

Mackay Region

'Hero Experiences' Fact Sheet

The Visitor Experience

A tourism 'experience' is the emotional feeling or personal achievement a visitor derives from the purchase, participation or consumption of a tourism product – accommodation, attractions or tours.

The 'tourism product' is what the customer buys; the 'tourism experience' is what they remember.

What are 'Hero Experiences'?

Hero experiences are those world class iconic experiences that:

- provide a destination with a real competitive advantage over other destinations,
- focus on what is truly unique or memorable or engaging about a destination, and
- meet the needs of identified target markets.

Why 'Hero Experiences'?

Focussing on a destination's 'hero experiences' is:

- responding to the demands of our domestic and international visitors,
- designed to gain a competitive advantage over other destinations, and
- an opportunity to focus the efforts of tourism stakeholders and create partnerships.

The identified destination 'hero experiences' builds on existing destination and Queensland brand work, provides operators with the opportunity to improve and innovate their operations without major capital investment and ultimately is about creating unique memories for our visitor and positive word of mouth.

The Mackay Region 'Hero Experiences' have been developed to deliver the region's 2020 tourism vision, brand promise and the 'themes' that underpin the vision and brand.

Vision

"By 2020 Mackay will be a community that values the livability and vitality of its region and proudly invites visitors to explore its surprising range of leisure experiences."

Themes

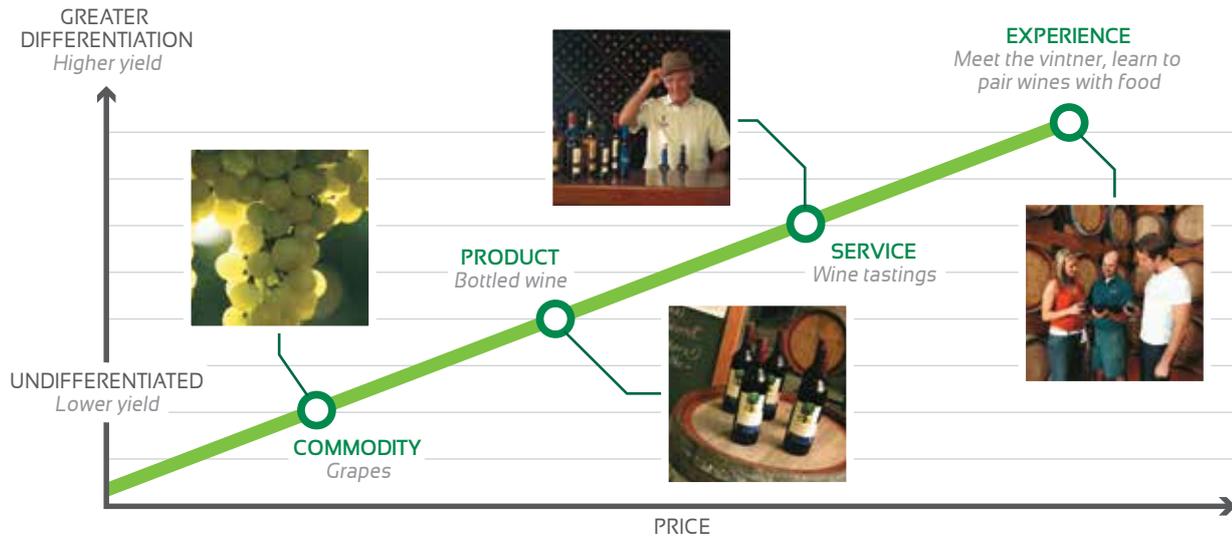
- Unspoilt Nature
- Fishing & Boating
- Events that celebrate our locations



THE EXPERIENCES SPECTRUM

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

Experiences = Greater Economic Value



Source: Nancy Arsenault, Celes Davar and Todd Lucier (2011)

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Unspoilt Nature

The Mackay Region has a place reserved just for you, to feel the quiet satisfaction of what nature has to offer without all the crowds...the secretive platypus at Eungella National Park, the surprise of wallabies on the beach at Cape Hillsborough or the seclusion of a lesser known but spectacular part of the Great Barrier Reef.

Supporting Attributes and Potential Clusters:

Wildlife, beaches, rainforest, island and hinterland accommodation.



Fishing & Boating

Whether you're an experienced angler or you just want to relax with the family wetting a line without the crowds, the Mackay Region is the place for you. The excitement of a big game catch, the challenge of reeling in one from the beach, or the pleasure of sitting back in your tinny and fishing one of the region's picturesque lakes.

Supporting Attributes and Potential Clusters:

Fishing, boating, touring and adventure.



Events that celebrate our locations

Mackay Region locals know how to have a good time and celebrate the best the region has to offer so join in and experience one of the many events that take advantage of the region's uncrowded natural landscape, first class sporting facilities and quality cultural venues.

Supporting Attributes and Potential Clusters:

Beach horse races, sports, music and unique events.