUT US

Wild Harvest
Single Origin
Ethical
Sustainable
Majority Aboriginal Owned
Lowest Carbon Footprint

The Three Economies

Price Driven



The Three Economies

Convenience Driven



The Three Economies

Experience driven



**Tourism products are
what you buy**

**Tourism experiences
are what you remember**

Experience

Sensory

Engaging

Local

Authentic

Educational

Sensory

Barefoot Parks and Sensory Paths

Inbox - john@johnstanley.com.au x kneipp & water-play-area Gänsa x +

https://www.zillertal.at/en/tips/family-holidays/childrens-playground/poi/detail/430012732/kneipp-water-play-area-gaensanger.html



Apps Utilities

Zillertal.at

Back to the overview Print Add to

ACTIVITIES REGION ACCOMMODATION SERVICE

kneipp & water-play-area Gänsanger
Zell am Ziller



 

Categories: Freizeiteinrichtungen, Infrastruktur, Öffentliche Einrichtungen, Sonstige Freizeiteinrichtung, Kinderspielplatz

kneipp & water-play-area Gänsanger

Dorfplatz 3a
6280 Zell am Ziller
Phone: +43 5282 2281
Fax machine: +43 5282 228180
E-Mail: info@zell-gerlos.at
[Visit website](#)

[Feedback](#)

 We are optimising the user friendliness of our website and are using **Cookies** for this purpose. By further using this website, you are agreeing to their application. 

Decision Fatigue.jpg Kaufland.jpg Climate Change.jpg flying Insects.jpg Pollution.jpg [Show all](#)

Windows Taskbar: 9:45 AM 29/10/2018

Decision Fatigue





Gin!

TOURISM TRENDS

Female Travellers

Fifties Travellers

Small intimate Tours

Small brand, but big story

Dining as the main event

“Master” tours and experiences

Your Aim

Create Memorable Experiences

Plus

Create NEW Experiences

Strategy for 2020

Step One

Get Local Right

Promote your “Local ” Hero’s





Nigel Bowen
Head concierge,
Mandarin Oriental
Hyde Park

I adore the Brompton quarter, a neighborhood in west London made up of independent shops, restaurants and beautiful residential streets. Situated near London's largest museum district in South Kensington, Brompton is a destination for design, architecture and culture.



Far left: Deyan Sudjic at the Design Museum. Left: The newly transformed Coal Drops Yard in Kings Cross

former banana warehouse in Shad Thames, to larger digs in Kensington. He describes the old waterfront location as "a wasteland, with wild dogs on the street and the smell of spices in the air," but he doesn't mean this in a negative way. For him, the juxtaposition of old and new, genteel and tatty, is a thing of beauty.

Today, Sudjic lives in Camden Town, which is known for its teeming, trendy markets. His favorite London walk, he says, starts here ("amid the tattoo parlors and police helicopters") and cuts through Regent's Park ("the most sublime urban park anywhere"), before ending up on the streets designed by Regency architect John Nash. "I love the transition into all this splendor," he says.

Kings Cross, subject to a renewal project that has restored treasures like the Great Northern Hotel, is a vivid example of the layering Sudjic enjoys. As we head from the Renaissance into the adjoining St. Pancras Station, he gazes up at the iron-fretted glass roof, which arcs 100 feet overhead. "There's an extraordinary collision of architecture here," he says. "It's a wonderful way to enter the city."

The latest development is the Granary Square and Coal Drops Yard complex, whose handsomely aged buildings once processed the coal that was delivered by barge on the Regent's Canal. Today, the Victorian arches and warehouses house swanky retailers and indie galleries, along with destination eateries like the Coal Office, Sudjic's local favorite—along with Caravan, a global-fusion spot, and Dishoom, which is inspired by '60s-era cafés in Bombay.

As dusk sets in, we pass an expanse of illuminated, synchronized fountains. Sudjic barely looks at these, but seems transfixed by an archway that leads to the murky canal. "You don't want a place like this to be too squeaky clean," he says, squinting into the gloom. "You don't want things to be too perfect." **AW**

Travel
with a
local
guide
and get

A Different PERSPECTIVE



Exceptional private tours,
everywhere you travel.

www.ToursByLocals.com

Action

Would a Tourist know you are a local business?

Step Two

**Do your tourism attractions
attract Millennial Visitors?**



Gubinge may very well be the next big thing in the superfood scene, and it grows right here in the Broome and Kimberley region. **Tori Wilson** discovers more.

The gubinge fruit – a small plum, native to the Kimberley region – is fast becoming known as the superfood of Australia.

With similar properties to the hugely popular acai berry from the Amazon, and the maqui berry from Chile, gubinge has the added benefit of being in its freshest and most potent state here in the Kimberley.

IMAGE COURTESY KIMBERLEY WILD GUBINGE



Collected and eaten by Aboriginal people for thousands of years, this fruit has the highest Vitamin C and antioxidant content of any on the planet. For this reason, not only is it a beneficial supplement that can be added to juices, smoothies and sprinkled on food, it can be applied directly to the skin as a natural therapy.

Kimberley Wild Gubinge is an Indigenous-owned business that carefully dehydrates and mills the fruit into a fine powder that can be applied easily to the skin.

The bioactive properties within the gubinge powder make it a powerful treatment for acne, rashes, insect bites, dry and sun-damaged skin. It has also been reported to produce a noticeable lightening of dark sun patches and a more even skin tone after regular use due to its high potency of antioxidants.

To use as a skin treatment, simply mix a teaspoon of the Kimberley Wild Gubinge powder with water or your favourite skin oil and combine to make a paste. Apply directly to your skin as a facial mask and leave it on for five to seven minutes before rinsing off with warm water.

This organic, single origin and fair trade product will offer amazing medicinal benefits to your skin that you can trust are natural.

Visit kimberleywildgubinge.com.au for more.

Step Two

**What changes do you
need to make ?**

Step Three

Understand the “Touch Points” to your business

**20% of visitors feel they
spend more money if they
have done research
before they visit**

Ref: HTA Market Update 2015

The Tourists Journey

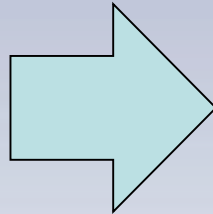
Before

Awareness

Research

Planning

Booking



Present Information

Create a Connection

Build Anticipation

Booking.com EXPERIENCES



Ultimate Winter ROAD TRIP

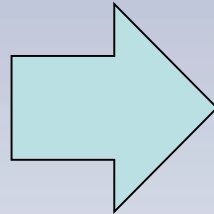
YDH IS ONTARIO'S ROAD TRIP DESTINATION

Just a short drive from Toronto, York Durham Headwaters is your ultimate road trip destination. Take a break from your everyday routine and join us for a fresh change of scenery and a weekend of unexpected adventure.



The Tourists Journey

**During
Travel
Wayfaring
Interactions
Activities**



**Tell Stories
Engage Senses
Build Network Loyalty**



The Tourists Journey

After

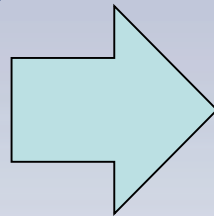
Consumption

Engagement

Re Purchase

Re Visit

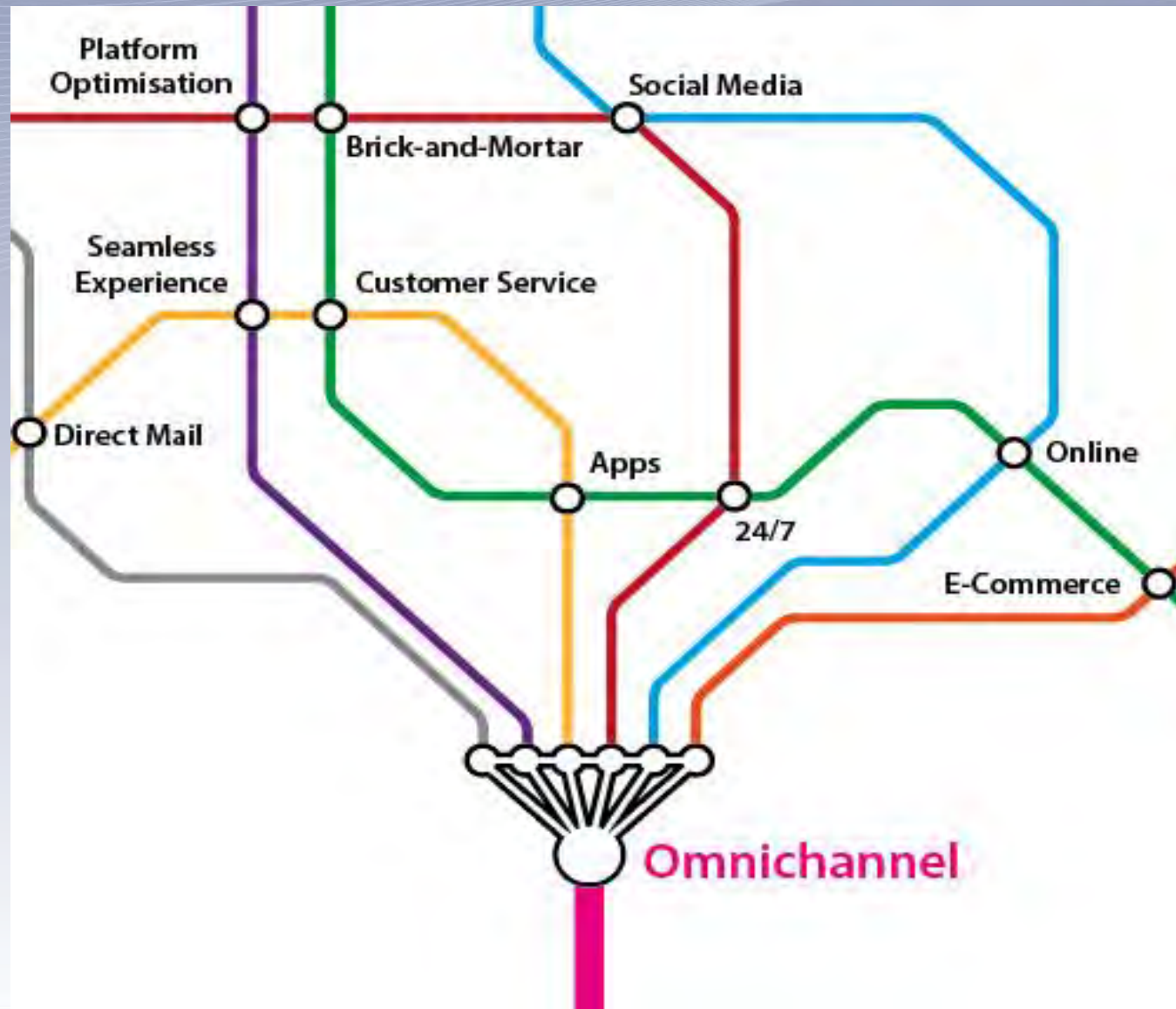
Advocacy



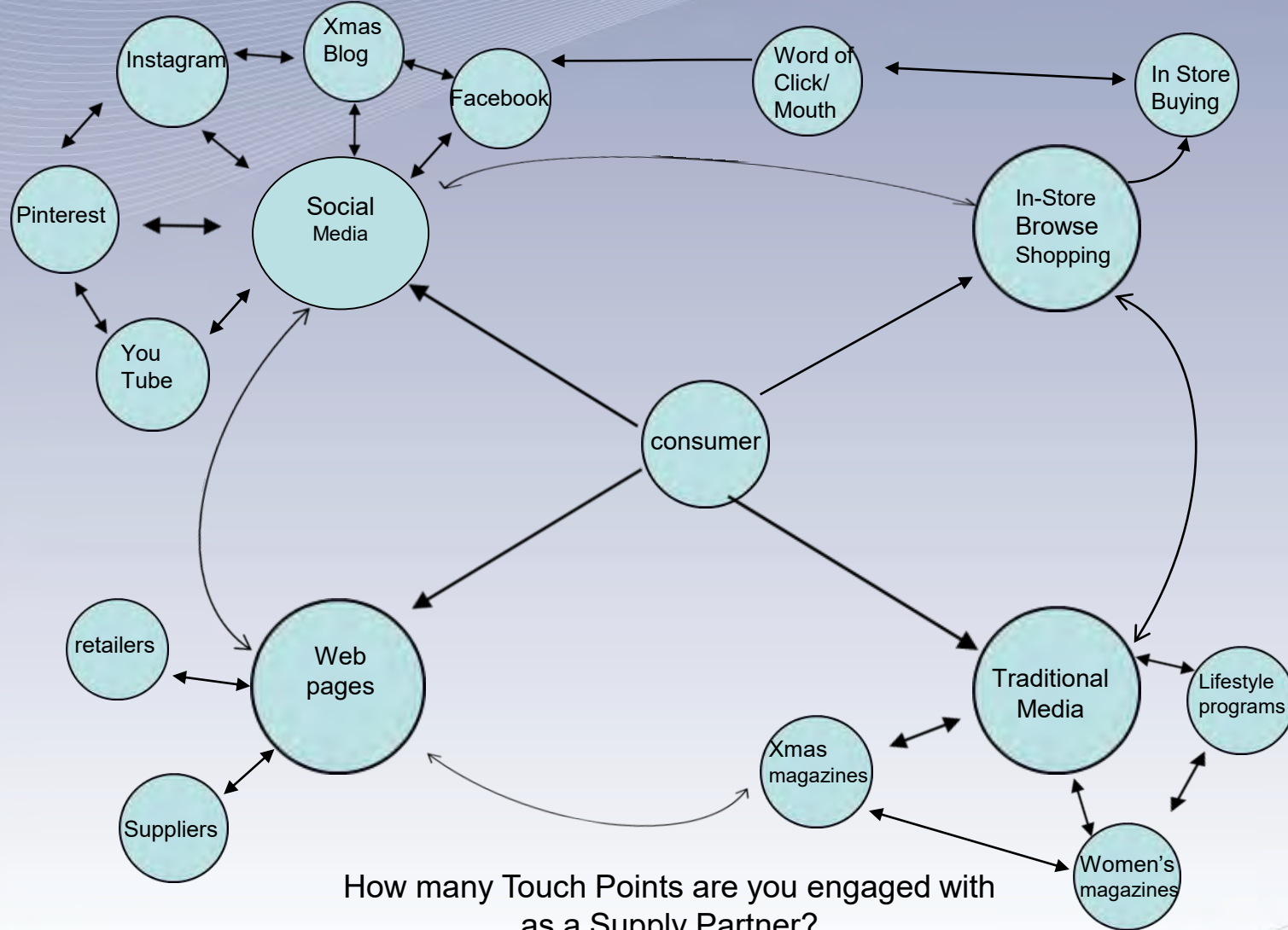
Memento's

Prolong Engagement

Omnichannel Research



E.G The 12 Touch Points to Purchase Christmas Decorations



Touch Point Map

Touch Point	Expectation	Defects	Opportunities
Facebook			
Traditional Marketing			
Phone calls			
Meet and Greet			
Atmosphere			
Displays			
Cash Register			

How much should you spend on marketing and where?

Marketing to Engage the Consumer

70%	Facebook
41%	Instagram
11%	Twitter
11%	Online Blogger
1.6%	Pinterest
15.2%	Do not use Social Media



Action

**Are you managing your “Touch Points”
and do all your team know them ?**

Step Four

Have you got the right team members to engage with the visitor or are they processing the visitor?



Key Steps in Day Making

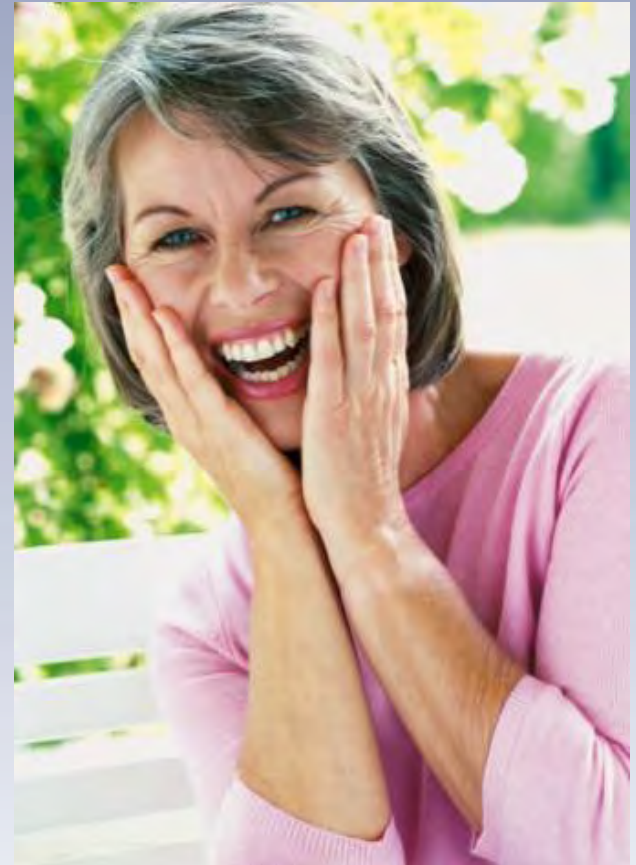
- 1. Recognise the visitor straight away**
- 2. Treat as an individual**
- 3. Identify a Day Maker opportunity**
- 4. Keep positive**

**“ Creating
Moments
Together”**

**Was
everything
all right?**

Delight strategy

**Delight =
Expectation + 1**



Step Five

**What changes do you need to a
make?**

Step Six

Don't do it on your own

Partner with other tourism operators

Health
Opinion

The town that's found a potent cure for illness - community

George Monbiot



@GeorgeMonbiot
Wed 21 Feb 2018 05:59 GMT



38,502 651

Frome in Somerset has seen a dramatic fall in emergency hospital admissions since it began a collective project to combat isolation. There are lessons for the rest of the country

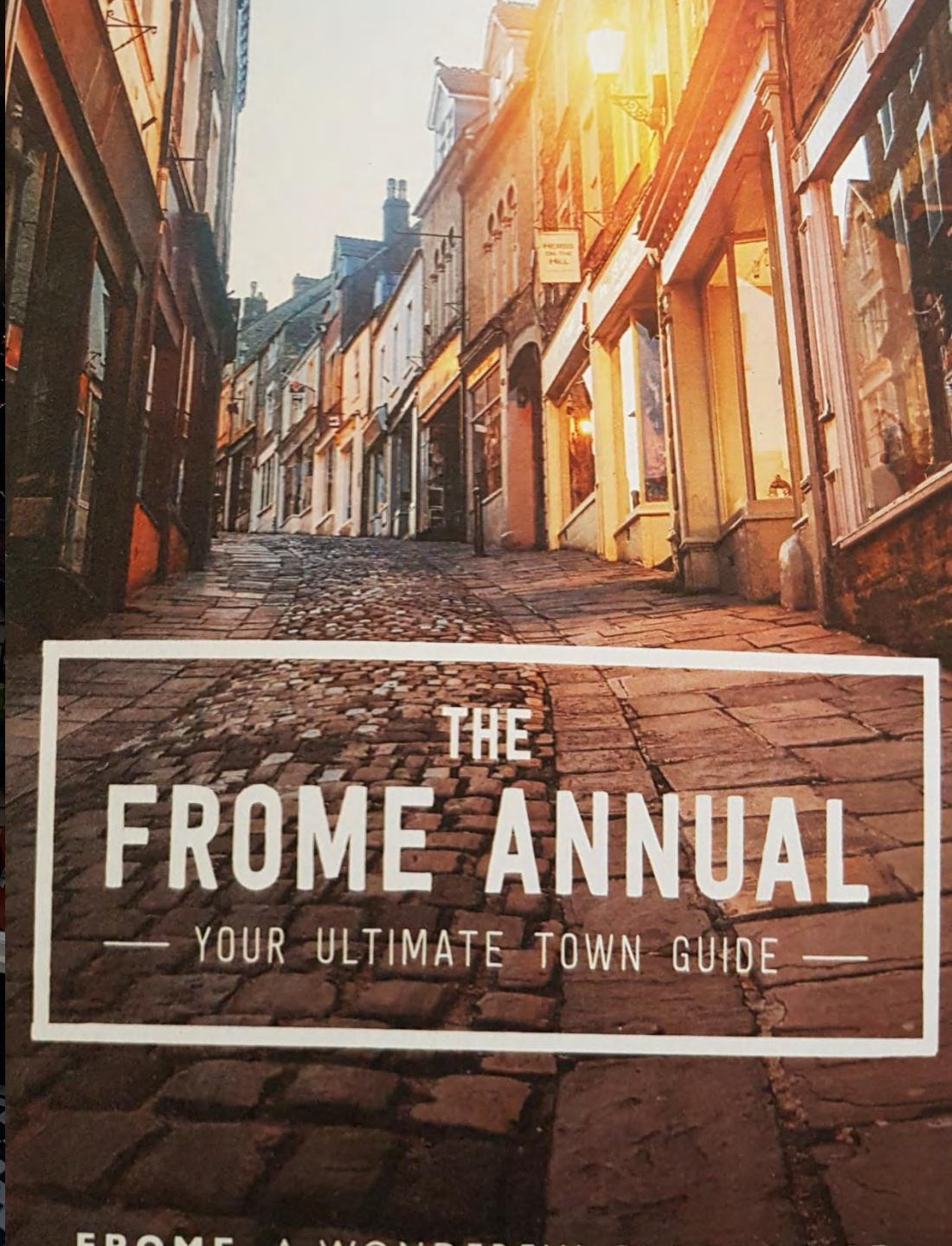


Advertisement

Bespoke conversions for every job.

Discover now >>





THE FROME ANNUAL

— YOUR ULTIMATE TOWN GUIDE —

FROME A WONDERFUL



The Frome Experiment

**Hospital Admissions in Somerset
+ 29%**

**Hospital Admissions Frome
-17%**

Bundle Product Packages are the Future

- **Shopping Routes**
- **Photographic routes**
- **Culinary Routes**

TURN THE LOCAL VALUE CHAIN INTO AN EXPERIENCE

Step Seven

Build the Experiences

Experiences



Step Seven

Action

Redevelop your Experience Strategy

Step Eight

**Check your Image every day
before you start work**

The First Impressions

The Last Impressions

The Key Message to the Visitor

- **Welcoming Environment**
- **Clear Signage**
- **Information**
- **Story Telling**
- **Gathering Spaces**

Action

**Do you check your image at
the start of every day?**

Step Nine

Merchandise to Grow Sales

Power = 540%



Name of the Product

1. _____

2. _____

3. _____

\$ Price



JOHN STANLEY ASSOCIATES

Step Ten

Put your Plan in Action

“ I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you make them feel”

Maya Angelou, American author and poet

Your Visitor wants

Anticipation

Interaction

Afterglow

Change for the Future Jump in, the Water is Fine





CENTRAL COUNTIES TOURISM

John Stanley Associates

john@johnstanley .com.au

www.johnstanley.com.au