UK / BENELUX / NORDIC

KEY CONTACTS

South Australian Tourism Commission – UK

Name	**Janice Kurrle**
Title	Marketing Manager
Email	jkurrle@satc.australia.com
Telephone	+44 207 438 4636

Name	Odette Smith
Title	Marketing Executive
Email	osmith@satc.australia.com
Telephone	+44 207 438 4637
Address	Level 6, Australia Centre, Australia House, Strand, London WC2B 4LG, UK

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

South Australian Tourism Commission – Adelaide

Name	Brooke Modra
Title	Marketing Executive, UK & Central Europe
Address	Level 3, 121-125 King William St, Adelaide SA 5000
Email	brooke.modra@tourism.sa.com

Tourism Australia Contacts – UK

Name	Ben Janeczko
Title	UK Distribution Development 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/ Dutch
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: 61,113,205 (approx)**

  Major Cities Population (approx.): **London** 12,400,000 **Leeds** 2,225,000
  Birmingham 2,625,000 **Liverpool** 1,340,000
  Manchester 2,600,000 **Glasgow** 1,420,000

- In the period between 1 May 2009 –1 October 2010, the average GBP to AUD exchange rate was €0.64. The lowest rate (1 May 2009) was £0.4898 and the highest rate (29 September 2010) was £0.6156, representing a 26 per cent increase in the value of the Australian Dollar against the British Pound.
- The value propositions of Australia compared to other long-haul destinations (e.g. Asia and US) remains a challenge as the AUD strengthens and airfares remain high comparatively.
- The GBP vs. the Euro has slightly improved and is currently around 1 Euro = 0.89 GBP.
- GST/VAT, currently at 17.5% in the UK, but is indicated to rise to 20% with the new government.
- After a positive first quarter the UK has seen a decrease in visitor arrivals to Australia this is largely due to several factors, such as Icelandic Volcanic eruption disruptions through April and May, BA strikes and a General Election.
- Air Passenger Duty Tax is scheduled to rise from £55 to £85 from November 2010.
- The trade have noted a resilience of the luxury market and are keen to support the growing high end audience and support the growth of luxury product coming out of Australia.
- The trade is seeing a trend that last minute bookings are becoming less popular and lead times increasing.
- Anecdotal feedback from the trade is that booking numbers are down but yield is up tracking year on year.
- Studies commissioned by TA have shown and the use of the internet in planning and booking have increased by the UK visitor, due to convenience, perceived cost saving and ability of instant confirmation. Findings also show that trade continue to play an important role due to the complexity of Australia; the greater barriers to travel have created the need for the authority and security offered by a travel agent, positive previous experience, older generation is less likely to use the internet, and the complexity of 18 -35 itineraries normally results in them researching online but booking through a travel agent.
- WHV have been resilient through the global economic crisis, and numbers are expected to grow as unemployment in youth is the second highest in Europe.
- The use of ITO's is strong with traditional tour operators, ATS is dominant but AOT have increased in the past 12 months, with strong in market presence
- 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 visits from the UK, 28% flew on their last leg into Australia with Qantas, 21% Emirates, 12% SQ, 7% Cathay, 3% Malaysian, BA 6%, Eitihad & Jet Star 4%, 15% other.

Visitor Numbers

- Visitor numbers to Australia from the UK during the year ended 30 June 2010 were 611,200 – a 1% decrease on the previous year.
- The latest tourism forecast for the calendar year 2010 is a 9% drop. While for 2010, the forecast is a 4.5% increase.
- Of the 611,200 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 2010 was 66,900 – this was a 9% decrease on the previous year.
- UK visits to all other States and Territories declined during for the year ended June 2010 relative to June 2009. Victoria experienced the smallest drop in UK visitation year on year (down 2 per cent), whilst Tasmania registered the biggest drop (down 28 per cent), albeit off a much smaller base.

Consumer Profile & Trends

- The UK is 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$5,423 on their trip to Australia.
- On average, UK visitors spend 36 nights in Australia.
- 58% of UK visitors are repeat visitors to Australia.
- Visitor arrivals from the UK are typically higher during the Australian months, December to March.
- 41% of visitors from the UK spent their nights outside the major gateways of Sydney, Melbourne, Brisbane, and Perth.
- The most common information sources for first time visitors to Australia were internet (56%), friend or relative (37%) and travel agent (32%)
- The most common information sources for repeat visitors to Australia were the internet (43%) and previous visits (41%)
- Over half (57%) of visitors from the UK travelled unaccompanied.
- Largest demographics of visitors from the UK were 25 – 34 years and 55 -64 years.
- The recession has not triggered an ends to the era of taking multiple holidays, with two holidays per year being dominant in 2009.
- UK consumer report that reviews and other user-generated content are increasingly important in the research process.

Language – English is the official language.

Annual Leave Entitlements

From 1 April 2009, all UK workers have a statutory right to at least 5.6 weeks of paid annual leave (i.e. at least 28 days of paid holiday if employed on a full time basis).

Employers may opt to include bank holidays (8 per annum) in the 5.6 weeks entitlement. Some companies offer upwards of 23 days. A 25 to 30 day annual leave allowance is quite usual in the UK.

GENERAL MARKET OVERVIEW

NORDIC

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

- **Population:**
  Sweden 9,059,651
  Finland 5,250,275
  Denmark 5,500,510
  Norway 4,660,539
- Norway and Sweden have largely avoided the banking and fiscal crises impacting other parts of Europe. Sweden's economy, with a strong export base, has benefited from the turnaround in global trade. Norway has relied on its position as one of the world's biggest oil exporters to maintain economic growth and a strong fiscal position.
- Unemployment figures in Norway are relatively low and recession recovery is underway due to the large fiscal stimulus by the government, which has helped boost consumer confidence.
- Finnish consumer confidence is at 3 year high, the Finns are considered to be doing well despite the recession.
- The increase in arrivals from the Nordic region for calendar year to date is predominantly linked to the Swedish and Norwegian markets which are both showing increases. This can be attributed to returning consumer confidence and a stronger economic position, especially in Sweden.
- Trade feedback suggests that lead times are starting to increase and Australia is once again a desired destination for these markets.

Visitor numbers

- There were 84,000 visitors to Australia from Scandinavia (not including Finland) in the year ending June 2010. This is represents a 9% increase year on year.
- Of the 84,000 that visit Australia, South Australia has 11.5% of the share.
- Visitor numbers to South Australia from Scandinavia for the year ending June 2010: 9,700. This represents a 2% increase from the year ending June 2009.

Consumer Profile & Trends

- In 2009, Scandinavia rated as Australia's 16th largest inbound market for arrivals
- On average, Nordic visitors spend 41 nights in Australia which is higher than the total average of 35 nights for all inbound visitors to Australia.
- In 2009, 60% of travellers from Scandinavia were first time visitors.
- On average, Nordic visitors spend AUD$6,966 on their trip to Australia.
- 47% of Nordic visitor nights are spent outside Sydney/ Brisbane/ Melbourne/ Perth. This is higher than the 33% average for all inbound visitors to Australia.
- The leisure segment (Holiday/VFR) is the biggest segment of the Nordic market, representing a combined total of 75 per cent of Nordic arrivals year end June 2010.
- The biggest growth has been in the Employment segment (up 38%) for the year ended June 2010 relative to June 2009, although off a very small base. The Holiday, VFR, Business and Education segments experienced growth during the same period (up 9%, 8%, 11% and 8% respectively).
- The 15-29 year old segment is the biggest age segment, representing 48 per cent of total arrivals from the market in year ended June 2010. The 50-59 age group has experienced the biggest growth (up 28 per cent) for the year ended June 2010 relative to June 2009.
- Internet penetration in the Nordic markets is very high, 89.2% for Sweden, 90.9% for Norway and 83.5% for Finland.

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

Annual Leave Entitlements
25 days minimum, 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: 16,715,999**
- Despite the world economic crisis, the Dutch still have a strong interest in travel. The first quarter saw a slight decrease in Dutch holiday spend which highlights that price is continues to be an important factor for the Dutch Traveller.
- The Government's drop of environment/tourist Tax in October 2009 has reduced flight prices for the consumer and carriers.
- As in most European countries WHV interest has increased, In the Netherlands, 4,034 WHM visas were granted between July 2009 and June 2010, representing a 1% increase on the same period of the previous year. Belgium is up 6%

Visitor Numbers

- There were 49,200 visitors to Australia from the Netherlands in the year ending June 2010. This represents a 1% decrease year on year.
- Of the 49,200 that visit Australia, South Australia has 17.8% of the share.
- Visitor numbers to South Australia from the Netherlands, year ending June 2010: 8,800. This represents a 4% decrease from year ending June 2009.

Consumer Profile & Trends

- There is a higher demand for holidays that differ from mainstream trips. Dutch travellers want more than just a holiday, they want an experience.
- Dutch travellers go through an extensive information gathering process prior to their holiday outside Europe and use multiple sources to gather information on their destination. They are the highest users of the internet across Europe, 90% of all households have the internet and 70% use the internet to research travel.
- Decisions regarding holidays outside Europe are not impulsive; most travellers book two to six months in advance. Several sources are consulted for information; the internet, travel agencies, family and friends, television programs, travel fairs (Vakantiebeurs), travel books and Tourism Australia
- Word of mouth plays the role of key influencer at different stages in the information gathering process. These influencers include television shows, personal internet reviews and personal travel experiences in magazines. On average, Dutch leisure visitors spend AUD$5,773 on their trip to Australia.

- The Dutch are traditionally passionate about independence when travelling and a high proportion of visitors include a self drive campervan or car module in their itinerary.
- 47% of Dutch leisure visitors are repeat visitors
- On average, Dutch visitors spend 44 nights in Australia.
- Dutch travellers to Australia have the highest level of dispersal of all international leisure markets, 59% of Dutch visitor nights are spent outside of Sydney/Brisbane/Melbourne/Perth
- The 15-29 year old segment is the biggest age segment of the Dutch market, representing 37% of total arrivals from the market in year ended June 2010
- The 40-49 age group has experienced growth in the Dutch market, with a 34% increase for the year ended June 2010 as did the 60+ market with a 16% increase.

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

- Key barriers of time, price and distance remain rational deterrents for all markets as does the complexity of Australia.
- The strength of the AUD as a whole against European currencies, make Australia look comparatively more expensive against competitors.
- Consumer confidence in the UK, the threat of increased taxes and increasing unemployment.
- The recession has impacted the family and the middle-income market, there is a weaker consumer sentiment for travel with this market – tourism is now competing with other discretionary purchases in the household.
- 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).
- Media channels have struggled, media consolidation and cutbacks, many journalists have been made redundant and are fewer commissions being granted.
- Negative media coverage surrounding the WHV on the lack of jobs available in Australia.
- Direct access beyond Australia's four main gateways (MEL, SYD, PER, BNE) is limited.
- The competitive environment, with other states and other destinations. Gateway cities and Tourism Australia spend large amounts of marketing dollars with Middle Eastern Carriers.

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 demand is expected to continue to rise.
- 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.
- ASP, working with the trade, with the events of the volcanic ash cloud and strikes, the consumer is turning back to the trade for security.
- Increase in the use of the internet and social media, all markets have increased the use of the internet as a research tool.

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. From March 2010 increase to 5 times weekly into Adelaide.

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 have in previous years worked co-operatively under the brand Discover The Other OZ, in Nordic and UK. TNT have a new direction and DTOOZ will not continue into 2011/2012.
- SATC, TNT, TVIC, TQ are active in Nordic and Benelux.
- TVIC have a lot of funding tied to middle east carriers.
- TWA are not represented in the Benelux or Nordic markets, their UK office is currently moving from direct employment to representation and is currently out to tender.
- TNSW and TQ have large cooperative funds tied up in airline agreements.
- TNSW have been approved to take on a third staff member to be based in London.
- TQ are the only state that do no coexist in Australia Centre, they have 3 full time staff working on trade marketing.
- 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.
- Emirates are Tourism Australia's largest airline partner, spending over 2 million GBP on cooperative marketing promoting Australia through the Emirates Gateways (BNE,SYD, MEL,PER,CNS)

KEY WHOLESALE PARTNERS

Wholesale / Large Agents

- There are approximately 100 tour operators selling Australia in their programs throughout the UK/Nordic/Benelux regions.
- They vary from traditional wholesalers to companies that combine various wholesale, direct, online and retail changes.
- 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, Austravel.
- The number of UK retail outlets has declined due to consolidation as major groups have bought smaller independents. Some smaller travel agents have struggled in the increasingly competitive environment and more recently with the challenging economic conditions. However we have seen growth in retail by companies such as Flight Centre UK and STA/Bridge the World.
- 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.

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 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 – 2009/2010

Flight Centre UK (FCUK) – Discover the Other Oz (DTOOZ)

Activity from Jul 2009 – March 2010, in partnership with Tourism Victoria and Tourism Northern Territory saw the 3rd consecutive year of partnership with Flight Centre UK. Activities included Major Sponsorship at Flight Centre Ball – all FCUK staff attend. Micro site and supporting banners through selected periods, full page advertorial Sunday Times Travel Magazine and a Direct Mail piece. As we have consistently seen, results were again reflecting increase to land and air sales.

South Australia Taxi Advertising – June/July/August 2010

For the month of July, South Australia in conjunction with Flight Centre UK, SATC branded London Taxis. For the month 110 taxi's in London had their exteriors and interiors designed and branded South Australia. The activity gave two million adults the opportunity to view South Australia's imagery on an average of 10 times throughout the campaign. www.southaustralia.com saw an immediate result, July page impressions were up 25%, and unique browsers up 14%,with a massive spike on the day the taxis hit the streets of London.

Singapore Airlines MOU – South Australia Telegraph Supplement

Escape to South Australia with Singapore Airlines, a 16 page full colour supplement in January's Sunday Telegraph, saw South Australia's and Singapore Airlines key experiences highlighted. Wide Open Spaces, Nature and Wildlife, Events and Entertainment, Food and Wine Luxury and the Ultimate South Australian Itinerary were the leading themes. The supplement was also replicated online for a month. Web results for SA.com showed a 38% increase unique browsers for month of January and a noticeable spike in web traffic on the day of the newspaper release.

Working Holiday Visa – STA Travel

This campaign was developed in conjunction with the Office of the Agent General's Migration portfolio with the aim to drive sales, generate social media content and build awareness of the benefits of South Australia. Lead message "Take a working holiday in South Australia in 2010 and you could win a holiday for you and three mates in 2011."

Customers who take a working holiday with STA Travel during June-November 2010 will be encouraged to create blog, video and social network content about their trip. How they do this will be up to them, although we will give them the resources and support to maximise exposure. The Customer who generates the most online activity, by measures to be defined by us (e.g. number of engagements, number of page visits, most creative use of social media) will win the prize. During the campaign sales period, flights to Adelaide increased year on year 146%

Australiareiser/or Nordic Discover the Other Oz

Australiareiser is the leading Australian specialist in the Nordic regions and in partnership with Tourism Australia and DTOOZ partners, SA ran targeted activity in Sweden and Norway. Targeting a range of age and budget brackets the activity aimed to highlight the participating partners unique Australian Experiences. The activity involved staff training and online and newspaper advertising in both markets. Both markets received high enquiry rates and increase website traffic which is expected to lead to bookings.

MAJOR PLANS FOR 20010/11

Qantas Holidays Achievers Programme

QH are linking all major trade activity including marketing campaigns, training and incentives with their QH Achievers programme. SA has never been involved in this before. This year the theme for the programme and VIP incentives trip is around 'Islands' and team up with appropriate destination/product partners that can offer differing Island experiences. Partners included the Whitsunday Islands and Fiji. South Australia will use Kangaroo Island and highlight the unique wildlife experiences, this will be the focus of the incentive trip, however for the month of focussed SA activity, SATC will promote its broader WOW messaging.

Flight Centre UK – Discover the Other OZ

Hitting the market during a peak booking period of September, DTOOZ rolled out an integrated campaign with Flight Centre UK with Qantas also buying into the activity. Elements included: refreshed micro site, online consumer competition, FCUK and external database e-blasts, Evening Standard online and offline advertising external and homepage and external banner advertising. As part of the agreement between the states, Victoria is promoted as the Gateway through Melbourne, South Australia's Nature and Wildlife and Northern Territory for the Outback.

Malaysia Airlines Activity – Gold Medal

Leveraging off Goldmedals distribution SATC will work with Malaysian Airlines, to promote the ultimate WOW itinerary complete with free stopover. The integrated campaign will have a strong training focus, as well as working across the groups brands, Gold Medal, Net Flights and Pure Luxury.

STA Travel

Following on from the last 2 years innovative and successful activities. SATC will again work towards continuing activity with STA Travel, leveraging on their dominance in the Youth Market. There are also opportunities to work with STA in the Nordic regions. Further discussions will take place in the New Year, however results and feedback show that there is a large demand in the WHV market.

Singapore Airlines MOU

Building on the success of last year's educational 'Escape to SA' supplement in the Sunday Telegraph, we are looking to continue the strong WOW message and the partnership with SQ and also drive conversion. We will be rolling out a 2 week spot campaign on Heart (London Radio). In conjunction with radio we will look at print coverage in the Sunday Times Travel Magazine and Conde Nast Traveller. To highlight the luxury themes of SQ and SA we have also partnered with Quintessentially Magazine. This activity will be consumer direct. Call to action for all activities will be www.sa.com and www.singaporeair.com.

General Trade Activities:

SATC will continue to conduct trade training/product updates, agent and product manager famils throughout UK, Benelux and Nordic markets. SATC will also be represented at key trade events in the calendar, including WTM, Vakantiebeurs, New Product Workshop, ATE, and Corroboree.

PR Activities:

SATC will continue to write and issue background and news releases; target key media from publication such as The Daily Mail, The Times, The Guardian. A full media famil program is underway as well as ongoing developments in social media, media liaison and maximising promotional opportunities with non traditional partners.

OPPORTUNITIES FOR SA OPERATORS

Corroboree Europe 2011

Darwin will host Corroboree Europe 2011. All European markets will be represented by key agents that sell Australia. A 3 day workshop will be held in Darwin and after the workshop; all agents will take part in a day Famil of Darwin and surrounding areas, followed by an extensive famil in their State choice. 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 2011

ATE 2011 will be held in Sydney in April 2011. 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 in the Aussie Specialist Newsletters.

Australia.com

Advertising on Australia.com is a good medium to reach consumers. 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. SATC will also communicate this information with Tourism Australia to be used in their activities and updates.

UK/Europe New Product Workshop – 2012

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.

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

- As an individual operator, you need to work together with other like-minded properties to pull together a 'wholesaleable' package to with 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 famil 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.