

2008 International Marketing Industry Forum

“Emerging Markets of Asia”

Roundtable Discussion Industry Feedback

1. What do you see as the key restricting (obstacles) factors for your business to do business in China/invest into sales/marketing activities in China?

- Culture
 - lack of awareness of culture and traditions
 - lack of understanding of the market and how to do business
- Ability to change or adapt products
- Language and availability of language guides
- Requirement of support of region/STO to go into market
- Approach must be destination driven
- Budgets, product capacity (group demands), flights/access,
- Lack of consumer demand

2. Is there any specific training you require before you would consider becoming more engaged with China? If so, please specify. For example, cultural training, business etiquette, training on specific market segments.

- Business etiquette, how they do business – how to handle allotments eg. deposits/cancellations, how to sell and package, expectations on product delivery and turnaround times
- Better understanding of who is who in the distribution system and has the real potential to deliver business (ITOs, wholesaler, retail including (Premier) Aussie Specialist)
- What products does the consumers want and what products appeal that the SA industry can deliver
- Understanding of restrictions, regulations, laws.
- Opportunities to tap into VFR market - Education

4. If the SATC organised an SATC Roadshow/Sales Mission to China in 2009/2010 would you consider attending? If no, please outline your reason(s).

If yes, does the SATC need to consider anything specific?

- Need a team approach
- Yes - 2010 provided SATC allows for significant subsidy
- No - cost to enter a new target market is prohibitive to small and medium-sized operators, ability to change or adopt products, other WH markets still better potential, availability of language guides
- Need to test relevancy of luxury and Aboriginal products

5. Do you think your respective Regional Tourism Managers should get involved?

- Yes, get RTMs involved in destination marketing and product representation – before SA operators get involved