



# Are we there yet?

Why regional and rural tourism is about to boom and how business and Government can take advantage.

*April 2020, by Redhanded*



**If you grew up in Australia in the 1980s or earlier, when air travel was expensive, chances are your holidays involved a family car trip and the refrain: ‘Are we there yet?’**

**Well, the evidence strongly suggests that car-based tourism within Australia will soon be back—in a big way. With regional and rural Australia set to benefit from travel-deprived city dwellers, are our regions and brands ready?**

**Redhanded has put together this document to highlight why this is likely and how to capitalise on it.**

**Buckle up, we’re going on a Road Trip...**

# Five Reasons Why

1. Lowest fuel prices in decades.

2. No overseas travel.

3. Get out of the  
City and reconnect.

4. Support local, support regional.

5. Renewed appreciation  
for the natural environment.

**“It is expected Australian petrol prices will fall to around 80 cents a litre once the price cuts filter their way through the supply chain.”**

***Farm Weekly.***

*Published, 23 April 2020*

**“I wouldn’t put any guarantees that you could undertake that overseas trip in December.”**

***The Hon Simon Birmingham MP***

*Federal Tourism Minister*

**“Domestic tourism across the nation will experience a surge in demand, especially fire affected regions.”**

***Rheanna Norris***

*Associate Analyst GlobalData, 21 April 2020*



# Time to reconnect.

Created by leading Clemenger Group market research specialist, Quantum, AustraliaNOW reports near-live consumer sentiment during the COVID-19 pandemic.

The report tracks sentiment daily and draws on over 25 years of additional AustralianSCAN data, making it one of the most comprehensive consumer tools in Australia.

From this report there are some specific indicators that support the upcoming surge in regional and rural visitation.

**As restrictions begin to be lifted, attention has turned to what our priorities will be when lockdown is removed. Australians imagine their lifestyle to be quite different, more idyllic, at least in the short-term.**

**This period of enforced deprivation and self-reflection has triggered us to prioritise health, wellbeing, time with family / friends and nature more so than we did before.**

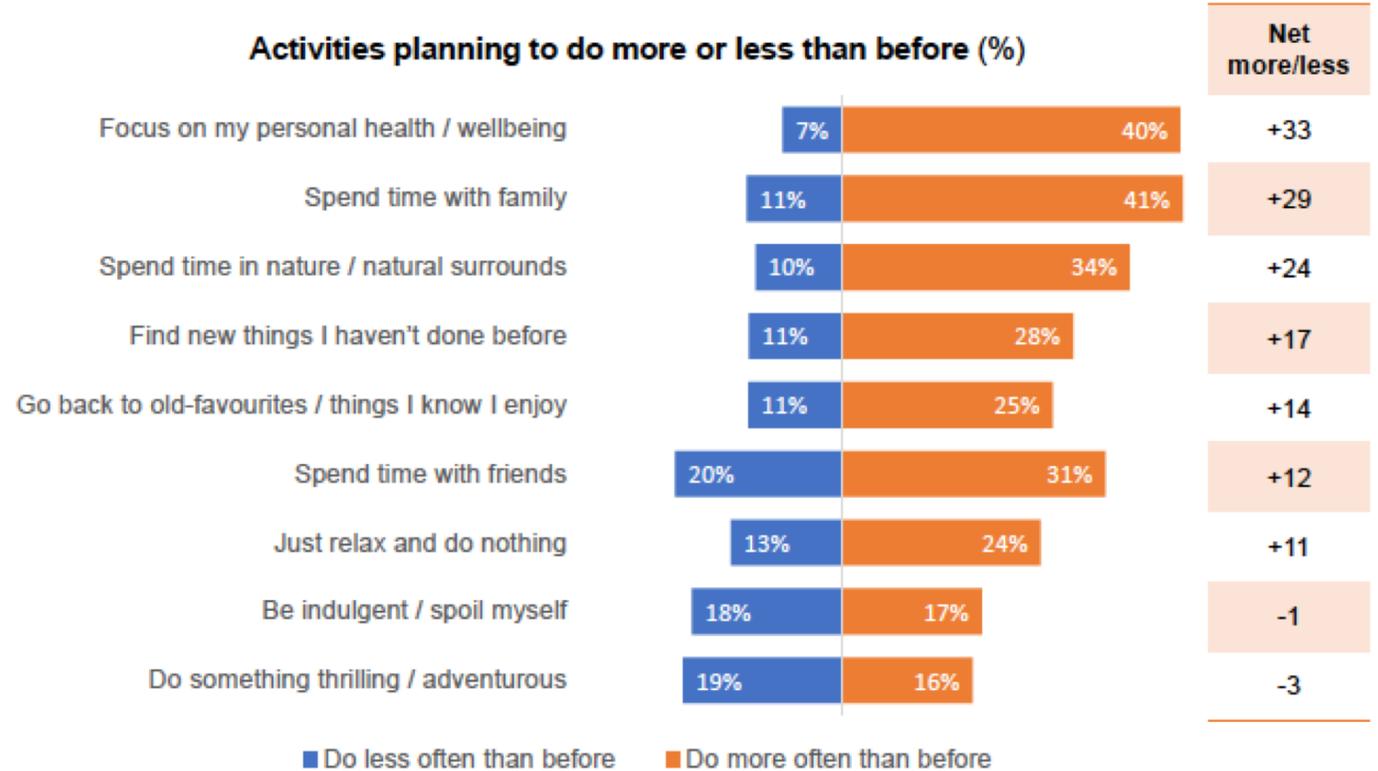


# The Important things in life.

Many Australians plan on getting back to doing the important things in life: **Health, family and nature.**

What is also interesting is the desire to discover new experiences. This also indicates that people will be more likely, (at least in the short-term) to seek shorter more meaningful experiences.

Health and nature also are indicators that people are more self-aware of their relationship to the environment and the impact they are having.



# Sunny outlook for domestic tourism.

In a recent study conducted by The University of Queensland has reinforced the Australia NOW report by finding domestic travel will be a high priority post COVID-19 restrictions.

## Key findings:

1. The study revealed coastal destinations were the most popular, followed by country and regional destinations.
2. More than 50% of Australians want to travel when restrictions lift.
3. Over 50% said they would rather drive to a destination, rather than fly or take public transport.
4. The number one motivator for domestic travellers was to support economy and tourism sector.



# Support local, support regional.

A recent report conducted by [mytravelresearch.com](https://mytravelresearch.com) revealed challenging times for international tourism, however it indicated that domestic regional travel will be the top choice for Australians who want to travel.

**“...locally, Australians have not forgotten about their previous pledges of support, even though they can’t fulfil them right now.”**

***Tim Clover,***

*CEO and Founder of GLOW*

## **Key findings:**

1. More than 53% of Australians indicated that they had been influenced to travel regionally by the recent bushfires, COVID-19 has only increased that desire.
2. Almost half (49%) said they would travel locally to support regional communities when safe and allowed to do so.
3. Despite the current restriction in place 8% of Australians are already planning where they can travel.



# With regional tourism to see growth, how will your business or region out-compete others?

Five rules for better regional brand-building and marketing.

# #1

## Be Credible

Whether it's your business or region, whatever claim you make, needs to be believed and something you can deliver on. There is no point attempting to own the 'Sunny State' or the 'Friendliest Region' or the 'best vanilla slice' if you can't deliver on it.

# #2

## Own Something of Value

When you are building a regional brand or business, stand for something that the market genuinely seeks. Don't push an angle that your audience isn't interested in. Your angle doesn't have to appeal to everyone, but it does need to be valued by your audience.



# #3

## Be Distinctive

What can you claim that competing regions and businesses cannot? If you are thinking of building your regional brand around natural beauty—maybe find a different angle. Every Shire Mayor in Australia, believes their region to be ‘God’s own Country’.

# #4

## Sustainable

The best brands know their DNA and articulate that simply and consistently over time. While your logo might be refreshed, the core values of your region or business do not change. How will you capitalize longer term and keep them coming back?

# #5

## Understand needs change

Australian travelers will have COVID-19 on their mind. It's important businesses, towns and regions adapt in order to meet the adjusted expectation of the post COVID traveler. Tourists will have a greater expectation on amenities, primarily focused on accommodation, public facilities, transport and recreational sites.

# The company we keep

For many years Redhanded and the Clemenger Group of Companies has worked on many of Australia's most recognised regional, national and international tourism and destination branding projects.

The following highlights some of those partnerships. If you are interested in seeing any of these case studies, please refer to the contact details and the back of this document.



# The company we keep





# Get in touch

Our home offices are up and running every day, so just give us a buzz if you have any questions or would like to discuss anything.

**We're ready to help get you through this uncertain period.**

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