



TOURISM MATES

MENTORING PROGRAM

This 6 month 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 trade shows such as the Australian Tourism Exchange (ATE)

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: Facilitation of contracting with product managers/buyers

DTM
DISTINCTLY TOURISM
MANAGEMENT

**\$500
+GST**

INSIGHTFUL TOURISM SOLUTIONS

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 Families
- 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, or visit <https://gscore.com.au/projects/amazing-mentoring-program/Applications are now open>

FUNDING PARTNERS



PROJECT PARTNERS



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

