

A photograph of two cyclists riding on a gravel path. The path is framed by a large, rustic wooden structure made of weathered logs and beams. The cyclist on the left is wearing a blue and white jersey, and the cyclist on the right is wearing a black jersey. They are riding towards the right. The background shows a grassy field with trees and a clear sky.

# Developing visitor experiences

# How to develop appealing visitor experiences to leverage your rail trail

- The needs and expectations of visitors
- Trends in regional tourism
- What to consider when designing a new experience
- Accessible tourism experiences for rail trail users with disability



Gladstone, Queensland, Courtesy of Tourism and Events Queensland



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[tilmagroup.com.au](http://tilmagroup.com.au)  

# What is an experience?

More than a product or service, it's an emotional feeling or personal achievement

Unique, unexpected and exotic things that your guests cannot do anywhere else, or that you can do better than anyone else, that surprise and delight your guests.



Brisbane Valley Rail Trail, Queensland, Courtesy of Tourism and Events Queensland



## What is experience design?

Continually reimagining and redesigning how a visitor experience meets, and preferably exceeds, the expectations of their guests.

(Source: Tourism and Events Queensland)

Brisbane Valley Rail Trail, Queensland, Courtesy of Tourism and Events Queensland

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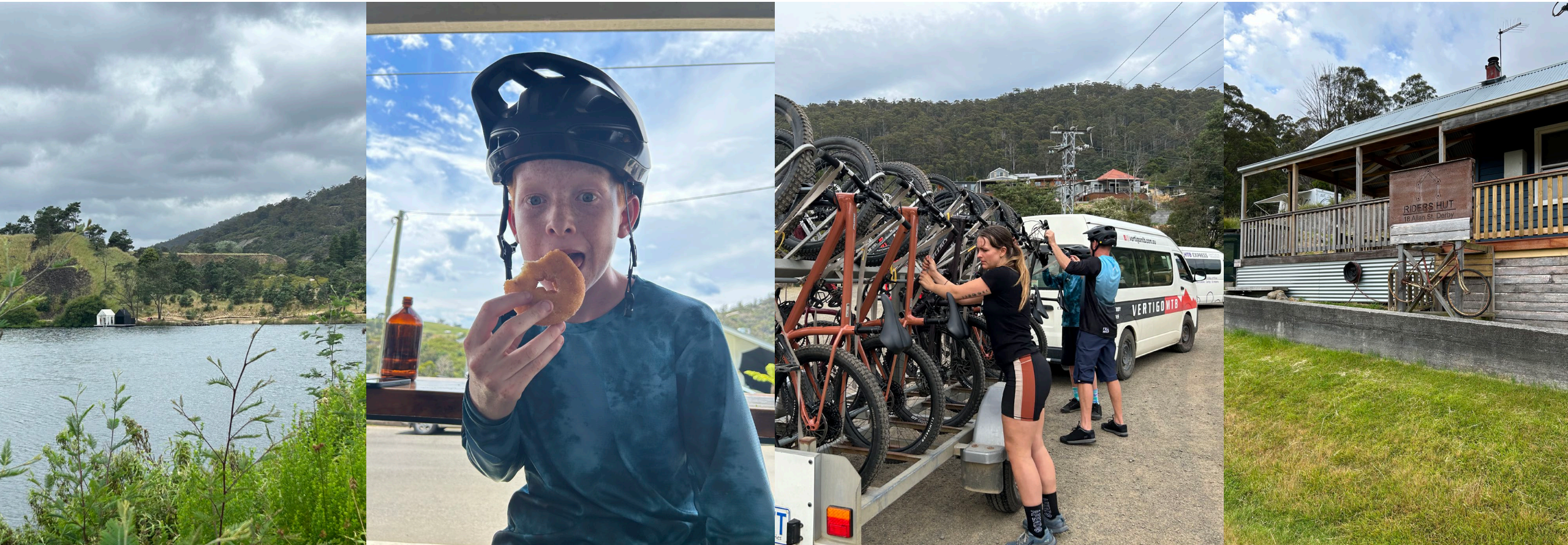
**What are visitors looking for in a cycling destination?**

① Start presenting to display the poll results on this slide.

# Holistic destination approach

- Trail (or trails)
- Trailhead facilities: parking, drinking water, trail signage/map of the network
- Bike parking with lock up, repair stations, charging
- Bike rental and place/s to buy bike gear
- Water refill stations
- Shuttle / transfer services
- Bike cleaning
- Repairs: bike mechanic, tourism operators with basic bike repair skills, bike rack for cyclists to do self-maintenance
- Toilets, showers
- Bike-friendly accommodation
- Food and drinks (breakfast, lunch, dinner, grocery)
- Guided tours
- Events
- Rider friendly locals/culture; staff who can confidently assist with help or knowledge e.g. have knowledge of trails/the destination
- Experiences beyond riding
- Collaborative marketing, bundling/itineraries, brochures
- Bike skills sessions

# Holistic destination approach: Derby, Tasmania



# Packaging: Rail Trail Adventures

## Trail riding

### + adventure experiences

e.g. horse-riding, fishing, or parachuting (!)

### + the basics

e.g. transfers, hearty pub lunch

## Horsing around

Spend the day exploring the Brisbane Valley Rail Trail on both 2-wheels and 4-legs

Spend the morning biking on the Brisbane Valley Rail Trail at your leisure, before enjoying lunch in one of the local pubs. Choose from a range of tasty pub-classics, such as steak and chicken parmy. In the afternoon, you'll get to experience the trail from the back on a horse, with a 2-hour trail ride, suitable for all abilities.

Costs start at \$210/adult

### What's Included;

- 4-hours Hardtail Mountain Bike hire
- 2-hours Horse riding on bush trails and the BVRT
- Hearty pub lunch at an historic country pub
- Experienced Guides
- Free transfers to your BnB

[Book Now](#)



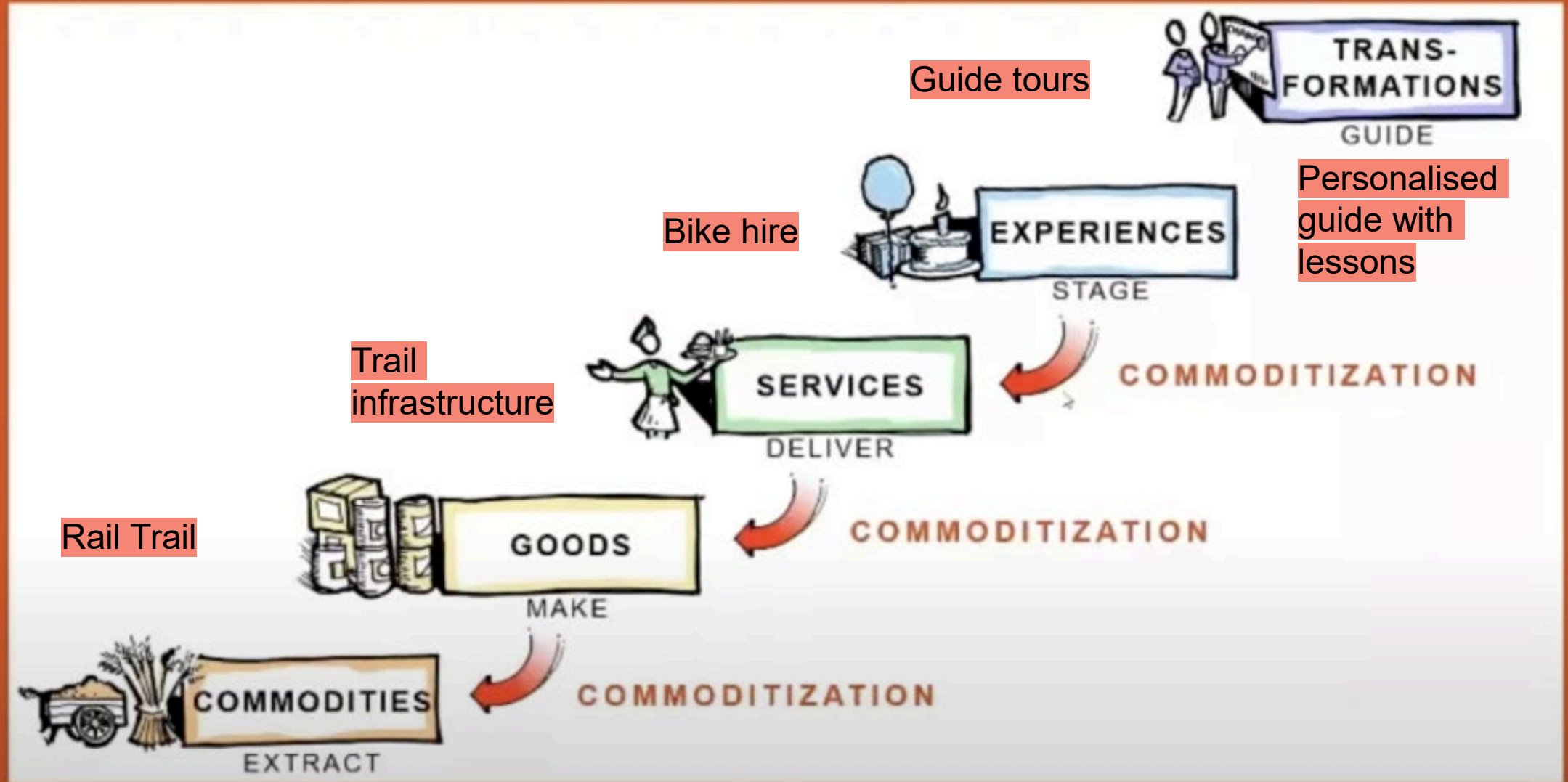
## Macro trends

1. Hands on, participatory, interactive
2. Travel for good, purpose-led, sustainable
3. Authentically local
4. Aboriginal and Torres Strait Islander connection
5. Agritourism (\$18.6 billion by 2030)
6. Wellness
7. Nature-based, nature connection
8. Transformational: stretch, learn and grow, meaningful, provide a deeper connection/understanding

Brisbane Valley Rail Trail, Esk, Queensland, Courtesy of Tourism and Events Queensland

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# PROGRESSION OF ECONOMIC VALUE



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Joe Pine, Transformation Economy

# Transformational experiences

## Mind



- Mental wellbeing.
- Grow and evolve by discovering, learning and having a deeper understanding.
- Create and innovate.

## Body



- Physical wellbeing.
- Feel energised, active, motivated and challenged.
- Encourage healthy, positive lifestyles.

## Heart



- Emotional wellbeing.
- Feel a sense of belonging and connection to others.
- Contribute to something greater than yourself.

## Humanity



- Make the world better.
- Promote progress, freedom, equality, diversity, tolerance.
- Eliminate poverty and discrimination.

## Community



- Participate in an engaged community based on shared positive values.
- Bring people together in an inclusive, proud and supportive society.

## Environment



- Care for, contribute to and protect our natural environment.
- Educate and raise awareness to create advocacy and action.

TEQ's Ultimate Transformational Experiences Guide





## Who are cyclists?

- 1/4 of travellers are interested in cycling experiences
- Younger, young families, male
- Motivated by nature and adventure as reasons to travel
- Opportunity to cross-sell with other active experiences

(Future of Tourism Demand by Tourism Australia)

Brisbane Valley Rail Trail, Queensland, Courtesy of Tourism and Events Queensland

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# Designing for trail users: Rail Trail Refuge, Linville



REFRESH\* STUDIO FOR ARCHITECTURE

# Meeting cyclists needs: Brisbane Valley Roasters



Brisbane Valley Roasters

# How to create a visitor experience

- Only in your destination
- An inspirational story
- The guest in the lead role
- Touch, smell, taste, sound, sight, emotions
- A backstage pass
- Feel like a local
- Authentic and genuine
- Aligned with the destination's brand
- Surprise
- Create lasting memories

TEQ's Experience Development Guide



# Only in your destination

- Your destination is the best place to experience it.
- This experience makes your destination truly unique.
- Unique setting, unique wildlife, local customs or food.
- Don't be same, same!

Don't be  
another  
country town!

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# An inspirational story

- Feature an inspirational story or theme.
- Tell the story of local characters, customs and culture, or local plants and wildlife.
- Provide the visitor with an opportunity to interact with and learn about your destination.



"He tells me Dreamtime stories have no ending, that the yarn is still happening, the mountains are still moving, the sky ever growing, the land constantly changing, and the story of Country never stops.

Standing there under a big blue sky, surrounded by gorgeous grey gums, listening to the crunch of dry leaves underfoot and the sounds of kurrawongs and Glossy Black cockatoos in the distance, it felt really good to be part of that story, if just for a few hours."

# Authentic and genuine

The experience is real, does not have a staged mass-market feel, and is not commercialised or superficial.

# Kestrel Nest EcoHut Farm Tour: Farming with Habitat



# Surprise

Does the experience feature an element of surprise or deliver something unexpected?

# Surprise and delight: Diamondvale Estate, Stanthorpe



Diamondvale Estate

# Accessibility

- 1/5 of Australians have disability (18%)
- 1/4 of trips are by travellers with access needs (23%)
- 1/5 of domestic tourism spend (21%)

(Tourism Research Australia)



Cania Gorge, Queensland, Courtesy of Tourism and Events Queensland



## Who are travellers with disability?

- Mental health condition
- Chemical sensitivity / food allergy
- Hearing impairment
- Mobility limitation / use a mobility aid
- Learning or understanding difficulties
- Vision impairment
- Need for a wheelchair / mobility scooter

Currumbin and Yandina, Queensland, Courtesy of Tourism and Events Queensland



Springbrook, Queensland, Courtesy of Tourism and Events Queensland

## Accessible trails

- Trailhead: parking, visitor centre, access info on signage or brochures, toilets, access through gates and bollards
- Trail: trail surface, slope, length
- On the trail: seating, shade, lookouts, support for service animals e.g. water to drink
- Communications:
  - accessibility info online/in brochures/ on signs
  - website and print itself (e.g. fonts, colours, image descriptions)



## Low-cost/labour accessibility

- Add webpage with written information and images showing how your business is accessible
- State that you welcome people with disability and they can talk to you about any needs they have
- Provide low cost or free entry for those with Low Income Cards and Companion Cards
- Provide for assistance dogs (e.g. drinking water, let staff know assistance animals are allowed inside)
- Provide staff with disability awareness training e.g. inclusive language and behaviour
- Provide food options for those with common allergies

K'gari, Queensland, Courtesy of Tourism and Events Queensland

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# Northern Rivers Rail Trail

## Condition and accessibility

- + What is the Rail Trail surface made of?
- + How wide is the Rail Trail?
- + How steep or hilly is the Rail Trail?
- + How many bridges and tunnels are on the Rail Trail?
- + Can I use the Rail Trail in a wheelchair, electric wheelchair or mobility scooter?
- + What accessibility features are available for people with a disability to enjoy the Rail Trail?
- + What level of fitness is required?
- + Where do I enter and exit the Rail Trail?
- + Does the Rail Trail have a centreline or separate lanes for walkers and cyclists?
- + Where are the best scenic lookouts/vantage points?



# Designing experiences to support and leverage BVRT

- Multiday packaged experience deals (o/n visitors)
- Kid friendly
- Agritourism experiences – stop along the trail, local produce
- Improved food and drink experiences
- Cultural and historical interpretation and guides
- Accessible experiences
- Tailored experiences to different visitor types – different skill levels
- Working together!



# THE GREAT WESTERN RAIL TRAIL *Blackall to Yaraka*

- New Infrastructure
- Existing Infrastructure
- Opportunities

- 📍 Signage
- 🚻 Toilets
- 🏠 Camping/rest areas
- 🔒 Fencing



Blackall Woolscour redevelopment

Trail Head **BLACKALL**



# Thinking outside the box to create something extra-ordinary



**BIKE SHOP/RENTAL/TOUR:**

## **SACRED RIDE – LUNAR-CY FULL MOON RIDES**

**sacredride.com.au**

Based out of Jindabyne, Sacred Ride offers an epic mountain bike tour experience – riding ebikes to the top of Mt Kosciusko under the light of the full moon, complete with local beverages and a guided tour of the range.

### **Making the ascent of Mt. Kosciuszo**

Australia's highest mountain - for many is a once-in-a-lifetime experience, and an 'experience' it should be. Every full-moon in summer Sacred Ride organises a bike ride to the top of Australia, involving a ride from Charlotte Pass to Rawson's Pass then a short walk to the summit which includes - bike and gear hire, a lift to Charlotte Pass (leaving 5:30pm), a guided tour of the range by our support team, and a shot or two of Wildbrumby schnapps upon reaching the summit as you watch the sun set over the main range and the full-moon appear in the Eastern sky."



**EXPERIENCE**

## **FLOATING SAUNA**

**floatingsauna.com.au**

An incredible Finnish woodfired sauna floating on Lake Derby. An Instagrammer's paradise! Guests spend an hour in the sauna and can cool off with a cold water plunge in the lake afterwards.

"Located in the little town of Derby, the Floating Sauna Lake Derby is the perfect way to finish a mountain bike adventure, or simply a retreat to take in the beauty of nature and the mountain air."

# Questions

