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**creating integrated
tourism experiences**

to generate economic activity, raise local profile
and increase visitor numbers.

The image shows the exterior of a historic building named 'ELLERY'S 1890 ARCADE'. The building has a light-colored facade with decorative finials. A semi-transparent dark grey box is overlaid on the image, containing white text. In the foreground, there are red planters with greenery, a red lamp post, and an outdoor seating area with white tables and chairs under a large umbrella. A sign for 'BUTCHER' is visible on the left, and a sign for 'OPEN' is on the right. The sky is overcast.

ELLERY'S


1890

ARCADE

Integrated tourism experiences have many social and economic benefits for communities but they don't happen by accident.

They need careful destination marketing and management.





Wayfound specialises in creating great destination experiences.

Our goal is to integrate all aspects of the visitor journey to create a great experience, where tourists tell their friends and want to return again and again.



5 A's

To attract visitors and create great tourism experiences, destinations need to have the 5 A's in place –

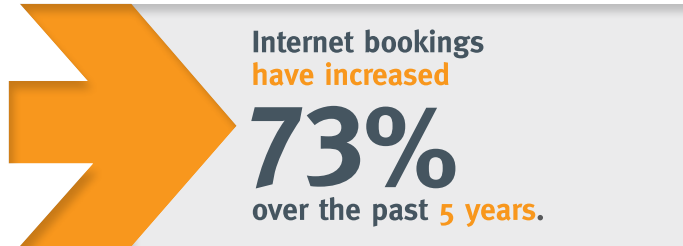
1. **Attractions**
2. **Activities/Events**
3. **Access**
4. **Accommodation**
5. **Amenities**





Creating integrated tourism experiences requires coordination and development of amenities, facilities, products and services that support the delivery of quality experiences (and enhance the well-being of residents)...





To create an integrated tourism strategy destinations need to think about the ideal experience you want to create for the visitor.

The journey starts with potential visitors learning about the interesting and unique features of your area.

What do you want them to know? How will they find out?

Then, they begin **gathering information** (mostly through internet research and recommendations from friends and family) about what there is to do, where to stay etc.

Then they **plan their trip**.

Then, **they visit**, and this should be a seamless experience – enhanced by good wayfinding signage and easy access to information and bookings.



The process of creating an integrated destination experience...

**DESTINATION
PLANNING**



**DESTINATION
MARKETING**



**DESTINATION
MANAGEMENT**



destination planning



identify

Why will visitors come (the 5 A's)



audit

Current offer and marketing

What's working? What's not?



plan

- Vision
- Goals
- Strategies
- Activities
- Infrastructure
- Coordination
- Funding required – sources



brand & identity

- Is the brand clearly identified?
- Is the visual branding right?

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Wayfound offers:

- economic development
- marketing
- research
- planning
- community consultation
- report and grant writing
- advice, consultancy & expertise

88%

of travellers consult
online reviews
before booking.



destination marketing



promote

- Raise awareness & interest
- Know your target markets
- Use a variety of channels – tourism websites & social media



website & online marketing

FOR PRE-VISIT RESEARCH & ACCESS DURING THE VISIT

Plan, build and maintain a purpose-built visitor website – with fresh, current content

- Simple to plan and book trips – before & during visit
- Include accommodation, getting there, events, activities, maps
- Integrate social media and travel sites
- Promote what's happening

Up-to-date online technology is a must

- Free public WiFi
- Use QR codes – quick links to websites, info and special offers
- Integrate social media – promote two-way posting & sharing

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Wayfound offers:

- market research
- marketing strategy and execution
- online content marketing and digital strategies
- website planning
- design
- development and maintenance
- mobile apps
- technology services and infrastructure integration (planning, installation, monitoring and maintenance).



destination management



visitor experience

CREATE A SEAMLESS VISITOR EXPERIENCE

Signage – Clear, up-to-date and well-located

- Visitor Information Bay
- Visitor Centre & visitor information
- Wayfinding and interpretive

Maintain/coordinate infrastructure and services
– the 5 A's

Keep information current
– signage, website, operator services

Coordinated promotion – events, specials, activities



ongoing follow-up & marketing

ENCOURAGE RETURN VISITS AND SHARING OF EXPERIENCE

- Post-visit survey
- Email marketing
- Ongoing social media promotion

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Wayfound offers:

- specialist signage services
- help with coordinating and managing content updates
- creation
- management and marketing of events
- plus review and analysis of the impact of tourism initiatives.

80%
of people want
free WiFi at
their destination.



Wayfound is a joint venture between Fremantle-based Tangelo Creative and Kirkgate Consulting. We work with local government, regional development organisations and not-for-profits to create tourism and economic development initiatives.

Wayfound's services aim to create **Integrated Tourism Experiences.**

Our services include:

- research and planning
- business cases and grant/funding applications
- destination marketing, advertising and promotion
- branding and design
- websites, apps and online marketing
- WiFi infrastructure
- strategic signage – road, regulatory, tourism, wayfinding, interpretive and facilities/buildings



projects delivered:



NEWROC - Wheatbelt Way

The Wheatbelt Way is a self-drive trail aimed at attracting visitors and promoting the unique features of the area. The trail is managed by NEWROC (the North Eastern Wheatbelt Regional Organisation of Councils).

The project started with an initial business case to support a Royalties for Regions funding application. Then moved on to working with the community and the shires to create a brand, signage, maps and brochures and a website. The trail experience includes stories and photos from long-time residents of the area, giving the material interest and real-life appeal.



Shire of Murray - Edenvale Homestead

The Edenvale Homestead is a significant heritage site on the banks of the Murray River in Pinjarra. The site has a mix of heritage buildings and attracts locals and out-of-town visitors. But, there was no clear wayfinding or interpretive signage to explain its significance and to create a good visitor experience.

We began by mapping the site to understand the visitor journey and user requirements before designing a visual brand that unites the site and is being applied to all the signage.



Perth NRM - Manjaree Trail

This trail tells the story of Nyoongar history at Bathers Beach in Fremantle.

We started by carefully planning and mapping the site to determine the best locations and full costs for all signage, which needed to be functional, durable and vandal-resistant. We re-used old sign structures where possible to keep costs down but still achieve a good result. We sourced images and information to tell the Nyoongar story in a clear, interesting and visually appealing way.



Shire of Shark Bay Tourism signage & marketing strategy

The Shire of Shark Bay identified a problem with getting visitors to make the journey from the North West Coastal Highway to visit Shark Bay and Denham. They asked Wayfound to undertake a signage audit and to recommend improvements.

Our review considered the destination's marketing, which needs to start well before visitors set-off on their journey. Key considerations were creating a single visitor website, better access to information and internet bookings and free WiFi at key points (eg: visitor information bay), better signage design and use of great photography. This strategy provides a basis for planning, design and budgeting and allows the Shire to move forward.



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