



Entrepreneurs' Programme

High Performance Tourism Websites Webinar

The first webinar of the tourism digital marketing series

You are invited to a series of 3 webinars to help develop the digital marketing strategies of tourism businesses operating in North Australia. The webinars are available via live stream. You are also able to access the video footage afterwards.

"Converting website visitors to business before, during and post holiday"

As a tourism operator your website is now your most important marketing asset. We also spend significant time and human resources driving traffic to our site... but is our website converting visitor to bookings?

Join our first webinar with experienced tourism marketer David Inches of Inspired by Marketing to improve your website conversion potential to online bookings.

Presenter

David Inches from Inspired by Marketing brings over 18 years of tourism and marketing experience from all corners of Australia.

Based in North Queensland, David specialises in remote destination tourism and understands the unique requirements and challenges faced by small and medium businesses in more remote tourism destinations.

For more information visit David's [website](#).

Date & Time

Tuesday 14 June 2016

12.00pm – 1.30pm

REGISTER HERE

About the Northern Australia Tourism Initiative

The Northern Australia Tourism Initiative provides business advisory support to tourism businesses in Northern Australia. Services are tailored to ensure every business gets the right support, at the right time.

Tourism businesses in Northern Australia with turnover or operating expenditure of \$750,000 or more have a dedicated team of expert Entrepreneurs' Programme Business Advisers and Facilitators who understand the challenges tourism businesses in the north face and how to best overcome them.