



Tourism Business Development Program

Grow your knowledge, expand your sales force and attract NEW Business

Be a part of an exciting opportunity to attract NEW customers to your business as part of the Tourism Industry Business Capability Program 2018-19. This program has been specifically designed for you to:

- Learn from leading industry professionals how tourism works, how it affects your business and how to benefit from it.
- Understand the practical steps to preparing your business for distribution locally, nationally and internationally via the travel trade.
- Get real life insights to successfully operating and 'selling' your tourism product to attract NEW customers

The program will be delivered by Parker Travel Collection (PTC). The PTC team has over 25 years' experience developing tourism product for market readiness with sales offices in Australia, China and North America. PTC has a proven record of assisting small to large tourism operators in increasing their exposure and ultimately sales via tourism distribution channels.

There are two opportunities available to be involved:

1. 'The Business of Tourism!' - ½ day workshop

A group workshop providing information on the basics of the tourism industry; how to package and more importantly how to attract NEW customers. The workshop will include a practical approach and cover:

- Tourism 101 – What is it, how does it work, who is involved?
- Business planning and marketing strategy
- Product evaluation, packaging, pricing and distribution structures
- Understand the key principles and requirements

Date: Thursday 31 January 2019

Time: 2pm to 5pm

Venue: Barcaldine Town Hall

Afternoon tea and light refreshments will be provided.

2. Individual Business Mentoring

An intensive individual program including a two-hour face to face meeting and 10 hours of ongoing follow-up. Increase your knowledge and skills receiving practical tools to make your business 'transactable'. Core components of the Individual Business Mentoring program will include:

Product Evaluation & Strategic Planning

- Development consultation to assist with your tourism travel trade understanding and be available for input on tourism issues for your business.
- Monitoring your products market status and position
- Identify opportunities for your product
- Provide recommended strategies for implementation

Development of Distribution Tools

- Rate and Fact sheet development for your product
 - Rates (gross/nett) for tourism rate year – 1st April/31st March
 - Text content – descriptions (25 and 50 words), facilities, inclusions, fact file,
 - Terms and Conditions – industry standards, credit application, contact details
 - Delivery strategies
- HERO Imagery Library
 - Create a HERO image library to meet industry standards and requirements
 - Imagery storyboard to best sell the product
 - Delivery strategies

NOTE – Individual Business Mentoring participants must attend the ½ day workshop

Date: Friday 1 February & Saturday 2 February 2019
Time: Fri between 8am - 4pm & Sat 7am - 9am (Actual appointment time to be finalised once selection process is complete)
Venue: Executive Boardroom – 67 Elm Street, Barcaldine

Morning/Afternoon Tea & light refreshments will be provided

If you are new to tourism, interested in how it works and want a better understanding of how to be involved, we encourage you to join the ½ day workshop.

To express interest in either the half day workshop or both the workshop and mentoring with practical tools you can use in your business please reply to this address to be considered for inclusion in the program.

regards

Peter Homan | General Manager

Outback Queensland Tourism Association

M +61 438 394 492 | **T** +61 400 812 350 | **E** gm@outbackqueensland.com.au

W www.outbackqueensland.com.au | **A** [Landsborough Hwy, Longreach QLD 4730](#) | PO Box 506, Longreach QLD 4730, Australia

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