

# ATTENDING TRADE EVENTS



## **SOUTH AUSTRALIAN TOURISM COMMISSION, EVENTS, WORKSHOPS AND OVERSEAS MISSIONS/ROADSHOWS.**

SATC coordinates a program of trade events, workshops and overseas trade missions/roadshows designed to showcase South Australian products to key trade partners and travel trade media and to educate and increase agents' knowledge of destinations, experiences and individual products in South Australia. For further information about upcoming SATC trade events visit [www.tourism.sa.com](http://www.tourism.sa.com)

## **TOURISM AUSTRALIA EVENTS AND WORKSHOPS**

Tourism Australia coordinates and participates in a number of international trade events and workshops each year. SATC works in conjunction with Tourism Australia on the majority of these events and workshops. Tourism Australia's events are held within key international markets bringing together the Australian tourism industry and the distribution system from around the world.

Tourism Australia's flagship event is the Australian Tourism Exchange (ATE) which is held annually. ATE is a key opportunity to meet with international wholesale companies in scheduled one-on-one appointments. Find out more about Tourism Australia's trade events on their website.

## **AUSTRALIAN TOURISM EXPORT COUNCIL EVENTS**

The Australian Tourism Export Council (ATEC) is a membership based organisation that hosts trade events where tourism businesses meet with inbound tour operators (ITOs) in a business to business workshop, with the aim of developing new partnerships and updating existing partners. SATC works with ATEC on the annual DiscoverSA event in South Australia.

Visit the ATEC website for more information on ATEC workshops, events and membership.

## **INDEPENDENT TRADE EVENTS**

There are a host of trade events relating to the tourism industry in Australia and around the world, including segment-focused events such as the World Youth & Student Travel Conference (WYSTC), as well as large-scale trade shows such as World Travel Market in London.



*A global tourism industry events calendar is coordinated by Tourism Australia*

**You can use trade events to strengthen distribution partnerships and ensure the travel trade at each level are knowledgeable about your product, and well prepared to sell it to their customers.**

## **BENEFITS OF ATTENDING TRADE EVENTS**

- Sell to staff at all levels (product managers, wholesalers, front line staff)
- Events may be more cost and time effective than conducting individual sales calls
- The more research you do, the greater return on your investment
- Seek out opportunities to include pre and post event sales calls to agents

## **TOP TIPS**

- Carefully review the selection criteria, format and cost of the event
- Find out if the trade event is suitable for your product
- Review the different participation options
- Determine whether the trade event will achieve your goals? (domestic vs international)
- Research who is attending and seek appointments with those most relevant to your product.

## TRADE SHOW SUBSIDIES FOR TOURISM BUSINESSES

SATC maintains a dedicated team in Adelaide which helps to coordinate South Australian industry representation at trade and consumer shows throughout the world. Financial support is often available to eligible South Australia based operators in the form of a subsidy.

To find if you are eligible or more about the subsidies please visit [www.tourism.sa.com](http://www.tourism.sa.com)

Contact: Belinda Barton, Manager, Trade Events and Projects.  
belinda.barton@sa.gov.au

## EXPORT MARKET DEVELOPMENT GRANTS

Austrade assists Australian businesses to succeed in international trade and investment in order to boost national prosperity. The Austrade administered Export Market Development Grants (EDMG) scheme is a key Australian Government financial assistance program and encourages small and medium sized Australian businesses to develop export markets. For further information about this scheme go to [www.austrade.gov.au](http://www.austrade.gov.au)

## DEVELOP A STRATEGY FOR THE EVENT



Source: Planning for Inbound Success 2014; p 49; Tourism Australia

**Commitment to participation is key. Research the different events and select those that will provide you with the best return. By committing to attend trade events for a minimum of three years, awareness of your product will increase and relationships with key trade partners will continue to develop.**