



EARTHCHECK

C T
L F
CUSTOMER FRAME

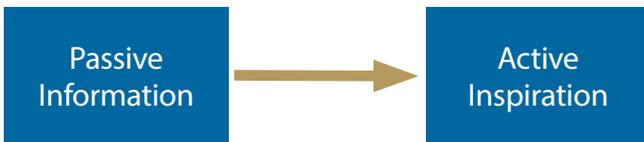
VISITOR INSPIRATION CENTRE TRANSFORMATION PROGRAM



From Information to Inspiration: A Visitor Centre Journey

In a world where mass-information is at consumer's fingertips, travellers are suffering from a paralysis of choice. A choice of where to go, what to do, where to find information and working out what is credible. Visitor Information Centres (VIC) are well placed to provide curated local knowledge and authentic stories, to take their rightful place as a vital part of the visitor experience.

An opportunity exists for VIC's to reposition from Information to Inspiration, leveraging their vital role in the customer value chain as a provider of credible local market knowledge. As a credible curator, incremental revenue opportunities can be unleashed in the pre-, during- and post-travel visitor journey phases. All of this is possible by reframing the VIC and taking an accurate view of the customer and their needs by putting them at the heart of everything they do.



A Powerful Partnership: EarthCheck + Customer Frame

The EarthCheck and Customer Frame partnership brings together the world leaders in tourism and sustainability accreditation consulting with globally-acclaimed customer strategy, experience innovation and transformation consulting. Working within a common agenda of transforming the tourism industry through sustainable, customer-centred change, EarthCheck and Customer Frame are committed to collaborating with industry stakeholders at all levels.

Program Outcomes:

- Improve ROI for VIC funding and Investment
- Give your regional, state and national tourism bodies a reason to talk about your VIC
- An opportunity to innovate without a large expense
- Provide measureable impact for operators and visitors
- Access to world leading experts to accelerate change
- Increase VIC visitation and visitor spend for the destination

Visit: www.earthcheck.org

#VISITORINSPIRATION



EARTHCHECK

C T
L F
CUSTOMER FRAME

START YOUR TRANSFORMATION JOURNEY

Program Options: A Stepped Approach to Improving VIC Return on Investment

Each step in the process is a building block, enabling you to accelerate your shift to a customer-led business at your pace.

STEP ONE

Making Visitor "Inspiration" Centres A Reality (\$1,650*)

We provide all the information you need to redesign your Centre and reimagine the role of the team to meet the needs of the next wave of visitors. Through a three hour session, we walk you through the components required to meet the ever-changing needs of customers, leaving you with specific ideas to get moving on the journey.

STEP TWO

Customer Centric Review - Where are you today? (\$3,850*)

Through an immersive, action-oriented workshop, we guide your senior team through the 9 competencies of customer success. We examine your current performance against global best practice, and leave the session with clarity of your priority focus areas, a workbook for future reference and a clear action plan for customer improvements.

STEP THREE

Reimagining your Centre (\$6,950*)

This is a concept design and staff inspiration program. We conduct a Customer Shoes Experience Analysis (mystery shop) and business review of your Centre. Then, in a management workshop we help you to define the new direction and map out a concept for the Centre including estimated costs for fitout.

Taking it further, we can also prepare a comprehensive business plan for your re-energised VIC - starting from \$25,000

*All prices are in Australian Dollars and exclude GST and travel expenses.

Contact

André Russ
EarthCheck
Vice President Sales
E: andre.russ@earthcheck.org
T: +61 7 3238 1900

Mark Olsen
EarthCheck
General Manager, Consulting
E: mark.olsen@earthcheck.org
T: +61 7 3238 1900

*All images used courtesy of Tourism Events Queensland

#WALKTHETALK