

GROWING YOUR VISITATION AND YIELD

EXPRESSION OF INTEREST



THE CITY OF ONKAPARINGA IS PROUD TO ANNOUNCE A PROGRAM FOCUSED ON INCREASING THE QUALITY COMMISSIONABLE TOURISM EXPERIENCES THAT CAN BE PACKAGED/BUNDLED AND SOLD THROUGH TRADE PARTNERS (E.G. ONLINE TRAVEL AGENTS, EXPEDIA/BOOKING.COM, FLIGHT CENTRE/HELLOWORLD, WHOLESALERS, INBOUND TOUR OPERATORS).

Congratulations on taking the first step and expressing your interest to be involved in the program.

With our staged approach, you can choose which stage you progress to, depending on whether you want to review your experience, distribute online, distribute through trade domestically or work with international trade partners.

CLOSING DATE

5pm Monday 29 July 2019.

CONTACT

Viv Collins
Tourism Officer
8301 7371
tourism@onkaparinga.sa.gov.au



STAGE 1

TOURISM BUSINESS AUDIT

COST: \$200

WHEN: August 2019

This one-on-one session at your business includes:

- Assessing your experience delivery
- Assessing your online visibility (website, social media marketing)
- Identifying your domestic and international key target markets
- Identifying bookable and commissionable products or experiences suitable for domestic and international markets.

Business outcome:

- One-page business action list.

STAGE 2

EXPERIENCE DEVELOPMENT FOR DOMESTIC DISTRIBUTION

COST: \$150

WHEN: September 2019 - February 2020

Highlights include:

- 3 workshops (September, October and November 2019) held in Onkaparinga
- Presenters include Effektiver, SATC and Domestic Trade Partners
- One-on-one mentoring.

Business outcomes:

- Building experiences for domestic travellers
- Setting domestic commissionable rates
- Developing packages and partnerships
- Knowledge and tourism distribution and getting distribution ready
- Online booking systems and channel manager
- Online domestic distribution.

STAGE 3

INTERNATIONAL EXPERIENCE DEVELOPMENT AND DISTRIBUTION

COST: \$150

WHEN: March 2020 - June 2020

Highlights include:

- 1 tailored workshop facilitated by Effektiver and SATC's international team held in Onkaparinga
- One-on-one mentoring.

Business outcomes:

- Introduction to key domestic and inbound travel trade partners
- Setting commission rates for inbound
- Preparing for trade events
- Building experiences for international travellers
- Connecting with SATC and consideration to be involved in SATC famils/trade events.

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PROGRAM APPLICATION FORM

Thank you for expressing interest in the program. Please complete the required details below and also ensure you accept the program requirements. Applications are to be sent to: tourism@onkaparinga.sa.gov.au by 5pm Monday 29 July 2019.

Inquiries can be directed to Viv Collins, Tourism Officer on tourism@onkaparinga.sa.gov.au or 8301 7371.

DETAILS

Personal Details

Name:

Email address:

Phone number:

Postal address:

Business name:

ABN:

Operator Type:

☐

Accommodation

☐

Attraction

☐

Tour Operator

☐

Transport

☐

Cellar Door

☐

Other (please specify)

Year business commenced operation:

Business Information

Where are your visitors from: Intrastate (SA) % Interstate % International % = 100% Total

If international visitation is received, please list your top three markets: 1.

2.

3.

Do you currently have commission built into your rates?

☐

No

☐

Yes

If yes, provide

%

Is your business currently contracted with any trade partners? e.g. Online Travel Agents, Expedia/Booking.com, Flight Centre, Tour operators

☐

No

☐

Yes

If yes, please list trade partners

Has your business attended any trade shows in the past? e.g. Australian Tourism Exchange, Discover SA, ATEC Meeting Place

☐

No

☐

Yes

If yes, please list trade shows

What do you hope to gain from the program? (max 250 words)

Program Elements

I am interested in progressing with the following:

☐ **Stage 1 ONLY:** Business Audit (total investment \$200)

OR

☐ **Stage 1 and 2:** Business Audit and Experience Development for Domestic Distribution (total investment \$350)

OR

☐ **Stage 1, 2 and 3:** Business Audit and Experience Development for Domestic Distribution and International Experience Development and Distribution (total investment \$500)

Eligibility

Please tick that you acknowledge and can meet all the requirements below to be eligible for consideration.

Program Participant

- ☐ Must be a tourism business located within the City of Onkaparinga
- ☐ Commission is built (or has the ability to be built) into business rates
- ☐ Work (or will work) with travel trade distribution networks
- ☐ Will make yourself available to participate in the business audit and subsequent workshops
- ☐ Have an intermediate level of computer skills
- ☐ Current ON Business Partner Program member ☐ Not yet an ON Business Partner Program member but willing to join for free

Applicant name:

Signature:

Date:

NB: Council may seek promotional opportunities for the program including profiling the successful applicant and their experience in the program.