



# Tourism Australia, through travelers' eyes.

Tourism authority showcases authentic travel experiences with Livefyre, part of Adobe Experience Manager.



*"Livefyre created greater efficiencies in organizing content, storing our assets, and rights management—it's definitely helped take us to the next level."*

*John Mackenney, GM, Digital Transformation, Tourism Australia*

## SOLUTION

Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager

## RESULTS



**EMPOWERS** a small team to run big projects

**66%**

**INCREASE** in visitor time spent on site



30% **ENGAGEMENT** lift and 77% increase in leads



Over 1,500 pieces of content are published **DAILY**



## Tourism Australia

Established in 2004

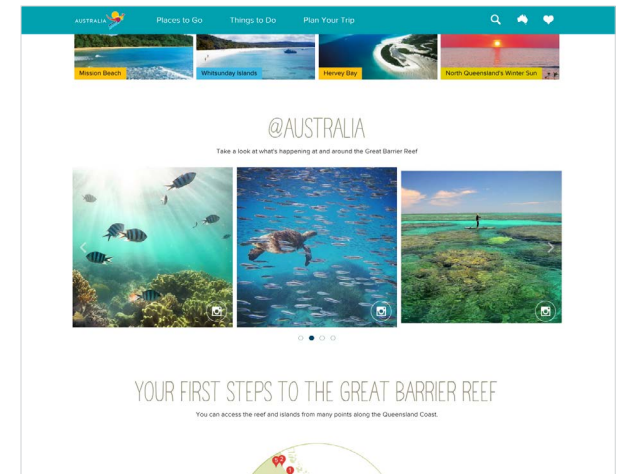
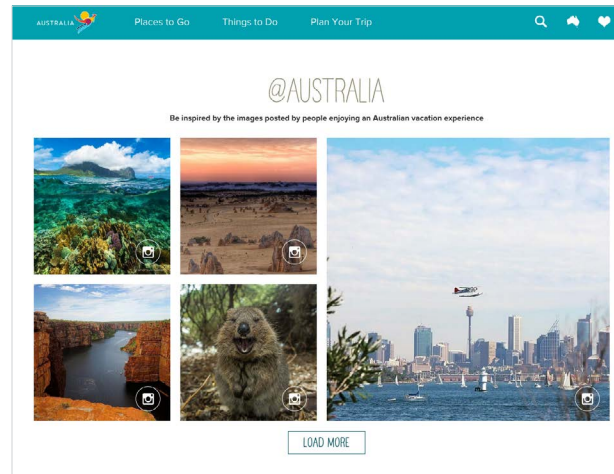
Businesses supported: More than 270,000

Sydney, Australia

[www.australia.com/en-us](http://www.australia.com/en-us)

### CHALLENGES

- Replicate the success of UGC strategy on social channels and bring it back to Australia.com
- Increasing site traffic and visitor engagement
- Improve content management with integrated solutions



### Real travelers, real stories

With so many unique destinations to explore, travelers are faced with endless possibilities, while tourism boards and businesses are faced with intense competition. How does one picturesque destination stand out over another? The answer is user-generated content (UGC).

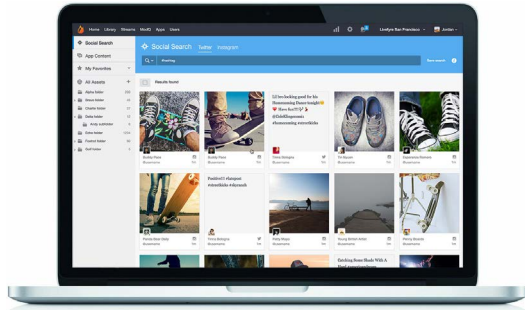
The power of UGC isn't a secret in the travel industry as it's authentic and it reflects the real experiences of real travelers. Luckily for travel marketers, people are creating destination-based content in droves.

With over 1,500 pieces of #SeeAustralia content published daily, Tourism Australia already had a leading UGC strategy on social channels. However, with a small team, it struggled to effectively and efficiently repurpose UGC across its website — Australia.com. Tourism Australia had the strategy, but needed a solution to help put it into effect.

### UGC takes flight

Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager, provided Tourism Australia with a unified platform and efficient workflows, and enabled its small team to scale its efforts, create stronger processes, and mitigate the ever growing risk that comes with UGC. Livefyre also helped automate tedious tasks of finding, moderating, storing, and organizing massive amounts of content coming through on a daily basis.

"Livefyre, part of Adobe Experience Manager, helps us bring the best of our social features into our owned channels," says John Mackenney, General Manager, Digital Transformation at Tourism Australia. "Livefyre created greater efficiencies in organizing content, storing our assets, and rights management—it's definitely helped take us to the next level."



## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager

For more information

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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With a leading solution at its disposal, Tourism Australia brought a live feed of UGC directly onto Australia.com, providing travelers with a constant stream of new, exciting content every day. From baby kangaroos to cackling kookaburras, Livefyre helped Tourism Australia shower visitors with gorgeous, authentic content from the Land Down Under.

## Tourists attracting tourists

With assistance from Livefyre, Tourism Australia launched its new Aquatic & Coastal campaign, featuring inspiring UGC on Australia.com. Livefyre contributed to the successes of the site, including a 66% increase in time on site, more than a 30% rise in site engagement, and a 77% increase in leads.

Tourism Australia site experiences are also supporting over 270,000 tourism businesses throughout Australia. Overall, the organization has helped prove UGC doesn't just work for businesses, it works for entire continents.