AMAZING TOURISM MENTORING PROGRAM

ALBANY DENMARK MT BARKE

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SOUTH COAST.com

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.



MODULE 1 MODULE 3 MODULE 2 **Testing your product Evaluating your business** Lean Canvas and Rapid ideas (2 months) Prototyping (2 months) case (2 months) Take your product to market -5 x full-day workshops plus 4 x full-day workshops plus self-paced module plus 4 5 hours of mentoring with an 4 hours mentoring with an hours mentoring industry expert industry expert TOPICS TOPICS TOPICS Finding your ideal customer Pricing your experience - cost of sales, yield, break-even **Creating Memorable Experiences** Understanding the tourism Understanding the product ecosystem development cycle Compliance, licensing and regulation Minimum viable product

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.

An initiative of the Great Southern Centre for Outdoor Recreation Excellence (GSCORE)

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

DTM 🦟 DISTINCTLY TOURISM MANAGEMENT

\$500

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

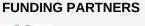
DTM 🧹 DISTINCTLY TOURISM MANAGEMENT

500

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)*







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PROJECT PARTNERS

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Get in touch •

