

## INTERNATIONAL MARKETING PARTNERSHIP OPPORTUNITIES

The international market for tourism product is highly competitive and significantly different to the domestic market. There are many issues that need to be considered. Overseas, you are not just competing with other organisations providing a similar product as yours, you are also competing against other countries as a holiday destination. It may be some time before your product becomes established and you start to yield substantial rewards for your time, money and effort. It is important that you define which international markets best suit your product, and there are many resources available from the SATC and Tourism Australia to assist with this research. Once you have begun to establish yourself in an international market, you can start to maximise the opportunities by registering to attend the various trade shows relevant to your markets. There are also advertising opportunities in any of the range of publications listed below.

## GETTING STARTED INTERNATIONALLY

### SA Product Manual

The SA Product Manual is the South Australian Tourism Commission's publication for the international trade. It is used as a ready and accurate reference guide by wholesalers and agents who plan and book Australian holidays. It is distributed to the international travel trade (inbound tour operators, overseas wholesalers and overseas retail agents). The SATC's international staff use the publication as one of their key information resources for wholesalers and retailers in the UK, Europe, USA, NZ and Asia. As it is a reference tool only, no direct bookings are made from the publication. Advertising in the publication will greatly assist you in promoting your product to the international trade. Applications open annually in June.

**Contact:**

Belinda Barton,  
Trade Events Coordinator  
Email: [belinda.barton@tourism.sa.com](mailto:belinda.barton@tourism.sa.com)

### Industry Forum

The International Marketing department holds an Industry Forum for South Australian operators annually in November. Through participation in this Forum you have the chance to meet with the SATC's International Managers.

**Contact:**

Group Assistant – Sales  
Email: [satcinternational@tourism.sa.com](mailto:satcinternational@tourism.sa.com)

### International Marketing Team Briefings

The International Marketing team holds bi-weekly meetings at which all operators can provide an update on their tourism business, products and/or services. These briefings provide an opportunity for you to effectively disseminate information about your product and business throughout the SATC. Meetings are held in the SATC head office at Lvl 3, 121-125 King William Street, Adelaide.

**Contact:**

Group Assistant – Sales  
Email: [satcinternational@tourism.sa.com](mailto:satcinternational@tourism.sa.com)

### Inbound Tour Operator Newsletter

A bi-monthly newsletter is produced for Inbound Tour Operators. South Australian operators can submit information on new products, or updates to their existing products and services for inclusion in these newsletters. The information used will be at the discretion of the SATC and will depend on the availability of space and relevance to the market.

**Contact:**

Marc Leopold,  
Inbound Marketing Manager  
Email: [marc.leopold@tourism.sa.com](mailto:marc.leopold@tourism.sa.com)

## BECOMING MORE ESTABLISHED INTERNATIONALLY

### Discover SA

Discover SA is an inbound workshop for South Australian operators to meet with and showcase their product to Inbound Tourism Operators (ITOs). The workshop is followed by a weekend of regional familiarisation tours by the ITOs. Discover SA is held annually in March/April in conjunction with the Australian Tourism Export Council (ATEC).

**Contact:**

Belinda Barton, Trade Events Coordinator  
Email: [belinda.barton@tourism.sa.com](mailto:belinda.barton@tourism.sa.com)

### Talk SA

Talk SA is an inbound workshop held annually in September in Sydney. The workshop provides the opportunity for South Australian operators to meet with Inbound Tourism Operators in scheduled appointments and in doing so seeks to educate and update ITOs on their product. Talk SA focuses mainly on Sydney-based ITOs but the SATC does invite and sponsor some ITOs from other states.

**Contact:**

Belinda Barton,  
Trade Events Coordinator  
Email: [belinda.barton@tourism.sa.com](mailto:belinda.barton@tourism.sa.com)

### Australian Tourism Exchange (ATE)

The Australian Tourism Exchange (ATE) is one of the world's premier tourism trade events. It is a forum for the Australian tourism industry to exhibit their products and services and meet with select travel wholesalers and retailers from around the world. The event is coordinated and funded by Tourism Australia in partnership with members of the Australian tourism industry. ATE is separated into two parts, Eastern Hemisphere (Japan and Asia) and Western Hemisphere (rest of world), to allow Australian operators to choose which markets they would like to target.

**Contact:**

Belinda Barton,  
Trade Events Coordinator  
Email: [belinda.barton@tourism.sa.com](mailto:belinda.barton@tourism.sa.com)

### ITO Sales Calls

If you are planning a trip to Sydney or Melbourne and are thinking of undertaking sales calls to Inbound Tour Operators, contact Marc Leopold, Inbound Marketing Manager for assistance and recommendations in planning your visits.

**Contact:**

Marc Leopold,  
Inbound Marketing Manager  
Email: [marc.leopold@tourism.sa.com](mailto:marc.leopold@tourism.sa.com)

## MARKET SPECIFIC INFORMATION & TRADE EVENTS

Each year, international trade and consumer shows are held in overseas markets to promote Australia as a premier travel destination. The majority of these trade shows and events are held within key international markets, which provides the opportunity for the Australian tourism industry to meet with travel agents and travel wholesalers from around the world.

Information on trade and consumer shows run by Tourism Australia can be accessed from [www.tradeevents.australia.com](http://www.tradeevents.australia.com).

For further information on trade events and marketing opportunities relating to specific markets please contact the relevant Marketing Executive.

### Asia

**Martin Kaesler**, Marketing Executive, Asia  
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## UK & Europe

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Email: brooke.modra@tourism.sa.com

**Susanne Regenber-Drew**, Marketing Executive, France & Italy

Phone: 08 8463 4658

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## New Zealand & The Americas

**Matt Guy**, Marketing Executive, NZ & Americas

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Email: matt.guy@tourism.sa.com

Trade and consumer show subsidies are available to operators participating in selected trade and consumer events.

## TRADE SHOW SUBSIDIES

### Who can claim a trade show subsidy?

Financial support in the form of a subsidy to participate in selected trade shows is available on application to those operators of tourist services to and within South Australia who have a current operator agreement with the SATC. Other conditions apply, including:

- A subsidy is only available to operators who agree to locate their stand in the South Australia 'precinct'.
- For national and/or interstate based operators to qualify, the greater proportion (more than 50%) of the product must be South Australian.
- A subsidy is not available to Tourism Marketing Boards or regional marketing committees.
- Subsidies are only available to operators accredited through the National Tourism Accreditation Program.

### How much can I claim?

Generally, first year participation in an SATC supported and approved consumer or trade show attracts a 30% subsidy, with a 15% subsidy in the second year. Subsidies cease in the third year. However, for some trade shows (particularly if they are new and in the international market) SATC may elect to provide a higher level of funding or provide funding for a longer period (eg assistance for 3rd year participation). This is at the SATC's discretion and will be communicated to you when registrations of interest are sought.

Please note that subsidies apply to the cost of registration only (ie. not accommodation or transport if they are not covered as part of the registration fee etc.) and there is no subsidy for extra delegates (ie. only one person per company is covered by subsidy).

### When do I claim?

SATC subsidies will be paid retrospectively. Once the event has been held you can send in your claim.

### How do I claim?

You must forward an invoice that includes your ABN to the South Australian Tourism Commission. The SATC will reimburse the relevant percentage of the GST exclusive price of the event. If you are GST registered, you must then add 10% for the GST – regardless of whether your original participation fee had a GST component or not.

Should you have any enquiries regarding international trade shows, please contact the relevant Marketing Executive. Enquiries regarding subsidies for shows held in Australia (including Australian Tourism Exchange) should be directed to Joanne Chadwick, Manager, Trade Events and Projects on 08 8463 4591 or joanne.chadwick@tourism.sa.com.

## ATEC (AUSTRALIAN TOURISM EXPORT COUNCIL)

ATEC is the peak national body of the tourism export industry. With over 30 years experience it has a proven record of delivering professional business services, industry development initiatives and government lobbying to assist members with growing their inbound tourism business.

ATEC membership is a strong endorsement of professionalism, credibility and international market knowledge amongst the tourism export industry.

### Who are its members?

*Inbound Tour Operators* (ITOs) who collate, contract, book, administer and service FIT, group, incentive, conference and cruise ship business around Australia on behalf of overseas wholesale and retail travel agents.

*Tourism Product Suppliers* including:

- accommodation providers
- tour companies
- attractions
- airlines
- cruise lines
- transport operators
- food and beverage outlets
- tourism services

### Top 5 benefits of ATEC membership are:

- Exclusive access to a 1200-strong member database to help you develop your business opportunities.
- ATEC's workshop and familiarisation programs provide the opportunity to showcase your product to inbound tour operators and other suppliers (members also receive discounted rates to attend SA-specific events, 'Discover SA' and 'Talk SA')
- Regular business updates provide you with "on the pulse" market intelligence.
- ATEC actively lobbies government and influences policy on your behalf.
- Regular national and state/territory networking events help you make important business contacts.

### Other key advantages:

- ATEC membership is a preferential criteria used to assess applications for participation in the Australian Tourism Exchange.
- Tourism Australia identifies ATEC members in all of its manuals.
- Members can attend the 600-delegate annual ATEC Symposium (details below).
- Membership entitles you to attend the 400-delegate annual ATEC Meeting Place (details below).
- Members receive priority or exclusive entry to the ATEC branch famils and ITO workshops held around the country (SA details below).
- Members also receive invitations to all other local ATEC branch events including market updates, industry forums and networking functions.

### Major ATEC organised events of interest to SA operators:

#### ATEC Meeting Place

**1-2 December 2010**

Location: Sydney

Organised by the ATEC national office, this annual event incorporates the AGM, and also workshop sessions and networking functions with Inbound Tour Operators from across Australia, who converge on Sydney to listen and learn about Australian Tourism Suppliers' product.

**Discover SA**  
**5 – 8 May 2011**  
Location: TBC

Organised jointly by the SA branch of ATEC and the SATC, this annual workshop brings together approximately 40 interstate and local inbound tour operators and a similar number of South Australian product suppliers for one day of face-to-face business appointments. The workshop is followed by a weekend of regional familiarisation tours by the ITOs.

**ATEC Symposium**  
**17 – 20 May 2011**  
Location: Hamilton Island

Organised by the ATEC national office, the annual ATEC Symposium is the largest of ATEC's events with approximately 650 inbound professionals attending the 4-day event. The program offers a wide range of seminars, forums, workshops and familiarisation programs. This provides ATEC members with a unique opportunity to build strong commercial relationships with distribution networks.

**To become an ATEC member:**

To apply for membership of ATEC in South Australia please contact:

Kent Rossiter  
Branch Manager SA/NT  
Phone: 08 8331 1200  
Email: kent.rossiter@atec.net.au

Further information can also be obtained by visiting the ATEC website at [www.atec.net.au](http://www.atec.net.au).



## INTERNATIONAL MARKETING GRANTS

Are you spending money marketing your business internationally? If so, you may be eligible for one of the following grants.

### **EMDG – Export Market Development Grant**

Grants are available for tourism businesses that spend at least \$10,000 on eligible export promotional activities (excluding New Zealand) during the financial year before the application period. First-time applicants may combine two consecutive financial years' expenses to meet this threshold. Visit [www.austrade.gov.au](http://www.austrade.gov.au) for further details.

### **NEDP – Getting Into Export Program**

A package of free services offered through Austrade and TradeStart, which are designed to assist small and medium sized Australian companies to develop their business overseas and make their first export sale. Visit [www.austrade.gov.au](http://www.austrade.gov.au) for further details.

### **MAP – Market Access Program**

Funds are available to assist small and medium businesses develop export capability, assist these companies conduct market awareness campaigns, and enable local businesses to develop export culture. This program is currently under review. Visit [www.southaustralia.biz](http://www.southaustralia.biz) for further details.

### **Need assistance with applying for grants?**

Export Solutions is a private consultancy in SA that specialises in the preparation of EMDG and MAP applications, and has particular expertise in the tourism, wine and event industries. Contact Stuart Mitchell on 08 8231 9066 or email [stuart@exportsolutions.com.au](mailto:stuart@exportsolutions.com.au) for information about eligibility and assistance in preparing the applications.