

ONLINE TRADE TRAINING VIDEO

Objective

Operators are encouraged to produce a trade training video that will talk directly to frontline travel sellers from around the globe to increase their knowledge of your product and keep The Whitsundays top-of-mind when the world is ready to travel again. These videos will be shared with Tourism Whitsundays key trade contacts domestically and internationally from front line travel consultants selling direct to the consumer to wholesalers who are packaging Whitsundays holidays.

Inclusions and must haves

- Brief introduction – Who are you? Include an inspiring backdrop
- What is your product?
- Product location – Please mention that your product operates in The Whitsundays – the Heart of the Great Barrier Reef. The more operators using destination branding increases awareness of Whitsundays offerings. You do not need to go into great detail about the destination as Tourism Whitsundays videos cover destination training
- Key and/or unique selling points
- Include your logo alongside The Whitsundays Heart of the Great Barrier Reef destination logo
- Have fun – be creative and passionate
- Live stream experience if applicable
- Consider soundbites – ie – water lapping at Whitehaven Beach
- Have more than one product? Record one video per product!

How

Suggested platforms:

- Use your own mobile phone if you can access your product – this could be as easy as a tour of your product or standing in front of it! Check out the Aussie Specialist Program examples [here](#)
- Microsoft Teams offers a pre-recording tool that allows to film yourself live and switch over to showing a slideshow presentation – please let us know if you need assistance with this
- The simplest way to look at this project is to pretend you are giving a presentation to travel agents who are not familiar with your product

Recording: 2 minutes

- File type: URL link, .MP4 or .MOV
- Images: High resolution (min. 2MB)

Where should I distribute my trade training video?

- Send to Tourism Whitsundays for inclusion in trade centre – donna.vanthoff@tourismwhitsundays.com.au
- Your trade database
- Aussie specialist program <https://www.tourism.australia.com/en/about/our-programs/aussie-specialist-program.html>
- Any other platforms that you utilise to train travel agents