

THE INTERNATIONAL MARKETPLACE

Should I market my product overseas?

Before you consider entering the international marketplace it is important to ask the following questions to find out whether your product is suitable for overseas markets.

- Is your product registered on the Australian Tourism Data Warehouse?
- Is your product already established in the Australian domestic market?
- Are you advertising in domestic brochures such as “SA Shorts”?
- Is your product accredited through the National Tourism Accreditation Program?
- Is your product easily accessible and can it be combined with other tourism experiences in South Australia?
- Are you a member of a regional tourism organisation?
- Does your product reflect an Australian experience to the customer?
- Does your service reflect the high levels of service expected by international visitors?
- Can your product be booked quickly and easily?
- Do you offer sufficient capacity?
- Are you able to give allotments and/or provide departure dates?
- Have you considered attending relevant trade shows?
- Have you considered a sales visit to meet with key agents in the relevant target market?
- Is your current collateral adaptable to the overseas marketplace?
- Are you prepared to pay between 20-30% commission, accept voucher as form of payment, and quote and confirm prices 12-18 months in advance?
- Are you prepared to research international markets to establish who will use your product and does your product meet the target’s needs, or does it need refining?

International Distribution Chain

One of the most important concepts you will need to understand is the distribution system that exists in the international environment. Whilst the model below is the basic model for all international distribution systems, the level of influence of the various players involved differs significantly across markets.



Planning for Inbound Success

Tourism Australia has developed a document, Planning for Inbound Success which can be downloaded from their website – www.tourism.australia.com – under Marketing Resources.

The Aussie Specialist Program

The Aussie Specialist Program (ASP) is Tourism Australia's global online training program, designed to give travel agents and distributors the knowledge and skills to sell Australia more effectively. The number of qualified agents globally stands at approximately 8,500. These 'Aussie Experts' have been educated and trained in the ASP run by Tourism Australia with the cooperation of the State and Territory Tourism Organisations. For more information go to www.tourism.australia.com/asp.

Retailers

A retailer can either distribute your product for you directly to the consumer or via a wholesaler's program. Retailers sell your product at the agreed retail price, for which they are paid commission.

Wholesalers

Wholesale companies brochure already developed product into a packaged format and distribute these brochures to affiliated or preferred travel agents.

Inbound Tour Operators

Inbound Tour Operators (ITOs) coordinate travel arrangements in Australia on behalf of the overseas wholesale companies and retail travel agents. They offer a service of planning the itinerary in Australia, costing the various components of the tour (transfers, accommodation, sightseeing, domestic transportation etc.) and booking the tour components of the ITOs. Many require a product operator to have been operating for a period of time in the domestic market before they will accept it as a potential supplier of a tourism product internationally.

Generally speaking, the ITOs handling the majority of the business from international wholesalers and retailers are members of the Australian Tourism Export Council (ATEC).

International Brochure Planning Period

Market	Brochure Planning Period	Key Holiday Periods
New Zealand	Aug – Nov	Dec – Jan
The Americas	Aug - Nov	Jul – Aug
UK/Nordic	Aug – Dec	Easter, Jul – Sep, Dec – Jan
France	Sep – Dec	Dec – Jan, Jul – Sep
Germany	Jun – Oct	Dec – Jan, Jul – Sep
Italy	Oct – Dec	Dec – Jan, Jul – Sep
Switzerland	Jul – Nov	Dec – Jan, Jul – Sep
Netherlands/Belgium	Aug – Nov	Dec – Jan, Jul – Sep
Hong Kong	Mar – Apr, Sep – Oct	Jan/Feb, Apr, Jul/Aug, Dec
China	Sep – Oct	Jan/Feb, Jul/Aug, Oct
Singapore	Jun – Jul, Jan – Feb	Feb, Jun, Oct – Dec
Malaysia	Oct – Jan, Jun	Feb, May, Nov – Dec
India	Sep - Jan	Feb – May, Nov - Dec
Japan	May – Jun, Feb – Mar	Apr/May, Jul/Aug, Dec/Jan