



VOLUME 2

A GUIDE TO DEVELOPING YOUR TOURISM PRODUCT



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Cover: Winetasting at Centennial Vineyards,
Southern Highlands (Tourism Southern Highlands)

INTRODUCTION

The Tourism Business Toolkit has been designed by Tourism NSW as a resource to enable new and existing tourism operators to gain a better understanding of the tourism industry and develop their tourism product.

The Tourism Business Toolkit consists of two volumes:

VOLUME 1: A GUIDE TO UNDERSTANDING THE TOURISM INDUSTRY

VOLUME 2: A GUIDE TO DEVELOPING YOUR TOURISM PRODUCT

The two volumes should be used together.

VOLUME 1

- The tourism industry
- The tourism industry network at a federal, state, regional and local level
- Tourism NSW – role, strategy, structure and working with the tourism industry
- The steps to a successful tourism product
- A list of frequently asked questions
- A glossary of common terminology used by the tourism industry

VOLUME 2

- Understanding your customer
- Distributing your tourism product
- Pricing your tourism product
- Creating your brochure
- Understanding advertising
- Packaging products
- Working with the media

The Tourism Business Toolkit will support tourism operators by providing information, helpful tools, and details of organisations to contact for further assistance.

This information, combined with advice and assistance from regional tourism organisations, local tourism managers, industry bodies and other tourism operators will assist you on your path to success!

Tourism NSW also provides guidance to new and existing tourism operators on issues relating to destination, industry and business development.

To contact Tourism NSW telephone (02) 9931 1111.

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Tourism New South Wales

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