

MEDIA RELEASE

7 December 2020

Helping local tourism thrive

GSCORE has awarded Certificates of Completion to mentees who took part in the Tourism Experience Accelerator Program (TEAP).

The presentations were made last week, following the Amazing South Coast annual general meeting at Albany Golf Club.

The ACCELERATE program has provided one-on-one mentoring support to help tourism businesses improve their marketing to reach and enter new markets. The first stream, Tourism ACE, guided tourism operators through perfecting marketing plans with a focus is on the intra- and interstate markets. The second stream, Tourism MATES, gave tourism operators a head start on how to enter the online trade and distribution marketplace in domestic and international markets.

GSCORE Executive Director Dr Lenore Lyons says the mentees completed the program during a difficult phase for the industry, however, they are now well equipped to gain and maintain a competitive position in the local tourism market.

“Mentoring provided by Karen Castiglioni from Distinctly Tourism Management has given these businesses an edge in an increasingly competitive environment,” says Dr Lyons. “We look forward to offering further programs to assist operators in the tourism industry as the opportunity arises.”

The mentoring program was initially conceived to focus on innovation in product design and delivery, collaboration with tourism community and capability in tourism marketing and distribution.

As a result of COVID-19 and just a few months into the 18-month program, it necessitated some nimble thinking to react to mentee business changes and needs. This resulted in a shifted focus to reassess business operations and financials, relaunch new product concepts for new target audiences and rebound with a focus to a local marketing strategy.

Diverse tourism segments of the tourism economy have benefitted from the program, each requiring an understanding of their business segment and structure to demonstrate innovation and collaboration opportunities. They include accommodation operators, caravan parks, tour operators, wineries, primary producers, attractions, visitor centres and volunteer not-for-profits. Mentees came from across the Great Southern including Albany, Kalgan, Denmark, Ongerup and Tenterden.

The project is supported by the State Government’s Regional New Industries Fund and the South Coast Alliance and was delivered in cooperation with Distinctly Tourism Management.

Have a look at what mentees had to say about the program: <https://youtu.be/1zt2eAGC16g>

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