

The International Marketplace

Should I market my product overseas?

Before you consider entering the international marketplace it is important to ask the following questions to find out whether your product is suitable for overseas markets.

- Is your product registered on the Australian Tourism Data Warehouse?
- Is your product already established in the Australian domestic market?
- Are you advertising in domestic brochures such as “SA Shorts”?
- Is your product accredited through the National Tourism Accreditation Program?
- Is your product easily accessible and can it be combined with other tourism experiences in South Australia?
- Are you a member of a regional tourism organisation?
- Does your product reflect an Australian experience to the customer?
- Does your service reflect the high levels of service expected by international visitors?
- Can your product be booked quickly and easily?
- Do you offer sufficient capacity?
- Are you able to give allotments and/or provide departure dates?
- Have you considered attending relevant trade shows?
- Have you considered a sales visit to meet with key agents in the relevant target market?
- Is your current collateral adaptable to the overseas marketplace?
- Are you prepared to pay between 20-30% commission, accept voucher as form of payment, and quote and confirm prices 12-18 months in advance?
- Are you prepared to research international markets to establish who will use your product and does your product meet the target’s needs, or does it need refining?

International Distribution Chain

One of the most important concepts you will need to understand is the distribution system that exists in the international environment. Whilst the model below is the basic model for all international distribution systems, the level of influence of the various players involved differs significantly across markets.



Retailers

A retailer can either distribute your product for you directly to the consumer or via a wholesaler's program. Retailers sell your product at the agreed retail price, for which they are paid commission.

The Aussie Specialist Program

The Aussie Specialist Program (ASP) is Tourism Australia's global online training program, designed to give travel agents and distributors the knowledge and skills to sell Australia more effectively. The number of qualified agents globally stands at 10,000. These 'Aussie Experts' have been educated and trained in the ASP run by Tourism Australia with the cooperation of the State and Territory Tourism Organisations. For more information go to www.tourism.australia.com/asp.

Wholesalers

Wholesale companies brochure already developed product into a packaged format and distribute these brochures to affiliated or preferred travel agents.

Inbound Tour Operators

Inbound Tour Operators (ITOs) coordinate travel arrangements in Australia on behalf of the overseas wholesale companies and retail travel agents. They offer a service of planning the itinerary in Australia, costing the various components of the tour (transfers, accommodation, sightseeing, domestic transportation etc.) and booking the tour components of the ITOs. Many require a product operator to have been operating for a period of time in the domestic market before they will accept it as a potential supplier of a tourism product internationally.

Generally speaking, the ITOs handling the majority of the business from international wholesalers and retailers are members of the Australian Tourism Export Council (ATEC). These members are located in Brisbane, Gold Coast, Cairns and Rockhampton, as well as in Sydney, Melbourne, Adelaide and Perth.

If you are serious about developing inbound business, membership of ATEC is advisable. ATEC can be contacted on 08 8331 1220 or kent.rossiter@atec.net.au.

International Brochure Planning Period

Market	Brochure Planning Period	Key Holiday Periods
New Zealand	Aug – Oct	Dec – Jan
The Americas	Aug - Nov	Jul – Aug
UK/Nordic	Jun – Nov	Easter, Jul – Sep, Dec
France	Nov – Dec	Dec – Jan, Jul – Sep
Germany	Sep – Nov	Dec – Jan, Jul – Sep
Italy	Jan – Feb, Aug	Dec – Jan, Jul – Sep
Switzerland	Jul – Oct	Dec – Jan, Jul – Sep
Netherlands/Belgium	Aug – Nov	Dec – Jan, Jul – Sep
Hong Kong	Mar – Sep	Jan/Feb, May, Oct
China	Mar – Sep	Jan/Feb, May, Oct
Singapore	Jun – Jul, Jan – Feb	Sep – Dec, Mar, Jun
Malaysia	Oct – Jan, Jun	Sep – Dec, Mar, Jun
India	Sep - Dec	Feb – May, Nov - Dec
Japan	May – Jul, Feb – Mar	Apr/May, Jul/Aug, Dec/Jan