

UK / IRELAND / BENELUX / NORDIC

KEY CONTACTS

South Australian Tourism Commission

Name Neil Saunders
Title Marketing Manager
Email nsaunders@satc.australia.com

Name Odette Smith
Title Marketing Executive
Email osmith@satc.australia.com

Address Level 6, Australia Centre, Australia House,
Strand, London WC2B 4LG, UK
Telephone +44 207 438 4637 / +44 207 438 4636
Fax +44 207 240 6690

Name Jovanka Ristich
Title PR Manager
Address 23A Boyn Hill Avenue, Maidenhead, Berkshire SL6 4EY, UK
Telephone +44 1628 623 003
Email jovanka@independentpr.co.uk

Name Lachlan Swan
Title Marketing Executive, UK & Central Europe
Address Level 3, 121-125 King William St, Adelaide SA 5000
Email lachlan.swan@tourism.sa.com

Tourism Australia Contacts

Name Ben Janeczko
Title UK Distribution Manager
Address Australia Centre, Australia House, Strand, London WC2B 4LG,
UK
Telephone +44 207 438 4612
Fax +44 207 240 6690
Email bjaneczko@tourism.australia.com

Name Alex Hepworth
Title Partnership Development Executive - Ireland / Nordic/ Benelux
Address Australia Centre, Australia House, Strand, London WC2B 4LG,
UK
Telephone +44 207 438 4610
Fax +44 207 240 6690
Email ahepworth@tourism.australia.com

GENERAL MARKET OVERVIEW

UNITED KINGDOM

Source: Data from Tourism Research Australia (TRA) International Visitor Survey (IVS)

- Population: 61,383,000 (approx.)

Major Cities Population (approx.):

London	12,000,000	Leeds	2,125,000
Birmingham	2,550,000	Liverpool	1,340,000
Manchester	2,475,000	Tyneside (Newcastle)	1,060,000

- The Pound has fluctuated dramatically against the \$AUD since September 2008 when the global economic crisis began and continues to do so. The Pound vs. Euro is now generally 1:1, so holidays to Europe are seeing a dramatic reduction. This keeps the door open for great value holidays to Australia from the UK, even though the exchange rate is less favourable for the GBP to the AUD.
- The housing market is showing signs of recovery and an increasing amount of people have more disposable income due to falling mortgage interest rates and the recent rise in house sales, which have seen the first positive growth in over a year.
- In terms of general across the board holiday booking trends, the anecdotal evidence from UK-based tour operators is that bookings are down year on year, but each month varies and shows differing signs of either improvement or reduction. Nothing can be predicted anymore. Some of the exceptions are in the luxury end of the market and backpacker/adventure sections where sales are steady and strong respectively.
- There is evidence of some improved trading conditions being reported by partners. We have seen this in recent arrivals figures for the UK market (May and June arrivals up by 5%) but we are not clear on the longevity of this given the shift to even shorter lead times. These bookings are a result of continued discounting by airlines and Australian suppliers to further drive shorter lead times; airlines continue to be aggressive in their fares to Australia with fares available for approximately £400.
- The VFR market will no doubt see a huge increase, so you may want to think about marketing to those friends and relatives in SA to gain extra business.
- WHV are increasing in all markets, with record numbers out of Ireland, while the UK still leads the way with the largest contingent of WHV, also increasing at 21% year on year to 28,378 for the period July 2008 to February 2009.
- There has been a huge increase in the use of ITOs by most traditional tour operators in-market. ATS Pacific holds the lion's share of tour operators in the UK and Nordic, but AOT is fighting back with the announcement of Kuoni joining their ranks for April 2010. Not many tour operators contract direct with the exception of purely web-based tour operators and referral style companies. E.g. Australian Travel Market, Addicted to Travel.
- Responsible tourism is still key to several operators and consumers. It is not the reason why they book but it is an important factor in their decision making. For many it is not about changing what you do, although there will be some elements of this, but more so talking about and publishing what you do in your brochures and on your websites. You want to ensure you let those travellers with a responsible awareness, and the general consumer alike, know what you can do and offer on an environmental, social and economic front, as well helping the planet.

Visitor Numbers

- Visitor numbers to Australia from the UK during the year ended 30 June 2009 were 615,100 – a 4% decrease on the previous year.
- The latest tourism forecast for the calendar year 2009 is a 9% drop. While for 2010, the forecast is a 4.5% increase.
- Of the 615,100 that visit Australia, SA has 12% of the share, roughly equal to last year.
- Total visitor numbers to South Australia from the UK for the year ending 30 June 2009 was 73,500 - this was a 7% decrease on the previous year.

Consumer Profile & Trends

- One in every 88 UK residents visits Australia every year. The UK ranks 2nd on the list for visitor numbers to Australia.
- Australia's most important international market in terms of economic value, leisure travel expenditure and bed-nights is the UK.
- On average UK visitors spend AUD\$5,560 on their trip to Australia.
- On average, English visitors spend 33 nights in Australia.
- Dispersal: 43% of visitor nights are spent outside Sydney / Brisbane / Melbourne / Perth.
- 56% of UK visitors are repeat visitors to Australia.
- The most popular time to travel to Australia is November to March.
- Two thirds of UK adults have taken a holiday abroad or in the UK over the previous 12 months, providing a market in excess of 32 million customers. More people are taking more holidays, but of shorter duration – supplementary short breaks are the prime beneficiary of the new holiday pattern although this has slowed due to the recent economic downturn and a rise in the Euro vs the GBP.
- Although year on year arrivals have been down, data indicators show that consumer spend from the UK continues to grow and this is also what the distributors in the UK continue to see as spend by the UK traveller to Australia grows.

Language - English is the official language.

Annual Leave Entitlements

The minimum for the UK is 20-25 days plus Bank Holidays. A 25-30 day annual leave allowance is quite usual in the UK.

GENERAL MARKET OVERVIEW

IRELAND

Source: Data from Tourism Research Australia (TRA) International Visitor Survey (IVS)

- Population: 4.1 million.
- GDP dropped by 8.5% in 2008-09 mainly because of the ongoing slowdown in the previously overheated property sector and the recession in Ireland, while the fall in domestic demand was even more marked at -15%. These contractions were larger than any other high-income European country.
- The Irish travel trade are continuing to report a competitive environment due to the economic situation, with bargain-hunting consumers favouring internet quotes and direct bookings. But there have been some closures of smaller high street retail agents and small tour operators due to the recession.
- There is a reported shift in consumer purchasing from taking numerous short haul holidays per year to taking one main holiday. This, combined with increasingly competitive airfares to Australia, will hopefully heighten the attractiveness of an Australia holiday.
- There has been very strong growth in working holiday maker (WHM) visa issuance of around 55% for the period July 2008 to February 2009.
- The Irish travelled overseas on holidays in smaller numbers in 2008/09, but it seems that in the few places they are going, they are going in large numbers.
- Value for money is quoted to be the priority for the Irish traveller, which is reflected in their choice of destination. Many European destinations are top of the list for Irish consumers, such as Spain, Portugal and the French Riviera.

Visitor Numbers

There were 68,200 visitors to Australia from Ireland in the year ending June 2009. This represents a 1% increase on the year ending June 2008.

Consumer Profile & Trends

- Ireland is Australia's 17th largest inbound market for arrivals.
- The latest tourism forecast for the calendar year 2009 is a 6% drop, while for 2010 the forecast is a 1.2% increase.
- In 2008, the average length of stay for Irish visitors was 55 nights, ranking them 3rd for all markets, much higher than the average of 32 nights for all visitors. This can be attributed primarily to the huge rise in WHV.
- Ireland is Australia's 14th largest source market in terms of total expenditure.
- On average, Irish visitors spend AUD\$6,445 on their trip to Australia.
- Dispersal: 30% of visitor nights are spent outside Sydney/Brisbane/Melbourne/Perth.
- 44% of Irish visitors are repeat visitors to Australia.

Language - English and Irish are the main languages.

Annual Leave Entitlements

The Irish have 20 days of leave per year.

GENERAL MARKET OVERVIEW

NORDIC

Source: Data from Tourism Research Australia (TRA) International Visitor Survey (IVS)

- Population Sweden 9,045,389 Finland 5,244,748
Denmark 5,484,723 Norway 4,644,457
- Denmark: A combination of rising employment uncertainty and falling house prices has led to a sharp decline in the outlook for consumer spending. Unemployment was at 2.9% in March 2009.
- Norway: Officially slipped into recession in the first quarter of 2009. Registered unemployment is expected to increase to 4.4% in 2010. The Norwegian travel trade has reported an increase in enquiries however these are not necessarily being converted into bookings
- Sweden: It is predicted that the economy will deteriorate sharply in 2009. GDP will drop by 3.9% and grow by just a meagre 0.9% in 2010. Unemployment is predicted to soar to 10.7% in 2010. Anecdotal feedback from the Swedish travel trade is that consumer interest for Australia is stable.
- WHV are increasing in all Nordic markets. Sweden has increased 12%, Denmark at 12% and Finland is leading the way with 22%, albeit from a small base.
- Increasingly competitive airfares and packages from some airlines and operators are helping keep Australia a viable and competitive long-haul proposition for consumers.

Visitor numbers

- There were 76,800 visitors to Australia from Scandinavia (not including Finland) in the year ending June 2009. This represents a 4% decrease year on year.
- Of the 76,800 that visit Australia, South Australia has 12.4% of the share.
- Visitor numbers to South Australia from Scandinavia for the year ending June 2009: 9,500. This represents a 9% decrease from the year ending June 2008.

Consumer Profile & Trends

- In 2008, Scandinavia rated as Australia's 15th largest inbound market for arrivals
- The latest tourism forecast for the calendar year 2009 is a 6.9% drop, while for 2010 the forecast is a 1% increase.
- In 2008, the average length of stay for Scandinavian visitors was 43 nights, much higher than the average of 32 nights for all visitors.
- Travellers from Scandinavia are likely to repeat their trip to Australia 44% of the time.
- Scandinavia is Australia's 12th largest source market in terms of total expenditure. In 2008, travellers from Scandinavia spent a total of \$543 million on trips to Australia, with an average expenditure of \$7,752 per trip.
- In 2008, 50% of Scandinavian visitor nights were spent in regionally dispersed areas (ie. outside the major gateways of Sydney, Melbourne, Brisbane and Perth).
- In 2008, an estimated 65% of visitors from Scandinavia used the internet when planning their trip to Australia.

Language - Main languages in the Nordic region are Swedish, Danish, Norwegian, Finnish and English.

Annual Leave Entitlements

Leave entitlements are between 4 and 6 weeks for the Nordic region and are usually taken over the European summer (July to August) and winter (January).

GENERAL MARKET OVERVIEW

NETHERLANDS

Source: Data from Tourism Research Australia (TRA) International Visitor Survey (IVS)

- **Population:** 16,645,313
- GDP dropped at a rate of 4.5% in the first quarter of 2009 compared to the same period in 2008, worse than the consensus forecast of 3%.
- The economic news is impacting on consumer sentiment and consequently outbound travel demand as reflected in the drop in Dutch arrivals to Australia. Consumer sentiment for travel in general is cautious and the Dutch are evermore price sensitive, with a surge in last minute bookings - an uncommon trend amongst Dutch travellers who tend to usually plan their travel well in advance. Anecdotal feedback from trade has indicated weak forward bookings to Australia for the remainder of the year.
- As in most of the European markets, the WHV program has gained in popularity and application grants have increased in the Netherlands to 3,733 WHVs between July 2008 and May 2009, representing a 12% increase on the same period of the previous year.
- The abolition of departure taxes by the Netherlands and Belgian governments in July 2009 was seen as a positive move to improve travel.

Visitor Numbers

- There were 49,500 visitors to Australia from the Netherlands in the year ending June 2009. This represents a 1% decrease year on year.
- Of the 49,500 that visit Australia, South Australia has 18.5% of the share, a decrease of 1% from last year.
- Visitor numbers to South Australia from the Netherlands, year ending June 2009: 9,200. This represents a 6% decrease from year ending June 2008.

Consumer Profile & Trends

- In 2008 there were a similar number of visitors to Australia compared to the previous year leaving the Netherlands as Australia's 20th largest inbound market for arrivals.
- The latest tourism forecast for the calendar year 2009 is a 4.7% drop, while for 2010 the forecast is a 3.8% increase.
- In 2008, the average length of stay for Netherlands visitors was 41 nights, much higher than the average of 32 nights for all visitors.
- The Netherlands is Australia's 20th largest source market in terms of total expenditure. In 2008, travellers from the Netherlands spent a total of \$326 million on trips to Australia, with an average expenditure of \$7,180 per trip.
- In 2007, 54% of nights spent in Australia by visitors from the Netherlands were spent in dispersed areas (ie. outside the major gateways of Sydney, Melbourne, Brisbane and Perth), ranking them number one for dispersal in Australia.

Language: The main languages spoken are Dutch, Flemish and English.

Annual Leave Entitlements

Leave entitlement in the Netherlands is 20-25 days.

KEY MARKET CHALLENGES

- UK/Ireland and some of the Scandinavian economies are formally in recession.
- Weaker consumer sentiment for travel in general – tourism is now competing with other discretionary purchases in the household.
- Continued negative media coverage of the economic situation is impacting general consumer attitudes.
- There has been a trend towards shorter breaks /short haul travel; although recent studies challenge this and indicate consumers may opt for one long haul rather than a short holiday
- Continued consolidation of the travel distribution network and an emphasis on other long haul destinations that are perceived as less complex and labour intensive to sell and produce a higher margin (e.g. island destinations, non-stop flight destinations, cruise packages).
- The pending increase in Air Passenger Duty (additional £15 to £55 as of 1 Nov 2009 and additional £45 to £85 as of 1 Nov 2010 for economy passengers).
- Environmental sustainability issues impacting on travel planning, but to lesser extent due to the focus on the economic downturn.
- Some airlines are rationalising capacity according to demand (e.g. Singapore Airlines reducing global capacity by 11%).
- Increased media proliferation and shifts in how the consumer can most effectively be reached.
- Key barriers of time, price and distance remain rational deterrents for all markets as does the complexity of Australia.

KEY MARKET OPPORTUNITIES

- Continued growth of air capacity, particularly outside London/regional airports.
- Industry consolidation enables access to a greater number of consumers through one organisation i.e. integrated partnership with big players. There is also a drive back to the traditional trusted high street brand to book travel due to the uncertainty of these financial times.
- Research shows that the desire and importance of a holiday remains strong for UK/Nordic/Benelux population.
- Further growth of the youth segment; in particular the WHV program in response to the decline in graduate/employment opportunities. UK and Ireland are leading the way for this.
- Growing sector of professionals who have been made redundant due to the economic crisis and who are using the opportunity to take a career break.
- Historical high number of repeat visitors and relevant opinion formers in this market can act as advocates via word of mouth to their peers
- The historic, cultural and sporting ties between the UK and Australia continues to create high media noise and consequently generates a high level of desire and keeps Australia front of mind amongst consumers. In particular, the loss of the Ashes Series in 2009 in the UK will fuel media and consumer interest in Australia ahead of the 2010 Ashes.

KEY AIRLINE CONNECTIONS TO SOUTH AUSTRALIA

Singapore Airlines – Three times daily from London to Singapore. Flights also run from Manchester five days per week. Flights to Adelaide from Singapore are daily.

Cathay Pacific – Four times daily from London to Hong Kong, connecting daily to arrive into Adelaide. UK services only operate from London Heathrow.

Malaysia Airlines – Arrives into Adelaide four times weekly from Kuala Lumpur. Malaysia flights operate out of London twice daily.

Qantas Airways – Arrives into Adelaide three times a week from Singapore. UK services only operate from London Heathrow.

COMPETITION

All States and Territories of Australia (excluding Canberra) have representation in the UK. All STOs are co-located at Australia House on the Strand as part of the Destination Australia Partnership (DAP).

- All STO's are involved in tactical co-op activity within the UK although there is a trend of moving away from co-op trade activity due to diminished partners and towards sole brand/consumer direct activities.
- SATC, TNT and TVIC work co-operatively within the Nordic market through the travel trade. TQ generally works on single state co-operative marketing activity in the Nordic region. All other STOs provide trade support to Nordic partners.
- SATC, TNT and TVIC work co-operatively in the Dutch market and again TQ generally run solo marketing campaigns where their RTAs or individual Queensland product buy in.
- TWA are not represented in the Benelux or Nordic markets.
- TTAS now have new representation in UK and Europe.
- Competition worldwide: The number one challenge for all markets is the rise in multiple short haul European/North African holidays through the calendar year by consumers (low cost carriers are a large influence). Long-haul competition countries are South Africa, NZ, USA/Canada, SE Asia and South America.
- The open skies agreement between the European Union and the United States will allow EU based airlines to fly from any city within the EU to any city in the US and vice versa. With this increased access, shorter flight duration times and similar exchange rates, it will provide further competition to Australian destinations from USA/Canada.

KEY WHOLESALE PARTNERS

Wholesale / Large Agents

- There are approximately 100 tour operators selling Australia in their programs throughout the UK/Nordic/Benelux regions.
- A number of these are wholesalers who offer Australia through a traditional system, relying on retail travel agencies to sell the product contained in their brochures. These include Gold Medal Travel, Travel 2, Kuoni, Qantas Holidays and Carrier.
- Direct sellers are another key feature of the UK market and dominate sales to Australia in certain segments, and a large proportion of Australian specialist operators in the UK communicate and sell directly to the public. These include Travelbag, Trailfinders, Travelmood and Austravel (both now part of the TUI group).

- Recent times have seen a rise in retail travel agencies becoming key sellers or tour operators to Australia. These include the Australian retail branches such as Flight Centre UK and the large selection of home working retail travel agents.
- The UK market is also seeing a rise in 'web only' Australian search engines, referral sites and retail and tour operators. These include Australian Travel Market, Addicted to Travel, responsibletravel.com and Australian Sky holidays.
- A variety of operators specialise in selling travel to Australia targeting specific segments including backpackers, responsible travellers and luxury travellers:
 - STA Travel are the leading backpacker and youth travel specialist for Australia.
 - Luxury specialists who promote Australia include Bridge & Wickers, Audley Travel, Turquoise Holidays, ITC Classics, Scott Dunn, Bailey Robinson, Carrier, Cox & Kings, Bales Worldwide, Abercrombie & Kent, Ultimate Travel and Original Travel.
 - And the newest market is responsible travellers including 'voluntourism'.

KEY THEMES/EXPERIENCES PROMOTED IN THE UK/NORDIC/DUTCH MARKETS

The key W.O.W. factor - wildlife, outback and wine - continues to be promoted throughout all markets. It has been used with many campaigns and is used for trade training in all markets.

Wildlife – Under this area we promote nature and wildlife as a package. Kangaroo Island, 'Australia's Galapagos' is promoted as a must see for any visitor to South Australia and a must visit destination for a first time visitor to Australia. Other areas heavily promoted under the wildlife experience are the Flinders Ranges and Eyre Peninsula regions.

Outback – 'Accessible Outback' or 'Gateway to the Outback' promotes the close proximity from Adelaide to the Flinders Ranges, with a focus on the indigenous and cultural history and human interest experiences of the Outback. Coober Pedy is also promoted under the Outback.

Wine & Food (Good living) – Premium food and wine experiences are promoted as an aspect of all experiences in South Australia. The SATC team in London work very closely with the Business Development Manager for the wine portfolio for South Australia. The Tasting Australia event held in Adelaide biennially is a great leveraging tool for this niche food and wine market.

Adelaide – The focus is on our cosmopolitan good living city which is also the gateway into South Australia and more importantly Australia.

Journeys – The theme of journeys incorporates not only the great self drive journeys but also the epic train journeys (the Ghan and Indian Pacific) and the amazing Murray River experiences. A number of wholesalers in the UK have advised that the Melbourne to Adelaide drive is proving the most popular in their Australia program. The other drives promoted in the Netherlands and Nordic region are the Explorer's Way and Nullarbor Touring Route.

ACTIVE INBOUND COMPANIES IN THE REGION

AOT	Wilderness Australia (for luxury based product)
ATS Pacific	Outback Encounter (for luxury based product)
Goway (Self Drive)	Infinity (Flight Centre in-house inbounder)
Tour East (Qantas Holidays)	Southern World
Australia One	Pan Pacific

KEY CAMPAIGN HIGHLIGHTS

Flight Centre UK (FCUK) – Discover The Other Oz (DTooZ)

Following a very successful inaugural DTooZ campaign with Flight Centre UK in 2007/08, another 2-tiered campaign, with a combination of new and successful elements from the previous year's campaign was undertaken with our regular DTooZ partners, TVIC and TNT for 2008-09.

G'day UK – Kangaroo Island Hunt – South Australia focus

The Kangaroo Island Hunt was a consumer focused campaign to leverage off the inaugural G'day UK week in London. Twenty life-sized kangaroo statues were placed at key landmarks in central London and surrounds. The kangaroos were designed by SA/UK celebs, students, artists & sponsors. Consumers were encouraged to seek out the roos and log on to SouthAustralia.com to validate their sightings to win a trip for four to SA. Following the G'day UK event, the majority of the roo statues went into a charity auction on E-bay. Over £4,500 was raised for the 'Making a Difference for Peace' charity, formed by Gill Hicks (a former Adelaide resident who was the last person pulled out alive after the London 7/7 bombings).

Borders Book Shop – In store W.O.W Promotion with Travelmood

SATC teamed with trade partner Travelmood for a month long consumer promotion to offer Borders customers the opportunity to win a holiday for two to South Australia via a range of online and in-store elements. Over 9,000 competition entries were received, almost doubling our initial target and providing an extra consumer list for Travelmood to market to.

Wanderlust, Austravel, Singapore Airlines – South Australia Supplement

The aim of this campaign was to increase awareness and visitor arrivals to South Australia

via education and promotion to consumers on SA's W.O.W. factor. This was achieved via a 28-page supplement featuring the fantastic images taken by the winners of the Wanderlust Photographer of the Year competition which SATC UK sponsored in 2007. The supplement provided a practical guide for people planning a visit to South Australia – while also inspiring those who haven't yet considered a visit –including both first-timers planning an Australia trip and people that have already been to Australia but not yet travelled to SA.

STA – Stars of SA

Backpacker/adventure based online interactive campaign, involving video and web blogs. South Australia was promoted heavily online to create interest, with an online competition to go in the running to win an ultimate South Australian adventure. This campaign pre-empted the 'Best Job in the World' campaign by TQ, but with a much smaller budget, and was put in place to develop new product and showcase the excitement, challenge and accessibility of planning, booking and taking a trip to SA. We aimed to reach the target audience using innovative yet appropriate communication channels to inspire them to travel with STA Travel and interact with the brand. A dedicated Stars of South Australia micro-site was publicised through marketing channels. Total flights to SA for the campaign period indicated a year on year increase of 4% and total tour sales departing from Adelaide for the campaign period increased by 600% (a huge increase, but note this was from a small base).

NON-CAMPAIGN HIGHLIGHTS

Corroboree Europe 2009

For the first time ever, travel agents from throughout the UK and Europe came together to participate in Corroboree Europe '09, a new and exclusive training event for qualified Aussie Specialists. Corroboree Europe, an initiative of DAP (Destination Australia Partnership) was a result of reviewing and progressing two existing events (Discover Australia and Corroboree UK & Ireland) and was made up of an Australia wide pre-familiarisation program and training workshop, held on Hamilton Island. 300 Aussie Specialists from Germany, Austria, Switzerland, Italy, France, Belgium & Netherlands, Norway, Finland, Denmark & Sweden, Ireland and the UK participated in the event. South Australia hosted 28 agents from our markets on famils in Adelaide, Kangaroo Island, Barossa, Flinders, Outback and Coober Pedy. There has been extremely positive feedback from the agents that visited South Australia. 16 SA-based operators and 12 national tour operators with SA product attended the event.

MAJOR PLANS FOR 2009/10

Flight Centre UK – Discover the Other OZ

Following on from two very successful DTOOZ campaigns with Flight Centre UK, SATC has confirmed another 2-tiered campaign with a combination of new and successful elements from the previous year's campaign. Elements include, FC UK ball sponsorship, advertorial in the Sunday Times Magazine, micro-site, e-shots, direct mail and in-store magazine and consumer competition.

Malaysia Airlines Activity – Trailfinders & Flight Centre UK

Objectives of the campaign are to capture passenger market share for Malaysian Airlines for destination Australia with Adelaide as the lead in and preferred gateway for Australia. The main campaigns will see SATC team up with the UK's two biggest operators with advertising activity in major UK newspapers, online web presence on both websites and E-shot activity.

STA Travel – Follow up to Stars of SA

A chance to follow on from the successful backpacker/adventure based interactive video and web blog campaign. This time we are looking to add a twist by including another market, potentially Sweden and/or Germany, offering a similar prize as previous, while promoting South Australia and improving the product range on offer by STA.

Australiareiser and Australienresor - The real Australia

The aim of this initiative is to win the competition between the world's exotic destinations in both the Norwegian and Swedish markets, and to encourage people to visit Australia now rather than later. It will be an integrated campaign, promoting Australia via print and online advertising. An integrated training for sales staff will also form part of the initiative.

UK/Europe New Product Workshop 2010 (DAP)

Under the DAP coalition, a 3rd UK/Europe New Product Workshop will be held in March 2010. Each state will be allocated space for up to 4-5 operators that must be NEW product to market and/or indigenous product. Full details of who will qualify to attend can be found on the TA Trade Events website at www.tradeevents.australia.com. The event, which is held in London will consist of a 3-day in market briefing and workshop. The workshop will allow the participating Australian products to meet with key Product Managers from the UK, Ireland, Nordic and European markets.

OPPORTUNITIES FOR SA OPERATORS

UK/Europe New Product Workshop - March 2010

The UK/Europe New Product Workshop will run again in 2010 and looks set to continue annually. If your product is internationally ready and you are looking to target the UK/Ireland/Nordic/European markets then this is a great opportunity. Speak to the SATC international team in Adelaide or the SATC UK team about participation costs and selection requirements. Keep in mind this is for new product or product that is not already featured in market – and indigenous products also. These rules will be strictly enforced and full preference will be given to operators matching this criteria for the highly sought after places.

Corroboree Europe 2010

Melbourne will host Corroboree Europe 2010. All European markets will be represented by key agents that sell Australia. Prior to the workshop, all agents will famil in their groups in Melbourne, with a post-famil afterwards to all states. Famil support with FOC places and tours will greatly be appreciated and preference given to those that a) support these famils and b) attend the event where possible. Places to present/take a booth at the workshop are limited. It is a fantastic opportunity to train over 300 of the top selling agents from across Europe.

ATE 2010

ATE 2010 will be held in Adelaide in May/June 2010. This is the largest tourism trade event in the Southern Hemisphere and is a fantastic opportunity to meet with the key international buyers.

Upcoming and Potential Famils

Famils are a great way for agents, Product Managers and press to experience product first hand and have proven to be a key element to help increase sales. SATC has a limited budget for trade and media famils and we require significant industry support to assist us with these. Preference for SA suppliers will be given to those operators that provide either FOC or best nett price for famil agents.

Deals and Offers

When promoting deals and offers, keep the SATC's UK office informed, as it is good for them to keep this in mind when doing tactical and co-operative marketing with wholesalers and posting specials on the Aussie Specialist Newsletters.

Australia.com

Advertising on Australia.com is a good medium to reach consumers in our markets. A standard advert is £25 per month. There is a UK subscription of 55,000 consumers, 12,000 in the Netherlands, 700 in Sweden and 300 in Denmark.

Public Relations Opportunities

Please keep the London team up-to-date with any newsworthy changes relating to your product, property or tour - especially if there are in-market links for the markets we represent - and where possible, this will be included in our quarterly roundups to trade and consumer media.

USEFUL TIPS FOR WORKING IN THE UK/IRELAND/BENELUX/NORDIC MARKET

- As an individual operator, you need to work together with other like-minded properties to pull together a 'wholesaleable' package to work with ITOs and enter into the international distribution system. This will need to provide a minimum of 25% commission, confirmation of booking within 24 hours and have similar pricing structures.
- Because the UK is such a large source market to Australia, the product and marketing staff are flooded with appointment requests and this is particularly the case in London. Often as a single product it is difficult to get in to train staff however a way around this is to come as two or three products together or do training on behalf of your region. Alternatively, you should work with the SATC when opportunities such as the UK/Europe New Product Workshop or SATC Roadshows are available, which will provide access that you may not ordinarily receive on a solo visit.
- Likewise with trade training, wholesalers are now very specific with only allowing training for product that is in their current program, and at specific times/days, and often their trainings are booked out well in advance. This needs to be considered before embarking on a general sales trip. A meeting with the Product Manager is the best step towards being included in the program. Make sure you speak with the SATC UK team before embarking on any in-market visit and if looking to conduct a solo visit, please plan this as far in advance as possible.
- Whilst food and wine tourism provides a greater motivation for the UK market than in France and Germany - it still is only a value-add once people arrive in Australia. A good approach is to work with other international drawcards, such as Kangaroo Island (wildlife) and Flinders Ranges (Outback) in order to package up wine tourism product. Food and wine tourism opportunities are a PR goldmine and this is often the best way for you to get showcased to the UK/Dutch and Nordic consumers. If a family enquiry comes your way, do your best to provide the best support (FOC or best rates) that you can as 9 times out of 10 you will receive great coverage in the press and online.
- It is vital for all operators to maintain strong relationships with all of the key inbounders for this market. As most wholesalers/retailers in the market place now use ITOs rather than direct contracting, this is becoming even more crucial to this market. It is also important that the price is kept consistent for the international, domestic and local intrastate market.
- Research shows that a large percentage of passengers from these markets research and book online. Many of the new UK 'online only' operators and referral sites offer a cost effective route to market. They offer all sorts of arrangements from hosting fees to referral commissions so pick the best one for you. Make sure your own website is up to speed with nice clean images and text for search engine optimisation (SEO) and if you have a direct booking facility on this it may result in more bookings direct from the UK.
- Responsible or sustainable tourism is becoming more important when it comes to consumers' decision to travel - not just in terms of off-setting their travel (which is still at very relatively low levels out of the UK), but more so what they do on the ground once they arrive at their destination. For many it is not about changing what you do, although there will be some elements of this, but more so talking about and publishing what you do in your brochures and on your websites. You want to ensure you let those travellers with a responsible awareness, and the general consumer alike, know what you can do and offer on an environmental, social and economic front. Additionally, it will open more doors and routes to market via online and less traditional means and great PR opportunities.