



BOOST YOUR BUSINESS

Benefit from programs that offer: A close-knit community, business advice and customised training. Indigenous Tour Agency is a business building membership community that meets you exactly where you are in business so you can propel yourself smartly.

Eco Sustainable Work Practices

Workshop Duration: 2.5hrs Cost \$99

Addresses the knowledge, processes and techniques to implement and monitor environmentally sustainable work practices

Workshop includes:

- Effectively analyse the workplace
- Implement improvements
- Monitor their effectiveness.
- Take away processes and tools

Learning the way to Cultural Sharing

Workshop Duration: 2.5hrs Cost \$99

Improve your knowledge and skills on how to share culture in Tourism

Workshop includes:

- Confidently share your cultural knowledge
- Communicate using both ways learning
- Present information and teach culture

Go Global - Increase Sales

Workshop Duration: 2.5hrs Cost \$99

Go from a Domestic to International Tour Operator

Workshop includes:

- Offer a product geared to suit you and your client's needs including international visitors, online travel agents and industry associations. Become export ready!

Marketing : Your Business Flight Plan

Workshop Duration: 2.5hrs Cost \$99

Business goals are more than dreams - Marketing Blue Print

Workshop includes:

- Identify sales partners
- Attractive market segments
- Practical marketing model canvas

Social Media for Tourism

Workshop Duration: 2.5hrs Cost \$99

Social Media to boost sales and increase customer visits

Workshop includes:

- Content to boost your sales
- Destination marketing
- Reputation online
- Free social media manager

Online Marketing for Tour Operators

Workshop Duration: 2.5hrs Cost \$99

Embrace the internet and use its power to supercharge your business!

Workshop includes:

- What you need for your website
- How to set up your website
- How to attract visitors to your website
- Digital score card

Building Experiences and Profits

Workshop Duration: 2.5hrs Cost \$99

Open4Bizness: Monetise your venture

Workshop includes:

- What your business says about your brand
- Understand key drivers
- Inbound tourism basics
- Marketing Budget and Commission

Attraction Marketing and Tourism

Workshop Duration: 2.5hrs Cost \$99

Amplify your business message

Workshop includes:

- Digital health analysis
- Social media in tourism
- Outbound tourism marketing

Tourism Business Excellence and You

Workshop Duration: 2.5hrs Cost \$99

Build a sales and development culture

Workshop includes:

- Find your competitive advantage
- Engage with your workforce and community



' Travel distribution channels are the biggest e-commerce markets.

To compete, Inbound Operators must define their place in travel's next wave.' - Ita

TOURISM WORKS

INCREASE BOOKINGS - GO FROM DOMESTIC TO INTERNATIONAL TOUR OPERATOR

Business Boost Workshops



Tourism Business Boost Series

Minimum numbers	5
Maximum numbers	10
Workshop Time	6pm - 8.30pm Tues, Wed, Thu
Duration	2.5 hours
Accredited Units	Nil
Workshop	
Cost per person	\$99pp
Sponsored	\$65pp

Why you should book..

Investment includes complimentary one-on-one business coaching session per registered business.

Who should attend?

Tour, Retail, Hospitality, Culture and Event Operators. No prior knowledge is required to participate.

The Facilitation Team

1 x Management Consultant, Samone Wear
1 x Cultural Advisor, Tricia Walker

Workshop includes

Program 2.5 hours x 3 days
Attendance up to 2 people per ITO business
Complimentary tea and coffee
Worksheets
Complimentary one-on-one business coach session per registered business*

*Business coaching valid for 30 days from workshop attendance date

Workshop Fee - Normal rrp:

\$99 per workshop or
\$279 for 3 consecutive sessions

GAIN KNOWLEDGE IN TOURISM, BUSINESS, ECO SUSTAINABLE PRACTICES AND MARKETING



Lets Connect

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Indigenous Tour Agency is a business building membership community that meets you exactly where you are in business so you can propel yourself smartly.

No more overwhelm. No more wasted money, time, or effort.

Lots more results.

Ita promoting Indigenous tourism to all corners of the globe

Adapt and thrive in the New World of Technology