



# TOURISM MATES

## MASTER TRADE ENGAGEMENT PROGRAM

This 6 month program capability building program supports established businesses to participate in tourism trade distribution and connections to 'Team WA'.

This program will suit tour operators, new accommodation businesses and attractions, to connect with partnerships and implement marketing initiatives to grow awareness and reach through the domestic and international travel industry. At the conclusion of this program, your business will be ready for representation at the Australian Tourism Exchange in 2020 (ATE). \*Open to ASC members exclusively.

### WHAT'S INCLUDED

15 hours one-in-one 'best practice' sessions with an expert tourism business coach (over 6 months) plus specialised resources to guide business development.

Outcome: Contracts Facilitated & 'Trade Ready' for ATE20\*



### Topics included

- My tourism business health check
- Yield management and commission negotiation
- Master rates matrix and contracting
- Working with DMO's and trade media
- Product tips
- Allocation and channel managers
- Trade sales management and Famils
- Preparing for inbound events

A limited number of places are available, and applications will be assessed on a competitive Expression of Interest (EOI) basis. To apply, or for more information, email [training@gscore.com.au](mailto:training@gscore.com.au), or visit <https://gscore.com.au/amazing-mentoring-program/> Applications are now open

### FUNDING PARTNERS



### PROJECT PARTNERS

