

New web tool to meet industry needs

Not sure how to start a tourism business?

Do you know how to get your product to market?

Do you know what opportunities exist for skills development and training?

Want to know how to get your tourism business accredited?

A new online resource – **Start Point** – has been created to answer all your questions related to starting and running a successful tourism business in Tasmania.

Start Point is an initiative of Tourism Tasmania aimed at providing intending, existing and new tourism operators with an online resource giving access to information relevant to industry's needs.

Start Point is also designed to assist in the development and sustainability of your tourism product. It provides information on the resources available, details helpful tools, and lists organisations to contact for information, guidance and assistance.

It contains six subject areas tailored to meet the needs of the tourism industry. These are:

1. How to get started in tourism;
2. Where to get assistance in writing an effective business plan;
3. What regulatory issues you need to be aware of
4. Where to access research resources to help you identify and connect with your customers;
5. Where to go to find out about distributing and marketing your product; and
6. What opportunities exist for professional training to equip you with the skills necessary to succeed.

Start Point is not intended to be a comprehensive guide to working in tourism, it's a starting point, with all the relevant contacts for people, associations and agencies.

Start Point will be regularly updated to include new resources and information to ensure it stays relevant to your needs.

So, get started! Head to industry.tourismtasmania.com.au/startpoint for information and people who can help you improve the way you do business.

For further information contact Tourism Tasmania's Manager Regional Development, Bridget Walch on (03) 6230 8358 or Bridget.Walch@tourism.tas.gov.au