

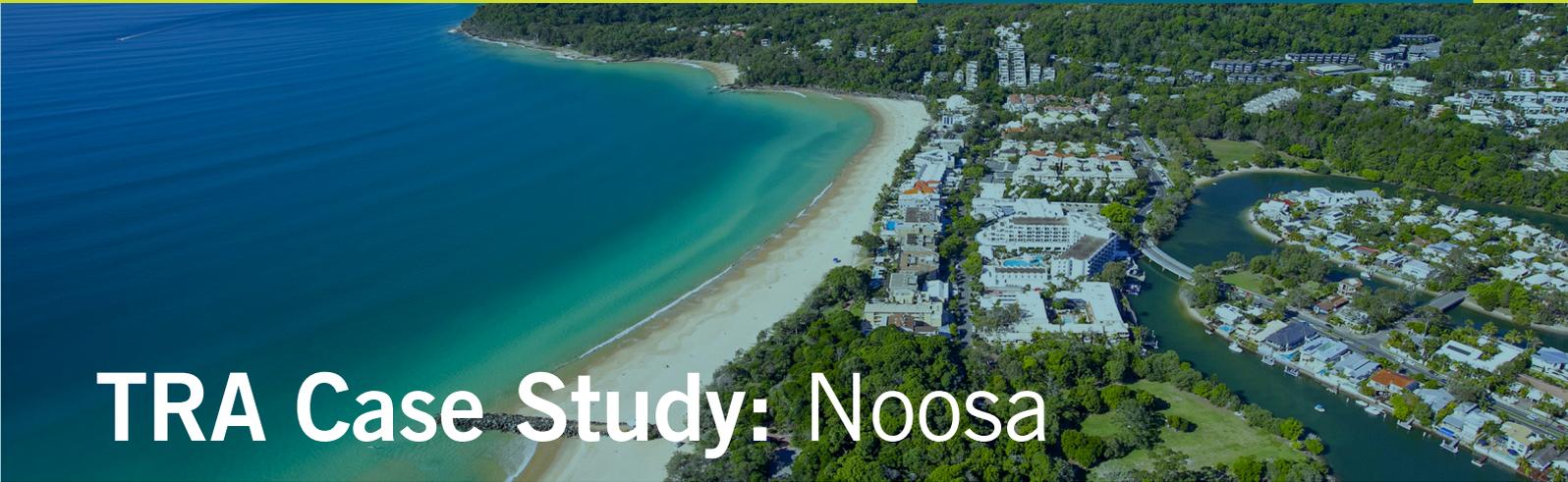


Australian Government

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TOURISM RESEARCH AUSTRALIA



TRA Case Study: Noosa

DATA HELPS DELIVER TOURISTS TO NOOSA

The beautiful region of Noosa in South East Queensland plays host to two million international and domestic visitors each year. While the attractive landscape and beautiful beaches are enticing, strategic marketing also plays a major role in attracting tourists to the area.

Tourism Noosa (TN) is the destination management organisation responsible for guiding sustainable tourism development throughout the Noosa region, on behalf of members and stakeholders.

Tourism data helps TN measure and evaluate Noosa's performance, giving its members - who are mostly local business operators - a benchmark to cross-examine their performance.

Tourism Research Australia (TRA) provides this data to TN who measure domestic and international visitation, nights and spend from core markets, and evaluate whether their marketing strategies are performing well and achieving their objectives.

TRA's [Tourism Region Profiles](#) and [Local Government Area Profiles](#) also allow TN to compare itself to similar tourist destinations.

RESEARCH UNDERPINS DESTINATION MARKETING

Sue Mikkelsen, Marketing and Communication Coordinator at TN, is a big advocate for thorough research and an advised approach to TN's day-to-day work.

'One of the main objectives for us is to show our community, members, stakeholders and Noosa Shire Council the importance and value of tourism in the region,' says Mikkelsen. 'This is an extremely broad task, but the detail of TRA's data gives us a sound basis for this.'

If tourism research can benefit the way you do business, you can learn more about TRA Online [here](#).

'We access the [International Visitor Survey](#) and [National Visitor Survey](#) data every quarter, and from time to time we get additional data for markets related to us, which we regularly refer to in a range of areas in our business operations.

'The data can also be used for new business enquiries and it advises our corporate reporting, business planning, budgeting, marketing strategies and our five-year tourism strategy.'

THE CRITICAL ROLE OF VISITOR DATA

The most important data for Noosa's tourism operations is the origin of its visitors, the reason for their visit, and the overall spend within the Noosa region.

'We receive data that breaks down interstate visitation which is a major priority for our focus on high-yield visitors. We track visitation and spend from Melbourne and Sydney which are our most important domestic markets, and look at how decreases or increases might be attributed to various marketing strategies at different times throughout the year,' explains Mikkelsen.

'The same goes for international markets; while some Asian countries are increasing in their visitation to Australia, Noosa's core markets remain the United Kingdom, New Zealand, German and North America. That information can be crucial to the way we develop our global strategy.'

'We also like to know why people visit the region, whether it's food and wine, or beaches and nature. It really helps discover our selling points,' she adds.

The data also tells TN what percentage of visitors are here for holidays, business, or to see friends and family. It can even tell TN whether people are travelling in couples, with kids, or as backpackers.

'Internally, it's so important for us and our members to look at the region's performance and benchmark that with what's happening elsewhere across the wider region, the State and nationally,' says Mikkelsen.

'To be honest, I'd be surprised if there were organisations like ours who aren't using TRA data regularly. If there are destination marketing teams out there who aren't—I'd highly recommend it.'

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