

# Bundaberg 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.

**Bundaberg 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 the Bundaberg and North Burnett Region will be globally recognised as the place visitors go to immerse themselves in a world class turtle conservation experience."

### Core Brand Promise

*Feel the awe of discovering stunning, secluded reef that is within reach.*

### Themes

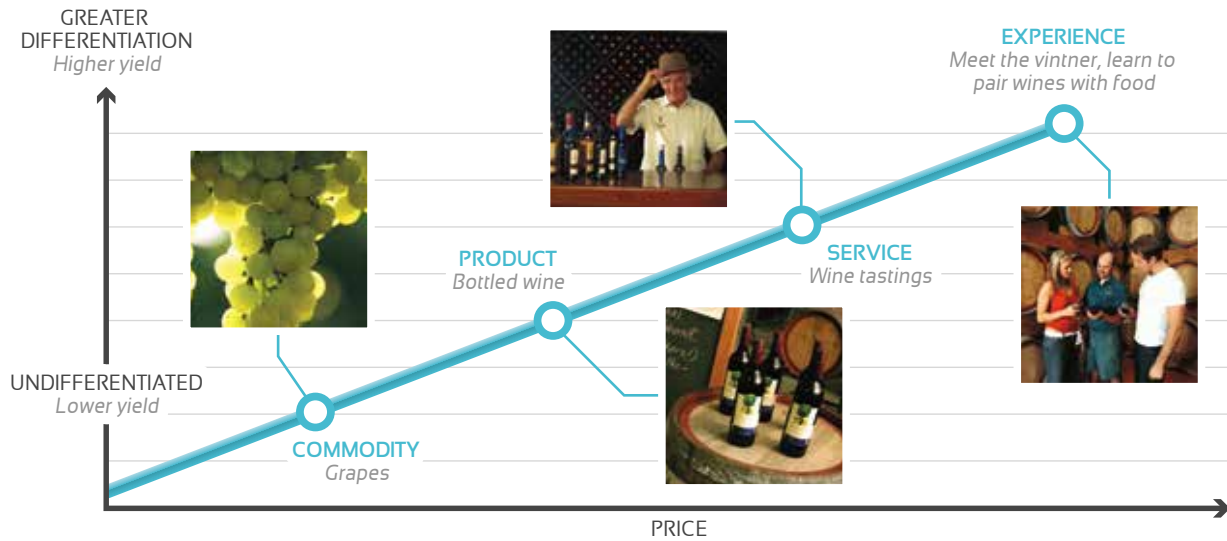
- Southern Great Barrier Reef
- Turtles
- Regional Flavours
- Regional Character



## 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)

## Bundaberg Region 'Hero Experiences'



### Southern Great Barrier Reef

Get up close and personal with the resident turtles and manta rays of the Great Barrier Reef, a few steps off the pristine beach of Lady Elliot Island.

*Supporting Attributes and Potential Clusters:*

Snorkel, dive, sailing or boat charters, luxury resort, glamping, fishing.



### Turtles

Witness the cycle of life and one of the true wonders of the natural world as hundreds of sea turtles return to the beach every year to nest and their hatchlings then make their perilous journey back to the sea.

*Supporting Attributes and Potential Clusters:*

Mon Repos, Nesting (Nov – Dec), Hatching (Jan – Mar), Lady Elliot, resort accommodation, glamping, snorkel, dive.



### Regional Flavours

Indulge yourself as you enjoy the iconic products of Bundaberg Rum & Ginger Beer and a vast array of other regional produce.

*Supporting Attributes and Potential Clusters:*

Bundaberg distillery, Bundaberg drinks, taste of the Burnett, regional food markets, Mammino ice-cream, wineries, fresh seafood.



### Regional Character

Really get to know this special part of Queensland by exploring its coastal gems, lakes, gorges and rural landscapes while getting to know the people who are proud to live here.

*Supporting Attributes and Potential Clusters:*

Historic hotels, museums, tours, seaside holiday villages, historical townships, Australia's Country Way, walks/hikes/trails, unique journeys.