



CASE STUDY

INTERNATIONAL PARK TOURS

Australia's Green Cauldron National Landscape Experience Development Mentoring Program

International Park Tours is based in the Gold Coast Hinterland and is a family-owned walking tour company operating over 30 walking tours in Australia and around the world.

Within Australia's Green Cauldron National Landscape, International Park Tours run two Walking Tours; Secrets of the Scenic Rim and Australia's Green Cauldron. The experienced team take small groups on 5 night, 6 day journeys tailored to suit the traveller's length of stay & interests. The tours are centred on showcasing the spectacular National Parks and natural attractions of the region in a way that suits and engages the visitor's interests.

The experience created by the team at International Park Tours forms a journey that creates a link between the landscape, the forests and the people in such a way that experience seekers could not do alone.

Mentoring Program Achievements

International Park Tours have been successful in refining their current offering by creating a new and exciting itinerary for a new market. The traditional focus has been on walking enthusiasts; however these are typically experienced walkers who might not focus on the broader picture of the landscape, people, culture and history.

Key achievements include:

- Identifying an opportunity to target a **new market of nature appreciators** that have another interest, learning, art and photography – creatives.
- The draft itinerary got an immediate response from a media outlet keen to run a familiarisation and do a story on the product – a sure sign it is a **product worth talking about**.



Guided walks in the timeless rainforests of Main Range, Focal Peak or Tweed Shield volcanoes can be followed by a stay in an eco-accredited lodge while tasting seasonal food and local wine – all ingredients in the Green Cauldron's pot!

WHY ARE WE BEST PRACTICE?

- Creating a unique Green Cauldron experience through developing **key partnerships** which provide guests the opportunity to immerse themselves in **local stories and places**.

HELPFUL HINT



- A **premium** is the percentage added to the base costs to make a profit.
- Determining the **value of your premium** is influenced by your customers and how they perceive your business, brand, product offering and service benefits.
- **Research your target market** in relation to product aspirations, price sensitivity, length of stay and disposable income.