

NSW FIRST PROGRAM



Restart Series: The Domestic Market
Wednesday 22 July 11.00-11.45am

Destination NSW invites you to join this free Domestic Market webinar, presented by Peter Doran, Director, Program Performance and Assessment.

Gain the facts, figures and tourism insights you need to understand the latest trends in the domestic market travelling to NSW.

This webinar will delve into the following key areas, followed by a Q&A session with Peter.

- Find out about the latest domestic tourism research trends and personas.
- Discover the type of research that is available on the domestic market.
- Learn about the visiting friends and relatives (VFR), intrastate and interstate leisure markets.
- Get tips on how to access domestic tourism research for your tourism business.

This event is presented by Destination NSW as part of the NSW First Program, designed to assist tourism businesses to develop, promote and sell tourism products and experiences.

To register, [click here](#)

NSW FIRST PROGRAM



Discuss and Develop your Business: Leverage the Love NSW campaign - TripAdvisor and Viator Thursday 23 July 11.00-11.35am

Destination NSW invites you to join this Discuss and Develop your Business session on Leveraging the Love NSW campaign with TripAdvisor and Viator. Hosted by the Industry Development team, along with guest presenters Jessica Small from TripAdvisor and Katie McDougall from Viator, find out how your business can engage with these platforms.

TripAdvisor and Viator are Destination NSW partners in the Love NSW statewide marketing campaign.

- Learn about the TripAdvisor and Viator platforms
- Find out how your business can get involved in the Love NSW marketing campaign with TripAdvisor
- Discover how your business can best work with TripAdvisor to get your bookable products online
- Get tips on what customers are looking for when searching and booking products online.

After the presentation, there will be a short Q & A session.

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NSW FIRST PROGRAM



Restart Series: Sell Bookable Products Online Tuesday 28 July 10.30-11.15am

Destination NSW invites you to join this free Sell Bookable Products Online webinar, presented by Sophie Calchera from the Destination NSW Industry Development team.

By making your bookable tourism products available online, you can create more opportunities for visitors to find and book your product, and give them the instant confirmation they have come to expect.

This webinar followed by a Q & A session, will help you:

- Find out about selling your products directly to customers on your website
- Discover how to sell your product online with third party distribution partners, including online travel agents
- Learn about commissions and online distribution costs
- Get tips on which online distribution partners sell tourism products in Australia.

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NSW FIRST PROGRAM



Discuss and Develop your Business: Commissions and the Travel Distribution System **Tuesday 4 August 11.00-11.35am**

Destination NSW invites you to join this Discuss and Develop your Business session on Commissions and the Travel Distribution System. Hosted by the Industry Development team, find out about the travel distribution system and the benefits of paying commission.

Commissions are a fee for the service of distributing your product with trade partners in the domestic and international market.

- Find out how customers can find and book your product
- Learn about the key players in the travel distribution system
- Discover the benefits of paying commission
- Get answers on common questions about paying commission
- Get tips on the industry standard commissions for trade partners.

After the presentation, there will be a short Q & A session.

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NSW FIRST PROGRAM



Discuss and Develop your Business: Creating effective trade fact sheets Wednesday 12 August 11.00-11.35am

Destination NSW invites you to join this Discuss and Develop your Business session on Creating effective trade fact sheets. Hosted by the Industry Development team, find out how to create and distribute an effective trade fact sheet.

A trade fact sheet is a targeted sales tool to help you communicate your product offering to your travel industry partners.

- Discover how to develop a unique selling proposition
- Find out what to include in a trade fact sheet
- Get tips on best practice for your copy and images
- Learn how to distribute your trade fact sheet.

After the presentation, there will be a short Q & A session.

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To register, [click here](#).

NSW FIRST PROGRAM



Discuss and Develop your Business: Working with your Accredited Visitor Information Centre Wednesday 26 August 2.00-2.35pm

Destination NSW invites you to join this Discuss and Develop your Business session on Working with your Accredited Visitor Information Centre (AVIC). Hosted by the Industry Development team, along with guest presenter Vivienne McEvoy from Balranald Shire Council, find out how your business can partner with your local visitor information centre.

Tap into domestic market distribution by working with your local Accredited Visitor Information Centre.

- Discover how visitors use visitor information centres
- Learn about the services provided by visitor information centres
- Get tips on how your business can partner with your local AVIC.

After the presentation, there will be a short Q & A session.

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