

# Visit Victoria



VISIT VICTORIA

2016 International Mentoring Program

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# Applied Trade Essentials Workshop

## Effectively Engaging with and Promoting to Tourism Trade Distribution Partners and Channels

Facilitated by Ray Schleibs – Managing Director, iimage Marketing and Design

Monday 15<sup>th</sup> August 2016

Visit Victoria, 121 Exhibition St, Melbourne

## Distribution in Practice

### The simple reality of 'Trade Distribution Partners and Channels'

They are businesses too!

They are active promoters, marketers and sellers of your products/services/experiences

They generally have access to markets and customers that you either can't access or can't be effective in

They generally have specialist knowledge, experience and skill in particular markets or segments that would be difficult and expensive to replicate

They can be a valuable part of ANY businesses short and/or long term strategic and growth planning

In many cases they are valuable contributors to underpinning a businesses variable cash flows

## Essential Considerations for Promoting your Tourism Business to 'Trade Distribution'

# Why, What, Who, When, How – Your Pitch!

## *Applied Trade Essentials – ‘WHY?’*

- ✓ Why would or should you be looking at trade distribution channels for promoting your offerings?
- ✓ Why would and should your target market customers value and purchase your offering verses your competitors?
- ✓ Why would or should customers purchase your offering over your competitors or ‘substitute’ offerings?
- ✓ Why does your product/service/experience have any market value at all?
- ✓ Why would a trade distribution partner see value in promoting and selling your offering to their customers?
- ✓ Why is this target market(s) important to your future business success?

## *Applied Trade Essentials – ‘WHAT?’*

- ✓ What are your goals and objectives in pursuing this target market(s)?
- ✓ What product/service/experience do you have to sell to this market(s)?
- ✓ What are the key Features and Benefits of your offering that will be of value to the target market?
- ✓ What are your businesses and/or offerings specific USP's? Are they market competitive from a customers perspective?
- ✓ What are the possible substitutes and compliments to your offering?
- ✓ What is the Overall Experience that you are promising your target market? Can you deliver on this promise?
- ✓ What needs to be done, changed or adapted in your business or with your product/service/experience to meet the demands and expectations of your target market?

## *Applied Trade Essentials – ‘WHO?’*

- ✓ Who is your target market(s)?
- ✓ Who are your current customers?
- ✓ Who are you most valuable customers? Who are your least valuable customers?
- ✓ Who is coming currently coming to your destination?
- ✓ Who are your potential customers?
- ✓ Who are the trade distribution partners or channels that have access to the type of customer that you are looking for?
- ✓ Who are the right contacts in each trade distribution partner for you to engage with and to present and promote your offering to?
- ✓ Who can assist you with researching and understanding the specific wants and needs of your potential customers?
- ✓ Who in your organisation will be the point person(s) for trade distribution channels and target market delivery?

## *Applied Trade Essentials – ‘WHEN?’*

- ✓ When is your offering available for sale?
- ✓ When is your offering available to be used?
- ✓ When does your target market(s) book?
- ✓ When does your target market(s) travel?
- ✓ When are your seasonal highs, lows, shoulders?
- ✓ When are your offerings not available for sale?
- ✓ When are the contracting, promotional and brochuring periods for your target market(s) and your trade distribution partners?
- ✓ When will your business be ready to deliver on the needs and expectations of the trade and your target market?
- ✓ When are you planning to engage with various trade partners and channels?

## *Applied Trade Essentials – ‘HOW?’*

- ✓ How can you access your target market(s)?
- ✓ How can your target market customers access your offering?
- ✓ How can you facilitate a simple and enjoyable customer journey experience for your target market that will meet their expectations? – Capability and Capacity
- ✓ How do you intend on educating trade distribution partners about your offerings and experiences?
- ✓ How can you operationally deliver on your promoted offering to the trade?
- ✓ How can trade distribution partners book your offering?
- ✓ How can trade distribution partners rely on your business to manage bookings, refunds, etc and the overall customer experience delivery?
- ✓ How can you manage feedback for continuous improvement and tailoring of your offer to the needs of your target market and the needs of the distribution partner?

## ***Applied Trade Essentials – Getting yourself and your team prepared for engaging with trade distribution***

Research Market(s)

Select Target Market(s)

Select Potential Trade Distribution and Channel Partners

Develop Tailored Target Market Offering

Decide on Booking and Administration Process

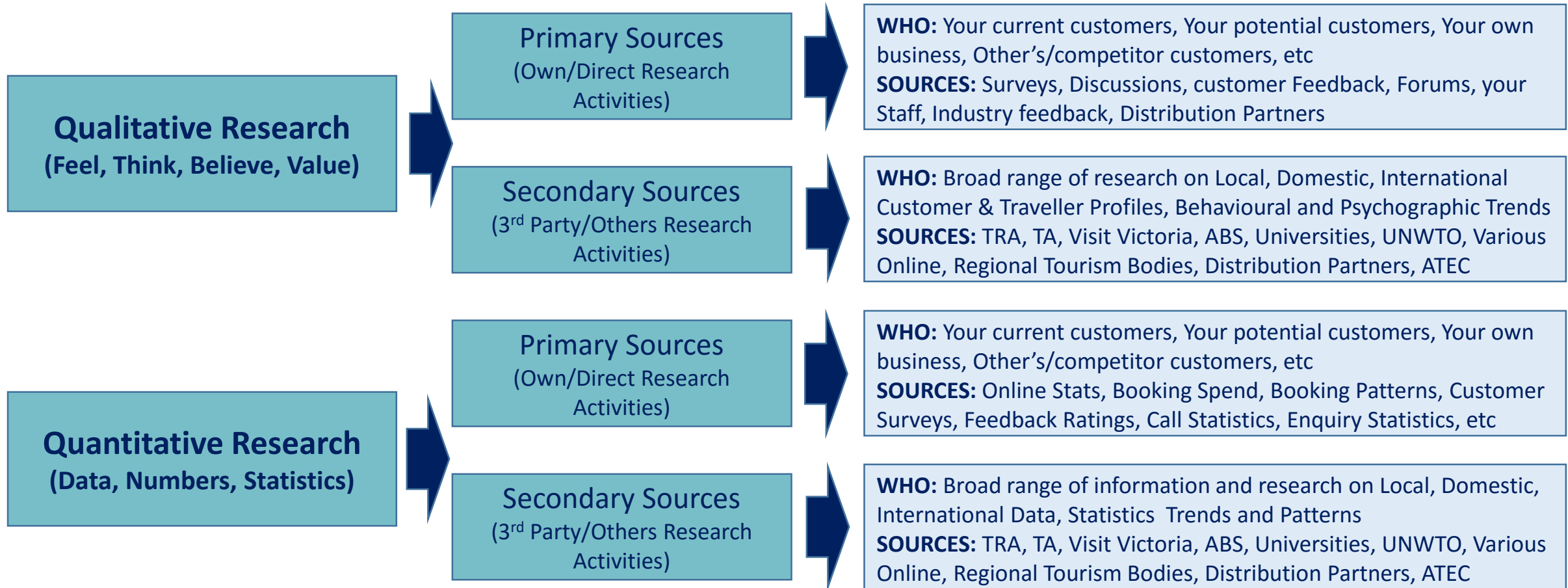
Create Trade Ready Rate/Tariff Sheets

Create Trade Focused Marketing and Promotional Collateral

Review Capability and Capacity to Deliver on Trade Needs and Expectations

Develop and Refine Your ‘Perfect Pitch’ – Your Elevator Pitch!

## Research Market(s)



# Visit Victoria

## Research Market(s)

Visit Victoria

Tourism Australia

Tourism Research Australia

The screenshot shows the Visit Victoria website. The header includes the Victoria State Government logo and 'TOURISM INDUSTRY RESOURCES'. A search bar is present. The navigation menu includes HOME, ABOUT US, TOURISM INDUSTRY, BUSINESS TOOLS & SUPPORT, and RESEARCH. The main content area is titled 'Trade marketing' and contains sections for 'Marketing your tourism business', 'Packaging your product', 'What is wholesaling?', and 'Commissions - what are they and who pays them?'. A sidebar on the right lists 'Related resources' such as 'Business Victoria' and 'Victorian Employers' Chamber of Commerce'.

The screenshot shows the Tourism Australia Corporate Website. The header includes 'Holiday in Australia', 'Plan a business event', and 'Media & Industry'. A search bar is present. The navigation menu includes NEWS & MEDIA, EVENTS, INDUSTRY ADVICE, MARKETS, CAMPAIGNS, PROGRAMS, RESEARCH, and ABOUT US. The main content area is titled 'Global Market Strategy' and contains sections for 'Tourism Statistics', 'Reports', and 'Key markets have been categorised by the potential of growth in visitor spend by 2020'. A sidebar on the right lists 'Europe', 'New Zealand', 'Greater China', 'Japan and Korea', and 'South and South East Asia'.

The screenshot shows the Tourism Research Australia website. The header includes the Australian Government logo and 'TOURISM RESEARCH AUSTRALIA'. A search bar is present. The navigation menu includes RESEARCH, INDUSTRY RESOURCES, ABOUT US, MEDIA HUB, and TRA ONLINE. The main content area is titled 'WELCOME TO TOURISM RESEARCH AUSTRALIA' and contains sections for 'STATE TOURISM FORECASTS 2016', 'STATE TOURISM SATELLITE ACCOUNTS, 2014-15', 'TOURISM BUSINESSES IN AUSTRALIA, JUNE 2011 TO JUNE 2015', 'TOURISM INVESTMENT MONITOR 2016', and 'TOURISM FORECASTS 2016'. A sidebar on the right lists 'LATEST MEDIA RELEASES' and 'Tweets by @tra\_online'.

## Select Target Market(s)

### Reason for Travel/Visitation

VFR (Visitor Friends and Relatives)  
Education - Student  
Business/Corporate  
MICE  
Leisure/Holiday  
Groups  
FIT Traveller (Free Independent Traveller)  
Special Interest and Niche  
Working Holiday  
Mixed Purpose Travel



### Persona Profiles

Demographics  
Psychographics  
Behaviours  
Wants  
Needs  
Expectations



### Geographic Source Markets

#### International Market Breakdown;

- New Zealand
- Western Markets - Europe, UK, US, Canada (called Rest of World)
- South East Asia – Singapore/Malaysia/Indonesia/Thai
- South Asia - India
- North Asia – China, HK, Taiwan, Japan, Korea

Top 10 coming into Victoria

China, NZ, UK, USA, Mal, Sing, India, Germany, HK, Indo

**Domestic Markets** – Local, Intrastate, Interstate

Perhaps have a product that suits the Asian market  
and a products that suits the Rest of World market

## Select Potential Trade Distribution and Channel Partners

Distribution Channels	Potential Trade Distribution Partners
Direct(Local, Domestic, International)	Phone, Email, Walk-in, Website, Social Media
Domestic Retail Agents	Flight Centre, Helloworld, Travellers Choice, Magellan
Domestic Wholesale (inc Group, Cruise and Tour Packaging)	Infinity Holidays, Qantas Holidays, Sunlover Holidays, Virgin Australia Holidays, AAT Kings, APT, Bob Wood
Domestic OTA	Webjet, Wotif, Red Balloon, Tours to Go
Domestic On Sellers	Hotel Tour Desks, Visitor Centres, Other Tourism Operators/Hoteliers
International Tour Operator (ITO)	Pan Pacific, Goway, Southern World, Terra Nova, Jalpack, AOT, A&K, JCM, Grand Circle, ETA, ATS Pacific, Bob Wood
International Wholesaler	Qantas Vacations, Detour, Trailfinders, FDI, CTC Travel, Grand Circle, A&K, Springboard Vacations, AusTravel
International Retail Agent	Aussie Specialists, Virtuoso, Flight Centre, Thomas Cook
International OTA	Viator, Expedia, Booking.com, Agoda, Ctrip, EY, eLong
Metasearch Engine	Hotels Combined, Travago, Kayak, Dogpile, HotBot
Search/Social Platforms	Facebook, Google, TripAdvisor, Living Social, Twitter, Intstagram
International On Sellers	Hotel Chains, Cruise Lines, Airlines
Corporate/Concorsia	AOT Corporate, FC Corporate, Helloworld Business, Flairview, AMEX
New ,Emerging and Deals Channels	Kogan, Google, Groupon, Scoopon, Living Social , Credit Cards



10-15%	20%	25%	30%
Wotif / Godo	Viator	Expedia	AOT (also ETA)
Booking.com	Sunlover ( 25%?)	Insight Australia	Red Balloon
Retail Agents (direct)	Vic Rail	Holiday Pacific	Groupon, Scoopon
Expedia (Plus)	Virgin Australia Holidays	Terra Nova	
Domestic On-sellers (Direct)	Infinity Holidays/Quickbeds (can be 25%)	APT/Top Deck	
	Qantas Holidays (can be 25%)	AAT Kings	
	Expanding Horizons	Goway	
	Fun Over Fifties	APTC	
	Orbitz (Expedia)	JCM	
		Travel Corporation	
AOT Corporate		Southern World	
		Pan Pacific	

## Select Potential Trade Distribution and Channel Partners

Document your current sources of bookings/business by channel and by market profile. Use for keeping track of the performance of future business per channel and by market

Best Ever Hotel													
Name of Distribution Channel Partner	Distribution Channel Dom Wholesale, ITO, OTA, Retail Agent, Intl Wholesale, Other Agent, Direct	Geographic Market Domestic, NZ, UK, USA, China, SE Asia, Italy, Germany, France, Europe Other, Asia Other	Distribution Commission Rate and Costs							Other Costs or Fees paid to Partner	Estimated Booking Performance		Main Booking Profile Eg. Family, Couples, Group, Corporate
			0%	10%	12%	15%	20%	25%	30%		Number of Bookings 2014/15	Value of Bookings 2014/15	
Goway	ITO	USA, Canada						YES			35	\$8,750	Families, Couples, Singles
Booking.com	OTA	Domestic, USA			YES						40	\$10,000	Couples, Singles, Corporate
Qantas Holidays	Dom W/S	Domestic					YES	YES		\$500	65	\$16,250	Families, Couples
Walk-in	Direct	Domestic	YES								100	\$25,000	Families, Couples, Corporates
Southern World	ITO	UK, USA						YES			20	\$5,000	Couples, Singles
Sunlover Holidays	Dom W/S	Domestic					YES	YES		\$1,500	50	\$12,500	Families, Couples, Singles
AOT/ATS Pacific	ITO	UK, USA, Germany, France, Italy, Other Europe							YES		35	\$8,750	Families, Couples, Singles
Infinity Holidays/ Quickbeds	Dom W/S, OTA	Domestic					YES	YES			55	\$13,750	Families, Couples, Singles

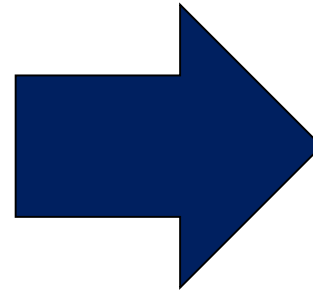
## Develop Tailored and Differentiated Target Market Offering

Yes... It's all about connecting Customers to your Products Services and Experiences

Taking them from here:



To here:



But...

How do you get found, understood, chosen and booked from the other side of the world by the potential customers that are most likely to want, need and/or desire and ultimately purchase what you have on offer?

Only the internet or social media??

**However.. Not that simple in a world of increasing clutter and competition!**

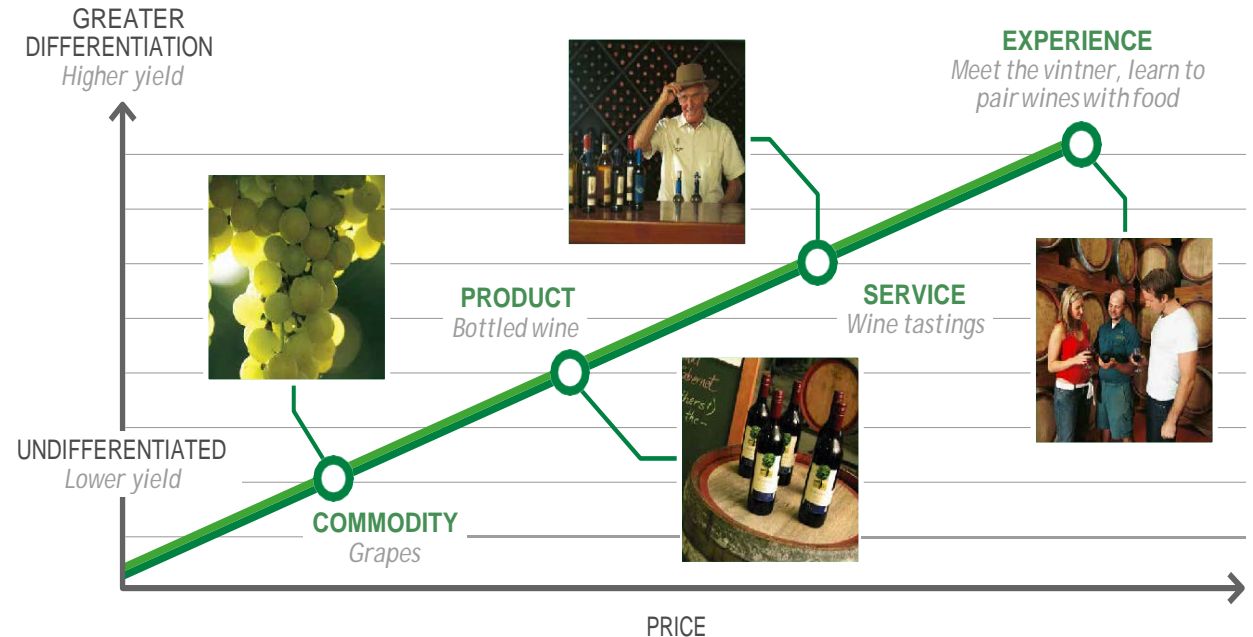
## Develop Tailored and Differentiated Target Market Offering

- Is your offering is unique in that it can only be experienced in your destination
- Can you tell an inspirational story?
- Think about how you can put your customer in the 'lead role'
- Consider the impact of integrated five senses experiences (touch, smell, taste, sight, sound) on your guests perceptions
- Can you integrate 'backstage pass' experiences into your offering?
- Can you deliver your experience that makes your guests 'Feel like a local?'
- Can your delivered experience be truly promoted as authentic and genuine?
- Does your experience dove tail into your destinations brand positioning?
- Do your experiences positively surprise you guests
- Does you offering create lasting memories?

### THE EXPERIENCES SPECTRUM

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

Experiences = Greater Economic Value



Source: Nancy Arsenault, Celes Davar and Todd Lucier (2011)

## Decide on Booking and Administration Process

- Who will be responsible for managing and administrating trade bookings?
- Is the booking system automated?
- The international arena demands face to face contact – can you be away from your business?
- Do you have a marketing budget to allow you to call on ITO's and travel to the market internationally and attend relevant trade missions/show?
- Can you cope with receiving payment 30 days after travel?
- Return on investment can be slow – allow 2 to 5 years
- You will need to have email booking facilities, and must turn around request within 24 hours.
- You may need to collect pax at different times/fit in with their needs/be flexible and cater for all requests.
- Important to deliver on all fronts – Trade will drop you from program if there are problems and look for another suitable product
- Language and cultural differences create additional challenges for both marketing and product delivery

## Create Trade Ready Rate/Tariff Sheets

### BHE HOTEL

GLOBAL FIT & GROUP COMMISSIONABLE RATES 2016-2017  
Valid 01 April 2016 – 31 March 2017

Best Hotel Ever (BHE) Hotel  
Hampden Village Drive,  
Upper Penguin West, Pretty Harbour Town  
Victoria, 3999 Australia  
T: +61 3 9999 9999  
F: +61 3 9999 9998

PLEASE NOTE THESE RATES ARE CORRECT AS AT 01 FEB 2016 FOR VALID 2016/17 ARRIVAL DATES

BEST FIT & GROUP COMMISSIONABLE RATES 2016/17 (All Rates are Inclusive of GST)	Average Size (sq.mtr)	BACK RATES Valid 01 April 2016 – 31 March 2017 Per Room	INBOUND RATES 30% Commission Min 1 night stay Per Room	DOMESTIC WHOLESALE RATES 25% Commission Min 2 night stay Per Room	DOMESTIC RETAIL RATES 15% Commission Min 2 night stay Per Room	Rate Valid for up to # Pax per room
Standard Twin Room	36	\$160.00	\$132.00	\$136.00	2	
Pool View Twin Room	36	\$175.00	\$147.00	\$151.75	2	
Marina View Twin Room	36	\$189.00	\$157.40	\$162.05	2	
Marina View Queen Room	36	\$189.00	\$157.40	\$162.05	2	
Deluxe Marina View Room	36	\$203.00	\$172.55	\$177.25	2	

Season(s)	One Season Year Round
Blackout Dates	N/A
Extra person sharing	Additional Adult charged at \$30.00 per night (Commissionable at Booking level) Any person over the age of 12 is considered an adult
Child Policy	Children under 12 years FOAC using existing bedding ROOM ONLY
Portage	N/A
Breakfast	Independently Owned Restaurant onsite with charge back to room available
Housekeeping	Daily light service
Check in/Check Out	Standard check in time is 2pm, check out is 10am. For arrival prior to 2pm, a room must be reserved and paid for the previous night Late check out is subject to availability, charges apply. Late check out until 2pm is charged at 50% of the room rate. Late check out after 2pm is charged at 100% of the room rate
Cancellation Policy	As per Terms & Conditions attached
Groups	Minimum 10 paying rooms = 1 FOAC Room Only, breakfast charge applies. Up to a maximum of 2 FOAC rooms per group.
Cancellation Policy - Groups	As per Terms & Conditions attached

SPECIAL EVENTS – MINIMUM NIGHT STAYS APPLY (dates are inclusive)	Minimum Night Stays	Applicable Season	Dates	Surcharge
N/A				

Other charges	\$	Notes
WiFi	\$5.00	24 Hours - Netl non-commissionable (direct to property only)
COE	\$10.00	Per Night - Netl non-commissionable (direct to property only)

Room Configuration	Bedding Configuration	Maximum Capacity	Adults & Children Configuration
Standard Twin Room	2 Queen beds	4	2A/C, 4A
Pool View Room	1 Queen + 1 Sofa bed	4	2A/C, 4A
Marina View Twin Room	2 Queen beds	4	2A/C, 1A/C, 2A, 4A
Marina View Queen Room	1 x Queen + 1 Sofa bed	4	2A/C, 1A/C, 2A, 4A
Deluxe Marina View Room	1 x Queen + 1 Sofa bed	4	2A/C, 1A/C, 2A, 4A

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Imagine Pty Ltd – Sample Commissionable Rates Template (Tours, Attractions and Activities)

### BTE TOURING

GLOBAL FIT & GROUP COMMISSIONABLE RATES 2016-2017  
Valid 01 April 2016 – 31 March 2017

Best Tours Ever (BTE) Touring  
Fingertons Flat Drive,  
Upper Wombat West, Lovely Country Town  
Victoria, 3999 Australia  
T: +61 3 9999 9999  
F: +61 3 9999 9998

PLEASE NOTE THESE RATES ARE CORRECT AS AT 01 FEB 2016 FOR VALID 2016/17 DEPARTURE OR SERVICE DATES

BEST TOURS EVER (BTE) TOURING FIT AND GROUP COMMISSIONABLE RATES 2016/17 (All Rates are Inclusive of GST)	Length of Tour	BACK RATES Valid 01 April 2016 – 31 March 2017 Per Person	INBOUND RATES 30% Commission Per Person	DOMESTIC WHOLESALE RATES 25% Commission Per Person	DOMESTIC RETAIL RATES 15% Commission Per Person	Max Number of Pax	Min Number of Pax
Australian Bush Delights Tour	8 hours	\$140.00	\$112.00	\$120.00	\$134.00	15	5
Coastal Wildlife Experience Tour	8 hours	\$160.00	\$128.00	\$131.20	\$148.75	15	5
Back Streets of the City Tour	4 hours	\$90.00	\$68.00	\$71.75	\$80.65	10	4
History and Heritage Tour	4 hours	\$120.00	\$88.00	\$91.75	\$103.65	15	5
Live Like a Local Experience Tour (Over Night)	24 hours	\$300.00	\$210.00	\$216.25	\$247.55	10	4

Season(s)	One Season Year Round Rates (Departure days for each tour type may vary. See details below)
Blackout Dates	N/A
Rates are based upon Adult Passengers	Any person over the age of 12 is considered an adult
Child Policy	Children under 3 but under 12 years 50%
Accommodation	Children under 3 FOAC - See special conditions in the separate Terms & Conditions attached See details below for Live Like a Local Experience Tour over night accommodation
Portage	N/A
Breakfast	See details below for Live Like a Local Experience Tour
Cancellation Policy	As per Terms & Conditions attached
Groups	Minimum 10 paying passengers, 1 FOAC person. Up to a maximum of 2 FOAC persons per group.
Cancellation Policy - Groups	As per Terms & Conditions attached

Other Charges	\$	Notes
On-Couch WiFi	\$10.00	During Tour - Netl non-commissionable (direct to driver only)
Special Guide Book	\$15.00	Per Item - Netl non-commissionable (direct to driver only)
Drinks available on board (see coach)	Free	Per Item - Netl non-commissionable (direct to driver only)

Imagine Pty Ltd – Sample Commissionable Rates Template (Tours, Attractions and Activities)

Tour Details, Itinerary and Inclusions	Tour Itinerary	Tour Inclusions	Tour Exclusions	Departure – Return Details	Days of Operation/Departure	Other Information
<b>Australian Bush Delights Tour</b>	Departing Melbourne we travel to the Dandenong Ranges, where we visit the Healesville Wildlife Park for morning tea, visit the heales and a birth of grey show, we then travel south town of Cockatoo for lunch and meet the local craft makers. After lunch we travel to the Marysville Bushfire Memorial where we have afternoon tea and hear the town's tragic yet inspiring story. On the way back to Melbourne we stop off at the beautiful town of Kallista famous for its 300 foot tall Mountain Ash trees and its beautiful Lyonside. We arrive back into Melbourne at 3:00.	<ul style="list-style-type: none"> <li>Morning Tea</li> <li>BBQ Lunch</li> <li>Afternoon Tea</li> <li>Entry to included sites and attractions</li> <li>Kallista</li> <li>Ravenshoe</li> <li>Lyonside</li> <li>Marysville</li> <li>Bushfire Memorial</li> <li>Healesville</li> <li>Wildlife Park</li> <li>Bush town of Cockatoo</li> </ul>	<ul style="list-style-type: none"> <li>Food and drink not explicitly included</li> <li>Tips</li> </ul>	Departure Point = 121 River St, Melbourne Departure 0900 – Return 1700 Departure Point Contact – 0428 999 999	09 Nov to 30 Mar Depart – Mon, Wed, Fri, Sat 09 Apr to 31 Oct Depart – Wed, Sat	
<b>Coastal Wildlife Experience Tour</b>						
<b>Back Streets of the City Tour</b>						
<b>History and Heritage Tour</b>						
<b>Live Like a Local Experience Tour</b>						

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### Rate / Tariff Sheets

- Nett Rates
- Gross Rates
- Validity
- Inclusions
- Packages
- Booking Procedures
- High/Low/Shoulder Season Rates
- Terms and Conditions
- Payment Terms (to give credit or not)
- Reservations
- Cancellation Policy
- Weather Policy
- Child Policy
- Blackout Dates

## Create Trade Ready Rate/Tariff Sheets


Your Trade Channel Rate Sheet is listing your price points for the market. You should detail in here every conceivable item that you will be selling to the market and list both the gross selling price and nett rates with the various commission levels.

Tour or Attraction Types	Code	Duration	Min Pax	Max Pax	RACK RATE	10% Nett	12% Nett	15% Nett	20% Nett	25% Nett	30% Nett
<b>Example Product</b>											
Half Day Farm Tour - Adult	HDFA	4 hours	2	19	\$80.00	\$72.00	\$70.40	\$68.00	\$64.00	\$60.00	\$56.00
Half Day Farm Tour - Child	HDFC				\$48.00	\$43.20	\$42.24	\$40.80	\$38.40	\$36.00	\$33.60
Full Day Farm Tour - Adult	FDFA	7 hours	2	19	\$160.00	\$144.00	\$140.80	\$136.00	\$128.00	\$120.00	\$112.00
Full Day Farm Tour - Child	FDFC				\$110.00	\$99.00	\$96.80	\$93.50	\$88.00	\$82.50	\$77.00
Full Day Surf n Sand Tour	FD SNS	7 hours	2	46	\$155.00	\$139.50	\$136.40	\$131.75	\$124.00	\$116.25	\$108.50
Half Day Wine and Dine	HDW&D	4 hours	2	12	\$135.00	\$121.50	\$118.80	\$114.75	\$108.00	\$101.25	\$94.50
Beach Sights Flight	BS1	1 hour	2	4	\$280.00	\$252.00	\$246.40	\$238.00	\$224.00	\$210.00	\$196.00

<b>Your Product</b>											
Service or Attraction Types	Code	Duration	Min Pax	Max Pax	RACK RATE	10% Nett	12% Nett	15% Nett	20% Nett	25% Nett	30% Nett
					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

## Create Trade Focused Marketing and Promotional Collateral

Web Version | Update preferences | Unsubscribe | Like | Tweet | Forward





**August 2015**

What does luxury mean to you? To some, luxury is a level of service and comfort that makes you feel special. For others it can be time spent in wonderful surroundings, enjoying amazing food without telephone or internet. Let us show you two luxury products in our Pinnacle portfolio!

**Haggerstone Island Resort**

Haggerstone Island is an all-inclusive boutique resort situated on the Great Barrier Reef 600 kilometres north of Cairns. Guests can enjoy barefoot luxury while experiencing the activities and adventures that set the island apart. Included in the accommodation cost are fishing, snorkelling, spearfishing, beachcombing, gourmet meals and daily ocean safaris. Each day is tailored to suit guest's wishes. The individually designed lodges blend seamlessly along the island foreshore; each private villa with it's own pristine beachfront and sea view. The meals are a blend of homegrown produce and freshly caught seafood. Menu examples include Crayfish Ravioli, Mud Crab, Red Emperor with Beurre Blanc reduction, Szechuan Crispy Quails or Steamed Barramundi.




**About Pinnacle Tourism Marketing**

Pinnacle Tourism Marketing is a company offering representative and consultative services to products within the tourism industry.

Based in one of Australia's most dynamic tourism regions, Tropical North Queensland, Pinnacle Tourism Marketing is focused on achieving results for products within its portfolio. The portfolio of product is carefully chosen to ensure that products can work collaboratively and without conflict and to maximise the sales and marketing of the products.

As the company name marketing strategies in Pinnacle is constantly building our brand.

Clients



### Sales Trip Report

#### UK | July 2015 | Shantara Resort

Pinnacle Tourism Marketing completed a Sales Trip to the UK Market on behalf of Shantara Resort Port Douglas from the 18th July 2015 to the 31st July 2015. Our Key objectives were to lock in results from ATE, while also assessing any other opportunities that may have arisen.

UK Market continues to sound very buoyant mainly led by dramatic drop in the AUD Currency over the last 12 months. This will have a significant effect on brochure prices for next year and a sudden Australia is starting to look very attractive. The graph demonstrates what I am talking about




per 1 GBP

2013 09:00 UTC - 18 Aug 2015 09:26 UTC  
GBP close 2.11322 low 1.67943 high 2.52271


Other point that will also be advantageous to our is the David Attenborough series on the Great Reef next year will screen in the UK and Tourism and Queensland, will be going to market with a significant campaign, most probably with Trailfinders.

Other campaign partners this year include Flight and also STA.



### PRODUCT UPDATE

APRIL 2014



Island of the Southern Great Barrier Reef

#### Capricorn Coast

The Capricorn Coast lies on the Tropic of Capricorn, for which it is named, and it sweeps along the Pacific Ocean in Central Queensland. The region enjoys warm summers and mild winter temperatures and shares its latitude with Rio De Janeiro to the east and Mauritius to the west.

North of Fraser Island and south of the Whitsunday's, Rockhampton is the region's major centre and with its exciting history, stunning architecture from days gone by and plashes of natural beauty, it is arguably one of Queensland's most attractive cities.

The Capricorn Coast has one of the most spectacular bays of islands in Australia and it is just off the coast of Yeppoon. Keppel Bay is made up of some 20 islands and within a short 30 minute ferry transfer from the mainland, you will be snorkelling on the Great Barrier Reef.

Discover the lush forests of Byfield and surrounding nature reserves just north of Yeppoon. The Byfield National Park and State Forest abound with wonderful scenery, rolling sand dunes, beaches, rainforest edged creeks and rugged mountains. Relax in one of the many freshwater swimming holes or choose to explore further on one of the many short walking trails.

**WHERE TO STAY:**

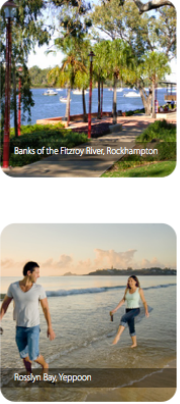
**Capricorn Caves** - This tranquil bush retreat features secluded 2 bedroom fully self contained cabins. Families and couples enjoy the spacious layout and outdoor dining on the large deck.

**HOT TIP:** A new light project is underway at the Caves. This will completely relight the Caves with LED lighting

**Oshen Yeppoon** - Brand new (opened March 2014), luxury on the cliff tops of Yeppoon. This is Oshen Yeppoon, featuring hotel rooms, one, two & three bedroom apartments with views out to Keppel Islands

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**NEW:** Keppel Blue Spa, offering a variety of spa treatments and the property is newly refurbished and looking immaculate



## Review Capability & Capacity to Deliver on Trade Needs and Expectations

- Focus on your key markets, who they are and what experiences they want
- Examine what experiences fit with your business, what your business can offer, and how you can involve the community and other partners
- Plan your experience/s around how guests can be involved, how you can provide a wow factor that will delight and exceed your guests expectations
- Train staff and business partners on your offered experience/s so they can deliver on the experience promise and guest expectations
- Think about how you will market to potential consumers and your main communication with them to maximize the attraction and appeal of your offered experience/s
- Deliver and evaluate needs and modify the experience/s if necessary
- Ensure staff are aware of the offered experience/s your business is aiming to deliver
- Provide guest service training that incorporates open-ended questions of guests (e.g. what are you planning on doing while you are here?) with the aim of promoting your overall destination in conjunction with your offered experiences

## Develop and Refine Your 'Perfect Pitch' for your Meeting with Trade!

### Some Tips for Trade Meetings, Trade Show or Show Case Success

Typically you have only a few minutes to 'pitch' your product at a trade show or show case. The buyers will have lots of appointments with operators who are all trying to achieve the same outcome – Here are a few tips to help you succeed:

**Pinpoint your USP;** and the single most amazing thing about your region and your product offering and open with that

**Don't give a rehearsed spiel;** it will start to get monotonous. Instead have key dot points of information you want to get across in the limited time and judge your audience

**Waive a great story;** The most important thing is to make your product memorable, even if the buyers only walk away with one piece of knowledge. As long as it stays with them you have succeeded.

**Give the buyers the right information in the right format;** Don't give out heavy information packs or brochures, instead offer USB memory sticks with your product information, rate sheets and promotional collateral or to email it to them directly

**Use high quality and inspirational visuals;** Use visuals to showcase your product and most importantly the 'experience' that you offer. Use technology where appropriate such as short experience videos or well constructed and high quality photo montage presentations

## Develop and Refine Your 'Perfect Pitch' – Your Elevator Pitch!

**Ask the buyers questions for clarity and understanding;** Do they currently sell any Victorian product? Do they sell product similar to yours, anywhere? If so how do they currently work with and promote it? What are they really looking for, ie what do they actually need? What most appeals to them about your product? Use this information to tailor your offering to meet their needs

**Take notes in a simple format that you can understand;** During and after each appointment jot down a few key reminders about the person you met and the company they represent, and the answers to your questions, so that when you follow up you remember the person and the company

### **Networking is key to your long term success**

Attend as many networking functions as possible during the show as these are a great way to reacquaint with buyers, other sellers and learn about how everything works, and who is who in the zoo. Meeting with buyers in these more informal situations are so important to relationship building and of course always an opportunity to subtly remind them of who you are and what product you are representing. You often meet other buyers that you hadn't met before at such functions, which so often lead to unexpected opportunities

### **ALWAYS FOLLOW UP!**

Once you get back from the trade show it is vitally important to follow up straight away. Many of the buyers will have asked for specific information to be emailed or posted to them, do this promptly

## ***Applied Trade Essentials – Actively engaging with trade distribution partners and channels***

Plan Trade Engagement – Who, Where, When, How

Make Contact with Trade Partners

Managing and conducting the meeting

Meeting Outcomes and Deliverables

Following Up and Next Steps

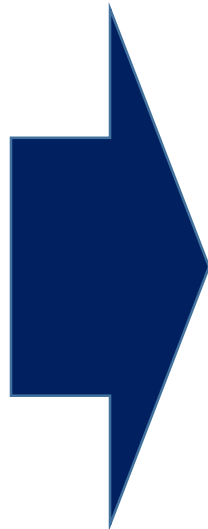
## Plan Trade Engagement – Who, Where, When, How

There are three very critical questions in you mapping out a trade sales meeting or trip:

- Who do you want to see?
- Why do you want to see them?
- Where are they?

So these questions become:

- What are the particulars and market profile of the trade partner we are planning on meeting?
- What your goals and objectives for your meeting with them?
- Where are these people located? Will the meeting be remote, local, interstate or international?



### Independent / Joint Product Sales or Training Calls

- Need to plan, more organisation required
- Quality time with key buyers
- Build more intimate relationship

### STO/RTO led Trade Mission (Visit Victoria Missions, New Product Workshops, ITO Workshops)

- Appointments organised for you
- Ground arrangements organised for you
- Just turn up and be ready to sell
- Limited time with the key buyers

### Trade Show (ATE, Corroboree, Consumer Shows, ATEC)

- Some appointments are organised for you, others you will need to organise yourself
- Ground arrangements may or may not be organised for you
- Turn up ready to sell – Limited time with buyers

## Make Contact with Trade Partners

### Types of Calls - Essentially there are two types of calls

- A training call – Where you are training staff
- A product meeting - an actual strategic call where you are talking business opportunities

These are very different and you need to know which one of these calls your appointment is going to be.

Only start considering training calls once you have begun working with a trade distribution partner and your product is accepted

Trade Partner	Key Contact	Information to Deliver

Key Targets	Location	City
AOT	City	Melbourne
ATS Pacific	City Centre	Sydney
APTC	City Centre	Sydney
Southern World	City Centre	Sydney
Goway	City Centre	Sydney
Terra Nova	North Sydney	Sydney
JCM	Manly	Sydney
APT	Cheltenham	Melbourne
Pan Pacific	Milsons Point	Sydney
Travel Corporation	Bondi Junction	Sydney

## Managing and conducting the meetings

Aim for a minimum of 4 appointments a day. Essentially that is 2 in the morning and 2 in the afternoon. This may vary depending on the style of appointment.

Once detailed who you want to see and where their general location is, you need to start mapping out their actual office location. Plan your day efficiently to avoid wasting time on the road, running from one side of a city to the other.

Day	Time	Key Targets	Location	City
Day One	9:30	AOT	City	Melbourne
	11:30	APT	Cheltenham	Melbourne
Day Two	9:15	Southern World	City Centre	Sydney
	10:30	Goway	City Centre	Sydney
	11:45	ATS Pacific	City Centre	Sydney
	2:00	Pan Pacific	Milsons Point	Sydney
	3:30	Terra Nova	North Sydney	Sydney
Day Three	9:30	JCM	Manly	Sydney
	2:00	Travel Corporation	Bondi Junction	Sydney

## Managing and conducting the meetings

### Points to consider in planning trade partner meetings

- Lead time for appointments
- Time you are requesting the appointment both length, but also consider the season you are planning the sales trip e.g. contracting time, or who many consultants will be in the training session, etc
- Type of appointment (training will likely need and different meeting space to a contracting or introduction meeting)
- Length of appointment (required verses available)
- Objectives for your appointment

### The Appointment

- Be prepared with material that is going to help you fulfill your objective
- Structure your appointment and know how you are going to run the meeting
- Leave the appointment knowing where you stand on your initial objective.
- This will in turn frame your follow up and your ongoing dealings with that operator

## Managing and conducting the meetings

### When you leave your appointment

- Make comprehensive notes on each appointment
- For domestic trips, this is easier perhaps seeing 6 or 7 operators, however for international sales calls, it is not out of the ordinary to do 40 - 50 appointments.
- Keep the notes together, dated, with names, important information, don't write it on the back of a beer coaster.

### The Follow Up

- This is critical. Chances are you will not completely fulfill your objective in the appointment.
- It needs reinforcement on the follow up to actually bring the result to fruition.
- If you are not going to do the follow up, don't do the sales trip in the first place.

## Meeting Outcomes and Deliverables

### Outcomes and Deliverables

- Regardless of how impressive your meetings have been, it is important to thank them for their time and follow up on any additional information requested in your meeting.
- Keeping in touch with existing and new contacts is important. It may take some time for new contacts to kick in and to see some results. Set yourself a regular contact schedule. Call or email your main contacts every few weeks or more regularly to check how things are going and if you can assist them in any way. Also let them know of any changes you've made to your product.
- Evaluate how things went and debrief with your team. Take note of what went well and what didn't, and keep in mind the things you saw other operators doing that that impressed you. Include all your learnings into your planning for your next meeting, mission or trade show.

## Next Steps

### **Keep Trade Distribution Partners Updated and Aware of Any Changes**

- Guarantee your prices from 1 April to 31 March each year
- Include validity dates on rate contracts and make sure all booking conditions are clearly stated
- Keep track of your distribution partners and don't allow any to drop off the radar
- Simultaneously update them on changes so you're not favouring anyone
- Point out seasonal changes in your product and the corresponding rate changes, if any, i.e. peak and low seasons, but avoid too many changes as they can lead to confusion

### **Keep Selling and Keep Working on Building Positive Trade Partner Relationships**

- Develop an trade sales kit with all the relevant information about your product, including rates and high-resolution images
- If international target markets are some of your primary visitors, you may wish to publish your brochure, online information and promotional material in the languages of the markets you're targeting
- Keep the Trade (ITOs, wholesalers, OTA's and travel agents) up to date with your product and regularly become involved in networking events, workshops and famils
- Work constantly and consistently to develop and build solid and positive relationships, check the credibility of all your trade distribution partners, be upfront when dealing with issues and give them prompt and reliable service and turnaround times

## ***Applied Trade Essentials* – Promoting and marketing to trade distribution partners and channels, and managing on-going relationships**

Different Promotional Requirements based upon reason and style of meeting

Marketing and Promotional Collateral

Essential Requirements

Maintaining and Managing Effective and Value Driven Working Relationships

Public Relations

## Different Promotional Requirements based upon reason and style of meeting

**There are different promotional requirements based upon the reason and style of meeting but the core remains the same at all times**

- What are your USP's (unique selling points or proposition)?
- Present the destination first
- Keep it Fresh and Fun – Add some Authentic Personality
- What do you love about your product, service or destination?
- Know what your clients really love about your product, their feedback
- What are the 'must know' facts and figures
- How to get there
- Thank your client/s for business, support and/or opportunities

## Marketing and Promotional Collateral

### Images

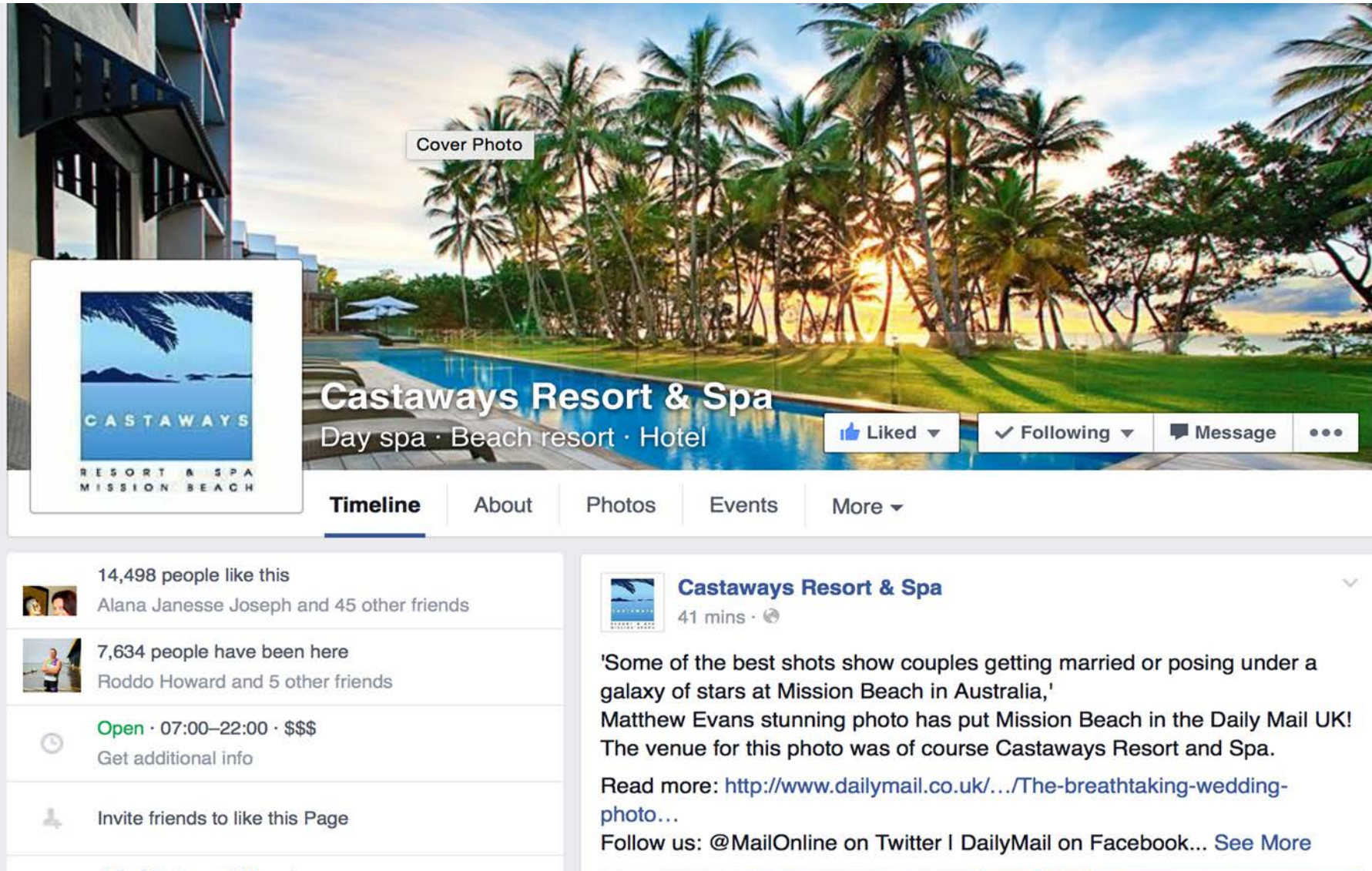
- Use the correct file type based upon how and where the image will be used (RAW, TIFF, JPEG, EPS)
- Now the correct file sizes for the media's intended use
- Know the correct image resolution DPI for the intended use (eg High Res 3000+, Low Res 120DPI, etc)
- Use images that are true to size, don't stretch them
- Your images should vividly show the best attributes of your product without over exaggerating them
- Maximise the location – showcase what's on offer beyond the actual product
- Use tourism industry image resources
- People in images should look like they are naturally enjoying themselves
- Text backgrounds should be plain and uncluttered



## Marketing and Promotional Collateral



# Visit Victoria



The image shows a screenshot of the Facebook page for Castaways Resort & Spa. The cover photo is a scenic view of a swimming pool surrounded by palm trees at sunset. The page header includes the resort's name, 'Castaways Resort & Spa', and its location, 'Mission Beach'. Below the header, there are navigation tabs for 'Timeline', 'About', 'Photos', 'Events', and 'More'. The main content area features a post from the resort, dated 41 minutes ago, which mentions a wedding photo featured in the Daily Mail UK. The post text reads: 'Some of the best shots show couples getting married or posing under a galaxy of stars at Mission Beach in Australia,' Matthew Evans stunning photo has put Mission Beach in the Daily Mail UK! The venue for this photo was of course Castaways Resort and Spa. Read more: <http://www.dailymail.co.uk/.../The-breathtaking-wedding-photo...> Follow us: @MailOnline on Twitter | DailyMail on Facebook... See More

**Cover Photo**

**CASTAWAYS**  
RESORT & SPA  
MISSION BEACH

**Castaways Resort & Spa**  
Day spa · Beach resort · Hotel

Liked Following Message

Timeline About Photos Events More

14,498 people like this  
Alana Janesse Joseph and 45 other friends

7,634 people have been here  
Roddo Howard and 5 other friends

Open · 07:00–22:00 · \$\$\$  
Get additional info

Invite friends to like this Page

**Castaways Resort & Spa**  
41 mins · 🌐

'Some of the best shots show couples getting married or posing under a galaxy of stars at Mission Beach in Australia,'  
Matthew Evans stunning photo has put Mission Beach in the Daily Mail UK!  
The venue for this photo was of course Castaways Resort and Spa.  
Read more: <http://www.dailymail.co.uk/.../The-breathtaking-wedding-photo...>  
Follow us: @MailOnline on Twitter | DailyMail on Facebook... See More

# Visit Victoria



## August 2015

What does luxury mean to you? To some, luxury is a level of service and comfort that make feel special. For others it can be time spent in wonderful surroundings, enjoying amazing food without telephone or internet. Let us show you two luxury products in our Pinnacle portfolio

### Haggerstone Island Resort

Haggerstone Island is an all-inclusive boutique resort situated on the Great Barrier Reef 600 kilometres north of Cairns. Guests can enjoy barefoot luxury while experiencing the activities adventures that set the island apart. Included in the accommodation cost are fishing, snorkel spearfishing, beachcombing, gourmet meals and daily ocean safaris. Each day is tailored to guest's wishes. The individually designed lodges blend seamlessly along the island foreshore private villa with it's own pristine beachfront and sea view. The meals are a blend of homegrown produce and freshly caught seafood. Menu examples include Crayfish Ravioli, Mud Crab, Emperor with Beurre Blanc reduction, Szechuan Crispy Quails or Steamed Barramundi.



Home | Pinnacle Team | What We Do | Our Clients | Trade Resources | News & Views | Contact

### About Pinnacle Tourism Marketing

Pinnacle Tourism Marketing is a company offering representative and consultative services to products within the tourism industry.

Based in one of Australia's most dynamic tourism regions, Tropical North Queensland, Pinnacle Tourism Marketing is focused on achieving results for products within its portfolio. The portfolio of product is carefully chosen to ensure that products can work collaboratively and without conflict and to maximise the sales and marketing potential that the portfolio offers.

As the company name implies it is about reaching the highest level and creating new benchmarks in marketing strategies and sales opportunities generated by Pinnacle Tourism Marketing.

Pinnacle is constantly looking for innovative ways to give its clients a competitive advantage.

*The Pinnacle Team has made a huge difference to our business in terms of building our brand and the business they have assisted us to obtain. Great team.*

Clients

18 Aug 2015 00:00 UTC - 18 Aug 2015 03:28 UTC  
GBP/AUD close 2.1122 low 1.6794 high 3.1521



## Sales Trip Report

### UK | July 2015 | Shantara Resort Port

Pinnacle Tourism Marketing completed a Sales Trip to the UK Market on behalf of Shantara Resort Port Douglas from the 18th July 2015 to the 31st July 2015. Our Key objectives were to look in results from ATE, while also assessing any other opportunities that may have arisen

The UK Market continues to sound very buoyant mainly led by the dramatic drop in the AUD Currency over the last 12 months. This will have a significant effect on brochure prices for next year and all of a sudden Australia is starting to look very attractive. The below graph demonstrates what I am talking about



The other point that will also be advantageous to our region is the David Attenborough series on the Great Barrier Reef next year will screen in the UK and Tourism and Events Queensland, will be going to market with a significant campaign, most probably with Trailfinders.

TEQ's other campaign partners this year include Flight Centre and also STA.

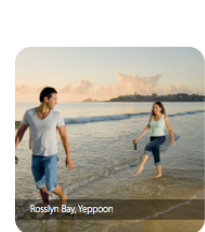
Significant talk around the T2/Travelbag by Dnata who all stage no changes in regards be some consolidation of po especially in regards to purch

**Staff Movements**  
Richard Howarth remains the Travel 2/Travelbag. What will put to bed remains to be see Paul Hopkinson the previous Travelbag is coming back to

**New Operators**  
Destinology are a new opera appointment on the follow u new operators are coming or

**Airfares**  
Lead in airfares for Australia represents extraordinary val \$1200 AUD. The airfares com are very competitive.

**Training Update**  
The training set up we have with Lorna Curry continue to work well. We have now just about been through a full schedule of appointments with just the Australia call centres to go that will be directly beneficial to you. I am also getting her into the Flight Centre call centres and Audley Travel.



**Capricorn Coast**  
The Capricorn Coast lies on the Tropic of Capricorn, for which it is named, and it sweeps along the Pacific Ocean in Central Queensland. The region enjoys warm summers and mild winter temperatures and shares its latitude with Rio De Janeiro to the east and Mauritius to the west.

North of Fraser Island and south of the Whitsundays, Rockhampton is the region's major centre and with it's exciting history, stunning architecture from days gone by and plashes of natural beauty, it is arguably one of Queensland's most attractive cities.

The Capricorn Coast has one of the most spectacular bays of islands in Australia and it is just off the coast of Yeppoon. Keppel Bay is made up of some 20 islands and within a short 30 minute ferry transfer from the mainland, you will be snorkelling on the Great Barrier Reef.

Discover the lush forests of Byfield and surrounding nature reserves just north of Yeppoon. The Byfield National Park and State Forest abound with wonderful scenery, rolling sand dunes, beaches, rainforest edged creeks and rugged mountains. Relax in one of the many freshwater swimming holes or choose to explore further on one of the many short walking trails.

**WHERE TO STAY:**  
**Capricorn Caves** - This tranquil bush retreat features secluded 2 bedroom fully self contained cabins. Families and couples enjoy the spacious layout and outdoor dining on the large deck.  
**Oshen Yeppoon** - Brand new (opened March 2014), luxury on the cliff tops of Yeppoon. This is Oshen Yeppoon, featuring hotel rooms, one, two & three bedroom apartments with views out to Keppel Islands

**ROSSLYN BAY RESORT** - boasts one of the finest beachfront locations on the Capricorn Coast and is walking distance to all cruising and sailing adventures in Keppel Bay. The Resort offers guests the opportunity to relax & truly unwind in tropical surroundings.

**THE EDGE APARTMENT HOTEL** - offers the finest 4 1/2 star modern accommodation in the Rockhampton region. Every room offers views of either the beautiful Fitzroy River or the city.  
**NEWS:** Keppel Blue Spa, offering a variety of spa treatments and the property is newly refurbished and looking immaculate



## Create Trade Focused Marketing and Promotional Collateral

### YOUR COMPANY LOGO

#### ABOUT THE COMPANY

*Two or three lines to communicate your company ethos, history and expertise.*  
XYZ Tours specialise in guided and experientially immersive tour of Melbourne and surrounding areas. In operation for over 5 years, all our guides are local Melbournians, passionate about sharing their local knowledge, culture, cuisine, and history with visitors.

#### THE 'MELBOURNE LIKE A LOCAL' TOUR

*Make the tour name stand out. Include a brief intro about your tour*

Experience Melbourne's unique culture, ambiance and vibrancy like local Melbournians do. Go behind the scenes in some of Melbourne's most famous lanes and alleyways. Head into the city's suburbs to discover some amazing local bars and restaurants and hear story's from some local characters about the people that have made Melbourne today's world's most livable city.

#### TOUR INCLUSIONS

*Be specific about what exactly is included in your price*

- 5 hour tour led by prominent Melbourne historian (drive and walk)
- One hour lunch in an Melbourne Laneway Cafe including a half pint of beer, glass of wine or soft drink. Vegetarian and special diets can be catered for
- Walking tour of Melbourne's Lanes and Alleyways
- Light morning refreshments and complimentary water bottle
- Behind-the-scenes entry into Melbourne Jail and Melbourne Town Hall
- Fully air-conditioned Mercedes minibus
- Return CBD hotel transfers from 8:30am

#### FEATURES

*Highlight the experience and USPs you offer*

- Hear about the controversy and characters that shaped Melbourne's modern-day skyline and lifestyle
- Go behind the scenes in significant Melbourne buildings and learn how and why they came to be
- Discover back-lanes and Alleys and hear local stories with a true Melbournian
- Visit Melbourne Jail, Melbourne Town Hall, Fitzroy, Carlton, St Kilda and City Gardens

#### LOCATION

*Location is important to include, particularly if product is outside central metropolitan areas. Insert map if required, providing distances from major centres, details of transport access and meeting point/map/details if applicable.*

#### WHAT TO BRING

Comfortable walking shoes, hat and sunscreen

#### PRICE PER PERSON, INCLUDING GST

Adult \$55.00. Child \$35.00

#### BOOKINGS

Tours run Wednesday, Friday and Saturday from 9.00am – 1.00pm with minimum 2 and maximum 12 people (excluding public holidays). Booking deadline is 5pm the evening before a tour. Private individual and group tours available by request. We accept Mastercard, Visa and American Express.

#### CONTACT

Joanne Smart, Trade Sales Manager  
t: +61 3 9699 9999 e: trade@xyztours.com  
For more information, visit [www.xyztours.com](http://www.xyztours.com)

#### NOTE: THIS IS SAMPLE FACTSHEET

Please note this fact sheet is an example only. The featured company and tour details are entirely fictional, provided as an illustration only.



*A map can also be very useful to show where you are in relation to landmarks, capital cities and major towns.*



#### Capricorn Coast

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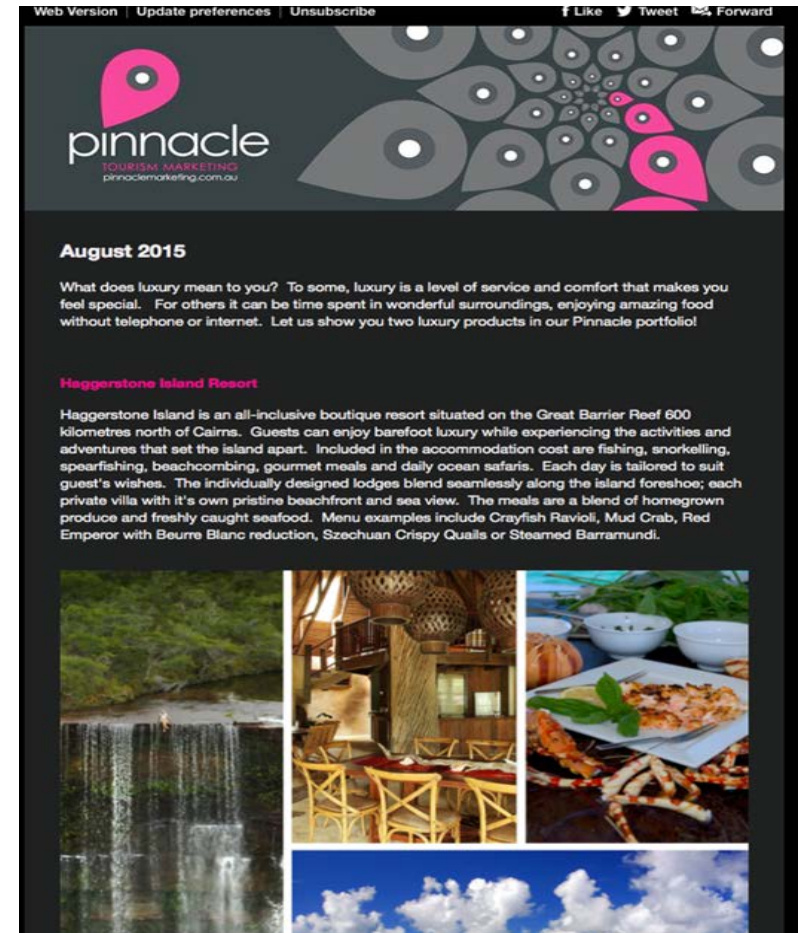
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**The Edge Apartment Hotel** - offers the finest 4 1/2 star modern accommodation in the Rockhampton region. Every room offers views of either the beautiful Fitzroy River or the city.  
**NEW** - Free wifi for guests. Soft refurb due in mid 2014

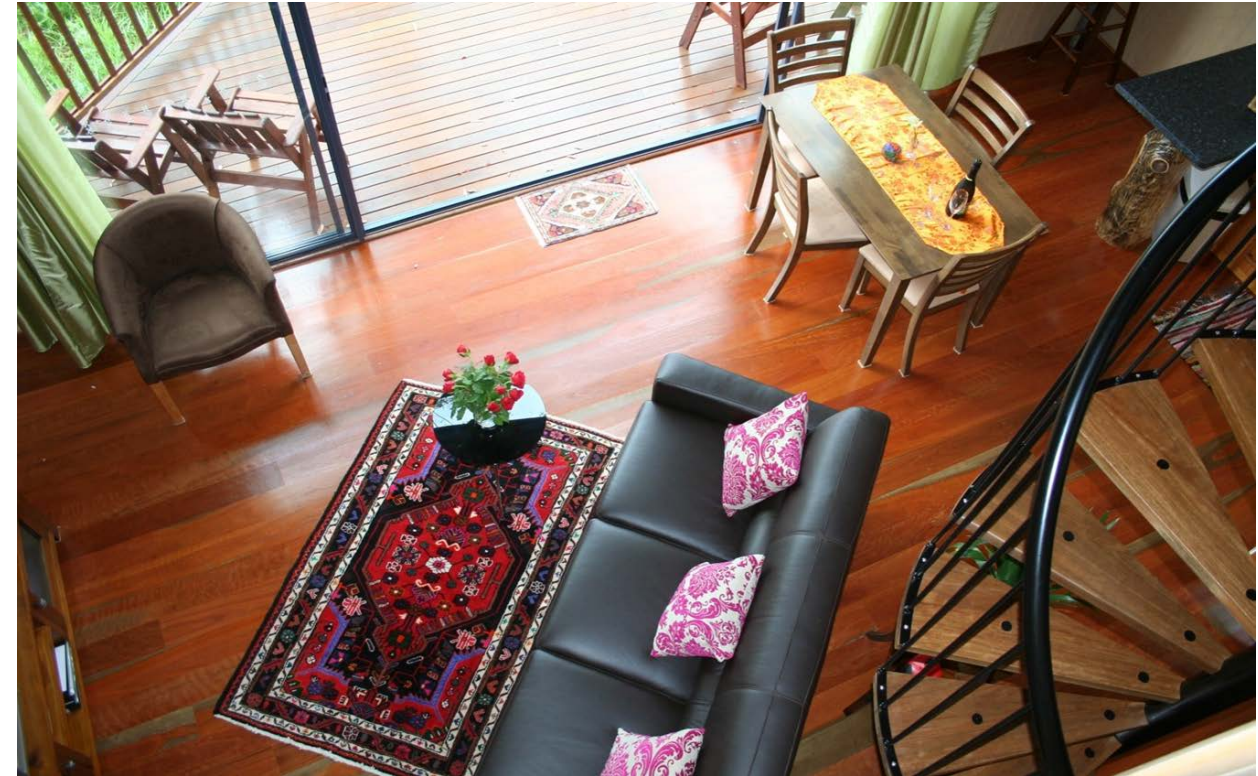
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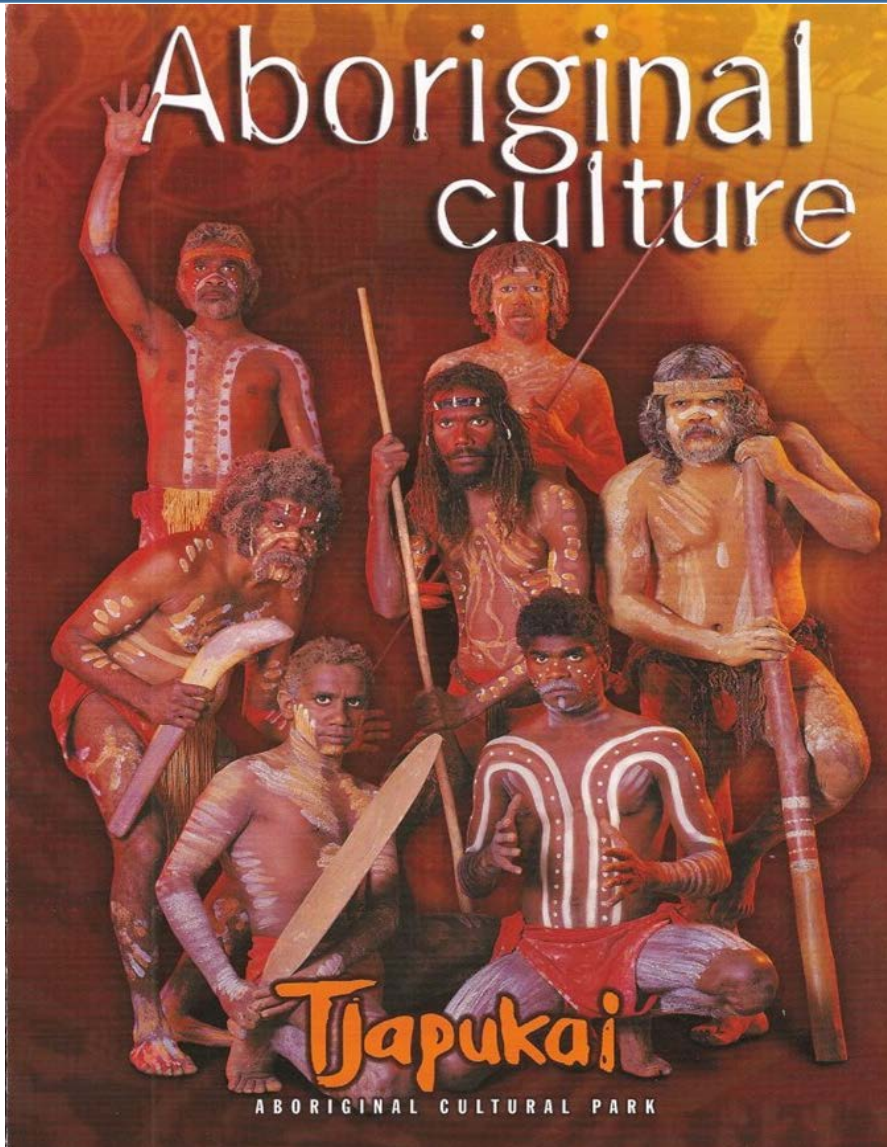
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# Visit Victoria



# Visit Victoria



## Essential Promotional Requirements

**The type and reason for the meeting will influence exactly what promotional materials will be needed**

- Product brochures (hard copy and digital)
- Fact sheets on the key features of your product (hard copy and digital)
- Rate/Tariff sheets appropriate to the type of trade distribution partner and type of meeting
- A sales presentation in several formats to give you flexibility and plenty of back up options, e.g. iPad, PowerPoint , CD, DVD or USB stick
- Power cord for your laptop and phone, and appropriate adaptors if overseas
- Plenty of business cards
- A USB of high-res images (could be on-line gallery)
- Promotional giveaways that best represent your business
- Media kit – You will have opportunities to interact with various types of media and journalists so you will need to will be prepared with a media releases and images based upon your promotional activities
- Fully integrated Website and Online support

## Public Relations

### Negative Issues that are likely to attract media attention are:

- Death or injury of a visitor through an accident or deliberate action
- Threats to the health, safety and well being of visitors and the community
- Natural disasters – cyclones, fire, flood, etc
- Man made disasters – pollution, violence, etc
- Negative events that are likely to receive media attention
- Negative commentary on international visitors and foreigners
- Internal issues such as death, injury or an incident involving staff
- A major political issue involving the business or industry – controversial development plans and approvals or environmental impacts
- Major industrial, criminal or “scandalous” action involving staff or former staff

### Engaging with the Media

- Nominate only one or two media spokespeople to speak on behalf of your product
- Never speak off the record – nothing is ever off the record
- If you don't know the answer to a question, don't guess it. Tell the journalist you'll get back to them with the right information
- Avoid criticising your competitors or comparing your product with others
- Don't ask if you can see the story before it airs or is printed – media are under no obligation to share this with you
- Always be prepared with the proper media materials

## 30 Second 'Elevator' Pitch

1. Start off strong
2. Be interesting, but authentic
3. Prioritize your pitch
4. Know your audience
5. Focus on what matters
6. Keep it conversational... Story Telling is the key
7. Think about your end goal
8. Make a connection
9. Tell, don't sell
10. Open the door to continue the conversation

## Live Pitch

### Convince Us

In 3 minutes convince each of us that the single best thing I could do with our lives would be to come and experience what you have to offer...

The subtle sell... Convince us... Give us a reason to book you!

Provide us with every thing that we 'NEED' to know about your offer to get us there and help us in being delighted by the experience.

**Wrap Up and Close of the Day**

# Next Steps