Promoting Awareness of the Value of Tourism

A Resource Kit

Occasional Paper Number 5

Ingrid Rosemann
Gary Prosser
Stephanie Hunt
Kate Benecke

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A Resource Kit

Ingrid Rosemann, Gary Prosser, Stephanie Hunt, Kate Benecke

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About this Kit

Introduction

This Resource Kit is designed to provide information and tools to assist those working in the tourism industry, or seeking to develop tourism, to successfully promote the economic, socio-cultural and environmental benefits of tourism.

The Kit combines research and statistical information, with practical ideas, and resources to assist in actively promoting the value of tourism. These resources are aimed at achieving positive change in community and stakeholder attitudes about the nature and effect of tourism.

The basis of the Kit has been an evaluation of existing campaigns, research and tools designed to raise awareness of the value of tourism among communities and regions. This Kit, therefore, represents a 'best practice' model for use by local and regional tourism associations and local government.

The emphasis is on producing an affordable kit, with data on the value and significance of tourism to regional communities, advice on how to approach public relations and media activity, sources of advice, support and information, and examples and templates.

Why raise awareness of the value of tourism?

Awareness raising activities can enable governments and other decision-makers, business and the community to better understand what tourism is, how it operates in their sphere of the community, and the financial and non-financial contribution it makes to Australia.

The local community plays a vital, but often unrecognised, role in the development of a successful tourism industry. Supply (local resources and attractions) and demand (visitors wishing to access those resources and attractions) are the obvious elements in the tourism equation, but the local community can be a ‘silent partner’ (O’Connell, 1998). Ultimately it will be the community that must live with the consequences of tourism activity. An appropriately informed, involved and empowered community can play a key role in supporting the local tourism industry. This process should include consulting and informing community stakeholders on tourism developments and their impacts, to ensure that concerns are acknowledged and addressed.
It is important that the local business sector of the community, both within or outside the direct tourism industry, fully understand the significance of tourism to the local economy, and to recognise how they are a part of the local support infrastructure for that industry.

Well-informed government members and officials, investors and other key decision-makers will hopefully make decisions and develop policies that better account for the needs of the tourism industry. An acknowledgment of the significant financial benefits of tourism may particularly assist in regard to funding decisions and the strategic management and allocation of community resources. In addition, raising awareness in opposition and independent government members at all levels of government, may assist when lobbying governments on issues that affect tourism in your community.

Structure of this Kit

Value of Regional Tourism – details key national statistics on the number and expenditure of international and domestic tourists in regional Australia.

Benefits of Tourism – addresses the key economic, socio-cultural and environmental benefits of tourism, that exist to varying degrees wherever tourism activity occurs. It provides the important messages that should form the basis of any awareness-raising activities.

Challenges and Solutions – introduces some issues relating to raising awareness of tourism, and provides some suggested strategies.

Existing Campaigns – outlines how others have dealt with the publicity challenge.

Active Public Relations – explores some tools for promoting a positive understanding of tourism within the community.

Media Publicity – discusses strategies for utilising the media to disseminate your message.

Finding Tourism Data - outlines the primary sources of tourism data in Australia and highlights some key regional tourism statistics.

Sources of Assistance – details some organisations who may be able to provide financial and in-kind support to your activities.

Contacts – outlines a range of organisations who may be relevant for you to contact.

Appendix – provides some templates and explains how to use them to get your public relations campaign started.
### Glossary

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABS</td>
<td>Australian Bureau of Statistics</td>
</tr>
<tr>
<td>ATC</td>
<td>Australian Tourist Commission</td>
</tr>
<tr>
<td>BTR</td>
<td>Bureau of Tourism Research</td>
</tr>
<tr>
<td>DISR</td>
<td>Department of Industry, Science &amp; Resources</td>
</tr>
<tr>
<td>DTM</td>
<td>Domestic Tourism Monitor</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>IVS</td>
<td>International Visitors Survey</td>
</tr>
<tr>
<td>LGA</td>
<td>Local Government Area</td>
</tr>
<tr>
<td>NVS</td>
<td>National Visitors Survey</td>
</tr>
<tr>
<td>OAD</td>
<td>Overseas Arrivals and Departures</td>
</tr>
<tr>
<td>TCA</td>
<td>Tourism Council of Australia</td>
</tr>
<tr>
<td>TFC</td>
<td>Tourism Forecasting Council</td>
</tr>
<tr>
<td>SLA</td>
<td>Statistical Local Area</td>
</tr>
<tr>
<td>STA</td>
<td>Survey of Tourist Accommodation</td>
</tr>
<tr>
<td>VFR</td>
<td>Visiting friends and relatives</td>
</tr>
<tr>
<td>WTO</td>
<td>World Tourism Organisation</td>
</tr>
</tbody>
</table>
Value of Regional Tourism

Tourism is increasingly recognised as a viable economic alternative to the more traditional agricultural and resource-based industries. In 1997-8 inbound and domestic tourism directly accounted for 4.5% of expenditure on Gross Domestic Product in Australia, with significant indirect contributions (amounting to a direct and indirect contribution of around 10% in 1996-7). Total tourism consumption in that year was $58.2 billion. (DISR, 2000; ABS, 2000a)

In comparative export earnings, the value of international tourism to Australia in 1997-98 totalled $12.8 billion. This represented 11.2% of total export earnings and was the fourth largest contribution of any industry after mining, manufacturing, and agriculture, and rating higher than some traditional exports such as iron and steel products.

In relation to jobs, tourism – as a relatively labour intensive industry - generates more employment than many traditional industries. In 1997-98 it is estimated that tourism was directly responsible for the employment of over 513,000 people in Australia, which is 6% of all people employed (ABS, 2000a). The indirect job creation of tourism is significant, and DISR estimated that indirect and direct jobs accounted for 11.5% of all people employed in 1996-7 (DISR, 2000). It is estimated that nearly two thirds of all tourism jobs are full-time and that 80% are employed by small business.

Overview of Regional Tourism Activity

Regional tourism in Australia accounts for a substantial proportion of the economic success of tourism. As detailed in the following sections, the Bureau of Regional Tourism’s international and domestic visitor night data reveals that nearly 233 million visitor nights were spent outside capital cities in 1998. This equates to some 70% of all domestic visitor nights and 30% of international visitor nights, which amounts to 60% of all international and domestic visitor nights in Australia in that 12 month period. In addition, 62% of all day visits by Australian residents were to regional areas.

In financial terms, some $2.3 billion was spent on goods and services by international tourists in regional Australia in 1998, which was nearly 30% of all international visitor expenditure. Furthermore, over $26.6 billion was spent by domestic tourists (day and overnight visitors) in regional areas: more than half of all domestic expenditure.
International Tourism Activity

Some 29.9% of international visitor nights (29 million) were spent outside capital cities in 1998 (Table 1). While this compares with the 69.7% of domestic visitor nights spent in regional areas (Table 4), these international visitor nights still represent an important component of regional tourism activity in Australia.

Table 1: Nights spent by international visitors in capital cities and regions, 1998

<table>
<thead>
<tr>
<th>State/Territory</th>
<th>Capital City Nights (000)</th>
<th>Regional Areas Nights (000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales</td>
<td>28,234</td>
<td>5,603</td>
<td>16.6</td>
</tr>
<tr>
<td>Victoria</td>
<td>16,934</td>
<td>2,407</td>
<td>12.4</td>
</tr>
<tr>
<td>Queensland</td>
<td>6,290</td>
<td>15,457</td>
<td>71.1</td>
</tr>
<tr>
<td>South Australia</td>
<td>3,605</td>
<td>829</td>
<td>18.7</td>
</tr>
<tr>
<td>Western Australia</td>
<td>9,129</td>
<td>2,369</td>
<td>20.6</td>
</tr>
<tr>
<td>Tasmania</td>
<td>1,028</td>
<td>623</td>
<td>37.7</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>1,079</td>
<td>1,835</td>
<td>63.0</td>
</tr>
<tr>
<td>Australian Capital Territory</td>
<td>2,011</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>All States &amp; Territories</strong></td>
<td><strong>68,310</strong></td>
<td><strong>29,123</strong></td>
<td><strong>29.9</strong></td>
</tr>
</tbody>
</table>


It is estimated that nearly 30% of Australian expenditure by international visitors in 1998 was in regional areas (Table 2).

Table 2: Expenditure on goods and services by international visitors in capital cities and regions, 1998

<table>
<thead>
<tr>
<th>State/Territory</th>
<th>Capital City $ million</th>
<th>Regional Areas $ million</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales</td>
<td>2,582</td>
<td>305</td>
<td>10.6</td>
</tr>
<tr>
<td>Victoria</td>
<td>1,351</td>
<td>116</td>
<td>7.9</td>
</tr>
<tr>
<td>Queensland</td>
<td>448</td>
<td>1,495</td>
<td>77.0</td>
</tr>
<tr>
<td>South Australia</td>
<td>194</td>
<td>58</td>
<td>23.1</td>
</tr>
<tr>
<td>Western Australia</td>
<td>670</td>
<td>95</td>
<td>12.4</td>
</tr>
<tr>
<td>Tasmania</td>
<td>48</td>
<td>51</td>
<td>51.4</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>50</td>
<td>180</td>
<td>78.1</td>
</tr>
<tr>
<td>Australian Capital Territory</td>
<td>115</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>All States &amp; Territories</strong></td>
<td><strong>5,458</strong></td>
<td><strong>2,300</strong></td>
<td><strong>29.6</strong></td>
</tr>
</tbody>
</table>

As Table 1 shows, most international visitor nights are spent in capital cities. However, regional destinations clearly play an important role in the overall visitor experience. Table 3 presents IVS data on the 20 most popular destinations for international visitors in 1998, showing that 13 of these destinations are outside capital cities.

**Table 3: Capital cities and regions most visited by international visitors, 1998**

<table>
<thead>
<tr>
<th>Region visited (a)</th>
<th>Visitors '000</th>
<th>%</th>
<th>Nights '000</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney, NSW</td>
<td>2,148.4</td>
<td>56.2</td>
<td>28,234</td>
<td>29.0</td>
</tr>
<tr>
<td>Melbourne, VIC</td>
<td>983.3</td>
<td>25.7</td>
<td>16,934</td>
<td>17.4</td>
</tr>
<tr>
<td>Gold Coast, QLD</td>
<td>855.9</td>
<td>22.4</td>
<td>5,338</td>
<td>5.5</td>
</tr>
<tr>
<td>Tropical North Queensland, QLD</td>
<td>704.2</td>
<td>18.4</td>
<td>4,840</td>
<td>5.0</td>
</tr>
<tr>
<td>Sydney, NSW</td>
<td>631.8</td>
<td>16.5</td>
<td>6,290</td>
<td>6.5</td>
</tr>
<tr>
<td>Melbourne, VIC</td>
<td>487.2</td>
<td>12.7</td>
<td>9,129</td>
<td>9.4</td>
</tr>
<tr>
<td>Gold Coast, QLD</td>
<td>279.8</td>
<td>7.3</td>
<td>3,605</td>
<td>3.7</td>
</tr>
<tr>
<td>Tropical North Queensland, QLD</td>
<td>248.6</td>
<td>6.5</td>
<td>540</td>
<td>0.6</td>
</tr>
<tr>
<td>Brisbane, QLD</td>
<td>207.8</td>
<td>5.4</td>
<td>2,011</td>
<td>2.1</td>
</tr>
<tr>
<td>Perth, WA</td>
<td>204.8</td>
<td>5.4</td>
<td>735</td>
<td>0.8</td>
</tr>
<tr>
<td>Sunshine Coast, QLD</td>
<td>180.2</td>
<td>4.7</td>
<td>1,284</td>
<td>1.3</td>
</tr>
<tr>
<td>Whitsunday Islands, QLD</td>
<td>176.3</td>
<td>4.6</td>
<td>909</td>
<td>0.9</td>
</tr>
<tr>
<td>Hervey Bay/Maryborough, QLD</td>
<td>158.2</td>
<td>4.1</td>
<td>602</td>
<td>0.6</td>
</tr>
<tr>
<td>Northern Rivers, NSW</td>
<td>167.2</td>
<td>4.4</td>
<td>1,029</td>
<td>1.1</td>
</tr>
<tr>
<td>Darwin, NT</td>
<td>158.2</td>
<td>4.1</td>
<td>1,079</td>
<td>1.1</td>
</tr>
<tr>
<td>Great Barrier Reef, QLD</td>
<td>153.1</td>
<td>4.0</td>
<td>625</td>
<td>0.6</td>
</tr>
<tr>
<td>Northern, QLD</td>
<td>128.5</td>
<td>3.4</td>
<td>818</td>
<td>0.8</td>
</tr>
<tr>
<td>Fitzroy, QLD</td>
<td>110.2</td>
<td>2.9</td>
<td>649</td>
<td>0.7</td>
</tr>
<tr>
<td>Western, VIC</td>
<td>101.4</td>
<td>2.6</td>
<td>349</td>
<td>0.4</td>
</tr>
<tr>
<td>Blue Mountains, NSW</td>
<td>88.1</td>
<td>2.3</td>
<td>282</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Total (b)</strong></td>
<td><strong>3,825.4</strong></td>
<td></td>
<td><strong>97,446</strong></td>
<td></td>
</tr>
</tbody>
</table>


(a) Tourism regions are defined by the relevant State or Territory tourism authority. For this table, data for Victorian regions differ from those used for the NVS data in table 5.

(b) Summing visitors to regions gives a total considerably more than the total visitors to Australia. This occurs because visitors typically visit more than one region during their trip.
The above figures for international visitors to a region include only visitors who spent at least one night in the region. The BTR model estimates international visitor expenditure in regions and allocates expenditure to the regions where nights were spent. This can understate the number of visitors and the true expenditure in a region to the extent that international visitors take days trips to other regions and spend money outside the regions where they stay. For some regions (e.g. tourist regions near major cities) this may be significant. From time to time additional IVS questions are asked about specific places visited, which allows state and territory tourism authorities to gauge the extent of day tripping to some regions.

**Domestic Tourism Activity**

The results of the National Visitor Survey for the 1998 calendar year highlight the significance of domestic tourism for regional Australia. Of the more than 292 million nights spent away from home within Australia by Australian residents in 1998, 69.4% were spent outside capital cities (see Table 4). The importance of domestic tourism for regional Australia is clearly demonstrated by a comparison with the proportion of international visitor nights (29.9%) spent in regional areas (Table 1).

**Table 4: Nights spent by domestic travellers in capital cities and regions, 1998**

<table>
<thead>
<tr>
<th>State/Territory</th>
<th>Capital City Nights (000)</th>
<th>Regional Areas Nights (000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales</td>
<td>26,118</td>
<td>68,744</td>
<td>72.5</td>
</tr>
<tr>
<td>Victoria</td>
<td>18,551</td>
<td>37,167</td>
<td>66.7</td>
</tr>
<tr>
<td>Queensland</td>
<td>15,220</td>
<td>54,438</td>
<td>78.2</td>
</tr>
<tr>
<td>South Australia</td>
<td>8,712</td>
<td>11,520</td>
<td>56.9</td>
</tr>
<tr>
<td>Western Australia</td>
<td>8,965</td>
<td>20,805</td>
<td>69.9</td>
</tr>
<tr>
<td>Tasmania</td>
<td>2,786</td>
<td>6,391</td>
<td>69.6</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>3,110</td>
<td>4,573</td>
<td>59.4</td>
</tr>
<tr>
<td>Australian Capital Territory</td>
<td>5,253</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>All States &amp; Territories</strong></td>
<td><strong>88,715</strong></td>
<td><strong>203,638</strong></td>
<td><strong>69.7</strong></td>
</tr>
</tbody>
</table>

Source: Bureau of Tourism Research, National Visitor Survey, 1998

The highest number of nights spent in regional areas (68.7 million) were in New South Wales, although Queensland had the greatest proportion of nights (78%) spent in regional areas. The most popular destinations for Australians travelling within their own country are the major capital cities of Sydney, Melbourne and Brisbane. This in part reflects the significant amount of business travel to these cities.
Nevertheless, regional destinations also feature prominently in the domestic travel market. Of the 20 most visited regions by domestic travellers in 1998 (Table 5), 14 are outside capital cities and all are located in the states of Queensland, New South Wales and Victoria.

**Table 5: Capital cities and regions most visited by domestic travellers, 1998**

<table>
<thead>
<tr>
<th>Region visited (a)</th>
<th>Visitors</th>
<th>Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sydney, NSW</td>
<td>Rank '000</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>8,250</td>
<td>11</td>
</tr>
<tr>
<td>2. Melbourne, VIC</td>
<td>6,377</td>
<td>9</td>
</tr>
<tr>
<td>3. Brisbane, QLD</td>
<td>4,020</td>
<td>5</td>
</tr>
<tr>
<td>4. Gold Coast, QLD</td>
<td>3,150</td>
<td>4</td>
</tr>
<tr>
<td>5. The Great Ocean Road, VIC</td>
<td>2,729</td>
<td>4</td>
</tr>
<tr>
<td>6. South Coast, NSW</td>
<td>2,593</td>
<td>4</td>
</tr>
<tr>
<td>7. Bays &amp; Peninsulas, VIC</td>
<td>2,513</td>
<td>3</td>
</tr>
<tr>
<td>8. Hunter, NSW</td>
<td>2,414</td>
<td>3</td>
</tr>
<tr>
<td>9. Sunshine Coast, QLD</td>
<td>2,404</td>
<td>3</td>
</tr>
<tr>
<td>10. Adelaide, SA</td>
<td>2,377</td>
<td>3</td>
</tr>
<tr>
<td>11. Perth, WA</td>
<td>2,233</td>
<td>3</td>
</tr>
<tr>
<td>12. Central West, NSW</td>
<td>2,186</td>
<td>3</td>
</tr>
<tr>
<td>13. Mid North Coast, NSW</td>
<td>2,112</td>
<td>3</td>
</tr>
<tr>
<td>14. Goldfields, VIC</td>
<td>2,004</td>
<td>3</td>
</tr>
<tr>
<td>15. Phillip Island &amp; Gippsland Discovery, VIC</td>
<td>1,976</td>
<td>3</td>
</tr>
<tr>
<td>16. Northern Rivers, NSW</td>
<td>1,873</td>
<td>3</td>
</tr>
<tr>
<td>17. Canberra, ACT</td>
<td>1,873</td>
<td>3</td>
</tr>
<tr>
<td>18. The Murray, VIC</td>
<td>1,777</td>
<td>2</td>
</tr>
<tr>
<td>19. Goulburn Murray Waters, VIC</td>
<td>1,650</td>
<td>2</td>
</tr>
<tr>
<td>20. Central Coast, NSW</td>
<td>1,449</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total (b)</strong></td>
<td>73,811</td>
<td>293,456</td>
</tr>
</tbody>
</table>

Source: Bureau of Tourism Research, National Visitor Survey, 1998

(a) Tourism regions are defined by the relevant State or Territory tourism authority. 1998 NVS data for Victorian regions relate to product regions which overlap. For example, Geelong has been included in both 'The Great Ocean Road' and 'Bays and Peninsulas'.

(b) The total visitors to regions may be greater than total domestic visitors because visitors may visit more than one region during their trip.

The above figures relate only to travellers who spent at least one night in the region: day-trippers are excluded. But, day tripping is significant to travel and the NVS now provides a measure of the extent of day tripping by Australian residents to regional areas of
Australia. Table 6 shows that more than 95 million day visits were taken outside capitals in 1998: 62.2% of all day visits made by Australians in 1998.

**Table 6: Day visits by domestic travellers to capital cities and regions, 1998**

<table>
<thead>
<tr>
<th>State/Territory</th>
<th>Capital City Visits (000)</th>
<th>Regional Areas Visits (000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales</td>
<td>19,206</td>
<td>33,240</td>
<td>63.4</td>
</tr>
<tr>
<td>Victoria</td>
<td>16,527</td>
<td>27,422</td>
<td>62.4</td>
</tr>
<tr>
<td>Queensland</td>
<td>7,801</td>
<td>17,551</td>
<td>69.2</td>
</tr>
<tr>
<td>South Australia</td>
<td>4,625</td>
<td>6,241</td>
<td>57.4</td>
</tr>
<tr>
<td>Western Australia</td>
<td>5,883</td>
<td>6,508</td>
<td>52.5</td>
</tr>
<tr>
<td>Tasmania</td>
<td>1,429</td>
<td>3,887</td>
<td>73.1</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>434</td>
<td>393</td>
<td>47.5</td>
</tr>
<tr>
<td>Australian Capital Territory</td>
<td>1,927</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>All States &amp; Territories</strong></td>
<td><strong>57,832</strong></td>
<td><strong>95,242</strong></td>
<td><strong>62.2</strong></td>
</tr>
</tbody>
</table>

Source: Bureau of Tourism Research, National Visitor Survey, 1998

The value of tourism for regions, and particularly domestic tourism, is significant. Australians spent some $43 billion while travelling while in Australia for both day and overnight trips. Of this, around 58% or $24.8 billion was spent in regional Australia (see Table 7).

**Table 7: Expenditure on goods and services by domestic day and overnight visitors in capital cities and regions, 1998**

<table>
<thead>
<tr>
<th>State/Territory</th>
<th>Capital City $ million</th>
<th>Regional Areas $ million</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales</td>
<td>5,322</td>
<td>7,708</td>
<td>59.2</td>
</tr>
<tr>
<td>Victoria</td>
<td>4,783</td>
<td>4,318</td>
<td>47.4</td>
</tr>
<tr>
<td>Queensland</td>
<td>2,481</td>
<td>7,912</td>
<td>76.1</td>
</tr>
<tr>
<td>South Australia</td>
<td>1,735</td>
<td>1,064</td>
<td>38.0</td>
</tr>
<tr>
<td>Western Australia</td>
<td>1,836</td>
<td>2,158</td>
<td>54.0</td>
</tr>
<tr>
<td>Tasmania</td>
<td>517</td>
<td>937</td>
<td>64.4</td>
</tr>
<tr>
<td>Northern Territory*</td>
<td>541</td>
<td>519</td>
<td>57.6</td>
</tr>
<tr>
<td>Australian Capital Territory</td>
<td>956</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>All States &amp; Territories</strong></td>
<td><strong>18,171</strong></td>
<td><strong>24,616</strong></td>
<td><strong>57.5</strong></td>
</tr>
</tbody>
</table>


(a) Does not include day visitor expenditure of $77m – there are insufficient daytrip numbers for NT to enable regional breakdown of expenditure.
Benefits of Tourism

Tourism is like an iceberg. We all see the tip – the tourists, hotels, resorts, souvenir shops, tour guides and so on. But tourism, and its impact, goes much deeper and broader than this. Underneath the tip of the iceberg there are the towns and cities, businesses and individuals that directly and indirectly benefit from a region’s tourism industry.

**Economic Benefits**

Tourism in regional areas can help to diversify the region’s economic base. While economies across regions are diverse, within a region they are often narrowly based. These dual characteristics increase regional vulnerability to rapid changes in economic structures and to decline in traditional industries. Diversification is therefore desirable and while many industries can present such an opportunity, tourism is frequently able to make use of existing resources and, due to the wide range of activities it involves, often helps to support or establish other industries, further strengthening the economy.

Tourism is also seen as a powerful vehicle for economic growth – transferring capital, income and employment from urban areas to regional areas, a regional redistribution of wealth. Through the multiplier effect, where money spent by visitors is then circulated and re-spent or jobs created to serve visitors help to support other jobs less directly related, the value of tourism is amplified.

Tourism can generate a range of different types of incomes in regional areas, including: business incomes, personal incomes in the form of both wage earnings and share earnings and local government income in the form of rates and levies.

The labour intensity of tourism can create many jobs and as it is more decentralised than other major employing industries, it can provide jobs that help to keep people, particularly young people, in regional Australia. Tourism can also contribute to the costs of infrastructure and other essential services.

**Socio-cultural Benefits**

The socio-cultural impact of tourism refers to the way that tourism effects changes in collective and individual value systems, behaviour patterns, community structures, lifestyles and the quality of life.
Tourism in regional areas can effect positive changes that include:
- new and expanded infrastructure, services, facilities and attractions that appeal to both visitors and local residents. These aren’t always immediately obvious such as the number and variety of retail outlets, restaurants and entertainment options which local spending alone may not be able to support;
- repopulation, particularly by young people, reversing the trend of declining populations and ageing communities due to the opportunities like employment and better services that tourism offers;
- image, awareness and pride can all be enhanced as a region takes stock of its assets and distinctive characteristics. Visitors’ appreciation and admiration of these things can stimulate local awareness and pride which sometimes results in community celebration and revival of traditional cultural activities; leading to:
- conservation of cultural heritage, either as a result of increased awareness and pride or simply because their conservation can be justified as tourist attractions; and
- cultural exchange and understanding, broadening of horizons and the introduction of new ideas.

Environmental benefits

The environment is a broad concept that includes the natural, built, cultural and social elements of a region’s tourism resources. Maintaining a high level of environmental quality is important for the success of most types of tourism areas, especially regional areas. That is because regional tourism is an environmentally dependent industry as facilities and infrastructure by themselves are usually not enough to attract visitors to these areas.

Tourism has at times had an adverse impact on the environment, but the industry has also delivered benefits. Tourism has been partly responsible for increased interest in and concern for the natural and built environment and its condition. This has been brought about through visitor interest, deterioration and destination competitiveness.

Tourism has also been able to provide an economic argument for conservation, preservation and restoration of natural and built resources. In-kind support from the industry (directly participating in management, research, education) has contributed further.

Finally, tourism has also provided the incentive for other environmental improvements and has prompted participation in programs, such as Tidy Towns, that also benefit local communities.
Challenges & Solutions

Challenges

There are many challenges in communicating the benefits of tourism to the community and key stakeholders:

- **Responsibility** - lack of leadership, as often no organisation takes responsibility for this role;
- **Resources** - funding and time, where tourism associations and local governments focus their resources solely on selling the destination to tourists and not on selling tourism to residents;
- **Research** - lack of specific local data including business statistics to support arguments;
- **Perceptions** - residents often perceive tourism as disruptive and failing to contribute to infrastructure;
- **Extent** - it is difficult to communicate the extent of benefits to residents as it differs;
- **Media** - negative impacts are highlighted as they are often more immediate and newsworthy; and
- **Lag** - the benefits of tourism are not felt instantly and there is no immediate response to changes or implementation of policy.

Many of these issues are no different to communicating with consumer groups (eg. who am I communicating with, what do I want to say, how often do I want to say it, when should I say it, etc).

Strategies

Some strategies that have been suggested by industry include:

**Community initiatives**

- Hold ‘expos’ that provide information to locals about ‘touristy’ things to do or to have displays at local events.
- Develop products/programs (eg. tourist drives) to engage visitor interest in local culture through packaging, using local resources (eg. historical societies).
- Target visitor/friends/relatives (VFR) tourism.
- Encourage locals to experience local tours.
- Take locals/residents on a familiarisation of businesses indirectly involved in tourism so they can see the linkages.
- Raise local awareness by forming industry/community partnerships (eg. reduced admission/fores for locals accompanied by visitors).
- Develop a loyalty program for residents (eg. a locals card issued when paying rates or local attractions pass).
- Encourage Visitor Information Centres to involve the community (eg. volunteering, meetings, seminars, school excursions, etc.)
- Implement volunteer programs (eg. Ambassador programs.)
- Undertake direct mail initiatives (eg. stickers on cheques, flyers in rates notices, newsletters, letter box drops.)
- Visit local groups regularly (eg. Rotary, Apex, Lions, Quota etc.)
- Arrange for high school visits by tourism managers.

**Business initiatives**
- Promote the availability of information as a community resource.
- Host award programs (tourism or service awards).
- Involve businesses that do not see themselves as mainstream tourism businesses in regional tourism associations by creating a service level membership.

**Local government initiatives**
- Change local government perceptions about tourism.
- Lobby councillors before elections and during service time.
- Attend local council meetings and seek public access to explain the benefits of tourism to new councillors.
- Educate councils regarding local government’s role in tourism.

**Media initiatives**
- Build strong media relationships.
- Find new and innovative ways to make tourism newsworthy.
- Host media open days.
- Send out frequent press releases, have a regular column.
- Invite media to regular tourism association or visitor information centre meetings.

**Research initiatives** (to support the above)
- Engage in local or regional research funded by local government, special or differential rates, sponsors or grants.
- Collect and publish statistics on tourism activity.
- Survey workers whose jobs are dependent on tourism to feed back to the community. Supplement with case studies.

The following chapters will provide support in pursuing these ideas.
Existing Campaigns

The following examples outline just some of the initiatives that have been undertaken to raise awareness of tourism in local government, business and the community.

Research shows that there is general awareness of the economic benefits (although not their extent), but less understanding of the social and environmental benefits. Communication initiatives should therefore emphasise the range of benefits that can accrue.

Targeting Local Government

Country Victoria Tourism Council

CVTC produces comprehensive booklets aimed at local government. *Why should local government invest in tourism* outlines the benefits of tourism, how visitor spending benefits the local economy, the role of local government, the role of local tourism committees and regional tourism associations, how a tourism association can assist local government and the community, the need to plan for tourism, generating community support and involvement, performance evaluation, and state and commonwealth support for tourism. Another publication - *Local government and tourism: the partnerships* - looks at the significance of tourism, assessing tourism potential, the importance of tourism planning, and the role of local government.

Capricorn Tourism & Development Organisation

This Rockhampton tourism organisation:
- meet local government regularly and address council meetings;
- send a feedback newsletter to councils detailing activities and benefits which is presented at council meetings;
- assist local government with tourism development issues; and
- work with local, state and federal members on tourism matters.

Local Government and Shire’s Association of NSW

The LGSA publishes a manual - *Tourism Training for Councillors* - which introduces councillors to the basic concept of tourism (what is it, types of tourists, costs and benefits of tourism), the role of local government in tourism, understanding community attitudes, integrating tourism into council’s mainstream planning and development activities, using tourism as a tool for economic revitalisation and visitor impact management.
**Targeting Business**

*Capricorn Tourism & Development Organisation*

Organisation members stamp their cheque payments with ‘It was only possible to pay this account because of tourism’. Members also request that their suppliers join the regional tourism association as they directly experience the flow-on effect of tourism.

**Cultivating Rural Tourism Kit**

This 1995 Commonwealth Government kit includes fact sheets, booklet, case studies and a video compilation of the *Cross Country* agribusiness television program which is aimed at individuals and groups interested in becoming involved in rural tourism. The kit seeks to demonstrate the value of rural tourism and how to get involved. It covers topics such as what rural tourism is and has to offer, companion industries, local government’s role, community involvement, regional cooperation, long-term sustainability, marketing, what it takes to be a ‘winner’, and turning the ‘everyday’ into a tourism product.

**Targeting the Community**

*Queensland Visitor Hospitality Program*

This program is about ensuring visitors to Queensland feel special, giving all Queenslanders an opportunity to support tourism, and reinforcing Queensland’s image as a friendly, safe travel destination. The premise is that the more welcome a visitor feels, the more likely they will ‘spread the word’ when they return home. Word of mouth is the key factor in choosing a holiday for more than 50% of visitors.

The program comprises:

- widespread television, radio and press advertisements throughout Queensland encouraging all Queenslanders to make visitors feel welcome and assist them where necessary;
- stickers for use on shop fronts and inside taxis, on outer clothing and other places visitors might see them;
- welcoming signage at international airports; and
- photographic images for use by businesses in promotional activities and advertising, on letterheads, signage, etc.

*Tasmania Tourism Awareness Week*

This Week resulted from concerns that tourism was not fully understood by the community and that its benefits were too readily taken for granted. It was considered that these misconceptions led to complacency within the State, ultimately hindering growth in the tourism sector and across the State.
With a unified direction from industry representatives, a strategic plan was developed by Tourism Tasmania to achieve Awareness Week objectives, which were to:

- demonstrate the value of tourism to the training and employment of young Tasmanians;
- highlight the flow on effect of tourism to other industries; and
- encourage Tasmanians to holiday at home to benefit the economy.

The plan included strategies to develop an appropriate logo and positioning statement (‘Tourism means jobs’) and design a mass media advertising campaign. The media campaign was undertaken in June 1998. Three 30-second television advertisements were produced, along with a 15 second ‘call to action’ tag, urging Tasmanians to pick up specially designed postcards to send to friends and relatives inviting them to visit. For the press, the “tourist dollar” was devised. This depicted five people in various occupations that benefit from tourism. With positioning statements echoing the objectives, the “dollar” was used in full-page ads in daily newspapers.

Another key element of the campaign was to reach key opinion makers through correspondence and invitations to the Week launch and a program of events. Those targeted included:

- the Australian Hotels Association, Tasmanian Chamber of Commerce and Industry and 1400 tourism operators;
- numerous high-traffic associations and businesses, who received posters made up from the press ads;
- the 36 Tasmanian Visitor Information Network centres, who became key distribution points for campaign postcards;
- the sub-regional tourism associations, many of whom set up small community events to highlight the value of tourism; and
- all Tasmanian politicians and all local government mayors.

Other means of publicising Tourism Awareness Week included:

- Advertorials placed in the three daily newspapers;
- A fortnightly news sheet, *Tourism Talk*, publicising the Week and its events, faxed or emailed to 400 businesses throughout the state;
- News releases by the Minister and Tourism Tasmania CEO; and
- A question in Parliament for the Tourism Minister about activities to boost tourism within the State.
The campaign, which won a 1999 Pacific Asia Travel Association Gold Award, included Newspoll surveys into community attitudes before and after the campaign to gauge changes in public perception. The 1998 Week was followed up with a ‘Tourism Awareness Month’ in 1999 and another ‘Week’ in 2000.

**ACT Tourism Week**

Canberra Tourism and Events Corporation held a Tourism Week in 1998, with the theme *Tourism is Everybody’s Business*, to promote the importance of tourism to the economy and the community.

Launched by the Chief Minister, activities included:

- radio interviews, news items and promotional segments;
- a colour feature published in the *Canberra Times*;
- television community service advertisements;
- a prize competition; and
- a range of events to highlight the role of tourism and elements of the tourism industry, including the ACT Tourism Awards.

**New South Wales Tourism Week**

Organised by Tourism NSW, this week is a community awareness campaign highlighting the cultural and economic benefits of tourism to NSW. The campaign comprises:

- a range of media releases;
- stickers stating that “Tourism is everybody’s business” [see Figure 1];
- detailed case studies of tourism businesses to demonstrate the employment and economic contribution tourism makes to communities across NSW;
- posters indicating the economic benefits to individuals and businesses from visitor spending;
- general and regional brochures highlighting interesting tourism facts, regional tourism benefits, tourism employment information and tourism expenditure [see Figures 2 and 3]; and
- events showcasing all aspects of the NSW tourism industry.

*Figure 1: NSW Tourism Week stickers*
**Existing Campaigns**

**Figure 2: NSW Tourism Week brochure**

**Employment is the winner**

Hotels, airlines and tour operators are the most visible tourism businesses but many more people are employed in the tourism industry or benefit from it. As the visitor dollars flow out, they spread through the economy and the community in often surprising ways.

**Visitors**
- Overseas visitors
- Interstate visitors
- Local visitors

**Total dollars paid for...**
- Retail
- Petrol
- Transport
- Entertainment
- Accommodation
- Shopping
- Meals
- Other

**Which benefits everybody**
- Accountants
- Architects
- Bakers
- Bankers
- Builders
- Bus and car hire
- Chambers of Commerce
- Chemists
- Craftspeople
- Cultural groups
- Electricians
- Engineers
- Entertainers
- Farmers
- Film developers
- Gift shops
- Interpreters
- Laundry
- Market gardeners
- Marketers
- Manufacturers
- Marine dealers
- Mechanics
- Newspapers
- Nightclubs
- Petrol stations
- Plumbers
- Butchers
- Dental workers
- Printers and designers
- Real estate agents
- Retailers
- Shopping centres
- Tourism offices
- Travel agents
- Truckers
- Wares
- Writers

**New South Wales Tourism Week**

**Did you know?**
- Tourism pumps $18,000 a minute into the economy of New South Wales, that’s $28 billion a year to the State alone.
- Tourism employs a massive 330,700 people in New South Wales – 1 in every 6 jobs in Australia or 13.1% of the workforce.
- International visitors stay in New South Wales an average of 4.6 nights. Typically, visitors stay for 3 nights.
- Australia received $75 billion in export earnings from tourism during 1999.

**International Visitors to New South Wales**
- Australia attracted 4.5 million international visitors during 1999.
- In 1999 international visitors spent $8.3 billion nights in New South Wales.
- Each international visitor spends on average $860 on food, drink and accommodation, and $338 in shopping.
- New South Wales attracts 58% of international visitors, ahead of Queensland, 40% and Victoria, 8%.
- Of total international visitors to New South Wales, 30% come from Asia, 3% from the United Kingdom and Europe, 14% from the United States and Canada, and 13% from New Zealand.

**Domestic Visitors to New South Wales**
- Domestic visitor to New South Wales spend on average $100 per night.
- Domestic overnight visitors in Australia spent $1.5 billion on accommodation, $6.8 billion on take away and restaurant meals, $6.3 billion on airline fares and $3.7 billion on shopping, gifts and souvenirs during 1998-99.
- In 1998-99, 73,000 overnight visitors were made by Australians. New South Wales received 30% of these visitors which is more than Queensland, South Australia, Tasmania and ACT combined.
- 70% of New South Wales’ domestic visitor nights were spent in regional areas.

**Day Trips to New South Wales**
- In 1998-99 New South Wales attracted 55,502,000 day trip visitors.
- Day trippers spent on average $55 per day in 1999.
- Main leisure activities participated in by day visitors to New South Wales included visiting friends and relatives, going to the beach, visiting natural pools, backpacking and conditioned walks, and going to pubs, clubs and discos.
Promoting Awareness of the Value of Tourism

Figure 3: Tourism NSW Riverina brochure

Tourism is Everybody’s Business

**Figures ...**

- Recent figures show Australia attracts 3.9 million international visitors per year.

In New South Wales:

- Tourism directly employs 240,000 people and a further 115,000 indirectly. It is worth $2.6 billion a year to New South Wales alone.
- The average length of stay in Australia is 28 nights – the average length of stay in New South Wales is 15 nights.
- New South Wales attracts 58% of international visitors, ahead of Queensland, 49%, and Victoria, 36%.

**Facts ...**

- Domestic and international visitors to New South Wales destinations outside Sydney generate $12 billion per year.
- 46% of visitors begin their trip in New South Wales.
- New South Wales is the most popular Australian destination for domestic visitors who account for three-quarters of all visitor nights in New South Wales spending an average of $86 per day.

**FACT**

- The Riverina attracts 868,000 overnight visitors each year.
- The average length of stay in the Riverina is 3 nights.
- 57% of visitors are from other parts of New South Wales, 27% from Sydney and 16% come from Queensland.
- 23% of visitors stay in hotels and motels, 22% in other paying accommodation and 54% stay with friends and relatives.
- October, November, April and June are the region’s most popular months.
- Tourism generates $771 million for the Riverina annually.
Capricorn Tourism & Development Corporation

Capricorn Tourism conduct a range of activities to promote community awareness of the benefits of tourism. These include:

- a regular weekly column *Tourism News* in the local paper, to inform the community about local tourism activities and initiatives;
- ensuring the region has a local reporter dedicated to tourism, with a brief to write positive stories and resulting in tourism items appearing in the local paper at least three to four times a week;
- live weekly crosses with two local radio stations; and
- attending service club meetings (such as Rotary and Apex) and addressing them on the benefits of tourism.

Townsville Enterprise Limited

This organisation’s communication strategy includes:

- Weekly staff meetings highlighting interesting stories for the week;
- Two newspaper columns sponsored by media members to highlight activities of the organisation and to provide a big picture overview of activities and their impacts on various sectors;
- An annual tourism expo, with some 30 operators to highlight activities available in the region and tourism training courses;
- Fact sheets highlighting the value of tourism;
- Monthly seminars on the ‘who, what, where when and why’ of tourism, for tourism operators, politicians and other community members. Numbers are limited to five or six to ensure that all queries or concerns are addressed;
- An annual briefing for all media outlets. This includes tourism statistics, the importance of the visiting friends and relatives market, and the need to encourage local residents to become ambassadors for the region. In recent years over $100,000 in airtime and space has been committed by local media;
- An annual publication, detailing the value of tourism to the region, circulated to the association’s membership base and to all local and regional councillors and politicians; and
- A news flash or newsletter, circulated to relevant parties in the community every two weeks.

Tourism Sunshine Coast

In 1999 Tourism Sunshine Coast ran a campaign communicating the benefits of regional tourism to the Sunshine Coast. The campaign incorporated print media advertising using familiar faces in several advertisements [Figure 4], and a television campaign featuring Grant Kenny extolling the many benefits the region gains from tourism.
Figure 4: Tourism Sunshine Coast advertisements

Tourist helps pay Sam and Jane’s mortgage

Tourism creates employment. Tourism last year brought $408 million to the Sunshine Coast. That provided a lot of jobs, better infrastructure and a brighter future. Tourism building a stronger Sunshine Coast.

Lisa graduates - with help from tourist

Tourism builds better facilities. It’s a fact of life. The income generated through tourism last year it was in excess of $408 million - helps provide a certain 'style' to the Sunshine Coast. Like roads, schools, restaurants, golf courses and... pride. Tourism adding style to your Sunshine Coast life.

Doug’s a monkey thanks to a tourist

Tourism stimulates the economy. Last year, tourism injected more than $408 million into Sunshine Coast businesses. That provided a lot of expansion. A lot of opportunities. Tourism creating growth on our Sunshine Coast.
Active Public Relations

As with most industry sectors, regional tourism can benefit from active public relations - a planned program promoting understanding and positive opinion about regional tourism and affirming its value and role within the community. The scope of the community you target might be your town, district, region or further afield. A positive message needs to reach the broader community, the business community and, if applicable, the government sector (local, state and national) where you live.

A Public Relations Plan

Increasing awareness and building a positive perception takes time, and so it’s important to have a clear plan of how you intend to proceed. An overall program or campaign can build a strong presence through consistent, relevant and community-oriented publicity.

To assist you to focus and realistically assess your ideas when planning a program, it is a good idea to include:

- the aims (what you want to achieve, why and by when),
- any policies which should be adhered to,
- any priorities to be taken into account,
- target audiences to be reached (specific groups whether they are broad or quite narrow, such as the general community, the business community, kids, beachside residents, jazz lovers etc),
- tools or distribution channels available (the means of communication), and
- budget considerations.

Be specific with your objectives. Which aspects or facts about tourism in your region would you like to see promoted? Be consistent in following these aims through. Decide on themes or priorities and weave them consistently into press articles, speeches, displays etc. Give concrete local examples. The aims, the target audiences, the channels and budgets available for any publicity program are critical.

Some of the channels used to reach your community might include:

- Visual means (displays and posters, photos and other graphics, TV and video, slides);
- Spoken means (interpersonal exchange, speeches and meetings, radio news and interviews);
- Written means (media releases, press items, newsletters and fact sheets, books and guides, brochures, flyers and ads with information).

Make a flexible plan, perhaps across six months or a year. But don’t set paths of action in stone or spend too much of your valuable time planning and doing flowcharts! You will need that time and energy to actually carry out the activities. Schedule activities at realistic times - not when key people will be tied up planning a festival or running a business in the peak visitor season!

Make sure the plan is working for you. Ensure that the message is moving forward, is in the public domain and not being overlooked. You may need to change direction, add new elements, or adjust your budget (or, as in the case of so many community groups, plan around a limited budget or no budget at all). It’s a good idea to ask yourself at each stage of a publicity program why the measure is being taken.

**Making Things Happen**

Highlighting the distinctive nature and appealing aspects of tourism in your area, and its links with and value to the community, is crucial. You need to position it in the minds of the local community. Use every opportunity to reach particular opinion leaders or community sectors you want to target.

Initiate publicity measures at the times of major festivals, events, Tourism Week, Tourism Awards and so on. Beyond that, plan a communications output which takes place all year round - both when key scheduled events are occurring and at other times. Ask yourself:
- How can the publicity you already undertake be made a little more colourful?
- How can existing publicity carry more information about tourism in the region or show linkages between the industry and local people and businesses?
- How can you use the lead-up to and the aftermath of regular events to generate publicity?
- At which other times of the year can you create opportunities to generate more publicity (to the community and the media) carrying your main messages about the value of tourism and the colourful, interesting, efficient, creative, environmentally-minded (or whatever) way it operates in your region.
Below is an example where publicity for a challenging ‘event’ was sought. That is, an event for which some new publicity was needed but which provoked some negative reactions within the community.

**A Publicity Challenge**

**Scenario**

An annual motorcycle rally earns your town significant income from accommodation, booking of venues and spending at local businesses and services. Rally organisers run many events and sell merchandise.

The event has always been of interest to some of the local community and the media, and it receives a reasonable amount of publicity. Posters and flyers appear around town. Each year the media runs a story before the event and covers the event itself. The television and newspapers are particularly interested as the event has potential for good visuals. Bike parades, stunts, workshops, displays, visiting specialists, veterans and so on on receive good coverage.

Key tourism figures would like to see some new publicity directions and tackle some community indifference to the rally. The indifference largely stems from noise and personal inconvenience. Clearly, noise and traffic flow issues need to be sorted out with authorities. However, below are some possible public relations strategies.

**Possible approaches**

It’s impossible to please all the people all the time and it’s beyond the scope of a small group of tourism practitioners to try and modify the behaviour of people who don’t like motor bikes. However, tourism officials planned a timeframe and decided to implement some new steps within their publicity program. The aims were to:

- ‘Freshen up’ existing general publicity with some additional information, new angles and timing - including positive messages about the impact of the event and the value of the tourism (eg. the value to the town of the income from visitors and where this money flows.) Aim to increase the awareness of those who know little about the event, and to reinforce the attitudes of those supportive of the event.

- Provide specific information about the operation of the event to those who might live or work near the venue, or those who might be uninformed, indifferent or negative about the event.

- Provide a means whereby those who are affected by the event, lack knowledge, or are negative can pose queries or find out more.
To meet these aims, some of the strategies were to:

- Build new information into existing publicity (speeches, flyers, media).
- Build new angles into existing publicity. Local identities or groups could be invited to join in the rally where appropriate as guests in demonstrations, parades etc. Involving the local community can create a focus for media coverage and generate more local interest.
- Find new outlets for existing publicity. With publicity ‘freshened up’ and offering more information, consider new outlets for the communication, such as local or special interest publications which feature or support different special interest groups.
- Undertake more publicity in the lead up and aftermath of the event and use mass media to generate positive early awareness. Highlight preparations, the quality of the town’s amenities, special guests, anticipated numbers, where the action or highlights will be and expected or past event financial earnings.
- Generate public information to better inform those with potentially negative views, like affected residents. Eg. a letter to the editor outlining the measures taken to limit negative impacts, highlighting liaison with affected groups, indicating new arrangements for the annual event, how people can find out more, and secondary positive messages about the rally and tourism.
- Specific communication directly to those who might have negative views. For example, a letterbox drop of affected areas keeping them fully informed of necessary facts or arrangements eg. times of impact, noise or new traffic arrangements, with secondary positive messages about the rally and tourism.
- Include a contact number in all media activity, allowing two-way communication for those most interested or affected. This enables the community to provide feedback and find out more.
- Keep records of those who give feedback to monitor patterns of concern across different demographics or issues.
- Look for opportunities to ‘win over’ those with strongly held negative views. For example, give flyers for free or discounted entry to events to residents in the most affected areas. These can be used to monitor changes in support for the event.

Measures such as these, within an overall publicity campaign, can help tackle the publicity challenge. They allow for ‘tricky issues’ to be addressed, improved or solved and may prevent a “storm of negative publicity”. This approach looks realistically at what the goals of any publicity campaign might be and tries to target
awareness and information to the appropriate audiences. It acknowledges the climate of attitudes within the community, and offers new messages to those who are supportive, indifferent or negative. It also provides a proactive approach, rather than just responding to situations.

As with all publicity programs, it is valuable to look to other regions and for actions or approaches that could be adapted to your area.

**Opportunities for Publicity**

Good opportunities can include:

- first occasions and anniversaries;
- trends or unusual occurrences;
- forecasts;
- staff achievements, such as new appointments, length of service;
- organisation developments, such as partnerships or links, marketing successes, funding wins, new policies, change in ownership or management, innovations, sponsorships, expansion, winning awards or prizes, industry recognition, training undertaken, or submissions to government; and
- events, such as conventions, seminars, speeches, promotions, exhibitions, special guests or visitors, openings, familiarisations, publication launches, program launches.

Refer to the ‘Media Publicity’ chapter on how to find an interesting angle for your story.

**Types of Publicity**

**Newsletters and brochures**

Newsletters and brochures can provide target audiences with up-to-date and relevant information, and allow for bulk distribution of information. As visual presentations, charts or diagrams, photos and other illustrations are critical.

Newsletters can be a professional, non-threatening way to inform your stakeholders. A well-planned tourism newsletter is an opportunity to offer information on activities and events which underlines the value of tourism in the community. The frequency of publication is based on how much time and money you have to produce them and the nature of the issue - every quarter may be a comfortable pace for both you and your readers.

The principles which apply to writing media stories and media releases (see ‘Media Publicity’ chapter) apply to writing a newsletter - short, clear sentences; write the most important information at the
beginning; be accurate; attribute views and comments; and use an angle to make an item interesting.

Brochures are often more general, with a longer shelf-life (and so including less time-specific information). The degree to which a brochure is information-based can vary. On some occasions a brochure might be impressionistic, creative and descriptive, on others it might aim only to inform. Brochures also require simple, clear understandable language. Their text is generally brief.

For a newsletter or brochure the same critical questions apply:
- What is this publication aiming to achieve?
- Who is it for?
- What do we want to and inform readers about?
- What do we want it to look like?
- What format and budget can we realistically work within?

These publications can range from full-colour, glossy, professionally designed and printed products on quality paper, to those put together on a word processor and photocopied. Current desktop publishing programs can produce a good-looking product. However, attracting the attention of a reader and knowing how to present information is a real skill and ideally a print production worker, graphic artist or designer should be consulted. It is all too easy to produce a page that has too much text, is dull, loose and sloppy or doesn’t fit together.

Look around at other publications for ideas, use a template from a desktop publishing program, or consult a desktop publishing book on things like the merits and readability of different fonts and page layouts. It is important that the first page, especially, is designed to have appeal. The tendency to use chaotic combinations of font, layout and colour is strong but should be avoided!

Some suggestions are:
- Have a consistent, recognisable masthead or title at the front;
- Have a consistent, simple, and uncluttered layout. The frequently used, three-column, vertical newsletter is clear and clean;
- Use a font of at least 10-point size for general text; and
- Avoid use of too many fonts. Try having one or two key fonts for text and headings, varying the ‘weight’ and size;
- Use eye-catching headlines;
- Break up long stories or text with photos, bullet points, charts, a box with the key facts etc; and
- Include some regular features.
Regular content might include columns or profiles, updates on local businesses, profiles of people at the coal face, business tips, recognition of community contributions, recognition of business initiatives, recognition of progressive businesses or organisations, recognition of environmental performance etc. Concentrate on topics that your readers will be interested in, not the ones that only you find fascinating, and try to use real-life applications.

Think about efficient and appropriate means of distribution. Faxed or e-mailed versions of newsletters might be suitable, particularly where speedy delivery is important. Where widespread delivery is important, pick-up points like information centres, cafes, community centres, supermarkets, and taxis might suit. Delivery with someone else’s mailout (like council rate notices) might also be appropriate.

Meetings and speeches

Presentations to interested stakeholders can be a valuable means of directly presenting key information, with the opportunity for stakeholder interaction through questions and follow-up one-on-one contact. As presentations are likely be given to a specific stakeholder group (such as local residents, members of council, local business people), there is an opportunity for the information to be specifically targeted to the needs and interests of the audience.

Some things to consider are:

- Be conscious of the time constraints – the presentation should be concise and to the point;
- Try to avoid relying heavily on reading from written notes or the visual presentation – these should support but not dominate the presentation;
- Generate interest – anecdotes or case studies that the audience can relate to can help the message hit home; and
- Think about ways to get the audience involved.

[A powerpoint presentation template is provided in Appendix 1 to give you some ideas to get started.]

Collateral

Collateral, such as stickers, bookmarks, flyers, postcards and posters, are used to attract attention and are frequently used at the start of an information or promotional campaign. They are about impressions and images, and fall into the realm of graphic art and advertising. Knowing how to present material is a skill and a graphic artist should be consulted.
Collateral should underline the theme of your general publicity program. Careful consideration should be given to the images and slogans that sum up the message or theme that you want to project.

**Industry and Public Events**

Industry or community events (such as expos) can be an opportunity to showcase your message. Think about the opportunities for hosting a stall or display. This can enable you to put up a visual display, hand out brochures and collateral, and give speeches or presentations, as well as facilitating face-to-face contact and networking with your target audience.

As with other publicity types, it is important to plan your display carefully. Think about the sorts of people who will be attending the event (the general public, industry representatives etc) and make sure that the information you present meets their needs.

**Letter and Flyers**

Sending targeted letters (such as informing local residents of details of an event near them, lobbying local politicians, or providing a ‘personal’ message with the latest brochure) can be a useful means of having direct contact with stakeholders, and providing detailed written information. Many stakeholders will appreciate the attention of a personally addressed letter (even if it is clearly part of a mass mailout) but be careful to ensure that names and titles are correct. Depending on the audience, your letter may be very formal or more casual. Be concise and think carefully about the message that you want to give.

Flyers are less personal but can be another fast and easy way of sending out basic updates or information (eg. informing of an upcoming event or the availability of some new publications). A flyer would usually be a one pager, and could be either quickly prepared on your desktop and photocopied, or (if you have the budget) graphic designed and printed. Either way, you should still keep in mind basic principles of layout and content (as outlined earlier in ‘Newsletters and Brochures’).

It’s a good idea to maintain an updated database of stakeholder names and addresses so that your letter or flyer can be quickly mailed out.

**Internet, Email etc**

There is an increasing range of electronic means that can be utilised to get a message out to your target audience. These can provide a range of benefits but, as with the choice of all media tools, you need to determine the appropriateness of electronic media. For example,
does a sufficient proportion of your target audience have access to computers or the internet?

If your organisation already has a website, it can be a good way of getting information out quickly, and of updating it quickly. It is also a good means of providing large quantities of information, whether directly on-line or downloadable, at a relatively low publication cost.

Remember that you need to make sure that your audience knows that the website and the information is there. You could send out a brief notification (ie. flyer, email, ads or a press release) to invite your audience to visit the site. (You may also want to ask an experienced web-designer about how to ensure search engines pick up your site).

Your message should be clear, to the point and visually attractive. Don’t include too many ads or graphics that distract the reader and slow down site access. Ensure that the site contents are regularly maintained – nothing deters repeat visitors more than out-of-date and irrelevant information. Don’t put too much information on one page (a reader shouldn’t have to scroll down more than 5 screens per page), but don’t ‘embed’ the information so much that the reader has to go through lots of links to find any piece of information.

If you don’t have a website, you might consider establishing one. In their simplest form websites can be inexpensive, but a well-designed and effective website can be expensive to establish and maintain. If you have the skills and interest in-house, there are a lot of easy to use web-creation software packages available, and can even be downloaded free from the web. These can be ideal for a simple information and promotional site with a few pages or links. For more complex sites, you should consider an experienced web-designer.

Take time to plan and establish your site. Think about the audience and the information to be included. The structure and layout of the site is very important. Think about what information potential readers will be looking for and how they will find the information you want them to read. Make sure you include contact details.

You also need to think about where your webpage will ‘live’. If you have the facilities, you could host your own ‘domain’. Alternatively, try getting your site ‘hosted’ by a local network or internet service provider, local business, community or government organisation. Talk to an internet expert about how these options work.

Email can be a good way of sending out prompt information updates to a stakeholder group. Setting up a listserv (email group) may be useful to encourage communication and ideas sharing within a group. Email is less appropriate for general publicity and you need to be careful not to ‘spam’ (that is, send unsolicited bulk emails).
In terms of the contents of the email, similar rules apply as to writing letters and media releases: you should be concise, summarise the main point early and then follow with more detailed information, attract the readers attention, and provide the opportunity for feedback or more information. The subject line for the message should be chosen carefully, encapsulating the purpose or contents of the message to ensure that the recipient will want to read it.

Where more detailed information is to be provided, a CD-Rom or disk may be an option. These give the opportunity for extensive documentation, graphics and pictures to be distributed. Depending on the contents, the set-up may be expensive but the unit cost will usually be much lower that the cost of printing the same amount of information. This form of publication is more appropriate for information that has a relatively long ‘shelf-life’ – that is, it will not be out of date in a couple of months. However, you will need to consider whether your target audience will have ready access to computers and that it’s the sort of information that is suited to being on a stand-alone electronic file.

**Checklist for Publicity Programs**

The key points to remember are:

- Develop a plan with a budget and timetable.
- Analyse what is happening currently.
- Consider a campaign theme. Each target group might need to know something different, but a theme can unify the program.
- Be accurate, creative and consistent.
- Plan actions that appeal to target audiences. Remember that self-interest is the key to appealing to most audiences.
- Ensure ideas fit into the broader framework of your work or image.
- Pre-test your messages on a smaller group or target public.
- Determine whether appropriately skilled people are available to undertake tasks or if additional outside help is needed.
- Be realistic in decisions taken and projects taken on. Don’t create work or financial burdens that can’t be sustained.
- Ensure timeframes and responsibilities are understood.
- Allow for some two-way communication, so the community can reach you, contribute or provide feedback.
- Evaluate the effectiveness of measures you take.
- Be flexible and be prepared to change or adjust measures.
- Keep all those concerned in the know. Inform stakeholders.
- Include relevant opinion leaders in publicity.
Media Publicity

Media publicity means generating stories for use in media programs. The outcome of this work is uncertain as it may or may not gain coverage. This contrasts with advertising and other promotion that is planned, paid and scheduled, but the two can complement each other.

Understanding the Media

The mass media provide useful channels for publicity because target audiences, largely, already have contact with or are exposed to the media without any extra effort being made.

To try to get more or different media publicity and learn more about the media, follow the types of stories that make the news - both in your industry and in others. Look at the issues, themes, visuals and the story angles. For all media news, a change (something happening, the unexpected, an action or reaction) that is affecting a community is important. And it is vital to be succinct, to get the point across quickly.

Your selection of media depends on several things, including the audience you want to reach. Visuals are especially important for TV and newspapers. It’s also useful to think about whether there might be a follow up story from the publicity you generate. Consider a range of options for media work, as well as generating media news stories:

- Paid advertising;
- Public notices;
- A regular column in the press offering a location for updates, specific information and contact;
- Community service announcements;
- A letter to the editor in the local press;
- Send your organisation’s newsletter to the media;
- Send event or meeting invitations to the media;
- Discuss the possibility of regular discussion spots or talkback sessions with local radio stations;
- Discuss the possibility of local radio stations undertaking outside broadcasts from important tourism venues or events;
Organise a media conference in a situation where the media will want access to a particular person. (Ensure the backdrop, lighting and space are all suitable, with no background sound.); and

Put together a media kit.

Before spending time on the media publicity trail, ask yourself:

- What is my message?
- Who do I want to reach?
- Is my message interesting?
- When and how should I spread this message?

**Unplanned Media**

Media coverage is not always planned or positive. When caught unaware for a media interview of any type, first consider whether you are informed or authorised to respond. Don’t deal with the media if you are not the authorised spokesperson or a bona fide representative!

If it is appropriate for you to speak, clearly assemble your thoughts. Know the topic and perhaps have two or three key things you want to get across. Ask the journalist to call back (if it’s by phone) in 5 minutes if you need a moment to compose yourself, gather your thoughts or move to a quiet location. (Journalists are on strict deadlines but, if you’re indisposed, unprepared or there is too much background sound, it’s important. A poor interview pleases no one.)

You might be contacted by a media organisation in relation to a controversial story or issue. In this instance, don’t try to lie or hide the truth - it usually comes back to bite you! State the current situation clearly and then move on to the positives: how the situation is being worked on, rectified, responsibly handled, or is moving in a new direction, and the positives which will result.

In no situation should you say anything you don’t want repeated or ask a reporter not to report something.

It’s a good idea to follow-up the interview with a media release, especially if it is controversial or complex issue, so there can be no confusion over facts, views, names or spelling.

**Working with the Media**

For regional publicity, your main interest is media organisations producing daily regional news. These are usually commercial TV, ABC and commercial radio and newspapers. Regional media, and in particular newspapers in small towns, often include ‘what’s
happening’ sections in their news and depend on information and leads from key community people.

It is a good idea to have an up-to-date list of the journalists and contact details for media outlets in your region, especially if some journalists are assigned areas of responsibility, such as tourism.

Your first contact with local media is likely to be through a media release. It is a good idea to always send your release directly to a person, rather than to an organisation. If you are uncertain about names, send it to the attention of the News Editor. Your key objective is to get the story to the news section, as opposed to advertising or administration, and to get it noticed.

When you are familiar with a media organisation or a particular journalist, you might telephone direct to discuss a story. Being a reliable source of information is critical. Bear in mind media organisations are busy and it pays to call at a convenient time. Always ask if it’s convenient, but keep in mind:

- shift changeovers are a bad time for journalists;
- newspapers are frantic as deadlines approach;
- television reporters are usually tied up during the mid and late afternoon rushing the stories they have done that day back to the news studios for the evening news, and
- avoid calling a radio station just prior to news bulletins.

Once you make some media contacts, you will be able to ask individual organisations about their mode of operation: best contact times, whether telephone leads are helpful, when more stories might be needed and so on. However, be mindful that journalists are after news and don’t run a publicity service. It’s important to always be professional and not become a pest! How you appear and operate can reflect in the coverage of your organisation.

Think ahead about the needs of the different media. A representative or the person at the heart of the story will need to be available for interview. For radio, the speaker will need to feel comfortable being interviewed in a studio or over the phone. For newspapers, the interview would be in person or over the phone. An interviewee for a TV story needs to relax and sell the key information despite the camera and the nodding journalist. Think ahead about other media requirements. If it’s newspaper or television, visuals might be required. What are the best visuals to sell the story?

Before speaking with a journalist, it’s a good idea to plan the essence of what you want to say - why is it important, what is the action, reaction, consequence, change or impact you really want to
communicate? During an interview, try to include your key points: “What we’re really trying to do is...” “The essence of the event is...” or “The main point of the project is...” and so on.

**Angling a Story**

News is about something current, different or unexpected. When it comes to letting the media know about a news story and encapsulating the story, the following checklist should ensure the main points are covered:

- What has happened?
- Who is involved?
- When did it happen?
- Where did it happen?
- Why or how did it happen?

It’s hard to be exact about the news priorities or stories that will make the news. And, of course, different journalists and organisations operate differently. When you develop a ‘nose for news’ you will recognise something happening in your region or something you wish to publicise which will interest the media and media audiences.

Just because something is current, however, doesn’t necessarily make it interesting. The media will look for the story with an extra interest; an angle. Take a fresh look at what you want to promote and find something new, different or colourful. In the long run, most people are interested in other people and elements of human interest such as success and failure, relationships, family, lifestyle, money, safety and so on. Finding a relevant, but not gratuitous, angle in a fairly dry or abstract story is to create a ‘hook’ that leads audiences to the story. For example, when news stories arise about employment statistics, journalists will frequently illustrate a story by showing the people affected or through presenting a case study. Adding people to the story and illustrating it helps it to ‘come alive’.

Tourism awareness, the value of tourism and tourism statistics can be fairly abstract concepts. Given this, it’s best to involve people in your publicity by giving examples, offering the media a photo, or using local people, businesses and places as illustrations. For example, stories on increased profits, visitor numbers and taxes, might best be dealt with by personalising them. That shows it is really about people, which establishes relevance and makes the news more immediate.

For stories about holiday makers or visitor numbers, keep your ear to the ground for the unusual or the contrasts. Media may wish to seek out interviews, photos or video recordings of the sorts of people and
places that make statistics come alive. However, the media will only know who’s around and what’s happening if they are told. (Warning: Always act ethically and respect the privacy of visitors.)

Here are some short examples of either looking for an angle or personalising a story:

- The annual picnic races approach; a major day for visitors and tourism. Look at the way service clubs, caterers, grounds staff, St Johns Ambulance etc plan, prepare and work together.
- The historical society deserves recognition for the rising popularity of the local history museum. Invite the media to join the society for a stocktake or similar activity.
- The dunecare group has worked hard to ensure a beachfront visitors and locals are proud of. Use an angle to make the story out, such as a record membership, an anniversary, a dedicated 80-year-old, families who work together etc.
- When a new product/exhibit/feature is added to the visitors’ tour of the local cheese factory winery/animal park etc invite the media to a short tour or sampling session.
- Following successful attendance at the recent markets, craft fair etc, publicise the outcome from the visitors’ point of view as well as the stallholders’. Describe the average number of ice creams consumed and kilometres walked by each visitor.

Tourism is a developing and changing industry. Include current ideas, themes, practices in stories to keep communities, stakeholders and others informed about the nature and complexion of local tourism and visitors to the area. Some further story ideas are provided below.

**Media Story Ideas**

*Try a story on one of the region’s unusual or interesting tourism attractions.* Where did the idea come from, what links does it have with the community, industry or local services, what types of visitors go there, how many people work there, how has it grown, and what have been the highlights over the years? Emphasise the character and colour in your area and the activities that make it distinctive. The story might coincide with the venue’s birthday, 1,000th visitor, expansion of facilities, or a visit from a special interest group.

*Profile small business operators from one or some tourism outlets.* Stories might be on topics like “Thirty years operating a bed and breakfast”, “Making a living as an artist” or “An eco-tourism pioneer”. Media audiences learn from other people’s experiences and can learn about industries through them. Highlight the dedication,
blood, sweat and tears (and hours!) that invariably go into a small business. What is life like for the small business operators, what sort of person is suited to doing this work, how satisfying is it shaping your own distinctive business, where did the business idea come from, what sorts of visitors do they meet?

Describe the visitors who pass through an attraction or location during a particular day/week/month. Reflect the diversity of the region and the people who visit. Take photos or ask the media to capture a particularly interesting scene. Try to obtain comments on why people come to the attraction or the region, and what they like about it. If there is diversity amongst the types of visitors and their interests, reflect it. Emphasise the positive views of the visitors.

Celebrate partnerships. Highlight the industries or organisations working with tourism. For example, if there are partnerships with education (work experience, excursions, special lectures, the use of school art, craft or performance in local venues etc), promote them.

Highlight any restoration or similar projects in the community. Target well planned and managed tourism projects which are in step with a community’s wider cultural, environmental and aesthetic wishes and goals. Such achievements are not just tourism assets but community assets. How are the community involved, how do they benefit or participate? Bring out any key community groups (tourism, arts, heritage, history, special interest, sporting group etc) who worked together and feature them in stories or visuals. How did they work together, how is each benefiting, and how is each retaining and respecting culture and history?

Follow the development of a particular person, place, organisation or event across the years since a major milestone or achievement. What has happened in the years since the Tidy Towns win, the Tourism Award win, the new Tourism Information Centre was built, a Tourism Officer was appointed and so on. Emphasise any developments across time that add to infrastructure and the quality of life.

Comment on or respond to local government initiatives. Where a local government initiative (eg. facility, development or service) impacts on the tourism industry, highlight the initiative, and why it’s good for tourism as well as the broader community. Local initiatives of immediate benefit to a community can add enjoyment for all visitors to the area, which is good for business and return business.

Tourism working with local government. Highlight key individuals or programs in which tourism and local government work together.
The venture might involve planning, education, presentations, construction, sharing of expertise etc.

*Tourism in the local business community.* Promote key individuals (from tourism and other industries) who come to the region as business mentors, guest speakers or educators. Highlight any business education or training programs, business awards, developments in business management within tourism and so on.

*Profile small business.* Try a profile of one or more small businesses. Liaise with the press about the possibility of a feature in the business pages or supplement. Look for other outlets (eg. a local Chamber of Commerce magazine or similar), or a radio or television story during a small business awareness week or campaign. Use good visuals to enhance the story.

*Tourism assisting regional development.* If tourism has been successfully adopted, amongst other industries or with the wind-up of traditional rural industries - paint this bigger picture. Make reference to the success in adopting tourism in the light of traditional industries phasing out. Highlight the challenges and rewards of new endeavours - building business, generating employment, stimulating community.

*The Perfect Marriage?* Try an item or a series of items on industries which work together or have integrated with tourism in your region (wine, minerals, horticulture, timber, fishing, dairy etc). How do the industries work together? Who works together? How do they benefit each other? How does it make an enriched experience for the visitor? How is this special or unique to your region?

*Tourism dollars into the community/the flow on effect of the tourism dollar.* In a small community try to trace the same $100 or $50 note around the community over short period of time (without defacing a currency note!). This might make a story about the flow of business stimulated from a visitor dollar, eg. visitor buys jewellery at local gem museum, museum manager pays electrician, electrician pays employee, employee makes purchase at local hardware, hardware owner catches taxi and so on. Local businesses can benefit indirectly from tourism.

*Try a story about tourism trends from local research, data or examples.* Understand state and national data then look for your own local examples or illustrations. Record local tourism trends or statistics and be alert to photo opportunities which are stories in their own right or which illustrate national, state or regional tourism figures and statistics. This is localising a story.
Writing Media Releases

A media release is a formal way of letting media organisations know about something that you want published or broadcast. Submitting well written press releases on a regular basis is a great way of increasing your visibility. It has the advantage of being a written record with clear news points and background, and it can be used for several media organisations. It also ensures you think through the story before approaching the media, saving time for journalists.

In writing your release succinctly and unambiguously, remember the five important elements of content mentioned earlier (‘Angling a story’): what has happened?; who is involved?; when did it happen?; where did it happen?; why or how did it happen. If the release is succinct and written correctly it outlines the story at a glance.

Media releases are written in news style: a series of short paragraphs with one point to a paragraph and usually one sentence per paragraph. The first paragraph is a summary of the most important information. The second paragraph has the second most important points and so on.

Some media organisations will use a release or parts exactly as it is sent, so it needs to be current, correct and well presented. Any views or comments need to be attributed. Releases will often be cut for length, so the most important paragraphs should be at the top.

Presentation is important: use generous margins, only one side of the page and spacing between lines. Keep to a single page to increase the chances of it being read in full. If the story is of interest and warrants significant follow up, the media organisation will contact you.

Remember, the media will need time to act on your media release so if you want to publicise a particular date or event, make sure you give enough notice. Sometimes you’ll work with one media outlet on a particular story. But, it’s a good idea to send media releases to all media outlets at roughly the same time. This avoids any future falling out with one media outlet when they realise, on a quiet news day, that they did not receive a media release which went everywhere else. Particularly when starting out, try to follow media releases with a phone call to ensure the release was actually received and to draw the media organisation’s attention to it.
A step-by-step guide

1. Consistent use of letterhead, clear logo or other identifying material adds credibility, looks professional and makes the organisation and the release instantly recognisable.

2. The release should have the words “Media Release” and the date, so there is no confusion about the timing and intention. The word ‘embargo’ means that publication is requested not to occur before the date listed. Journalists usually respect embargoes but are not obliged to. Embargoes should only be used if essential and the reason is obvious (eg. announcing winners for an awards night).

3. Use a clear headline that says at a glance what the story is about.

4. The introduction is the summary of the story, with the main players involved and the highlights or most important points. Stick to the facts.

5. The next few paragraphs fill in the who, what, when, how and why points of the story. You should not be very detailed (see 11) and don't use technical jargon or concepts.

6. The later paragraphs include a comment and some background.

7. If you have more that one page, use only one side per page and “More” at the bottom of each continuing page.

8. At the conclusion of the release, the word ‘Ends’ appears so there is no confusion over what actually constitutes the text of the story.

9. At the end of the media release, a contact name and phone number is essential.

10. Sending a photograph may increase your chances of publication. If you have a photo, indicate this at the end of the release (ie. “Photo attached”) and attach it to a page with a caption or other important information such as the names of people in the photo. Or, just indicate “Photo available”. Many media organisations will want to obtain their own pictures if time and distance permit.

11. If a story is complex or has a history, the media release might benefit from an attachment such as a ‘Background sheet’ or a ‘Profile’ (where it relates to a person), attached to the release.

General writing tips

- Be concise and clear. Use simple, coherent sentences.
- Be accurate and check facts.
- Is the essence of the story evident from the first paragraph?
- Write with an active voice.
- Avoid jargon.
- Avoid sensationalism.
- Avoid cliches or ambiguity.
- Avoid sexist or racist writing.
- Where acronyms are necessary, write out the title in full followed by the acronym in brackets when the first mention is made.
- Ensure correct titles for politicians, visiting dignitaries etc. Ring them and clarify if uncertain.
- Check spelling, especially of names.
- Explain geographical references.
- Attribute all comments and viewpoints.
- Always proofread your work.

[See Appendix 1 for a media release template, to help you get started]
Finding Tourism Data

For maximum impact, it is important that any awareness-raising activity that seeks to promote the value of tourism in a specific region includes accurate and current information on tourism activity in that region. There are a range of publicly available data on the tourism industry that are produced regularly by government and other organisations.

This section identifies some of the main and periodic data sources. In many cases, unpublished data is available on request.

The ABS publishes the *Directory of Tourism Statistics* (available on the ABS website) which provides a comprehensive outline of the range of tourism data available in Australia, particularly from public sector sources. Many organisations producing tourism related statistics publish one-off and occasional reports and publications, some of which are listed in the ABS *Directory*. In addition, the BTR’s *A Guide to Services* outlines the full range of BTR publications.

**Regional Data Issues**

Australia is fortunate to have an outstanding system for the collection of national tourism data. However, it is generally acknowledged that the major collections measuring tourism activity in Australia are limited in their application at regional levels. Also, the tourism industry is a collection of service-based activities spread across a variety of industrial classifications and consumer expenditure categories that are not generally grouped together.

For data collection purposes, tourism regions in Australia are determined each year by the BTR after consultation with state and territory tourism agencies. The regions share common boundaries with local government areas to allow comparability with data collected by the ABS. They are exhaustive (every part of Australia is included) and mutually exclusive (no areas are included in more than one region).

**Key National Collections**

*National Visitor Survey (NVS)*

The NVS is published quarterly and annually by the BTR. It surveys travel by Australian residents aged 15 years and over, and is the major source of information on the characteristics and travel patterns of domestic tourists. The survey collects information on overnight...
visitors, day visitors, outbound (international) travel, visitor nights, visitor expenditure. It looks at characteristics of travellers, travel behaviour, and market shares.

The NVS replaced the Domestic Tourism Monitor in 1998. DTM data up to that time is also available from the BTR.

**International Visitor Survey (IVS)**

The IVS is an ongoing survey conducted by the BTR. It looks at the characteristics, behaviour (itinerary and travel arrangement), expenditure and satisfaction of international visitors to Australia. It is the most comprehensive source of information available on the travel patterns of visitors to Australia. Summary information is published on a quarterly basis, and detailed results are published each calendar year.

**Survey of Tourism Accommodation (STA)**

The STA is a monthly census of supply and levels of utilisation of selected tourist accommodation, which is published quarterly by the ABS. It covers capacity, employment, occupancy and income for hotels/motels in local government areas, holiday units by statistical local area, visitor hotel by statistical division, and caravan parks by selected statistical area.

**Other National Sources**

The *Australian Tourism Data Card* is a pocket reference guide containing key tourism statistics from the IVS and NVS. It published biannually by the BTR and available on their website.

*Overseas Arrivals and Departures (OAD)* profiles the number and characteristics of overseas arrivals and departures and of Australian resident departures. Data is published by the ABS on a monthly, quarterly, and annual basis.

*Forecast* is a half-yearly magazine of the Tourism Forecasting Council that includes international visitor forecasts and domestic tourism forecasts. The TFC also produces an annual *Forecasts of Domestic Tourism, Outbound Travel and International Visitors*.

*Impact* is a monthly factsheet on the economic impact of tourism and latest visitor trends, published by DISR and available on their website.

*Tourism Indicators Australia* is a quarterly ABS publication that contains core STA and OAD data and associated commentary. It also provides information on other relevant ABS collections.
In 2000, *Tourism Satellite Accounts* (a statistical system for quantifying the economic significance of tourism for Australia) were added to the Australia National Accounts series published by ABS.

*Service Industries Surveys (SIS)* are published occasionally by the ABS, and can include activities of specific tourism industry sectors.

*AVTATS* are air transport statistics published by the Department of Transport and Regional Services annually and, for some data items, monthly. Collections include air travel to and from Australia, and major and regional domestic airline operations.

*Market Profiles* provides information to assist with the development of inbound tourism product relevant to specific international markets and/or entry into that market, and are produced annually by ATC.

*Tourism Pulse* is produced monthly by the ATC provides analysis and commentary on international visitor arrivals to Australia. It uses OAD and TFC figures and commentary from ATC offices worldwide.

Roy Morgan Research Centre’s *Holiday Tracking Survey* is conducted face-to-face each month, with 15,000 interviews every year of those who have travelled in the last 12 months. The survey looks in depth at holiday behaviour, awareness, preference, and intention.

The *Survey of Tourist Accommodation Developments* is an annual ABS publication forecasting the supply of tourist accommodation, by number of rooms, by type of accommodation and star grading (where applicable), for major tourism regions.

*American Express Tourism Leading Indicators*, from TCA, provides a quarterly summary of industry expectations and forecasts for Australia’s tourism industry based on an industry survey.

*Australian Business Expectations Survey* is a quarterly ABS product that provides information about expected business conditions and confidence. In relation to tourism, business performance indicators are available for the accommodation, cafes and restaurants industries and the cultural and recreational services industries.

*Australian and New Zealand Hotel Property Digest* is an analysis of the key hotel and tourism markets in Australia and New Zealand, produced by Jones Lang LaSalle Hotels through an annual subscription with quarterly updates.

The *Colliers Jardine Hotel & Tourism Property Market Report* provides a summary of statistical and trend data for hotel and serviced apartment properties in significant tourism precincts within
Australia and New Zealand, an analysis of the hospitality & tourism investment environment, and a guide to current market opportunities.

The *Retail Trade Survey* by ABS reports on the monthly movement of retail turnover. For tourism, the value of turnover is collected for hospitality and selected service establishments, particularly hotels and licensed clubs and cafes and restaurants.

The Australian Stock Exchange (ASX) provides the *ASX Tourism and Leisure Index*, which measures the average movement in the prices of securities of companies that operate in the tourism and/or leisure sectors of the economy.

*Taxation Statistics on Tourism Related Industries* provides tourism industry data as part of an annual overview of Australian Taxation Office statistics.

**Regional, Sectoral and International Data Sources**

State and territory tourism agencies produce a range of occasional reports and publications, in addition to the more regular publications outlined below. Also, prior to the introduction of the NVS, most States and Territories tourism agencies had state-based visitor surveys to compliment the DTM, which are useful sources of historical data.

It is also worth checking with local tourism organisations, both in terms of any resources they may hold, and with respect to any local surveys that may have been undertaken.

**New South Wales**

*New South Wales Tourism Fact Sheet* and *Regional Tourism Fact Sheet* are released by Tourism NSW in March and August each year and provide summaries of tourism statistics for NSW and its regions.

*Tourism Trends in NSW Biannual Profiles*, from Tourism NSW examine the domestic and international market by region and tourist origin. International market profiles are provided, based on IVS data.

The *Tourism Industry Outlook Survey* is conducted by the Hunter Valley Research Foundation for Tourism NSW. This survey of industry expectations is conducted biannually.

* Estimates of Visitation and Visitors’ Expenditure for Local Government Areas in New South Wales * is published by Tourism NSW on an annual basis. It estimates the importance of tourism to each local government area by amalgamating data from sources such as STA, IVS, NRMA travel guides, and ABS population statistics.
**Sydney Convention Delegate Study** is published annually by the Sydney Convention and Visitors Bureau and includes characteristics and expenditure of international convention delegates in Sydney.

**Victoria**

*Visitors to Victorian Attractions Survey* is an annual product of Tourism Victoria which tracks the visitation trends to Victoria’s most popular attractions.

*Fast Fact Sheets* are a range of information sheets on a range of tourism issues, produced by Tourism Victoria. *International Market Briefs*, based on ABS and IVS data, are also produced.

*Visitors to Parks Victoria’s Managed Areas* are visitor numbers released annually by Parks Victoria.

The *Victorian Activity and Travel Survey*, released annually by RMIT University, provides information on personal travel and out of home activity in the metropolitan statistical district.

**Queensland**

Tourism Queensland compiles a range of statistical and demographic *Factsheets*, with profiles of profiles of Queensland regions, selected international markets, and special interest markets. Information is based on the NVS, IVS and Holiday Tracking Survey. A statistical *Datasheet* is also produced, along with a research section in *TQ News* (a Queensland tourism industry journal, replacing *Trends* magazine).

The *Regional Tourism Activity Monitor* from Tourism Queensland is a voluntary monthly business survey providing data on the health of the regional tourism industry.

*Queensland Lodging Industry Trends*, produced by Horwath Asia Pacific on a monthly basis, provides data on occupancy levels and average daily rates in each region of Queensland.

*Cairns Airport Passenger Statistics* are compiled monthly by the Cairns Port Authority.

**South Australia**

*Visitation to Major Attractions and Events in South Australia* is based on a telephone survey of selected tourist attractions and event organisers in South Australia. The South Australian Tourism Commission produces it annually.
Western Australia

Touristics is a bi-annual publication produced by Edith Cowan University. Based on primary research and NVS and IVS, it seeks to inform the industry about trends and issues in Western Australia.

Tasmania

The Tasmanian Visitor Survey, and the resulting Datacard and Tasmania's Holiday Market broadsheet, are produced by Tourism Tasmania. They look at annual visitor numbers and general information regarding visitors’ spending, travel behaviour and impressions of the State.

Flinders Island Travel Survey and King Island Travel Survey are ad hoc Tourism Tasmania publications, which monitor island visitation.

International

The World Tourism Organisation produces an annual Yearbook of Tourism Statistics and related publications, which provides world and individual country tourism statistics, such as visitor numbers and origin, income and accommodation.

The Pacific Asia Travel Association Statistical Report is a quarterly and annual publication which provides statistical data on visitor arrivals in Asian and Pacific destinations.
Sources of Assistance

The following list, while not exhaustive, contains a number of sources of information, and funding bodies, that may be relevant to individuals and organisations who are interested in obtaining funding or related assistance to promote the value of tourism. While schemes may not directly fund awareness raising activities, they may support related projects.

Funding Directories

The Commonwealth Assistance for Local Projects publication includes information on all funding and assistance for local or regional projects, and is published by the Department of Transport and Regional Services. Call 1800 026 222 for a copy.

Funding Calendar 2000: A Directory of Community Funding is published by the non-government WESTIR Ltd and includes a range of funding programs (focussed on, but not limited to, NSW), as well as tips for obtaining funding. This information is also available on their website: www.westir.org.au (follow the “funding” link).

A range of funding programs for tourism and related projects in Victoria are outlined at: www.tourismvictoria.com.au/HTML/ Documents/funding.htm

Tourism Queensland’s Tourism Assistance Database includes a wide range of funding programs from all levels of government in Queensland: www.tq.webcentral.com.au/tad

Information on non-government funding is available from Philanthropy Australia (www.philanthropy.org.au). The Australian Directory of Philanthropy lists some 400 Australian trusts that fund community based activities.

Links to a number of funding schemes (particularly in NSW), and advice on how to obtain funds and write submissions, is available from Community Builders at: www.communitybuilders.nsw.gov.au

There are a number of private sector sources of information about grants and funding. One such source is: Summers, Julie (2000) The Australian Grants Register, Australian Scholarly Publishing, Victoria -which details a range of research and other grants programs. (contact aspic@ozemail.com.au or 03 9817 5208).
Commonwealth Government

The **Regional Tourism Program** aims to boost the capacity of organisations to deliver higher quality tourism attractions, products and services in regional Australia. Contact DISR on 02 6213 7999 or www.isr.gov.au/sport_tourism/Tourism/index.html

DISR also coordinates the **Online Tourism Program**, aiming to develop geographically-based tourism websites that cover a range of regional products and services. Contact 02 6213 7122, www.isr.gov.au/sport_tourism/Tourismindex.html or online.tourism@isr.gov.au

The **Regional Assistance Program** provides seed funding for innovative projects that generate business growth and sustainable jobs. It is administered through local Area Consultative Committees. For guidelines and local ACC contact’s details see www.acc.gov.au

The new **Regional Solutions Program** is an assistance package for regional communities. It provides funding for small and large projects that increase the self-reliance of communities and reduce economic and social disadvantage. See: www.dotrs.gov.au/regional/solutions

**Information Technology On-line** provides seed funding to support collaboration and innovative electronic commerce projects that accelerate the adoption of on-line business solutions. Contact the National Office for the Information Economy on 02 6271 1074 or at www.noie.gov.au/projects/ecommmerce/ITOL/index.htm

**Festivals Australia** provides assistance to regional and community festivals for the presentation of quality cultural activities. Contact the Department of Communications, Information Technology and the Arts on 02 6271 1665 or www.dcita.gov.au/festivals.html

The **Local Government Incentive Program** assists local government adopt and transfer best practice and foster joint projects and cooperation between councils and other groups at a regional level. Call the National Office of Local Government on 1800 065 113.

State and Territory Governments

Funding for marketing activities, product development and research, may be available from government tourism agencies. Guidelines and funding rounds vary and so contact the agencies direct.

State and territory business and state development agencies have a variety of funding programs available for regional development initiatives, small business development, and other related programs. Again, details will vary, so you should contact the relevant agencies for more information.
**Other**

Talk to the local councils in your area who may be able to provide some financial or in-kind assistance.

Similarly, regional local government associations (such as regional organisations of councils), and local government economic and business development may be able to provide support.

Contact your local tourism organisations for advice on other specific funding opportunities that might exist in your area. Some regional tourism associations may have a budget to fund local marketing or outreach activities.

Businesses and business organisations (such as chambers of commerce) may be alternative sources of financial and in-kind support for tourism awareness-raising activities. Contact those in your area.
The following organisations may be useful for providing data, research or other information or assistance that may help in promoting the benefits of tourism.

### National

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Tourist Commission</td>
<td>Level 4, 80 William Street, Woolloomooloo NSW 2011 Ph: 1300 361 650; Fax: (02) 9331 6469 <a href="http://www.atc.net.au">www.atc.net.au</a></td>
</tr>
<tr>
<td>Bureau of Tourism Research</td>
<td>GPO Box 1545, Canberra ACT 2601 Ph: 02 6213 6940; Fax: 02 6213 6983 <a href="http://www.btr.gov.au">www.btr.gov.au</a> <a href="mailto:bureau.tourism.research@isr.gov.au">bureau.tourism.research@isr.gov.au</a></td>
</tr>
<tr>
<td>Australian Bureau of Statistics</td>
<td>PO Box 10, Belconnen ACT 2616 (offices exist in every capital city) Ph: 1300 135 070; Fax: 1300 135 211 <a href="http://www.abs.gov.au">www.abs.gov.au</a></td>
</tr>
<tr>
<td>Sport and Tourism Division, Department of Industry, Science and Resources</td>
<td>GPO Box 1545, Canberra ACT 2601 Ph: 02 6213 7014; Fax: 02 6213 7000 <a href="http://www.tourism.gov.au">www.tourism.gov.au</a> <a href="http://www.disr.gov.au">www.disr.gov.au</a></td>
</tr>
<tr>
<td>Cooperative Research Centre for Sustainable Tourism</td>
<td>PMB 50 Gold Coast Mail Centre QLD 9726 Ph: 07 5594 8172; Fax: 07 5594 8171 <a href="http://www.crctourism.com.au">www.crctourism.com.au</a> <a href="mailto:w.lau@gu.edu.au">w.lau@gu.edu.au</a></td>
</tr>
<tr>
<td>Australian Tourism Research Institute</td>
<td><a href="http://www.crctourism.com.au/atri.htm">www.crctourism.com.au/atri.htm</a> Ph: 02 6230 2931; Fax: 02 6230 2930</td>
</tr>
<tr>
<td>Department of Transport and Regional Services</td>
<td>GPO Box 594, Canberra ACT 2601. Ph: 02 6274 7111; Fax: 02 6257 2505 <a href="http://www.dot.gov.au">www.dot.gov.au</a></td>
</tr>
<tr>
<td>Business Entry Point</td>
<td><a href="http://www.business.gov.au">www.business.gov.au</a></td>
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### Industry

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Address/Contact Information</th>
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</thead>
<tbody>
<tr>
<td>Tourism Council of Australia (with branches in each state)</td>
<td>GPO Box 287, Canberra ACT 2601 Ph: 06 230 7533; Fax: 06 230 7534 <a href="http://www.tourism.org.au">www.tourism.org.au</a></td>
</tr>
<tr>
<td>Tourism Training Australia</td>
<td>PO Box Q309, Sydney, NSW, 1230 Ph 02 9290 1055; Fax: 02 9290 1001 <a href="http://www.tourismtraining.com.au">www.tourismtraining.com.au</a></td>
</tr>
<tr>
<td>Organisation</td>
<td>Address</td>
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</tr>
<tr>
<td>Tourism Task Force</td>
<td>Lv9, 100 William St, Sydney NSW 2000</td>
</tr>
<tr>
<td>Inbound Tour Operators Association</td>
<td>80 William St, Woolloomooloo NSW 2011</td>
</tr>
<tr>
<td>Ecotourism Association of Australia</td>
<td>GPO Box 268, Brisbane, QLD, 4001</td>
</tr>
<tr>
<td>Aboriginal Tourism Australia</td>
<td>Lv6, 230 Collins St, Melbourne VIC 3000</td>
</tr>
<tr>
<td>Australian Federation of Travel Agents</td>
<td>Lv3, 309 Pitt Street, Sydney NSW 2000</td>
</tr>
<tr>
<td>Meetings Industry Association of Australia</td>
<td>PO Box 1477, Neutral Bay NSW 2089</td>
</tr>
<tr>
<td>Exhibition and Event Association of Australia</td>
<td>21 Burwood Road, Hawthorn VIC 3122</td>
</tr>
<tr>
<td>Association of Australian Convention Bureaux Inc</td>
<td>PO Box 646, Kings Cross NSW 2011</td>
</tr>
<tr>
<td>National Restaurant and Catering Association</td>
<td></td>
</tr>
<tr>
<td>Catering Institute of Australia</td>
<td>P.O. Box E203, Perth, WA 6001</td>
</tr>
<tr>
<td>Australian Hotels Association</td>
<td>24 Brisbane Avenue, Barton ACT 2600</td>
</tr>
<tr>
<td>Hotel Motel &amp; Accommodation Association of Australia</td>
<td>Lv 3, 551 Pacific Highway, St Leonards NSW 2065</td>
</tr>
<tr>
<td>Australian Bed and Breakfast Council</td>
<td>PO Box 8871, Alice Springs NT 0871</td>
</tr>
<tr>
<td>Australian Youth Hostels Association</td>
<td>422 Kent Street, Sydney NSW 2000</td>
</tr>
</tbody>
</table>
### Contacts

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caravan Industry of Australia</td>
<td>Suite 2, 182 Albert Rd, Sth Melb VIC 3205</td>
<td>03 9682 3722</td>
<td>03 9682 6799</td>
<td><a href="mailto:cia@caravanaustralia.com.au">cia@caravanaustralia.com.au</a></td>
<td><a href="http://www.caravanaustralia.com.au">www.caravanaustralia.com.au</a></td>
</tr>
<tr>
<td>Australian Amusement Leisure and Recreation Association</td>
<td>PO Box 449, Oxenford QLD 4210</td>
<td>07 5571 6545</td>
<td>07 5571 6570</td>
<td><a href="mailto:info@aalara.com.au">info@aalara.com.au</a></td>
<td><a href="http://www.aalara.com.au">www.aalara.com.au</a></td>
</tr>
<tr>
<td>Association of Marine Park Tourism Operators</td>
<td>Suite 11, 4th Flr, Christies Building, 320 Adelaide Street, Brisbane QLD 4000</td>
<td>07 3211 8890</td>
<td>07 3211 8895</td>
<td><a href="mailto:ampto@uq.net.au">ampto@uq.net.au</a></td>
<td></td>
</tr>
<tr>
<td>Australian Business Travel Association</td>
<td>PO Box 104, Lindfield NSW 2070</td>
<td>02 9416 3237</td>
<td>02 9416 5386</td>
<td><a href="mailto:abta@abta.com.au">abta@abta.com.au</a></td>
<td><a href="http://www.abta.com.au">www.abta.com.au</a></td>
</tr>
<tr>
<td>Australian Farm and Country Tourism Inc</td>
<td>Mezzanine 2, North Tower, 525 Collins Street, Melbourne VIC 3000</td>
<td>03 9614 0892</td>
<td>03 9614 0895</td>
<td>factv.com</td>
<td><a href="mailto:factv@factv.com">factv@factv.com</a></td>
</tr>
<tr>
<td>Australian Institute of Travel and Tourism</td>
<td>Bradfield Street, Downer ACT 2602</td>
<td>02 6241 0404</td>
<td>02 6241 4392</td>
<td>aitt.asn.au</td>
<td><a href="mailto:aitt@ozemail.com.au">aitt@ozemail.com.au</a></td>
</tr>
<tr>
<td>Australian Gay &amp; Lesbian Tourism Association</td>
<td>PO Box 15, Marysville VIC 3779</td>
<td>07 3392 2922</td>
<td></td>
<td></td>
<td><a href="http://www.aglta.asn.au">www.aglta.asn.au</a></td>
</tr>
<tr>
<td>Australian Automobile Association</td>
<td>216 Northbourne Ave, Canberra ACT 2601</td>
<td>02 6247 7311</td>
<td>02 6257 5320</td>
<td><a href="mailto:aaa@aaa.asn.au">aaa@aaa.asn.au</a></td>
<td><a href="http://www.aaa.asn.au">www.aaa.asn.au</a></td>
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</tbody>
</table>

There are also a range of other industry and sectorial organisations that operate at a state level.

### State and Territory Government

The following are the key government tourism agencies:

<table>
<thead>
<tr>
<th>Tourism New South Wales</th>
<th>GPO Box 7050 Sydney NSW 2001</th>
<th>02 9931 1111</th>
<th>02 9931 1490</th>
<th><a href="mailto:visitmail@tourism.nsw.gov.au">visitmail@tourism.nsw.gov.au</a></th>
<th><a href="http://www.tourism.nsw.gov.au/tnsw">www.tourism.nsw.gov.au/tnsw</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Victoria</td>
<td>GPO Box 2219T, Melbourne VIC 3001</td>
<td>03 9653 9777</td>
<td>03 9653 9722</td>
<td></td>
<td><a href="http://www.tourismvictoria.com.au">www.tourismvictoria.com.au</a></td>
</tr>
<tr>
<td>Tourism Queensland</td>
<td>GPO Box 328, Brisbane Qld 4001</td>
<td>07 3406 5400</td>
<td>07 3406 5329</td>
<td></td>
<td><a href="http://www.tq.com.au">www.tq.com.au</a></td>
</tr>
<tr>
<td>Winchester</td>
<td>Name</td>
<td>Address</td>
<td>Phone</td>
<td>Fax</td>
<td>Website</td>
</tr>
<tr>
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</tr>
<tr>
<td>Winchester</td>
<td>E</td>
<td>123 Main St</td>
<td>555-1234</td>
<td>555-4321</td>
<td>winchester.gov</td>
</tr>
<tr>
<td>Winchester</td>
<td>F</td>
<td>456 First St</td>
<td>555-4567</td>
<td>555-7654</td>
<td>winchester.gov/departments</td>
</tr>
</tbody>
</table>

For details of other state and territory government agencies, try: www.nla.gov.au/oz/gov/state.html
Regional

Contacts for regional tourism associations are:

Queensland

- Brisbane Tourism 07 3221 8411
- Gold Coast 07 5592 2699
- Mackay 07 4952 2677
- Outback Qld 07 4657 4255
- Tropical North Qld 07 4031 7676
- Whitsundays 07 4946 6673
- Toowoomba/Golden West 07 4632 1988
- Sunshine Coast 07 5477 7311
- Bundaberg District 07 4152 2333
- Capricorn 07 4922 2605
- Fraser Coast South Burnett 07 4122 3426
- Gladstone Area 07 4972 4000
- Southern Downs 07 4661 3122
- Townsville 07 4771 3061

South Australia

- Adelaide Hills 08 8212 4794
- Barossa 08 8563 0600
- Kangaroo Island 08 8553 1185
- Tourism South East 08 8723 1644
- Fleurieu 08 8555 5555
- Big River Country 08 8582 3456
- Classic Country 08 8363 6113
- Flinders Ranges & Outback 08 8223 3991
- Eyre Peninsula 08 8682 4688

New South Wales

- Big Sky Country 02 6766 8484
- Capital Country 02 6226 4445
- Snowy Mountains 02 6456 2035
- Northern Rivers 02 6686 3008
- Holiday Coast 02 6651 7766
- Mid North Coast 02 6559 0086
- The Hunter 02 4929 1900
- Central Coast 02 4229 5802
- Blue Mountains 02 4782 4111
- Illawarra Southern Highlands 02 4226 4946
- South Coast 02 4429 3248
- Riverina 02 6925 0225
- Murray 02 6040 1360
- Explorer Country 02 6884 4950
- Living Outback 02 6373 3447

Northern Territory

- Darwin 08 8981 4404
- Tennant Creek 08 8962 3388
- Katherine 08 8972 2650
- Alice Springs 08 8952 5199

C ontacts
Promoting Awareness of the Value of Tourism

**Tasmania**
- Gateway Tasmania: 03 6336 3101
- Tasmania's South: 03 6230 8399
- West North West: 03 6437 2400

**Western Australia**
- Gascoyne: 08 9941 3000
- Pilbara: 08 9379 2903
- Goldfields: 08 9091 6671
- Heartlands: 08 9622 2100
- Kimberley: 08 9193 6660
- Peel: 08 9535 0011
- Great Southern: 08 9832 8065
- South West: 08 9791 9197
- South East: 08 9071 2449
- Midwest: 08 9924 3217

**Victoria**
- Echuca Moama Tourism: 03 5480 7555
- Moira Shire Tourism: 03 5862 0222
- Shire of Murrindindi: 03 5832 9849
- Shire of Shepparton: 03 5832 9700
- Shire of Strathbogie: 03 5794 2444
- Mitchell Shire Council: 03 5734 6200
- Northern Grampians: 03 5358 8700
- Southern Grampians: 03 5573 0421
- Gippsland Country: 03 5633 2511
- South Gippsland Tourism: 03 5664 3204
- Phillip Island Tourism: 03 5952 3101
- Central Gippsland Tourism: 03 5147 1897
- Yarra Valley, Dandenongs, Ranges: 03 9735 8366
- Lakes and Wilderness: 03 5155 3766
- Mildura Rural City Council: 03 5021 0966
- Mornington Peninsula: 03 5977 0186
- Geelong Otway Tourism: 03 5223 2588
- The Murray: 02 6040 1360
- Macedon Ranges & Spa Country: 03 5348 2306
- Bendigo Tourism: 03 5444 4433
- Ballarat Tourism: 03 5320 5620
- Mt Alexandra: 03 5471 1700
- Central Goldfields Tourism: 03 5461 1566
- Ararat: 03 5355 0200
- Pyrenees: 03 5349 2000
- Tourism Albury Wodonga: 02 6023 0100
- Wangaratta Tourism: 03 5721 5711
- Delatite Shire Council: 03 5777 0554
- Shipwreck Coast Tourism: 03 5562 6670
- Discovery Coast Tourism: 03 5581 2047

The regional tourism organisations will be able to provide details on local tourism associations and visitor/tourist information centres.

You should also check out local business enterprise centres, economic development organisations, regional development boards, and local and regional chambers of commerce.

**International**

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Travel and Tourism Council</td>
<td>20 Grosvenor Place, London</td>
<td>Ph: (44) 207 838 9400; Fax: (44) 207 838 9050</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:enquiries@wttc.org">enquiries@wttc.org</a>  <a href="http://www.wttc.org">www.wttc.org</a></td>
</tr>
<tr>
<td>World Tourism Organisation</td>
<td>Capitán Haya 42, 28020 Madrid, Spain</td>
<td>Ph: (34) 91 567 8100; Fax (34) 91 571 3733</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:omt@world-tourism.org">omt@world-tourism.org</a> <a href="http://www.world-tourism.org">www.world-tourism.org</a></td>
</tr>
<tr>
<td>Pacific Asia Travel Association, Pacific Division</td>
<td>P.O. Box 645, Kings Cross, NSW 1340</td>
<td>Ph: 02 9332 3599; Fax: 02 9331 6592</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:pata@pata.org.au">pata@pata.org.au</a>  <a href="http://www.pata.org">www.pata.org</a></td>
</tr>
</tbody>
</table>
Bibliography &
Further Reading


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Appendix 1
Templates

The following templates are provided to assist you in getting started with awareness raising in your area. Include information, statistics and examples that are relevant to the tourism industry in your region. Remember, they are intended as a guide only so change them around to meet your needs.

The sort of ideas and messages that are included in these templates can be included in other types of publicity (such as newsletters, posters, flyers, brochures). For those sorts of publicity tools, the messages need to be combined with your own themes and graphic design.

**Media Releases**

We have provided a media release “template” – just the basic format of a media release – for you to use for any purpose.

Also included is a media release “sample” to give you some ideas about how you might present a media release for a particular news item and use it as an opportunity to raise awareness of the value of tourism in your area. Fill in the description of your news item and include some current statistics relating to tourism and its significance in your area (refer to the chapter ‘Finding Tourism Data’).

Read the ‘Media Publicity’ chapter for more information on how to prepare and distribute media releases.

**Presentations**

A powerpoint presentation has been provided to assist you with presentation to you stakeholders. It includes general information and statistics on the value and benefits of tourism in Australia. To make this presentation relevant to your stakeholders, add local statistics, stories and information. Don’t forget to check the latest national figures and make sure you include them.
FOR IMMEDIATE RELEASE [date]

HEADLINE

[opening sentence/s covering who, what, when, where, why]
[sentence or two describing the issue or story]
[next most important information relating to the story; quotes]
[brief details about your organisation and its role and/or background to the issue].
[any information to round up or conclude story, eg. important dates, times, prices etc]

– E N D –

For more information, please contact:
<contact's name>
<contact’s position/organisation if not on letterhead>
<contact’s phone/fax numbers>
<contact’s email/website, if available>
FOR IMMEDIATE RELEASE

<LOCATION> IS A TOURISM WINNER

The importance of tourism to the community of <location> was highlighted today at the <event/activity/milestone etc>.

<sentence or two describing the issue/story, including who was involved, when, where and why>

<next most important information relating to the story, how it relates/contributes to tourism in the location>

Current statistics demonstrate how significant tourism is for everyone in <location>. For example: <insert statistic/s>.

<representative> noted that many people are not aware how much wealth is created for a region by every dollar spent by tourists. “Those employed by tourism businesses generate more income, services and jobs when they, in turn, spend their wages on rates, groceries, housing and so on.” they said.

The <organisation name> has a key interest in supporting and developing tourism that benefits <location>. <brief details about your organisation and its role in tourism development and this event/activity/milestone etc.>

<background or other information to conclude story>

- E N D -

For more information, please contact:

<contact’s name>
<contact’s position/organisation if not on letterhead>
<contact’s phone/fax numbers>
<contact’s email/website, if available>
Understanding the Value and Benefits of Tourism
The Number of Tourists (1998) ...

★ International visitors spent more than 97 million nights in Australia, of which just under 30% were outside capital cities

★ Australians had nearly 300 million nights away from home - nearly 70% to regional Australia

★ Australians took some 153 million day trips, and more than 62% of these were to regional areas

[BTR, 1998]
The Income from Tourists...

★ International visitors spent just over 7 billion on Australian goods and services in 1997
  - 30% of this was spent in regional Australia

★ Australian overnight and day visitors spent about $42.8 billion on goods and services in 1998
  - of which 57.5% was spent outside capital cities

[BTR, 1997 and 1998]
The Value of Tourism for Australia...

- All tourism amounts (directly & indirectly) to around 10% of Gross Domestic Product (in 1996-7)
- International tourism accounts for 11.2% of Australia’s total exports earnings (in 1997-8)
- Tourism’s export value exceeds many traditional industries

[DISR, 2000]
The Value of Tourism for Jobs...

- Tourism creates more jobs than many traditional industries

- About 6% of all people employed in Australia in 1997-8 were employed by the Tourism industry (with a many more indirectly employed) [DISR, 2000]

- Two-thirds of tourism jobs are full-time and 80% are in small business [ATC, 1998]
The Economic Benefits of Tourism...

- Provides an alternative where traditional industries are in decline
- Through the multiplier effect, visitor spending is re-spent by tourism businesses and employees
- Is labour intensive, and retains jobs in regional areas
- Contributes to the cost of infrastructure and other essential services
The Environmental Benefits of Tourism...

พฤ์ Provides economic incentive for the conservation, preservation and restoration of the natural and build environment

พฤ์ Stimulates community, government and industry recognition of and support for the environment

พฤ์ Generates environmental improvements and participation in the environment
The Social Benefits of Tourism...

- Stimulates community pride
- Generates infrastructure and services that benefit the locals
- Facilitates cultural exchange and new ideas
- Promotes conservation of cultural heritage
- Can assist in reversing population decline in regions