

Digital Transformation Enhancing Geotourism
by
Angus M Robinson, Managing Partner, Leisure Solutions®

One of the key plenary themes at the SEGRA 2018 conference in Mackay focused on 'Technology of the Future'. A keynote speaker, Stuart George, Digital Creative Director of CKP Creative Digital Solutions explained how Video, Virtual Reality (VR) and Augmented Reality (AR) are the largest, fastest and most effective tactics in digital marketing today. With millions of views on new mobile platforms and desktops daily, Video, VR and AR educates, informs, delights and creates loyal fans and customers. In a Spotlight session, other speakers addressed how technology and innovation provides business growth and social inclusion opportunities for rural, regional and remote Australia.

As 'geotourism is tourism which focuses on an area's geology and landscape as the basis for providing visitor engagement, learning and enjoyment', the Geotourism Spotlight session highlighted a presentation on self-drive geotourism by Peter Homan, General Manager of Outback Queensland Tourism Association (OQTA). Peter explained that OQTA's digital strategy will respond to range of existing and new traveler groups, and that's why their organisation is changing its marketing to be data-driven and digital-only.

SEGRA has been exploring these exciting new dimensions for the past three years. At the Bathurst SEGRA 2015 (and accompanied by a separate presentation by Stuart Kidd, Founder of the start-up company, Everythere at the Albany SEGRA 2016), Ken Moule, CEO of Global GBM has demonstrated how smartphone technology is evolving to capture and make available to travelers a range of natural heritage information. At the Port Augusta SEGRA 2017, Kevin Liepins of Destination Development Solutions presented a case study about a digital tourism development platform for Longreach Regional Tourism.

In his recent presentation, Peter Homan spoke about AR delivered through a smartphone platform that is being developed by a Qld based entrepreneur. Another smartphone application was demonstrated at the Mackay conference by Adam Gordon, BDM of Situ. Through the networking opportunities provided by SEGRA (where collaboration has been promoted this year as a key driver of technology implementation), arrangements are now being made to bring together these various technology providers into a formative, Qld based cluster grouping. With the support of OQTA and conceivably Tourism and Events Queensland, a key agency which is strongly focused on digital transformation opportunities), it is hoped that self-drive 'geotrails' can be developed in outback Queensland, supported by a leading innovative digital platform

Further information, email: angus@leisuresolutions.com.au