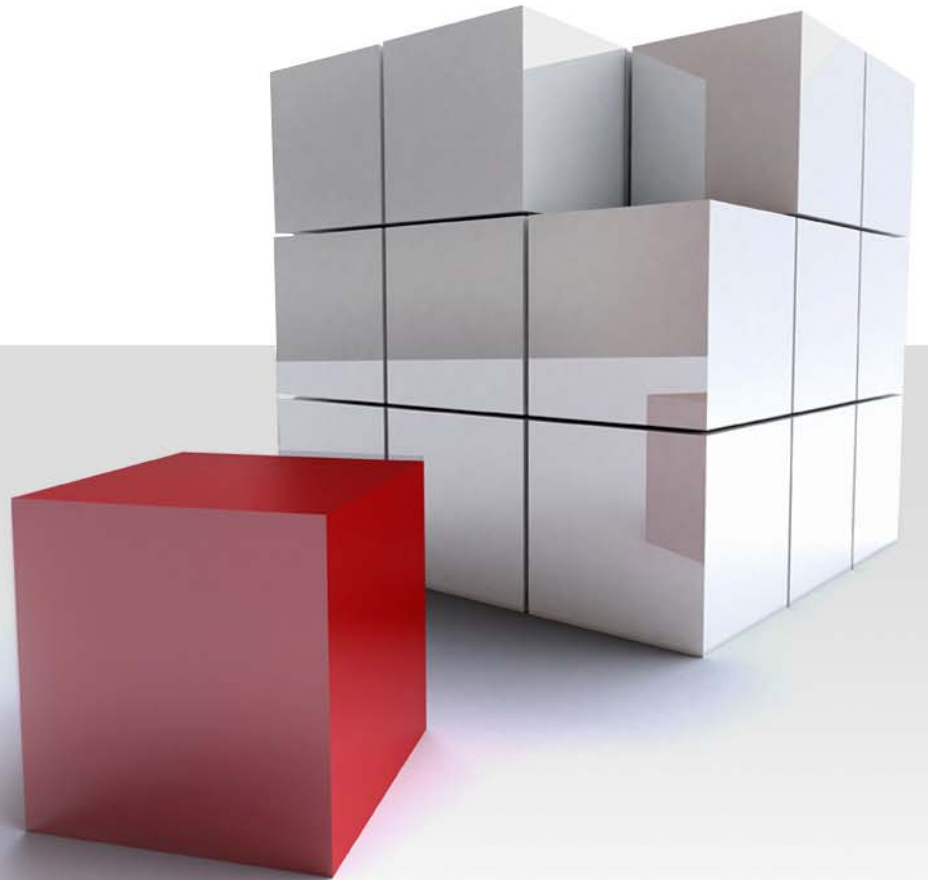


# Marketing myths that constrain the tourism industry

*Ian Macfarlane*

## Strategetic consultants





# In spare time



# LETTER TO THE MINISTER FOR TOURISM THE HON MARTIN FERGUSON AM MP

Dear Minister,

In July 2008 you established the Steering Committee to deliver a long-term vision for the tourism industry to maximise the benefits of tourism to the Australian economy. You directed that the focus be on the supply-side, reflecting the challenges the industry faces in ensuring it has the productive capacity to meet the future demands of tourism consumers.

Significant changes are occurring in our international markets, but we are failing to recognise them and capitalise on the opportunities. Australia's share of global tourism is in decline, with a 14 per cent reduction in our global share between 1995 and 2008. Tourism peaked as a share of our national GDP in 2001 and has contracted since then. Between 1981 and 2000, international arrivals increased at 9.1 per cent a year. Since the Olympic's boom the growth rate of international arrivals to Australia has been 1.6 per cent a year compared with 3.9 per cent a year globally and 7.0 per cent a year for the Asia-Pacific region.

The Steering Committee believes a vital first step is a strong boost to our national tourism research capacity to enable quality decisions across policy, planning and investment. This integrated and expanded research base for the industry needs the capacity to collect, analyse and disseminate information and insights across governments and industry.

A concerted effort is required to accelerate the online capability of the Australian tourism industry for marketing and booking, backed by agreed and well-publicised accreditation protocols that will give consumers confidence when they select and book their destinations.

Governments and industry need to set global key performance indicators and targets for the industry and develop plans based on Australia's competitive advantages and priority destinations.

More effort is required to develop the long-term skill base and labour pool the industry needs.

Governments at all levels and the tourism industry will need to collaborate more closely to ensure tourism considerations are factored into the wide range of planning, investment and development processes.

**“Destinations are not products  
Governments are not manufacturers  
Visitors are not consumers”  
(Tasci & Kozak, 2006)**

# The myths

Unimportant

Annoying

Important

Americans don't travel in election year

What got us here will get us there

Its about relationships

VJP provides the best ROI

Build it and they will come

*Marketing =  
Communications =  
Advertising = 'pay-off line'*

*We are an industry*

*Destination is an  
aggregation of product*

We can research our way to glory

Tactical / co-op = Brand (and demand build)

We are in the game

Visitors are rational

We are into experiences

We use suppliers effectively and efficiently

## The solution

Challenge

Clear

Consolidate

*“There is nothing so useless as doing efficiently that which should not be done at all”* Peter Drucker (HBS)

The likelihood ?

# Thank you

*Ian Macfarlane*

Strategetic consultants

