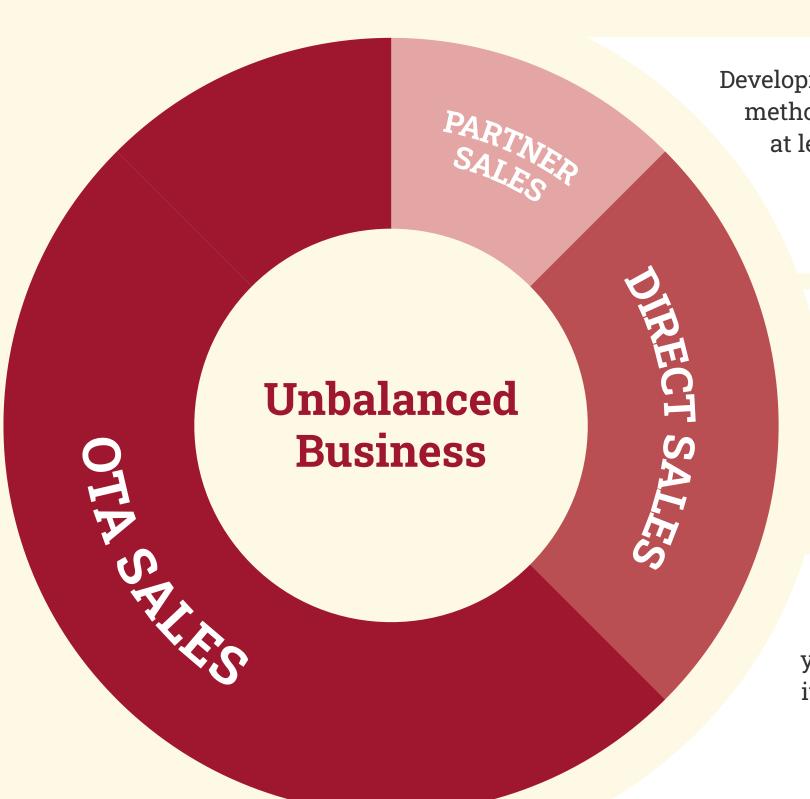
Establish Balanced Revenue Streams for a Thriving, Secure Business

FACT: Building your business with more balanced sales channels gives you greater control over your company's trajectory and success compared to relying heavily on one revenue stream.

If one of your non-direct sales channels is more than 50% of your bookings then your business becomes more vulnerable to external changes that could be devastating financially. Although it will take time, focus on balancing out your revenue streams across the three main sales channels.



Developing local partnerships through face-to-face meetings is a highly underutilised method for generating opportunities and sales. Aim to expand your partner list to at least 100, as typically around 20 partners will make purchases from you in any given year. This approach is an effective way to generate revenue without incurring marketing or OTA fees, it's just your time to grow these partnerships.

Increasing direct sales enhances business security, but many tour operators struggle with this due to upfront marketing costs. While generating revenue through OTAs and partners, allocate funds to build a marketing budget. Use this budget to hire a marketing professional or agency to grow your direct bookings over the next 12 months, as it takes time.

OTAs are an important part of any tour operator's revenue stream, but you need to balance this equally with direct channels while supporting it with strong local partners. By doing so it creates a much more secure financial footing for your business.

