Experience the Opportunities:

Industry’s Guide to working with Tourism Australia
Tourism Australia is the Australian Government agency responsible for international and domestic tourism marketing – inspiring the world to travel to and throughout Australia – as well as the delivery of research and forecasts for the sector.

Our Mission
Australia – the most successfully marketed tourism destination in the world.

Our Role
To inspire domestic and international travellers to experience Australia. This will be achieved by:

- Championing a clear destination marketing strategy
- Articulating and promoting a compelling tourism destination brand
- Facilitating sales by engaging and supporting the distribution network
- Identifying and supporting the development of unique Australian tourism experiences, especially Indigenous tourism experiences
- Gathering and communicating reliable market intelligence and insights to assist improved decision making; and
- Working with partners who can extend Tourism Australia’s influence.

Our Goal
To build Australia’s market share of targeted travellers.

Our Target Markets
Leisure Tourism

International – First Time Experience Seekers (including those who travel to attend major events)
Domestic – Experience Seekers (including those who travel to attend major events)

Business Events Tourism
Corporate Meetings, Incentives and Association Meetings.

Our Purpose
The Government funds Tourism Australia to deliver increased economic benefit to Australia from tourism, delivered through a sustainable tourism industry.

Under the Tourism Australia Act [2004] our functions are to:

- Influence people to travel to Australia, including for events
- Influence people travelling to Australia to also travel throughout Australia
- Influence Australians to travel throughout Australia, including travel for events
- Help foster a sustainable tourism industry in Australia; and
- Help increase the economic benefits to Australia from tourism.

Tourism Australia works closely with the tourism industry and Australian and State Government agencies, both here and overseas, to achieve our goals and objectives for the benefit of all Australians.

Disclaimer
The information contained in the Experience the Opportunities: Industry’s Guide to Working with Tourism Australia is intended as a guide only. It is advisable to seek advice from professionals to assist you in enhancing your business operations.

Information correct at time of print.

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Welcome

WELCOME TO EXPERIENCE THE OPPORTUNITIES: INDUSTRY’S GUIDE TO WORKING WITH TOURISM AUSTRALIA.

This publication provides an introduction to the different departments within Tourism Australia and outlines the opportunities and the ranges of resources, services and programs available to help you. This guide also provides you with a range of collaborative options to participate in.

Tourism Australia provides a number of partnering opportunities for tourism businesses in both consumer and trade marketing activities. From domestic content initiatives with major media partners, showcasing your product to thousands of Aussie Specialist travel agents around the world, participating in one of Tourism Australia’s many trade events, getting involved with global publicity programs, accessing research and insights for business planning, to getting your product listed on www.australia.com. Tourism Australia can assist.

This document is designed to be your Tourism Australia guide, highlighting opportunities and a variety of options for you to engage in. The document will refer you to the Tourism Australia corporate site, www.tourism.australia.com where you can find the most up to date information. Look for the highlighted weblinks throughout this guide, directing you to the page on the website for more information.

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Business Development

TOURISM AUSTRALIA’S BUSINESS DEVELOPMENT MANAGERS ARE TOURISM AUSTRALIA’S CUSTOMER SERVICE UNIT FOR ASSISTING THE AUSTRALIAN TOURISM INDUSTRY. THEY ARE THE FIRST POINT OF CONTACT WHEN YOU NEED INFORMATION ON TOURISM AUSTRALIA’S ACTIVITIES, EVENTS, RESEARCH AND MARKETING OPPORTUNITIES.

The team is responsible for developing and maintaining industry relationships nationally and they focus on adding value in key areas such as:

> The provision of research and market intelligence
> Providing information on programs and activities that allow the industry to connect more easily to domestic and international consumers and the distribution system
> Keeping you informed about the current opportunities and resources which can be found on the Experience the Opportunities online Directory: www.tourism.australia.com/opportunitiesdirectory

The Business Development Managers are your key point of contact. They are very interested in gaining feedback from you on current issues and will use that feedback constructively to better inform other business groups within Tourism Australia.

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Experience the Opportunities Online Directory

The online directory provides you with information on the current range of Tourism Australia resources and marketing opportunities available, in a one stop shop: www.tourism.australia.com/opportunitiesdirectory

Communications

THE CORPORATE COMMUNICATIONS TEAM UNDERTAKES ACTIVITIES TO RAISE AWARENESS OF TOURISM AUSTRALIA AND THE VALUE OF THE TOURISM INDUSTRY AMONG KEY STAKEHOLDERS INCLUDING THE TOURISM INDUSTRY, INDUSTRY ASSOCIATIONS, GOVERNMENT AND THE MEDIA.

Importantly, Corporate Communications helps communicate Tourism Australia’s activities and market intelligence to you – the Australian tourism industry – through corporate publications, e-newsletters, market briefings and online via Tourism Australia’s corporate site www.tourism.australia.com

How Corporate Communications can help you

Sign up for ‘essentials’ news

> Subscribe to Tourism Australia’s free weekly e-newsletter ‘essentials’ by visiting www.tourism.australia.com/essentials, to keep up to date with the latest news.

> Visit Tourism Australia’s corporate website www.tourism.australia.com for online access to the latest information on marketing campaigns, industry news, research, statistics and marketing opportunities

Need more information

Need more information about what’s happening at Tourism Australia? On page 21, you’ll find a check list to ensure you’re receiving all relevant information from us.

Please talk to your Business Development Manager to guarantee you’re registered for all relevant databases, newsletter lists and reports to provide you with knowledge to help you make better decisions for your business.
Research and Insights

TOURISM AUSTRALIA HAS A WEALTH OF RESEARCH INFORMATION AND ANALYSIS ABOUT AUSTRALIAN TOURISM, INCLUDING UPDATES ON CONSUMER TRAVELLING TRENDS AND INSIGHTS INTO WHAT’S HAPPENING IN THE TOP TOURISM MARKETS. YOU CAN USE THIS RESEARCH AND ANALYSIS TO HELP YOU MAKE BETTER INFORMED BUSINESS DECISIONS.

Tourism Research Australia

Tourism Research Australia (TRA) provides the industry with key statistical information, research analysis and forecasts across domestic and international markets. They understand that the Australian tourism industry needs targeted, reliable, user-friendly information on the international and domestic traveller to help you develop and promote your product and experiences.

WHERE YOU CAN START

Tourism Research Australia (TRA) can provide you with high quality tourism data to help with your decision making and planning. Visit the website at www.tra.australia.com for tourism data, links to useful websites and hundreds of FREE research publications.

WHAT’S AVAILABLE

There are over 400 research publications available FREE on TRA’s website including:

FREE Forecasts – Released twice a year, with inbound, domestic and outbound forecasts for the next 10 years.

FREE International Visitors – Quarterly reports, visitor profiles for 22 countries, fact sheets on international trends.

FREE Domestic Visitors – Quarterly reports with regional expenditure, domestic market analysis reports, and fact sheets.

FREE Regional Research – Annual Regional Tourism Profiles, Local Government Tourism Profiles, International and Domestic Expenditure in Regions, Destination Visitor Surveys including Regional Visitor Profile and Satisfaction reports.

FREE Special Interest – Snapshots on Backpacker Accommodation, Bed and Breakfast, Caravan or Camping, Culture and Heritage, Food and Wine, Indigenous and Mature Age Tourism; Fact sheets on Accommodation, Internet Usage, Transport, Expenditure, Seasonality and Nature Based Tourism; Business Events Report; Japan Market Report, Tourism’s Contribution to the Economy.

SPECIFIC REPORTS FOR YOUR BUSINESS NEEDS

If you need specific research assistance for your business, you can take advantage of the following services:

> Statistical Enquiry Service — developed to assist with enquiries from industry operators and other interested organisations. We can create customised data to suit your particular needs
> Online Data Subscription — provides access to the research data from the International Visitor Survey and the National Visitor Survey that has been collected over the last 10 years. Key visitor information from these surveys includes: origin of visitors; expenditure; destinations visited; activities undertaken; types of accommodation; transportation; and demographics.

Who do I contact?

Want more information about how Tourism Research Australia’s research can assist your business?

Contact:
Client Services Coordinator
Tourism Research Australia
Phone: 02 6228 6100
Email: research@tourism.australia.com
www.tra.australia.com

Economic and Aviation Analysis

This team delivers relevant and timely insights on tourism, aviation and economic developments that impact travel to Australia. They produce a range of reports that may be useful for your business, including aviation profiles, analysis of arrivals data and presentations on a number of issues relevant to State or Territory Tourism Organisations and the industry. Recent presentations have covered the impact of demographic change on Australian tourism and the impact of changes in domestic aviation on domestic tourism.

AVIATION PROFILES

Detailed aviation profiles are available including the annual eastern and western hemisphere aviation summaries from Tourism Australia’s 22 key international markets. Produced twice a year they examine the current aviation challenges, key routes to Australia, key airlines operating to Australia, significant code share agreements, past, current and expected future capacity, and load factors.

These reports are available at: www.tourism.australia.com/aviation
Consumer and Market Insights

This team goes beyond the statistics to provide insights to help you better understand consumers and how to influence them. Online, you’ll find a variety of reports highlighting both international and domestic consumer trends, sector specific analysis and more.

Visit www.tourism.australia.com/research

OUR TARGET CONSUMERS

Consumer marketing campaigns can be directed at the ‘mass audience’ with no particular target or to a specific segment of the population. However, for many National Tourism Organisations (NTO) factors such as limited budgets and destination offers, combined with particular consumer motivations, have prompted most to adopt a segmented approach to marketing.

Through research, Tourism Australia has identified three main consumer groups:

1. The First Time Global Experience Seeker who has yet to visit Australia (in all markets apart from Australia and New Zealand).
   - First Time Global Experience Seekers are travellers who are less affected by the traditional barriers of time, distance and cost. They are yet to visit Australia and are looking for unique, authentic experiences.
   - This target group travel to learn new things and experience new cultures. They want to avoid the traditional tourist route and are interested in meeting the locals and understanding and learning about the culture of a destination.

2. The New Zealand Experience Seeker, in New Zealand
   - The New Zealand Experience Seeker is different from the First time Global Experience Seeker and is defined as a traveller that has a preference for Australia as a travel destination and spent more than NZ$200 per night or NZ$2,000 in total on their last trip.
   - This target group seek out and enjoy authentic personal experiences, involve themselves in holiday activities and engage with locals, and place a high importance on value and on contrasting experiences.

3. The Australian Experience Seeker for the domestic market
   - Australian Experience Seekers are travellers who have a preference for both interstate and overseas travel and who spent more than $2,000 on their last holiday.
   - This target group consists of 3 different life stages who all seek adventure, challenge and stimulation through their holidays. Personal freedoms, enrichment and development are all motivations for travel through the different life stages.

Within a range of Tourism Australia’s core markets, we have identified market specific segments that demonstrate different interests and motivations within each market. These studies have been conducted in the UK, USA, Germany, China, Japan and South Korea. More information on these studies is available through Tourism Australia’s website at www.tourism.australia.com/research

HOW TO PROMOTE AUSTRALIAN EXPERIENCES

Tourism Australia has been working with the State and Territory Tourism Organisations and the tourism industry to deliver an Australian Experiences Framework, based on Australia’s core strengths, which are the experiences that give Australia a competitive advantage. This framework features seven key Australian Experiences that underpin Brand Australia and all our marketing globally. These experiences have been identified based on research that shows the needs and wants of the Experience Seeker.

The seven key Australian Experiences are:
> Aboriginal Australia;
> Nature in Australia;
> Outback Australia;
> Aussie Coastal Lifestyle;
> Food and Wine;
> Australian Major Cities;
> Australian Journeys.

To learn more about any of this information or a wide range of insights Tourism Australia has identified, visit the research area of Tourism Australia’s website

www.tourism.australia.com/research

TOURISM AUSTRALIA HAS PUBLISHED TWO TOOLKITS TO ASSIST WITH YOUR MARKETING STRATEGY.

‘The Australian Experiences Toolkit – Volume 1 Adding Value To Your Business’
‘The Australian Experiences Toolkit – Volume 2 Boosting your Bottom Line’

These toolkits provide important information on:
> Tourism Australia’s target consumer markets and the seven key experiences
> How to promote your product as an experience
> Successful business case studies featuring Australian tourism businesses that have made the shift to selling experiences
> How to position your product as an experience through public relations and digital marketing
> How to create a green experience to assist in giving you a competitive edge.

Both toolkits can be downloaded at: www.tourism.australia.com/industrydevelopment
Tourism Australia’s International Operations team, based in Sydney, connects Tourism Australia’s regional network with the industry and other key stakeholders. This team manages Tourism Australia’s international operations in the following markets:

Western Hemisphere – United Kingdom, Europe, Americas, New Zealand
Eastern Hemisphere – South and South East Asia and Gulf, North Asia and Japan

The team collect and disseminate the latest international market intelligence to assist industry and stakeholders with enquiries, decision making and planning. Through their servicing of inbound tour operators and key Australian product active in the international markets, they provide ongoing consultation and engagement with industry to share insights and information on Tourism Australia’s global activities and markets. International Operations have a number of resources to help industry prepare to enter into new tourism markets or effectively build on existing activities in regions.

1. International Market Updates
   Regular Market Update reports provide the industry with an overview of Tourism Australia’s key activities and updates on the latest market conditions and outlooks.

2. Other useful information available from International Operations:
   - Market overviews: Country overview, aviation overview and details about how travel is purchased
   - Getting into the market: Plan a visit to the market, access international markets and events in market
   - Research and statistics: Market share, visitor profiles and events in market
   - Campaigns and activities in market: Consumer and trade marketing overview, reports and publications and market presentations.

Who do I contact?
The International Operations Market Servicing Coordinators can assist you. Each specialise in a particular region. Their contact details are:
   - Telephone: 02 9360 1111
   - Email: international@tourism.australia.com
   - www.tourism.australia.com/markets

2. PLANNING FOR INBOUND SUCCESS TOOLKIT
If you are new to the inbound market or need a quick refresher, the toolkit “Planning for Inbound Success” will give you an understanding of the basic tools and key contacts you need to operate in inbound tourism. The information provided combined with advice and assistance from tourism associations, industry bodies and tourism operators should help put you on the path to success.

You’ll learn about:
   - Inbound tourism and export ready product
   - The motivation, cultural differences and travel styles of the inbound traveller
   - The travel distribution system
   - Tools to market and distribute your products internationally and identify key contacts and resources.

The toolkits can be downloaded at: www.tourism.australia.com/industrydevelopment
**Aussie Specialist Program**

AUSIE SPECIALISTS ARE A DEDICATED GROUP OF RETAIL TRAVEL AGENTS ACTIVELY SELLING AND PROMOTING AUSTRALIA AROUND THE WORLD. THESE 'AUSIE EXPERTS' HAVE BEEN EDUCATED AND TRAINED THROUGH THE AUSSIE SPECIALIST PROGRAM, CREATED AND MANAGED BY TOURISM AUSTRALIA IN COOPERATION WITH THE STATE AND TERRITORY TOURISM ORGANISATIONS.

Tourism Australia maintains active relationships with Aussie Specialists through a range of activities including an online training program, training and trade events, e-newsletters and familiarisation trips to Australia. Aussie Specialists are hungry for knowledge on Australian travel products and services. They’re always on the lookout for ideas and suggestions that can help them design better experiences, improve itineraries and better serve the needs of their customers.

At present, there are over 10,000 fully qualified Aussie Specialist agents around the world and thousands more in training. They are located across many countries including the United Kingdom, Europe, North America, New Zealand and across Asia. There are a number of marketing opportunities available for Australian tourism suppliers to educate the Aussie Specialists on their product or experience. To find out more, visit www.tourism.australia.com/opportunitiesdirectory

**EXPERIENCE THE OPPORTUNITIES ONLINE DIRECTORY**

The online directory provides you with information on the current range of Tourism Australia resources and marketing opportunities available, in one stop shop www.tourism.australia.com/opportunitiesdirectory

**OPPORTUNITIES**

Getting involved in the Aussie Specialist Program is a great way to ensure your product and experience makes its way into the hands of travellers worldwide. You can get involved in the program through a number of marketing opportunities such as:

- Travel Club
- E-newsletters
- Training events; and
- Partner Training Modules.

Go to www.tourism.australia.com/opportunitiesdirectory

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**Domestic Marketing Programs**

Tourism Australia strives to ensure that its work in the domestic arena adds value to that of our national, state and regional tourism partners and positively impacts the consumer.

**TOURISM AUSTRALIA’S CORPORATE WEBSITE**

www.tourism.australia.com/australia contains domestic tourism research that can assist you with your business. Make sure you regularly check the Australia pages on the website for the most up to date industry opportunities, research and statistics.

**DOMESTIC MARKETING PROGRAMS**

Tourism Australia has identified those consumers in Australia most likely to grow domestic tourism expenditure and runs two programs specifically targeting these different audiences.

1. **Raising the emotional appeal of an Aussie holiday**

There are six million Australian Experience Seekers who travel often, both internationally and domestically and have a positive attitude towards holidays within Australia. Travel is an important part of their life and when making holiday decisions they are driven by their thirst for knowledge, rejuvenation and relaxation. They have an appetite to explore new, lesser-known destinations as well as returning to their 'favourite' holiday locations.

Tourism Australia runs a domestic campaign designed to lift the emotional appeal of Australia as a holiday destination amongst this audience. This campaign includes advertising, content initiatives and public relations activity.

2. **Leave Stockholders and No Leave, No Life**

Tourism Australia launched the No Leave, No Life program in April 2009. This program targets leave stockholders with 25 or more days of annual leave accrued. This audience represents one in four full time employees and approximately 1.7 million Australians.

No Leave, No Life targets both employers and employees with the objective of converting Australia’s stockpiled annual leave into Australian holidays, ultimately benefiting individuals, businesses and the domestic tourism industry. To find out more visit www.noleavenoLife.com

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**HOW DO YOU GET INVOLVED?**

Tourism Australia’s domestic programs are designed to harness industry support and help stimulate domestic tourism. Industry partners are encouraged to participate in the following ways:

1. **CO-OPERATIVE MARKETING OPPORTUNITIES**

   **No Leave, No Life** and campaigns to raise the emotional appeal of an Aussie holiday focus on high impact communication channels. A number of co-operative opportunities are available for industry to get involved and are designed to accommodate a range of budgets, industry and operator needs. These range from co-operative advertising partnerships, advertising within Tourism Australia’s editorial content initiatives and the creation of tool kits for industry to use free of charge. Further information on current industry marketing opportunities can be found on Tourism Australia’s corporate site.

2. **EDITORIAL AND PRIZE CONTRIBUTIONS**

   Tourism Australia works closely with each State or Territory Tourism Organisation and will seek editorial contributions for content initiatives. We encourage you to keep your State or Territory Tourism Organisation’s public relations teams updated with new product information. National operators can communicate new information to Tourism Australia’s domestic team directly. We will also source prize contributions from industry partners from time to time for a range of initiatives.

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**Who do I contact?**

For more information about how you can get involved in Tourism Australia’s domestic advertising co-operative opportunities, visit www.tourism.australia.com/australia

Or talk to the Domestic Marketing Team

Telephone: 02 9361 1728
Email: domesticmarketing@tourism.australia.com
These trade shows and events provide the Australian tourism industry with the opportunity to meet with travel agents and wholesalers from around the world, from key international markets including United Kingdom, Germany, Italy, France, Netherlands, the Americas, New Zealand, Gulf Countries, Japan, India, South-East Asia and China.

Most trade show formats allow participants to organise scheduled appointments with important industry contacts for their business.

**TRADE EVENTS WEBSITE**

Details can be found on the dedicated Trade Events website www.tradeevents.australia.com. This site provides information on all of the trade and events that Tourism Australia participates in across the world. The website assists users in researching and planning which events to attend and allows users to submit their event applications online.

**TOURISM AUSTRALIA’S CALENDAR OF TRADE EVENTS**

To view Tourism Australia’s online calendar of events, visit www.tradeevents.australia.com and click on the ‘Trade Events Snapshot’ on the left hand menu.

**How to get involved in Trade Events**

**REGISTER**

The first step is to register for a login to apply for trade events and to indicate your interest to receive invitations to trade events, by visiting www.selfservice.australia.com. This site will allow you to:

- Change your password to the Trade Events Online website
- Have a password reminder sent to you if you have forgotten your login details
- Request a login for the Trade Events Online website if you don’t already have one
- View existing contact details for your organisation and request for them to be changed.

**APPLY FOR AN EVENT**

To view more information or apply for an event simply:

4. Access the Trade Events website
5. Click the ‘Login’ button in the top right of the Trade Events homepage and enter your username and password
6. This will allow you to complete an application for an event and view any previous event applications for your company.
7. Click on the ‘Events Calendar’ tab
8. Enter the event name in the ‘Keyword’ field and click ‘Search’
9. Click the link on the event name
10. For event information and participation details, click on the sub-tabs on the left hand side.
11. Click on the ‘New Application’ tab in the top right hand corner to enter an application for the event. (If this button does not appear, the application pages for the event you are searching are not available)
12. Once you have completed all of the application questions, you will be taken to a summary screen. To submit your application, simply click the ‘Submit Application’ link to the top right of the page. If your application is incomplete, the system will direct you to the missing details before allowing you to submit.
13. All applications are subject to assessment against the event’s selection criteria. Tourism Australia will assess your application against the criteria and notify you of the decision when acceptances open (refer to ‘Key Dates & Deadlines’ page of the event website). As a result of the assessment, your application is subject to three scenarios: Offered, Waitlisted or Declined.

**SELECTION CRITERIA FOR TRADE EVENTS**

Applications are assessed against the Trade Events Selection Criteria. The criteria are event specific and you can access them on the event website.

The information you provide in your application is critical as it is used for assessment purposes. If you have not addressed the selection criteria for the event you will not be eligible to attend.

**TRADE EVENTS TIPS**

For valuable tips in completing your online application, please visit our website www.tradeevents.australia.com and click on the ‘How to Apply for Trade Events’ tab on the left hand side of the home page.

**Who do I contact?**

For more information about getting involved in Tourism Australia’s trade events, contact:

Trade Events Team – Sydney
Telephone: 02 9360 1111
Email: tradeevents@tourism.australia.com

www.tradeevents.australia.com
Business Events Australia

BUSINESS EVENTS AUSTRALIA (BEA) IS A SPECIALIST UNIT OF TOURISM AUSTRALIA AND AIMS TO DEVELOP GLOBAL TRADE MARKETING INITIATIVES TO POSITION AUSTRALIA AS A SUSTAINABLE DESTINATION FOR CORPORATE MEETINGS, INCENTIVES, ASSOCIATION CONFERENCES OR CONVENTIONS AND EXHIBITIONS.

Business Events Australia undertakes this through a broad range of activities where qualified international buyers are invited to meet with Australian sellers in a business environment. These buyers (incentive agents, association representatives, corporate end users and business events media) have the potential to attract high yielding business events to Australia.

Australia’s 14 convention bureaux and industry have the opportunity to partner with Business Events Australia through the co-operative trade marketing activities.

The Business Events Australia website www.businessevents.australia.com outlines a variety of up to date opportunities provided by Tourism Australia’s specialist business events team.

The opportunities provided are:

› Business Events co-operative advertising
› Business Events brand and marketing toolkits
› Business Events familiarisation and educational programs
› Business Events roadshows
› Tourism Australia trade events
› Business Events public relations programs
› Business Events research and insights.

CALENDAR OF EVENTS
Business Events Australia produces an on-line Calendar of Events which details upcoming business and consumer events. Meeting planners can search by destination, month or key words to assist in planning their future business event to Australia. The Calendar of Events is available from the home page of www.businessevents.australia.com

BUSINESS EVENTS NEWSLETTER
To keep up to date with the latest news from Tourism Australia subscribe to Business Events Australia’s free monthly e-newsletter by visiting www.businessevents.australia.com/business-events-newsletter

Who do I contact?
For more information about getting involved with Business Events Australia, contact:
Business Events Australia Team – Sydney
Phone: 02 9360 1111
Email: bea@tourism.australia.com
www.businessevents.australia.com
Marketing

TOURISM AUSTRALIA’S INTERNATIONAL MARKETING ACTIVITIES ARE FOCUSED ON INCREASING THE INTENTION OF EXPERIENCE SEEKERS, SPECIFICALLY FIRST TIME VISITORS, TO TRAVEL TO AUSTRALIA. TOURISM AUSTRALIA INCORPORATES MANY DIFFERENT PARTS OF THE MARKETING MIX INTO ITS GLOBAL PROMOTIONS, INCLUDING BRAND AND CO-OPERATIVE ADVERTISING CAMPAIGNS, PUBLIC RELATIONS PROGRAMS, DIGITAL MARKETING AND EVENTS MARKETING.

THE CONSUMER MARKETING TEAM

The Consumer Marketing team develops Tourism Australia’s global brand strategy and oversees global contract arrangements with media and creative agencies. The team also develop advertising creative and collateral to support global marketing activities and events. The team creates internal and external collateral and publications, many of which are produced in a dedicated in-house design studio. They also manage the Image and Video Library, ensuring these assets support Tourism Australia’s marketing plans and are available to the trade, industry, partners and the media to assist in the promotion of Australian destinations.

INTERNATIONAL MARKETING

Tourism Australia partners with industry on branded consumer messaging activities in two ways:

1. Brand co-operative activity which includes co-funded marketing campaigns between Tourism Australia and major partners such as airlines, tour wholesalers and State or Territory Tourism Organisations.

2. Brand aligned activity which includes the provision of campaign support materials such as:
   - Templates for newspaper advertisements
   - Window posters; and
   - In-store displays and brochure templates.

Tourism Australia also provides an industry toolkit that offers collateral tools for trade partners to help leverage the campaign and consumer messaging activity. This includes materials such as:
   - Brand Australia logo for use in marketing collateral
   - Templates for brand-aligned print advertising
   - Designs for in-store material such as posters, brochure cover templates, tour operator catalogues and A4 flyers; and
   - Selected experience-related photography that can be used in promoting the destination or to illustrate specific offers by tour operators.

If you would like to utilise our brand templates, please contact your Business Development Manager or email marketing@tourism.australia.com

For further information on the Brand Australia campaign and logo use, please contact brandaustralia@tourism.australia.com

www.tourism.australia.com/destinationcampaign

HOW DO YOU GET INVOLVED?

FILM LIBRARY

Tourism Australia has a selection of stock footage available to media and the tourism industry for the positive promotion of tourism to Australia. Also available is a three-minute motivational piece showcasing each State and Territory and our key experiences. Footage can be viewed and ordered via the Image Library website. To access the footage you are required to complete the online registration form and agree to the terms and conditions. The footage can be found in the Mini Collection area in the category ‘Footage’.

Please note there may be a charge for footage depending on the duration, format and method of delivery required. Full details are listed on the Information page.

For further details, visit the website or contact the Film Librarian at filmlib@tourism.australia.com

To register for video library visit www.images.australia.com

USING THE BRAND AUSTRALIA LOGO

The Brand Australia logo is available to help create recognition and provide credibility for your messages. If you wish to use the logo, you are required to complete a Trademark License Agreement Form. Once approved, Tourism Australia will issue the logo along with guidelines for use. Third parties will be required to provide examples of how they use the logo to ensure that it is used appropriately.

The Trademark License Agreement can be downloaded from www.tourism.australia.com/logo

When the form is completed, fax it to 02 9361 1752 (Australia) or email it to imagos@tourism.australia.com

IMAGE LIBRARY

Tourism Australia’s Image Library has a collection of over 5,000 images of Australian people, environment and lifestyle across a range of experiences, including coastal, nature, outback, cities, indigenous, food and wine, and journeys. Images are available FREE of charge to industry partners, the travel and tourism industry and media, to help promote Australia both domestically and internationally.

All images are scanned at 300dpi, RGB and are typically A4 size. Orders can be placed for reproduction sizes larger than A4 at a relatively low cost if scanning is required. Registration is required before images can be downloaded and the terms and conditions, applicable usage and scanning costs are outlined in the image library site.

Please contact Tourism Australia’s Image Librarian if you have up to date, copyright-free imagery or footage of your product to share.

For further details visit the website or contact the Image Librarian at images@tourism.australia.com

To register for the image library, visit www.images.australia.com

EXPERIENCE THE OPPORTUNITIES ONLINE DIRECTORY

The online directory provides you with information on the current range of Tourism Australia resources and marketing opportunities available, in a one stop shop www.tourism.australia.com/opportunitiesdirectory
**Global Public Relations**

TOURISM AUSTRALIA’S GLOBAL PUBLIC RELATIONS TEAM WORKS WITH ALL LEVELS OF THE AUSTRALIAN TOURISM INDUSTRY TO GENERATE INSPRIATIONAL PUBLICITY ABOUT AUSTRALIA IN THE WORLD’S PRINT, BROADCAST AND ONLINE MEDIA. THEY ALSO GENERATE INFLUENTIAL WORD-OF-MOUTH COMMENTARY THROUGH A RANGE OF CUTTING-EDGE ADVOCACY PROGRAMS AND AIM TO KEEP AUSTRALIA TOP-OF-MIND AMONGST POTENTIAL TRAVELLERS BY ADDING VALUE TO TOURISM AUSTRALIA’S MARKETING CAMPAIGNS.

The Sydney-based Global Public Relations team works closely with Tourism Australia’s international network of in-house public relations specialists and public relations agencies to generate stories and conversations to motivate people to select Australia for their next holiday or business events activity. It's easy to become involved in Tourism Australia’s public relations activities by supporting the Global News Bureau, International Media Hosting Program and the Broadcast and Advocacy programs.

**MEDIA HOSTING PROGRAMS**

Based on the principle that media can produce more motivating and detailed coverage if they actually experience a destination or product first hand, Tourism Australia works closely with the Australian tourism industry to host around 870 media representatives from almost 50 countries each year.

These media representatives may arrive into Australia under our invitation or may be foreign correspondents or freelance journalists who are already based here. The media hosting programs provide opportunities for journalists to participate in the most compelling Australian experiences. During their visits, media meet everyday Australians, immerse themselves in our lifestyle and revel in the Australian experiences. During their visits, media meet everyday Australians, immerse themselves in our lifestyle and revel in the Australian culture and environment.

Tourism Australia’s goal, to generate positive media coverage, is fulfilled annually by the hundreds of articles, complete with stunning photography that are published each year in publications and international media channels. This is a new initiative which supports the generation of destination content on Australia for screening on international free-to-air, cable and online television channels.

**GLOBAL NEWS BUREAU**

To generate excitement and buzz about Australia through media channels with a credible voice, the Global News Bureau creates a range of well-researched stories and angles through editorial, newsletters, fact sheets, trend reports, destination guides, images and videos. They are distributed via the media website at www.media.australia.com.

The Global News Bureau also manages hundreds of enquiries from journalists who want to know more about Australia. These journalists love hearing about the latest trends and constantly seek quirky and interesting facts. Journalists also want to learn about activities and products that are different and stand out from the crowd.

**ADVOCACY**

Through our Advocacy Program, Tourism Australia works with local and international opinion leaders to tell Australian stories to their own networks. The Advocacy Program works on the principle that word-of-mouth, via sources that are credible, reliable and motivating, is the most honest — and therefore most effective — form of marketing. It builds upon people’s natural desire to share their experiences with family, friends and colleagues.

**CO-OPERATIVE BROADCAST PROGRAM**

The Co-operative Broadcast Program assists local and international producers to create Australian-made travelogues and documentaries for international distribution via cable and public broadcast channels. This is a new initiative which supports the generation of destination content on Australia for screening on international free-to-air, cable and online television channels.

**How do you get involved?**

If your tourism product is ready for international markets, you can get involved in Tourism Australia's portfolio of public relations programs by:

-**Media Releases**
  - Sending your media releases and digital images on your tourism product for consideration, including material or ideas for distribution via our Global News Bureau. Help us tell the Australian story.

-**Hosting Media**
  - Letting us know if you wish to be involved in the media hosting programs. We normally ask operators to host media free of charge or at specially discounted rates. You should also be aware that as we host media and opinion leaders year-round, visits may occur during peak season.

-**Tracking Publicity**
  - Sending your email details if you are involved in the media hosting program and wish to track any publicity mentioning your product via Tourism Australia’s Publicity Website: www.publicity.australia.com. Participating operators are notified by email when articles mentioning their company or organisation have been uploaded onto the website. Please provide us with a generic email address by emailing: publicity@tourism.australia.com

-**Advocacy Program**
  - Informing us if you’d like to be involved in our advocacy programs. This could see you hosting influential opinion leaders, engaging with our Friends of Australia or supporting our social media and digital advocacy initiatives.

-**Support**
  - Providing support for broadcast crews. This could involve you assisting producers by hosting their crews, providing background materials or product information. As in the media hosting programs, operators are normally asked to host our broadcast crews free of charge or at specially discounted year-round rates.

This guide has been developed by Tourism Australia to help tourism operators maximise their profile through international media channels. The guide will give you tips on how you can get the media to take note of your product or experience.

You can download your copy from www.tourism.australia.com/makingasplash

**Contacts**

Global Public Relations
GPO Box 2721, Sydney NSW 1006
Phone: +61 2 9360 1111
Email: internationalmedia@tourism.australia.com

Media website: www.media.australia.com
Digital Marketing

DIGITAL MARKETING, ALSO KNOWN AS ONLINE MARKETING AND INTERNET MARKETING, PLAYS A MAJOR ROLE IN ENGAGING EXPERIENCE SEEKERS TO AUSTRALIA. TOURISM AUSTRALIA’S DIGITAL MARKETING TEAM IS RESPONSIBLE FOR DRIVING THE GLOBAL DIGITAL STRATEGY VIA THE CONSUMER WEBSITE – WWW.AUSTRALIA.COM – AND A VARIETY OF DIGITAL TOOLS INCLUDING ONLINE ADVERTISING. THE FOLLOWING SECTION PROVIDES AN OVERVIEW OF AUSTRALIA.COM AND HELPFUL HINTS ABOUT HOW YOU CAN GET YOUR PRODUCT LISTED ON THE SITE.

AUSTRALIA.COM

Tourism Australia’s consumer website – www.australia.com – is the primary call to action for Tourism Australia’s global consumer marketing campaign and provides:

> Travellers with an overview of Australia and information on getting to Australia;
> Destination content aimed at motivating potential travellers to holiday in Australia;
> Inspirational journey and experiences content that encourages Experience Seekers to travel throughout Australia and increase their holiday duration.
> Links to the State or Territory Tourism Organisations’ websites and other government websites relevant to planning a trip to Australia;
> Tourism product listings from over 26,000 tourism operators via the Australian Tourism Data Warehouse.

To see what opportunities are available to advertise on the australia.com website, visit www.tourism.australia.com/opportunitiesdirectory

GETTING YOUR PRODUCT LISTED ON AUSTRALIA.COM

Australian industry partners can be visible on australia.com by listing your product on the Australian Tourism Data Warehouse (ATDW).

The ATDW is a joint initiative of the state government tourism organisations and Tourism Australia. The ATDW produces the only nation-wide tourism database of its kind in Australia and the world, including more than 26,000 listings of destinations and products, and 80,000 images.

All ATDW content is received, quality assured and updated daily to ensure the information is always cutting edge.

GETTING THE MOST OUT OF THE ATDW AND AUSTRALIA.COM

By listing your product with your relevant State or Territory Tourism Organisation through the ATDW, you can ensure that your product information is visible on Tourism Australia’s australia.com, other consumer websites and other digital channels, giving the Experience Seeker easy access to your product and experience.

One listing submission is delivered to hundreds of tourism websites and other digital channels offering tourism operators:

> International exposure
> Low cost marketing opportunities
> Ensured quality data standards
> Distribution to all ATDW distributors of tourism product; and
> ATDW tourism content attracts over 4.6 million page impressions per month.

GETTING YOUR PRODUCT LISTED ON THE ATDW

If you want your product or business listed on the ATDW, simply contact your State or Territory Tourism Organisation. Ask them for guidelines on creating the best product listing for your business.

Australian Capital Tourism
atdw@act.gov.au
02 6205 0666

Tourism New South Wales
getconnected@tourism.nsw.gov.au
1300 655 077

Tourism Northern Territory
atdw@nt.gov.au
08 8999 3841

Tourism Queensland
atdw@tq.com.au
1800 629 749

South Australia Tourism Commission
OnlineSATC@tourism.sa.com
08 8463 4560

Tourism Tasmania
TigerTOUR@discovertasmania.com
03 6230 8229

Tourism Victoria
onlinenews@Tourism.vic.gov.au
1300 306 366

Tourism Western Australia
network@westernaustralia.com
1300 369 125

Distributing ATDW product on your website

Digital tourism marketers who wish to take advantage of the ATDW can become distributors. To become a distributor of ATDW simply contact the Business Development Manager:

ATDW Business Development Manager
Tel: 07 3112 1760
Fax: 07 3122 1766
Email: atdwadm@atdw.com.au
www.atdw.com.au

Experience the Opportunities

CHECK LIST:

Opportunities for the Tourism Industry

EXPERIENCE THE OPPORTUNITIES DIRECTORY
Your guide to current opportunities and resources
www.tourism.australia.com/opportunitiesdirectory

essentials – our free weekly e-newsletter
Subscribe to www.tourism.australia.com/essentials

TOOL KITS:

Australian Experience Industry Toolkit: Adding Value to Your Business and Volume II: Boosting Your Bottomline – guides for marketing to Experience Seekers
www.tourism.australia.com.australianexperiencekit

Planning for Inbound Success
www.tourism.australia.com/planning

Making a Splash – Generating Publicity for Australia – your guide to getting involved in our international media relations programs
www.tourism.australia.com/makingasplash

Statistics, forecasting, analysis for domestic and international markets
www.tas.aus.com

Consumer Reports

Insights, fact sheets and research reports on consumers
www.tourism.australia.com/research

Domestic marketing opportunities
www.tourism.australia.com/australia

Market Reports
Information about Tourism Australia’s top inbound markets, including the Market Update reports
www.tourism.australia.com/markets.asp

Aussie Specialist e-newsletter and training module opportunities
www.tourism.australia.com/opportunitiesdirectory

Aussie Specialist Travel Club – submit an offer for agents
www.aussiespecialist.com/travelcluboffers

Trade Events – meet with the travel trade from around the world
www.tradeevents.australia.com

Business Events – how to get involved
www.businessevents.australia.com

Tourism Australia’s Image and Film Library
www.images.australia.com

Tourism Australia’s logo use
www.tourism.australia.com/logo

International Media Hosting Program – how to get involved
www.tourism.australia.com/ihp

ATDW – get your product listed on australia.com
Call the ATDW on 07 3112 1789
Email: atdwadm@atdw.com.au
www.atdw.com.au

Volume II: Boosting Your Bottomline
– guides for marketing to Australian Experiences Industry Toolkit: Adding Value to Your Business

Making a Splash – Generating Publicity for Australia
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atdw@act.gov.au
02 6205 0666

Tourism New South Wales
getconnected@Tourism.nsw.gov.au
1300 655 077

Tourism Northern Territory
atdw@nt.gov.au
08 8999 3841

Tourism Queensland
atdw@tq.com.au
1800 629 749

South Australia Tourism Commission
OnlineSATC@tourism.sa.com
08 8463 4560

Tourism Tasmania
TigerTOUR@discovertasmania.com
03 6230 8229

Tourism Victoria
onlinenews@Tourism.vic.gov.au
1300 306 366

Tourism Western Australia
network@westernaustralia.com
1300 369 125

Distributing ATDW product on your website

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ATDW Business Development Manager
Tel: 07 3112 1760
Fax: 07 3122 1766
Email: atdwadm@atdw.com.au
www.atdw.com.au