



Hosted Accommodation Australia Ltd

“A Better Way to Stay”

March 2016

JOINT MEDIA RELEASE

For immediate release

Tourism Tribe joins forces with HAA to tackle the digital economy

Hosted Accommodation Australia (HAA) – the B&B industry’s national peak organisation – today announced an Affiliate Partner Program with leading digital marketing experts Tourism Tribe.

Under the new partnership, HAA members will be offered a discounted subscription to Tourism Tribe’s multi-award winning products and services, including access to online marketing support and a comprehensive range of educational webinars.

HAA Chairperson Sue Sciberras believes educating small business is the key to stimulating the B&B sector: “Our members need to embrace the digital age if our local industry is to flourish. This new partnership provides an ideal platform for HAA’s small accommodation providers to improve their understanding of the digital economy and advancements in technology.”

Tourism Tribe’s online community encourages businesses to digitally connect with potential customers and therefore increase bookings and profitability.

“Subscribing to Tourism Tribe’s collective knowledge is an ideal way to educate and guide businesses through this ever changing landscape,” Ms. Sciberras said.

The annual subscription package provides:

- Access to DIY online learning resources including Tourism e kit tutorials, downloadable tools, recorded webinars, videos etc.
- Access to a member support forum
- Connection with coaches and digital experts
- Live member webinars

Tourism Tribe’s Managing Director Liz Ward is excited to be joining forces with HAA: “Many operators find website development, social media and choosing the right booking technology challenging. Our ‘Tribe’ of digital experts can help these businesses navigate the technological maze to connect with potential customers.”

We are looking forward to helping HAA’s members achieve a competitive edge with our training.”

---ENDS---

FOR FURTHER INFORMATION CONTACT LIZ PRYOR

Hosted Accommodation Australia Ltd
PO Box 422, ELTHAM VIC 3095 Australia
P:1300 664 707 or (03) 9431 5417 F: 03 9439 4933
admin@hostedaccommodationaustralia.com.au

About Tourism Tribe

Tourism Tribe was created by web wonder women Liz Ward, Wendy Smith and Fabienne Wintle of Digital Coaching International.

Wendy, Liz and Fabienne have worked on numerous projects together, including the ATDW's Tourism e kit which has been hugely successful and now forms an important part of the Tribe.

They share a passion for industry development and business improvement through technology and have been brainstorming for some years on the ultimate idea that would have a significant positive impact on industry's digital capability and the most expedient and efficient way to deliver it. They believe that this global platform, Tourism Tribe, which is based on collaboration, motivation and social sharing is the right answer at the right time.

For more information, visit www.tourismtribe.com