

SOUTH AUSTRALIAN TOURISM COMMISSION

# ATTENDING TRADE EVENTS



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## UNDERSTANDING TRADE EVENTS, WORKSHOPS & OVERSEAS MISSIONS

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Trade events create an opportunity for you to strengthen distribution partnerships and ensure travel trade are knowledgeable about your product, better preparing them to sell it to their customers. Through attending trade events, you have an opportunity to sell your product to all levels of trade partners, including product managers, wholesalers and frontline staff.

It is important to research the trade events available and strategically target those that can provide you return on investment. Some tourism operators find trade events to be more cost and time effective than conducting individual sales calls.

### SOUTH AUSTRALIAN TOURISM COMMISSION

The South Australian Tourism Commission (SATC) coordinates a program of trade events, workshops, and overseas trade missions/roadshows. This program is designed to showcase South Australia to key travel trade partners and media, while also educating agents about South Australian destinations, experiences and individual products.

For further information about upcoming SATC trade events visit: [www.trade.southaustralia.com](http://www.trade.southaustralia.com)

### TOURISM AUSTRALIA

Tourism Australia coordinates and participates in targeted trade events and workshops, focusing on key international markets. These projects bring together the Australian tourism industry and the distribution system from around the world. The SATC works in conjunction with Tourism Australia on the majority of these projects.

Find out more about Tourism Australia's trade events on their website: [www.tourism.australia.com](http://www.tourism.australia.com)

### Australian Tourism Exchange (ATE)

Tourism Australia's flagship event is the annual Australian Tourism Exchange. ATE is a key opportunity for tourism operators to schedule one-on-one appointments with international wholesale companies. The eligibility criteria is set by Tourism Australia and usually involves a minimum of previous attendance at another trade event and existing partnerships/contracts with Inbound Tour Operators (ITOs).

### AUSTRALIAN TOURISM EXPORT COUNCIL

The Australian Tourism Export Council (ATEC) is a membership-based organisation that hosts trade events that connect ITOs with tourism operators through business-to-business (B2B) workshops.

These workshops aim to develop new partnerships and create an opportunity to keep existing partners updated. The SATC works with ATEC on several trade events and training opportunities.

Visit ATEC's website for more information on workshops, events and membership: [www.atec.net.au](http://www.atec.net.au)

### INDEPENDENT TRADE EVENTS

There are many trade events relating to the tourism industry in Australia and around the world, ranging from large scale trade shows (e.g. World Travel Market) to niche sector events (e.g. Luxperience).

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## SUBSIDIES & GRANTS

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### TRADE SHOW SUBSIDIES

The SATC helps to coordinate South Australian industry representation at trade shows throughout the world. Where possible, the SATC offers financial support, in the form of a subsidy, for eligible South Australian based operators to attend key global trade events.

To learn more about the subsidies available or to find out if you are eligible contact:

[trade@sa.gov.au](mailto:trade@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 (EMDG) 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)



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## DEVELOP A STRATEGY FOR ATTENDANCE AT TRADE EVENTS

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Representation at trade events is a long-term strategy. Commitment to participation is important as this is a way to increase and foster relationships with key trade partners. It generally takes a minimum of three continuous years of attendance at a trade event for the travel trade to develop good awareness of your product.

Before committing to attending trade events, you should determine your objectives and develop a plan for how to manage your relationships with a long-term perspective.

### 1. MEET WITH THE RIGHT PEOPLE

Obtain a list of buyers who are attending

Identify your existing and potential new partners – contact them before the event, and be sure to schedule appointments with them at the event

Register for and attend all social and networking opportunities during the event

Aim to secure a prominent location or find a unique way to capture the attention of delegates at your booth

### 2. SHARE YOUR MESSAGE EFFECTIVELY

Use consistent branding

Keep messages short, sharp and memorable

Listen for 80 percent and sell for 20 percent

Tailor sales messages to the buyer's needs

Sales collateral should highlight your unique selling points

### 3. FOLLOW-UP

Capture your contacts and record key notes from your conversations

Ensure to send a personalised thank you note to every person you met with

Follow-up as soon as possible with promised materials or further information

### 4. EVALUATE

Analyse the benefits of the relationships you have developed

Decide on next steps from each appointment, where relevant

Determine whether the potential business from these new partnerships weighs up when compared to the cost of your attendance at the trade event (the return on investment (ROI) of your participation)

Use the information gained from your attendance to prepare your strategy for the next trade event

#### TOP TIPS

- Carefully review the selection criteria, format and cost of the event – trade events can be costly (and/or rewarding) investments into your business
- Before registering, research if the trade event is suitable for your product (i.e. some niche products may not benefit from large trade events)
- Review the different participation options
- Keep an eye out for early bird rates to save on registration fees for your preferred event/s
- Determine whether the trade event will help you to reach your desired audience (i.e. domestic vs international)
- Seek out opportunities to include pre and post event sales calls to agents
- Don't be late for your scheduled appointments. Buyers have travelled a long way and invested their time to meet with you. Professionalism is important to build your relationship with potential partners

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