

Is your business trade ready?



**Enhance your trade knowledge: workshops for all
Qld tourism businesses**



**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

The Voice of Tourism



**Queensland
Government**

TRADE UPSKILLING WORKSHOPS FOR ALL QLD TOURISM BUSINESSES

Trade Ready aims to help your tourism or hospitality business reach its goals.

Strengthen and grow your business.

Tap into new markets or get more out of your existing ones.

Set your business up as an industry leader.

Trade Ready programs are tailored to regional needs and run by your Regional Tourism Organisation (RTO).

Topics may include (based on regional needs):

- Understanding key principles of domestic and international distribution channels
- Preparing of rate and fact sheets
- Engaging with Trade partners
- Presenting to Trade, and sales skills covering a range of stakeholders
- Packaging and bundling product
- Pricing, commissions and rates
- Assisting with trade contract execution



Find out more & get your RTO's contact details at
www.qtic.com.au/programs