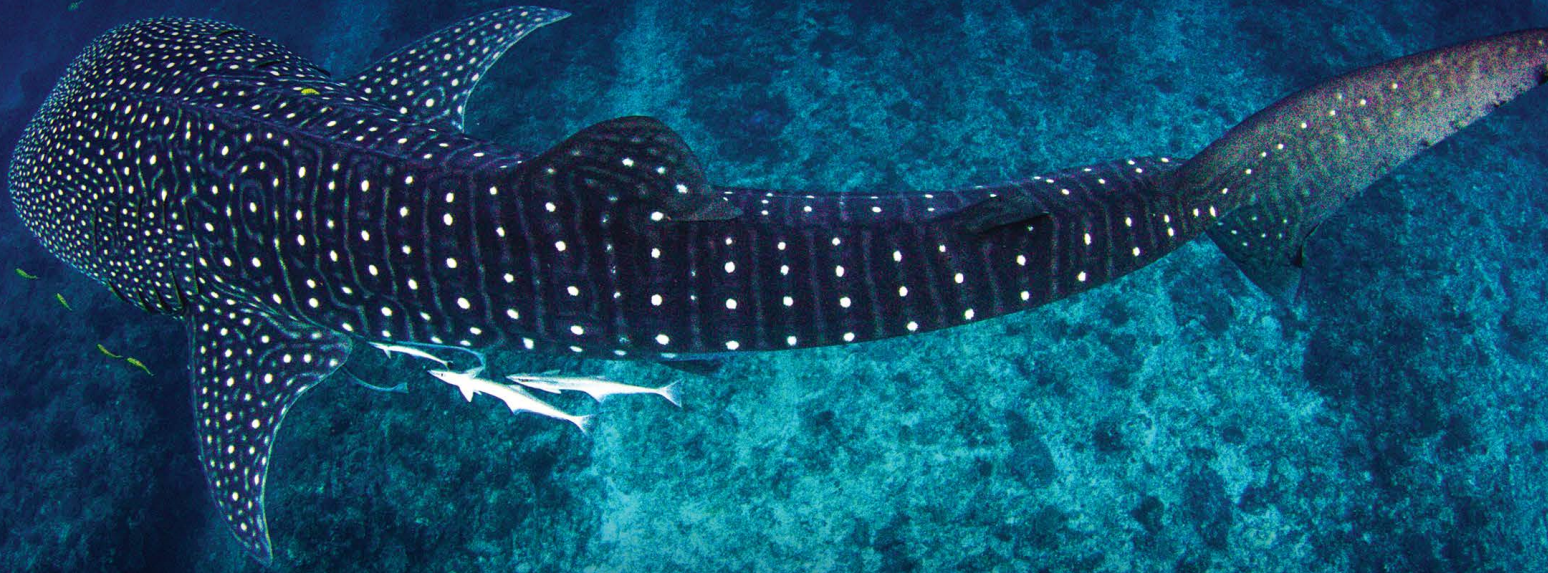


IS MY BUSINESS TRADE READY

FACT SHEET



WHALESHARK, NINGALOO REEF

When it comes to selling your tourism product, there are two ways to reach consumers. Either directly through your own advertising and marketing channels or indirectly through a travel distributor such as a retail travel agent, wholesaler agent, inbound tour operator or online travel agent.

It is important to understand the role of travel distributors and the travel distribution system. If you are interested in connecting with travel distributors, you will need to identify key partners that are interested in promoting and selling your product and establish and maintain relationships with them in order to achieve successful product distribution. Your product price structure should also support the commission levels required by your partners and your marketing should be well-planned and incorporate a variety of activities that target both consumers and travel trade.

Having an understanding of your customer and their motivations, different travel styles,

as well as the language, cultural and culinary requirements within certain markets will be useful when navigating the travel distribution system.

It takes time to establish and position your product. Achieving a successful level of sales can take up to two years, depending on the market.

Tourism WA has developed a series of fact sheets to provide you with information on target markets, pricing strategies, distribution channels, promotion, how to deliver a great sales pitch and developing a trade sales kit. These are available at tourism.wa.gov.au.



'International ready' check list

Retail travel agents, tour wholesalers and inbound tour operators are on the lookout for quality products that they can package and sell, however, not all products are suitable for marketing overseas.

To determine if your product is 'international ready' (or 'export ready'), we have provided a sample check list. The more ticks, the closer you are to working with international distributors.

INTERNATIONAL READY QUESTIONS	
Do you know what makes your product special (Unique Selling Proposition) and have you assessed your competition?	
Have you been operating for at least 12 months and is your business established in the domestic market?	
Do you have booking mechanisms in place (on and offline) to provide quick confirmation?	
Do you fully understand the international distribution system and online distribution channels?	
Are you familiar with the concept of commission levels and net rates?	
Do you understand the concept of pricing and is it consistent across all levels of distribution and set at least 12 months in advance?	
Do you understand where consumers can source information about your product?	
Have you researched which international markets fit your product and if there is demand?	
Do you understand the cultural needs and travel styles of the markets you're interested in attracting?	
Are you an accredited business, have an active quality-assurance program and is your product reliable with consistent opening times and regular schedules?	
Have you or are you prepared to work with Tourism Australia, Tourism WA, your Regional and Local Tourism Organisation and the Australian Tourism Export Council?	
Can your product be packaged with other complementary products in your region?	
Have you developed a range of promotional collateral to target international consumers and travel trade?	
Do you have a working international/export plan and budget to target international visitors?	
Is your public liability insurance relevant and up-to-date?	