

- National database of experiences in the landscape

# SEGRA

## Challenge 5

Collaborative Tourism Infrastructure

Ken Moule October 2016

Digital Disruption meets Tourism?

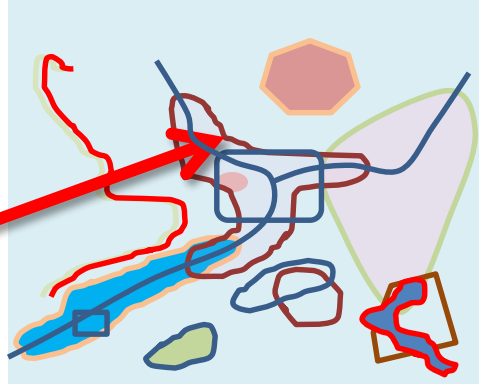


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As we walk through the world – what do we see and what do we miss?

I am here, tell  
me everything  
you know



Engage with communities to build the  
well informed Digital Tour Guide

## Fauna

Birdwatchers, Naturalists

## Natural Vegetation

Botany Group

## Geology

Professional Societies

## Cultural Heritage

Traditional Owners

## Points of Interest

Council - Commercial

## Activities

Rock Climbers, Bushwalkers

## Sustainability and Energy

## Special Interest Group B



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- Authoritative Content
- Seamless national coverage
- Rich experiences
- Community Engagement



## The World We Walk In

Visitors

1. Choose region

2. Interests

Geology

Bicycles

3. Download self guided tour



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- Economic Development
- Community Engagement
- National Science Agenda



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Meet the Orange Balloons at  
the Konect stand in the foyer



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