

## The Management Rights & Tourism Industries are People Industries.. so remember the basics

By Lyn Pearsall, MR Sales

Management Rights come in many forms and have a number of benefits. Historically a 'mum and dad' industry, where the partnership shared the responsibilities of caretaking duties and letting of rooms, today we have many different scenarios;

Entrepreneurs, male or female, who have invested their quality time into researching returns on investment and those who are IT savvy and utilize social media to attract a different, wider clientele. We are seeing ethnic groups investing in Management Rights and bringing their targeted clients to our regions. The passive investor who may want a better yield for themselves or their superannuation so they form syndicates found by their agent or finance broker. Corporations, the 'big players', who realise returns in Management Rights are higher than average and can give their shareholders greater returns. Also multiple buildings become more cost effective to operate with buying power.

Whatever the scenario, when you invest in a Management Rights business you are in the property industry and can specialize in Tourism, Permanent or other forms and have to be seen as a professional at all times. If you are in the Tourism sector, you are a cog in the wheel of tourism and should be proactive and have a voice in the way you want to be promoted.

The tourism industry is a people industry so remember the basics....

Find your niche in the market. Be friendly, it's the best advertising for repeat clients and for referrals and positive feedback online. Provide a safe and clean environment for guests and remember it's the little things that you do that will be remembered and talked about.

Offer bonuses to repeat clientele booking direct, let them know you appreciate their loyalty.

The year is passing quickly and tourism is growing, most recently with the benefit from the International Exposure of the Commonwealth Games. Queensland is growing in appeal with an increasing occupancy level, especially in the SE Corridor and prominent Tourism hotspots. The benefits of the six and a half thousand athletes plus their entourages was significant as they contributed to the exposure of Australia as a Nation and the Gold Coast as the Host City for the 2018 Commonwealth Games. The flow on will boost occupancy levels. The high tariffs are a bonus but looking at tariffs in developed and popular destinations countries, rates here are very reasonable. Take advantage of the increased guests by organising experiences that they may not have considered and doing their itinerary for them. We are in the service sector.

The Queensland Government has created significant infrastructure with more on the way through road upgrades, airport upgrades, rail systems and approvals of new buildings to keep up with migration, whether intrastate or overseas expansion. Tourism Queensland are promoting sporting events, cultural and food festivals, the Arts and cafe culture and we already boast some of the world's best beaches and our hinterland wonderland is untouched beauty. Be aware of small and large conferences in your locality. Increased direct flights and increased airline seat capacity from Europe, the United States and Asia will fuel demand. China is Queensland's fastest growing inbound tourism market in visitor numbers and in expenditure. Screen Queensland is also a significant contributor to the economic growth in Queensland servicing all locations and need accommodation and assistance with housing actors and their large entourages.

You must keep momentum, join your professional organisations and attend tourism promotions.

Queensland Tourism Industry Council QTIC [www.qtic.com.au](http://www.qtic.com.au)

Tourism and Events Queensland [www.qld.gov.au](http://www.qld.gov.au)

Queensland continues its strong performance of international visitation growing by 4.3% to a record \$2.7 million visitors in the year ending December 2017. These visitors spent a record \$2.8 billion in the state, up by 3.6% year on year.

**Lyn Pearsall**

**Management Rights Sales Queensland**

**Mobile:** 0425 168 244 | **Email:** [lynpearsall@mrsales.com.au](mailto:lynpearsall@mrsales.com.au)