

NATIONAL TRADE MARKETING

KEY CONTACTS

South Australian Tourism Commission

Name Emma Giles
Position National Trade Marketing Manager
Telephone 08 8463 4529
Email emma.giles@tourism.sa.com

Name Lisa Anderson
Position Trade Marketing Executive
Telephone 08 8463 4607
Email lisa.anderson@tourism.sa.com

Name Carol McDonald
Position Packaging Executive
Telephone 08 8463 4558
Email carol.mcdonald@tourism.sa.com

OVERVIEW

The National Trade Marketing (NTM) team works with national wholesalers, tour operators, travel agents, airlines, automobile associations and other intermediaries to ensure South Australia's products and experiences are available through the travel trade distribution system. The team assists the domestic travel trade to convert consumer interest to travel to South Australia (SA) by implementing educational opportunities and conducting co-operative marketing campaigns, which leverage off SATC-initiated marketing campaigns.

The NTM team have a specific co-op marketing budget that is allocated to working with domestic partners and airlines throughout the financial year. In addition to this, a number of familiarisations, in-house training sessions and other educational activities are undertaken.

OVERVIEW OF TARGET MARKET

The South Australian Tourism Commission has undertaken significant research into its target market. An overview of this market, called 'Greg & Helen' provides the SATC and operators an insight into how this market researches, books holidays, and their day-to-day habits in order to attract them to SA.

Target Market 'Greg & Helen' Profile:

- 484,000 reside in Australia (6%)
- 3/4 of them are without children
- 58% are empty nesters / in retirement
- HHI: Across socio-economic levels
- University educated
- From capital cities, almost half from Melbourne or Sydney
- Quality, not pretentious
- Active, immersive experiences
- SA is one of many experiences on the list – not at the top

HOW TO CAPTURE 'GREG & HELEN'S' INTEREST

- They prefer to be informed about the holiday through travel shows, with the initial interest stemming from a travel program on TV, in the newspaper or a glossy magazine.
- Once they are aware, 86% research their holiday through state tourism websites.
- 46% indicated they would book in person through a retail travel agent. This confirms the importance of the NTM team who have developed strategies to train and communicate with trade (including travel agents) on relevant product.
- For further information on 'Greg & Helen' please contact the Research team at the SATC (satcresearch@tourism.sa.com).

COOPERATIVE CAMPAIGNS AND PRODUCT PACKAGING

The NTM team work with trade partners developing retail offers for cooperative advertising campaigns. Trade partners match our dollar for dollar investment and incentives are often provide to encourage sales. NTM facilitate the packaging of major South Australian events and educate wholesale partners on additional South Australian product for inclusion in their programs. In order to gain exposure through national wholesale programs it is recommended your product feature in *South Australian Shorts* (committing to 20% commission).

RETAIL TRADE PARTNERS

The NTM team work with retail travel agents to provide them with the best possible knowledge on SA and its products to assist with converting enquiries into bookings. This is achieved through face-to-face training, familiarisations to SA and a quarterly e-newsletter. Benefits available to retail partners include access to cooperative marketing funding, images, editorial, window displays, promotional DVDs and targeted incentives. The SATC encourages retail bookings via the traditional distribution system and supports preferred wholesale arrangements. A full list of retail travel agents is available through the *Traveltrade Yearbook* (produced bi-annually). For a copy please contact Reed Business Information on 1300 360 126 or email customersevice@reedbusiness.com.au.

SOUTH AUSTRALIAN HOLIDAYS (SA HOLIDAYS)

A new, specially tailored wholesale program, *SA Holidays*, was launched in October to support major domestic campaign activity. The brochure includes more than 200 tourism products across South Australia, including accommodation, tours, two and three-day priced packages, extended itineraries, a "what's new" section, maps and an event calendar to ensure you plan an unforgettable South Australian holiday for your clients.

Product included in *SA Holidays* was chosen for its relevance to the 'Greg & Helen' target market and experiences that is not currently represented in wholesale programs. *SA Holidays* will fill the product gap that exists in existing wholesaler programs, and SATC will be encouraging its industry partners to review the program and identify new opportunities.

SOUTH AUSTRALIAN SHORTS (TRADE VERSION)

There are two versions of the *Shorts* brochure: consumer (with operator contact details) and retail trade (with no operator contact details). *Shorts* provides an easy reference and greater choice of product (that may not be featured in the larger wholesale programs). The 2009-2010 program contains more than 340 accommodation packages, tour operators, car rental companies and attractions. For further information on the 2010-2011 *Shorts* brochure please contact Alda Ward on 08 8463 4604 or email alda.ward@tourism.sa.com.

TRADE E-NEWSLETTERS

Retail travel agents are extremely busy and receive a large amount of correspondence direct from operators. Due to this, messages via direct correspondence may be diluted and are not recommended by SATC. To avoid this, the SATC has developed a seasonal e-newsletter, *SA Snippets* that is distributed to approximately 4,500 trade partners. Information is included at the discretion of the SATC* and inclusion will depend on space availability, relevance to particular market and the theme of the newsletter. If you are interested in submitting information for this e-newsletter, please submit a short description of your business or new product (max. 50 words) and an image to tradesatc@tourism.sa.com.

TRADE FAMILIARISATIONS (FAMILS)

Domestically, SA has low awareness and appeal therefore famils are still the most important and effective way of educating the trade. As trade expectations are low prior to visiting SA these are always exceeded on conclusion of the famil. The NTM team organise and host trade retail and wholesale reservation famils, in conjunction with major industry partners, such as an airline, wholesaler and major tour operators (eg. APT, AAT Kings, GSR). This enables the famil to focus on product featured in the relevant wholesale program. Whilst the NTM team sets aside a significant budget for these famils, the support of SA operators is appreciated and increases the number of famils and participants to this wonderful State.

TRADE MARKETING KIT

The NTM team produce a Trade Marketing Kit (TMK), which lists the national wholesale brochures containing South Australian product and South Australian regional guides. A complete list of full colour A1 South Australian posters are displayed in the TMK which are ideal for in-store or window displays, as well as various ways the NTM team work with trade partners in order to increase South Australian bookings. If you wish to receive a copy of the TMK please email tradesatc@tourism.sa.com.

SELF FAMIL PROGRAM

Famils are an integral part in educating the trade as they experience SA first hand. This increases their confidence to sell SA. NTM are approached by trade frequently for industry rates/offers on SA product. It is for this reason the NTM team is developing a self-famil program, to be launched late 2009. This program will be promoted to Australian travel agents and wholesale consultants to visit SA in their own time. The program will incorporate specific South Australian product and the best industry rate. For further information, please contact Lisa Anderson 08 8463 4607 or email lisa.anderson@tourism.sa.com.

ONLINE TRAINING PROGRAM – SA EXPERTS

The NTM team is developing an online training program, which will provide a portal to South Australian destination information, product training material and selling tools for trade partners. An interactive test will be incorporated, encouraging trade partners to undertake approximately 60 questions with a 90% pass rate, enabling them to access the self famil program (as detailed above) and other bonuses. The site will increase trade partners' knowledge of South Australia and ultimately their confidence and ability to sell our brilliant State.

OPPORTUNITIES FOR OPERATORS

1. SATC-hosted famils and agent self famil program.
2. Inclusion in the SATC's bi-monthly e-newsletter*.
3. Deals and offers – when promoting deals and offers please keep the NTM team informed and where relevant, they will be included in marketing campaigns.
4. Following the success of this year's event, wholesale product managers will again be invited to TalkSA. This provides operators the opportunity to make contact, educate and update decision makers on your product.
5. Future opportunities will be communicated through the Domestic Trade & International Marketing e-newsletter. If you currently do not receive this please email Rebecca Sewell at rebecca.sewell@tourism.sa.com.

*Please note your product must be featured in one of the following 2009/10 wholesale programs (in order for our retail agents to book your product and for the NTM team to promote your product): SA Holidays, South Australian Shorts, Qantas Holidays – “Experience Australia”, Travelpoint – “South Australia”, Great Aussie Holidays – “The Very Best of South Australia”, Great Southern Rail – “Australia's Great Train Holidays”, Infinity Holidays – “South Australia & Western Australia”, Blue Holidays 'Online', Kangaroo Island SeaLink Holidays, TravelLink 'Southern Australia', Australian Pacific Touring 'Kangaroo Island Odysseys', AAT Kings 'Southern Australia' and/or Creative Holidays.