

2008 International Marketing Industry Forum

“Distribution – Standing Out From the Crowd”

Roundtable discussion – Industry Feedback

1. What do you believe are the current barriers or challenges to increasing South Australian business via the various distribution channels?

- More funding for international marketing
- Lack of consumer awareness – need to inspire more demand to influence trade
- Trade unable to take a punt on smaller destination – they want a proven seller
- Upgrade SA.com
- Need more wholesalers (including niche wholesale partners) to include SA product and come on famils
- Boutique destination – need to recognise this
 - Small groups / FIT is what we do best
- Boutique small brochures vs. mass figures, big sales figures
- Join forces, partnerships (e.g. the White Label)
- Better interstate, intrastate and regional collaboration amongst operators
- Access for smaller tour operators into the traditional distribution system is difficult – issue: subsidies
- Consolidation of distribution champions – less channels of distribution
- Commission & cost of wholesale program participation.

Other comments:

- Family unit – difficult to target as we don't deliver on it
 - very powerful as decision maker for holidays
 - suitable products / developments
- Air access – crucial; underpins it all.

2. Have you undertaken any new, successful distribution activities in the past year that you are willing to share with us today?

- Continue to work with all channels including ITOs
- Hilton using food and wine to sell rooms, 'experience' not just a room
- International roadshows – good investment (Europe Roadshow– excellent results)

- Capture fresh comments from consumers/trade/media that have just experienced the product and use this as testimonials in advertisement/PR
- Instead of traditional ads shift marketing to travel auctions, radio etc.
- New reservation systems (special access for agents) with direct booking confirmation
- Attending shows that wouldn't normally attend (eg. Discover SA, ATE)
- More focus on famils for increased media exposure

3. Are you seeing an immediate impact on booking trends due to the global economic climate and if so, what are the trends and from which markets?

- Some operators are seeing decrease/slow down in forward bookings/cancellations from the UK/US and Europe; some operators are holding or increasing market share
- Mature, middle market declining
- Increase in domestic bookings
- Special interest segment, backpacker/adventure and luxury market still strong
- Shorter booking lead time

4. If there were one thing you would like the SATC to do differently or pursue in the area of distribution, what would it be?

- SA.com
 - needs updating, ability to include packages on the site, preference to link through to operator's site, establish 'bolt-on' website
 - Provide online marketing intelligence (what are people searching for online)
 - Online marketing with relevant SA operators/editorial/consumer generated websites
- Have better hero images available (KI!), more authentic images of flora/fauna
- More marketing dollars for international
- Celebrate Adelaide – make South Australians better advocates
- Icon tourism. Establish food/wine/nature/wildlife - new champions.
- Education program for small operators; create energy within.
- Branding (SATC)