



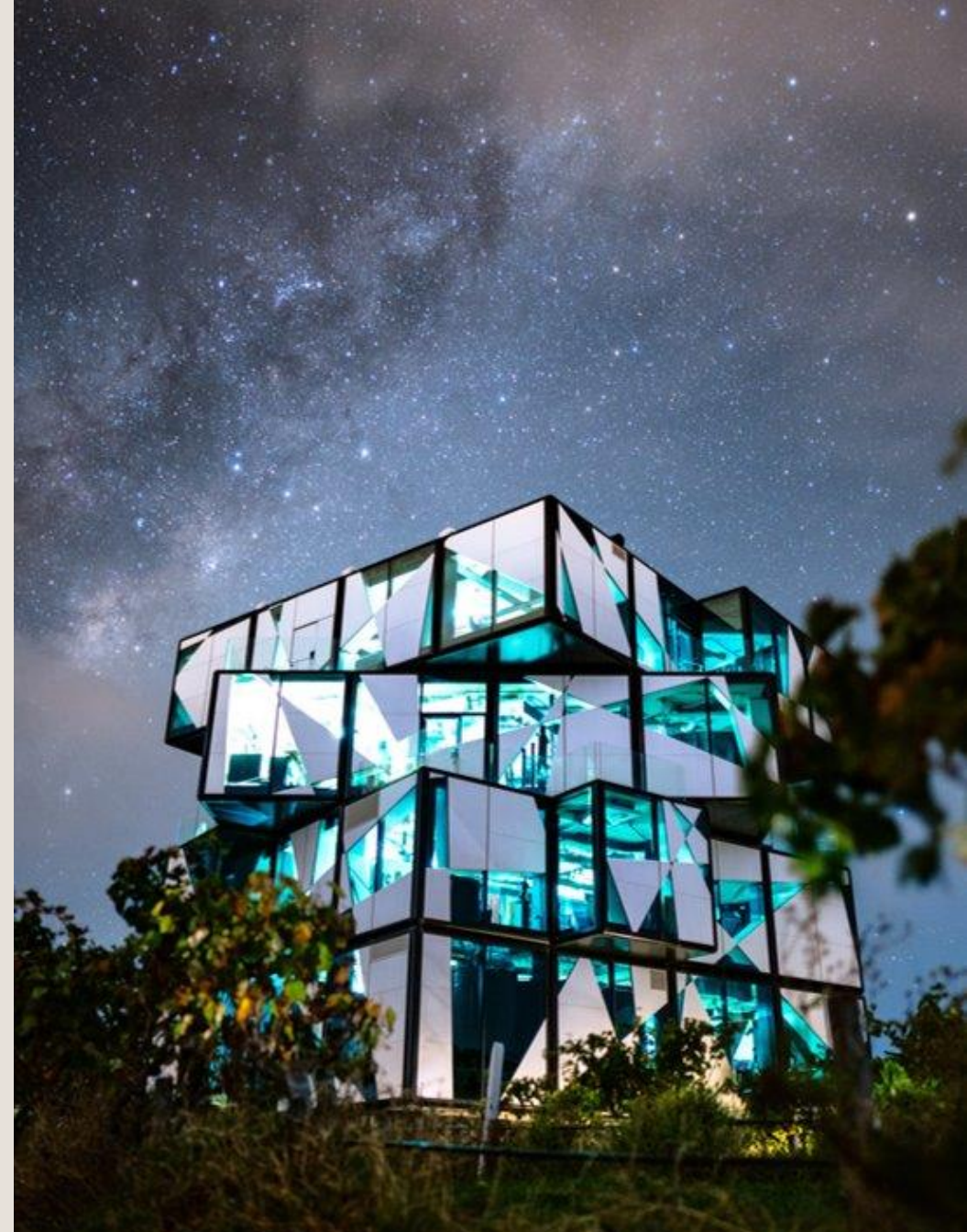
# THE NEW DIGITAL TRAVELLER: HOW TO DEFINE & BUILD PERSONALISED CUSTOMER JOURNEYS

EMILY PRIMAVERA  
SOUTH AUSTRALIAN TOURISM COMMISSION



## WHAT ARE WE TRYING TO ACHIEVE?

- Inspire and encourage consumers to explore South Australia
- Generate qualified leads / referrals to South Australian tourism operators and travel industry partners
- Increase tourism expenditure and visitation in South Australia
- We don't own any airline seats, hotel rooms or offer any tourism experiences



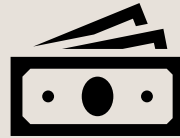
# TOURISM PATH TO PURCHASE



**INSPIRE**



**PLAN**



**BOOK**



**TRAVEL**



**SHARE**





## INTEREST BASED AUDIENCES



**EVENTS**



**FOOD & DRINK**



**NATURE**



**WILDLIFE**



**CITY**

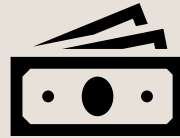
# TOURISM PATH TO PURCHASE



**INSPIRE**



**PLAN**



**BOOK**



**TRAVEL**



**SHARE**



58 Osborn Road, McLaren Vale,  
Fleurieu Peninsula, South Australia,  
5171

Closed now

0329 4888

wine@darenberg.com.au

<https://www.darenberg.com.au/the-experience/>

VISIT WEBSITE

BOOK NOW



Share

## THE D'ARENBERG CUBE

### OVERVIEW

The d'Arenberg Cube in McLaren Vale is a five storey multi-function building set among Mourvèdre vines.

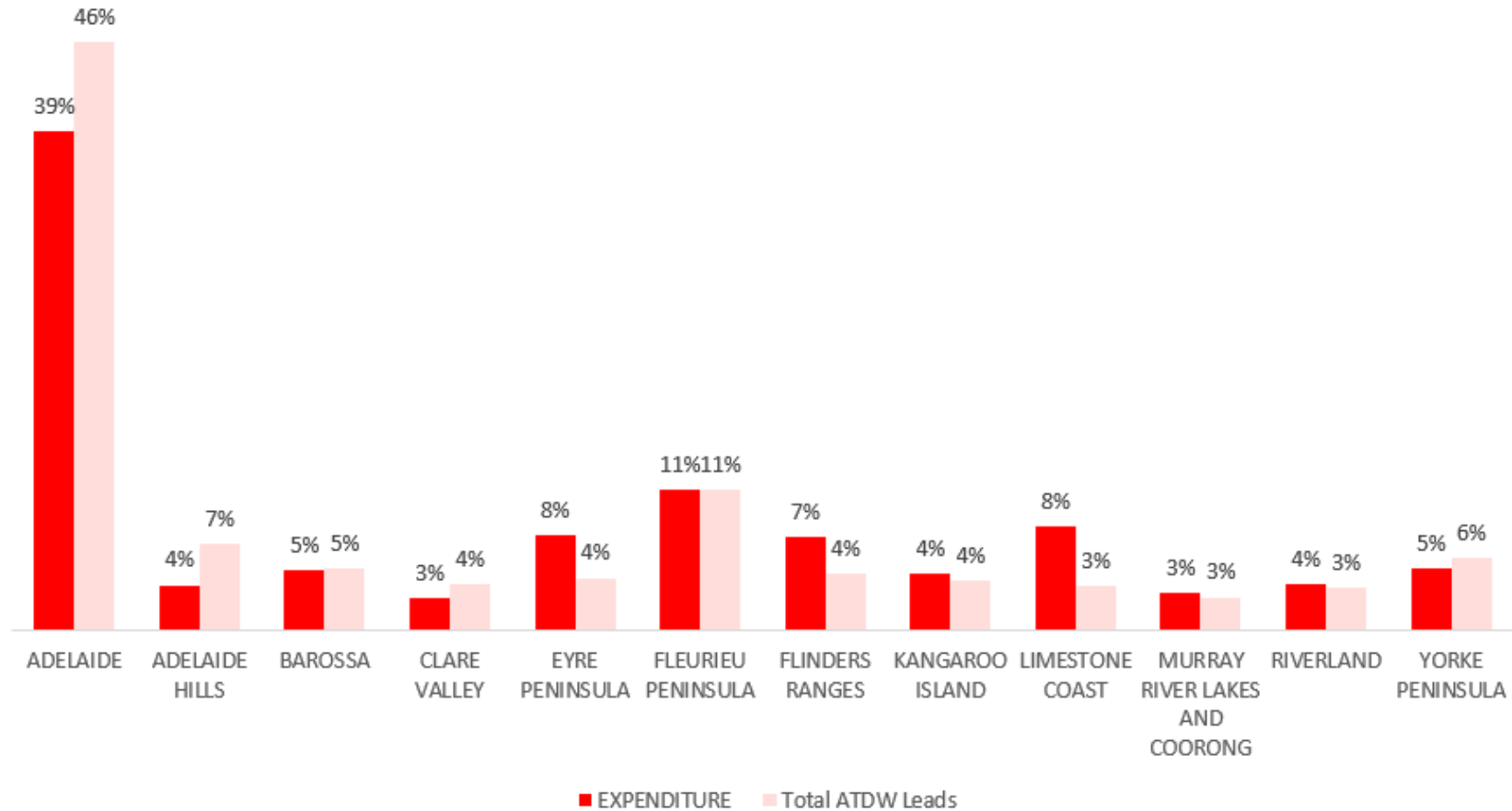
The building has the optical illusion of floating in a vineyard, each level with spectacular views overlooking the rolling hills of Willunga. Inside is the winery's Tasting Room, a casual eatery, private function areas and numerous artworks and features throughout.

Soak up the d'Arenberg Cube experience over a seasonal casual food menu from the team behind d'Arry's Verandah Restaurant. Enjoy alongside a cocktail or of course, d'Arenberg's acclaimed wines.

Eat@Polly's is filled with quirky art, and has spectacular views of the McLaren Vale wine region. Open for light lunch daily, with a reduced morning tea menu available.

# MAPPING THE VALUE OF LEADS

ATDW Leads versus Expenditure Year end June 2021



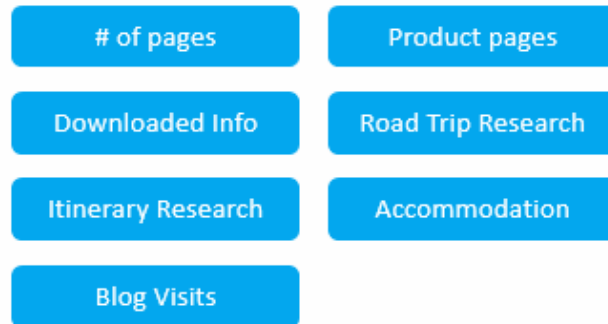


# MEASURING ENGAGEMENT

A custom **Engagement Score** that takes a visitor's journey through the site and **measures the level of engagement** that they demonstrated with different elements throughout their visit.

By understanding which behaviours drive more click-outs and longer visits.

## Variables included in the Engagement Score



Variable	Variable Weighting
Product Pages	0.8
Pages	0.4
Downloadable Information	6.7
Itinerary Research	5.3
Blog Visits	5
Accommodation Research	4
Road Trip Research	3.9

# BEHAVIOURAL AUDIENCES



INTEREST



INSPIRE



PLAN



BOOK

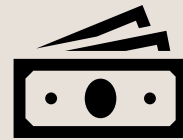
# TOURISM PATH TO PURCHASE



**INSPIRE**



**PLAN**



**BOOK**

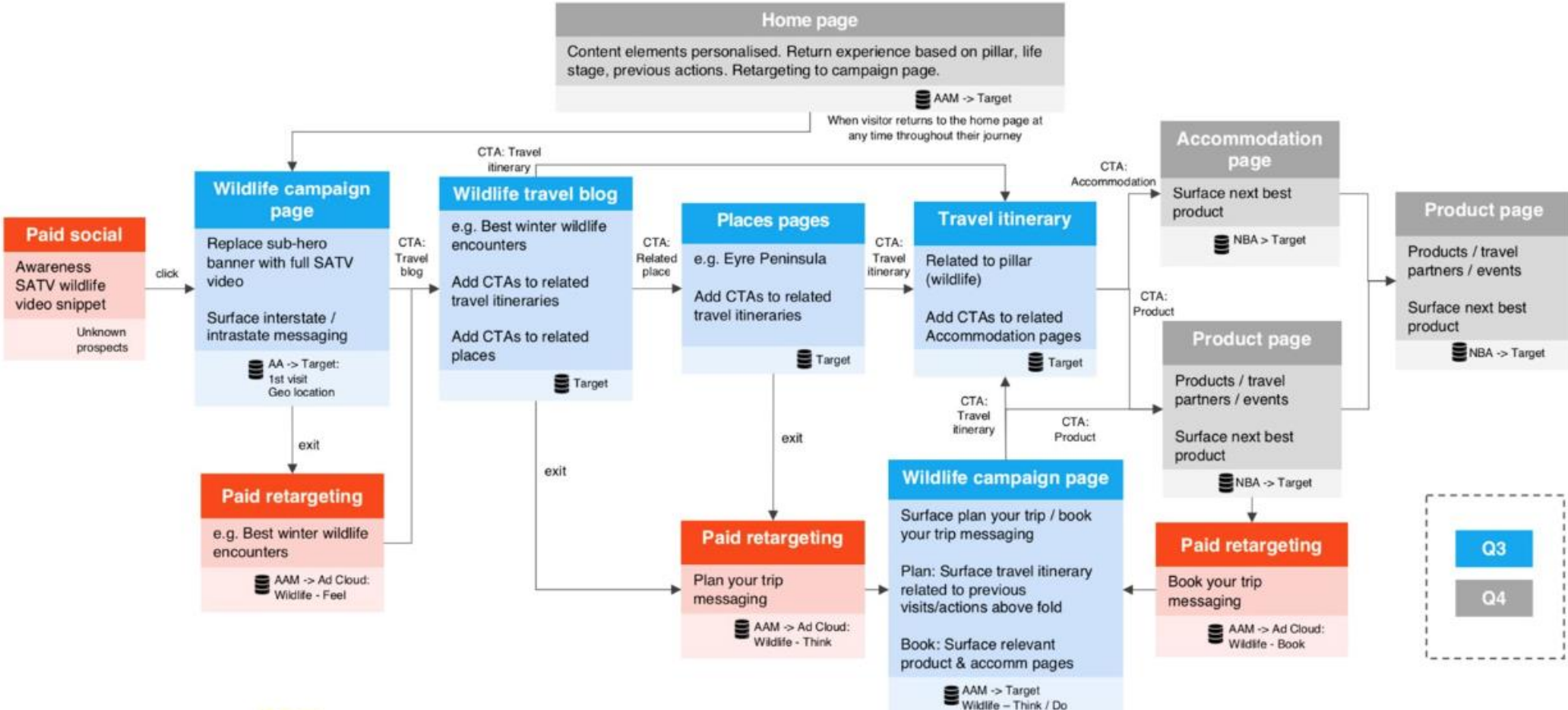


**TRAVEL**



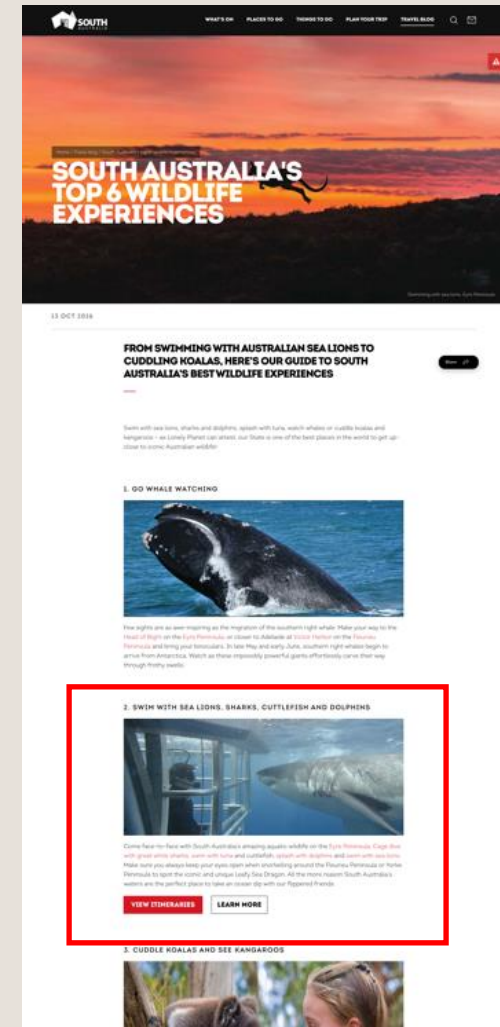
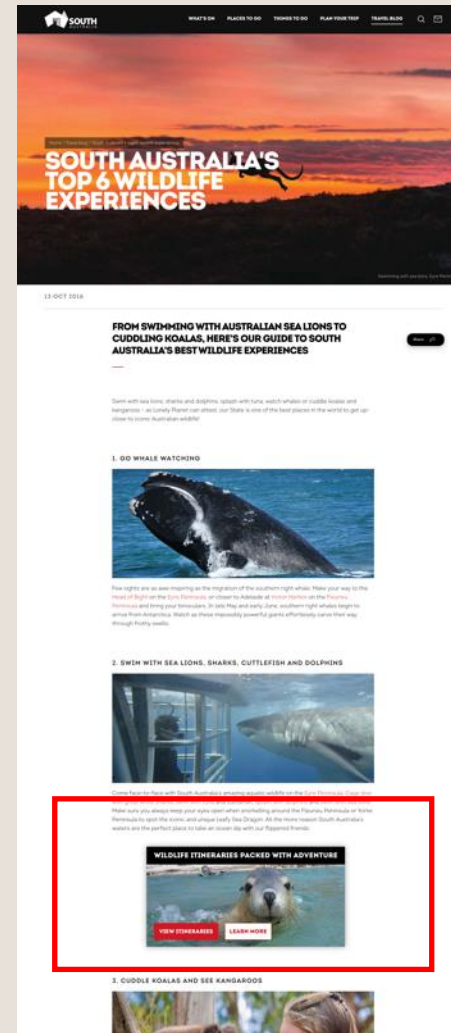
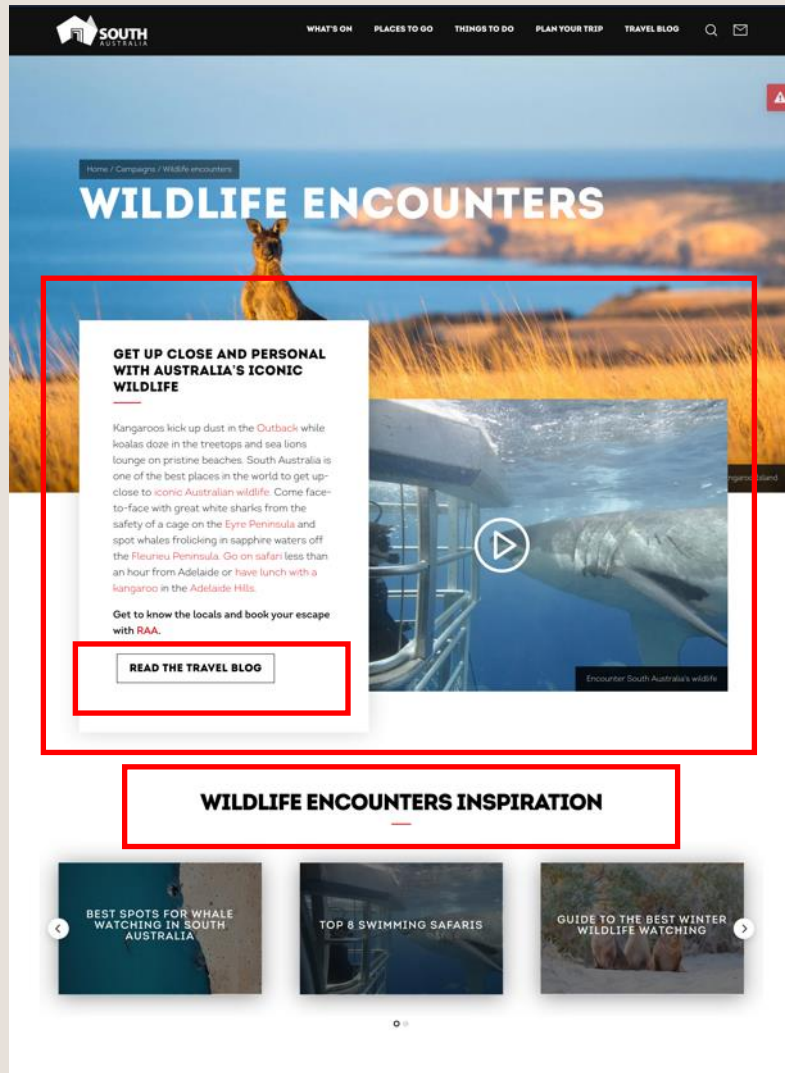
**SHARE**

# CONSUMER JOURNEY

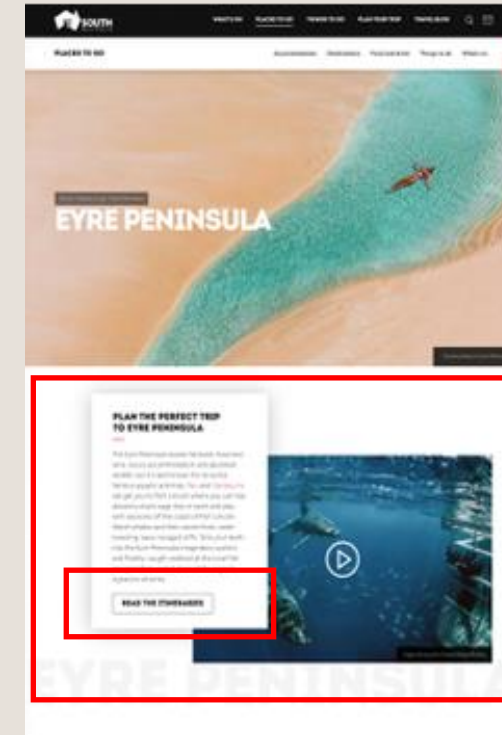
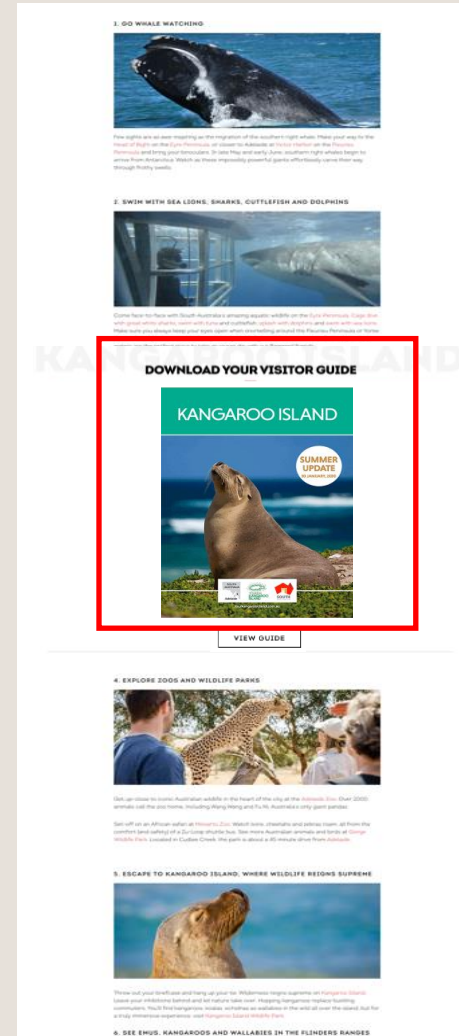
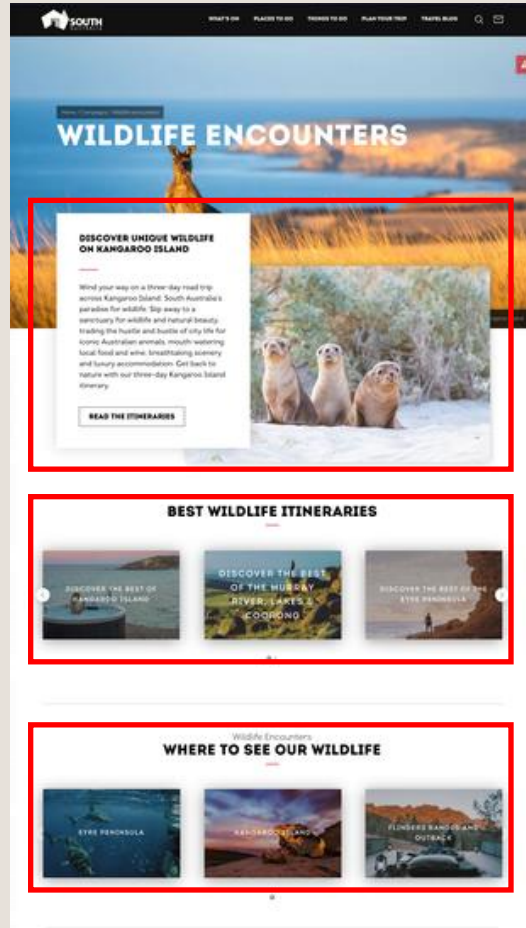




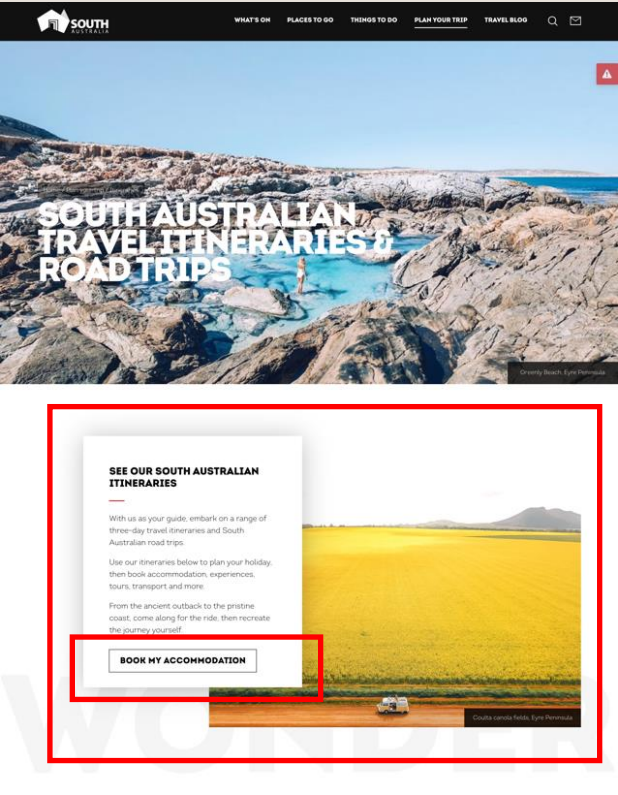
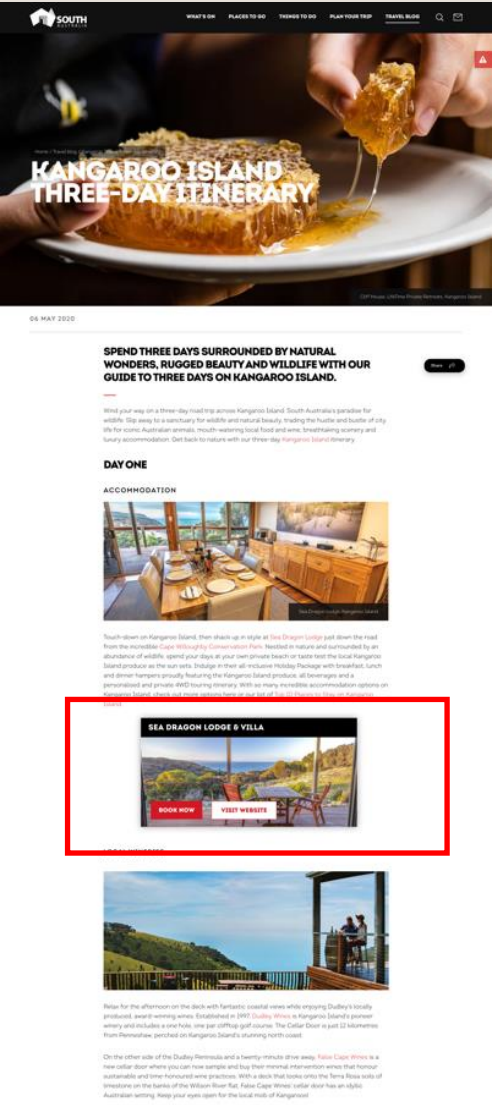
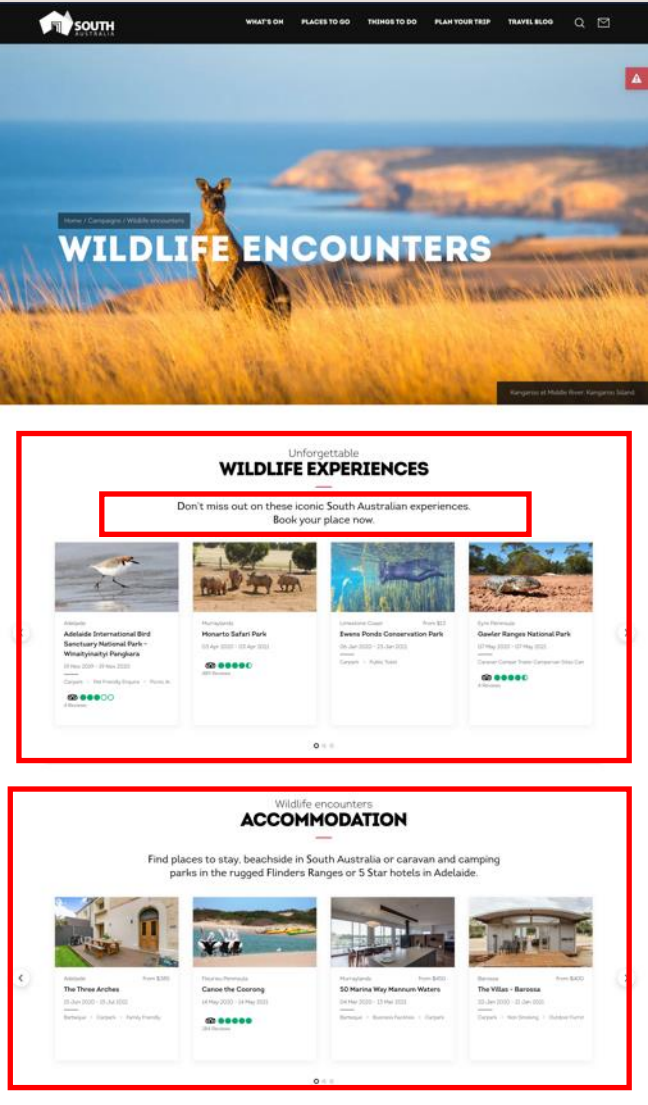
# TOP - INSPIRE - FEEL



# MID – PLAN - THINK



# BOTTOM – BOOK - DO







Custom creative digital media for both prospecting and remarketing to bring consumers into and through the journey.





**+13%**  
**ENGAGEMENT**  
**SCORE (mid)**

**+23%**  
**ENGAGEMENT**  
**SCORE (bottom)**



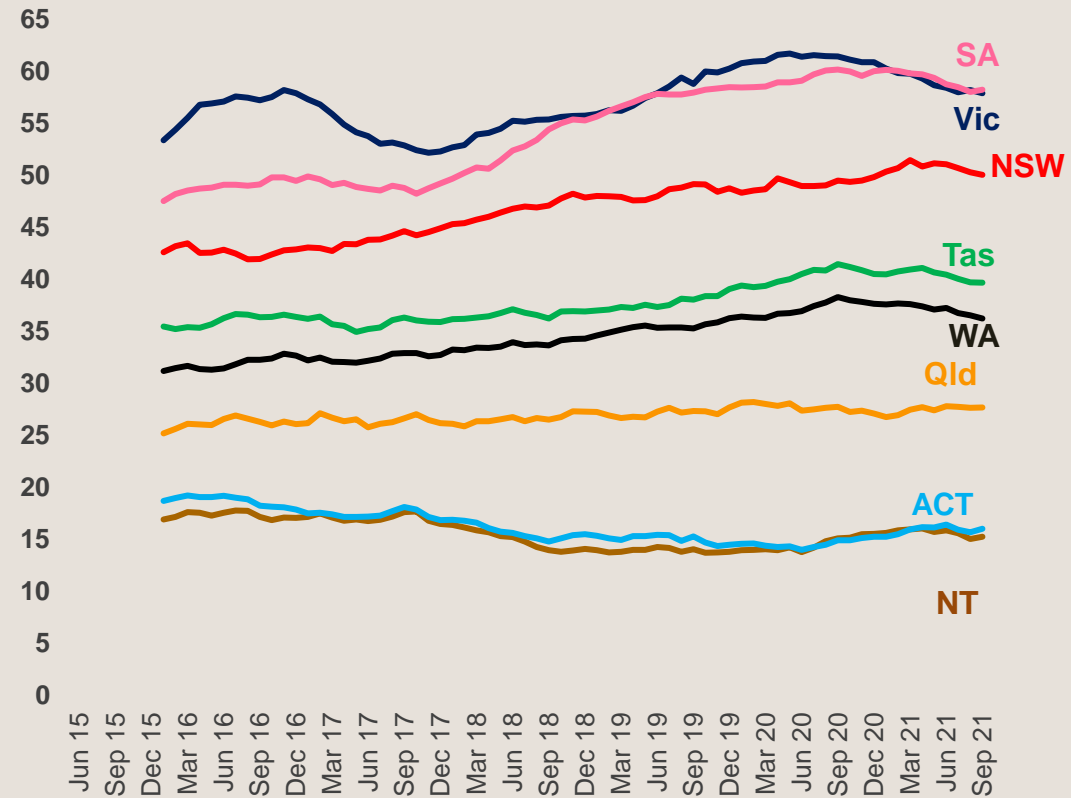


**+30% LEADS  
(bottom)**

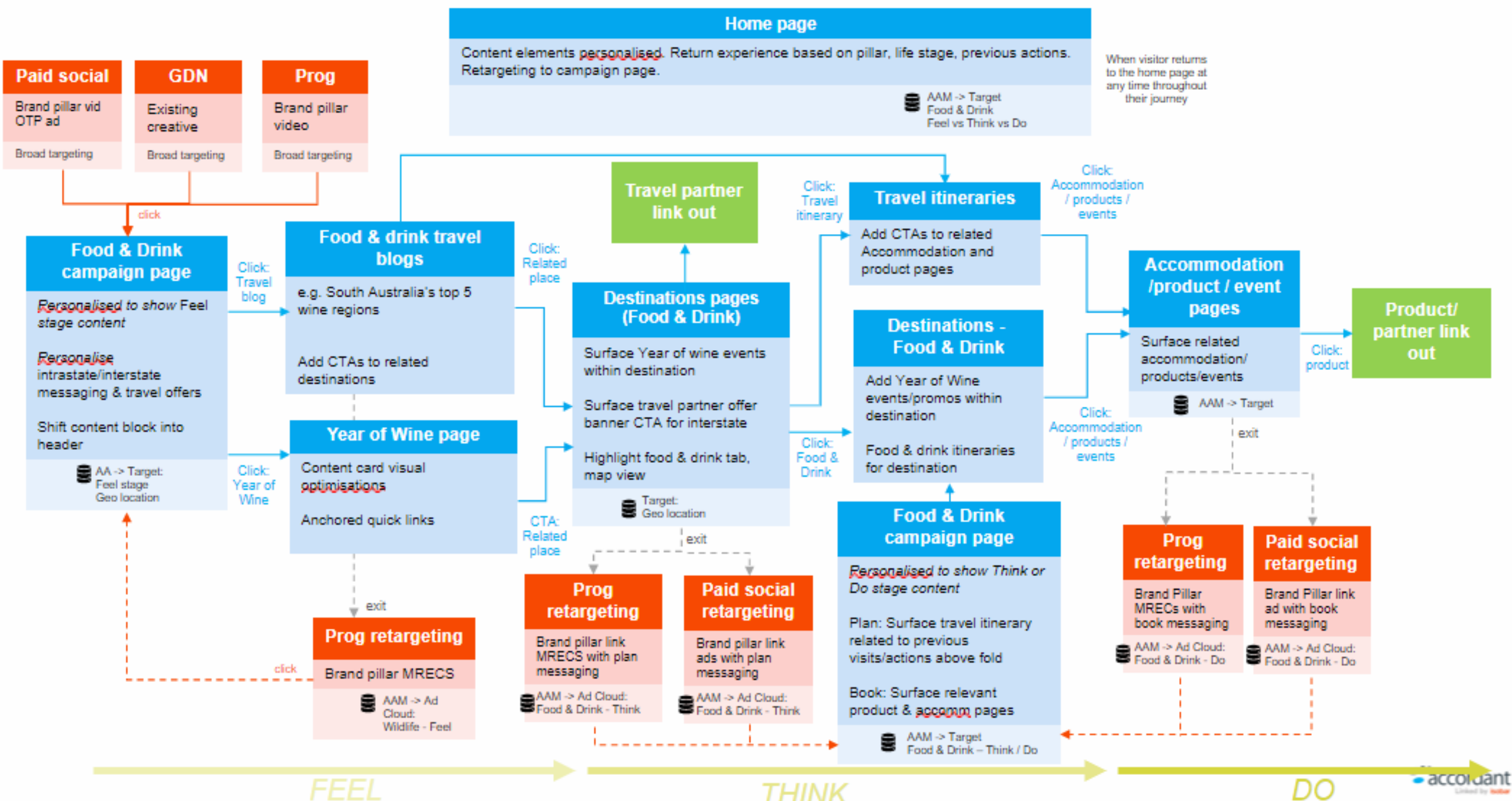
**13,000+  
PRE-QUALIFIED  
LEADS**



## GOOD FOOD AND WINE – INTERSTATE ASSOCIATION



# Food & Drink audience journey



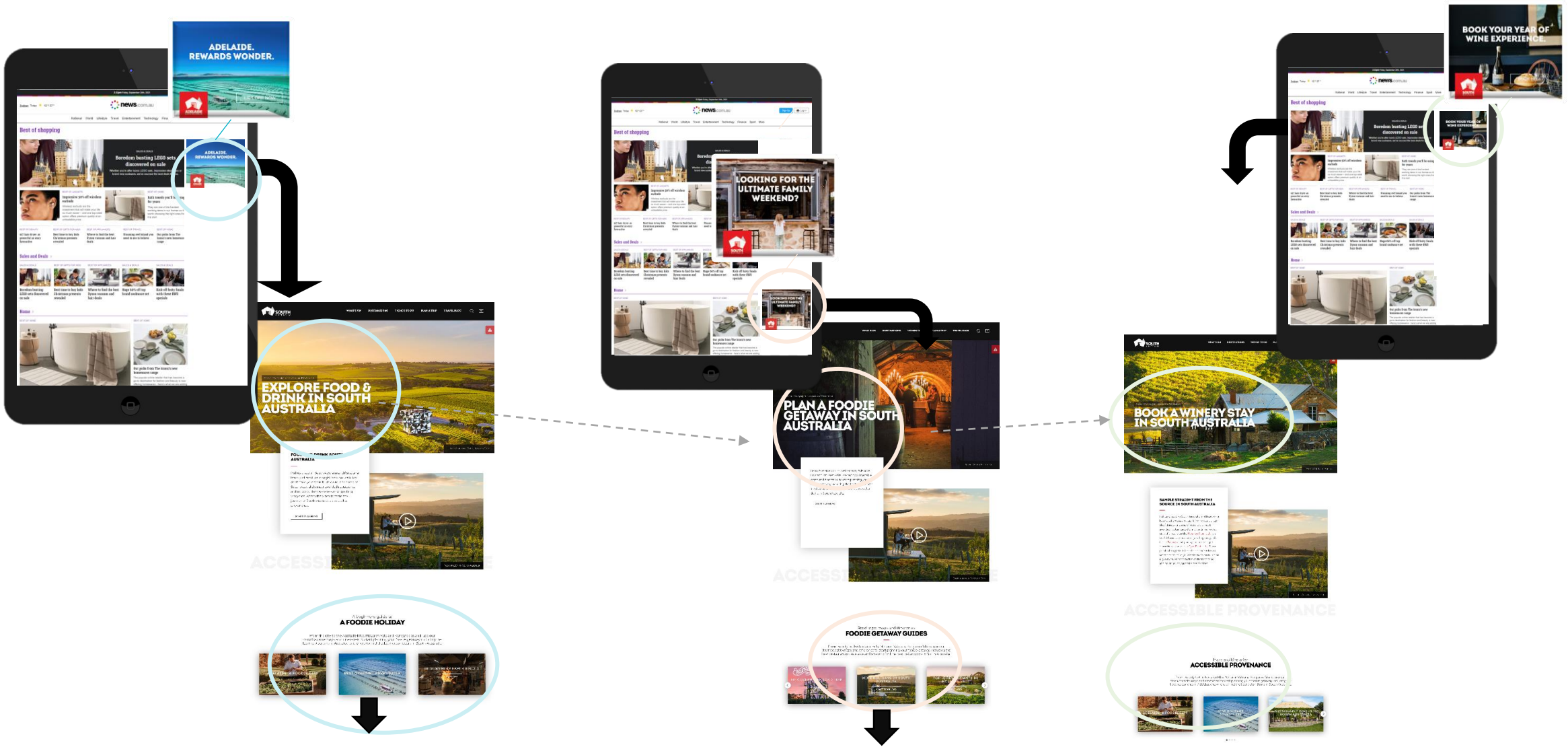


FEEL →

THINK →

DO →

OFFICIAL



## Food and drink ATTRactions

Dig into the best food and drink attractions in South Australia including the Adelaide Central Market and regional markets, farmgates, cellar doors, pick your own fruit farms and providores.



Barossa

**Barossa Farmers Market**

Carpark · Enquiry Desk · Family Friendly

[BOOK NOW](#)



[BOOK NOW](#)



Barossa

**Barossa Valley Cheese Company**

Family Friendly · Food and Refreshments

[BOOK NOW](#)



Adelaide Hills

**Udder Delights Cheese Cellar**

Alfresco Outdoor Dining · Coach Parking

[BOOK NOW](#)



## Food and drink EXPERIENCES AND TOURS

Let your taste buds lead the way on tour throughout South Australia with the best foodie experiences including cooking schools, paddock to plate experiences, wine blending and fishing charters.



Adelaide

**Food Tours Australia**

[BOOK NOW](#)



Adelaide Hills

from \$130.00

**Panorama Experience**

[BOOK NOW](#)



Eyre Peninsula

from \$600

**Experience Coffin Bay and Eyre Peninsula Forage and Feast**

[BOOK NOW](#)



Eyre Peninsula

**Coffin Bay Oyster Farm & Tasting Tours**

[BOOK NOW](#)





## CABN CHLOE - BLEWITT SPRINGS

### OVERVIEW

CABN Chloe, especially reserved for this secluded setting and sleeps up to four adults comfortably with a queen bed and two full sized bunk beds. Set in enchanting heritage bushland you won't come into contact with anyone else just the wilderness that welcomes you.

Offering ample walking trails to discover amazing fauna and an abundance of native birdlife and wildlife that call this habitat home, staying in and around the CABN you'll find it hard to believe that world class wineries and some of pristine white sandy beaches are only 20 minutes' drive away.

### FEATURES

ENTITY FACILITY

### PRICE

From \$209 to \$349

PRICE FROM \$209

Blewitt Springs, Fleurieu Peninsula, South Australia, 5271

hello@cabinlife

<https://cabinlife/products/tour-cabin-chloe/>

VISIT WEBSITE

BOOK NOW



Book

### OTHER PEOPLE ALSO VIEWED



Cabin Chloe



Fleurieu Peninsula  
Mount Lefroy House  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe



Berries  
The Village - Berries  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe



Clare  
Bulbin Clamping - Clare  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe



Flinders Ranges  
The Vineyard Inn  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe

0 1 2 3 4 5 6 7 8 9 10



## SEPPELTSFIELD ROAD DISTILLERS

### OVERVIEW

Named after the picturesque, palm-lined stretch of road in the Barossa where the South Australian distillery calls home, Seppeltsfield Road Distillers are a new addition to the Australian gin market, making gins with their range of premium, handcrafted gins.

Located less than an hour from Adelaide's CBD, Seppeltsfield Road Distillers Distillery & Tasting Room is a modern addition to the Barossa Valley's wineries and cellar doors.

The premises of the growing husband and wife duo, Jon and Nicole Durbin, Seppeltsfield Road Distillers range of gins have been pressed both locally and internationally, earning them more than 30 medals alongside being named Australian Gin Distiller of the Year in 2020 and winning Best New Tourism Business in the 2020 SA Tourism Awards.

Visitors to Seppeltsfield Road Distillers are given an opportunity to witness the magic of distilling whilst discovering their premium gin releases and learning about the process with a structured, yet relaxed tasting flight.

Seppeltsfield Road Distillers also offer a range of customer experiences including tours, group tastings and a range of bespoke and personalised options. The friendly team can curate a unique and personalised visit.

Or for those just looking for the perfect place to unwind, sit and relax with one of their signature cocktails or a delicious GGT.

### FEATURES

ACCREDITATION

WINE REGIONS

ENTITY FACILITY

PRICE RANGE

ACTIVELY WELCOMES PEOPLE WITH ACCESS NEEDS

LOCATION

OPEN ON MAPS

### OTHER PEOPLE ALSO VIEWED



Cabin Chloe



Clare  
The Vineyard Inn  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe



Flinders Ranges  
The Vineyard Inn  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe



Flinders Ranges  
The Vineyard Inn  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe



Flinders Ranges  
The Vineyard Inn  
Cabin Chloe  
Cabin Chloe  
Cabin Chloe

0 1 2 3 4 5 6 7 8 9 10

## YEAR ON YEAR RESULTS 20/21



**+73%**

WEBSITE VISITS



**+223%**

QUALIFIED LEADS TO SA  
OPERATORS & TRAVEL  
PARTNERS



**+86%**

LEAD GENERATION  
RATE (LEADS/VISITS)





- Don't be afraid to define new objectives based on what you need to know about the customer (Engagement metric)
- You don't need to, and you won't be able to tackle personalisation at scale first, but starting small gets you somewhere, and great results!
- Your objectives can be influenced gradually, by more than just performance marketing – map out, tweak and test your consumer journey onsite







**SOUTH**  
AUSTRALIA