## The Seven Pillar Framework

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	Business Essentials	Digital Marketing
	Capital reinvestment plan	Search Engine Optimisation (SEO) Strategy
Leading	Business sustainability plan	Accept third-party bookings
	Risk management plan	Use analytical data
	Strategic business plan	Implement basic Search Engine Optimisation
	Customer service policy	(SEO) practices
	Public liability insurance	Accept real-time bookings
	Meet regulatory compliance	Website is optimised for mobile devices
	Basic business plan	Access analytics
TE I	Complete market research	Website Contact Us page
		Website is active and up-to-date
ing	P. State	Google My Business listing claimed

## Digital **Marketing**

**Social Media** and PR

Engage in media

familiarisation

programs

Pitch your business

to domestic and

international media

Communications plan

Paid advertising on

social media

Booking links

integrated

Post quality image and

video content

Post content regularly

Use correct hashtags

Active social media

accounts

Distribution

Engage with distribution partner/s

**Attend Tourism NT** domestic trade events

Marketing plan

Engage in trade familiarisation programs

Engage with cooperative marketing partner/s

Commission built into pricing structure

Product packaging

Product pitch and promotion

Distribute via your RTO

Actively self-promote

Pricing structure or rate sheet

Australian Tourism Data Warehouse (ATDW) listing

## Industry **Connectivity**

**Quality and Excellence** 

**Export Ready** 

Participate in industry insight sessions and surveys

> Sector specific membership

Attend industry networking events and briefings

RTO membership

Receive industry newsletters and updates

Represent the NT at the Australian Tourism Awards

Maintain a GRI of 80% ог above

Online reputation management strategy

> Enter the Brolga Awards

Aboriginal cultural

Respond to online reviews effectively

Quality Tourism Accredited Business (QTAB)

Achieve a Global Review Index (GRI) of 80% or above

Attend international trade shows

**Engage with Inbound** Tour Operators (ITO) and international wholesalers

Provide language options

Participate in the Australian Tourism Exchange (ATE)

Trade distribution strategy

Participate in the International Managers Meeting (IMM)

Australian Tourism Export Council (ATEC) membership

Contactable 365 days а уеаг