



MODULE ONE

YOUR BUSINESS DEVELOPMENT AND RECOGNITION PATHWAY

In this module, we look at what's involved in taking a deliberate path to your business development. Four Programs offer valuable stepping stones for businesses seeking to maximise their performance at each step.





1 STEP ONE

Gain or increase exposure for your business

Listing on the Australian Tourism Data Warehouse (ATDW), the national business directory, puts you in the starting gate. It provides your business with exposure by having your product or service appear live on key travel websites that consumers are using when dreaming of and planning holidays and day trips.

A core reason for ATDW is to ensure consumers have access to current and accurate information about what's available so they are inspired to book and spend. ATDW also provides efficiencies to businesses as it distributes the information from one central database to multiple websites. You only have to maintain the information in one place.

The travel sites where consumers can find your information include:

- Visit Brisbane www.visitbrisbane.com.au
- TEQ's consumer site www.queensland.com
- Tourism Australia www.australia.com
- Queensland's regional tourism organisation (RTO) websites (for members) and many more.

2 STEP TWO

Measure performance in meeting customer expectations and deliver exceptional experiences

Businesses looking to build their profile and increase their marketing reach can access the Best of Brisbane Region Experiences (BoBRE) Support Program. The core element of the Program is this practical self-paced Guide designed to help you become a Best of Queensland Experience (BoQE) and gain access to the associated marketing benefits. Businesses may be able to access a mentor to help in using the Guide.

All businesses with a current and live listing on ATDW on the required date are automatically assessed annually against the BoQE criteria and receive a report that provides valuable consumer insights. The BoBRE Support Program Guide includes 13 modules with tips and resources to help you satisfy the requirements of the criteria.

The BoQE Program assessment allows you to check in with what consumers are thinking about your business and where enhancements could be made. You can also see how you are performing compared to your competitors.

If you score at least 80 points out of 100 in the assessment, your business is identified as a Best of Queensland Experience and you have access to the associated benefits (see Module 3 for a list of benefits).

FIND OUT MORE

Read Module 6 to learn what being part of ATDW means to Brisbane region businesses and information on how to sign up for and maintain your ATDW listing.

[View the full list of ATDW distributors.](#)

For reminders on ATDW and BoQE timeframes, sign up to [TEQ's Eye on Q Industry News](#) and BEDA's Tourism Alerts by emailing tourism@brisbane-eda.com.au.



BUSINESS THAT ACHIEVES 80 POINTS OR MORE



TEQ is committed to maintaining and evolving BoQE as a Program for businesses because of the value it offers in lifting the quality of experiences across Queensland and supporting businesses in improving their profitability.

3 STEP THREE

Be recognised for delivering exceptional experiences.

When your businesses is achieving the rank of a BoQE, this step in the pathway is designed to help you maximise the opportunities and benefits this status offers. All businesses in the Brisbane Region identified as a BoQE will receive a certificate of achievement and gain recognition as a Best of Queensland Experience in the Brisbane Region, which can be used in their marketing and communications.

The BoBRE Support Program Guide remains a helpful tool for BoQE businesses seeking to refresh their knowledge of the BoQE Program criteria and take advantage of the tips and resources provided.

4 STEP FOUR

Be at the forefront of the purpose-led economy

If you have an appetite for innovation, are keen to go to the next level to further improve your customer experience, and are scoring high with BoQE, designing and delivering transformational experiences may be a natural next step for you. TEQ have developed The Ultimate Transformational Experience Guide to assist you.

The Guide is designed to help you to take advantage of and respond to consumers growing demand for purpose-led brands. Many consumers today are making their purchase decisions based on how brands treat their people, the environment, and the communities in which they operate.



Purpose-driven companies witness higher market share gains and grow on average three times faster than their competitors, all the while achieving higher employee and customer satisfaction.



TEQ also offer a Transformational Experience Mentoring Program (TEMP) to help you identify the actions you need to undertake to your operation to provide transformational experiences. Participation is dependent upon being selected by BEDA and funding availability. Your BoQEP operator report is used as a measurement tool, providing an annual check-up on how well are performing in the eyes of your customers.

Completion of TEMP will lift you up the list of preferred businesses to be involved in the marketing activities and experience development opportunities TEQ and BEDA offer. It will enable you to directly link and leverage TEQ's Travel for Good initiatives and Brisbane's regional brand.

ADDITIONAL PROGRAMS

The Business Development and Recognition Pathway will continue to evolve with additional Programs added as required to support local businesses in their development and growth.

FIND OUT MORE

Visit TEQ's website to download the [Transformational Experience guide](#).

Access [Queensland Tourism Industry Council's online resources](#) for all tourism businesses.

Case Study

FLOATING IMAGES HOT AIR BALLOONS, IPSWICH



Ipswich

Floating Images offers the opportunity to combine a city and country balloon flight over the heritage city of Ipswich and the Scenic Rim and Somerset countryside with its spectacular views of the Great Dividing Range.

1. Tell us about your 'pathway to growth' through ATDW and BoQE. What has it involved for you and your business? What was your motivation?

We celebrated our 20th birthday on 1 December 2021, so we've been on our business pathway journey for a while. A significant step for our business was changing our mindset. We started our business as an aviation company. Over time we have evolved our thinking and embraced that our product is in fact a unique tourism offering. We're now on our fourth website and on 1 December 2021, we hit 500 TripAdvisor reviews. We became an RTO member in the early part of business and have not missed an opportunity to learn. Attending networking events, learning from industry peers and taking part in workshops have been key to our business growth.

2. What practical outcomes has your business experienced from participating in business development Programs?

Participating in ATDW and BoQE and other Programs provided by BEDA and TEQ has been tremendous for our business. By maintaining our BoQE status, keeping our ATDW profile

content and imagery current and having an online booking system, we have been able to participate in TEQ campaigns including the recent Brisbane Holiday Dollars and Great Queensland Getaway campaigns.

3. Any lessons or tips you would suggest to other businesses

Reach out and ask for support from industry experts through TEQ and BEDA. There is great support available from participating in these Programs and being a member of BEDA. As a husband-and-wife team, we have learned that we can't do everything and when possible, we do seek help from industry experts such as for our website and social media.

Recent marketing campaign activity with TEQ.



1 Deloitte Insights, 2019, referencing Jim Stengel Co., "Purpose," <https://www2.deloitte.com/us/en/insights/topics/marketing-and-sales-operations/global-marketing-trends/2020/purpose-driven-companies.html/#endnote-sup-3>

Case Study

G'DAY ADVENTURE TOURS, MORETON BAY

G'day Adventure Tours provides tour experiences on Bribie Island, Moreton Island and the Sunshine Coast, including day trips and overnight stays.

1. Tell us about your 'pathway to growth' through ATDW and BoQE. What has it involved for you and your business? What was your motivation?

Being part of ATDW and BoQE has helped us in reaching customers. Through BoQE, we have built a good social platform, gained listings on a range of travel sites and built up a rate sheet for the trade and wholesalers.

2. What practical outcomes has your business experienced from participating in business development Programs?

Through our engagement with TEQ and BEDA, we've been provided with access to a mentorship Program on how to work with agents and sell them our product. This helped us secure contracts with cruise lines.

3. Any lessons or tips you would suggest to other businesses

Get a rate sheet into the broader market. Agents need to know about your business and the experience you offer, otherwise they can't sell your product. That will also help you to gain positive reviews and build up your social media following.

