

**Bundeena & Maianbar Tourism Business Network
Annual Product Information Update
April 2006**

Contact Details	
Name of Business:	
Business Hours:	
Business Address:	
Postal Address: (If different to above)	
Full Contact Name & Job Title:	
Phone Contact Details:	
Fax:	
Email:	
Web Address:	
Type of Business:	

Business Details	
Business Description: What do you have to offer visitors?	

USP's – Unique Selling Properties

Is there anything different or unique about what you do or the way you do it?

Why should visitors come to you or experience your products/services?

Promotional Text

If you had three paragraphs to promote your product what would you say?

Would you be interested in participating in Media Familiarisation programs which would incorporate providing your products/services on a complimentary basis to visiting media?

Yes / No

Special Events

Please list any special events throughout the year – ie: festivals, exhibitions etc?

Packaging

Are you currently included in any packages with other operators in the region?

Do you have any ideas for future packaging of your product?

Target Markets

Who are your current target markets? Brainstorm all the different types of customers you receive. Do they share anything in common? The more information you provide the better. ie- where do they come from / age group / group/family/ individual / Special Interest Type

Are there any additional markets that you would like to target in the future?

Marketing & Promotion

How do these markets currently find out about you?

What does your marketing, advertising & publicity campaign involve?

Do you have a brochure? Yes / No Do you have a website? Yes / No

Do you advertise in any publications (if so please list)

Do you formally document / track your visitor numbers and marketing activities? Yes / No

Visitor Numbers per year?

Where are they from?

How did they find out about you?

Thanks for taking the time to complete & look forward to your reply.

Email: jstefas@ssc.nsw.gov.au or Fax: 02 9710 0594

Please also forward two images

(Best images for media and promotion are those showing visitors enjoying the experience)