

CHECK 1, 2, 3

Can you identify your 'Unique Selling Points'?	
Do you know your target markets and how to reach them?	
Are you familiar with the current visitor demographics and statistics for your region?	
Do you understand the culturally influenced needs of specific international markets and is your marketing collateral suitable for these markets?	
Is your rate structure suitable for your distribution partners and have you incorporated commission into your pricing?	
Are your rates structured around the tourism calendar: 1st April to 31st March?	
Are you familiar with appropriate commission levels for various levels of the distribution network?	
Do you offer rate parity?	
Have you specified your terms and conditions?	
Are you able to maintain your website with current images, rates and information?	
Are you willing to participate in trade and media familiarisations to showcase your region and your product?	
Are you willing to work in collaboration with other tourism operators to optimise exposure?	
Are you willing to build relationships with wholesalers and inbound operators via sales calls and participate in trade events?	
Is your product listed on the Australia Tourism Data Warehouse?	
Do you have booking mechanisms in place?	
Can you confirm bookings within 24 hours?	
Have you embraced appropriate social media channels to support your marketing?	
Have you compiled a collection of high resolution images, rate sheets and biographies to distribute electronically?	
Do you know your region's Hero Experiences and are you leveraging these?	

