

Private Sector Pathways (PSP) Program

Challenge Statement

Innovative wonderment to support tourism operators to enhance visitor experiences at any stage/s of the travel consumer journey.

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This Private Sector Pathways (PSP) Challenge aims to provide opportunities for innovative Queensland-based organisations that can apply their innovative solutions to enhance the visitor experience expectations through any stage/s of the travel consumer journey, which includes 5 stages from dreaming to sharing (see Figure 1 below. A detailed explanation of each stage can be found in **Appendix 1**).



Figure 1: Five stages of the travel consumer journey.

Travellers may encounter barriers within the five stages of travel that may affect their travel experience. This may include but is not limited to the overabundance or lack of information, feelings of travel anxiety or expectations not met. Our goal is to align visitor expectations with their experiences through innovative strategies with a visitor-centric approach.

If you have innovative solution/s to enhance visitor experience at any stage of the travel consumer journey, regardless if you are in the tourism sector or not, apply now!

Challenge Owner

The challenge owner is the Tourism Division within the Department of Tourism and Sport (DTS).

Tourism has partnered with Advance Queensland to seek out innovative solutions that will enhance the visitor experience when traversing the travel consumer journey. The collaboration aims to address Tourism's commitment to enable and enhance partnerships across the visitor economy network to drive outcomes and success while keeping the visitor experience at the forefront.

Challenge Context

The Current Situation

As part of the Towards Tourism 2032 strategy, Queensland aims to be Australia's destination of choice for domestic and global visitors seeking the world's best experiences. Through reimagined and reinvented offerings for the benefit of visitors, our communities and the environment, Queensland aims to raise its global profile as a visitor destination.

Through this challenge, we want to unearth innovative solutions to enhance visitor experiences. Now more than ever, aligning visitor expectations of flexibility, accessibility and inclusivity across a broad range of tourism experiences, is critical for Queensland's Tourism industry.

Challenge Imperative

In a time when tourism needs to evolve alongside tech wonderment and digitisation, the challenge imperative is clear: Embrace and harness innovation to meet and/or exceed visitor needs at each stage of their travel journey. A successful visitor experience solution may consider accessibility, inclusivity, flexibility, and be future proofed at any stage of the travel journey. By doing so, we can encourage repeat visitation, foster the growth of tourism, help achieve 2032 strategic objectives, and benefit the entire state of Queensland.

To meet these imperatives, tourism operators must adopt a holistic approach, recognising the diverse needs of travellers while remaining flexible enough to cater to a broad spectrum of interests and preferences. By prioritising the enhancement of visitor experiences, tourism operators not only meet expectations but also pave the way for increased visitation and repeated engagement.

Solutions should consider sustainable and regenerative tourism practices that support communities and value the contribution visitors make to their environment and lifestyle.

Intended objectives/outcomes

While not essential or exhaustive, the example imperatives listed below significantly contribute to the success of innovative solutions to address visitor experiences and expectations.

Your innovative solution may resolve one, multiple or non-listed imperatives identified below:

Imperative	Short Summary
Visitor-Centric (Accessible and Inclusive)	<p>Solutions should prioritise a visitor-centric approach, which involves meeting or exceeding visitor expectations, ensuring user-friendliness, and facilitating informed decision-making and service delivery. The solution should not only be easily accessible for visitors but for tourism operators as well, reducing decision-making anxieties and difficulties of research, coordination, and/or planning. Crucially, the imperative requires the solution to serve as a facilitator, not a barrier, by reducing information clutter and supporting travellers in their journey, where tourism operators can cultivate an environment where exploration is intuitive and memorable.</p> <p>Solutions should consider accessibility and inclusivity, considering diverse needs and cultural awareness.</p> <p>Flexibility and ease of implementation are crucial to support technology adoption and encourage innovation among tourism operators.</p>

Technologically Viable	Solutions must be seamlessly integrated, future-proofed to adapt to evolving trends, new technology platforms and visitor needs. It's essential to establish clear technology ownership, licensing, and update protocols to ensure seamless integration as an on-going solution. Furthermore, technology should empower operators and travellers alike, streamlining processes and transcending sector boundaries to maximise impact and reach.
Commercially Sustainable	Solutions should be financially sustainable for both tourism operators and travellers alike. Consideration of update and usage costs is vital, with a focus on driving visitation and encouraging repeat visits to offer tangible value to stakeholders within the tourism ecosystem. It is imperative that solutions do not become obsolete quickly or burden operators with exorbitant costs, but rather remain agile, adaptable, and economically sustainable for ongoing utilisation.

The Stakeholders Involved

In the diverse ecosystem of visitor experience, numerous stakeholders play an integral role in the provision and quality of experiences. These entities contribute uniquely to both these experiences and visitor expectations throughout the travel consumer journey.

Visitors: Visitors are the main beneficiaries in the tourism industry, and broadly include Tourists and Visiting Friends and Relatives (VFR). The visitor experience refers to their participation through the travel consumer journey, from dreaming to sharing. Managing visitor expectations and experiences is the highest priority, in line with the vision for Queensland in 2032 to be Australia's destination of choice for domestic and global visitors seeking the world's best experiences.

Tourism Operators (TOs): Tourism operators are persons/entities who conduct or operate tourism activities as a business. They play a crucial role in the visitor experience through the provision of services, accommodation, tours, attractions and activities. TOs are seeking to leverage innovative and user-friendly solutions to enhance these experiences.

Supply Chain for Tourism Operators: The supply chain for TOs includes vendors and service providers that support operations, such as transportation, hospitality, and equipment suppliers. They have high impact on the function of tourism businesses and thus the overall visitor experience.

Community: The local community plays a crucial role in supporting and promoting tourism. They provide the infrastructure, services, and cultural elements that attract tourists and drive growth. It is a priority that innovative solutions contribute positively to community well-being and employment and foster support for tourism. This includes First Nations communities, with opportunities to showcase and enrich First Nations tourism experiences, and deliver economic opportunities for Traditional Owners, Indigenous communities, Aboriginal and Torres Strait Islander local leaders and businesses.

Trade: The trade industry outlines entities that play a critical role in facilitating the visitor experience, such as airlines, travel agencies, and transportation providers. Collaboration with the trade industry is important in delivering an innovative solution that addresses their roles throughout the travel consumer journey.

Challenge Solution

Outcomes Desired

The solution will aim to enhance the visitor experience for all tourists within Queensland and ensure that their travel journey, from Dreaming to Sharing is informed, easy to use, and enjoyable. We want to reduce the barriers travellers face during the five stages of travel which may include but are not limited to the overabundance or lack of information, feelings of travel anxiety or expectations not met.

As part of the PSP program, the successful application will directly pilot their solution with Tourism and/or one of their key stakeholders. The applicant needs to consider how their solution may be implemented following the pilot process, e.g. how tourism operators may utilise the solution moving forward on a commercial basis.

Technical and/or Regulatory Considerations

- Data privacy and security measures should be implemented to protect both the visitors' personal information and the operators' data.
- The solution should adhere to relevant regulatory requirements and industry standards in the tourism sector.
- Integration with existing systems and platforms should be considered to ensure seamless connectivity and interoperability.

Design Benefits

- The design of the solution should prioritise user-friendliness and ease of use for both visitors and tourism operators.
- The solution should provide a seamless and intuitive user experience, allowing visitors to easily navigate and access relevant information throughout their travel journey.
- It should reduce information overload and clutter, presenting information in a clear and organised manner.
- The solution should incorporate interactive and engaging features to enhance visitor engagement and satisfaction.
- Design elements should reflect the diverse needs and preferences of visitors, considering factors such as age, language, and cultural backgrounds.
- The solution should be scalable to accommodate future growth and advancements in technology.
- The proposed solution should consider accessibility and inclusivity to ensure that all visitors can easily access and use the solution through their travel journey.

Commercial Opportunities

- The successful implementation of the proposed solution should consider commercial opportunities for the applicant and potentially tourism operators, leading to increased visitation and repeat visitation.
- The solution should enable tourism operators to gather valuable data and insights about visitor preferences and behaviours, allowing for more targeted marketing and personalised experiences.
- The solution should consider the opportunities to create new revenue streams for operators through partnerships and collaborations with other organisations in the tourism ecosystem.
- The solution should integrate seamlessly with existing tourism operators booking and payment processes, in order to reduce additional operational costs and to improve the overall efficiency of tourism operations.
- By enhancing the visitor experience, the solution should foster customer loyalty, positive reviews, and recommendations, contributing to the long-term success and profitability of tourism businesses.

How to apply

Applications can be submitted via [here](#) and should include the following:

- A clear description of the solution, including its key features, benefits, and value proposition.
- A roadmap for implementation, including timelines, resources, and milestones.
- A plan for measuring the impact and success of the solution, including metrics and evaluation criteria.
- A budget that outlines the financial requirements for implementing and maintaining the solution.
- A summary of the team's qualifications and experience, including relevant skills and expertise.

Shortlisted applicants will be invited to pitch their solutions to a panel of experts and the successful applicant/s will enter a contract and pilot their solution with the Challenge Owners.

Successful Applicant(s)

The winning proposal(s) will be selected based on its innovation, feasibility, impact, and alignment with the challenge objectives. The successful applicant will receive grant funding of up to \$100,000 (excluding GST) through the Advance Queensland initiative, to develop and pilot their proposed solution for up to 6-8 months with Tourism stakeholders.

Project Duration

The duration of the project is estimated to be up to 6-8 months. If a suitable solution to the challenge is found, project commencement is most likely to start in July/August 2024.

As part of the assessment process, shortlisted applicants will be notified and invited to a Solution Presentation Day. This will be an opportunity for you to present your proposed solution (either in person or remotely) to the Challenge assessment panel.

Presentations are expected to be up to 20 minutes long, with time afterwards for Q&A. Full details will be provided in due course.

More Information

The Advance Queensland [Private Sector Pathways \(PSP\)](#) program aims to solve corporate challenges with solutions generated by proven innovative Queensland small to medium enterprises and scaleups. For more information about the PSP Challenge, contact Advance Queensland's Private Sector Partnerships team at partnerships@dtis.qld.gov.au

Further information about Tourism strategies can be found at:

- [Towards Tourism 2032](#)

Join us in this endeavour to make a positive difference to visitors that eagerly await their travel journey in Queensland.

Appendix 1

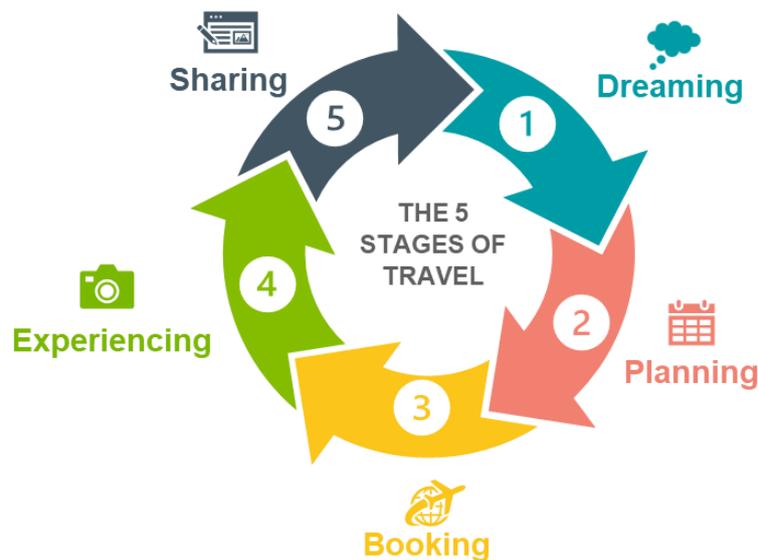


Figure 2: Five stages of the travel consumer journey.

The five key stages of the travel journey can be defined as:

- 1. Dreaming:** This is the inception phase, where the aspiring traveller seeks inspiration, explores various destination options to craft positive experiences, and begins to formulate expectations for their journey. They will draw upon a wide range of online / offline sources, including travel and video blogs, social media platforms, travel expos, government departments and organisations such as Tourism and Events Queensland and Tourism Australia. These sources play a crucial role in transitioning the traveller into a planning mindset.
- 2. Planning:** Once a destination has been chosen, the traveller embarks on a journey of information gathering, active evaluation, and decision-making to shape their anticipated experiences. It is imperative that they have access to current information, comprehensive planning guidance, and tailored recommendations for their chosen location. This ensures confidence as they transition to booking their travel experience.
- 3. Booking:** The traveller makes a final decision to commit to booking their travel experience. As this is typically a large discretionary purchase, it is critical this process is straightforward, simple, and assures confidence.
- 4. Experiencing:** This stage delivers visitor experiences where the traveller should feel supported and comfortable their destination and experience will match or exceed the expectations of the dreaming and planning phase. Access to relevant resources, guidance and support while travelling ensures ongoing confidence, trip satisfaction and subsequently creates customer loyalty and fosters return visitation.
- 5. Sharing:** The final stage occurs post-experience, where the traveller returns from their destination and considers sharing their trip. Feedback and reviews are typically captured, and re-engagement strategies can be employed to encourage return visitation and advocacy, however the success of this stage is ultimately underpinned by the success of the first four stages. Ultimately, simple and user-friendly sharing methods should connect multiple platforms for harmonious and efficient information sharing. This stage has significant influence on stage one, illustrating the closed-loop nature of the 5 stages of travel.