

Quarterly Trade and PR Newsletter Content

It is that time again where we are getting ready to produce our quarterly Trade and PR updates to be sent out to our global database. This update is due to go out the week commencing 23rd March.

To ensure we are keeping our trade and PR networks engaged and interested it is important that we provide relevant and useful information to them. In the past we have always asked for new or newsworthy content, however, to ensure all of you are taking up the opportunity I have listed a few different suggestions of what you can provide for these updates. These Trade and PR Newsletters will be sent as two separate newsletters so please ensure when you send through your content you clearly state which newsletter it is intended for.

TRADE

- Anything new about your product or services. This doesn't just have to be a new tour or a new hotel. This can be from a new seasonal menu to having a new marine biologist staff member who is providing an additional educational component to your tour! How are you encouraging people to become a citizen of the GBR? Are you involved in anything that is a positive contribution to the industry or environment?
- Your current product performance and how you are tracking/interesting statistics – Eg: Over the past quarter Cruise Whitsundays Great Barrier Reef Adventure tour has been exceeding last year's tour numbers and tell them about what is happening and thank the trade for their support. Or 60% of Cruise Whitsundays customers were visiting Great Barrier Reef.
- Fun & interesting facts
- Does your product/service relate to any current seasonal events; Eg: Coral Spawning, new discovery, ect. If it doesn't specifically relate to a 'natural event' tie in the seasons to how you talk to the trade.
- Provide us with new product training tools/ new trade collateral pieces or new videos.

PR

- New products
- Updated experiences – why they're updated / what's changed
- New story angles
- Any awards or accolades received

We'll collate all the responses and review. Please note the final decision on what is included will be at the discretion of TW. This opportunity is open to Silver and above members.

Please submit your content no later than **COB Friday 20th March** to [Alyssa](#).