



IMAGE DESTINATION NSW

AGRITOURISM DEVELOPMENT GUIDE

Marketing

Table of Contents

MARKETING	3
Marketing basics	3
Council's marketing of the region	6
Online sales.....	6

Disclaimer

Any representation, statement, opinion or advice, expressed or implied in this document is made in good faith but on the basis that neither Cootamundra-Gundagai Regional Council nor Tilma Group Pty Ltd are liable (whether by reason of negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any representation, statement or advice referred to in this document.

MARKETING

Marketing basics

Part of your guests' experience is the touchpoints they have with your business before they arrive and after they leave, such as

- How they find out your agritourism offering exists
- Finding information they need on your website
- Booking their stay
- Receiving a confirmation email of their booking, which includes any information they need to know before they arrive
- Finding your property as they drive using Google maps
- Receiving a thank you email after they leave with a link to review sites so they can write a review of their experience.

Pre-arrival and post-stay emails can be automated via your booking system.

Marketing is the middle man between your experience and potential guests – how your guests become aware of, and enticed by, your offering.

Tool	Benefit for your business	Description of resource	Resource provided by
How to make your website easy to use	<p>A website is a business essential.</p> <p>An appealing user-friendly website inspires potential guests to book, and makes it easy for them to do so, increasing sales.</p> <p>All of your marketing leads back to your website and its online booking system, so making sure it's as appealing and effective as possible is essential.</p>	<p>These articles provide tips for tourism websites, and visual examples of best practice, but a website designer can help you structure your website:</p> <ul style="list-style-type: none">• 3 traveller insights to keep in mind when building a destination website• Top 10 tourism website marketing fails and how to fix them (i.e. what to include in your tourism website)• How to brief a website development agency• About Search Engine Optimisation and why it's important for tourism brands	The Tourism Collective
List on Google Business	A free Google Business listing will ensure your business is found in Google search results and on Google Maps	Provide info such as your phone, address, opening hours, photos, even safety measures for visitors to take	Google

Tool	Benefit for your business	Description of resource	Resource provided by
List on the Australian Tourism Data Warehouse (ATDW)	If you want to be found by travellers looking at VisitNSW.com , and Australia.com , you must have an ATDW listing.	ATDW is a state government-owned and funded 'digital warehouse' of listings of tourism business that are distributed to tourism websites and apps . Learn more about ATDW Check your eligibility Create your business listing Be sure to link your Google Business listing to your ATDW listing . This way, when you update your ATDW listing, it will automatically update your Google listing.	ATDW
Optimise your ATDW listing	Learn how to capture the attention of potential visitors.	This guide teaches you how to write an appealing description of your business that is based on benefits to visitors, and the types of photos and videos that appeal to travellers.	ATDW
How to encourage reviews	Word of mouth recommendations is the most effective type of marketing. Customer reviews have a significant impact on your business - they can be the reason why a customer books – or doesn't.	Learn when and how to ask guests for reviews.	Tourism & Events Queensland and ReviewPro
How to develop a marketing plan	As with business planning, strategic marketing planning results in much better and more cost-effective outcomes than an ad hoc approach.	Develop an understanding of how to plan marketing tactics, and download a marketing plan template.	Business.gov.au
How to promote your tourism business	Improve your understanding of effective tourism marketing.	This guide outlines <ul style="list-style-type: none"> Identifying your point of difference How to create marketing content (written, photos, and videos) Online marketing Working with media How to leverage the marketing done by the state tourism organisation Print marketing Partnerships that support marketing 	Destination NSW

Tool	Benefit for your business	Description of resource	Resource provided by
Best practices for social media content	Social media builds awareness, inspires travel, generates bookings, and creates customer loyalty.	<p>This is a guide to</p> <ul style="list-style-type: none"> • creating great social media content • effective messaging • what to include in images • elements of an appealing tourism promotion video • tips on how to be efficient on social media. <p>Remember to use hashtags and tags to extend the reach of your posts, such as</p> <ul style="list-style-type: none"> • #VisitCootamundra @VisitCootamundra • #VisitGundagai @VisitGundagai • #feelNSW #VisitNSW @VisitNSW 	Tourism & Events Queensland
How to develop packages	<p>Packages of elements such as accommodation, experiences, meals and transport take the guesswork out of travel planning for visitors, making travel planning easy.</p> <p>By doing the planning for them creating an itinerary, and providing a streamlined service for them, visitors can simply arrive and enjoy their time without any effort or stress – making it easier for them to choose to buy from you.</p>	<p>This brief guide outlines what a package is, how to build an effective package, how to promote a package, and an example.</p> <p>For a deeper dive, check out this comprehensive Canadian guide and worksheet on tourism product packaging.</p>	DR Tourism

Council's marketing of the region

Council promotes the region to tourists through marketing campaigns and its

- Websites: www.visitgundagai.com.au and www.visitcootamundra.com.au
- Facebook pages: [Gundagai Visitor Information Centre](#) and [Visit Cootamundra](#)
- Instagram accounts: [@visitgundagai](#) and [@visitcootamundra](#)
- Visitor information centres in [Gundagai](#) and [Cootamundra](#)

To help promote the region as a destination for agritourism, follow the destination's social media accounts as your business' account, and engage with and share relevant social media posts from them to your followers.

Online sales

Distribution refers to where your agritourism experience is available for purchase.

Tool	Benefit for your business	Description of resource	Resource provided by
How to sell your experience online	With most bookings nowadays taking place online and outside of business hours, selling online is now essential.	Find out how to sell your bookable tourism products directly to customers on your website, and via third party distributors such as online travel agents to make your products widely available online. This guide includes a list of booking systems suitable for different kinds of businesses (tours, activities, attractions, and accommodations).	Destination NSW
How to choose an online booking system	Learn how to choose a booking system based on your business needs.	This provides the steps involved in selecting the right booking system for you.	Tourism Tribe