



TRADE SALES KIT

FACT SHEET

MURCHISON GORGE, KALBARRI NATIONAL PARK

It is important that you develop a trade sales kit containing material that will inspire, educate and help wholesalers or inbound tour operators to sell and book your experience.

Your trade sales kit should be a one-stop shop and an easy reference point for agents. Depending on your target market, you may also need to tailor and translate the information so that it is suitable for your audience.

What to include in a trade sales kit

1. Destination information

Gather information and materials about your destination by contacting your local/regional tourism organisation. This may include product brochures, videos, merchandise, event guides, maps or destination fact sheets.

2. Trade fact sheets

You should develop trade fact sheets. These can include:

- Company profile – who you are, where you are located, product overview
- Map
- Product information - be specific about the experience/s you are offering. Highlight any unique selling points e.g. why you must experience it? Why you must stay there? What sets you apart from a similar experience?
- Bookings – how can your product be booked?

- Opening/closing times
- Best season/time to visit
- COVID-19 safety plans/measures
- Contact details
- Social media links

3. Rate sheets and terms of trade

Once you have finalised your pricing and have your rate structures in place, it is important to develop separate rate sheets for inbound tour operators, wholesalers, retailers and outbound tour operators. This will ensure that the appropriate rates are provided to the relevant distribution channel.

As a general guide, the following levels of commission are usually offered:

- Retailers 10-15 per cent
- Wholesalers 20 per cent
- Inbound tour operators 30 per cent

For more information view the Distribution and Pricing fact sheets.



ELIZABETH QUAY, PERTH

Rate sheet inclusions

- Company name, logo, brand, address, ABN, contact details
- Departure days, times and pick up points (if applicable)
- Rate validity (e.g. ensure you include applicable dates)
- Duration (if applicable)
- Minimum and maximum numbers (detail any COVID-19 limitations if any)
- Inclusions and exclusions (e.g. meals, free upgrades etc)
- Retail/nett rates
- Rates adjusted to seasonality where relevant
- For hotels, bedding configurations and maximum capacity

Terms of trade/conditions

- Blackout dates
- Cancellation/amendment policies (especially around COVID-19)
- Refund policies
- Payment/credit policy
- Free Independent Traveller vs group rates
- Free-of-charge (FOC) policies (e.g. One FOC for a group of 10)

- Age limits and policies – children, family, seniors
- Fitness level
- What to bring/special attire

For more information on rates:

- View examples of accommodation and attraction rate sheets.
- [View Tourism Australia's product and rate information fact sheet.](#)

4. Marketing materials

Include a range of marketing collateral in your trade sales kit to promote your unique selling points. Ensure these are suitable for use across a number of international markets.

- Electronic brochures of products and destination
- Appealing images, suitable for all markets (translated image location where applicable)
- Suitable videos, accessible in all markets (translated where applicable)
- Maps of destination and regions, including how to get there and distance from Perth
- Sample itineraries that make it easy for partners to package. What else is available in the same area?