

A new way of looking at your tourism business or the work you do as a guide or service provides.

In an incredibly competitive industry, the quality of the visitor experience is the key to success. It's what sets businesses, tourism products and regions apart – and it's what delivers the brand promise for you and the Tasmanian tourism industry.

This web site has been created to help support you and your business to develop and grow. You will have access to training and workshops, case studies, resources, and an on-line forum (coming soon) so that we can help you create exciting new visitor experiences and refresh existing ones.

The online community project that will be trialled will aim to provide support as well as the opportunity to network, share experiences and build skills.

Visit the web site at [industry.tourismtasmania.com.au/bve](http://industry.tourismtasmania.com.au/bve) to access information that includes coverage of the following:

## Your Business

Experiences go beyond activities and services. And they can take your business to a healthy bottom line and a strong future. Information is provided on the following:

- What are experiences?
- Experiences matter
- Delivery & Case Studies
- Planning

## Getting Hands-on

Whether you're a guide, bus driver, receptionist, waiter or housekeeper, you're central to the quality of the visitor experience. Information is provided on the following:

- Getting Started
- Pushing The Boundaries

## Contact Us

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## Skills Development

The people factor has never been more important in tourism – and that means much more than efficient service. Visitors increasingly want to make genuine connections with local people and the local sense of place.

## Resources

Help yourself to tools, information, case studies and useful links.

- Tourism Australia Resources
- Recommended Reading
- Strategies
- Related Links
- Case Studies