

TOURISM PREP

PRE-ACCELERATOR PROGRAM

This **6-month pre-accelerator** is focused on startups and businesses looking to develop new tourism products or services.

We take you from the kernel of a good idea to a sales-ready product.

\$500

+GST
(total package of
3 modules)

MODULE 1

Lean Canvas and Rapid Prototyping (2 months)

5 x full-day workshops plus
5 hours of mentoring with an
industry expert

MODULE 2

Testing your product ideas (2 months)

Take your product to market -
self-paced module plus 4
hours mentoring

MODULE 3

Evaluating your business case (2 months)

4 x full-day workshops plus
4 hours mentoring with an
industry expert

TOPICS

Finding your ideal customer
Creating Memorable Experiences
Understanding the product
development cycle
Minimum viable product

TOPICS

Planning for a lean cycle start-
up
A/B Testing
Why failure is positive
Launch platforms

TOPICS

Pricing your experience - cost of
sales, yield, break-even
Understanding the tourism
ecosystem
Compliance, licensing and
regulation

Includes **FREE** base-level membership with the Amazing South Coast

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, or visit www.gscore.com.au/amazing-mentoring-program/ **Applications close 30 September 2019.**

TOURISM ACE

ACCELERATOR PROGRAM

This **6-month accelerator** program helps businesses in the first few years of business to gain traction in local and intra-state markets.

WHAT'S INCLUDED

30 hours one-on-one with an expert tourism business coach (over 6 months)

Outcome: Local Marketing Plan



\$500
+GST

TOPICS COVERED

- Brand and site audit
- Product analysis
- Price modelling & competitor analysis
- Introduction to distribution
- Content and rate preparation
- Reservation systems
- Local marketing plan
- Working with DMOs

At the conclusion of this program you will be invited to include your product in an Amazing South Coast consumer campaign*

TOURISM MATES

TRADE ENGAGEMENT PROGRAM

This **6-month** capacity building program supports established businesses who want to enter the trade and online distribution marketplace.

WHAT'S INCLUDED

30 hours one-on-one with an expert tourism business coach (over 6 months)

Outcome: Trade Engagement Plan & Contracting Facilitation



\$500
+GST

TOPICS COVERED

- Brand and site audit
- Product analysis
- Price modelling & competitor analysis
- Introduction to distribution
- Content and Rate preparation
- Connect to OTAs
- Connect to wholesale and inbound

At the conclusion of this program you will be invited to have your product represented by the Amazing South Coast at the Australian Tourism Exchange (ATE)*

FUNDING PARTNERS



PROJECT PARTNERS



*Conditions apply