

# Indigene and its importance in Destination marketing

# Indigene is important in Destination marketing

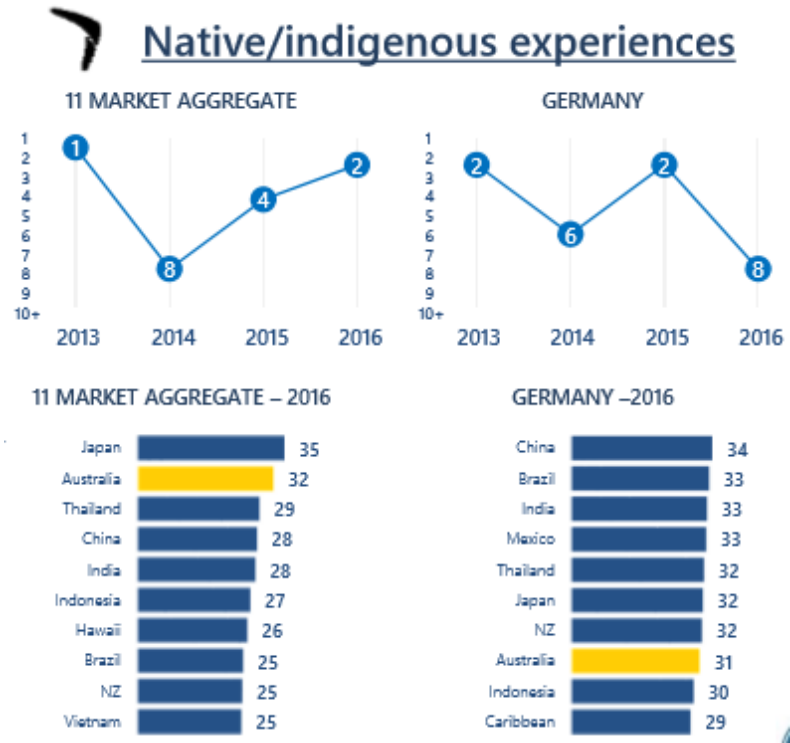
- Good indigenous experiences provide us as Destination marketers with unique product strengths with which we can differentiate our products
- None is better or worse than the other
- My thesis is that Government has a role in establishing structures and systems that identify, promulgate and promote Indigene in all relevant marketing channels (PR Print Online Digital et al)

# Our Passion for Indigene in destination marketing

- There is a certain degree of honour to be recognised that the Larrakia Declaration on the Development of Indigenous Tourism was named after the traditional peoples of Darwin in Australia, convened in March 2012 by ATEC - an organisation for which I once sat on the National Board
- Its about Respect, protection and self-determination
- TCMG's passion is about generating jobs through tourism and this is why we do what we do
- We say to first time visitors on our fam trips. "Your life will change fundamentally and you'll never be the same again. Not because of the incredible landscapes. But because of the cross cultural impact the locals will leave with you ..."

# Native Indigenous experiences

- Importance of Indigenous experiences to our German speaking consumers
- The factor's importance can be quite variable but significant none the less



























































































# Tourism Australia's Indigenous Champions





Thanks