



The Tourism Digital Express

Coming to a Town Near You in 2017!

The 2016 Digital Leap Seminar concluded that if NT tourism businesses were going to benefit from the arrival of more tourists to the NT they needed to make the digital leap and significantly improve their on-line presence and on-line marketing capabilities.

Do you want to have a one on one session with an on-line marketing or web development specialist, in your place of business?

Delivered by well-known on-line marketing experts Lynne Hocking and Linda Saunders from Webnoise.

Do you need help with ??

- Trip Advisor reviews and marketing opportunities
- Social media - Facebook, Twitter, YouTube, Google+ and Instagram
- Understanding Facebook insights and statistics
- Managing your online reputation
- Website design – what is best practice?
- Website and content management
- Which online reservation system is best for your business?
- The best free tools to use to improve your business online
- Search engine optimisation
- Search engine marketing
- Google Analytics – what are the basics you need to understand?
- #Hashtags and how do I use them?
- Building and distributing a digital newsletter
- Understanding domain management
- Google AdWords
- Conducting a health check on your website
- Yield Management in the accommodation sector – getting the pricing correct across all channels
- International Marketing
- Working in the International Tourism distribution system – how to work with Inbound tour operators



The DIGITAL EXPRESS is coming to a town near you in early 2017!!

Departing by road from Alice Springs in March 2017, the DIGITAL EXPRESS will be traveling along the Track and visiting the following locations: -

- Uluru
- Tennant Creek
- Katherine
- Jabiru
- Batchelor/Litchfield
- Darwin
- Nhulunbuy (by air!)

Go here to find out more information about when the DIGITAL EXPRESS will be near your business and how to book a session with the experts!

Eligibility

The Australian Small Business Advisory Service Programme Northern Australia Tourism Initiative -ASBAS NATI - provides low cost business advisory services to grow the skills of small tourism business operators and intenders within the Top End and Central Australian Regions of the Northern Territory.

To be provided services under the ASBAS NATI program, participants MUST:

1. **Be a small tourism business or a small tourism business intender**
2. **Have less than 20 full time employees on the payroll; and**
3. **Be prepared to complete a relevant Business Diagnostic tool.**

Tourism small businesses are defined as small businesses that must:

- derive a significant portion of their revenue from tourists
- operate in tourism related industries, including accommodation; cafes, restaurants and takeaway food services; clubs, pubs, taverns and bars; passenger transport; tour operator services; cultural services; sports and recreation services; and retail trade (not including intermediaries that resell tickets or vouchers for tourism-related products and services).

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Business

AUSTRALIAN SMALL BUSINESS
ADVISORY SERVICES PROGRAMME

Delivered by AusIndustry™

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