



Bundling

Inspired
Tourism



Bundling and Packaging

Mackay Tourism



Introduction



Ingrid Sellarulo

Relationships

are

everything....

Its all about Collaboration...

As a small business operator – the question we all ask ourselves is.....



How is it that you can deliver any more when it is just you in the business?

Competitors V's Collaboration

Before we unpack collaboration and bundling today we need to talk about competitors.



My mindset around competitors has shifted since my exit from the corporate world.

I used to see competitors as the arch nemesis of business; they were to be watched, feared and seemingly attacked with the introduction of new offerings.

When I started to *explore the world of entrepreneurship* I was profoundly surprised to find many Founders leveraging their purpose as a compass for business growth and realizing that they could have greater impact if they worked with others focusing on similar outcomes.

They would *collaborate with businesses* who had cross over target segments and often some similarity in offering.

The *results* of these collaborations were *inspiring to observe* and *mutually beneficial*.

My *mindset began to shift* and I thought what if we started to *share our ideas* more broadly, rather than keeping them to ourselves, in fear of them being stolen by a competitor.

What if we *considered an abundance mindset* and believed that perhaps there is enough out there for everyone to make their way via their uniqueness.

I soon came to the conclusion that collaboration over competition was a *powerful way to differentiate, grow and deliver positive impact* because together we are so much better.

Trends



Co-working spaces

Where innovation is growing

Two Space

Sharing ideas

Cross industry

Collaboration

Collaboration is a *powerful* way to:

1. Expand our resources
2. Close skill gaps
3. Build and expand our connections and
4. Reach larger audiences.

But to begin? I use three simple steps to kick start collaborations:

Step 1 – *Clarify*

- Define what success looks like
- Summarise the value you bring
- Define what you need by way of skills, resources, exposure etc.
- Leverage social media to research perspective partners
- Create a collaboration wish list

Step 2 – *Connect*

- Draft a brief collaboration proposal
- Touch base with preferred collaboration partners

Step 3 – *Co-Create*

- Brainstorm ideas with your collaboration partners
- Agree what mutual success looks like in the context of the collaboration
- Articulate roles, responsibilities
- Create a plan to deliver with clear timings
- Make it happen
- Measure success & share learning's

Expand

- Brand collaborations get you in front of new customers (and new networks) by leveraging your assets, so you can gain incredible reach on a budget!

Save time

- Connecting with brands that share your target market, can get you the exposure you need.
- Reach-out to the team at Tourism Mackay to get suggestions for collaboration partnerships.

Tap into new audiences

- Creatively reach pools of new customers by joining forces with another brand and cross promoting for amazing exposure!



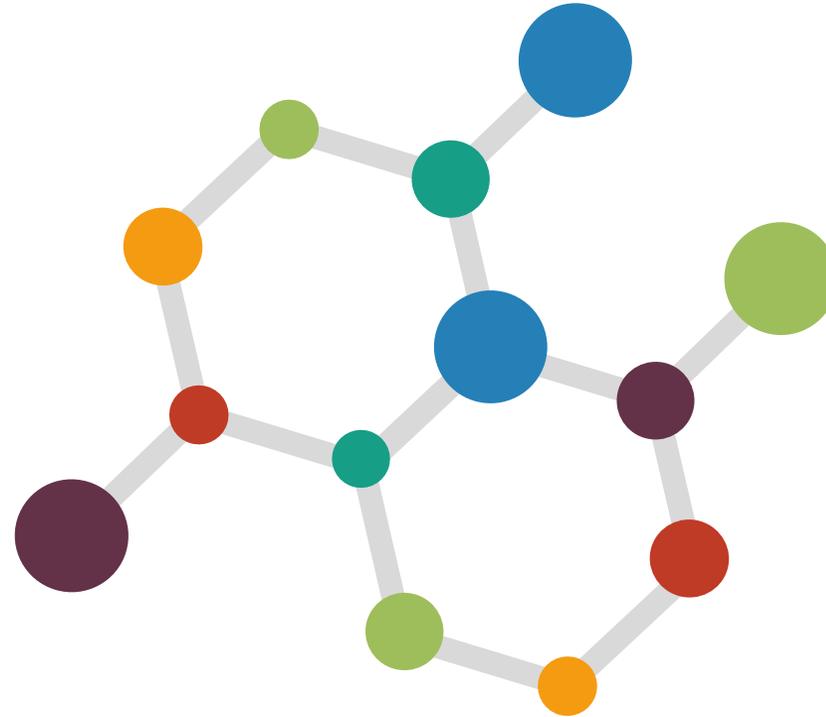
Bundling
&
Packaging

Bundling is term used in
tourism, but essentially it is a
fancy term for *Collaboration*

What is Bundling or Clustering

A range of tourism product that exists at a broader level than that of individual attractions. These are 'clusters' of tourist attractions, presented as part of a shared theme.

This type of tourist attraction falls into a number of broad categories (e.g. wine regions, historic towns, national parks). They may be quite distinct in form and character from one another, but are still integral components of the tourist attraction sector.



What is Packaging?

A tourism package is a combination of two or more products offered as a single unit of sale to a visitor. These products can be sourced externally by partnering with other suppliers, or by using a collection of your own products..

Generally, in a package, the sum of all components will be cheaper for the customer than buying them individually.





Why package or
bundle?

Good for you

This is a good marketing strategy during slow times or to create momentum – it's a great way to discount and hide costs. Helps entice the customer without dropping your bottom line.

Good for the Region

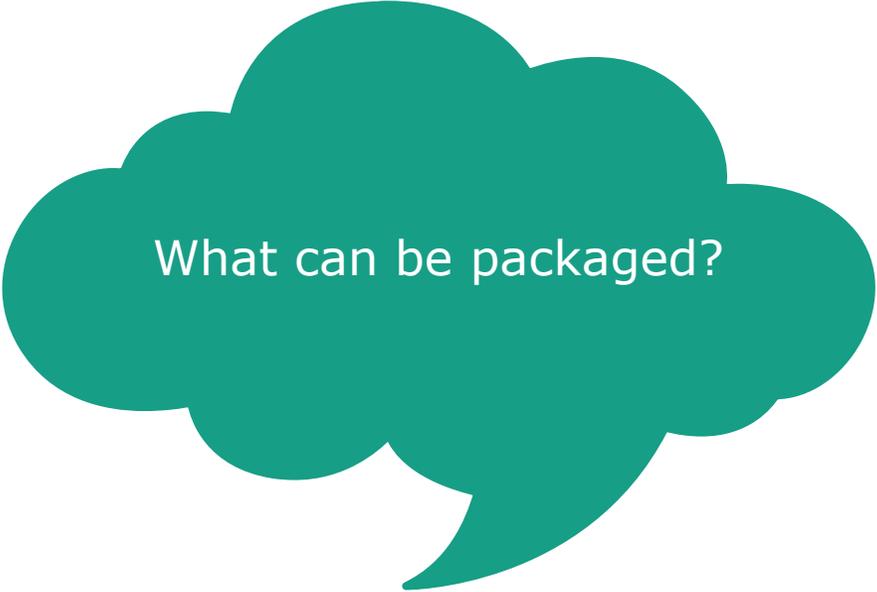
The overall aim of packaging or working as a "cluster" is to encourage visitors to increase their stay and spend within a region.

Good for the Customer

For the customer, packaging is a convenient, economical and stress free alternative to searching for a multitude of different experiences and coordinating an itinerary themselves.

Good for the Wholesaler

Packages appeal to wholesalers and travel agents as they offer ease of booking and also a higher commission.



What can be packaged?

Almost anything can be packaged, as long as the elements are complementary and provide a memorable experience for the customer.
Its great to target a specific market

Examples of Packages

Romantic package:

- Accommodation
- Dinner for two
- Harbour cruise

Cultural package:

- Accommodation
- Sightseeing tour
- Indigenous experience

Adventure package:

- Fishing
- Helicopter flight

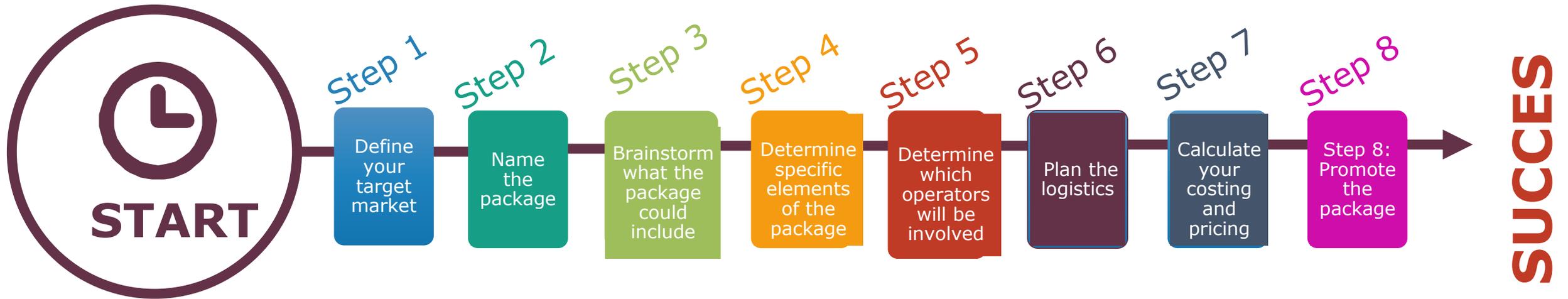
Family package:

- Wildlife experience
 - Mini golf
- Movie vouchers

Aussie packages:

- Farm stay
- BBQ lunch
- Day tour

8 step guide to packaging



HOT tips

Be innovative and look for complementary and interesting experiences that feature the attributes of your region. You live in a beautiful part of the country so show and tell your customers about it

Unique selling points



Think about your customer and ensure your package is easy to book

Don't hide your qualities under the price tag. Show them what's special about your product and the overall value of the experiences you offer



Case Studies

Life's a Dish – Bendigo Region



Life's a Dish is an ongoing *collaborative* (bundle) marketing campaign between the City of Greater Bendigo and 12 of Bendigo's premier dining establishments.

The Concept!

The project, was inspired by the remarkable Buon Ricordo concept that began in Northern Italy in 1964, where visitors to the region could collect restaurant signature plates as a souvenir of a memorable, regional dining experience.

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- The restaurants have bundled with the Bendigo Pottery, Australia's oldest working pottery, to produce quality hand-painted plates, so it's a uniquely Bendigo product
- Speciality dishes, distinguishing architectural features and nearby landmarks, have inspired the lively artwork on the ceramic plates, which are available for purchase at participating restaurants. **Unique selling points**
- Each restaurant encourages the visitors to experience another Bendigo restaurant and collect another **plateful of stories and memories**.
- Each restaurant has a signature dish, which is served on a larger version of the souvenir plate when ordered. And the guests takes home a souvenir plate.

3 min VIDEO





Life's a Dish

Setting up the selection criteria list:

- Restaurants have been hand selected because they offer a unique dining experience and they meet the criteria.

Marketing:

- Marketing as an experience Before Life's a Dish was devised, restaurants would market individually in visitor guides and through other local tourism promotions. Few restaurants could afford to market outside of Bendigo on their own and most wouldn't market collectively with other restaurants due to competition.

Best Of Australia Program



Aims to foster areas of untapped competitive advantage for Australia focusing on world class Australian *special interest tourism experiences* that drive consumer travel behaviour.

The aim of the program is to grow incremental growth in visitation, attracting higher yielding tourists who will *travel to follow their passion*.

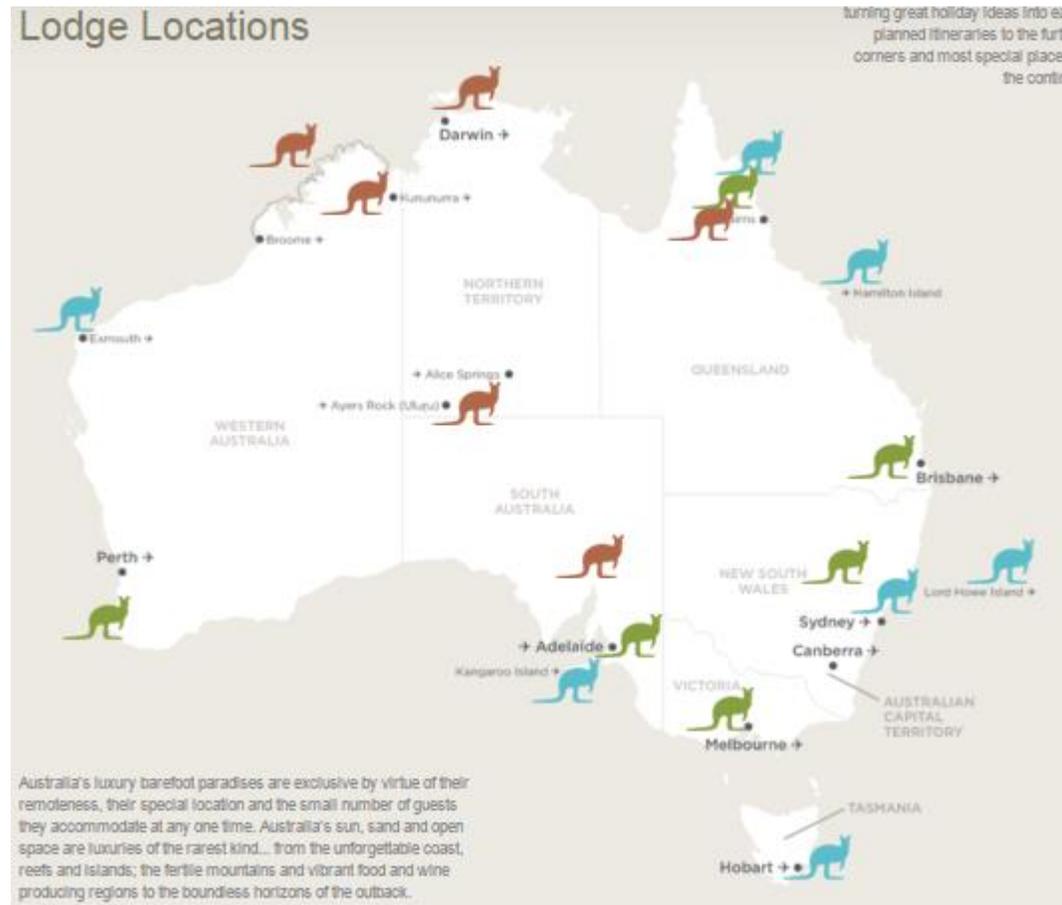
Tourism Australia works with these industry sectors to bundle the highest quality product together, with each collective creating a compelling *marketing proposition* to generate cut through in a competitive global marketplace.

Aims to connect with those travellers who are specifically seeking out destinations that can deliver *unique, compelling, and brag-able experiences* aligning to their specific interests.

Luxury Lodges of Australia



Australia's luxury barefoot paradises are exclusive by virtue of their remoteness, their special location and the small number of guests they accommodate at any one time.



Great Walks of Australia

Australia's most inspiring walking holidays



10 business
bundled under one
umbrella

WALK
Bay of Fires Lodge Walk
Cradle Mountain Huts Walk
Freycinet Experience Walk
Larapinta Trail by World Expeditions
The Arkaba Walk
The Maria Island Walk
Twelve Apostles Lodge Walk
Scenic Rim Trail by Spicers



Great Golf Courses of Australia



Golf courses in Australia listed by ranking:



ROYAL MELBOURNE GOLF CLUB

Royal Melbourne's original course was laid out near the Caulfield Racecourse in 1891 and members played there for ten years until the ... [READ MORE →](#)

RANK 1

WORLD 6

• SANDBELT

• TOP 100



BARNBOUGLE DUNES GOLF LINKS

Barnbougale Dunes Golf Links is a traditional links course located on the pristine coastline of north-east Tasmania. Completed in December 2004, the 18 ...

[READ MORE →](#)

RANK 2

WORLD 33

• LINKS

• TOP 100



The Suggested Process

- 1) Concept
- 2) Research and test
 - Consumer demand ie: taken from relevant research.
 - Core market support/relevance
- 3) Develop a selection criteria
- 4) Business to join
- 5) Set up process, roles, structure
- 6) Contribution of each member
- 7) How, when, where are you going to roll out
- 8) Develop business and marketing plan



Benefits of clustering

- 1) Getting into wholesale programs
- 2) Easy for the customer to purchase
- 3) Makes it easy for the travel agent to sell
- 4) But mostly the biggest benefit is you.

Assist time and money for your marketing budget

When you work together you can afford to cast your line further and capture a greater audience



Lets
Workshop it!



In Summary





Many Thanks

Stay in touch!



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