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MEDIA RELEASE

### **Founder of global online tourism platform to conduct workshops for Riverina tourism operators**

Destination Riverina Murray has signed up leading tourism expert Liz Ward, founder of Tourism Tribe, to deliver a curated Marketing Development Program available to tourism operators.

Richie Robinson, General Manager of Destination Riverina Murray said the program came about after reviewing concerns voiced by operators in the region about the challenges they faced with digital marketing.

“For many, digital marketing can be tough. Statistics show that only 52 percent of tourism businesses have a mobile website, only 69 percent utilise social media for business, and less than 50 percent provide instant bookings online. It’s clearly very overwhelming, and while there are literally hundreds of marketing courses to choose from, this one is specific to tourism in the Riverina Murray region.”

Kicking off the program is a free 3-hour face to face workshop facilitated by Liz Ward in Albury, Wagga, and Griffith covering hot-button topics such as, what’s trending in marketing and distribution, the latest information on google search and Facebook algorithms and what it takes to be remarkable in the marketplace. A representative from Destination NSW will also be on hand to provide advice on how to leverage their social media and marketing activities.

Tourism Tribe was established after Liz and her co-founder observed the struggle and challenges faced by regional tourism operators, and so in response, they created a global online learning platform connecting tourism operators with digital specialists. With three subscription packages available on the website ranging from \$119 to \$449, members can choose according to their level of digital proficiency.

“We know it’s a minefield and we are repeatedly hearing from operators that they don’t have time and that they don’t know where to start. We provide online assessments on the Tourism Tribe platform and these have been hugely successful for members because they can obtain an objective appraisal of their online presence and the specified areas to focus on, which is a great head start. Tourism Tribe is all about providing an actionable plan and then following up with coaching and support”, says Liz.

Also attending the three workshops to act as relatable case studies and success stories will be Tania Sibrey from Food I Am, Kate Murray from Border Wine Room and David and Emelia Ferguson from Kimo Estate.

Post-event, attendees will have the option of signing up for six live webinar style training sessions covering topics such as key Google must-knows, managing your online reputation, an introduction to email marketing, distribution strategies as well as measuring and planning with Google Analytics. A detailed report card of your online presence, 90-minute one-on-one coaching and 12 months of support from industry experts are also available options.

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Albury | Tuesday, 29 May | SS&A Club, 570-582 Olive St, Skylight Lounge  
Griffith | Wednesday, 30 May | Exies Club, 6 Jondaryan Avenue  
Wagga | Thursday 31st May | Elements at the Garden, Botanical Gardens

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Time | 9.30am (for a 10am start until 12.30pm)

Cost | Free | Morning tea and lunch provided

Tickets: Eventbrite DRM Marketing Program or email [info@destinationrm.com.au](mailto:info@destinationrm.com.au)

Further details about the ongoing support packages can be found here:  
[www.tourismtribe.com/rm](http://www.tourismtribe.com/rm)

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