

WINE TOURISM PRODUCT DEVELOPMENT

Business Coaching Program 2019/20



The Wine Tourism Product Development Business Coaching Program provides subsidised assistance to businesses across the Margaret River region to accelerate the development and growth of compelling wine tourism experiences for visitors from our region's key international tourism and export markets.

More about the program

There are six places available in the two part program, which entitles business to up to 60 hours of business coaching support. The program is valued at \$6,000, but available to MRBTA, MRWA or ASW members at a subsidised cost of \$3,000. Please see full details of program delivery over the page.

The program is currently taking Expressions of Interest. EOI's will be reviewed by the International Wine Tourism Steering Grant Committee. Preference will be given to businesses who are seeking to develop product not currently available in the Margaret River region, with the ability to drive visitation.

Your submission

Please submit your Expression of Interest to amanda.carmichael@margaretriver.com by **7 October 2019** with the following information:

- Name
- Company
- Product/Experience description
- Target market



PROGRAM DELIVERY



Stage 1: Consultation and Tailored Recommendations

- On-site meeting with consultant to understand current wine tourism product available, or being developed, key target markets, current distribution, pricing/commissions, resources available within the businesses to complete work, and potential assistance required.
- Delivery of a written report providing recommendations about product to be offered, OTA distribution, local distribution/partnerships, travel agent/wholesale, inbound, general tourism and commissions required for implementation, as appropriate for the individual business.
- Meeting to discuss recommendations, priorities and potential to advance to Stage 2.

Fee: \$1,500 / Capped at 30 hours



Stage 2: Implementation

- Assistance with implementing recommendations from Stage 1.
- Work will be quoted based on individual business's needs.

Fee: \$1,500 / Capped at 30 hours

Consultant Biography

Lisa Fletcher, Tourism Consultant

After over 10 years living in the South West / Margaret River, Lisa Fletcher realised an ambition starting her own Tourism Consultancy business assisting tourism operators to develop product and grow their businesses through connections with international wholesale and inbound tour operators.

Lisa commenced work in the tourism industry over 30 years ago in the UK and has a wealth of practical experience and extensive knowledge of the workings of the industry. Lisa made the move to Western Australia working with Qantas Holidays for 5 years before relocating to Sydney and assisting with the development of a successful wholesale travel business with her husband. While her experience is broad, Lisa's specialities include international sales and promotion to trade and consumers, destination development, hotel contracting, and product development including packaging and pricing. On returning to WA Lisa worked for Accor Hotels for 9 years as Leisure Sales Manager for the Western Australia properties and Sales Manager for Pullman Resort Bunker Bay, roles that gave Lisa the opportunity to not only promote the hotels but also sell the virtues of Western Australia and the Margaret River Region which she is so passionate about.



This program is supported by the International Wine Tourism Grant funded by Wine Australia, Margaret River Wine Association, Margaret River Busselton Tourism Association, South West Development Commission and Australia's South West.