

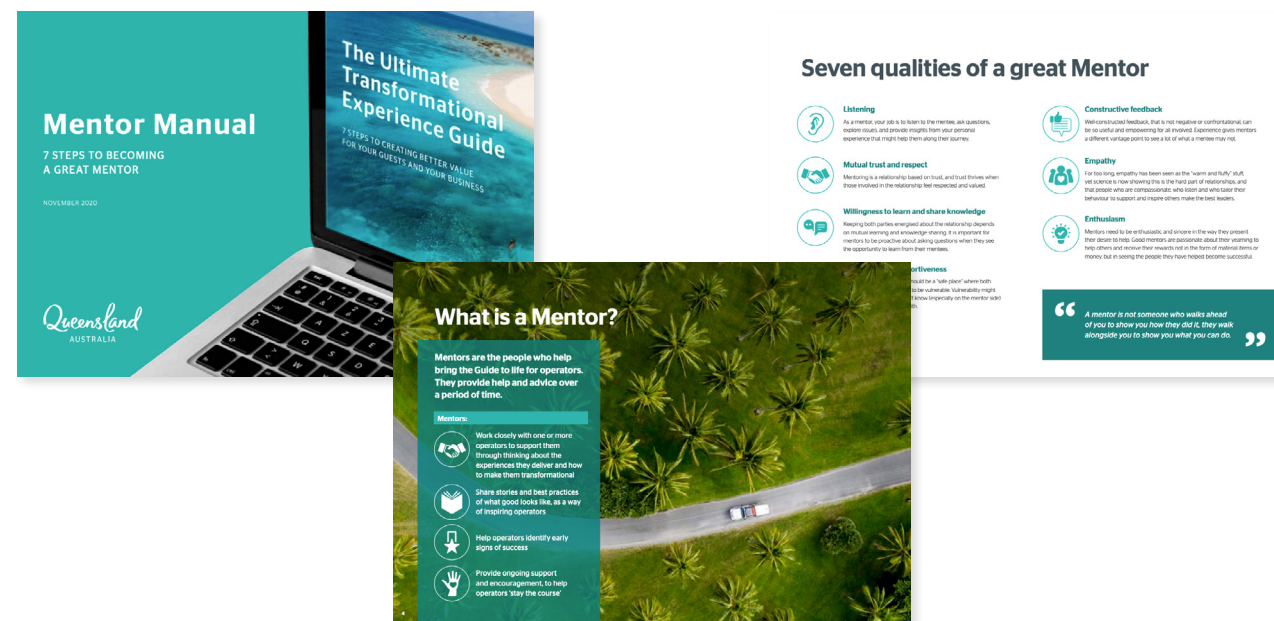
TRANSFORMATIONAL EXPERIENCES MENTORING

Tourism and Events Queensland (TEQ) has recently re-branded Queensland with a new 'Travel for Good' brand. Travellers are actively seeking experiences that enrich, awaken and transform them. They want to ignite something new within themselves by consciously connecting with and appreciating our extraordinary planet, its people and cultures.

TEQ developed The Ultimate Transformational Experience Guide which focuses on seven steps to creating better value for guests and businesses. The aim is to enable operators to transform their experience offering and business to meet and exceed the needs of the travellers, helping to put Queensland's operators at the forefront of a global travel movement and increase their bookings and revenue.

The guide provides operators and event organisers with insights and knowledge about

- what Queensland's new brand means in practice
- the changing needs and expectations of travellers
- the Five Stages of Travel that guests go through
- how to design and deliver exceptional transformational experiences through each of the stages
- how to deepen engagement with guests
- ways to differentiate an experience through innovation and enhancing the competitive advantage.



"I wanted to congratulate you - well done - absolutely nailed the brief on TEQ's Experience Design Mentoring Program! Keep up the great work!"

- ALEX PERPICH, EVENTS AND EXPERIENCES SPECIALIST, TOURISM AND EVENTS QUEENSLAND



PROJECT PURPOSE

TEQ ran an PILOT Experience Design Program to help businesses implement the learnings in The Ultimate Transformational Experience Guide, understanding that the most effective results are realised through one-on-one mentoring.

PROJECT OVERVIEW

The program involves up to ten hours mentoring and about twenty hours additional commitment over a two-month period to complete the Experience Design program:

- Preparation work such as a basic review of operator's website and social media and Best of Queensland Experiences Program Report provided by TEQ using a standardised template provided
- An initial face-to-face meeting to discuss the details of the guide, review the mentee's self-assessment results, and identify key areas of focus
- One or two follow up video conference meetings to review progress, and identification of three to five actions to enhance the mentee's visitor experience/s
- A brief report to TEQ on the outcomes of the mentoring using a standardised template provided.

OUTCOMES

Tilma Group has been impressed with the level of commitment of program participants, and their willingness to evolve, and plan for a strong future.

We are offering pragmatic support around how participants can align with Queensland's Travel for Good principles.

We are taking a deep dive into the travel journeys of their visitors and identifying what they can do at each stage to enhance or add things that will bring the brand principles to the forefront.

The biggest gap has been in sharing - the participants had not recognised the importance of sharing when they do something good for the community, the environment or humanity.

REFEREE

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Resources

- Brief →
- Mentor Manual →
- The Ultimate Transformational Experience Guide →
- Learn more →

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