

iimagine Creative Innovation

Tourism Distribution Fundamentals Workshop

Delivered on behalf of Townsville Enterprise Ltd

Workshop Facilitators – Ray Schleibs and Michael Nelson – iimagine Creative Innovation

Townsville - Tuesday 15th March 2016

Why Focus on Distribution?



17/03/2010

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Why the Distribution Matters

- Spread seasonal revenue and cashflow risk through diversity of distribution channel and touchpoint opportunities
- Create a broad and effective 'billboard effect' for your business and the destination
- Access market opportunities that are currently not being accessed or to which your business is currently invisible
- Managing and control the high distribution and marketing costs of accessing and promoting to certain markets, particularly in the international markets
- Take advantage of and learn from highly experienced marketers in each distribution channel

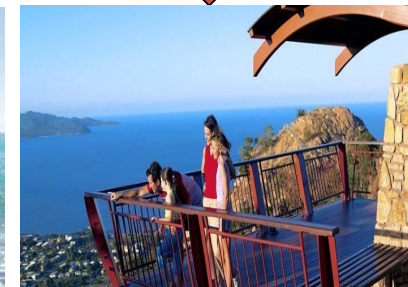
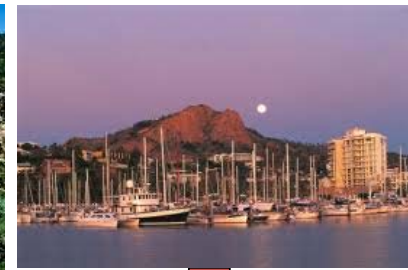
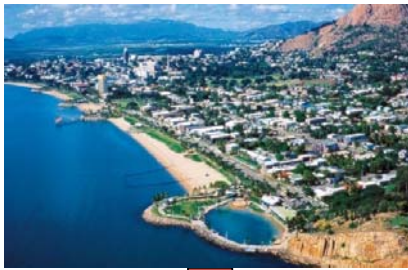
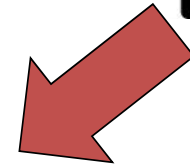
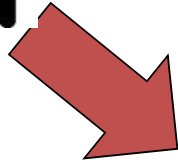
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Tourism Distribution Fundamentals Workshop

What is Tourism Distribution and Understanding the Channels?

Distribution is Driven Destinationally based upon perception and expectation

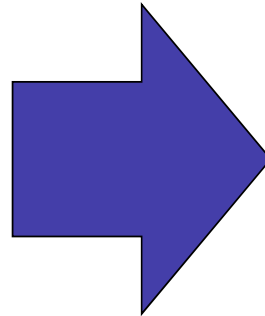
Always Promote the Destination First! And then
your Product and Services



Tourism Distribution Fundamentals

It's all about connecting Customers to your Experiences, Products, Services

Taking them from here:



To here:



How do you get found, understood, chosen and booked from the other side of the world?
Only the internet or social media??

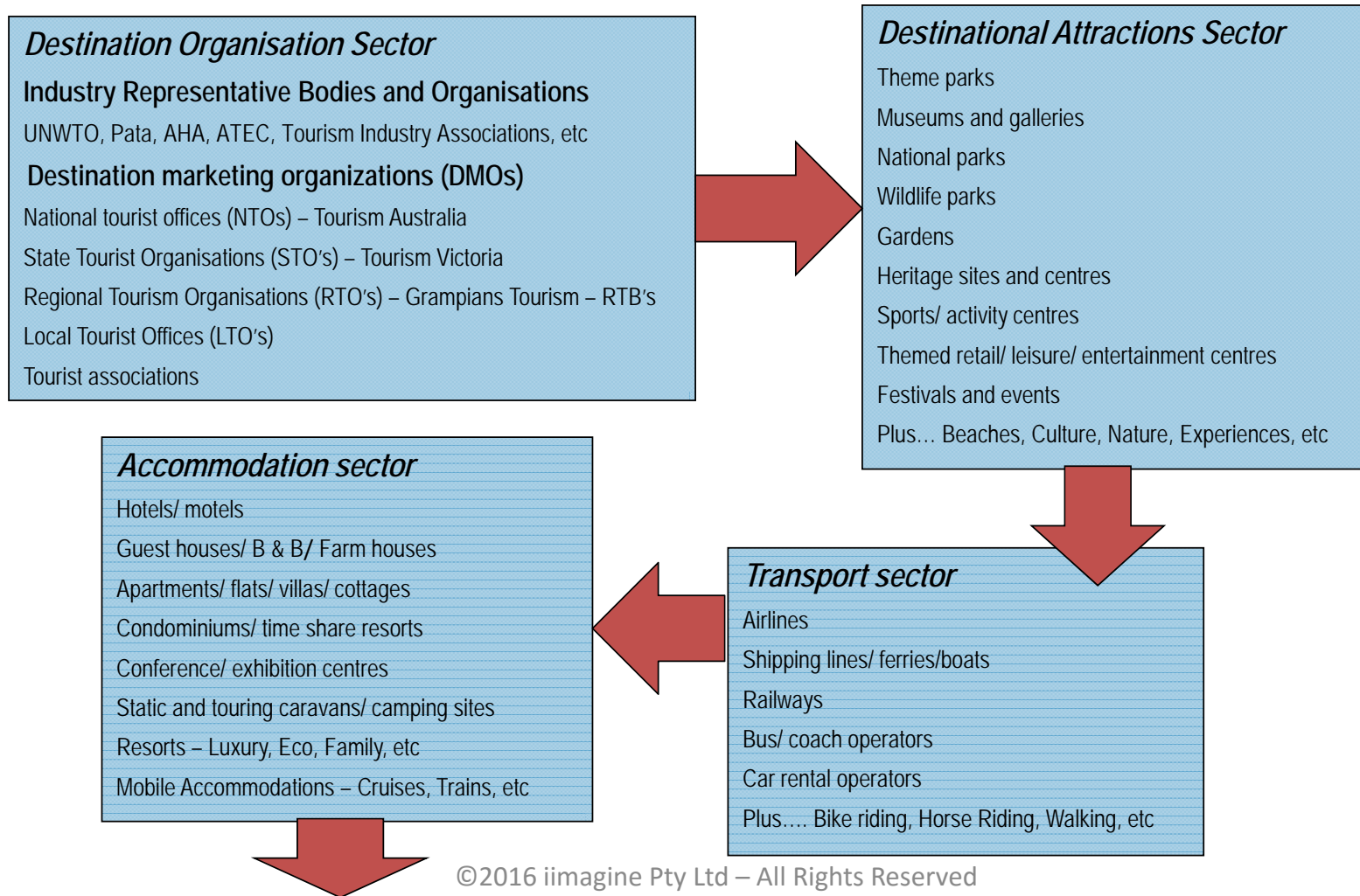
However.. Not that simple in a world of increasing clutter and competition!

Tourism Distribution Fundamentals

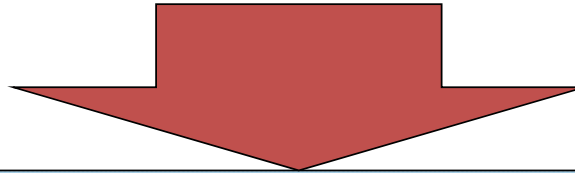
Benefits of working closely with your TEL, TEQ and TA

- Insight – Access to the latest Market Intelligence and Research
- Marketing Opportunities (advertising, famils, online activity etc.)
- Trade and Consumer Shows
- Networking Opportunities
- Access to Resources and Advice
- Training and Development
- Opportunity for you to have a voice
- Representation... An extension of your marketing team
- Distribution – Both within Australia and globally

Layers and Players in the Global Tourism Industry Structure



Layers and Players in the Global Tourism Industry Structure



Travel and Accommodations Organising Sector

Tour operators/Packagers

Tour and Travel Wholesalers

Inbound Tour Operators (ITO's)

Retail Travel Agents

Online Travel Agents (OTA's)

Meetings, Incentive, Conference and Events organizers (MICE)

Booking Agencies and Aggregators (e.g. accommodation sites, RTB's)

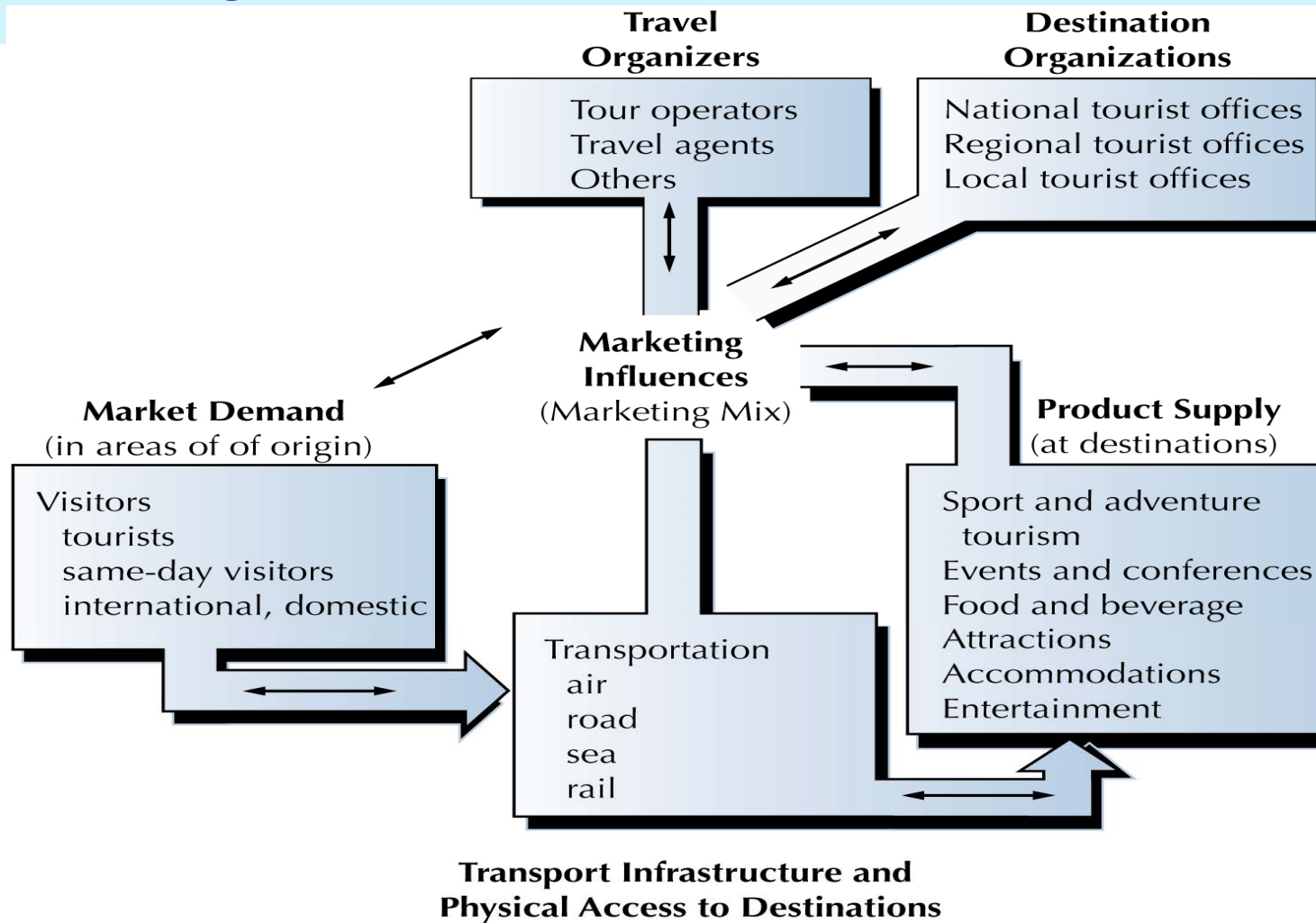
Travel and Accommodation Representative Organisations (eg Franchise Groups)

Travel and Accommodation Buying Groups (eg Consortia, Sector Specialists)

Social Media Platforms and Search Engines

Direct.....! Others emerging.....???

Layers and Players in the Global Tourism Industry Structure



Trade Distribution – Retail Agents



What is a Retail Agent? – Located in market in Domestic and Overseas

- Traditionally they have been 'bricks and mortar' a shop front
- They are the conduit between the consumer and the wholesaler whether that be internationally or domestically
- Internationally Retail Agents are the generally the first point of contact in market for overseas destinations such as Australia and Queensland. Often have limited knowledge
- Aussie Specialist international agents are 'in market retail agents' that are trained and supported with a specialist level of knowledge about Australia

Trade Distribution – Wholesale Agents



What is a Wholesaler?

- Traditionally act as a business conduit between the retail agent and the supplier in the domestic market
- Wholesalers are one-stop in-market product and destination experts
- Whether it be domestic or international, a wholesaler develops itineraries and/or holiday packages and touring programs that can be sold either to retail or directly to consumer

Trade Distribution – Wholesale Agents



Branded Tour Operators, Hoteliers, and Airlines

- These are generally high profile branded tour operators such as APT or AAT Kings, or high profile branded hotel chains such as Accor or Mantra whom often package with and or directly promote other operators products and services as add-ons or complementary services to their own offerings
- Many of these businesses effectively operate as a wholesaler or retailer of other products and services

Trade Distribution – International Wholesale Agents



What is an International Wholesaler? – Located in market OS

- Traditionally act as a business conduit between the in market retail agent and the local supplier in the domestic market or between the an inbound tour operator and the retail agent in an the international market
- Wholesalers are one-stop in-market product and destination experts (through close connection with ITO's in destination)
- Whether it be domestic or international, a wholesaler develops itineraries and/or packages and touring programs that can be sold either to retail or directly to consumer

Trade Distribution – Inbound Tour Operators (ITO's)

the
aotgroup



Goway
Travel



What is an Inbound Tour Operator? (ITO) – On the Ground

- Traditionally dealing exclusively in the international markets this has now changed
- They are based here in Australia (on the ground)
- Their distribution is entirely overseas (traditionally but changing)
- They are the conduit between your product and either wholesale or retail clients in international markets
- They contract and package product locally for promotion and sales in international markets
- They also handle the international business trading requirements of sales
- Important to know; that a very significant volume of the international market business still go through an Inbound Tour Operator

Trade Distribution – Online Travel Agents (OTA'S)



What is an Online Travel Agent? (OTA) – Anywhere!

- Deals exclusively in the online environment
- Last minute or distressed inventory sites ie. www.needitnow.com.au or www.lastminute.com.au - Suppliers sell at dynamic prices, based on daily availability
- Websites operated by established retailers, wholesalers and inbound tour operators as an extension of traditional operations. Some sites can be accessed by the consumer, others require user password and are dedicated trade only sites.
- Dedicated 'e-travel companies' websites where consumers can purchase a product or an entire holiday package online. Examples: www.expedia.com.au or www.travelocity.com, booking.com

Trade Distribution – Metasearch Sites (Aggregators)

The logo for trivago, featuring the word "trivago" in a lowercase, sans-serif font. The "tri" is blue, "vago" is orange, and the "o" is red.The logo for hotelscombined, featuring the word "hotelscombined" in a lowercase, sans-serif font. The "hotels" is dark blue and "combined" is light blue. A white swoosh underline is positioned below the text.The logo for KAYAK, featuring the word "KAYAK" in a bold, uppercase, sans-serif font. Each letter is contained within a separate orange square.The logo for dögpile, featuring the word "dögpile" in a lowercase, sans-serif font. The "d" is light blue and "ögpile" is white. A registered trademark symbol (®) is located to the right of the text.

Search engine for search engines

Essentially a “search engine for search engines”, metasearch sites allow travellers to easily compare all of the available rates for a property, sourced from a variety of online sites, on a single page. Popular metasearch sites include Kayak, Trivago, Hipmunk, Skyscanner, Hotels Combined, Google Hotel Finder and, most recently, TripAdvisor. Metasearch channels have steadily increased in popularity in recent years. According to PhoCusWright, 54% of Chinese travellers, 36% of American travellers and 35% of British travellers used metasearch engines to compare rates in 2014

Metasearch sites are popular with consumers because they can significantly reduce the amount of sites visited while planning an upcoming trip. Many hotel marketers aren't aware that they can work directly with metasearch sites as a channel to drive direct bookings. Currently, some of the big hotel brands bid on metasearch channels, but few independent hotels do. However, the majority of listings on metasearch sites are dominated by the OTAs. On Kayak, for example, a study from L2 found that OTAs made up 96.4% of first-page booking listings.

Trade Distribution – Social and Search Platforms



**Click here to add the
AccuBook Booking Engine
to your facebook page**

TripAdvisor Instant Booking

TripAdvisor has been busy rolling out its new Instant Booking product, which allows travellers to book rooms without leaving the site or mobile application. Hotels can bid for placement based on a commission model of between 12-15%. When a traveller selects a hotel, TripAdvisor passes the booking on to the hotel to complete. Many of the major hotel groups have joined Instant Booking, including Accor, Marriott, Carlson Rezidor, Best Western, Choice Hotels, Wyndham and Preferred Hotels & Resorts, as well as numerous independent hotels. According to TripAdvisor, more than 235,000 properties now participate in the Instant Booking program.

OTAs initially refused to participate, but in October 2015 Booking.com was the first major OTA to announce that it will be joining the program. As of September 2015, TripAdvisor Instant Booking was available to all users in the U.S. and the U.K. The company plans to roll the program out internationally. For more information visit TripAdvisor.

Trade Distribution – Social and Search Platforms

Google Hotel Ads Commission Program

Google recently announced that it has retired its Hotel Finder product and is integrating more booking capabilities and amenity information into search results. Google's new Hotel Ads Commission Program allows hotels to bid on placement based on what it terms as "industry standard commissions" on actual bookings rather than the usual cost-per-click model. These commissions are reportedly similar to TripAdvisor's, at between 12-15% of room rates. As with TripAdvisor Instant Booking, Book on Google allows travellers to book hotels right from Google; Google passes the booking on to the hotel for completion.



Tourism and Travel Distribution – 2016 Trends

Mobile device usage has seen explosive growth among travelers in recent years. Today, travellers are using smart phones, tablets and everything in between to perform functions that were previously limited to desktop computers, including researching trips, making reservations and sharing their travel experiences.

According to eMarketer, by the end of 2015, mobile will represent an estimated 70% of the total search audience in the U.S. By 2018, mobile will account for an estimated 37% of all U.S. digital travel sales, with similar trends happening in countries around the globe.

The challenge for hotels is that online travel agencies (OTAs) dominate the mobile market. This means that an even greater portion of revenue in mobile sales is going to OTA commissions, as compared to desktop sales. Expedia reports that 20% of its bookings are by mobile phone and tablet, a figure expected to increase significantly over time. By comparison, Accor reports that about 12% of its direct web sales are generated by mobile. Given Accor's substantial investment in mobile marketing, its numbers are much higher than the industry average

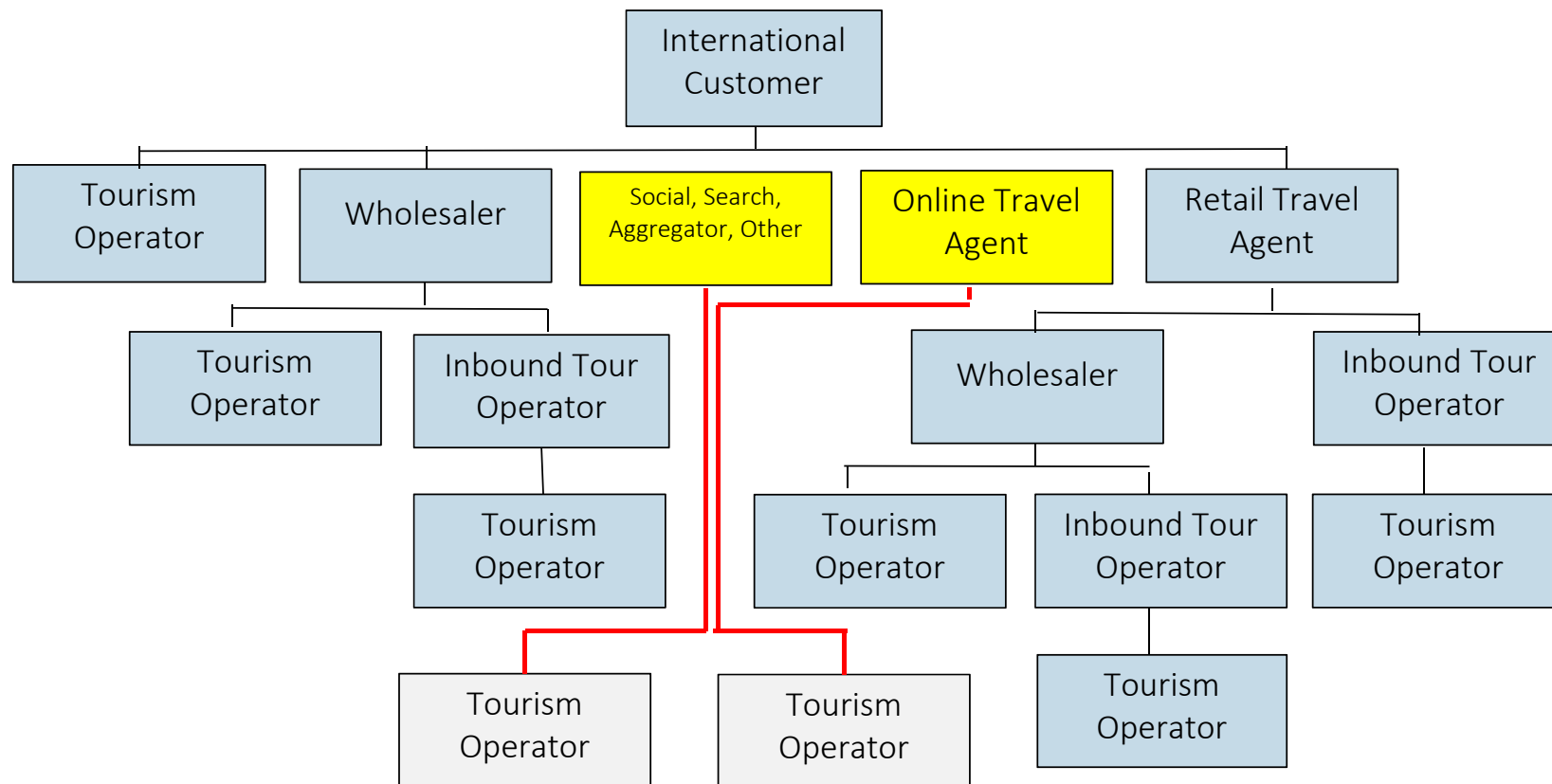


Travel technology trends



Tourism Distribution Fundamentals

Changing Paradigm in International Tourism Trade Distribution Structure



Manage Risk and Create Opportunity Through Diversity



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Tourism Distribution Fundamentals Workshop

Understanding Distribution from the Financial Perspective

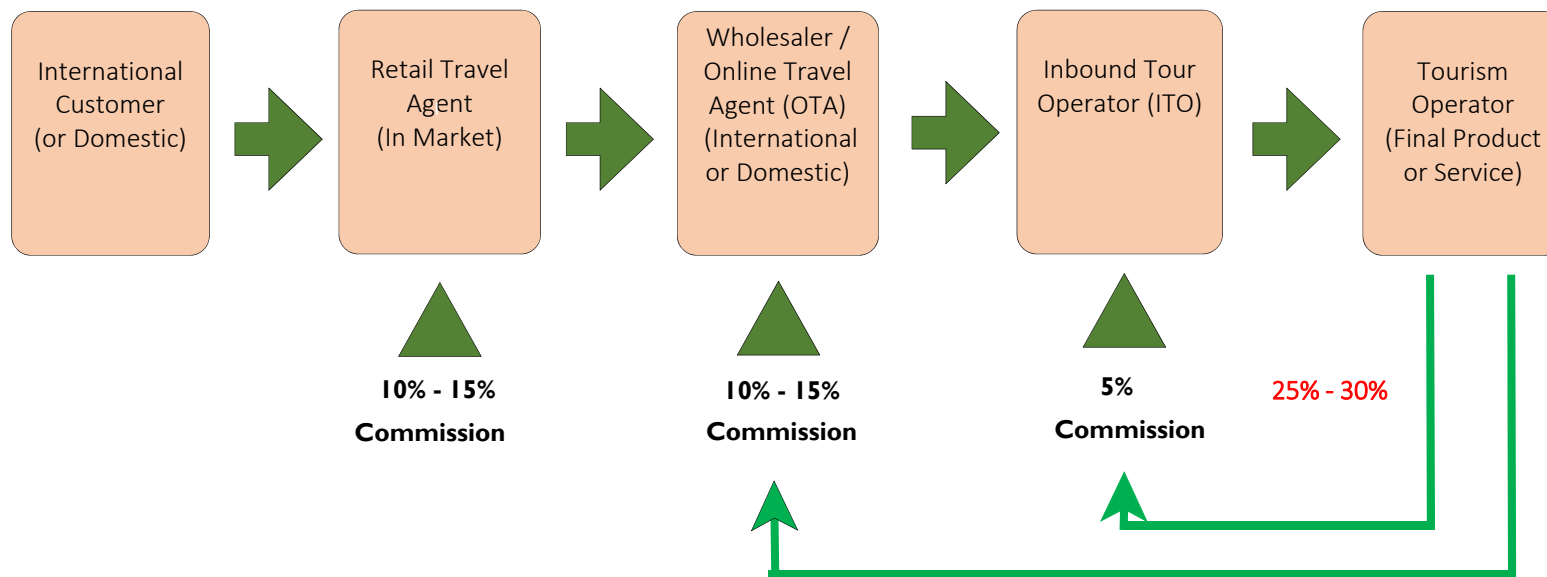
Trade Distribution and Channels

Dynamic and Rapidly Developing Distribution Channel Mix



Trade Distribution and Channels

Multi Distribution Channels and Commission Structures



NB: This traditional distribution structure remains the norm across the sector with many of the emerging channels using slight variants of the same pricing model and many trending back toward this model

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Trade Distribution and Channels

Distribution Financials – Key Points and Terms (1)

- **Commission** - Although the industry has traditionally used the term 'Commission' for the component of your product "Rack Rate' or 'Retail Sale Price' that a distribution intermediary ask for to promote, distribute and sell your product. The reality is that this 'fee' is what they as a business choose to charge for promoting and marketing your product on your behalf

$$\text{\$Commission} = \text{Retail Sale Price} \times \text{Agreed \% Commission}$$

- **Nett Rates** - Rates are often presented as 'Nett Rates' ie nett of any fees, commissions, etc. The Nett Rate is usually the dollar amount that you expect to be paid to you if a distribution partner sells your product on your behalf. Nett Rates are often referred to as 'Contracted Rates' if there is a set Nett Rate agreement in place

$$\text{\$Nett Rate} = \text{Retail Sale Price} - \text{\$Commission}$$

- **Rate Variances** - General 'Rate Variances' based upon such as seasonality, day of the week, special events, special promotions need to be priced not only with the potential direct buyers in mind also your contracted and/or non-contracted trade partners and channels in mind. Unless handled properly they may still want their commission if they sell at that time

Trade Distribution and Channels

Distribution Financials – Key Points and Terms (2)

- **Black Out Periods** - 'Black out dates' may be possible although traditional ITO's and International Wholesalers will want to limit these and won't want high season black-outs
- **Inventory Access** - Depending upon the particular channel and market and the type of product being promoted you may be asked for some sort of 'Reserved, Held or Positive Space'. This can be in the form of an 'Allotment', 'Free-sale Agreement', 'Direct Feed' (XML or API). Direct feed agreements may be a mix of space or rates or both
- **Variable Rates** - 'Dynamic Rates' linked to 'Dynamic Pricing Model'. Often operates as 'Best Available Rate' or 'Best Rate of the Day' agreements with distribution Partners
- **Group Rates** - When packaging your product with other operators and/or distribution partners or for 'Group Series' type business you may be asked to provide a specific purpose 'Nett Rate' for your product that has no connection at all to your normal rack or sell rate. This type of rate is often simply called a 'Negotiated Rate' or 'Group Contract Rate' and is generally a negotiated and agreed rate to be used specifically for the agreed purpose

Trade Distribution and Channels

Distribution Financials – Key Points and Terms (3)

- **Rate Comparisons** -The concept of 'Rate Parity' is an interesting and contentious topic... What is it and why does anyone care...? The term 'Rate Integrity' is important! Commissions appropriate for the position in the system
- **Easy to Use** - Ultimately International Distribution Partners and Channels need your 'Rate Structure', your 'Product Description' and your 'Booking Process and Procedures' to be a clear to understand and as simple to work with as possible... Or they won't book you..
- **Value Proposition** - If your product is of the highest quality, and its deliver exceeds customers expectations, and the 'Price Point' is seen to be good value for what the customer is getting and is seen to be competitive in the market, AND you are easy to book and work with... then wholesalers and ITO's will book you..!

Trade Distribution and Channels

Distribution Financials – Key Points and Terms (4)

- **Deal Packages** - 'Group Deal Sellers'. Take great care. Selling through these types of channel can be fraught with danger and must be well understood and carefully managed. You may only end up with nett income of around 25% of your rate... but may get volume...
- **Rate Presentation** - Your 'Rate Sheet' could be just one single document with all of your product and rates on it, or just selected product and rates, or you could have different types of rates sheets for different purposes such as an 'Inbound Rate Sheet', or a 'Domestic Wholesale Rate Sheet', and so on... No right or wrong so long it is easy to use and understand by both the expected user and by your own staff..
- **Simple to Sell** - Don't over complicate your product break down, and or 'Commission Levels' on each of your product components. Keep it simple. Too many 'Non-Commissionable Product' components and trade will not book it!

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Tourism Distribution Fundamentals Workshop

Promotional Collateral and Market Planning

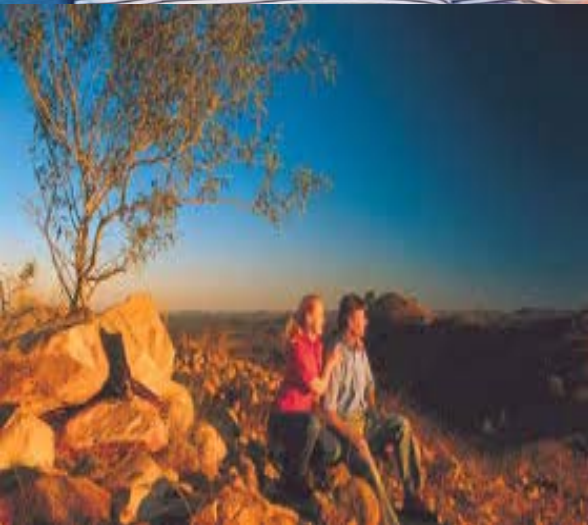
Product Packaging for Distribution



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People are motivated and inspired by and happy spend money on personalised experiences



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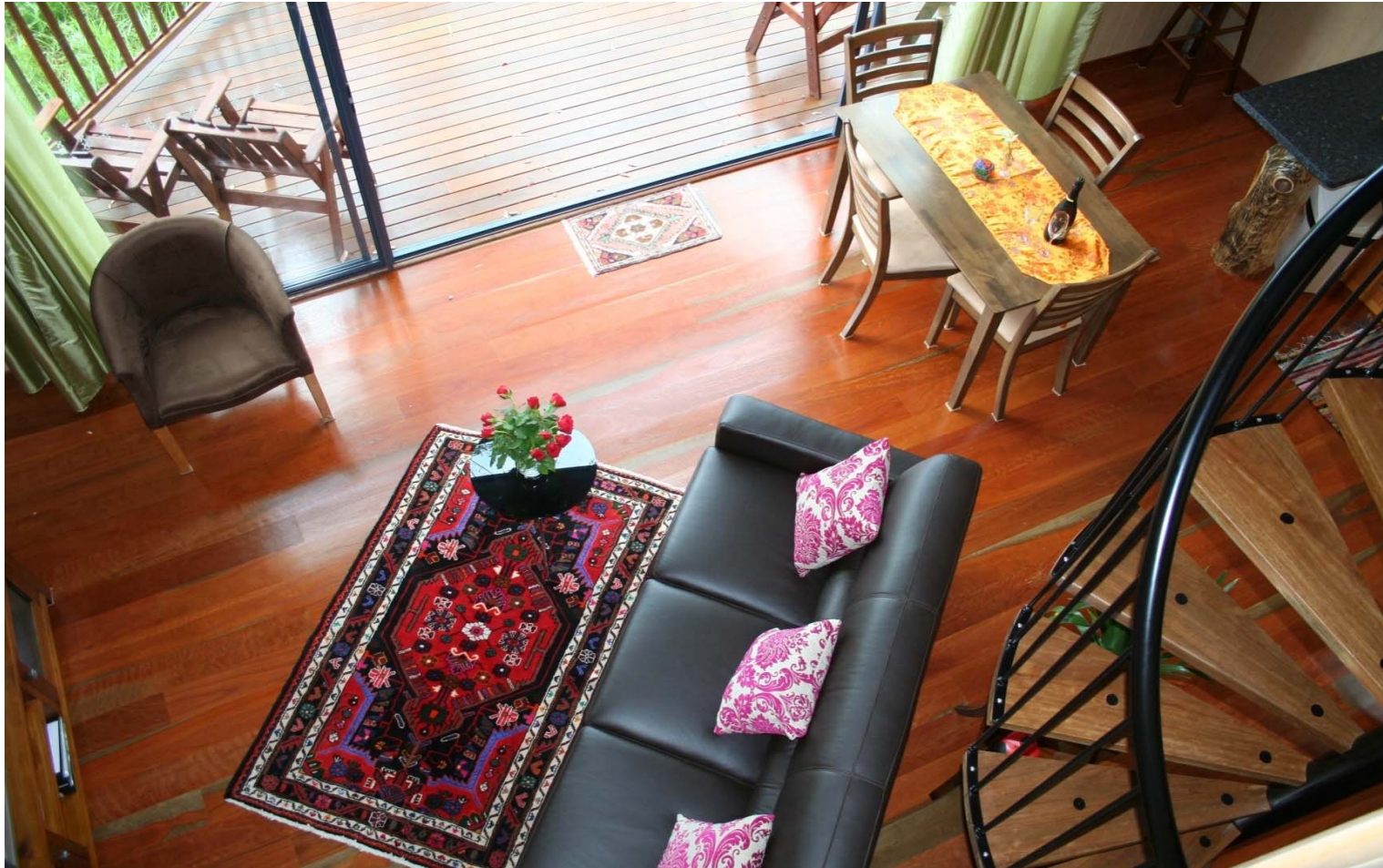
Collateral and Market Planning



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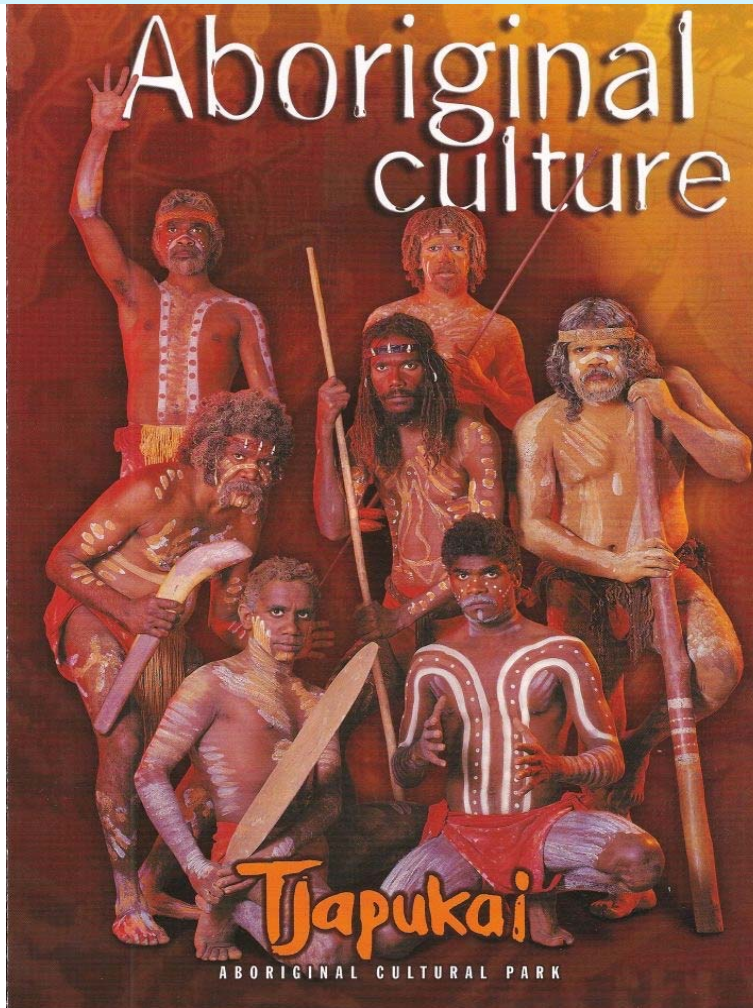
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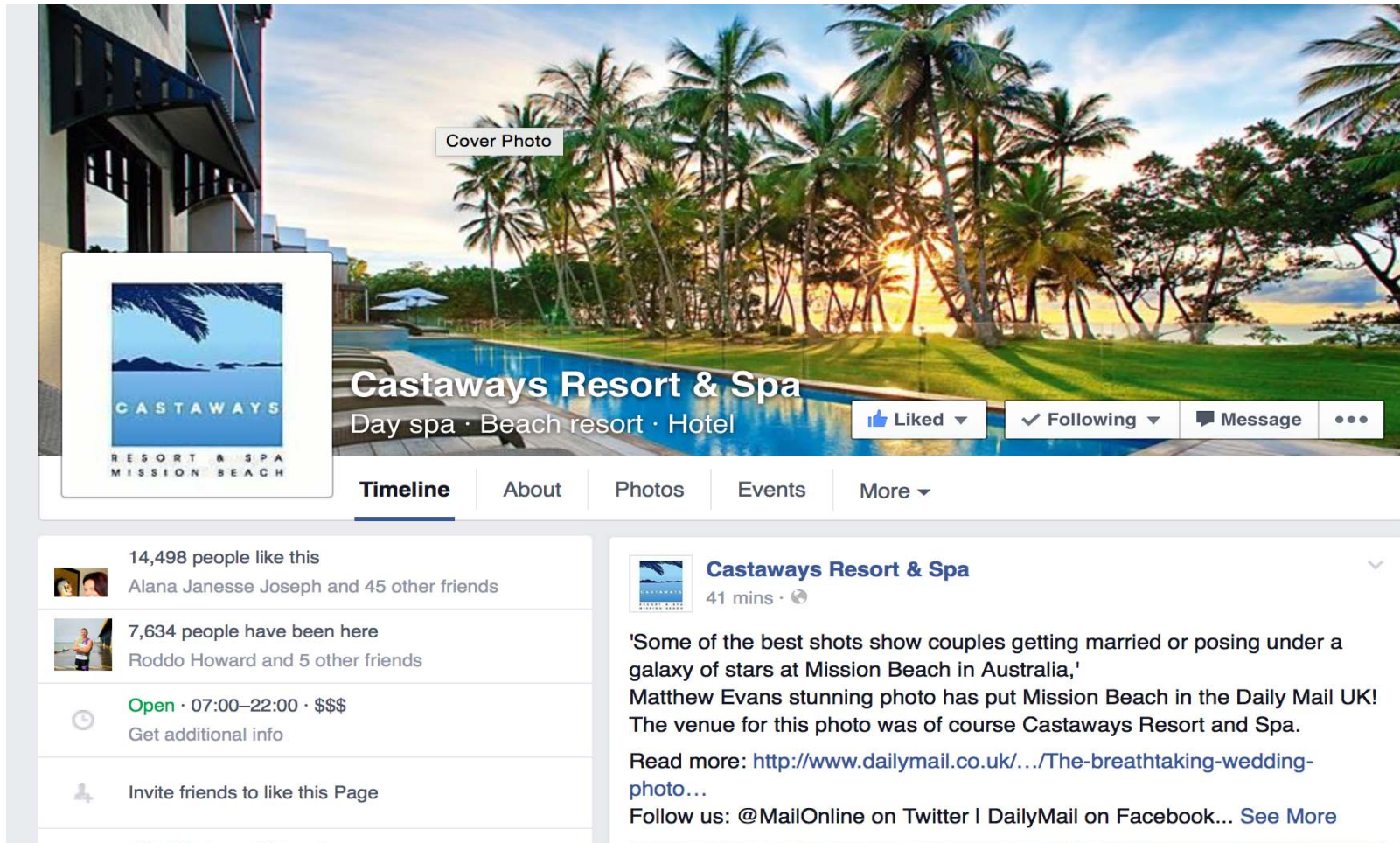
Collateral and Market Planning



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Collateral and Market Planning



The image shows a screenshot of the Facebook page for Castaways Resort & Spa. The cover photo is a scenic view of a resort with a swimming pool, palm trees, and a sunset. The page header includes the resort's name, "Castaways Resort & Spa", and its categories: "Day spa · Beach resort · Hotel". Below the header are navigation tabs for "Timeline", "About", "Photos", "Events", and "More". The left sidebar shows social statistics: "14,498 people like this" (with a photo of Alana Janesse Joseph and 45 other friends) and "7,634 people have been here" (with a photo of Roddo Howard and 5 other friends). It also displays the resort's status as "Open" from 07:00 to 22:00 with a price level of "\$\$\$", and an option to "Get additional info" and "Invite friends to like this Page". The main content area features a post from "Castaways Resort & Spa" dated "41 mins" ago, which includes a quote from the Daily Mail UK about a wedding photo taken at the resort and a link to the article. The post also includes social media handles for Twitter and Facebook.

Cover Photo

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](#)

Your Business's Distribution Sales and Marketing Plan

Constructing Your Marketing Plan

- Brand or Product Position Statement
- What are your key 'Features and Benefits'
- Pricing and Commission Strategy
- Competitor Analysis
- Market Segmentation
 - Target Markets - Geographical Segmentation of Markets
 - Target Markets – Demographic, Psychographic, Behavioral
 - Target Markets – Style, Niche, Experience, etc
- Tactical Activity Plan
- New Product Concepts, Innovations and Designs
- Booking Procedures / Strategies and Distribution
- Advertising Plan for Consideration
- In Market Sales Calls and Trade Show Representation
- Collateral Development

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Tourism Distribution Fundamentals Workshop

**Packaging and Bundling
Tourism Product**

Product Packaging for Distribution

There are distinct advantages for packaging:-

- As a great way to take advantage of special occasions (Christmas Day, Valentines Day, Melbourne Cup, Chinese New Year). By doing this you are able to formulate strategies to a marketing plan, as opposed to offering the same rate seven days a week, 365 days a year.
- As a way of increasing the distribution of your product as wholesalers look for genuine package opportunities

Product Packaging for Distribution

There are a number of different styles of packages;

Lets concentrate on two:-

➤ **Inter Product**

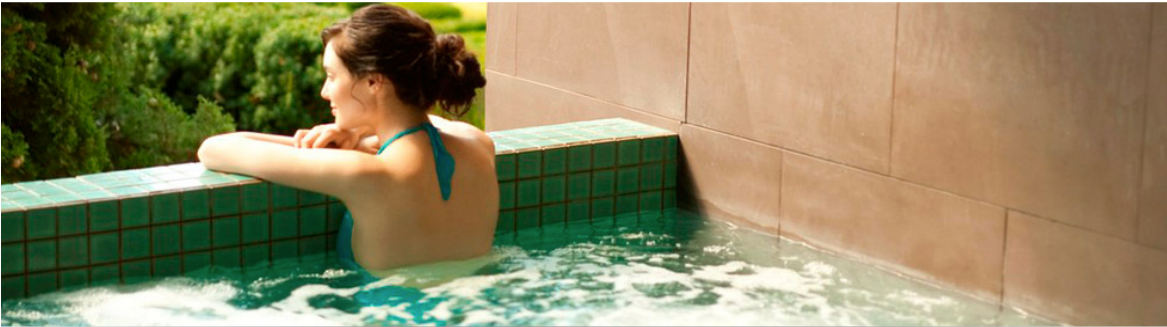
Wrapping elements within your own product to produce a package e.g free breakfast, stay pay deals, late check out etc

➤ **Inter Regional**

Wrapping elements of your product with other products within the region. This is designed to showcase the “best” elements of the region thereby giving you a good competitive advantage

Product Packaging for Distribution

Daylesford Special Offers



▼ Show all destinations



Peppers Mineral Springs Hotel - Daylesford

[Back to top](#) ▲

Your complete getaway with an exquisite restaurant and award winning day spa at your fingertips. [More on Peppers Mineral Springs Hotel »](#)

WINTER FLOAT PACKAGE

Luxurious spa treatments and rejuvenation are all synonymous with enjoying idyllic Hepburn Springs. To help soothe and relax the mind, body and soul, Peppers Mineral Springs Hotel, is offering an indulgent Winter Float package for two people including accommodation and entry to the natural mineral water baths at Mineral Spa.

Springs Classic Room from **\$225* per night** (Sun to Thu). Total minimum spend **\$450***

Springs Classic Room from **\$299* per night** (Fri & Sat). Total minimum spend **\$598***

Valid for sale and travel until 31/08/15. Minimum age 16 years.
Conditions apply, please see below.

[BOOK NOW](#)

Product Packaging for Distribution

Seasons Heritage Hotel + Melbourne Cup Day

DEAL NUMBER 3790747

Duration + 3 nights



Destination **Melbourne**

Valid Dates **2 - 5 November 2015**

from **\$829***
per person

[Enquire Now](#)

Call 133 133 or
 [We'll call you for free](#)



OVERVIEW TERMS AND CONDITIONS CONSULTANT ONLY

What's Included?

- Return economy class airfare from Sydney to Melbourne including prepaid taxes.
- 3 nights accommodation at the self rated 4.5-star Seasons Heritage Melbourne in a Standard Room.
- Return seat in vehicle transfer from Melbourne Tullamarine Airport to accommodation.
- Emirates Melbourne Cup Day - Lawn Stand Reserved Grandstand Seat

Visit Melbourne

The Seasons Heritage Melbourne is a luxury apartment style hotel located at the southern end of St Kilda Road across from Wesley College, the Belgian Beer Cafe and walking distance to Alfred Hospital and Albert Park Lake. The hotel combines the old world charm of a restored heritage listed mansion with a modern contemporary apartment wing.

Guests have a choice of Standard Rooms or self contained apartments. In the histo

[We're online! Chat with us](#)

Departure Dates


Product Packaging for Distribution


Hotel Room Flights

Peppers Moonah Links Resort ●●●●●
55 Peter Thompson Drive, Fingal, VIC 3939 Australia 1800 796 412


from **AU\$659** /person

Superb!
😊 **94%**
of guests recommend
4.6 out of 5
Wotif Guest Rating
[View all 795 Wotif Verified Reviews](#)

 TripAdvisor Traveller Rating
Based on 217 reviews



1/55 Featured Image



[Show more photos](#)

AVAILABILITY: THU SEP 10, 2015 - SUN SEP 13, 2015

Trip Details

FLIGHT (2 roundtrip tickets) + HOTEL (3 nights), taxes & fees

13 people booked this hotel in the last 24 hours

9 others viewing this hotel right now

Product Packaging for Distribution

- When someone chooses a holiday are they more likely to select a destination because of what it offers
- Or are they more likely to choose a hotel and hope that this hotel delivers on what they are seeking from a holiday
 - **Let me put this scenario forward to you**
- When someone says they are going on holiday, do they tell you the destination or the hotel?
- The importance of marketing your destination first can never be underestimated. This should be at the forefront on your marketing strategy

Product Packaging for Distribution

- The first question you need to ask yourself is why are you looking to package your product
- Ideally the answer to that question is that you are looking to stimulate demand for your product that you would not otherwise be seeing
- By answering this question you are starting to frame the content of your package. E.g. it is to stimulate demand during a slow mid week, is it to try and stimulate demand during a shoulder period
- By being able to answer the question you can tailor the package content to fit the target market you are seeking

Product Packaging for Distribution

There are two reasons why people would choose to buy a package (whether they be a wholesaler or a consumer)

- Convenience of purchasing i.e. the person buying the package is unable to purchase these components themselves
- There is either a genuine or a perceived value in the package

Product Packaging for Distribution

The menu board is organized into several sections:

- extra value meals:**
 - 1 McPerk™ (1 burger, 1 side, 1 drink) 65.000^d meal / 48.000^d à la carte
 - 5 McChicken® (1 chicken, 1 side, 1 drink) 75.000^d meal / 58.000^d à la carte
 - 8 Big Mac® (1 Big Mac, 1 side, 1 drink) 85.000^d meal / 68.000^d à la carte
 - 12 McSpicy™ Deluxe (1 spicy, 1 side, 1 drink) 95.000^d meal / 78.000^d à la carte
- upsized to large:**
 - 2 Cheeseburger Deluxe (1 burger, 1 side, 1 drink) 85.000^d meal / 68.000^d à la carte
 - 3 8 Chicken McNuggets® (1 nugget, 1 side, 1 drink) 85.000^d meal / 68.000^d à la carte
 - 4 Filet-O-Fish™ (1 fish, 1 side, 1 drink) 85.000^d meal / 68.000^d à la carte
- McSaver™:**
 - Chicken Burger (1 burger) 25.000^d
 - Pork Burger (1 burger) 25.000^d
 - McSaver Hot Fudge / Strawberry (1 dessert) 20.000^d
 - Premium Blast Coffee (1 drink) 20.000^d
 - Regular Soft Drink (1 drink) 15.000^d
 - Hot Apple Pie (1 dessert) 15.000^d
- Fries:**
 - World Famous French Fries (1 side)
 - Regular 15.000^d
 - Medium 25.000^d
 - Large 35.000^d
- drinks:**
 - Soft Drinks (1 drink) R 15.000^d, M 20.000^d, L 25.000^d
 - Hot Tea (1 drink) M 20.000^d, L 25.000^d
 - Premium Blast Coffee (1 drink) 25.000^d
 - Flavored Water (1 drink) 20.000^d
 - Trapp® Orange Drink (1 drink) 20.000^d
 - Milo™ (1 drink) 20.000^d
- grab to share:**
 - 3 Chicken McNuggets™ (1 nugget, 1 side, 1 drink) 79.000^d meal / 55.000^d à la carte
 - Chicken McNuggets® (1 nugget) 40.000^d 8 serving / 60.000^d 8 serving / 99.000^d 10 serving
- happy meal:**
 - 1 MAIN: Chicken Burger (1 burger) 25.000^d
 - 2 SIDE: Regular French Fries (1 side) 15.000^d
 - 3 DRINK: Newm & Earth™ Lemon Tea (1 drink) 10.000^d
 - Total: 60.000^d
- desserts:**
 - Hot Fudge / Strawberry (1 dessert) 20.000^d
 - McSaver Hot Fudge / Strawberry (1 dessert) 20.000^d
 - Oreo McFlurry™ (1 drink) 30.000^d
 - Hot Apple Pie (1 dessert) 15.000^d

Product Packaging for Distribution

So lets start having a chat about what you need to consider when you start putting together your package:-

- Why are you doing it?
- Who is your target market?
- What are you going to include?
- If you are including third parties in your package who is going to administer the package i.e. take bookings and payment
- Where are you going to distribute this package i.e consumer direct, through trade intermediaries or both.

Product Packaging for Distribution

- If the trade is involved is the package commissionable?
- What is going to be the value in the package i.e. what is the sizzle
- What is the sale period for this package i.e how long are you going to leave it in the market.
- What is the travel period for this package i.e. how long are you going to give potential guests to use the package
- Blockout periods
- How are you going to market this package

Product Packaging for Distribution

So this package would be advertised as:-

Beach Resort Romance Package

Stay 3 nights and pay for 2 with a free room upgrade

Definite value

Receive free internet for your stay

Internet is very important-

Free bottle of wine on arrival

The wine has been

Breakfast Daily

The incremental cost of additional

Massage Voucher to the value of \$60

Massages actually start at \$80, so you

Food and Beverage voucher to the value of \$100

Looking to retain them

Guaranteed Late Check out

With planning this is no cost

to you!

\$295.00 per person twin share

Available for sale between 21st May and 2nd June

Available for stays between 21st May and 31st July

Product Packaging for Distribution

It is always a great idea to put some sort of tracking procedure in place so you can evaluate the success of the package. This may be:-

- The uniqueness of the package is so different from anything else that you are selling that as soon as some requests the package you can track it.
- You may want to put in a booking code for the package if you have a number of packages in the market
- You may want to set up a unique page on your website, so you can evaluate visitors to that page and further evaluate any marketing you have done to support the package

Product Packaging for Distribution

- ❖ Always list your terms and conditions i.e the fine print.
- ❖ You may also want to consider additional sell prices for children (if applicable) or additional people in the room. Most deals are priced as per person twin share, so if your room has the capability to have more people in it, then you may want to consider the additional person rate
- ❖ Whatever you do, don't package for the sake of packaging. Make sure you have established a demand or a target market that you are seeking and frame the package around that.
- ❖ Just throwing a package together will not gain traction in the market.

Product Packaging for Distribution

- ❖ Why are you doing it?
- ❖ Who is your target market?
- ❖ What are you going to include?
- ❖ If you are including third parties in your package who is going to administer the package i.e. Take bookings and payment.
- ❖ Where are you going to distribute this package i.e. consumer direct, through trade-intermediaries or both.
- ❖ If the trade is involved is the package commissionable?
- ❖ What is going to be the value in the package i.e. what is the sizzle?
- ❖ What is the sale period for this package i.e. how long are you going to leave it in the market?
- ❖ What is the travel period for this package i.e. how long are you going to give potential guests to use the package?
- ❖ Block-Out periods
- ❖ How are you going to market this package?

Very Successful Example - Product Packaging for Distribution

Four products in Tropical North Queensland formed a strategic partnership. Each of the products were saleable in their own right, but designed a day tour which included all of their product



This day tour was officially called the Kuranda All Inclusive Day Tour, however it became known by an acronym "KRST. It is now one of the best known day tours in the Cairns market and considered a must do tour when traveller come to Cairns.

Product Packaging for Distribution

Location:

Hotel Name:

Check-in:

Check-out: OR Nights:

Adults: Children:

UNREAL DEALS

UNREAL ATTRACTIONS

UNREAL DAY TOURS

UNREAL TOURS & CRUISES

Great deals on tours in Tropical North Queensland and Townsville...

30 Minute Ballooning ex Cairns -

TROPICAL NORTH QUEENSLAND & TOWNSVILLE

Where the rainforest meets the reef you'll find a land rich in unforgettable holiday experiences. Tropical North Queensland is a finely tuned blend of natural beauty and man-made comfort. Two World Heritage listed areas, the Daintree and Great Barrier Reef compete for your attention in this warm and welcoming wonderland.

Experience Tropical North Queensland



- 7 nights at the 4 star Rydges Tradewinds Cairns
- Full day Rainforestation Nature Experience tour & full day Port Douglas Experience tour by Tropic Wings

\$555 per person twin share


Explore Port Douglas



- 7 nights at the 4 star Villa San Michele, Port Douglas
- 3 days Avis Group X Car Hire (Pickup & drop off at Port Douglas depot)

\$559 per person twin share


Stay & Play in Tropical North Queensland



- 7 nights at Rendezvous Reef Resort, Port Douglas
- Kuranda, Scenic Rail & Skyrail Tour with Down Under tours ex Port Douglas

\$695

Tropical Getaway



- 7 nights at the 4.5 star Peninsula Boutique Hotel, Port Douglas Bonus: Full breakfast daily & transfer
- 2 day Reef Encounter Cruise in a Stateroom, ex Cairns.

\$1,460

Product Packaging for Distribution

Cairns

North Queensland is a jigsaw of tropical rainforests, mangrove swamps and river gorges. Cairns is the hub of the north, allowing access to the natural wonders of the Great Barrier Reef and the wilderness of Cape York Peninsula. Explore the ancient forests of the Daintree National Park, the deserted beaches of Cape Tribulation, or the marina boardwalks of Port Douglas. The activities on offer make this an ideal place to relax and appreciate the wonders of nature.

1. All Seasons Cairns
2. Rydges Tradewinds
3. Novotel Cairns Oasis
4. The Lakes Cairns
5. Mantra Esplanade Cairns
6. Sebel Cairns
7. Shangri-La
8. Blue Lagoon Trinity Beach
9. Kewarra Beach Resort

**CAIRNS ESSENTIALS
4 DAY PACKAGE**

Day 1: Arrival in Cairns Transfer to your hotel by shuttle bus with the rest of the day to enjoy at leisure.

Day 2: Kuranda Day Tour After your hotel pick up, make your way up into the Atherton Tablelands on the scenic train to discover the small village of Kuranda and its markets, before catching the Skyrail down again for a visit to Tjapukai Aboriginal centre for some didgeridoo playing and boomerang throwing.

Day 3: Quicksilver Barrier Reef Adventure Board this luxury high speed, air-conditioned catamaran for a day you won't forget on Agincourt Reef. View the coral from a semi submersible, or get in on the action by snorkelling above the reef.

Day 4: Depart Cairns Your shuttle will transfer you back to Cairns airport for your onward journey.

Please Note: Price includes three nights accommodation, airport transfers and tours as described. Prices are per person. Minimum night stays and surcharges apply over special events and peak periods. Prices are also available using hotels in Palm Cove and Port Douglas.

	DBL/TWN	SGL
ALL SEASONS CAIRNS COLONIAL: FROM	£436	£560
MANTRA ESPLANADE: FROM	£455	£599
SHANGRI-LA CAIRNS: FROM	£574	£837

The ability for your package to be then picked up by a wholesaler and extended way beyond a stand alone brochure listing is very real as they look for ease of packaging.

Product Packaging for Distribution

The reasons why this package worked

1. We met the market. We delivered a package that met a genuine desire by visitors to Cairns
2. There was genuine value in the package
3. But most importantly because all the products that were involved, absolutely subscribed to it, we were all jointly marketing it. The reach that this gave us was just massive. Effectively it quadrupled our own marketing efforts

Product Packaging for Distribution

Do these packages work?

Yes they do. Why?

1. This property has clearly highlighted two markets that they want to target.
2. The packages all show clear value for money to each of the targeted markets
3. Just as an aside, this property has an outstanding social media strategy that they constantly use to tempt the tastebuds of their potential guests
4. <http://www.facebook.com/CastawaysMissionBeach>

Product Packaging for Distribution


Phillip Island: 2-Night 4.5* Stay

< Previous  Next >

Phillip Island: From \$190 for a 4.5-Star Escape in a Luxury Apartment at Award-Winning Silverwater Resort



90.00 **Buy!** ▶

Value	Discount	You Save
\$730	74%	\$540

 Give as a Gift

⌚ Time left to buy
4 days

3078 bought
Limited quantity available
✔ **The deal is on!**

 Tweet  Like

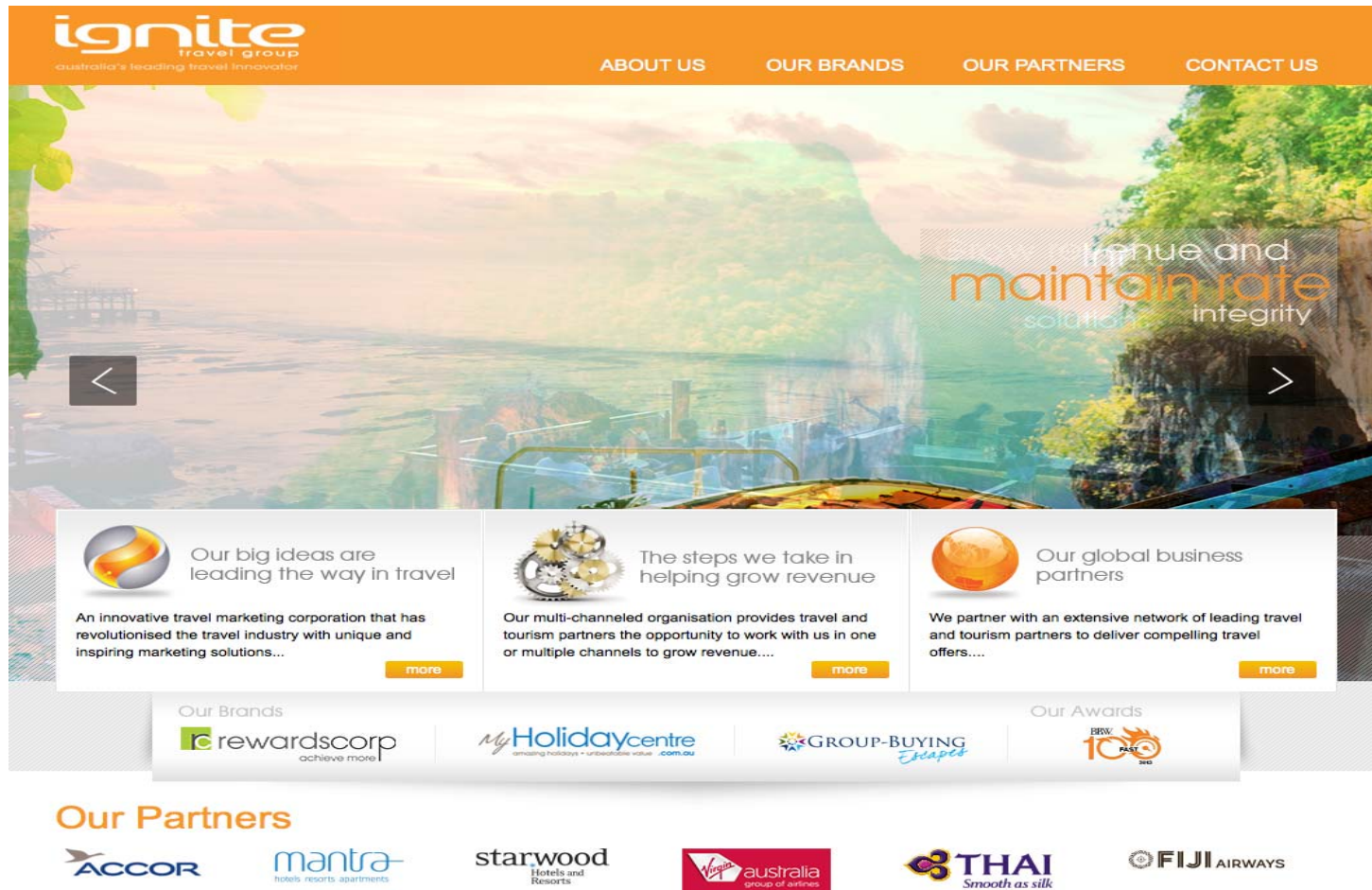


Silverwater Resort
17 Potters Hill Road , 3925, San Remo
Website:
www.silverwaterresort.com.au

- ### What You Get
- Winner of Tourism Accommodation Australia's [State Awards for Excellence 2014](#)
 - Awarded TripAdvisor's [Certificate of Excellence 2014](#)
 - [4.5-star resort](#) is situated in San Remo, directly opposite the delights of Phillip Island
 - Tick another experience off the bucket list by witnessing the famous 'Penguin Parade'

- ### Fine Print
- Deal is valid for 2, 4 or 6 people
 - Purchase multiple vouchers
 - Combine vouchers to extend your stay
 - Must book online
 - Date changes are subject to availability
 - **Blackout dates: Special events and**

Product Packaging for Distribution



ignite
travel group
australia's leading travel innovator

ABOUT US OUR BRANDS OUR PARTNERS CONTACT US

grow revenue and
maintain rate
solutions with integrity

Our big ideas are leading the way in travel

An innovative travel marketing corporation that has revolutionised the travel industry with unique and inspiring marketing solutions... [more](#)

The steps we take in helping grow revenue

Our multi-channelled organisation provides travel and tourism partners the opportunity to work with us in one or multiple channels to grow revenue.... [more](#)

Our global business partners

We partner with an extensive network of leading travel and tourism partners to deliver compelling travel offers.... [more](#)

Our Brands

rewardscorp
achieve more

MyHolidaycentre
amazing holidays + unbeatable value .com.au

GROUP-BUYING
Escaped

Our Awards

EBAY 100
PAST 5
2010

Our Partners

ACCOR mantra
hotels resorts apartments

starwood
Hotels and Resorts

virginia australia
group of airlines

THAI
Smooth as silk

FIJI AIRWAYS



AUSSIE SPECIALIST PROGRAM



AUSSIE SPECIALIST PROGRAM

Objectives

1. Educate and motivate frontline travel sellers to increase sales for Australia
2. Maximise yield and conversion opportunities
3. Partner platform for TA, STOs and Australian Industry





Aussie Specialist Program - Fast Facts

- Global platform – free and available to any frontline travel seller
- Established 26 years ago, moved online in 2001
- 30k agents registered, 18k agents qualified
- Relunched from September 2015
- All markets live by April 2016



**AUSSIE
SPECIALIST**
PROGRAM



**AUSSIE
SPECIALIST**
PROGRAM

Aussie Specialist Program - Fast Facts

- Extensive training needs analysis completed
- 3 x core modules:
 - Why Australia?
 - State/Territory Highlights
 - Itinerary Building
- 8 x STO modules
- Niche modules (Walks, Wine, Golf, Indigenous, Luxury)
- Campaign modules (eg. Restaurant Australia, Aquatic & Coastal)



AUSTRALIA



AUSSIE SPECIALIST PROGRAM

MODULE 1 - Selling Australia 0%

WELCOME TO MODULE 1
SELLING AUSTRALIA

MODULE 1 - Selling Australia 23%

What are your customers looking for?

Our extensive research shows that when selecting any holiday destination people look for 5 key things.

Select the pictures to see what Australia can offer.

Safety & Security Attractions

Safety and security

According to our consumer research, Australia is. With a stable political system, combined with its high standard of health care, Australia is a safe as for their friendly and welcoming attitude. Your customers will quickly feel right at home.

How would you

You can type your own answer into the select

Select Australia as a destination with a lot to offer – including amazing animals and plenty of exciting activities. They know that they'll be able to enjoy some of the best and scenic views. Also, it's safe and secure and they'll be amazed that they received excellent value for money.

MODULE 1 - Selling Australia 38%

Overcoming barriers to booking an Australian holiday

It's Too Far Away

It's Too Expensive

I Don't Have Enough Time

It's too far away

Australia is a mid- to long-haul destination for most travellers. However, in today's larger and more comfortable aircraft their time in the sky is a welcome opportunity to sit back, relax, watch some movies and have a nap.

For those who wish to break up their journey, there are many desirable stop-overs.

Select the barriers to see more information.



Discover Australia's magical, World Heritage-listed rainforests. They stretch across the country and cover every climatic type.

QUEENSLAND

You can trek through all five climatic types of rainforest in Queensland. In north Queensland, the World Heritage-listed Wet Tropics includes Kuranda Rainforest and the Daintree – the oldest tropical rainforest on earth. Accessible from Cairns, Port Douglas, Cape Tribulation and Cooktown, the Daintree is home to an incredible array of plants and animals. Cruise the Daintree River, taste bush tucker with an Aboriginal guide or sleep in a tree-top eco-lodge. In the Gold Coast hinterland, Lamington and Springbrook National Parks have subtropical and cool temperate rainforests dating back to the supercontinent of Gondwana. Explore them on day hikes or do the Great Gold Coast Hinterland Walk.

TASMANIA

Tasmania is home to Australia's largest swatches of cool temperate rainforest, most of it protected as part of the island's World Heritage-listed Wilderness. These cool, dark and magical places support a rich array of life, including species found nowhere else on earth. Trek the Overland Track through ancient forests of King Billy Pine in Cradle Mountain-Lake St Clair National Park. Get up close to moss-covered Gondwana on the Creepy Crawly Nature Trail in Southwest National Park. Glimpse rare Huon pines on the Franklin River Nature Trail through Wild Rivers National Park. Or explore the rainforest around Lilyfield Falls at the northern edge of the World Heritage Area.

NEW SOUTH WALES

The Gondwana Rainforests of Australia spill across 50 separate parks in northern New South Wales and south-east Queensland. Accessible from Byron Bay this vast World Heritage-listed area embraces the world's largest subtropical rainforest, along with warm and cool temperate rainforest types. Bushwalk through the rainforest in Nightcap, Mount Warning or Border Ranges National Parks, which all flank the ancient, eroded volcano of Mount Warning Wollumbin. Listen for the call of the rare Albert's lyrebird, picnic amongst Antarctic beech forest, spot native marsupials or take a scenic rainforest drive. There are also rainforest pockets in the World Heritage-listed Blue Mountains near Sydney, in Budderoo National Park in the Southern Highlands and Myall Lakes National Park, north of Port Stephens.

NORTHERN TERRITORY

The south of World Heritage-listed Kakadu National Park is dotted with monsoon rainforest. Explore it on the walk to spectacular Jim Jim Falls, which drops more than 250 metres (820 feet) to deep, cool plunge pools. Follow the Gubarra Pools walk or take the Gungare Walk through savannah woodlands to the edge of a billabong. Kakadu is also famous for its lily-dotted wetlands, rich wildlife and treasure trove of Aboriginal rock art. Cruise the rivers past crocodiles, baramundi and birds, see rock crevices cut by Dreamtime ancestors or take a scenic flight over Kakadu's waterfalls and rugged escarpments.

VICTORIA

Victoria's cool temperate rainforest survives in small patches across Gippsland and the Dandenong, Yarra and Otway Ranges.

In Gippsland, you can do rainforest walks through Tanna Bulga National Park and Monwell National Park or wind through scented sassafras and black olive berry in Errinundra Saddle. Walk through the tops of towering mountain ash trees in Yarra Ranges National Park, an hour's drive from Melbourne. Or hop off the Great Ocean Road to explore the lush, green world of Great Otway National Park. The Melba Gully Boardwalk leads you past cool myrtle beeches, moss-covered blackwoods and tree ferns.

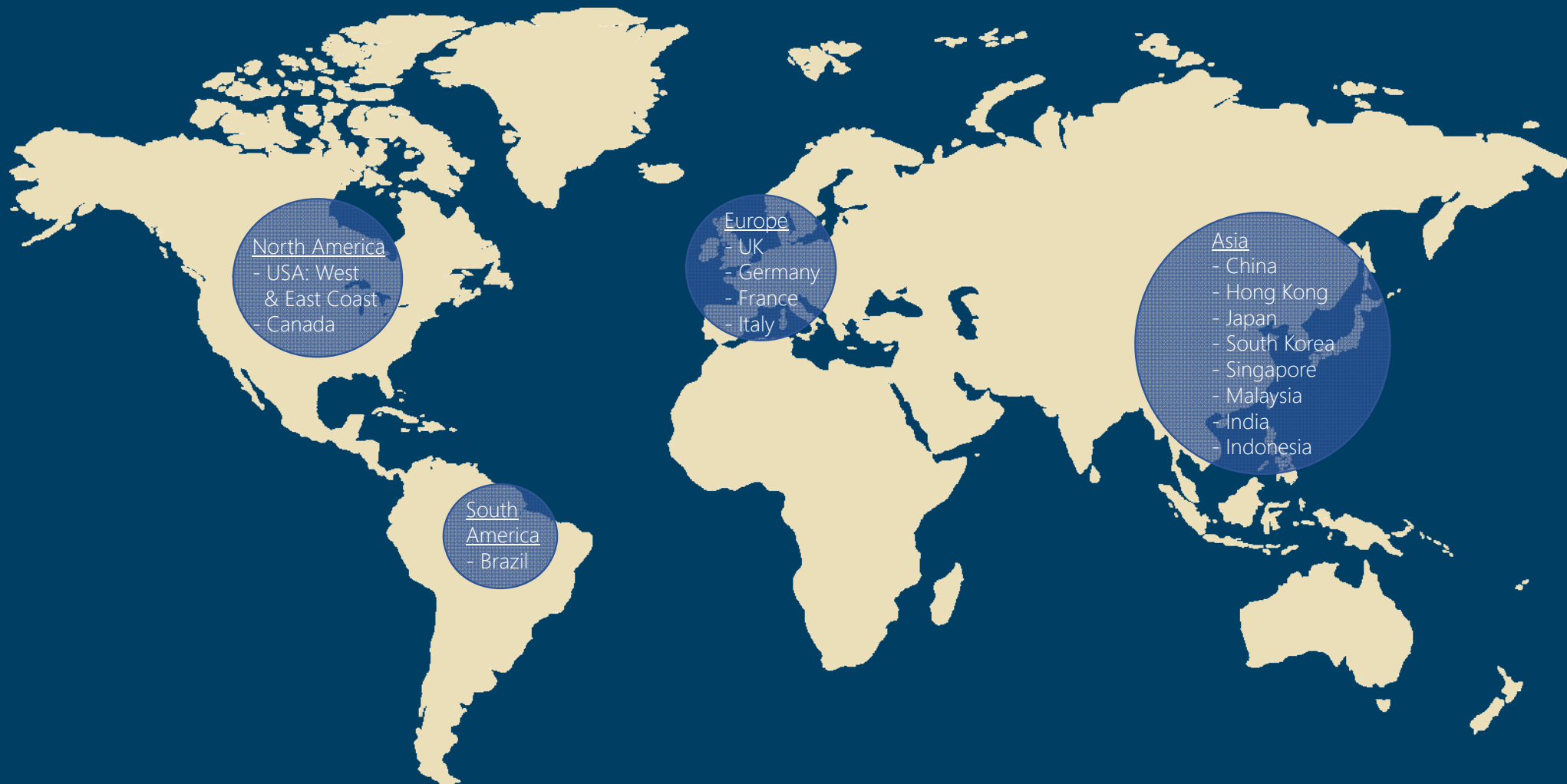
WESTERN AUSTRALIA

You might only associate the Kimberley with its outback landscapes, but in fact it has more than a thousand spots of dry rainforest. Scattered across sheltered valleys and high-rainfall coastal areas, these pockets support some 300 species of plants, most of which are found nowhere else. They also provide refuge to declining wildlife species, including some birds and snakes and the endangered Scaly-tailed Possum. Look out for relict vine thicket and rainforest around the pools and springs along the Gibb River Road in the northern Kimberley. The Mitchell River national Park has patches of rainforest dotted throughout which hold unique plant life compared to the surrounding savannah.

New Global Aussie Specialist Team



**AUSSIE
SPECIALIST**
PROGRAM



TRAVEL CLUB

ADD TO MY SALES TOOLS

Home Aussie Specialist Club Travel Club

As a qualified Aussie Specialist you can take advantage of these great industry deals on your personal trip to Australia.

Everybody knows that nothing helps you sell a product better than experiencing it first hand. As a qualified Aussie Specialist you gain access to the Travel Club with a range of discounts on offer – from accommodation, tours, attractions and much more!

Queensland

Travel Offers

REFRESH RESULTS

EPIC OCEAN ADVENTURES - SURF LESSONS

Learn to surf on Australia's longest, safest, beginner wave in the most stunning location you could dream of – Rainbow Beach. You'll have the opportun...
[View more information](#)

EPIC OCEAN ADVENTURES - DOLPHIN VIEW KAYAK TOUR

Kayaking adventure from Rainbow Beach (Sunshine Coast) with wild dolphins, whales (in season – June to November), turtles, manta rays in crystal clea...
[View more information](#)

BILLY TEA SAFARIS



TROPICAL JOURNEYS

Personalised day tours from Port Douglas to the Daintree Rainforest, Outer Great Barrier Reef and Low Isles.

Daintree Rainforest Tour: Explore the Noah Valley and Cape Tribulation; visit Mossman Gorge and spot crocodiles as you cruise Cooper Creek.

Aquarius Low Isles: Travel on our luxury vessel and discover the Low Isles by glass bottom boat, guided island walks and snorkelling

Aquarius Sunset Sailing: Sail effortlessly through the Dickson Inlet and over the Coral Sea on board our luxurious sailing catamaran.

Calypso Reef Cruises: Snorkel and dive spectacular sites at Opal and Agincourt Reefs on the Outer Barrier Reef.

Offer Details:

Free of charge for Aussie Specialist and 20% off for accompanying partner on the following Tropical Journeys tours:

- Calypso Snorkel & Dive
- Calypso Snorkelling
- Daintree Rainforest & Cape Tribulation
- Aquarius Low Isles
- Aquarius Sunset Sailing

All Subject To Availability

Valid From: 07/17/2012

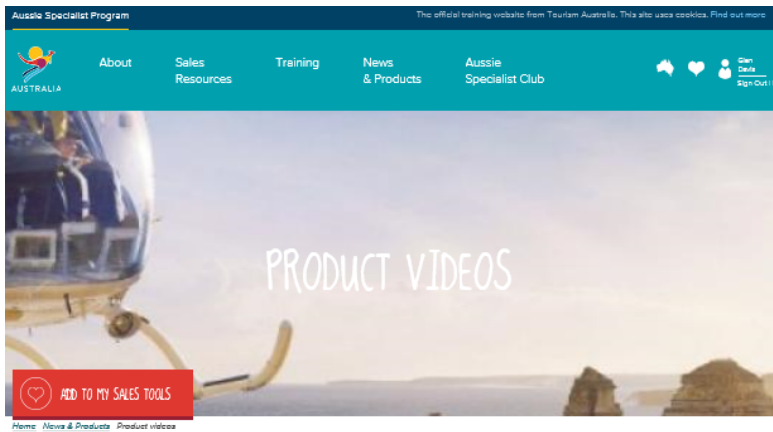
Valid Until: 06/30/2016

Offer Code: N/A

How to Book

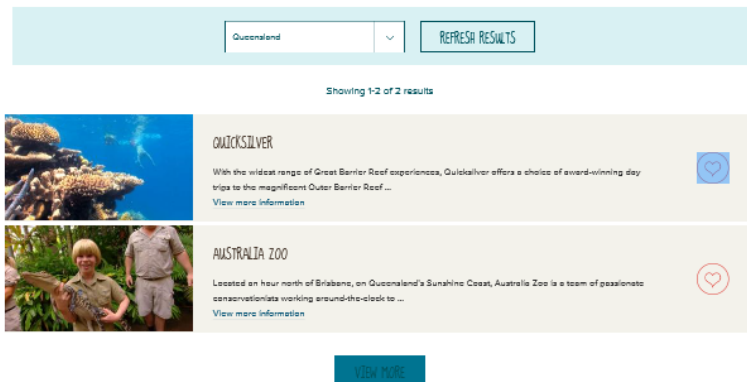
- Encourage Aussie Specialists to experience your product first-hand
- Offer an agent/industry rate or a value add (does not need to be an FOC)
- Complete the manual form with a product description and image
- Good opportunity to showcase your product to the 30,000-strong Aussie Specialist network

GET INVOLVED: TRAVEL CLUB



Learn about a range of product direct from Australian suppliers with these product update videos.

Our Australian suppliers regularly send through updates to keep our Aussie Specialist travel sellers well informed. Be sure to visit this page regularly to view the latest news from Australia.



QUICKSILVER



- Send in a video that showcases your product
- Can be professionally filmed, or simply filmed on a smart phone
- Tailor and address the Aussie Specialists directly – eg. ‘G’day Aussie Specialists, here we are in x and I’m going to tell you all about my product’

GET INVOLVED: PRODUCT UPDATE VIDEOS

iimagine Creative Innovation

Tourism Distribution Fundamentals Workshop




Presenting and Selling at Tradeshows and Showcases

Trade Shows and Show Case Events



At trade shows and show case events you have the opportunity to promote your business to industry buyers such as travel agents, ITO's. OTA's, tour operators and wholesalers.

NEWS & MEDIA Latest news, media tools | **EVENTS** Calendar | **INDUSTRY ADVICE** Opportunities, accreditation | **MARKETS** Segments, regions | **CAMPAIGNS** Current, past | **PROGRAMS** Industry programs | **RESEARCH** Statistics, figures | **ABOUT US** Tourism Australia

Media & Industry > Events > Industry Events +   

Tourism Industry Events Calendar

As an outcome of the Distribution 2020 review, Tourism Australia has developed a one-stop resource of trade activities centred on the promotion of Australia. This calendar includes activities hosted by Tourism Australia, all State and Territory Tourism Organisations, Regional Tourism Organisations, and the Australia Tourism Export Council as well as other industry bodies.

The calendar is updated regularly and aims to assist Australian industry with activity planning in different markets.

For an event to be included in the calendar, the event must be:

- > A trade event, and
- > Hosted by Tourism Australia, the Australian Tourism Export Council, the State/Territory Tourism Organisations and/or Regional Tourism Organisations; or
- > Hosted by other industry bodies such as national tourism organisations for Australian tourism operator participation; or
- > Hosted by third party organisations for Australian tourism operator participation; or
- > Hosted by Australian industry organisations with an opportunity for Australian tourism operators to participate in.

If your organisation is holding an event which matches the above criteria, you can add a new event to the calendar [here](#).

For enquiries, to update an existing event, or to provide your feedback on the calendar please contact tradeevents@tourism.australia.com.

List Of Events

Date Range :


Region <input type="text"/>	Country <input type="text"/>
Event Type <input type="text"/>	Event Name <input type="text"/>
Organisation <input type="text"/>	

EVENTS MENU

- Consumer Events
- Industry Events**
 - Tourism Industry Events Calendar
 - Tourism Australia's Industry Events

www.Tourism.Australia.com

Search		Reset		Add New Event						
Country	Event Name	Location	Organisation	2015		2016		2017		
				From	To	From	To	From	To	
Americas										
Brazil	World Travel Market Latin America (BRAZTOA)	Sao Paulo	Tourism Australia	22-Apr	24-Apr					Find Out More
United States	G'Day USA - Australia Tourism Summit	Los Angeles	Tourism Australia	29-Jan	30-Jan					Find Out More
United States	Australia Marketplace 2015	Los Angeles	Tourism Australia	18-Mar	20-Mar					Find Out More
United States	There's Nothing Like Australia Retail Roadshow	Toronto, New York, Chicago and Houston	Tourism Australia	23-Mar	27-Mar					Find Out More
United States	IBTM America	Chicago	Tourism Australia	09-Jun	11-Jun					Find Out More
United States	IMEX America	Las Vegas	Tourism Australia	13-Oct	15-Oct	18-Oct	20-Oct	10-Oct	12-Oct	Find Out More
United States	DNSW North America Trade Mission	Miami, New York, Philadelphia, Boston, Seattle, Los Angeles, Phoenix and San Antonio.	Destination NSW	02-Nov	13-Nov					Find Out More
Australia										
Australia	NQ Showcase in Sydney	Sydney	ATEC	03-Feb	03-Feb					Find Out More
Australia	Tourism Australia Industry Briefing South Australia	Adelaide	Tourism Australia	11-Feb	11-Feb					Find Out More
Australia	2015 Caravan & Camping Shows	Melbourne 11-16 Feb, Sydney 11-19 Apr, Brisbane 3-9 June	Tourism Tropical North Queensland	11-Feb	16-Feb					Find Out More
Australia	Market Insights: Singapore and Malaysia	Perth	Tourism Council WA	12-Feb	12-Feb					Find Out More
Australia	Whitsundays Tourism Exchange	The Whitsundays	Whitsundays Marketing and Development	17-Feb	19-Feb	16-Feb	18-Feb			Find Out More



ATE15 - Australian Tourism Exchange
(21 Jun 15 - 25 Jun 15)

AUSTRALIAN TOURISM EXCHANGE
Melbourne 2015

About ATE15	<h2>Sellers</h2> <p>An ATE Seller company, also referred to as an exhibitor, is an internationally ready Australian based tourism product. Many of Australia's leading tourism operators attend ATE regularly and there are opportunities for new businesses to participate.</p> <ul style="list-style-type: none">• View the prospectus for returning Sellers• View the prospectus for new Sellers <h3>New Sellers</h3> <p>In response to Buyer demand for new product, first-time (new) exhibitors are encouraged to register for ATE15. To be classified as a new Seller, a Seller company must have either never attended ATE, or not attended ATE in the last 4 years. New product may apply to exhibit on a New Seller package, with benefits as listed, subject to the criteria and acceptance of Tourism Australia.</p> <ul style="list-style-type: none">• 25% discount off total participation costs at ATE (applied at time of acceptances opening)• Welcome and overview presentation onsite at ATE on Sunday 21 June 2015• Promotion of new Sellers to ATE Buyers via the Inside ATE newsletter <p>View the guide of first-time exhibitors.</p> <h3>Application process</h3> <ul style="list-style-type: none">• Seller applications are open from Tuesday 21 October until Tuesday 25 November 2014• Apply via 'My Applications'• All completed applications are assessed against the Seller Selection Criteria. These criteria, along with the Conditions of Participation govern participation at the event.• Applicants will be advised on the status of their application via email on Tuesday 20 January 2015• Successful applicants will be required to accept the offer of attendance by Tuesday 3 February 2015
Welcome to Australia	
Program	
eConnect Australia	
ATE Fitness Program	
Sellers	
Key Dates	
Media Program	
<input type="checkbox"/> Participation Options	
<input type="checkbox"/> Exhibiting Information	
Flights, Accommodation, Pre & Post Touring	
Seller Selection Criteria	
<input type="checkbox"/> Buyers	
Melbourne and Victoria	
History of ATE	
Conditions of Participation	
FAQs	
Contact Us	

Trade Show Objectives

Clearly Set Out Your Participation Objectives

- Why have you decided to attend this particular trade show?
- Is it the right target market and forum for where you are in your business and/or where you are heading with your business?
- Ultimately Trade Show or Showcase success is based upon clearly establishing objectives and planning strategies for your participation
- Objectives provide direction for every aspect of your participation: your marketing strategies, budgeting plans, budgets, exhibit architecture, graphics, products, Promotional Collateral, IT support and necessary staff, etc
- Talk to and get advice from experienced industry professionals and Townsville Enterprise to help set your expectations and objectives for you attendance

Trade Show Planning

Pre Tradeshow Attendance

- As a 'seller' you will receive a list of registered 'buyers' prior to the trade show. These lists are made available so you can plan your appointments and do some pre-show marketing. Take the time to thoroughly research the companies on the lists in order to determine which ones would suit your product and target market
- Once you have narrowed down the list, you will either select them from the list and then submit your list, and in some cases you can contact the buyers you have selected to introduce your product and invite them to have an appointment on your stand. Don't lose heart if you receive minimal responses, it can take a few years to build relationships in the tourism industry. Regular attendance at trade shows will help you build a reputation
- For your first few trade shows, think positively – even if you don't receive all of your selected appointment requests, your product name is out there and the buyers will begin to be aware of you. It's all about product and brand recognition and relationship building! Additionally you will normally receive lists of buyers who you can add to your database for future marketing campaigns.

ATE Trade Show Layout



17/03/2016

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ATEC Show Case Layout



International Trade Shows



17/03/2016

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Essential Tips for presenting your product

- 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

Tips for Product Pitch

Putting it all together in 30 seconds – Your ‘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
7. Think about your end goal
8. Make a connection
9. Tell, don't sell
10. Open the door to continue the conversation

It all takes time...!

- **Remember, in most cases it will take time and effort to see the benefits in dealing with the international markets/travel trade**
- **Don't expect instant success... it is a long term strategy!**