



TASSIE TOURISM

masterclass



TASSIE TOURISM *masterclass*

WEEK 4: EXPORT READY MARKETING

Presented by Karen Fraser

Attracting International Visitors



WHY INBOUND TOURISM AND WHAT ARE THE BENEFITS?

It helps to address the balance of trade with so many Australians travelling internationally, especially over the past decade.

Not as focussed around weekends and Australian holiday periods – may help level out seasonal peaks and troughs

Spreading risks/seeking opportunities across a variety of markets



WHY INBOUND TOURISM AND WHAT ARE THE BENEFITS?

International visitors tend to be higher-yielding visitors (they spend more \$\$)

Lead times are generally longer, allowing for better planning

Meeting people from a range of cultures

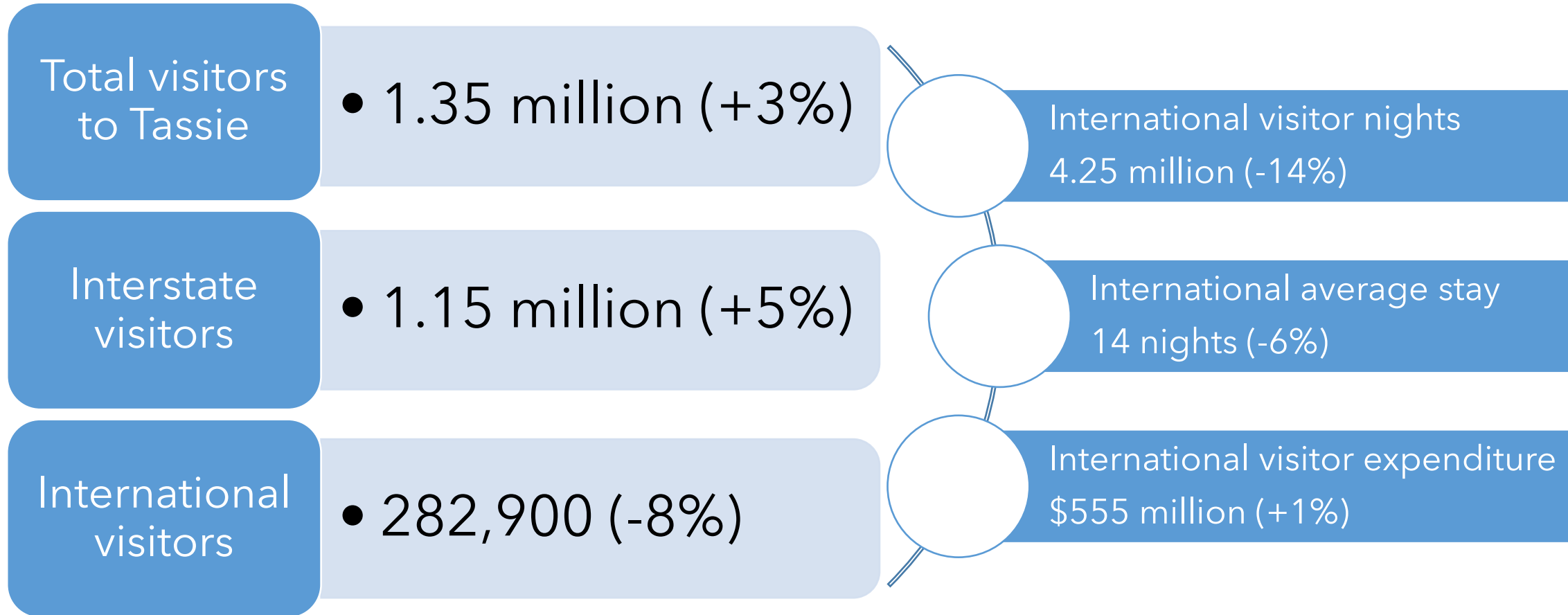
Sharing the Tasmania that we take for granted, but which to many international visitors is completely different and special

Many lifelong friendships have been made both with the trade and clients

Inbound tourism is big business in Australia with the tourism export sector worth around \$36 billion, which is Australia's second largest export industry

The value of the Inbound Visitor to Tasmania

Year ending Dec 2019



Tasmania received 3.4% of all International visitors to Australia. Whilst visitor numbers declined; average spend per visitor increased by 10% and spend per night increased by 17%

How do
they
travel?

Group Inclusive Tour/Traveller (GIT)

Fully Independent Traveller (FIT)

Partially Packaged Travellers

Visiting Friends and Relatives (VFR)

Backpacker

Business Traveller

Education Traveller

Special Interest

Cruise



Consider the
differences
between short
and long haul
markets

RESEARCHING AND UNDERSTANDING YOUR MARKETS

Tourism Australia

Individual Market Profiles (www.tourism.Australia.com/market-regions.aspx)

International Market Updates (www.tourism.Australia.com/statistics/8696.asp)

The Australian Tourism Export Council (ATEC) offer workshops (www.atec.net.au)

Tourism Tasmania

TVS – Tas Visitor Survey (Int'l data not included but narrative reports do have summaries)

International Visitor Survey

TIM – Tourism Information Monitor – interstate focused, but gives a sense of what's motivating travel to Tas.

International profiles or snapshots for key Tas inbound markets

Sign up for Tourism Talk and monitor website (<http://www.tourismtasmania.com.au/talk>)

Visit Tourism Research Australia




PARTNERSHIP OR SOLO?

Unless you have a compelling experience that can stand alone then you may consider working in partnership

Four independent businesses – bundled creates a product that can be sold consumer direct or via the trade



TASSIE TOURISM
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River to Rainforest

Follow the journey of the famous Huon Pine from River to Rainforest

“A great day out, wonderful sail and a very rich experience” Sue J ★★★★★

“Photos just don’t do it justice” Tony V ★★★★★

Includes

- Calm water sail
- Salmon lunch & cider tasting
- Boat centre tour
- Entry to airwalk at Tahune

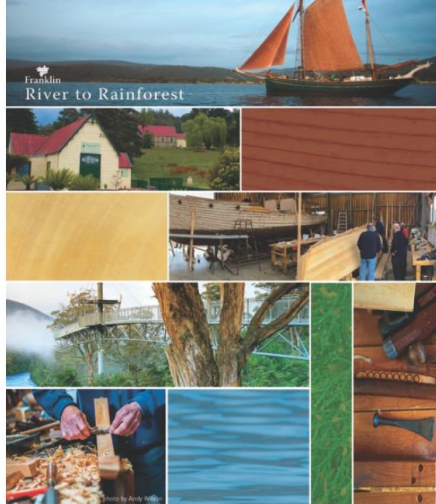
On this fascinating day tour, you will visit Tasmania’s oldest working waterfront, meet shipwrights carrying on centuries-old craft traditions, enjoy a sail on the Huon River, visit the cider bar, café and museum for lunch and cider tasting, and explore rainforest from the world famous airwalk at Tahune

10% off

For self-drive visitors
IF YOU BOOK ONLINE
and quote voucher “R2RONTHEGO”

www.rivertorainforest.com.au

pick up your discount offer




ITINERARY

| | |
|------|--|
| 0830 | Depart Hobart |
| 0920 | Arrive Franklin |
| 0930 | Boat centre tour |
| 1010 | Explore the waterfront |
| 1030 | Calm water sail, coffee/tea |
| 1200 | Cider tasting & lunch |
| 1300 | Depart for airwalk at Tahune |
| 1400 | Entry to the Tahune Airwalk* |
| 1430 | Free self-guided Huon Pine walk** (optional) |

*Tahune Airwalk is open to 5pm (Oct-Mar) and 4pm (Apr-Sep).
**There is a complimentary guided walk each day. Check on arrival to see if it will be the Huon Pine walk or the Airwalk.

Getting there

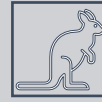
Driving from Hobart, you need to arrive at the Wooden Boat Centre, Franklin, before 9:30am. Hobart to Franklin takes about 40 minutes. Franklin to Tahune takes about 50 minutes. Factor about 6.5h for the full day out.



www.rivertorainforest.com.au

Example only

IS YOUR PRODUCT RIGHT FOR THE INTERNATIONAL MARKETS?



Is it working in the domestic market already



Can it stand alone or should it fit with a wider itinerary?



Bundling with other nearby operators



Itinerary planning



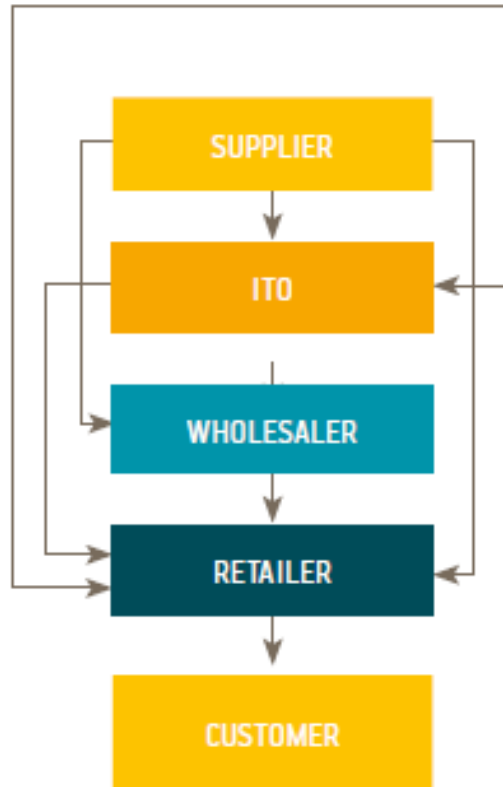
How will visitors reach and purchase your product or experience?



How do you take bookings

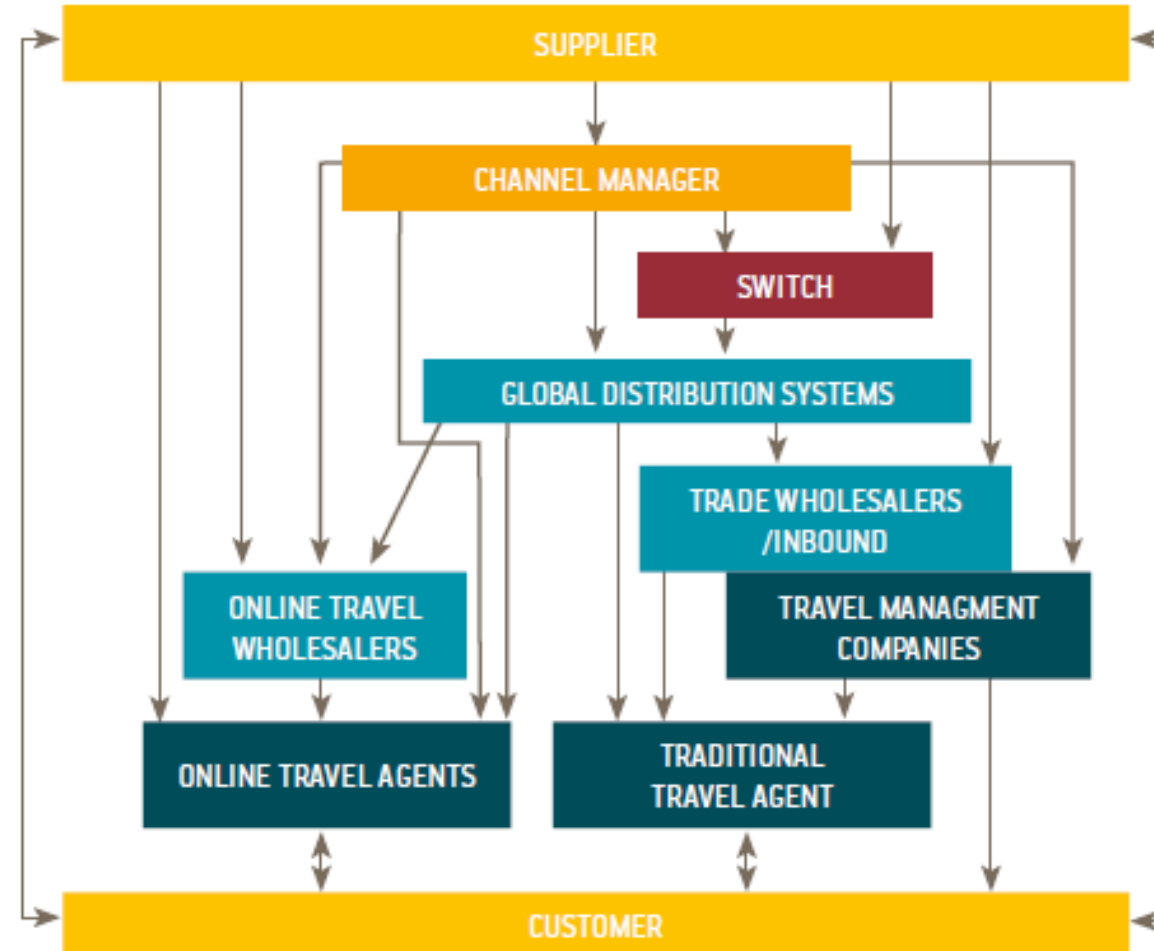
DISTRIBUTION CHANNELS

Traditional Distribution Channels



source: traveltrends.biz

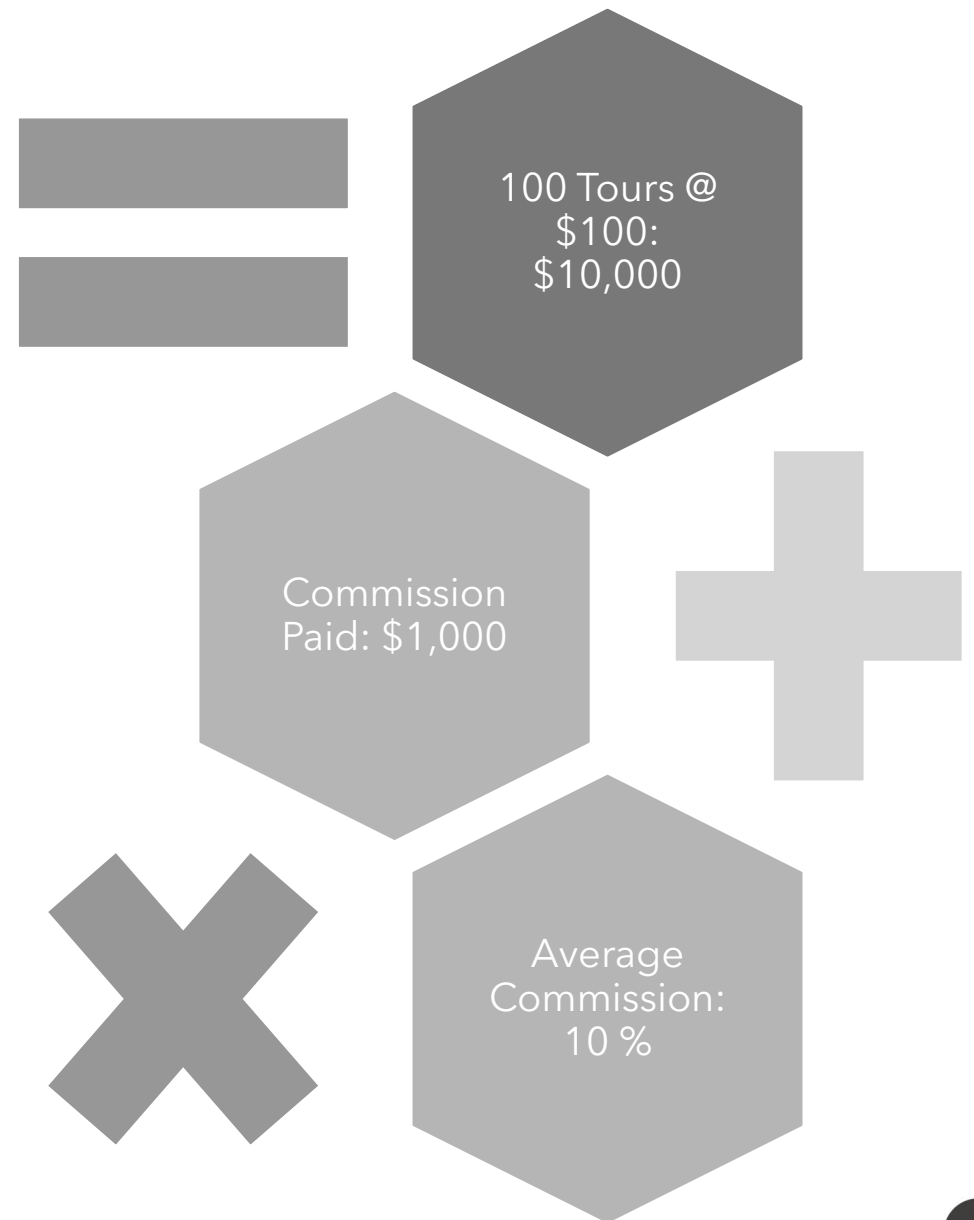
New Distribution Channels



YIELD MANAGEMENT

Business Mix Example 1 Tour Revenue & Commission

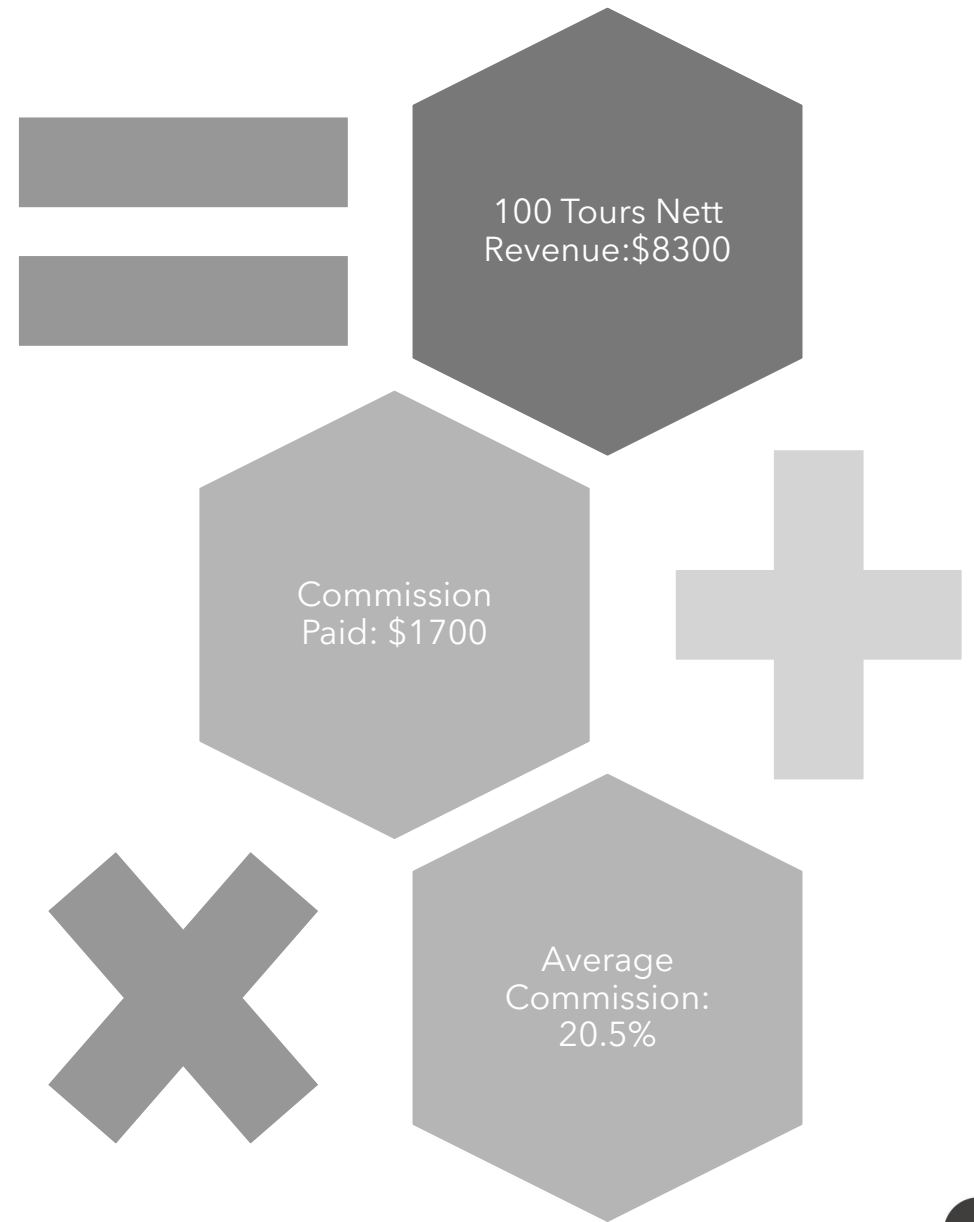
| | | Nett Revenue | Comm. Paid |
|------------------|------------------|-----------------|---------------|
| Direct | 40 Tours @ \$100 | \$4000 | Nil |
| 10% Retail Agent | 30 Tours @ \$90 | \$2700 | \$300 |
| 20% Wholesaler | 20 Tours @ \$80 | \$1600 | \$400 |
| 30% Inbound | 10 Tours @ \$70 | \$700 | \$300 |
| | Total | \$10,000 | \$1,000 |



YIELD MANAGEMENT

Business Mix Example 2 Tour Revenue & Commission

| | | Nett Revenue | Comm. Paid |
|------------------|------------------|-----------------|---------------|
| Direct | 20 Tours @ \$100 | \$2000 | Nil |
| 10% Retail Agent | 20 Tours @ \$90 | \$1800 | \$200 |
| 20% Wholesaler | 30 Tours @ \$80 | \$2400 | \$600 |
| 30% Inbound | 30 Tours @ \$70 | \$2100 | \$900 |
| | Total | \$8300 | \$1700 |



COMMERCIAL REALITIES

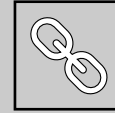
Commissions and contracts

"You can afford to pay commission!"

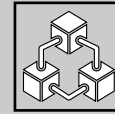
Commission levels

- RTA: 10%
- OTA: 15-20%
- Wholesaler: 20%
- ITO/Shore Ex: 25-30%
- Contract periods: 01 April – 31 March

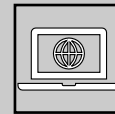
CHANNEL MANAGERS



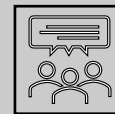
Channel Managers act as a go-between for accommodation/tour providers and distributors



CMs manage inventory via multiple distributors for a relatively low fee. This can be a monthly fee or a small percentage commission. Eg \$40 per month



Provide a behind the scenes tool to manage inventory on 3rd party websites



Allow real time inventory to be available across multiple distribution channels and if a booking is made, availability is adjusted



Examples are: Frontdesk, Little Hotelier, Channelmanager, Jewel Booking Service, Netbookings, BookEasy, Siteminder, Rezdy

DISTRIBUTION CHANNELS



Source: <http://budapest.dotcomhotel.eu/>

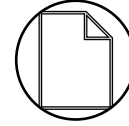
YIELD MANAGEMENT

Yield Management is the practice of implementing a variable price strategy that anticipates and understands consumer behaviour during different time periods in order to maximise the revenue of a perishable resource



WORKING WITH THE TRAVEL TRADE

Promoting your Product/Experience



Do you have a brochure?



What is your 'elevator pitch'?



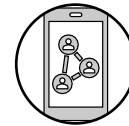
What are your unique selling points?



Do you have a Website?



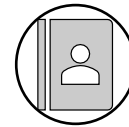
Have you Listed on Australian Tourism Database Warehouse (ATDW) with Tourism Tasmania?



Are you active in social media?



Have you worked with the traditional media or other media?



One-page trade summary

WORKING WITH THE TRAVEL TRADE



WORKING WITH THE TRAVEL TRADE



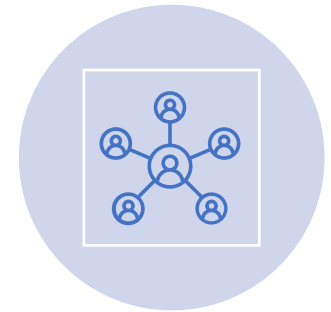
Participate in
Tourism Tasmania's
influencer program



Participate in tas talk
and Tasmania
roadshows and in-
market visits



Offer trade famils to
inbound tour
operators, Tassie
specialists and retail
travel agents



Develop online
promotional and
training modules

WORKING WITH THE TRAVEL TRADE

Being authentic and honest about what you are offering – don't over promise and under deliver

Don't make grand ambit claims. Focus on what it is that you do and what is special about that experience

What is the story behind the experience? Leverage Tourism Tasmania's brand and messaging



WORKING WITH THE TRAVEL TRADE

Important considerations



Building relationships: who with and why?



Memberships? ATEC? TICT RTO/LTAs



Tourism Tas, local accommodation and tour operators and other organisations - keep in the loop and network



Practice your elevator pitch



Offer presentations - TVINS, TTas, RTO/LTA



Seek feedback



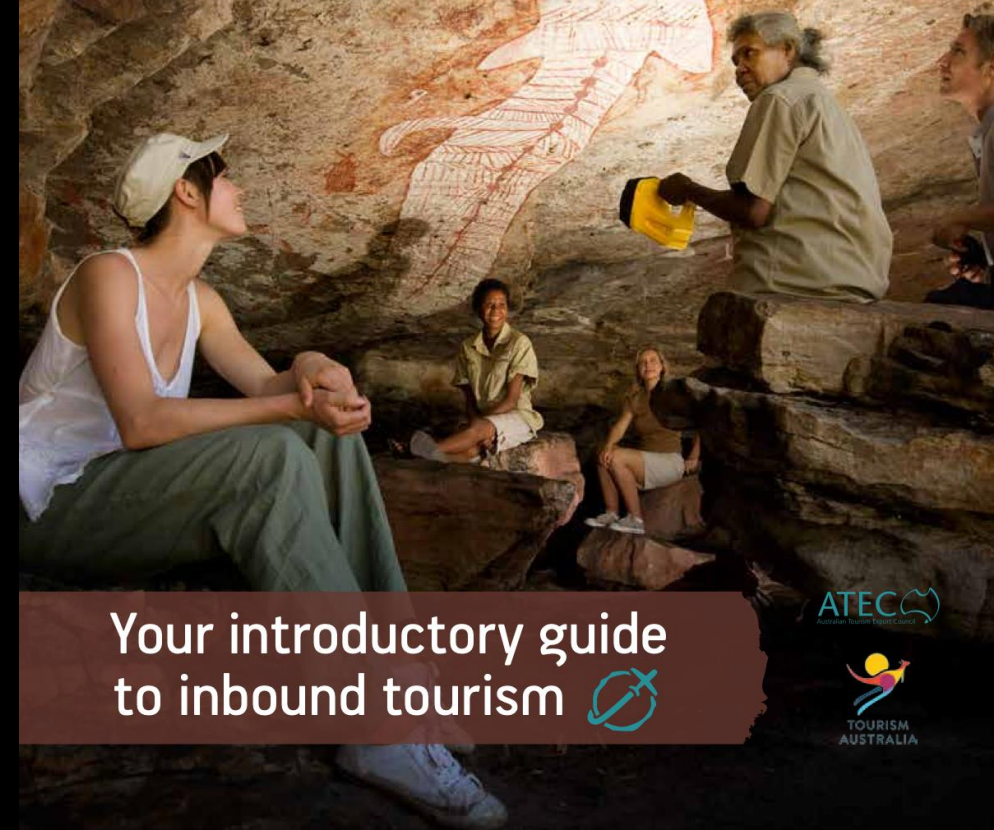
"Build a football team around you"

THE MOST VALUABLE RESOURCE

The Tourism Export Tool Kit
Tourism Australia

www.tourism.australia.com/en/events-and-tools/industry-resources/resources-for-industry/tourism-export-toolkit.html

THE TOURISM EXPORT TOOLKIT



Your introductory guide
to inbound tourism 

ATEC
Australian Tourism Export Council





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THANK YOU

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Tourism Industry Council Tasmania