



Future of tourism planning

Using VR/AR to narrate the future of
QLD's tourism

Aurecon and Unsigned Studio

The Team

David Kwong Principal

David is a Principal within the Infrastructure Advisory with a strong understanding of the development of the urban environment from concept through to delivery of capital assets. David has provided specialist advice to the private and public sectors, across urban regeneration, infrastructure investment, and tourism development strategies. David's breadth of experience allows him to operate effectively at the interface between Government and industry by applying digital solutions to tourism policy and projects to understand the drivers and issues associated to grow the tourism sector in Queensland.

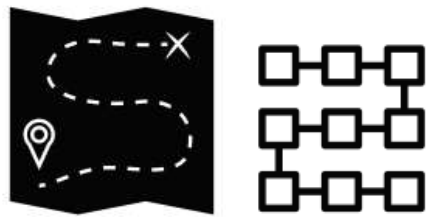
Michael Gardiner Global Technical Lead

Michael is our global technical lead and has 14 years' experience at Aurecon and is dedicated to applying visualisation across the entire project lifecycle with a focus on facilitating the connections between visual technologies and the decision-making process. Michael works with a range of real-time software to explore visualisation as it relates to design, engagement, experience and operations. He is dedicated to evolving the role of visualisation into core design thinking by increasing its application across the entire project lifecycle.

*Bringing ideas
to life*

Story

Story is critical in communicating complex ideas.



Storytelling



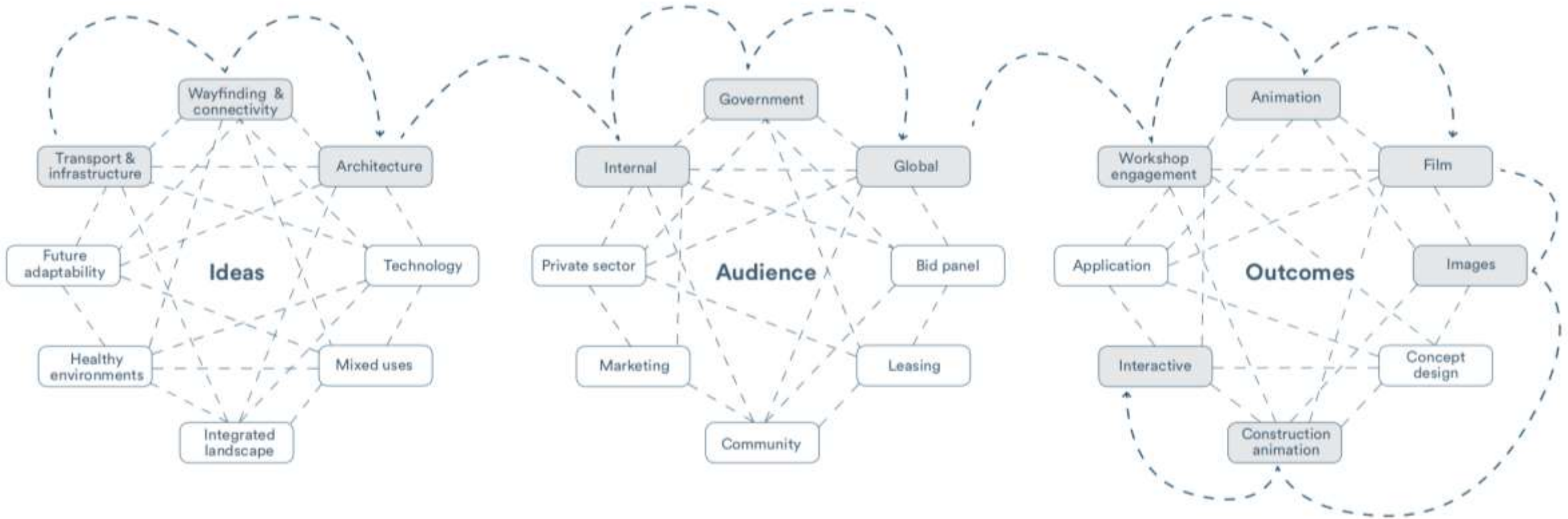
**Translating the
'why' into visual
mediums**



**Built into the user
experience**

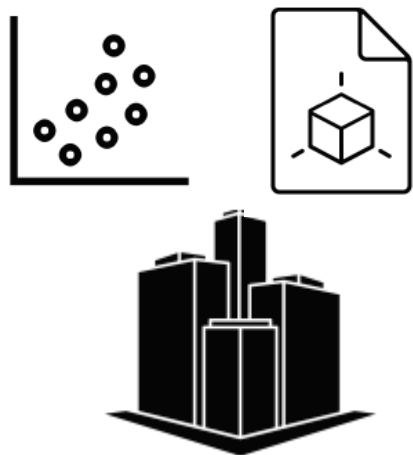
Stories told many ways

Our 'one story many ways' approach is enabled by our understanding of the built environment, our experience in creating collateral for many audience groups, and our skills across many mediums. We want to find the most effective and efficient ways of telling the story in each context.



Creating a story for tourism

Using digital means we create stories and narratives across the whole tourism lifecycle. This covers planning, investment strategy, product development, enhancing visitor experiences and refining ideas.



From this, we seek to partner with government and industry to co-develop a compelling tourism future that :

- Informs tourism policy
- Achieves value-for-money investment
- Shapes the products and visitor experiences we develop for the tourism industry

What does the future of tourism planning look like?



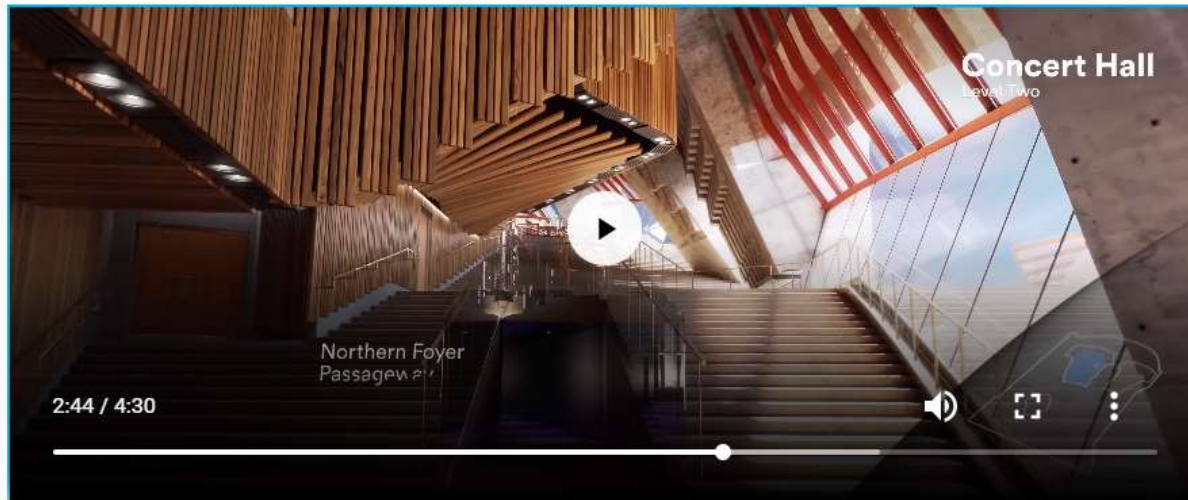
*Bringing ideas
to life*



Yaroomba Beach



Revitalising Newcastle



Sydney Opera House

Experience it first hand at our booth





*Bringing ideas
to life*



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