

# NATIONAL TRADE MARKETING

## KEY CONTACTS

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## OVERVIEW

The National Trade Marketing (NTM) team works with national domestic wholesalers, online travel provider/agent, 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 into travel to South Australia (SA) by implementing educational opportunities and conducting co-operative marketing campaigns, which leverage off SATC-initiated branding 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.

### 2009/10 Trade Relations with Agents & Wholesale Reservation Staff

**Trained:** 259

**Presented To:** 1414

**Familiarisation Participants:** 231

- For every \$1 SATC NTM invested into cooperative campaigns we leveraged an additional \$2 from trade partners
- For every \$1 invested by SATC NTM cooperative campaigns return on investment was \$14

## OVERVIEW OF TARGET MARKET

The South Australian Tourism Commission (SATC) 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](mailto: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 provided 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 you first feature your product in South Australian Holidays (committing to 20% commission). Then work with the NTM team to contract your product with domestic wholesalers. Please note an average of 20-25% is required as well as brochure fees.

## 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](mailto:customersevice@reedbusiness.com.au).

## SOUTH AUSTRALIAN HOLIDAYS (SA HOLIDAYS)

SA Holidays is the SATC's specially tailored wholesale program. Launched in October 2009 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 agents and consumers plan an unforgettable South Australian holiday.

Product included in SA Holidays was chosen for its relevance to the 'Greg & Helen' target market and experiences. SA Holidays fills the product gap that exists in existing wholesaler programs, and SATC will be encouraging its wholesale partners to review their programs and identify new product opportunities, which they may wish to contract in the future. SA Holidays is distributed nationally to retail travel agents and consumers direct.

## 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 2010-2011 program contains more than 340 accommodation packages, tour operators, car rental companies and attractions. The Shorts trade version was developed for retail agents within SA, who have consumers come into their agencies and ask for the well known 'Shorts' book. For further information on the 2011-2012 Shorts brochure please contact Alda Ward on 08 8463 4604 or email [alda.ward@tourism.sa.com](mailto: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 bi-monthly 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 consideration in 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](mailto: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 features the national wholesale brochures containing South Australian product and South Australian regional guides. The TMK includes details of 'SA Experts' Online Training Program and 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](mailto:tradesatc@tourism.sa.com).

## ONLINE TRAINING PROGRAM – SA EXPERTS

The NTM team have developed an online training program [www.trade.southaustralia.com](http://www.trade.southaustralia.com), which provides a portal to South Australian destination information, product training material and selling tools for trade partners. An interactive training module has been incorporated, encouraging trade partners to undertake 60 multiple choice questions with a 90% pass rate, enabling them to access the social pages, SA Snippets, media gallery FOC and famil priority. The site will increase trade partners' knowledge of South Australia and ultimately their confidence and ability to sell our brilliant State. Launched late February 2010 the site has received a positive feedback from trade with 319 trade partners already becoming SA Experts and a further 189 are registered yet to complete the program.

## OPPORTUNITIES FOR OPERATORS

1. SATC-hosted famils.
2. Inclusion in SA Experts 'New Product' Section
3. Inclusion in the SATC's bi-monthly e-newsletter\*.
4. Deals and offers – please keep the NTM team informed and where relevant, they will be included in marketing campaigns.
5. Following the success of this year's SATC trade events, wholesale product managers will again be invited to TalkSA and Discover SA. This provides operators the opportunity to make contact, educate and update decision makers on your product.
6. Future opportunities will be communicated through the SATC Domestic & International Trade Marketing e-newsletter.

*\*Please note your product must be featured in one of the following 2010/11 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"; Travepoint – "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.*