



Link:Q Travel and Tourism Case Study

Client

Our Client is a State Government Organisation servicing Tourism and Hospitality sector for one of Australia's largest states.

Their primary objective is to increase visitation to the State via a vast range of events and promotions that occur throughout various seasons on the year.

Our Client's Requirements

Our client's requirement was to partner with an Outsourcing Provider that would become the only point of contact for their Visitors Information Service Line.

They required a service provider who could represent and support continuous marketing campaigns throughout the year and who could primarily work towards promoting visitation from tourists to the specific Australian State.

In addition to promoting tourist attractions and events throughout the state, our client's secondary requirement is to manage their entire Brochure Fulfilment Process that generates in excess of 30.0000 distributions per month.

Link:Q Solution

Link:Q have provided a fully comprehensive Tourism Information Despatching Service for their client.

With the aid of a self built and highly integrated application, Link:Q are able to interconnect to their client's website as well as many other websites to obtain tourism information regarding seasonal events, things to do & see within the state, a fully comprehensive accommodation guide, travel distance inquiries. Link:Q also manage the entire brochure fulfilment service for their client .

Our intelligent application is also able to provide our client with all marketing correspondence relating to call time arrival statistics, origination of calls, reports relating to effective marketing campaigns with results of what marketing initiative has been more effective etc.

Link:Q provides comprehensive reporting analysis for their client to assist them in capturing "Marketing Analysis Reporting" such as what part of their media campaigns and advertising has been effective for them. Link:Q is able to also capture call arrival times, gender of callers, age group etc to ascertain if their targeted market has delivered the desired results.

The most beneficial aspect of our clients receiving this reporting analysis is that the information is delivered via e-mail directly to their Marketing Departments for further strategic marketing projections.

Outcome

The Visitors Information Line continues to be a successful partnership between Link:Q and the client.

- Link:Q have contributed to the success of increased visitation to the state.
- Link:Q have contributed to our client objective of increasing awareness to the state.
- Link:Q have provided strategic and constructive feedback that has resulted in positive changes for the State Tourism Body.