

# IS YOUR **VISITOR CENTRE** SET FOR CENTRE STAGE?



# VISITOR CENTRE VALUE REVIEW

Visitor Centres continue to play a key role in the delivery of in-destination tourism information. But the traditional formats of yesteryear are making way for new and improved services and facilities. Has your Visitors Centre caught up with the times?

Visitor Centres are no longer just for collecting brochures and finding a room for the night. Digital technology, together with changes in visitor behaviour and expectations, have seen these facilities reinvent themselves to remain relevant, financially viable and appealing for the modern-day traveller.

From interactive touch screens and roving ambassadors, to digital media presentations and state-of-the-art architecture, Visitor Centres have evolved into modern and vibrant hubs for tourist information. They also add value to the destination and visitor economy through innovative commercial partnerships and the active promotion of brands and experiences.

Is your Visitors Centre looking for a new lease on life? Partner with TRC Tourism and we'll guide you in the tools and techniques to take your facility from old-school to centre stage.

## WHAT'S IN IT FOR YOU?

Our Visitor Centre Value Review products can help you:

- Improve service delivery and customer satisfaction at your Visitor Centre by understanding visitor needs and expectations and how these can be met within existing resources.
- Attract more visitors to your Visitors Centre through promotion strategies that incorporate all stages of the travel life cycle and position the centre as key to a destination experience.
- Facilitate economic growth by fostering commercial partnerships and reinforcing the important role of the Visitor Centre in the tourism eco-system.

## WHAT'S INVOLVED?

TRC Tourism works with destinations and Visitor Centre management to deliver:

1. **Visitor Centre performance review:** An analysis of customer satisfaction levels, compared to current operations and services, available resources and visitor needs.
2. **Workshop facilitation:** Leading workshops with your team and stakeholders to explore ways to improve Visitors Centre operations and services, drawing on best practice examples.
3. **Business planning:** Developing concept and business plans for new or improved Visitor Centre operations and services.
4. **Staff training:** Capacity building coaching for your team on visitor engagement techniques.

TRC Tourism can work with you to maximise your destination's visitor services, making the most of your location, visitor needs, resources and local opportunities.

Prices from \$10,000

## VISITOR CENTRE VALUE REVIEW IN ACTION

TRC Tourism has plenty of experience in helping Visitor Centres take centre stage. Just recently, for example, we developed a business plan for the redevelopment of a visitor discovery centre at a conservation reserve in Western Australia.

We also worked on a business case for a new visitor centre in Northland, New Zealand, and a scoping study for a visitor and interpretation centre in Central Queensland. Innovative new approaches to visitor engagement were also part of our mandate for a destination in Tasmania.

*"In engaging TRC Tourism the ACT Parks & Conservation Service was seeking to develop a holistic Visitor Experience Strategy for Tidbinbilla Nature Reserve. As an iconic destination Tidbinbilla is ideally positioned to leverage from the emerging nature based tourism appetite for authentic experiences in a natural setting. Working with all stakeholders in a collaborative, intuitive manner TRC Tourism delivered a high quality outcome. A strategic blue print for the future".*

Brett McNamara | Regional Manager | Tidbinbilla Nature Reserve

## TRC TOURISM

TRC Tourism is a leading international tourism, recreation and conservation consulting business based in Australia and New Zealand, and operating globally.

With more than 25 years' experience, TRC has delivered comprehensive tourism planning and development projects for both large and small visitor destinations across Australia, New Zealand and other countries.

Our clients include both country and local governments, private investors, non-government organisations (NGOs) and international development agencies.

## FIND OUT MORE

If you're ready for the next act of your Visitor Centre's performance, contact us and we'll customise an optimisation package to suit your needs.

Australia + 61 2 6456 2722  
New Zealand + 64 4 4723114

enquiries@trctourism.com  
www.trctourism.com