

Business Industry Monitor



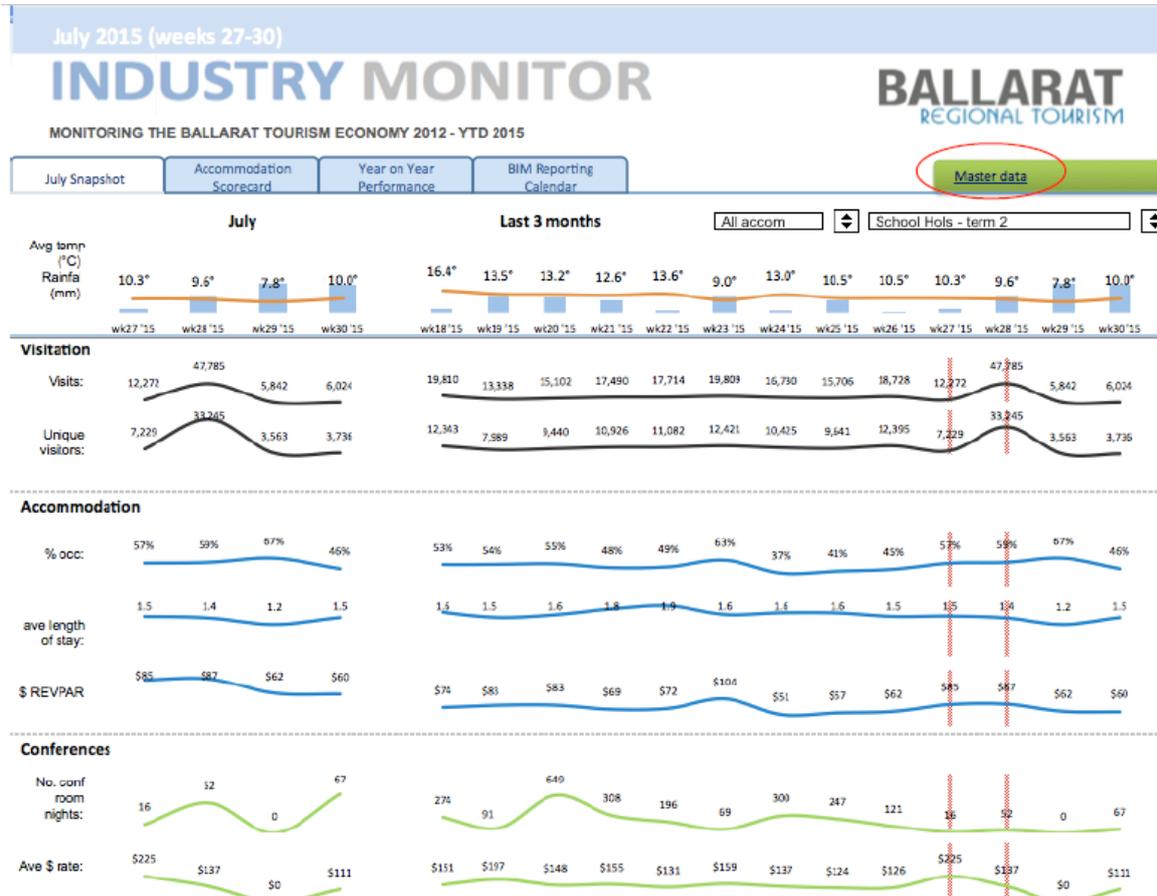
What is Business Industry Monitor (BIM)?

BIM is a free tool for attractions and accommodation providers to track their success and identify areas of improvement. It also compares you to your competitors in a completely confidential way.

The Business Industry Monitor's purpose is to provide Ballarat Regional Tourism's members with fresh performance data to get immediate measures on your market effectiveness. The BIM provides the means to respond quickly to results and comparisons.

1. BIM provides business operators the data capability to dig deep into your own performance through a suite of graphs and reports.
2. It benchmarks and compares similar weeks and events year on year.
3. It helps you grow your share against your competitors and get the best returns from your pricing and promotion strategies in 2015 and beyond.
4. For BRT and you it provides a monthly measure of actual industry performance for promotional and event planning.

Here is one example of what participants can see every two weeks:



Business Industry Monitor



What do I need to do to get involved?

Each Monday participating members receive an email from StreetScope, an independent research company containing a quick link to no more than four data entry windows. Depending on your business category, you may be asked to complete only one.

All you need to do is enter a maximum of four numbers and press 'send'.

It takes less than two minutes per week!

What's the benefit to me and my business?

By understanding and constantly tracking the fluctuating performance of the industry and your own category, each business, from the smallest accommodation house to the largest attraction, has an immediate and accurate window through which to:

1. Measure and track your own performance against your peers, i.e. see your own experience in relative terms and within operationally relevant time frames.
2. Make adjustments to business settings such as rates, promotions etc.
3. Measure the performance of industry promotions and BRT activities such as Winterlude and major events.

Is my data strictly confidential?

Yes.

Only you can see your business' data, BRT doesn't even see it and cannot determine which participant is which member.

All participating members and BRT will be able to view a snapshot of how the industry is performing as a whole, and broken down into categories; which is hugely beneficial in planning and pricing.

The Ballarat Regional Tourism Business Industry Monitor is exclusively for Ballarat Regional Tourism's members, with access only through a member's-only online portal.

Your individual information remains confidential between you and StreetScope - the independent research company. BRT does not and cannot see your individual data.

How do I join?

If you would like to participate in the Business Industry Monitor, please contact Matt Cash on 5337 4337 or mattcash@brt.org.au.

BRT will then forward your contact details to StreetScope Research who will be in touch with you to go through the set up process.