

INBOUND TOURISM GUIDE



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EXPORT READY 101

GETTING STARTED: INBOUND TOURISM

INBOUND TOURISM IN NSW

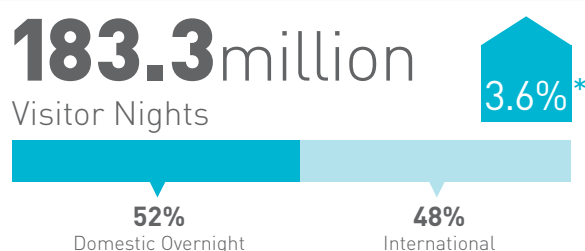
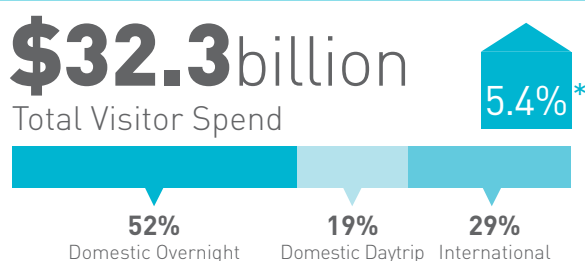
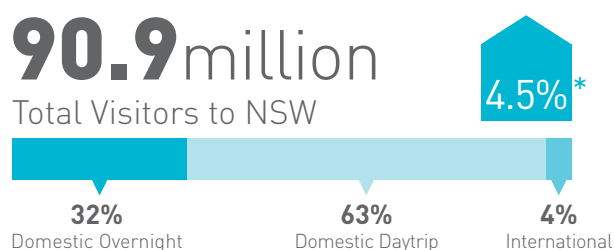
NSW is the number one state in Australia for tourism. Fifty one percent of the 7.6 million international visitors to Australia visit NSW. International tourism to NSW was worth over \$9.5 billion in 2016 and the spend was growing about five times faster than the domestic market.

Inbound tourism is big business and vital to the visitor economy. Before you make the decision to enter into the inbound markets, you need to understand how inbound tourism works, know who is visiting Australia and ensure that your product is 'export ready'.



* Percent change on previous year. Source: National and International Visitor Surveys, YE December 2016, TRA.

Before you make the decision to enter into the inbound markets, you need to **ensure that your product is 'export ready'**



WHAT IS INBOUND TOURISM?

Distributing or selling your product internationally is often referred to as 'inbound tourism' or 'export tourism'.

'Inbound' refers to international visitors entering Australia and 'export' refers to the product being sold overseas and paid for in foreign currency, even though the product experience takes place in Australia.

¹ All statistics in this guide are sourced from the Tourism Research Australia International Visitor Survey, Year Ending March 2016, unless otherwise specified. www.tra.gov.au

WHY IS INBOUND TOURISM GOOD FOR MY BUSINESS?

The Australian tourism industry is expected to double in size over the next two decades². Much of this growth will come from international visitors.

Domestic tourism is the bread and butter of most tourism businesses. Adding inbound tourism to your strategy not only provides opportunities to increase visitation to your business but also allows you to diversify your markets and access new areas of business that may balance out regular domestic travel patterns.

REWARDING

Opportunities to meet people from a range of cultures and backgrounds

LONG LEAD TIMES

Booking lead times are usually longer, especially from long-haul markets like the UK and USA. This allows for better business planning

HIGHER YIELD AND SPEND

International visitors have a higher spend per person because of their longer length of stay. The average international visitor to NSW will spend almost four times more in the state than the average domestic overnight visitor

MANAGING SEASONALITY

International travel patterns are not focused around weekends or school holidays and may assist to level out seasonality problems

DIVERSIFYING RISK

Spreading risk across a range of international markets can minimise the impact of any changes in the domestic or a single international travel market

NEW DISTRIBUTION CHANNELS

Tapping into inbound tourism networks opens up new forms of distribution and gives millions of potential visitors around the world easy access to your product

BENEFITS OF INBOUND TOURISM



WHAT DOES DESTINATION NSW DO TO GROW INBOUND TOURISM?

Destination NSW strategically focuses its international marketing activity on growing visitation from 13 key inbound markets to maximise growth.

These have been identified as significant to NSW in the *Visitor Economy Industry Action Plan*, with the greatest potential for growth in visitation and expenditure. They are aligned with the key international markets for Tourism Australia.



Western markets

United Kingdom
United States of America
New Zealand
Germany



Eastern markets

China
Hong Kong
Taiwan
South Korea
Japan
India
Singapore
Malaysia
Indonesia

Destination NSW should be
**a first point of
contact** and one of your
key partners

Destination NSW:

- Drives inbound tourism bookings from these markets by collaborating with trade partners such as wholesalers and airlines to run destination marketing campaigns and promote travel packages to NSW.
- Educates the travel trade on NSW export ready product and coordinates trade events, travel trade familiarisation visits to NSW and sales missions overseas.
- Coordinates and plans activities that you can participate in with them once your product is export ready.

Destination NSW should be a first point of contact and one of your key partners.

Read [Destination NSW: Inbound Opportunities](#) for full details on the opportunities.

HOW CAN YOU GROW INBOUND TOURISM?

To tap into inbound business and distribute your product internationally your products needs to be export ready.

Being export ready means you are ready to work with distribution partners to sell your product. This includes third party distributors, or trade sales partners, such as inbound tour operators (ITOs), wholesalers, online travel agents (OTAs) and retailers to sell your product to visitors overseas. Export ready businesses also factor appropriate commissions into their pricing.

International markets are very competitive and are not necessarily suitable for every product. Before you begin you need to have a good understanding of the international markets and where your product fits, you will need systems and processes in place to manage international visitation, to be prepared to work in partnership and ready to make a long term commitment.

As a rule of thumb, it takes two to four years to become established in the international market. You need to be patient as financial returns can be slow, so it is important that you have a solid business structure in place, with suitable existing cash flow before you begin your journey into international markets.



IS MY BUSINESS READY TO BECOME EXPORT READY?

There are many things to consider when assessing if your product is export ready. You are on the way to becoming export ready if you:

- Are established in the domestic market, operating for at least a year
- Sell products through domestic distribution channels, like a visitor centre or hotel concierge
- Have a successful domestic marketing strategy
- Offer same-day booking confirmation via email or online
- Have thoroughly researched the international markets to establish where your product fits
- Clearly understand the differing needs of international markets compared with domestic markets
- Understand the international distribution system including Inbound Tour Operators, International Wholesalers, Retail Agents & Online Travel Agents
- Understand the concept of commissions and nett rates
- Are prepared to pay 30% commission for bookings from ITOs and 20% commission for bookings from wholesalers
- Have an active quality assurance program to ensure your product maintains a high standard
- Can guarantee rates for 12 to 18 months in advance.
- Are prepared to work cooperatively with Tourism Australia, Destination NSW and your regional and local tourism organisation



1 Tilba Pub, Outback NSW
2 Byron Bay

EXPORT READY 101

INTERNATIONAL MARKETS: FINDING THE RIGHT FIT

UNDERSTANDING YOUR TARGET MARKETS

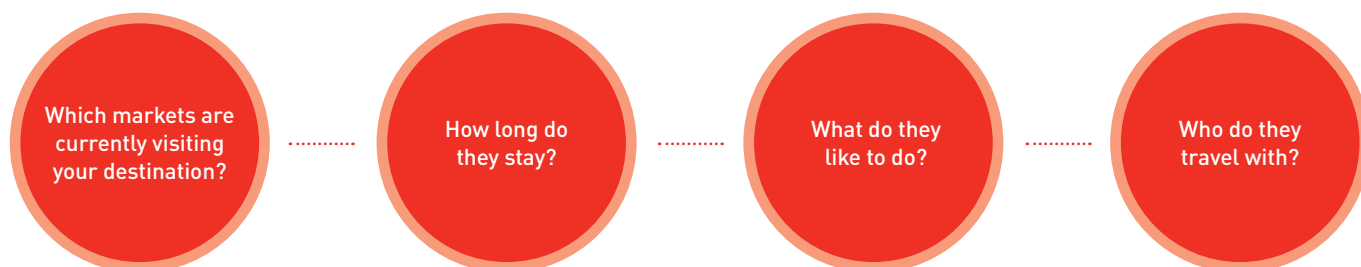
Understanding your international target markets is a vital element of your inbound strategy. Visitors from different countries have different needs and travel in different ways to domestic visitors. Not all destinations and products will be suitable for all international markets.

There is extensive research available on international visitors, their travel styles and the experiences they are looking for on an Australian holiday.

Looking at the research available can help you build a profile of inbound visitors that may be interested in your product. Use it to help you identify which are the key markets to target for your business.

When establishing which markets are right for your business you will want to consider the geographic source market or where they come from and how they travel or what market segment they fit into.

Market research and analysis can help you understand:



Visitors from different countries travel in different ways.

When selecting your target markets you will need to consider, not only the country visitors are coming from, but also their travel style and market segments. A backpacker from Germany and a luxury visitor from China will both make very different choices about products and destinations and will require different services.

Understanding how these visitors travel and what they like to do is crucial.

Destination NSW has also produced a China Market Toolkit that includes how to become market-ready for China, how to do business in China, what marketing opportunities are available and who the key industry contacts are including Destination NSW offices in-market. View the toolkit at destinationnsw.com.au/chinatoolkit

HOW DO YOU FIND OUT ABOUT THEM?

Destination NSW regularly releases information on many international source markets at destinationnsw.com.au/research

Information is specific to NSW and currently includes:

- Overseas arrivals and departures data, showing international arrivals into NSW
- Travel to NSW Snapshots with key figures at a glance, comparing international and domestic visitation
- International market profiles detailing 15 key international markets, including where they go, what they do and how they travel throughout NSW
- International market time series data, showing changes in the market over the past 10 years. These are available for 15 key international markets
- International market segment factsheets, providing insights into the needs of different types of visitors including Chinese FIT, USA Luxury, Indian Leisure and international Baby Boomers.



Lennox Head Beach

Understanding how your target markets travel and what they like to do is crucial

OTHER RESEARCH SOURCES

The internet is full of websites that contain free, useful tourism related information. Some of the most useful are:



Tourism Australia
tourism.australia.com

As the national body responsible for tourism in Australia, Tourism Australia offers a wealth of information in the fields of marketing, research, resources and news. Tourism Australia produces detailed market profiles of visitors from 16 core markets and consumer demand research, which give insight into key travel areas that consumers travel to experience: coastal & aquatic experiences, consumer events, food & wine and nature.



Tourism Research Australia
tra.gov.au

Tourism Research Australia conducts the National and International Visitor surveys (NVs and IVs) which give insights into where visitors go, what accommodation they use, how long they stay and how much they spend. They also produce a range of forecasts, expenditure statistics and research reports.



Australian Bureau of Statistics
abs.gov.au

The Australian Bureau of Statistics collects data on overseas arrivals and departures as well as tourist accommodation.

WHAT ARE MARKET SEGMENTS AND TRAVEL STYLES?

Within each market is a range of segments or travel styles or visitor types. Each segment has different needs and requirements. It's important to understand which segments your product will appeal to within each market. Some examples of segments include:

Free Independent Travellers (FIT)	Group Inclusive Travellers (GIT)	Partially Packaged	Visiting Friends & Relatives (VFR)	Self-drive
Semi-FIT or assisted FIT	Luxury	International students	Over 55	Incentives
Families	Business travellers	Couples / Honeymooners	Special interest	Youth travel

Each travel style and segment has different needs. For example, tour groups will require different accommodation to an older couple. Self-drive visitors might be happy to start your tour at a pre-arranged meeting point, whereas luxury visitors would likely expect door to door transfers and have higher service expectations.

Group Inclusive Travellers (GIT) have everything organised for them including flights, accommodation, activities and meals. They could be a big coach group, part of a series of groups or a smaller more boutique group tour.

Free Independent Travellers (FIT) are at the other end of the spectrum, they will book a few key elements of their trip like flights, accommodation or transport booked before they arrive, the rest they work out along the way. Semi FIT or assisted FIT is a segment you'll find in some Eastern markets, where a translator or multilingual guide may accompany the FIT visitors.

It is a good idea to understand which segments of the market your product might appeal to and the refinements that you can make to meet their needs. See [Perfect Match: Refining Your Products](#) for tips.

For more information on market segments, visit destinationnsw.com.au/research



1 Chinese family, Bondi Beach, Sydney
2 Indian family, cycling at Manly beach, Sydney

CHOOSING INTERNATIONAL TARGET MARKETS

With all this research in mind, you need to identify which markets are suitable for your business and plan your approach to target them.

Starting with a small number of target markets with the best potential for your business is the best approach. This allows you to focus limited resources more effectively on providing market-matched products and trade marketing activity.

Very few businesses can successfully target all markets at once.

A phased approach will allow you to build international business incrementally and will improve your chances of success. A suggested approach is

1 Phase one: Markets already visiting

Consider targeting markets representing the 'low hanging fruit' – that is, markets that already visit your destination and/or have an interest in your experience or product.

For example:

- If your business already attracts inbound visitors from the UK, this is a good indication it's appealing to the market, so working actively with UK distribution partners may grow visitation to your business
- If your tourism manager or Destination Network is actively targeting visitors from Singapore, research this market and find out if it is suitable for your business, then discuss opportunities to work collaboratively with them.

2 Phase two: New markets

Once your phase one markets are well established and growing, consider targeting new markets that your product might appeal to. This could include markets not yet familiar with your destination, or those that involve cultural or language barriers that your product is not yet ready for.

For example:

- You may have identified that Chinese FIT couples could be a good fit for your business, but after reading the China Ready Toolkit, you recognise that this market has specific language needs and cultural considerations which you are not equipped to handle.

A phased approach does not need a set timeline, the first phase might simply be done when you are well established in those inbound markets with steady business, but see capacity for growth into new markets. Phase one could last a year, or three, or ten.

DO YOUR RESEARCH

Take the time to review the research available from Destination NSW, Tourism Australia and Tourism Research Australia, talk to your regional and local tourism organisation and other operators that are already working in the inbound market. The more you know, the better prepared you will be to maximise your opportunities in the inbound market.

TIPS FOR CHOOSING TARGET MARKETS



Review your customer data

Use your current customer data to see if any international markets are already interested in your product.



Talk to Destination NSW and your regional tourism network

Find out about target markets for the destination and any existing trade marketing opportunities.



Learn how markets differ

Interest in particular destinations and experiences will vary from market to market. Some markets are still relatively unfamiliar with Australia and less willing to travel far from the major cities, so may prove more challenging to attract. Others are keen to explore and go off the beaten track.



Have realistic expectations

Be realistic about your target markets and how your product might appeal to them. Be prepared also to refine your products to better meet their needs, if required.

**The more you know,
the better prepared you will
be to maximise your
opportunities in the
inbound market**

EXPORT READY 101

SELLING PRODUCTS TO INTERNATIONAL VISITORS

SELLING TO INTERNATIONAL VISITORS

Selling your product to international visitors is different to selling to domestic visitors. Domestic sales channels such as visitor information centres, hotel booking desks and online booking sites may also capture some international visitors. However, to really be successful as an export ready product and grow your business from international visitors, you need to understand and sell your products via the international travel trade. This is selling through the inbound distribution system.

HOW CAN I SELL MY PRODUCTS TO INTERNATIONAL VISITORS?

Distribution is the process of marketing and supplying products through various channels.

Customers, domestic and international, can find your product through a range of distribution channels either before they arrive in your destination or after.

These can include:



Local

Customers can book your product through a hotel travel desk, visitor information centre booking service or other supplier after they have arrived in your destination.



Domestic

Customers can book your product through a retail travel agent, such as Flight Centre, after arriving in Australia.

In this instance, your business is contracted with a domestic wholesaler that has loaded your product onto its system. Its Australian retail travel agent network sells your product to its customers at the shopfront.



Online

- Your business is distributed and sold through your contracted online travel agents (OTAs) such as [expedia.com.au](https://www.expedia.com.au)
- Bookings can come directly to your business via [visitnsw.com](https://www.visitnsw.com) and [sydney.com](https://www.sydney.com) through a booking engine attached to your business website
- Bookings can come directly from customers to your business through a booking engine attached to your business website
- Bookings can also be made directly via email, where you confirm directly with your customer
- Increasingly, retail travel agents also sell online.



New Product Workshop 2016, Dwayne Bannon-Harrison, Ngaran Ngaran Culture Awareness



International

International visitors may also find and book your tourism product before departure by:

- Booking through a retail travel agent based in their home country
- Booking through an online travel agent (OTA) actively marketing to their region of origin.

When an international visitor books through a retail travel agent in their home country, traditionally the following distribution process applies:

- Your export ready product is contracted with an Australian based inbound tour operator (ITO)
- This ITO works on behalf of an international wholesaler
- This international wholesaler includes your product in a brochure, which is displayed in the shopfronts of international retail travel agents to sell your product to their customers
- The international retail travel agent books with the international wholesaler, which in turn books through the ITO based in Australia
- The ITO contacts your business to book your product for the customers.

Your tourism product needs to be export ready to be sold through this process.

**Selling your product to
international visitors
is different to selling to
domestic visitors**

HOW ARE PRODUCTS SOLD THROUGH THE INBOUND DISTRIBUTION SYSTEM?

The inbound tourism distribution system has traditionally been very structured with clearly defined functions for each role in the chain. While this is changing, particularly due to the growth in online travel agents, it is important to first understand the traditional structure.



Camel Rock, Bermagui



The Inbound Distribution System



Retail travel agents (retailers)

- Retailers are either based overseas or in Australia and provide customers with an accessible place to book or enquire about travel products
- These agents usually provide a shopfront for customers in shopping centres and local town centres, or an online sales channel
- When working internationally, tourism businesses do not normally contract with an international travel agent directly, but through an Australian inbound tour operator (ITO) or sometimes directly with an overseas wholesaler
- Participating in the Aussie Specialist Training program is important to educate retail agents about your business.
- Tourism businesses can work directly with an Australian retail travel agent, or through an Australian wholesaler



Wholesalers

- Wholesalers provide retailers with travel packages comprising two or more products supplied by different operators
- These packages are put together in brochures, which are then distributed to networks of retail travel agents for display in their travel agencies
- Wholesalers that provide packages for the inbound market are generally based overseas and sell through retail travel agents based overseas, while Australian-based wholesalers such as Qantas Holidays sell to retail travel agents within Australia. Some wholesalers, such as Qantas Holidays, also sell directly to customers.



Inbound tour operators (ITOs)

- Inbound tour operators are sometimes referred to as ground operators, ground handlers or destination management companies. Australian-based businesses that negotiate contracts directly with tourism suppliers on behalf of overseas wholesalers
- They are responsible for developing itineraries specifically for international travellers. ITOs provide a complete, costed travel itinerary that is marketed to customers through international wholesalers and retail travel agents
- They usually coordinate itineraries about 6-12 months in advance and require inbound rates to be supplied for the tourism calendar year of 1 April to 31 March. This is linked to the wholesaler's brochure production
- ITO's are in charge of all itinerary planning, product selection, booking all travel arrangements and working directly with suppliers.



Online travel agents

- Many traditional travel distributors such as wholesalers and retail travel agents are taking an online approach as well as offering their services from a retail shopfront. There has also been an increase in online travel agents who operate solely in the online environment
- Online travel agents specialise in online distribution and have no intermediaries – they deal directly with customers and tourism product. Customers can purchase a product or an entire holiday package online
- Online distribution is less structured than the traditional travel distribution channels. Commission levels vary, depending on how the site is operated
- Before establishing a distribution deal with any online partners, research the site, how it operates and how it will promote your product. Also check how information is loaded and updated. Many sites provide you with access to maintain and update your details on the site.

WHAT COSTS ARE INVOLVED IN INBOUND TOURISM?

The cost of pursuing inbound tourism business generally falls into two categories



Commissions

A commission is the cost of distributing your product. It is the fee paid to the inbound tour operator, wholesaler, retail and online travel agents to sell your product. It is their income and pays for their operations and the services they provide when they promote and sell your product.

Commissions should be considered as part of your overall marketing mix. They are a marketing cost, but unlike advertising you only pay them when you receive a booking.

While paying a commission may sound daunting, it is actually the cost of doing business with your trade partner.

In return for a commission, your trade partners are providing you with:

Sales cost
(commissions)

Marketing cost
(trade sales activity)

Increased exposure of your product
through their distribution network (e.g. in travel agent brochures or websites)

An offshore sales team
and platform to promote and sell your product

The opportunity to sell
to a significantly larger section of the market than is generally possible to reach directly.

TYPICAL COMMISSIONS

DISTRIBUTOR	COMMISSION LEVELS
Retail travel agent	10%
Wholesaler	20%
Inbound Tour Operator (ITO)	30%
Online Travel Agent (OTA)	30%

Please note information on commission levels is intended as a guide only.

To work with inbound distributors, you should set up a rate structure that allows for a commission to be paid to your trade partners for each booking that is made.

Commissions do vary between channels, however you can see here the typical commissions that you would pay at each level, if they made a booking direct with you.

The highest commission typically paid is 30% to an inbound tour operator (ITO), which would share that commission with its wholesale and retail partner making the booking. Commissions for online travel agents can vary from 20-30%.

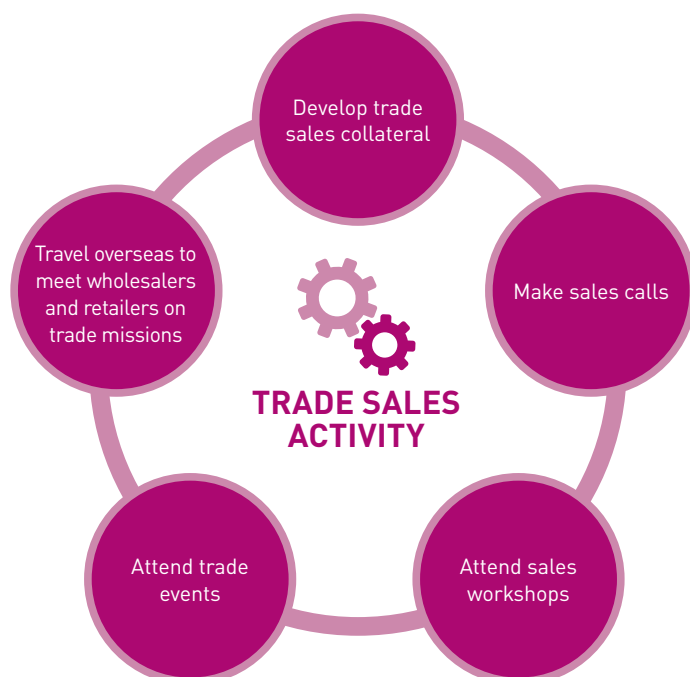
It is also worth noting that paying 30% commission is not equal to sacrificing 30% of revenue, unless every single booking you take is through an ITO.

When you take into account your direct bookings at full price, then you will find that the average commission paid across all of your distribution is much lower than 30%.



Trade Sales Activity

Like many things, an investment of time and effort can return great results over time. Export ready businesses usually set aside staff and budget resources to build trade partnerships, generate inbound interest in their products and boost sales as a result. This can mean investing time and budget to:



1 Picnic on the Murray River
2 Billy & Goldenia Tea sign, Meendoran

A business that does not invest any resources in trade sales activity for the inbound market is unlikely to see the same level of inbound sales growth as one that does

PERFECT MATCH: REFINING YOUR PRODUCT

REFINE YOUR PRODUCT TO THE MARKET

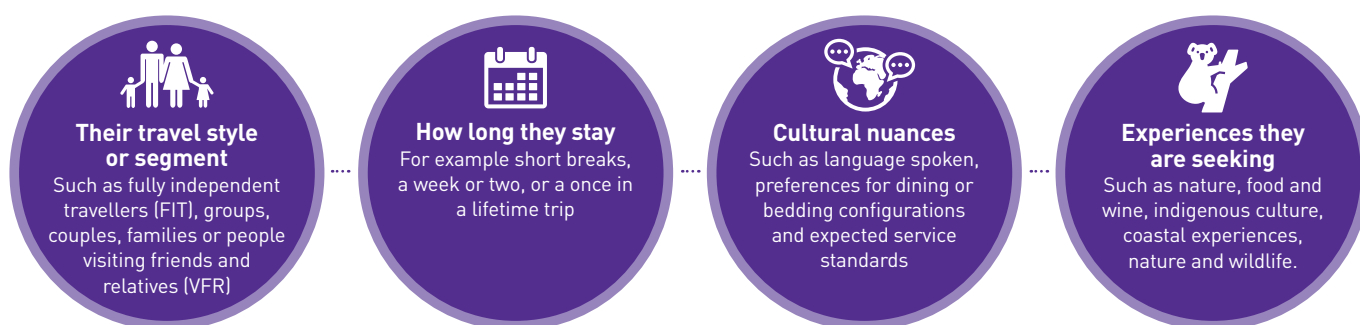
Once you have identified which markets your product might appeal to, it's a good idea to review the actual product experience you are offering and identify any areas that might need refining to better meet the needs of those markets.

Visitors from international markets have different needs and expectations to the domestic visitor market. Understanding these will help you deliver a great experience and better appeal to the visitors you want to target.

For example, when it comes to dining, an American visitor might expect salad before a main meal and a Chinese visitor might eat dinner early, served with tea. When looking for Australian experiences, a German couple might seek out authentic Aboriginal experiences and a group from India might focus on visiting iconic city locations. Some markets will prefer to be driven in premium vehicles to see the sights, whereas others will prefer a more active or adventurous mode of transport.

From your research you should have a clear idea of your international target markets and what visitors are looking for.

What should you know?



Glenworth Valley, Central Coast

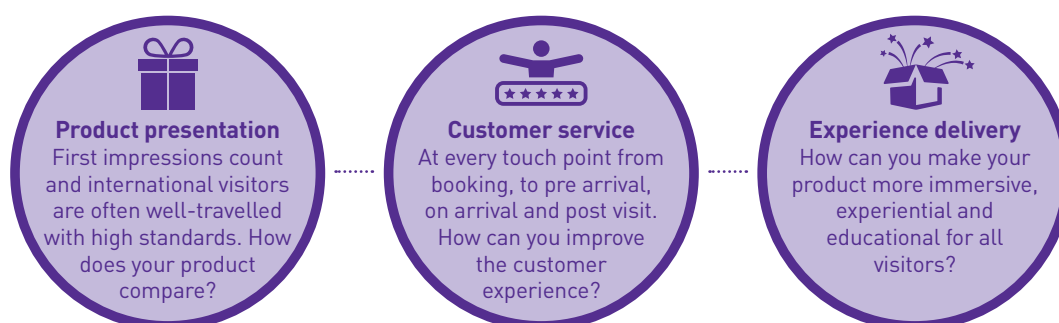
REVIEW THE EXPERIENCE YOU OFFER

With a picture of your target customers in mind, have a critical look at your product and think about the refinements that you can make. Look at your product through your customers eyes, imagine your someone stepping into your business for the first time.

Consider all aspects of your product and the experience that you provide for both the distribution partners that you work with and their clients, the customers that visit you.

Customer expectations and travel trends are constantly changing. You need to continuously refine your product to make sure it is meeting the needs of your current customers and also the potential international customers that you want to attract.

Think about:




You can also tap into feedback from your staff and from previous customers, including online reviews, to help you review your product experience.

An American visitor might expect salad before a main meal and a Chinese visitor might eat dinner early, served with tea

REFINE AND ENHANCE YOUR PRODUCT

Here are some possible refinements that you might consider to better meet the needs of international visitors:

 Tours	
Review your tour frequency and timings	<ul style="list-style-type: none"> • Make sure your tours' start and finish times suit your target markets • Assess market demand for additional departures or days.
Review your tour itinerary and look for opportunities to enhance it	<ul style="list-style-type: none"> • Review market and trade feedback on your tour itinerary and consider suggestions to refine or improve it • Look at what's new in your area and consider opportunities to incorporate new or different content that may interest your target market • Pre-arrange the purchase of any catering or transport tickets so you avoid queuing and delays on the day.
Tour commentary	<ul style="list-style-type: none"> • Review the commentary you provide and seek opportunities to update with new content in line with market interest • Review the delivery style you and your guides use to provide commentary, consider how well it suits your market and how it could be more polished.
Incorporate the five senses into your product	<ul style="list-style-type: none"> • Provide opportunities to touch, taste and smell as well as see and hear • Hands-on activities where guest can participate rather than just observe
Unexpected elements can add value to the customer experience	<ul style="list-style-type: none"> • Learn about your markets' preferences and deliver them where possible, e.g. a particular type of snack or comfort • Behind-the-scenes 'wow' experiences.
The state of your tour vehicle reflects on your business and is an important part of the customer experience	<ul style="list-style-type: none"> • Keep vehicles clean and well-presented, inside and out • Repair or replace worn seat covers or parts • Address any repair needs promptly.

 Attractions	
Aim to create an appealing entrance – this is your all important first impression	<ul style="list-style-type: none"> • Images, sounds and landscaping can help build a sense of excitement at your attraction's entrance • Repair, upgrade or replace damaged or faded signs and images • A fresh coat of paint can be a cost effective way of refreshing the entrance.
Queuing systems	<ul style="list-style-type: none"> • Simplify queue systems and try to reduce queuing time, or offer fast-track entry for inbound bookings • Consider adding shaded areas • Explore options to positively engage your visitors during queuing.
Staff welcome	<ul style="list-style-type: none"> • Ensure ticketing staff are welcoming, friendly and well-presented • Provide all staff with customer service training including cultural awareness of your target markets • Offer attraction information detailing exhibits and show/tour times (e.g. signboards, maps, brochures) at the point of entry. Include translated materials and signage if available • Consider allocating 'roaming' staff across the site to interact with guests and provide directions and information.
Create or upgrade interpretation to enrich the visitor experience in your attraction	<ul style="list-style-type: none"> • Timed daily presentations and events • Guided tours to address a particular market need, e.g. limited time on-site, up-close experiences • Signs and other interpretation explaining exhibits on display • Audio and video presentations • Directional signage and maps.
Review your facilities and ensure they are at their best	<ul style="list-style-type: none"> • Repair or retire features of your site that are broken or untidy • Ensure public facilities are regularly cleaned and well maintained • Check your bins are emptied regularly to avoid overflowing • Replace interpretation that is out of date.



Accommodation

Cater to your guests' use of technology

- Provide free Wi-Fi
- Make it easy for visitors to charge electronic devices
- Provide speakers that can be used with smartphones or tablets
- Consider including options to stream or airplay content to in-room televisions

Look for ways to refresh your reception area, as this forms the first impression for your guests

- Clear away clutter
- Play music at an appropriate sound level
- Bring in art, décor or potted plants to brighten the space
- Consider fresh paint on walls
- Consider new furniture or upholstery.

Consider improving or increasing some of the services you offer guests

- Provide all staff with customer service training including cultural awareness of your target markets
- Recommend local tours and attractions, offer to make bookings on behalf of guests
- Recommend local restaurants, offer to make reservations and consider offering room chargeback facilities
- Provide destination information on arrival e.g. dining, tours, attractions and maps
- Provide personalised letters to guests to welcome them on arrival or thank them on departure.

Include thoughtful extras where possible

- Provide a welcome gift on arrival, e.g. fruit, a bottle of wine, fresh flowers
- Complimentary use of robes/slippers
- Minibar items or menu options that show you understand your target markets' needs
- Quality toiletries
- Complimentary bottled water
- Transfers from nearby centres.

Incorporate local experiences

- Use local food or wine in your menu if possible
- Provide an opportunity to meet local personalities or experts.

Maintain or upgrade room features and facilities where required

- Clean kettles, hairdryers, irons and other equipment and replace any broken items
- Check bedding and towels and replace any worn or stained items.

Consider refurbishing your rooms, particularly if feedback shows they are in need of a refresh

- Change room layout
- Consider new soft furnishings such as bedspreads, cushions and rugs
- Consider new art and décor in the room
- Change curtains or blinds to create more light
- Upgrade beds, pillows, towels and linen if required
- Upgrade or replace kitchenettes if required
- Upgrade televisions and electrical equipment
- Upgrade bathroom fittings



Cycling on Lord Howe Island



Coonabarabran

POLISHED PROCESS

PUTTING THE RIGHT SYSTEMS IN PLACE

ARE YOU READY FOR INBOUND BOOKINGS?

A good business is built on solid processes, with systems and procedures in place to handle all aspects of the business.

Successfully working in the international market requires procedures to be in place to support the international distribution process from the time of booking, through to the visitor's arrival and post visit.

THE INBOUND BOOKING PROCESS

When a customer buys your product from a travel agent in their home country, they set in motion a sales process that involves a retail agent and wholesaler based overseas making a booking request via your Inbound Tour Operator (ITO) to your product. There are several variations of how this system works, with the increasing amount of crossover roles.

Your role in a typical inbound booking:

- The travel agent sends the booking request to the wholesaler, also based overseas. The wholesaler sends it on to their Australian ITO, which sends it to your tourism business.
- You quickly confirm the booking and this is communicated back up the chain to the customer, who is issued a booking code or travel voucher to present to your staff on arrival.
- Your staff welcome the customer, collect the booking code or voucher and you send an invoice to the ITO.

From the initial booking enquiry, to the confirmation of service, to welcoming the customer and the post visit invoice - with these systems and procedures properly in place you'll be equipped to handle an inbound booking professionally.



Mackerel Beach, Pittwater

With the **right systems and procedures** in place you'll be equipped to handle an **inbound booking professionally**



INBOUND BOOKINGS – OPERATIONAL PROCESSES

You need to have systems, processing and training in place to ensure you can not only effectively manage bookings and enquiries from the international travel trade, but also ensure that you are delivering on the ground when the customer arrives.

Consider the elements a tourism business would need to have in place to ensure this booking process runs smoothly.

WHAT SHOULD I HAVE IN PLACE?



Booking and pre-arrival

- Clear rate contracts in place with trade partners that set out your terms of trade including booking and payment conditions. See Tools for the Trade for details on preparing these.
- Ability to turn around booking and quotation queries as quickly as possible, preferably in less than 6 hours.
- Booking confirmation templates to streamline responses and ensure you receive any required guest information
- Availability of a current inventory of product, to quickly confirm a booking (or offer an alternative time if at capacity). Alternatively, the business may have a free-sale policy in place, meaning the travel trade buyer does not need to confirm the booking before making a sale. This works well for larger attractions and museums unlikely to reach full capacity on a given day.
- Training of reservation staff to ensure they understand rate structures and who is contracted at what rate.
- A payment system should be in place, in order to accept trade bookings on credit terms and follow up with an invoice. This includes a credit application and approval process to vet your ITO partners before extending them credit.



On arrival and during the visit

- A record of who is booked in each day (e.g. a passenger manifest) to ensure that staff know who is arriving.
- It is essential that the staff who greet the prepaid inbound guests on arrival understand about accepting booking codes or vouchers.
This will avoid embarrassment and confusion.
- Staff who have undertaken cultural awareness training and understand the needs of your different international visitors.
- A complaint management processes, so if a complaint does arise your staff know how to manage it. With inbound visitors it is important that the process also involves advising the ITO of the complaint and resolution.

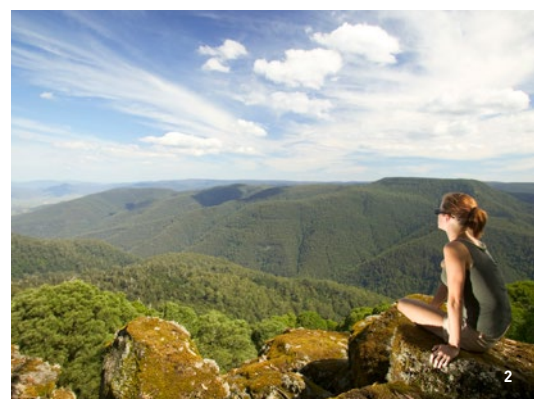


After the visit

- Recording and reporting to keep track of where your business is coming from. Report back to your ITOs and thank them for the business that they send you.
- A record of ITO accounts contacts for invoicing (different to the sales contact), the nett rates agreed to and the rate validity dates.
- Accounting processes, which consider cash flow. In the traditional distribution system, payments have to flow from the retail agent to the wholesaler and to the ITO before you receive it.
- Debt recovery processes. In the event that a supplier doesn't pay their bills, you need to have a process in place to recover the money.

The administrative processes around booking, payment and invoicing; the legal terms of your sales partnership and training your customer-facing staff are all important operational aspects to address before you start developing your inbound business.

Consider these processes and have your systems in place to ensure you are delivering a professional product and client services at all levels. Continuously review your process to make sure they are working effectively particularly as your inbound business grows.



1 Thunderbolts Lookout, Barrington Top NP
2 Tropical Fruit World, Duranbah

TOOLS FOR THE TRADE: CREATING YOUR TRADE SALES KIT

BE PREPARED

Before you start to meet with travel trade buyers to pitch your product and work towards setting up sales contracts, it's important to be prepared with all the sales materials you will need to support your sales effort.

A trade sales kit is a set of documents that include all the information an inbound tour operator (ITO) or wholesaler might need in order to load your product onto their system and sell it through their distribution networks. Bring your trade sales kit with you to all sales meetings and tradeshow.



Cyprus Lakes Golf Course, Polkolbin



Trade sales kit includes:

All your material should be consistently branded, reflecting the look and feel of your existing marketing materials. A trade kit should be available in hard and soft copy.

Sample versions of fact sheets and rate sheets are available online at destinationnsw.com.au/exportready

All your material should
be **consistently
branded**, reflecting the
look and feel of your
existing marketing materials

TIPS FOR CREATING YOUR TRADE SALES KIT



Trade sheets

A trade fact sheet should be written and designed with time-poor travel trade buyers in mind. Their priority is finding key information easily, so here are some tips to help meet their needs.

- Keep your writing concise and easy to read, preferably using one page per product. There is no need to provide long paragraphs of text
- Use headings, sub-headings and clear points so information is easy to read
- Avoid overly informal language or slang as it can easily get lost in translation, even between English speaking markets.
- It is important your unique selling point (USP) is clear. Don't forget to highlight what makes your experience stand out
- Use good quality, high resolution images that demonstrate the experience you offer. Ideally, your images should feature people enjoying your product or experience
- Proof read your fact sheet and make sure your information, spelling and grammar are all correct.
- Check that your file is easy to open and a manageable size, especially if it is to be emailed. Remember your image quality will differ for print and online publication, so if you are printing hard copies you will need a higher resolution. A PDF file will usually look more finished than a Word document
- Give your fact sheet a final check before you begin to distribute it.
 - Make sure all the information is clear, easy to understand and accurate.
 - Are your directions clear? Should you add a map?
 - Are your unique selling points clear?
 - Do your inclusions demonstrate the full value of your experience?
 - Did you include the correct availability, booking and contact details?



What to include in your trade fact sheet

To help you get started you will find a sample trade fact sheet on destinationnsw.com.au/exportready. Make sure your trade fact sheet includes the following essential information, laid out clearly, so it is easy to scan for information.

- **About the company** - This is a brief overview of who you are and what you offer. You can borrow from your sales pitch in this section
- **About the tour, attraction or accommodation** - This is a brief introduction about your product. Make a separate sheet for each different product you offer
- **Tour inclusions or property facilities** - For tours or attractions - list the inclusions and selling points to help travel trade understand the experience that visitors will have. This is your chance to identify your unique selling points. This should focus on tangible inclusions, such as lunch and transfers. For **accommodation** - list the property facilities including dining options, room types and bedding configurations
- **Features** - Highlight the features that make your product stand out. This is where you can detail your unique selling points. Some examples of product features include unusual itinerary highlights, access to insider knowledge or locations, or unique interactions with people or places not offered elsewhere
- **Location** - Your physical location or address. If you are offering a tour, detail where the tour starts, and include some itinerary highlights. It is good practice to include a map to show the location in the context of the surrounding area, including proximity to major towns, landmarks or airports. Depending on how your customers find you, you might also detail travel distances from nearby cities or transport hubs and parking/access information
- **Retail rate** - The gross rate, or full price customers pay you directly per adult, per child, per room. Don't include your nett rates on a fact sheet, these will be laid out in a separate rate sheet
- **Availability** - Days and times the tour, attraction or accommodation operates; and details of blackout periods when the product is not available to be booked, e.g. public holidays
- **Bookings** - Detail how the product can be booked, including phone and email details for your dedicated trade contact person.



Destination Information

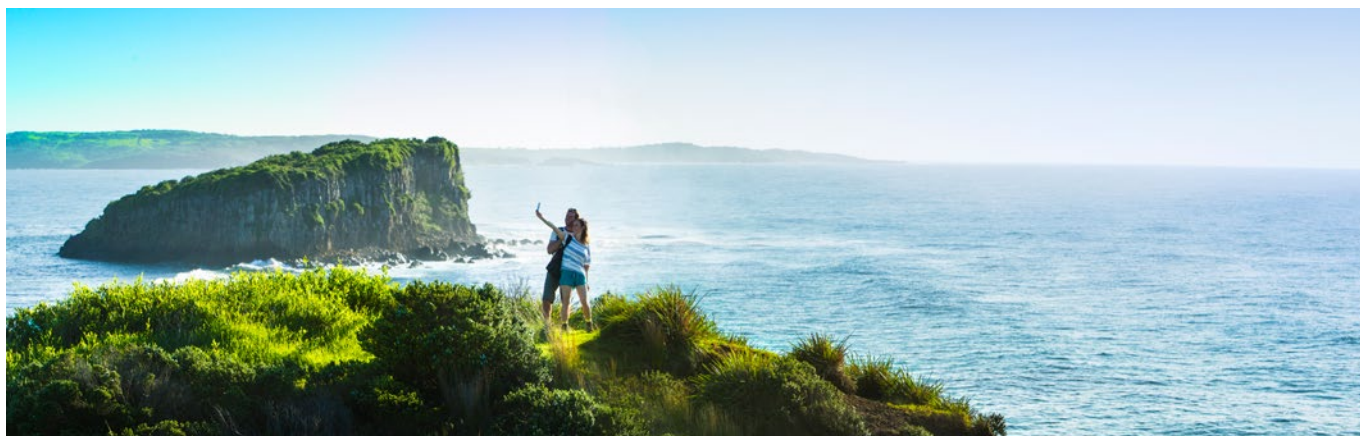
Setting the scene of your destination before launching into what product you offer is very important, wherever you're located. The travel trade buyer might sell a large number of destinations but may not be intimately aware of yours. It is a good idea to include destination information in your trade kit.

Highlight your destination's unique selling points, how it's accessed, and how far it is from a major centre.

Use or borrow from existing destination marketing materials from your RTO, destination network or local tourism organisation to help paint a picture of your destination's appeal.

Be prepared to give a couple of broad itinerary examples to demonstrate how your product might fit into the buyer's programs.

You can use the free NSW map at destinationnsw.com.au/tradefactsheets in your trade kit to highlight where you are located within the state.



Minnamurra Headland, Kiama



Rate Sheets

In addition to having an appropriate rate structure, it's important to also have separate rate sheets ready for retail, wholesale and ITO buyers, so you are always able to provide the right rates to the right kind of buyer.

Mishandling rates, for example providing ITO rates to a wholesaler, can work against all the effort you may put in to secure sales partners, so it's important to have clearly distinguished rates for your three levels of distribution partners and ensure you're systematic in ensuring the right rates go to each one.

- As a general standard, ITOs are offered around 30% commission, wholesalers 20% and retailers 10-15%.
- Rates should be inclusive of GST
- Your rate sheets should clearly list each of the products you sell, with the retail (gross or full price) rates alongside the nett rates (retail rate minus commission) for each customer type, e.g. Adult, Child, Group.
- Rate sheets are used by the travel trade to load products into their booking systems, so if you include all the relevant details relating to sales is important, then they don't need to search for more information. You should ensure your rate sheets include:

- > **Your company name** and booking or trade **contact details**
- > **Rate validity** from 1 April – 31 March in line with the tourism year. Rates should also apply for the next 18 months to two years
- > **Child and concession rate age limits**, detailing inclusive ages eligible for the child rate and any other child policy details e.g. min. weight or requirement to have an accompanying adult
- > **Blackout dates** when the products cannot be booked (eg; public holidays)
- > **Definition of a group** including min and max numbers
- > **Min and max numbers** for each product type
- > **Optional info** can be included such as opening hours and product inclusions e.g. meals, to provide an extra level of detail.

To help you get started you will find a sample rate sheets on destinationnsw.com.au/exportready



Images

Supplying great images conveys your product's essence and experience efficiently and effectively more than words ever could. Images are key to help to market your product. As part of your trade sales kit you should have a suite of good quality, high resolution images of your product, ideally with people in them. Trade partners will require these to promote your product.

Select 5 - 10 quality images that depict all of your products and services. You will want to make sure you have an image for each room type or tour.

Save these on to a USB or create an online folder with a service like Dropbox to easily share images with trade partners.



1 Montague Island, near Narooma
2 Jacarandas in Spring bloom, Sydney

**Supplying great images
conveys your products
essence and
experience efficiently
and effectively more than
words ever could**



Terms of Trade

When entering a contract with a distributor to sell your product, it's a good idea to clearly state all your terms relating to that sales relationship up front in a clear Terms of Trade document. This is generally supplied with rates once a travel trade buyer requests further information.

For the international travel trade:

- Terms and conditions that only apply to your domestic visitors will not be relevant to a travel trade. For example there is no need to include a requirement that NSW seniors cards be presented to receive a particular rate, or provide birthday party conditions in your terms of trade
- Terms and conditions that generally apply to all travellers can be included, for example safety and age restrictions
- If you are going to offer credit terms to trade buyers, i.e. invoicing an ITO for payment once the traveller has visited, then your trade terms should include a credit policy and a process for applying for credit (e.g. a form requesting credit references). Working on credit terms tends to be the preferred payment process in the travel trade and it is uncommon to require a deposit or prepayment.

Terms of Trade may include the following items, and any additional terms you may have in place for customers. It's recommended that you seek legal advice to finalise this document.

- **Rate validity dates** – From 1 April to 31 March. This is the tourism calendar year and is aligned with wholesaler brochure production.
- **Contact details** – Provide your trade booking contact and accounts contact details, including phone, mobile, email and website
- **Cancellation Policy** – Explain any cancellation charges, often based on the time frame in which cancellation occurs prior to travel. For example, 100% cancellation fee applies within seven days of the booking
- **Amendment charges** – Explain any charges that apply when making changes to an existing booking
- **Child/Infant Ages** – Age ranges that apply should be detailed, with actual rates on your rate sheet. For example, infant rate applies to children under two years; child rate applied to children aged two to 12 years inclusive
- **Free of charge (FOC) policy** – This is usually applicable to groups only. Advise how many rooms to be booked or how many passengers on a tour e.g. 1 FOC for every 15 paying passengers or 1 FOC room for every 10 rooms booked
- **Inclusions** – Detail product inclusions, such as entry fees, lunch or room inclusions e.g. breakfast, newspaper
- **Group confirmation deadlines** – Provide specific deadlines around how many days before the tour/booking an ITO needs to confirm and provide final numbers, rooming list or passenger list. This is applicable to groups only
- **Minimum and maximum passenger numbers** – For tours
- **Departure days, times and pick up points** – For tours
- **Minimum night stays** – For accommodation
- **Maximum guest capacity** – For accommodation per room
- **Bedding configuration** – Per room type for accommodation
- **Payment policy** – This should detail how and when is payment due. Many tourism industry partners have different methods of payment. It is the responsibility of the individual operator to negotiate an agreed payment method direct with their travel trade partners
- **Credit policy and application** – A credit policy allows ITOs to work with you on an invoice basis, paying after the visit. ITOs wishing to access credit terms (including being invoiced at the end of each month) complete your credit application form, allowing you to request and check references. Advise that you will accept ITO vouchers and booking codes.
- **Banking details** – For invoice payment and your account contact details
- **Damages and responsibilities** – This should be addressed. For example, state who is responsible for any damages and that you accept no responsibility for property
- **Special conditions** – Detail any that apply, for example surcharges or block out dates that apply on specific, inclusive dates.



Farm Cove, Sydney Harbour

POWERFUL PRESENTATIONS

PITCHING AND PRESENTING TO TRADE

A POWERFUL SALES TOOL

Telling the travel trade about your product will be a central part of your sales activity - during sales calls, trade show appointments and informal networking. In conjunction with your sales kit, your sales presentation is one of the most powerful sales tools that you have. It's important to spend time to prepare it and work out the best way to present your product to the travel trade

DEVELOPING A PITCH

A well prepared presentation is essential when meeting with the travel trade. The best presentations feature a strong pitch to lead in with.

A succinct and persuasive sales pitch will catch the attention of potential buyers early in your conversation. It allows you to give them a clear understanding of what product you're offering and how it will benefit their customers.

A pitch is not the whole conversation, but the opener. When sitting down to a 15 minute sales appointment, after finding out a bit about the buyer and their market, you would start with your sales pitch before launching into a broader sales presentation where you can talk in more detail about elements of your product that are of relevance and interest to your buyer.

It is also a useful tool to have your pitch ready during networking, so you can introduce your product in a memorable way.

Give some sense of
**how your product
makes a customer
feel – tourism is the
business of making
memories, so your pitch
should tap into that**

A GOOD SALES PITCH IS:



Brief

Limited to
about a minute



Concise

Provide a topline
view of what your
product is, where it
is, what makes it
special and perhaps
who it appeals to



Inspiring

Give some sense of how
your product makes a
customer feel – tourism
is the business of
making memories,
so your pitch should
tap into that



Tailored to your listeners

Don't assume
they know about
your product and/
or destination



Clear, well- practiced and confidently delivered

Show you know
exactly what you're
offering and why
they should want it.

PRESENTATION PREPARATION

To make a good impression when meeting face to face with the travel trade, you will want to have a well-practiced presentation and a few consistently branded materials in addition to your sales kit. A memorable sales presentation should include:



A verbal presentation, with (flexible) notes

Prepare what you want to say about your product, extending on your initial pitch, though it's best to avoid reading notes during a presentation, so make time for plenty of practice.

Presentation content should be brief, flexible and adaptable based on what the inbound tourism operator (ITO) is specifically interested in.

It's a good idea to practice your presentation a few times with someone who isn't too familiar with your product before trying it out on an ITO and seek feedback on how effective it was, how clearly they understood what you do and where you could improve.

Details to include in your presentation are:

- Your pitch
- An overview of your destination
- An overview of your product
- Unique selling points (what makes you different from your competitors)
- How to get there
- Key details on your product
- Markets and market segments it suits (e.g. couples, families, FIT, groups)
- Pricing (just your full retail price – rate sheets with nett rates can be provided afterwards)



Visual presentation materials

These should be designed to accompany your verbal presentation. Like your notes, material should be flexible enough to adapt to the client and focus on a particular element if necessary.

Choose images that showcase your hero experiences and that show people having a good time. Images should reflect the markets you are targeting through your activity and be respectful of the cultures with which you are dealing.

Your presentation should accompany your verbal presentation notes. Some tips for delivery are:

- A brief PowerPoint on a laptop or tablet with few words can be effective, or an image slide show that you can flick through can work well
- Be prepared with an old school flip chart style presentation as a back up
- Images should show people enjoying experiencing your product
- Very brief videos around one minute are fine but this is also time you could spend talking, so it's good to keep this very brief and avoid loud soundtracks
- If you experience a technical failure, don't waste time trying to fix it, use your back up hard copy presentation instead
- Make sure devices are full charged before you appointments power is not always available.



Interactive or sensory elements

To make your presentation more memorable consider how you can include tastes, smells or textures, it can be a nice touch to incorporate an interactive element of that into your presentation. For example bringing small pots of tea leaves to smell, native foods to taste



Props

Think about how you can include props from your business into your presentation, this allows you to show off an element of your product and even briefly show how it works (if not too disruptive).

Some examples could be a piece of interesting equipment, an artifact, native foods, an artwork, or something unique from your accommodation rooms.



Business cards

These are still vital! Don't forget to hand yours out and receive one from the travel trade buyer at the start of your meeting or presentation.

If you are targeting a specific market like China, it can be useful to have special cards printed with your details in Chinese on the reverse and avoid black cards or red writing in line with specific Chinese cultural considerations.

TIPS FOR PRESENTING YOUR PRODUCT

- Start with a great pitch
- Identify and briefly describe your product – avoid too much detail
- Highlight unique features of your product or points of difference from your competitors
- Establish how the product might benefit the ITO (based on what you now know about their needs!)
- Discuss the appeal of your product to known consumer types, if appropriate
- Smile and make eye contact during the presentation
- Communicate the key points about your product and highlight the things that set you apart from your competitors
- Be prepared to talk about the perceived weaker points of your product, e.g. wet weather restrictions
- Ask for feedback
- Relax and be confident!



Small gifts

A token gift can help leave a more lasting impression of your business, particularly in a trade show environment where the ITO will be meeting with a large number of other businesses.

Offering a small trinket like a pen or toy, a chocolate or some other item related to your brand or product can be a nice way of getting the ITO to think of you after the meeting.



Trade show dressing

Depending on what the trade show format allows, pull up banners, high quality printed pictures or posters can help provide your stand with a professional and consistently branded look and feel.

Before making a presentation to the travel trade:

RESEARCH	REVIEW	PREPARE
Research the travel trade attending the event to find out as much as possible about the organisation, including which markets they target.	Review your presentation to ensure it includes all essential information.	Practice your presentation to ensure you can fit within the allocated time.
Become familiar with the different markets. Research by reviewing market profiles and reports on the Destination NSW website.	Ensure it is consistent with all of your trade kit materials.	Be prepared to answer challenging questions, e.g. we don't sell your region or product type; we only sell large groups; can you offer other languages?

DURING YOUR PRESENTATION

When you meet with a travel trade buyer such as an ITO, wholesaler or agent, your presentation should not fill the whole appointment time.

Some trade workshop appointments range from 8 – 15 minutes, so you would **aim to present for about half of the time available**. If you are making a standalone sales call, you may have longer.

Make sure you introduce yourself and exchange business cards. Keeping their details is essential as you build your trade contact database.

Spend some time at the beginning of your appointment asking questions and taking notes so you have a record of what the buyer says about their business and needs, and note any specific requests you need to follow up later.



Consider asking about:

- The markets they target
- How many clients they deal with each year
- The markets segments they deal with
- How long their clients spend in Sydney or NSW
- The NSW regions their clients visit.



Listen to the travel trade buyer's needs

Your presentation should be flexible so you can vary it depending on their specific areas of interest. It's important you keep a detailed record of your discussion, including the buyer's answers to your questions and any follow-up required.

An efficient way of recording this is to prepare a blank contact report to use in each appointment. This is usually a one-page form you have prepared to help you record information from the appointment quickly and efficiently.

You can then simply attach their business card to the page, mark the relevant tick-boxes and jot down brief notes. This gives you a quick and easy record of what was discussed and provides you more time to talk about your product during the appointment.

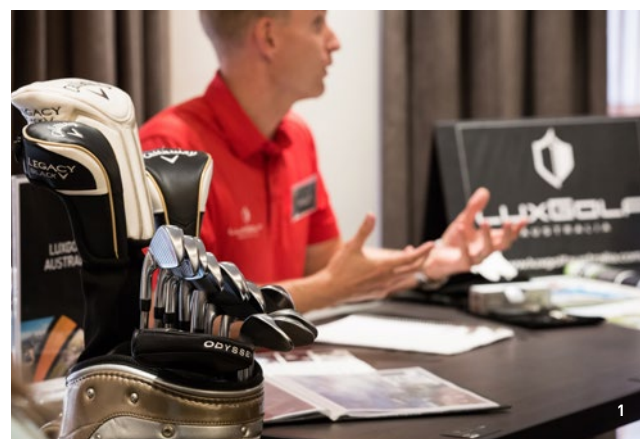
Download a sample contact report from
destinationnsw.com.au/exportready

AFTER YOUR PRESENTATION

The key to a successful inbound strategy is building relationships. After a presentation in either a sales call or a meeting it is important to follow up:

- Email the buyer thanking them for their time
- Send any additional information that was requested in the meeting.

Even though it can be time consuming, it is best to personalise your follow up rather than sending bulk emails or letters.



1 New Product Workshop 2016, LuxGolf,

2 New Product Workshop 2016, Dave's Brewery Tours stand dressing

TRADE ACTIVITY PLANNING

OPPORTUNITIES TO WORK WITH THE TRADE

TARGET THE MAIN TYPES OF BUYER

Before you get started with your inbound marketing activities, it is best to have a plan in place.

You've done your research and understand which international markets are best for your business, you have your rates set with the appropriate commission and have prepared your sales collateral. Now it's time to plan your activities and set your budget.

You will want to include activities to target the main three groups within the travel trade, as well as online travel agents.

Each plays an important part in helping to generate inbound sales and it is important to work with and educate operators at all levels of the distribution system.



2016 Greater China Missions, Let's Go Surfing



Inbound tour operators (ITOs)

Introducing your product to ITOs, developing relationships, being contracted by an ITO and updating ITO partners allows your product to be bookable through inbound channels.

Host ITOs on familiarisations, attend workshops to meet with them and conduct individual sales calls.



Overseas wholesalers

Meeting overseas wholesalers and hosting them on familiarisations helps build relationships, raises product awareness and drives interest from wholesalers to build sales demand back through ITOs.



Retail travel agents

Meeting overseas retail travel agents, hosting them on famils and providing agent discounts and training videos will help ensure your front line sellers overseas are familiar with your product and better equipped to sell it effectively.



Online travel agents (OTAs)

The online space has changed international travel distribution significantly, and many international visitors are researching their travel through OTAs and often booking elements online as well.

To complement your inbound distribution plan, it's a good idea to also look at opportunities to target some OTAs directly to:

- Build awareness of your product within that market
- Provide an alternative distribution stream
- Test new market interest in your product before investing in traditional distribution partnerships

Now it's time to **plan**
your activities and **set**
your budget



USA Vivid famil, Sydney Helitours



UK famil, BridgeClimb

TRADE MARKETING ACTIVITIES

There are a range of specific activities that you should consider including in your plan to target the travel trade. The activities you choose will depend on your target markets, financial budgets and resources in terms of staff and time.

Key activities include in trade activity plan are:



Trade Shows, Workshops & Missions

- These events are usually organised by Destination NSW, Tourism Australia or the Australian Tourism Export Council. They bring Australian product together with the international travel trade
- They may be held in in Australia or in market overseas
- While the format varies between events, all provide opportunities to meet face to face with qualified buyers. They are a targeted, cost effective way to connect with the travel trade and other suppliers working in the inbound market.

Key annual events for export ready products to consider include: Australian Tourism Exchange (ATE), ATEC Meeting Place, and Destination NSW New Product Workshop, missions to market and trade events.

For more details on trade events visit

destinationnsw.com.au/trade and tradeevents.australia.com



Sales Calls

- Independently organised meetings with key ITO or international wholesaler staff to educate them about your product and discuss distribution
- They may be held in Australia, with ITOs or in market overseas
- You may consider conducting your own sales calls pre or post on in market mission
- Joint sales calls with a complimentary product can work well
- Make sure you have a reason to visit – it could be to introduce your product, talk about a new service or discuss how you can fit into their existing itineraries. ITOs and wholesalers are busy, so you don't want to waste their time.



Familiarisation Visits or Famils

- These are your opportunity to have the international travel trade and international media experience your product first hand
- Trade and media visits are coordinated by Destination NSW
- Generally support for famils is requested free of charge (FOC), in return for the benefits for your business. If you are unable to provide your services FOC, discuss it with the famil organiser
- Treat a trade famil like a sales presentation – do your research and know who is visiting, be prepared for them on arrival, ask questions, showcase your product and follow up afterwards.



Retail Agent Training

- Retail travel agents are your front line sales people, it is important to educate them about your product and how to sell it
- Get involved in the Aussie Specialist Training Program, run by Tourism Australia in conjunction with Destination NSW
- You can upload special offers and a short training video that can be accessed by the over 25,000 qualified agents globally. For details on getting involved in the Aussie Specialist Program visit

tourism.australia.com/programs/aussie-specialists-program.aspx



Online Travel Agents

- Making the most of an OTA partnership involves ensuring you leverage every opportunity to present your product in the best possible way
- Make sure you use market appropriate product descriptions and images and keep your listings up to date
- Talking to your OTA contact to find out exactly what they need from you and ask about opportunities to promote your product or destination through their marketing programs.



Online Activities

- A strong online presence is just as important for the international market as it is for the domestic market. While international visitors are more likely to use a travel agent to book their trip, they are using the internet more than ever to research and plan
- Your website should be update, with a modern design, good quality images and contact details
- Keep your Get Connected listing up to date with fresh images, videos, product descriptions and rates
- Claim your business listing on sites such as TripAdvisor, Google My Business and Yelp. Make the time to respond professionally to both positive and negative reviews
- Travel blogs and social media can also be used by international visitors and trade partners when planning, researching and booking travel. Consider how you can include these in your international marketing activities.



Australian Tourism Export Council (ATEC)

- ATEC is the peak industry body for the export tourism sector. They have over 850 members from across Australia, including inbound tour operators, online distributors and tourism products
- Their services include business to business opportunities, industry advocacy and development, education and business capacity building, local and national networking events and conferences
- You may want to consider membership and attendance at ATEC workshops such as their annual Meeting Place event.

MANAGING TRADE SALES ACTIVITY

It is important to consider how your business will manage your international marketing. Think about who will be responsible for leading your strategy and who else you need to involve, consider accounts department, front of house staff and your online marketing teams, they will all have a role in your international strategy.

While your business should set and lead the overall trade strategy, handle sales contracts, bookings and trade famils, there are plenty of opportunities to work in partnerships to share some of the legwork and maximise your exposure. These include:

Work with your Destination Network or Local Tourism Association (LTA)

If you are a regional NSW business, discuss opportunities to align your activities with your local and regional network.

Collaborate with complementary export ready products

Form your own bundle or marketing co-operative – sometimes two products will share a stand at a trade event or conduct joint sales calls. It can often be able to secure an appointment with a busy ITO or wholesaler.

Work with Destination NSW

There are plenty of opportunities to get involved with the activities of Destination NSW including trade shows, workshops and missions, online and social media and trade and media famil. An extensive range of resources and research to assist in planning your international marketing activities is also available.

Join a trade marketing co-operative if there's one in your region

For example, Sydney Melbourne Touring on the South Coast and the Legendary Pacific Coast on the North Coast. These co-operative groups may pool resources from their product supplier member base to represent the group or collective product (such as a touring route) at trade events domestically and internationally.

Outsource some of the activity to a representation company

There are several companies that offer representation at overseas trade missions and trade events, which can be a more cost-effective solution than sending your own staff. It's a good idea to set clear expectations around these activities, including feedback, reporting and lead handover, before signing on with a representation company.

MAKE USE OF FINANCIAL ASSISTANCE FOR INTERNATIONAL MARKETING



Export Marketing Development Grants

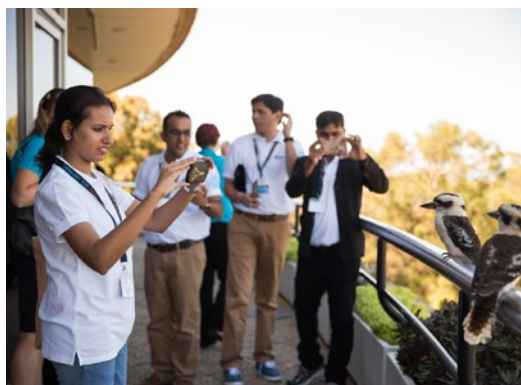
As inbound tourism is an export, tourism operators are eligible to apply for the Australian Government's financial assistance program for exporters the Export Marketing Development Grant (EMDG). The scheme encourages small and medium size business to develop export markets by:

- Reimbursing up to 50% of eligible export promotion expenses above \$5,000 provided that the total expenses are at least \$15,000
- Providing up to eight grants to each eligible applicant.

Expenses that you can claim include travel to do sales calls, cost of attending trade events, costs of hosting famils, advertising costs and consultant fees.

It is a complicated scheme, so it is recommended that you engage a consultant to assist you with your claim.

To find out more go to austrade.gov.au/Australian/Export/Export-Grants



- 1 Malaysia Famil, Manly Bike Tours
- 2 New Product Workshop 2016, Big 4 Great Lakes
- 3 UK Germany Missions, cooking demonstration
- 4 Focus on India Workshop 2016, Taronga Zoo

DESTINATION NSW INBOUND OPPORTUNITIES

Your inbound marketing plan should include Destination NSW as a key partner. There are plenty of opportunities to get involved and leverage of the international marketing activities of Destination NSW:

- **Product listing:** Make sure your product listing is up to date on visitnsw.com and sydney.com through the Get Connected program destinationnsw.com.au/getconnected. Use working that will appeal to your international target markets
- **Product news:** Send your product news and updates to product.queries@dnsw.com.au and media@dnsw.com.au, for the opportunity to feature in our industry and media newsletters, as well as trade updates and export ready product fact sheets
- **Attend a product showcase:** Try out your presentation skills and trade kit on Destination NSW staff as you provide us with a product update in a series of 15 minute appointments. Register your interest in a showcase at product.queries@dnsw.com.au
- **Subscribe to Insights:** Stay up to date on news, events, workshops and resources from Destination NSW by subscribing to our weekly industry newsletter at destinationnsw.com.au/insights
- **Engage with Destination NSW social media:** For a guide to our consumer social media channels and how to engage, visit destinationnsw.com.au/resources. Follow our corporate social media on twitter.com/destinationnsw and facebook.com/destinationnsw/
- **Browse the business resources:** Browse the Destination NSW resources for businesses at destinationnsw.com.au/resources
- **Use the research:** Read the extensive research available on the Destination NSW's international target markets to help you to better understand your international visitors at destinationnsw.com.au/research
- **Tell us your export ready status:** Tell us if you are export ready or ready to launch to the inbound market on product.queries@dnsw.com.au
- **New Product Workshop*:** Held annually in April, this appointment-based workshop introduces newly export ready tourism businesses to Inbound Tour Operators (ITOs) for the first time. If you are a newly export ready product and would like to be considered for this workshop contact product.queries@dnsw.com.au
- **Host trade familiarisations*:** If you'd like to host trade familiarisations, please contact our trade and industry development team product.queries@dnsw.com.au
- **Host media familiarisations:** Advise the media team on media@dnsw.com.au if you are interested in hosting visiting journalists and they will be in touch with suitable opportunities.
- **Find and apply for trade events*:** For a full trade event calendar, visit destinationnsw.com.au/partneropportunities and contact trade.events@dnsw.com.au for application details.



Booderee National Park, Shoalhaven



Norieul Park, Albury

* Eligibility criteria apply – activity is only open to export ready tourism businesses