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Tourism Online

Part of the Business Grow Online Program



Presented by Michelle Frost (International guru on IT marketing) and
Rebecca King (Independent consultant to Tourism Tasmania)

Do you ?

- ✓ Own or are considering owning a Tasmanian tourism business?
- ✓ Want to reach up to **85%** more paying customers?
- ✓ Want to know how tourism businesses can benefit from being online?

Then this is a must Workshop for you.

Topics covered;

- Why being online is essential for tourism operators in 2010/2011
- Your website - What are the essentials for a good tourism website?
- What role Google plays in getting your customers to you.
- Keywords - vital if people are going to find you online.
- Search Engine Optimisation - Tourism style.
- Booking Online - Make it easy for your customers
- What you need to know about Trip advisor and other tourism review sites.
- And much more.... Social Media, Reputation Management Online, Google Places etc.

Date: Thursday 23rd September 2010

Time: 5:30 to 8:30 pm (*refreshments from 6:30pm*)

Venue: Launceston Aquatic Centre, Corner of York & High Street.

No charge - the event is a fully funded initiative of the Australian Government



Register today! **FREECALL 1800 709 552**
or visit: www.businessandemployment.biz

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