

# Export Ready Marketing Attracting International Visitors

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&

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The tourism industry is always looking for new products and experiences that are authentic, on brand and appeals to Tasmania's target markets, particularly those that are 'export ready' for the international market.

**Can you answer these questions to check whether your tourism product is export ready?**

1. *Do you know your organisation's UVP (Unique Value Proposition or Unique Selling Point)?*
2. *Have you secured a strong foothold with the domestic tourism market?*
3. *Have you conducted a careful assessment of your competition?*
4. *Have you researched all potential international markets for your business to determine which will best fit as target markets?*
5. *Do you have commissionable rates that will work across the distribution systems?*
6. *Do you have a booking system and can you accept bookings from consumers direct and from travel distribution networks?*
7. *Have you researched all potential international markets for your business to determine which will best fit as target markets?*
8. *Can you identify the different travel styles of inbound travellers?*
9. *Do you understand the travel distribution system and have relevant rate structures in place?*
10. *Do you have booking systems in place to accept international bookings both direct, and via the travel distribution network (on and offline)?*
11. *Have you developed a working export plan and budget to target international visitors?*
12. *Can you identify, or have you already started working with complementary product in your region to jointly package and/promote internationally?*
13. *Have you developed a range of promotional collateral with targeted messages for both consumers and the travel trade?*
14. *Have you sought advice from your local, regional and state tourism office in addition to Tourism Australia and ATEC?*

If you answered YES to all these, then you are well on the way.

However, if you answered yes to some and no to others, that's OK, that is what you are here to work on.

# 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 \$\$s)
- 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

## TVS Year ending December 2019

- Total visitors to Tasmania 1.35 million (+ 3%)
- Interstate Visitors: 1.15 mill (+5%)

## IVS Year ending December 2019

- International Visitors: 282,900 (- 8%)
- International Visitor Nights: 4.25 mill (-14%)
- International Average Stay: 14 nights (-6%)
- International Visitor Expenditure: \$555 mill (+ 1%)
- 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%

• Source: Tourism Tas/TVIS & IVS

# 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](http://www.tourism.Australia.com/market-regions.aspx)
- International Market Updates [www.tourism.Australia.com/statistics/8696.asp](http://www.tourism.Australia.com/statistics/8696.asp)
- The Australian Tourism Export Council (ATEC) offer workshops [www.atec.net.au](http://www.atec.net.au)

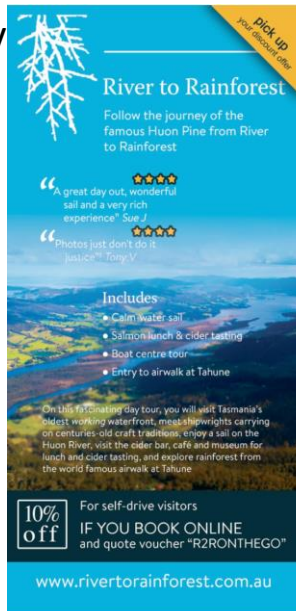
## Tourism Tasmania

- 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. Ask TTAs for access to TIM
- 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 [www.tra.gov.au](http://www.tra.gov.au)

# Partnership or solo?

- Unless you have a compelling experience that can stand alone then you may consider working in partnership. Eg 4 independent businesses – bundled creates a product that can be sold consumer direct or via the trade.

Example Only



**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

“Photos just don't do it justice!!” Tony

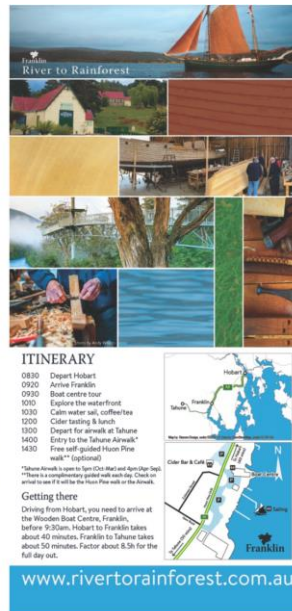
**Includes**

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

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

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and quote voucher "R2RONTHEGO"

[www.rivertorainforest.com.au](http://www.rivertorainforest.com.au)



**River to Rainforest**

**ITINERARY**

0830 Depart Hobart  
0920 Arrive Franklin  
0930 Boat centre tour  
1000 Explore the water front  
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)  
Cider Bar & Cafe

**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 \$50 for the full day out.

[www.rivertorainforest.com.au](http://www.rivertorainforest.com.au)

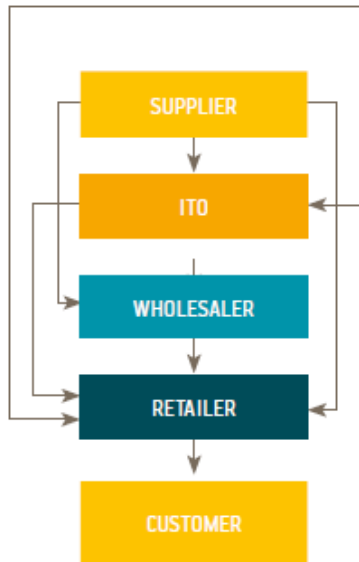


# Is your product right for the international markets?

- 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

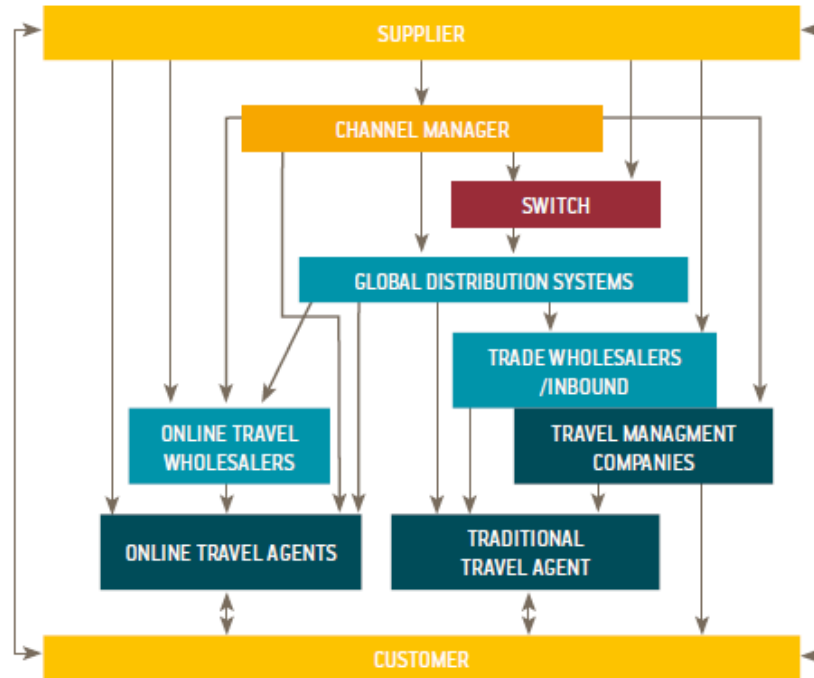
# Distribution Channels

Traditional Distribution Channels



source: [traveltrends.biz](http://traveltrends.biz)

New Distribution Channels



# 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 3<sup>rd</sup> 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/>

# Commercial Realities

- Commission 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

# 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.

# 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

- 100 Tours @ \$100: \$10,000
- Commission Paid: \$ 1,000
- Average Commission: 10 %

# 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

- 100 Tours Nett Revenue: \$8300
- Commission Paid: \$1700
- Average Commission: 20.5%



# 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 news or other media?
- One-page trade summary

# Working with the travel trade

- Large and small operators: one size does not fit all – it's about what works for your business.
- Local operators – how can you work with those who might already have engagement with the inbound market?
- Your regional tourism association, Visitor Information Centres and Tourism Tasmania should be your best friends.

# Working with the Travel Trade

- Participate in Tourism Tasmania's Influencer program
- Participate in Tas Talk and Tasmania roadshows and in-market visits.
- Participate in virtual trade shows
- 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
- 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 which should enhance your USP

# 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”

# FOLLOW UP & STAY IN TOUCH

- Start collating a database of trade contacts and stay in touch
- Individually via email, or in groups via e-newsletter, social media (relevant platform for market)
- Also stay in touch with in-market reps (Tourism Tas)
- Consider the Tassie and Aussie Specialists programs (record a short video update and upload it)
- Keep trade partners updated on any changes or new developments
- Keep your photo and video assets up to date and offer to share them with LTA/RTO, TTas, Tourism Australia etc

# Developing an action plan

- Overall Business Objectives
- Market Identification
- Marketing Objectives
- Marketing Strategies
- Strategic Action Plan
- Marketing Budget
- Monitoring & Evaluation

# In Times of Covid19

Ensure you are bookable:

- Make contact with all partners that you work with
- The Int'l trade plan at least 1 year so they are already focused on the next contract period of 2021/22 and 2022/3
- If you haven't submitted new rates consider holding your current ones
- Look at updating your Terms & Conditions to ensure that your cancellation policies are flexible and as customer friendly as you can be (consider full refunds vs re-booking)
- Promote what safety measures you have in place – this will help customers confidence in booking you




# Tourism Tasmania's recent activities

- A Travel Professional's Guide: 'how to sell Tasmanian holidays'
- A new inspiring travel trade video
- Sending Tasmanian reminders, social media 'test' with prizes
- Working with Tourism Australia to educate Aussie Specialists and Tassie Specialist

Action: Consider how you can add value for your partners – review your collateral, imagery, videos etc. also send if you have relationships keep in touch with ITOs, wholesalers, Aussie/Tassie specialists, tour operators etc

# ATEC Support


Telstra Wi-Fi Call 9:27 am 92% atec.net.au



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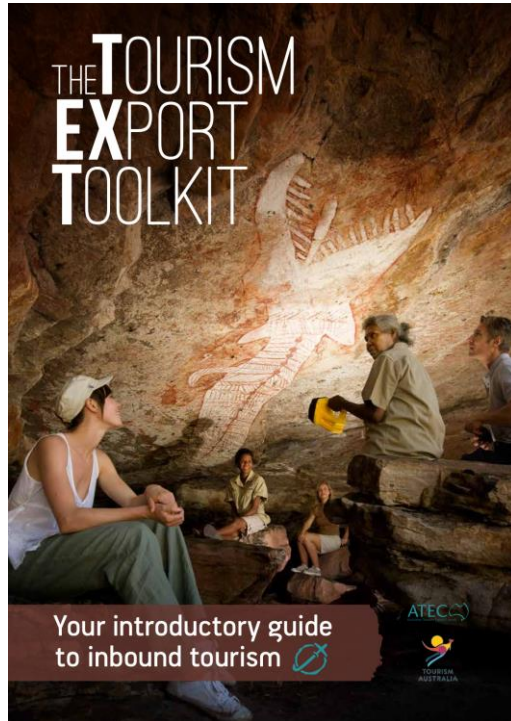
## Launch of virtual Market Briefing series

Registrations are open for Tourism Australia's upcoming virtual Market Briefings. The eight briefings, kicking off on 20 July, will cover Tourism Australia's priority markets including Australia. Each briefing will include a regional market update, current market sentiment, consumer behaviour and key distribution insights. For more

Next Webinar Friday 17 July at 11:00 am will be with Michael Londregan Managing Director Australia & NZ for Virtuosa; Michael Shoory a Senior Economist at Oxford Economics and communications and public relations expert Chris Savage. Register with Tourism Australia.

[www.tourism.australia.com/news](http://www.tourism.australia.com/news)

# The Most Valuable Resource



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

Thank You!



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