

The Seven Pillar Framework



	Business Essentials	Digital Marketing	Social Media and PR	Distribution	Industry Connectivity	Quality and Excellence	Export Ready
Leading	Capital reinvestment plan	Search Engine Optimisation (SEO) Strategy	Engage in media familiarisation programs	Engage with distribution partner/s	Participate in industry insight sessions and surveys	Represent the NT at the Australian Tourism Awards	Attend international trade shows
	Business sustainability plan	Accept third-party bookings	Pitch your business to domestic and international media	Attend Tourism NT domestic trade events	Sector specific membership	Maintain a GRI of 80% or above	Engage with Inbound Tour Operators (ITO) and international wholesalers
	Risk management plan	Use analytical data	Communications plan	Marketing plan	Attend industry networking events and briefings	Online reputation management strategy	Provide language options
	Strategic business plan	Use a data input system	Paid advertising on social media	Engage in trade familiarisation programs	RTO membership	Enter the Broлга Awards	Participate in the Australian Tourism Exchange (ATE)
	Customer service policy	Implement basic Search Engine Optimisation (SEO) practices	Booking links integrated	Engage with cooperative marketing partner/s	Receive industry newsletters and updates	Complete the COVID-19 Clean Practicing business module (QTF)	Trade distribution strategy
	COVID-19 safety plan	Accept real-time bookings	Post quality image and video content	Commission built into pricing structure	Attend cultural awareness training	Respond to online reviews effectively	Australian Tourism Export Council (ATEC) membership
	Public liability insurance	Website is optimised for mobile devices	Post content regularly	Product packaging	Quality Tourism Accredited Business (QTAB)	Achieve a Global Review Index (GRI) of 80% or above	Contactable 365 days a year
	Meet regulatory compliance	Access analytics	Use correct hashtags	Product pitch and promotion			
	Basic business plan	Website Contact Us page	Active social media accounts	Distribute via your RTO			
	Complete market research	Website is active and up-to-date		Actively self-promote			
Developing		Google My Business listing claimed		Pricing structure or rate sheet			
				Australian Tourism Data Warehouse (ATDW) listing			