

NATIONAL TRADE MARKETING

Key Contacts

South Australian Tourism Commission

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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 either 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 education activities are undertaken.

Overview on target market

The South Australian Tourism Commission has undertaken significant research into its target market. An overview of this market, called 'Greg & Helen', provides SATC and operators an insight into how this market researches, books 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% in empty nest / 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 Generate 'Greg & Helen's' Interest

- They prefer to be initially 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 displays the importance of the National Trade Marketing 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 SATC (satcresearch@tourism.sa.com).

Cooperative Campaigns and Product Packaging

The NTM team work with trade partners developing retail offers for cooperative campaigns. For the current financial year the NTM team are leveraging the major SATC domestic campaign scheduled for January to June 2009. In addition to this, 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 bi-monthly 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 Shorts (Trade Version)

There are two versions of the *Shorts*: one for consumers (with operator contact details) and one for retail trade partners (with no operator contact details). *Shorts* is the South Australian Tourism Commission's national wholesale program, providing an easy reference and greater choice of product (that may not be featured in the larger wholesale programs). The 2008-2009 program contains more than 350 accommodation packages, tour operators, car rental companies and attractions. For further information on the 2009-2010 *Shorts* brochure please contact Alda Ward 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, your message may be diluted and is not recommended by SATC. Resulting from 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*, 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 or major tour operator (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 in 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

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 25 questions in two modules 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. Famils – SATC hosted and agent self famil program.
2. Inclusion in the SATC's bi-monthly e-newsletter*.
3. Deals & offers – when promoting deals and offers please keep the NTM team informed.
4. TalkSA – 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 2008/09 wholesale programs (in order for our retail agents to book your product and for the NTM team to promote your product): 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.