



# MODULE THIRTEEN

## YOUR ROADMAP

---

Wherever you are on your business development journey, it is important to document the actions you need to undertake to help you progress and achieve your goals and targets. This module provides a template for to you customise your own short term road map (to start immediately) and a long term road map to capture actions you don't want to lose sight of but will not look to action for 3 to 4 years.

Look for announcements of when the Best of Queensland Experience (BoQE) annual results will be available. The results will impact your next steps as they will identify if you are ranking as a BoQE business and/or highlight any areas requiring more attention.

If you are a high scoring BoQE with an appetite for innovation and going to the next level to improve your customer experience, discuss with Brisbane Economic Development Agency (BEDA) and your local council and/or local tourism organisation the opportunity to participate in Tourism and Events Queensland's Transformational Experiences Mentoring Program (TEMP).

## SHORT TERM ROAD MAP

ACTIONS	WHEN	WHO BY
<b>Australian Tourism Data Warehouse (ATDW)</b>		
Update ATDW content when changes to product and links (website, social media)	Immediate	
Link Google My Business with ATDW	Immediate	
Review content to ensure current	Every 6 months	
<b>BoQE</b>		
Operator Report: Review to identify where performing well and where changes needed to achieve score of 80+		
Customer Reviews: Check and respond to online reviews.	Daily	
Bookings: Online booking platform review. (Insert specific actions you need to take)		
Social media: Weekly social media schedule of posts.	Weekly, with posts uploaded through the week as per schedule	
RTO membership: Commit to membership. Attend networking events. Participate in marketing and experience development initiatives.		
Accreditation: Complete and maintain the accreditation appropriate for your business.		
Seek advice from BEDA as relevant.		
Marketing Access creative content from LGA/LTO/BEDA/TEQ to update website and social media		
Like, comment, share relevant content on the LGA/LTO, Queensland and Visit Brisbane social channels		
<b>Transformational Experiences Mentoring Program</b>		
Discuss with BEDA the requirements to participate.		
<b>OTHER PROGRAMS</b>		
Discuss with BEDA the requirements to participate.		
Note specific Program actions		

**LONG TERM ROAD MAP**

These are the actions required over 3 to 4 years to continue to evolve and enhance your business and the experiences you offer.

ACTIONS	WHEN	WHO BY
ATDW		
BOQE		
TEMP		
OTHER PROGRAMS		

**NOTES:**

---



---



---



---



---



---



---



---



---



---

## Key contacts

<b>Brisbane Economic Development Agency</b>	T: +61 7 3006 6200 Tourism enquiries / support: <a href="mailto:tourism@brisbane-eda.com.au">tourism@brisbane-eda.com.au</a> Media: <a href="mailto:media@brisbane-eda.com.au">media@brisbane-eda.com.au</a>
<b>Tourism and Events Queensland (Best of Queensland Experiences Program)</b>	<a href="http://www.teq.queensland.com/experiences/best-of-queensland-experiences">www.teq.queensland.com/experiences/best-of-queensland-experiences</a> BoQE Program enquiries: <a href="mailto:experiences@queensland.com">experiences@queensland.com</a> Media/Tourism product news: <a href="mailto:shelley.winkel@queensland.com">shelley.winkel@queensland.com</a> or <a href="mailto:info@queensland.com">info@queensland.com</a>
<b>Australian Tourism Data Warehouse</b>	T: 1300 137 225 T: +61 7 3112 1760 <a href="mailto:support@atdw.com.au">support@atdw.com.au</a> <a href="mailto:distribution@atdw.com.au">distribution@atdw.com.au</a> <a href="http://www.atdw.com.au">www.atdw.com.au</a>
<b>Queensland Tourism Industry Council</b>	T: +61 7 3236 1445 <a href="http://www.qtic.com.au">www.qtic.com.au</a>
<b>Moreton Bay Region Industry &amp; Tourism</b>	T: +61 7 3453 1400 <a href="mailto:tourism@mbrit.com.au">tourism@mbrit.com.au</a> <a href="http://www.mbrit.com.au">www.mbrit.com.au</a>
<b>Logan City Council</b>	T: +61 7 3412 3412 <a href="mailto:explore@logan.qld.gov.au">explore@logan.qld.gov.au</a> <a href="http://www.visitlogan.com.au">www.visitlogan.com.au</a>
<b>Ipswich City Council</b>	T: +61 7 3810 6666 <a href="mailto:tourism@ipswich.qld.gov.au">tourism@ipswich.qld.gov.au</a> <a href="http://www.discoveripswich.com.au">www.discoveripswich.com.au</a>
<b>Redland City Council</b>	T: +61 7 3829 8999 <a href="mailto:tourism@redland.qld.gov.au">tourism@redland.qld.gov.au</a> or <a href="mailto:media@redland.qld.gov.au">media@redland.qld.gov.au</a> <a href="http://www.visitredlandscoast.com.au">www.visitredlandscoast.com.au</a>
<b>Scenic Rim Regional Council</b>	T: +61 7 5540 5111 T: 1300 360 555 <a href="mailto:tourism@scenicrim.qld.gov.au">tourism@scenicrim.qld.gov.au</a> <a href="http://www.visitscenicrim.com.au">www.visitscenicrim.com.au</a>
<b>Somerset Regional Council</b>	T: +61 7 5424 4000 <a href="mailto:mail@somerset.qld.gov.au">mail@somerset.qld.gov.au</a> <a href="http://www.experiencesomerset.com.au">www.experiencesomerset.com.au</a>



'Fill your life with  
*adventures*  
not things.

Have *stories* to tell,  
not stuff to share.'

- Anon



Jollys Lookout Moreton Bay