

Online Sales Toolkit

discover**ballina**.com

We want to come back *bigger,*
brighter and more *vibrant....*
to do that we need you.

discover**ballina**.com



Work with us

The Ballina Tourism Team want to work with local businesses to promote unique and authentic experiences that give our destination character.

If you already offer a visitor experience, a workshop or interested in creating a unique experience that appeals to a visitor, then work with us to open up new business leads.



Benefits of working together

Working together as a destination means we can position the Ballina Shire as a MUST destination to visit for those seeking value for money authentic experiences.

The more bookable, unique experiences we can offer to visitors, the more likely they will choose to visit our destination, stay longer and tell their friends and family about our region.



As a business owner, you can promote your experiences through your own marketing channels, but to have it featured on the destination website gives you more exposure. By working collaboratively as a destination we have a stronger marketing presence, giving the consumer more choice and more incentive to visit.

Getting involved is easy

Create a unique experience that can be sold online. it costs you NOTHING to give it a go. If you get no sales you don't pay us a cent. If the experience you are offering is not working, change it anytime. Some experiences may not generate any sales if the customer does not see the value proposition, ensure you are offering something that fulfills a need. You do not need a gateway merchant. You do not need to take payment. Ballina Shire Council will credit funds into your nominated bank account. You do not even need to have the experience offered online already.



Photo Credit: Images used on pages 2 & 4 are from Discover Ballina Instagram. Please refer to Instagram for individual photo credits.



We are the Ballina Tourism Team

Our function within Ballina Shire Council is to inspire visitors through:



The official Ballina Shire destination website

Discoverballina.com is a locally produced website and sales tool used to inform visitors about the region and book accommodation, tours and unique experiences. It also features a What's On events calendar to find out about unique and regular events.



The Ballina Visitor Information Centre

Open 7 days a week, the visitor centre attracts visitors and locals. Accommodation, tours, workshops and attraction bookings can be made with the friendly, knowledgeable staff and ambassadors who aim to truly motivate visitors to experience the destination.



Social media pages

We manage the official destination social media accounts which include the following platforms:
Instagram - discoverballina & northernrivers_nsw
Facebook - Ballina Coast & Hinterland



The Ballina Byron Gateway Airport information desk & brochure stand

A volunteer program managed by the Ballina Tourism Team, Ambassadors meet arriving passengers to the region 7 days a week. The brochure stand spaces are available for hire and stocked and replenished by the ambassadors on each shift



The BP travel centre digital visitor hub

A floor to ceiling digital hub to motivate the self drive visitor to explore the region. The space includes two touchscreens, one directing visitors to the Discover Ballina website, and the other showcasing northernrivers_nsw instagram images. There is also an interactive digital game to encourage visitor dispersal throughout the Northern Rivers.

discover**ballina**.com

Why do we have an official destination website?



Online Planning

Online travel planning is one of the fastest growing uses of the internet, with a high proportion of consumers booking accommodation and tours online. Consumers now expect to be able to book and pay for travel products at the click of a button. If you search online for 'things to do in Ballina', our destination website is the top result.

Bookeasy Reservation System

Bookeasy is an Australian owned reservation engine that powers discoverballina.com. With major booking engines like Booking.com and Expedia taking all profits offshore, we are proud to be helping support local jobs.

What Unique Experience can your business sell online that would appeal to a visitor? Below are some examples of unique experiences available now



RED DOOR STUDIO CLAY WORKSHOP

📌 Tours, Arts & Culture

Indulge in the wonder of playing with clay on the potter's wheel. Book online or call 1800 777 666.

> MORE

BOOK NOW



SHELTER LENNOX

📌 Tours, Food Lovers

Treat yourselves to a regional, six course banquet with wine for two at one of the Northern Rivers best beachside restaurants!

> MORE

BOOK NOW



LETS GO SURFING

📌 Tours, Fun for the Family

Join in a daily small group surfing lesson right on main beach with awesome personalised service or why not try Stand Up Paddle boarding with our team on the amazing Brunswick River!

> MORE

BOOK NOW

Why should I sign up?

IT'S FREE TO BE LISTED

Northern Rivers businesses can sign up their unique experiences for free and be instantly bookable on discoverballina.com

MONEY STAYS IN AUSTRALIA

Channels such as Expedia take 20-25% commission AND the money goes overseas. Bookeasy take 11% on confirmed bookings and this money stays in the local economy. We operate as a not for profit business, the funds we collect are directed at marketing the destination to generate more bookings.

INCREASE YOUR BOOKINGS

The Ballina Tourism Team make over \$100,000 in bookings through Bookeasy and the destination website receives over 248000 page views each year.

How to get started

It's EASY to manage. The Ballina Tourism Team will guide you through setting up your product but essentially it is:

1. Complete and return the Bookeasy Sign Up Form to include your nominated bank details for Ballina Shire Council to pay you
2. The Ballina Tourism Team will send you a Bookeasy login and password. You can now load your experience offering onto Bookeasy. Be sure to include appealing images and your availability (we understand COVID-19 is having an unprecedented impact so we suggest you get involved now, but make experience available from 1 July 2020). Dates and experiences can be modified quickly and easily to react to market forces and events.
3. Once experience is loaded, contact the Ballina Tourism so we can make you live on the destination website and bookings can be made by consumers in the convenience of their own home or on the go.

Create a Unique Experience
and let us connect the
visitor to your business



Bookeasy Reservations System Signup

Ballina Visitor Centre Reservations Signup

Please return completed form to:

Ballina Visitor Centre, 6 River Street, Ballina

PO Box 450, Ballina, NSW 2478

discover@ballina.nsw.gov.au

Contact Details

Company Name

Name

Address

Phone Email

Website ABN Number

I agree to Ballina Shire Council's 11% referral fee incurred from inventory sold through the Ballina Visitor Information Centre & destination website (please note other distribution channels through Bookeasy vary, note when selecting distribution channels).

I agree to maintain my listing ensuring it is accurate, current and a true reflection of my inventory available for sale.

I will not publish any information or offer an incentive suggesting that the customer should book directly with the property as opposed to using the Bookeasy system or the Ballina Visitor Information Centre.

I declare that I hold and shall maintain the appropriate compliance approvals, licences, certificates and insurances for the good(s)/service(s) supplied to Ballina Shire Council visitor services

I will inform the Ballina Visitor Information Centre if any of the details listed in this form change, thus enabling payments to be made correctly.

Please note Bookeasy makes available a knowledge base with answers to frequently asked questions and directions on setting up your account. If you do experience any issues Bookeasy can be contacted during AEST on 1800 754 499 or 0756682540. Additionally you can log a support request through the Knowledge base on your console.

Name of Authorised Officer Position Held

Signature Date

Payment Details – Direct Deposit

Account Name BSB Number

Account Number Name of Accounts Contact

Office Use Only

Application Approved Yes No TRIM Number

Staff Signature Date