

# CASE STUDY

MACQUARIE 4 STAR:  
EXPORT READY DEVELOPMENT

# CASE STUDY

## MACQUARIE 4 STAR

### Business Profile

Macquarie 4 Star is a 36-suite property located near Lake Macquarie. The accommodation is set in a tranquil setting just under two hours' drive north of Sydney.

The property offers an excellent stopover for visitors travelling to Lake Macquarie, Newcastle, Port Stephens and the Hunter Valley.

Four different room types cater to couples, families and groups. Other inclusions are off-street parking for cars and coaches, free Wi-Fi, along with diverse dining options, bars and entertainment at the adjacent Club Macquarie.

[macquarie4star.com.au](http://macquarie4star.com.au)

### Quick Facts

**Product Type:** Accommodation

**Focus:** Dining & Entertainment, Groups

**Location:** Argenton, Lake Macquarie

**Destination Network:** Destination Sydney Surrounds North



Lesley Faulkner- Accommodation Manager, Macquarie 4 Star

### How did the NSW First workshops help your business?

The workshops were well run, low cost and gave us an opportunity to meet other businesses who were doing the same thing. We had great access to Destination NSW staff who assisted us along the way.

### Which international markets do you target?

Originally our focus market was China as well as other Asian markets. Our initial bookings were mixed but we found most success in the Korean market. Currently 94% of our international visitors are from Korea.

### How did you develop into an export-ready business?

We invested in:

- Training with Destination NSW and an external consultant
- Developing a trade sales kit, using Destination NSW templates
- Printing business cards in Korean and Mandarin
- Designing a presentation to show our location, our property, our unique point of difference and our team members
- Developing and printing a brochure, check-in letter, menu and wine list in Mandarin and Korean
- Liaising with members of the Newcastle Tourism Industry Group to get involved in families.



#### Has your product changed to appeal to inbound visitors?

Elements of our product such as room configurations and meal options have changed from our original domestic market and will continue to change as required.

#### What's one thing you've learnt about your target market from experience?

Since Korea has become our main international market, we have invested in travelling to the country two years in a row to attend their Hana Tour Expo. This has allowed us to experience the culture first hand. The Korean traveller is a respectful and courteous guest who is very easy to look after.

**“For a small regional operator, we have opened the possibility of building on inbound tourism for the Lake Macquarie region.”**

#### What types of trade partners are you working with?

We work closely with Lake Macquarie Tourism, ATEC, Newcastle Tourism Industry Group, Destination NSW, Rees International and a range of Korean inbound tour operators.

#### What is the secret to hosting a successful trade family?

Always put your best foot forward and ensure you have everything in place to showcase your property and your area in the very best way possible. Also ensure your family guests are made to feel welcome and are well looked after.

#### What are your top tips for businesses looking to become export ready?

- Talk to the experts to find out if your product is what international guests are looking for.
- Ensure you utilise all the assistance that the Destination NSW Industry Development team provides — workshops, webcasts, toolkits and templates.
- Make sure your staff are trained to meet the needs of the international guests and that they make them feel welcome from the time they arrive to the time they leave. If your staff are not ready, your business is not ready.

#### What are the benefits of working with inbound tour operators?

The benefits of working with an inbound tour operator include:

- Access to international tourists
- Vast knowledge of visitor needs
- Repeat business
- The ability to build long-term relationships.

#### What has been the best thing about working in inbound tourism?

For a small regional operator, we have opened the possibility of building on inbound tourism for the Lake Macquarie region. Our goal has always been to grow the overall visitor economy in Lake Macquarie.

