

Tourism Technology Case Study



Carmen Fasolo – Albany Visitor Center
Ryan Mossny – SmartVisit WA

Albany Visitor Centre

- Reopened in March 2018
- Actively promotes Albany and the surrounding region
- Owned and run by the City of Albany

SmartVisit WA

- WA owned subsidiary of the global brand
- Premier solution for packaging tour and activity-based experiences
- Destination Experience Platform (DEX) that combines touring, attraction, and shopping benefits with immersive, curated digital self-guided tours and notifications



Great Southern Flexi Pass

- Digital solution to replace paper based Amazing South Coast Pass (ASC)
- Launched in October 2022
- Includes far more than the 3 attractions on the ASC
- Includes a diverse range of products across Albany, Walpole, Mt Barker and the rest of the region
- Up to 25% savings for the customer by using the pass over buying the activities separately



Digital Transformation

- Making it easier for both customers and suppliers to use and redeem
- More information for the VC and suppliers
 - How long are people staying
 - Where are they going
 - How much are they spending
 - Patterns of usage

Technology Connection

- SmartVisit WA's Technological Framework
- Features of the Great Southern Flexi Pass App
- User Interface and Experience
- Digital Benefits for Stakeholders
- Sustainable and Future-Ready

Challenges and Solutions

- Initial pass did not sell all that well
- Missing a key attraction (Tree Top Walk) due to restrictions on commissions from a State Government agency
- Lack of understanding by non-traditional tourism/non-trade ready businesses around commissions
- Education and training for suppliers
- Reworking the pass to add more value for customers

Results of Implementation/Changes

- Huge percentage increase in sales of the Great Southern Flexi Pass compared to its first year of launch and operation Oct 2022 – Nov 23
- 2374.6% increase in sales since the pass was reworked
- More suppliers = more choices for visitors to Albany
- More passes sold = more revenue into local supplier businesses

Future Directions

- Continue to grow the product range in Albany
- Utilise the platform to create other passes for cruise ship arrivals, special events and other packaging opportunities
- Pass products that can be sold by suppliers to generate more revenue
- Creation of passes State-wide to get people moving across regions and to connect up tours, attractions and other businesses across WA to travelers

Conclusion

- Passes like this keep people in destination longer and get them to spend more money
- The digital platform allows for greater insight into consumer behaviour and for this info to be shared more easily across the industry
- Huge scope to better connect travelers with things to see and do across WA with no extra effort or marketing cost to suppliers of product to the pass

Contact

Ryan Mossny

SmartVisit WA

rmosssny@smartvisit.com

0433 328 717

smartvisit.com

Carmen Fasolo

Albany Visitor Centre

carmen.fasolo@amazingalbany.com.au

(08) 6820 3726

amazingalbany.com.au

