

- National database of experiences in the landscape

SEGRA

Challenge 5

Collaborative Tourism Infrastructure

Ken Moule October 2016

Digital Disruption meets Tourism?

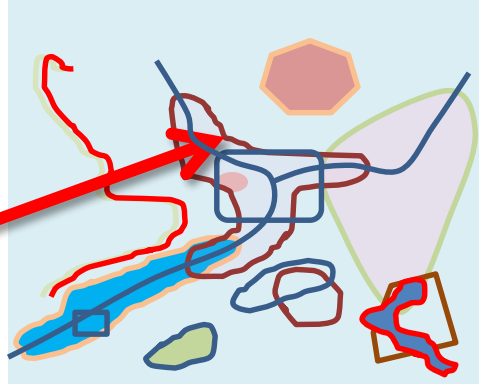


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As we walk through the world – what do we see and what do we miss?

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



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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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