



Knowing Your Guest and What They Want

As consumers, we're pretty fussy. Stock standard experiences that just show us the sights and make us feel like we're on the same old tour as everyone else just don't cut it anymore.

We want experiences that are special and speak to us personally; experiences that connect with our likes and interests; experiences that help define who we are.

UNDERSTANDING YOUR CURRENT GUESTS

The first step in reviewing your experience offering is to understand the needs and wants of your current guests. Complete the table below to begin this process.

Who are your main guest target markets at present? List your top three across the top.			
Age range (e.g. 18-29)			
Life stage (e.g. single, couples, families, retired)			
Typical number in travel party			
Guest origin			
How profitable is this market? How much are they prepared to pay for your experience?			
Length of stay in destination			
Your experience's role in their destination stay (linked to destination Hero Experiences)			
Practical motivations for choosing your experience (e.g. cost, time, quality)			
Emotional motivations for choosing your experience (e.g. fun and excitement, novel and new, challenge and adventure and relax and indulge)			
What is unique about your experience that attracts them to purchase it? (e.g. the activity/service/product itself, location, people)			

EVOLVING OR REVOLUTIONISING YOUR EXPERIENCE TO ADAPT TO CHANGING MARKETS

Complete the table below to explore three key trends that could influence your business and customer mix. How might you address these challenges and opportunities?

For more information on tourism trends and identified current and future visitors markets, visit destq.com.au

Identify three consumer and travel trends that you think will influence your customer mix in the next decade. Write them along the top.			
How will this affect your customer mix?			
Describe this new market - is this a potential target market for your business?			
What are the needs and wants of this market? What type of tourism experiences are they looking for?			
What could you do to attract this market? What do you need to know about this market?			
How will you change your experience to accommodate this trend/market?			

Considering current and future markets, what is your ideal customer mix going forward?

What are your responses in the previous tables telling you about your current and potential customer mix? What are three actions you need to take to achieve this customer mix?

1.

2.

3.
