

Capricorn Region

'Hero Experiences' Fact Sheet



The Visitor Experience

A tourism 'experience' is the emotional feeling or personal achievement a visitor derives from the purchase, participation or consumption of a tourism product – accommodation, attractions or tours.

The 'tourism product' is what the customer buys; the 'tourism experience' is what they remember.

What are 'Hero Experiences'?

Hero experiences are those world class iconic experiences that:

- provide a destination with a real competitive advantage over other destinations,
- focus on what is truly unique or memorable or engaging about a destination, and
- meet the needs of identified target markets.

Why 'Hero Experiences'?

Focussing on a destination's 'hero experiences' is:

- responding to the demands of our domestic and international visitors,
- designed to gain a competitive advantage over other destinations, and
- an opportunity to focus the efforts of tourism stakeholders and create partnerships.

The identified destination 'hero experiences' builds on existing destination and Queensland brand work, provides operators with the opportunity to improve and innovate their operations without major capital investment and ultimately is about creating unique memories for our visitor and positive word of mouth.

Capricorn Region 'Hero Experiences' have been developed to deliver the region's

2020 tourism vision, brand promise and the 'themes' that underpin the vision and brand.

Vision

"By 2020 Capricorn will be recognised within the Southern Great Barrier Reef for its sustainable island and coastal tourism experiences."

Core Brand Promise

Feel the awe of discovering stunning, secluded reef that is within reach.

Themes

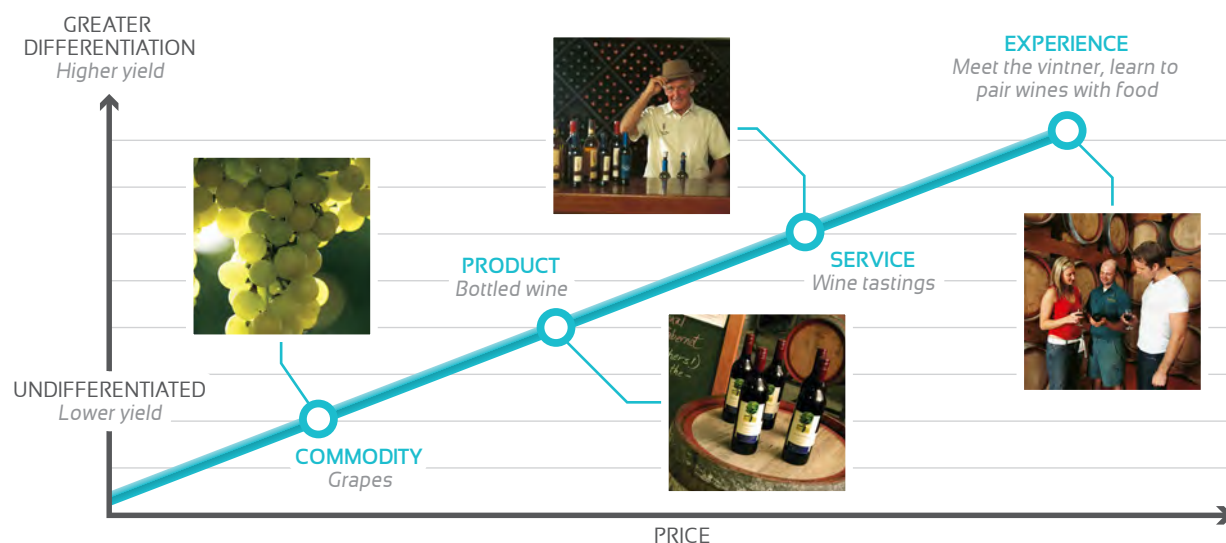
- Southern Great Barrier Reef
- Carnarvon Gorge and Natural Wonders
- Caves and Fossicking
- Regional Specialties and Culinary Delights



THE EXPERIENCES SPECTRUM

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

Experiences = Greater Economic Value



Capricorn Region 'Hero Experiences'



Southern Great Barrier Reef

Immerse yourself in the stunning world of the Southern Great Barrier Reef, just a stroll off the long sandy beaches of Great Keppel Island.

Supporting Attributes and Potential Clusters:

Island cruises and charters, dive/snorkel with turtles and dolphins, camping, parks, Great Keppel Island Holiday Village.



Carnarvon Gorge and Natural Wonders

Explore coastal rainforests or escape into the ancient world of sandstone gorges with unique plant life and 19,000 year old Aboriginal art.

Supporting Attributes and Potential Clusters:

Carnarvon Gorge, Byfield State Forest and National Park, Blackdown Tableland, Mount Etna Caves, Mount Archer, Mount Zamia.



Caves and Fossicking

Unlock the secrets of the ages as you visit limestone caves or unearth natural treasures fossicking in a country embedded with great mineral wealth.

Supporting Attributes and Potential Clusters:

Limestone caves, Sapphire Gemfields, mines, Gemfest, fossicking, Dig the Tropic, bats, Underground Opera Co.



Regional Specialties and Culinary Delights

Learn about and enjoy the culinary delights of the coast and country, from beef to crocodile to mud crab to tropical fruit.

Supporting Attributes and Potential Clusters:

Beef capital of Australia, Beef Australia Expo, Rockhampton Riverbank precinct, Koorana crocodile farm, fisherman's coop, farm stays.