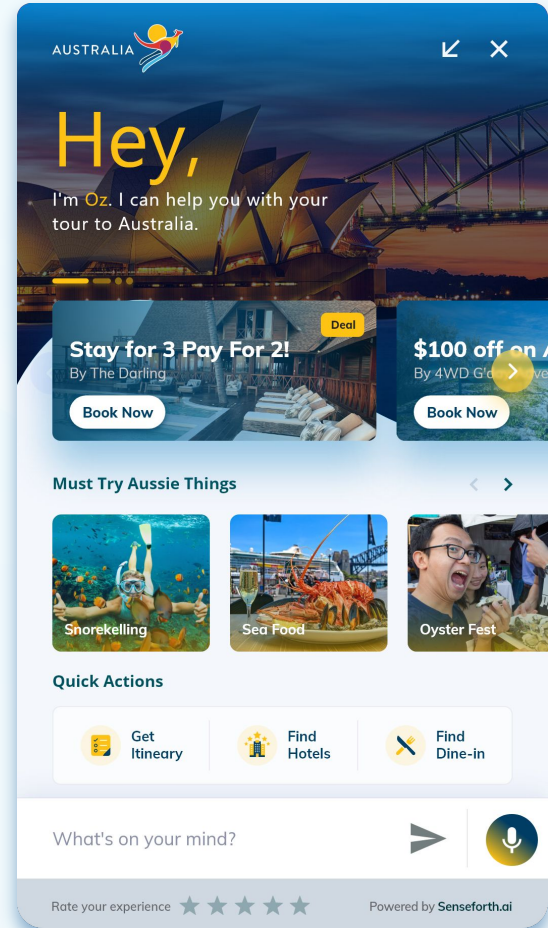




Oz

Multi-Channel Customer Experience Strategy for Australia Tourism



Australian Tourism

Holiday here this year



Hey,

I'm Oz. I can help you with your tour to Australia.

Deals

Stay for 3 Pay For 2! Deal
By The Darling
[Book Now](#)

\$100 off on Adventure Deal
By 4WD 6'day Adventure Tours
[Book Now](#)

Save upto Deal
Cap...rk Cruis...
[Book Now](#)

Must Try Aussie Things


Snorkelling


Sea Food


Oyster Fest


Street Art


Boodhi Spa

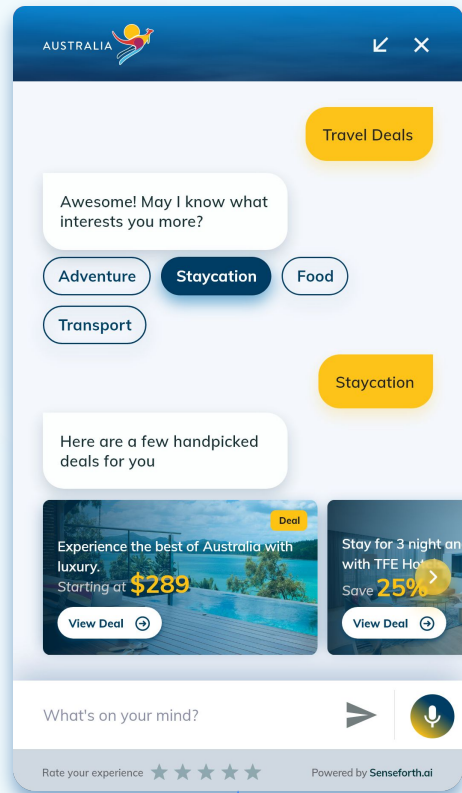
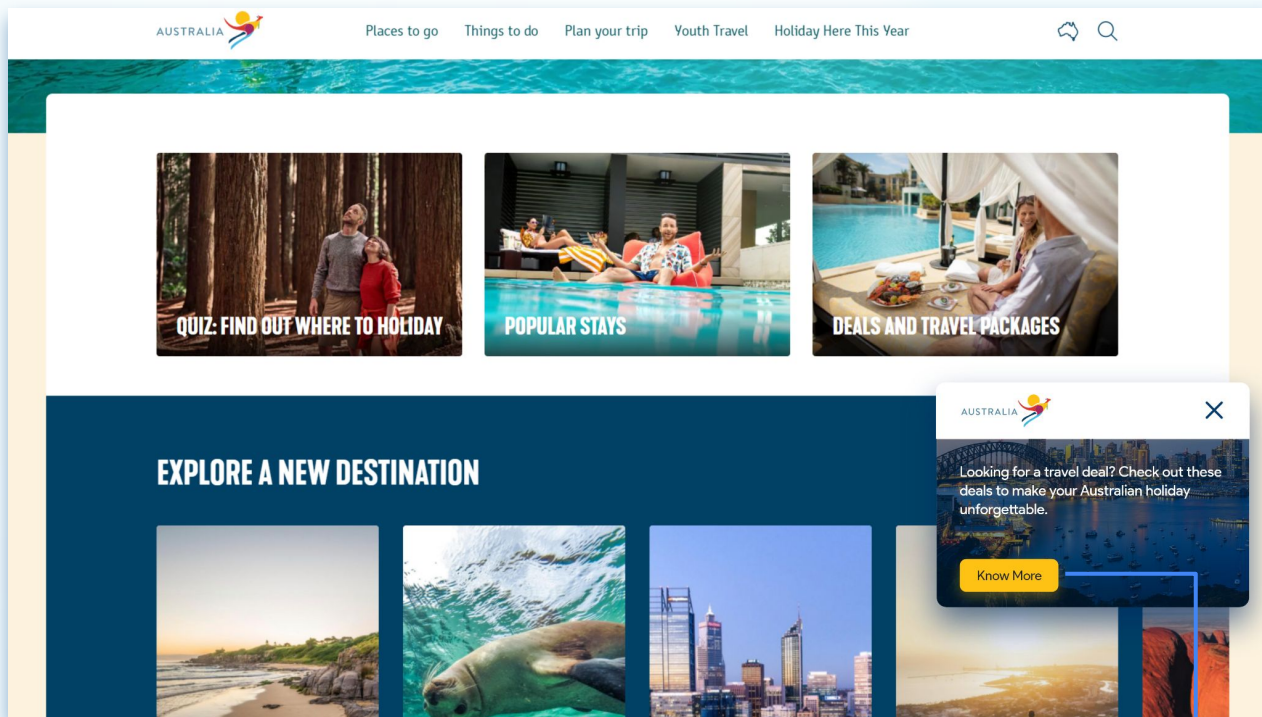
What's on your mind?



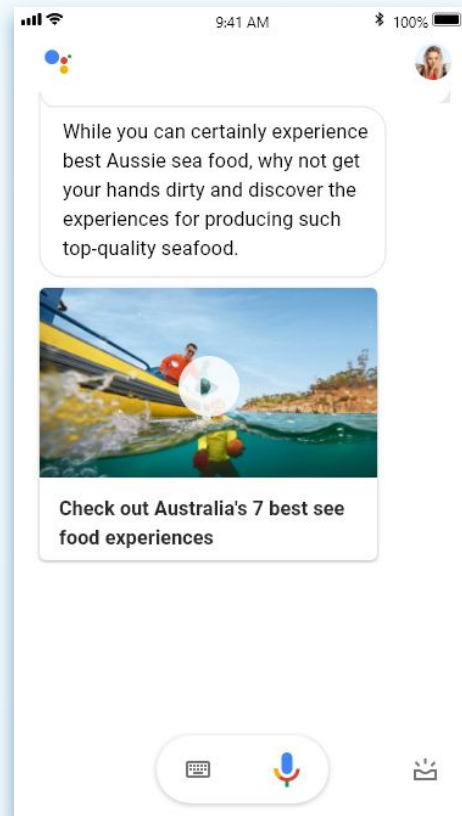
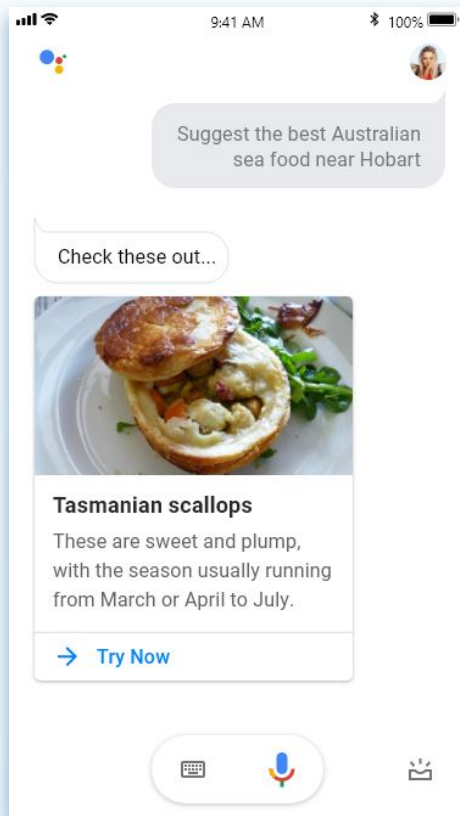
Rate your experience ★★★★★

Powered by Senseforth.ai

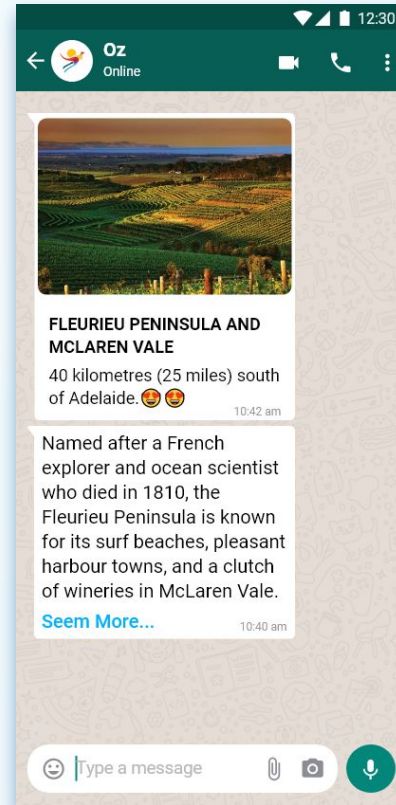
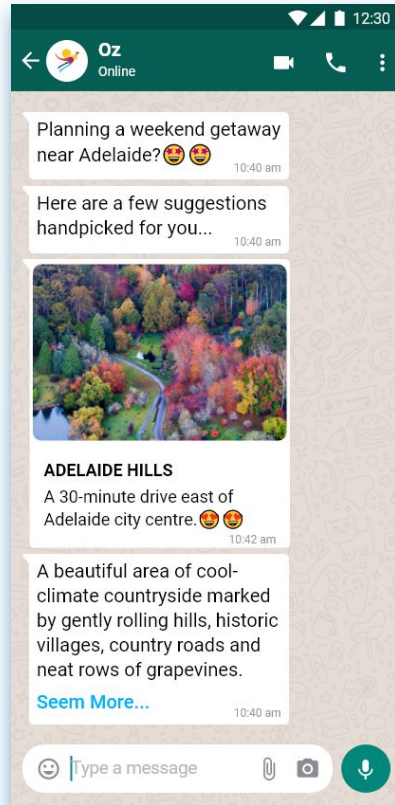
Proactively nudge visitors and increase engagement



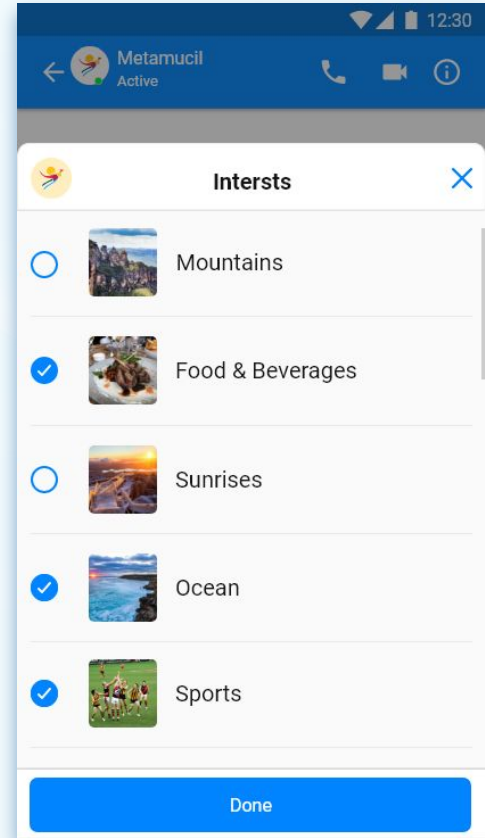
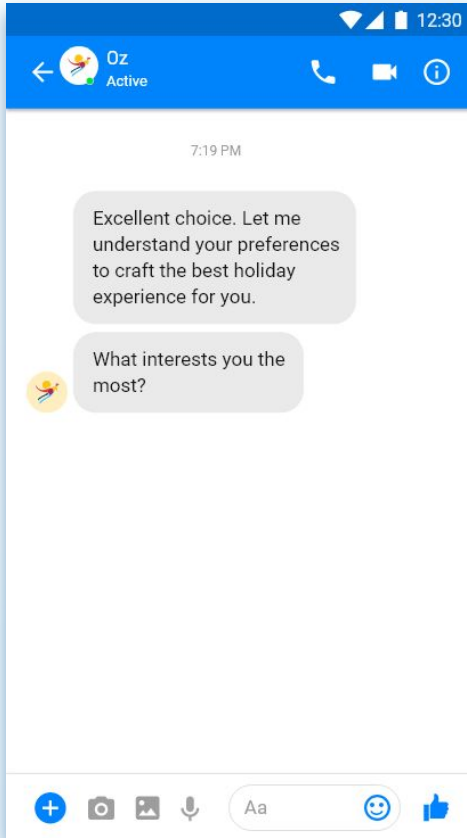
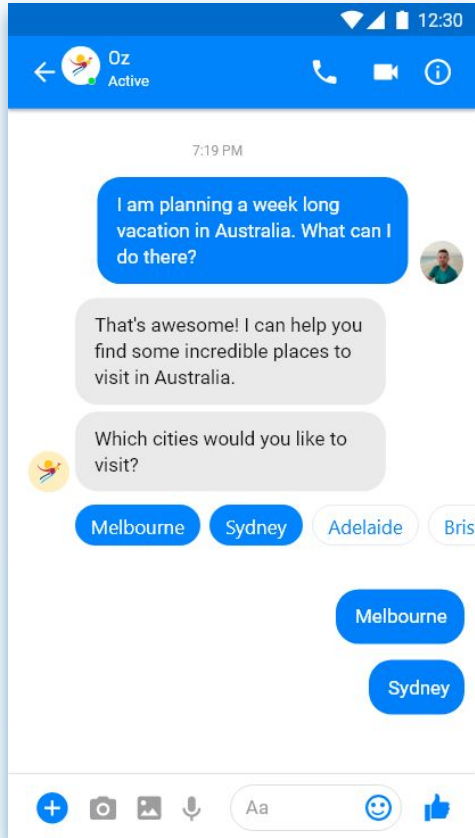
Help travellers find the best places on Google Assistant



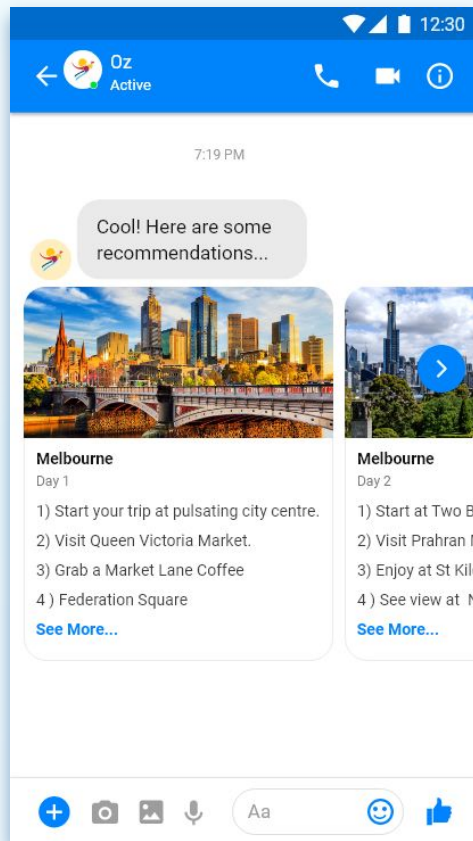
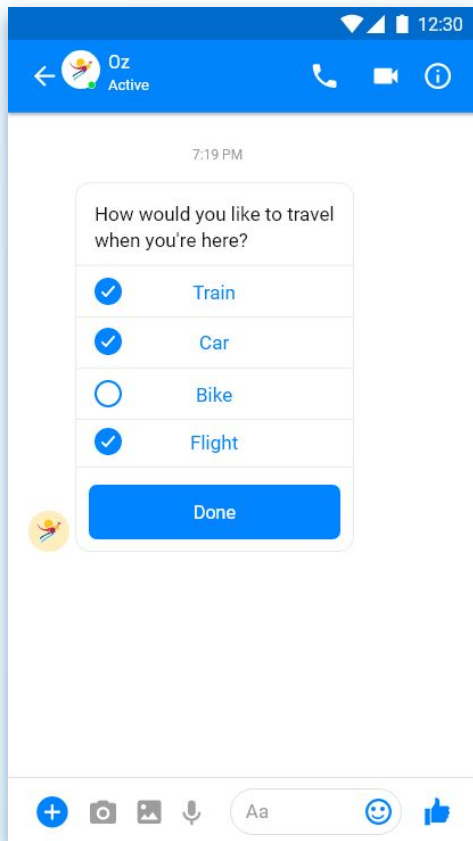
Share personalized holiday suggestions on WhatsApp



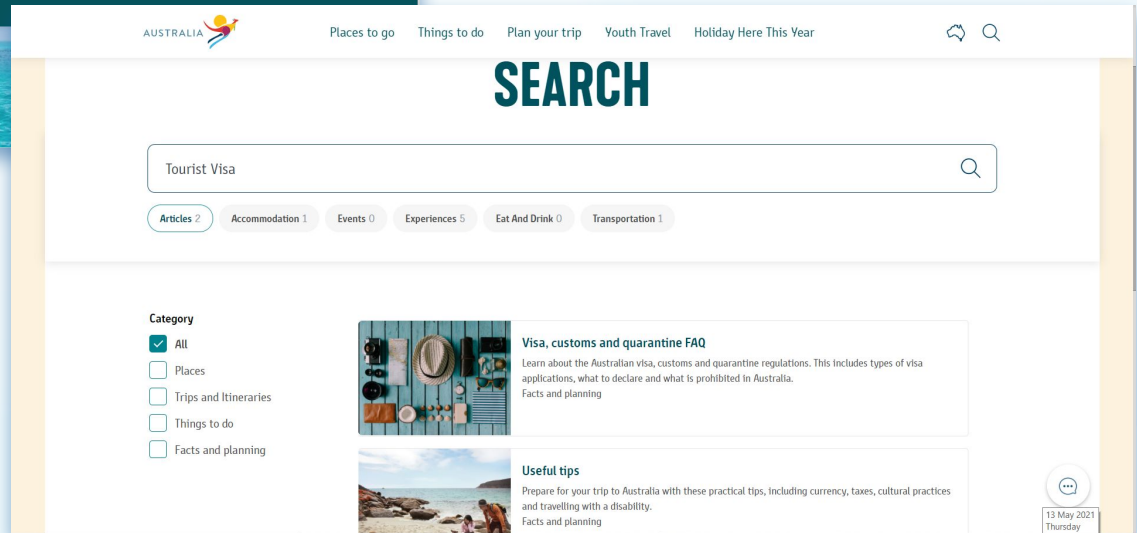
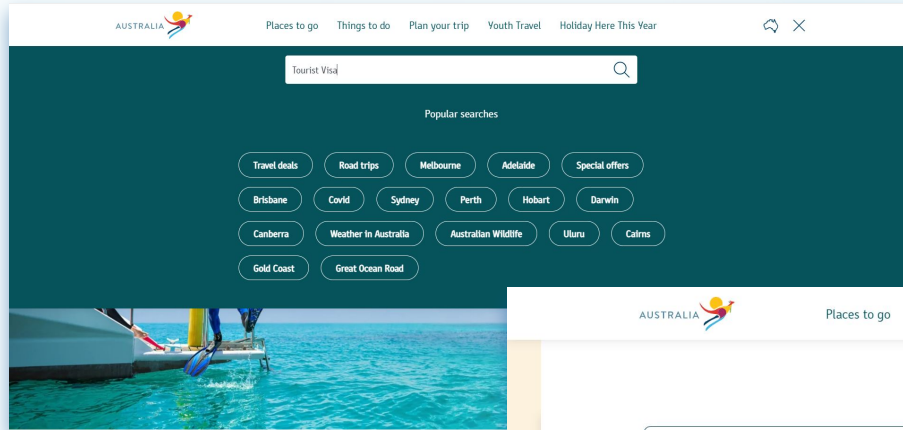
Help travellers plan their itinerary on Messenger - 1



Help travellers plan their itinerary on Messenger - 2



Existing search on the website



AI-powered Smart Search by Senseforth.ai



Places to go Things to do Plan your trip Youth Travel Holiday Here This Year



What are you looking for?



Most searched

Sydney

Melbourne

Road Trips

Beaches

Canberra

Sea food

Australian Wildlife

Popular Deals

Stay for 3 Pay For 2!
By The Darling
Deal
Book Now

\$100 off on Adventure
By 4WD G'day Adventure
Deal
Book Now

Experience the luxury
By Global Hotels
Book Now

Popular Aussie things to do



Oz Tour Guide

Planning your first visit to Australia?
I can help you with that. 🦘 🇺🇸

Adventure

Staycation

Food

Transport

Staycation

Powered by Senseforth.ai

Predictive results with relevant quick-links

The screenshot displays the Australia tourism website's search interface. At the top, the navigation bar includes the Australia logo, menu items like 'Places to go', 'Things to do', 'Plan your trip', 'Youth Travel', and 'Holiday Here This Year', and a search icon. A search bar contains the text 'Tourist|'. Below the search bar, a list of predictive search results is shown, each with a magnifying glass icon and a quick-link button. On the right, a 'Oz Tour Guide' chatbot is active, displaying a message and several category buttons.

Navigation: AUSTRALIA, Places to go, Things to do, Plan your trip, Youth Travel, Holiday Here This Year

Search Bar: Tourist|

Search Results:

- Tourist **Attractions**
- Tourist **Visa**
- Tourist **Places to visit** [Apply Now >](#)
- Things to do**
- Tour planning**
- Tourist **Accommodations** [Nearby Accomodation >](#)
- ? **What type of tourist visa should I apply for?** [Apply Now >](#)
- ? **Can I extend my stay on tourist visa?** [Extend Now >](#)

Oz Tour Guide

Planning your first visit to Australia?
I can help you with that. 🌟 😊

Adventure **Staycation** Food


Transport



[Staycation](#)


Powered by [Senseforth.ai](#)

Accurate search results that improves UX

The screenshot displays the Australian Government website's search interface. At the top, the navigation bar includes the 'AUSTRALIA' logo, menu items for 'Places to go', 'Things to do', 'Plan your trip', 'Youth Travel', and 'Holiday Here This Year', and a search icon. The search bar contains the text 'Tourist Visa'. Below the search bar, the results are titled 'Showing 10 Search Results for Tourist Visa' with a 'Rate the results' section showing five stars. Three results are visible: 'Evisitor visa', 'Electronic travel authority visa', and 'Visa Related FAQ'. The 'Evisitor visa' result includes a description and 'Apply Now' and 'Know More >' buttons. The 'Electronic travel authority visa' result also includes a description and 'Apply Now' and 'Know More >' buttons. The 'Visa Related FAQ' section lists two questions with expandable arrows. On the right side, there is an 'Oz Tour Guide' chatbot interface with a text input field containing the prompt 'Tell me your purpose of visit and I can help you choose the right visa for you.' and three buttons: 'Tourism', 'Medication', and 'Friends & Family visit'. The chatbot is powered by Senseforth.ai.

AUSTRALIA 

Places to go Things to do Plan your trip Youth Travel Holiday Here This Year  


Tourist Visa 


Showing 10 Search Results for **Tourist Visa** Rate the results ★★★★★

Evisitor visa
This is a free visa for many European countries with multiple visits to Australia for tourism or business purposes for up to three months at a time within a 12-month period.
[Apply Now](#) [Know More >](#)

Electronic travel authority visa
This visa allows you to visit Australia as many times as you want, for up to a year, and stay for three months each visit.
[Apply Now](#) [Know More >](#)

Visa Related FAQ

Do I need a visa to enter Australia? 

What is the duty-free concession limits for people entering Australia? 

Oz Tour Guide

Tell me your **purpose of visit** and I can help you choose the right visa for you.

[Tourism](#) [Medication](#)
[Friends & Family visit](#)

Powered by [Senseforth.ai](#)

Help travellers discover their perfect holiday on Alexa



Alexa, what does the perfect holiday in Australia look like?



Surething! What do you enjoy the most - Beaches, canopies or the mountains?

Beaches



Awesome! And who is coming with you? - Friends, family, spouse

Friends



What kind of accommodation do you prefer?

Presidential Suite or Laidback Retreat



Ok. How about peach bellini or espresso martini in cocktail?

Bellini it is



Aha, the great ocean road is your perfect match.

We think you'll love the food and culture-filled mates' holiday on the Great Ocean Road.