

Capability Building Service

Scale Up - How to Take Your Tourism Business to the Next Level

This service is registered with the [Regional Business Partner network](#).

Overview

This programme is designed by tourism businesses who are already operating but are looking to grow, develop, or diversify their business by adjusting their product offering and/or moving into new markets and partnerships.

This training is delivered by a consultant with extensive tourism sector experience, knowledge and networks.

The training will be delivered via zoom.

Training Objectives

Define Objectives: Define what success looks like and the resources required to support growth.

Experience Assessment: An objective assessment of the current product portfolio, what's working, what's not and priorities for development.

Target Markets: What new market opportunities are accessible, how to reach them and what existing or new product would appeal.

Action Plan: A prioritised action plan for developments identified.

Learning Outcomes

The business owner / business manager will learn how to:

- Be able to articulate clear objectives and resource required to achieve business growth/diversification plan to input into a revised business plan.
- Have a clear outline of the new products/experiences to be developed for input into the business plan.
- Have a clearly defined target market/s to support the growth/diversification plans for input into the business plan.
- Understand the priority actions required to make the change.

Time Commitment:

With consultant

- 2 x 2-hour training sessions.
- 2 x 1-hour follow up coaching to consolidate and achieve learning outcomes.

Business Owner/Manager Preparation:

- 4 -8 hours to action learnings before coaching.

\$225 per hour plus GST