



BECOMING EXPORT READY

Before you start working with the tourism distribution network, your business must be export ready.

Being export ready means you are ready to engage third party distributors such as inbound tour operators (ITOs), wholesalers, online travel agents (OTAs) and retailers to sell your product to visitors overseas and have factored appropriate commissions into your pricing.

To prepare your business for this next step, here are some helpful tips.

IS MY BUSINESS EXPORT READY?

If you think your business is export ready, answer the following questions:

- Is your business established in the domestic market?
- Do you have a good level of domestic distribution and do you have a successful domestic marketing strategy?
- Do you offer booking confirmation online or via email with a 24-hour turnaround time?
- Have you thoroughly researched the international markets to establish where your product fits?
- Do you clearly understand the differing needs of international markets compared with domestic markets?
- Do you understand the concept of commissions and nett rates and offer commissionable rate to trade partners such as ITOs, OTAs, wholesalers and retail travel agents?
- Do you have an active quality assurance program to ensure your product maintains a high standard?

INVOLVE YOUR TOURISM NETWORK

If you are working towards becoming export ready, it's a good idea to talk to your tourism network about it. This includes your local tourism manager or tourism association, regional tourism organisation and Destination NSW.

Find out your regional tourism organisation contacts
www.destinationnsw.com.au/RTOcontacts

You can seek advice and feedback on your progress from your tourism network and discuss opportunities to work together.

RESEARCH YOUR MARKETS

It is vital you have a good understanding of the international markets you want to target, so you can tailor your products and marketing approach to their needs.

- Make note of your existing customers – are there any international travellers already visiting? Where are they from?
- Review the Destination NSW international market profiles and market intelligence updates, which detail all major and emerging inbound markets for NSW

Create a sales kit to provide to trade partners, including fact sheets for each of your products. Your sales kit may also include your brochure, a map, and images or footage on DVD or USB.



above: Fine dining on Fort Denison with views over Sydney Harbour (Hamilton Lund); young couple relax poolside at Milton Park, Bowral, Southern Highlands (Anson Smart).

- Review the Destination NSW visitor statistics detailing which markets are visiting your destination, as well as research resources on niche market sectors
- Explore research from Tourism Research Australia (TRA) www.ret.gov.au/tra, including snapshots and fact sheets, regional destination research, domestic and international visitor research and profiles.
- Access Destination NSW profiles, facts and figures and market sector information at www.destinationnsw.com.au/resources

It's also important to understand how the tourism distribution network operates, so you can meet the needs of different distributors. Read about pricing and distributing your tourism product and make sure you understand what ITOs want so you can deliver to their expectations.

Find out more about pricing and distributing your product in the Tourism Business Toolkit www.destinationnsw.com.au/tourismtoolkit

PLAN YOUR APPROACH

Product development

Look at how you can refine your product offering to meet the needs of your target market. You can use your market research and feedback from your tourism network to assist with this.

Administration

Decide how your business will handle bookings from trade partners. Look at what systems you will use and how you will manage responding to bookings within a 24-hour timeframe.

Consider whether you will require prepayment or offer credit terms to qualified trade partners, and how you will manage this process. Once you have set up your processes, ensure that your staff are trained to handle travel trade bookings.

Marketing

Plan how international promotion will fit into your current marketing mix and ensure you budget for new activities. These may include making sales calls, attending trade events, hosting trade familiarisations, conducting sales staff training, attending conferences and covering key industry memberships such as the Australian Tourism Export Council (ATEC) www.atec.net.au

PREPARE PRICING AND COLLATERAL

Prepare your pricing and sales materials for the international market, including:

Sales kit

Create a sales kit to provide to trade partners, including fact sheets for each of your products. If you offer leisure free independent travel, group travel and conference products, it's a good idea to put these on separate fact sheets.

Your sales kit may also include your brochure, a map, and images or footage on DVD or USB.

All elements in your sales kit should be available to send as soft copies after a sales meeting. It's important your sales kit has a clean, professional look to showcase your brand.

Download a sample fact sheet www.destinationnsw.com.au/exportready

Find out more about creating your own brochure in the Tourism Business Toolkit www.destinationnsw.com.au/tourismtoolkit and access free images from the Destination NSW image library. images.destinationnsw.com.au



above: Friends sailing the harbour with Eastsail (Pierre Toussaint); Couple relaxing on the grounds of Burrawang West Station, Trundle, Central NSW (Mark Pokorny).



Rate sheet

Ensure your product pricing structure can accommodate commissions of up to 30%. Create separate rate sheets that detail your pricing for retail, wholesale, OTA and ITO partners. Each of these trade partners requires a different commission level and it is important that you provide the correct nett rates to each. Your rate sheet should include your retail (gross) rates alongside your nett rates for each product you offer, valid from 1 April – 31 March. Please see fact sheet *Reaching the International Market* for further detail on commission levels. It is important to provide your nett rates in writing at all times, rather than verbally, to ensure you have a record of trade partner agreements.

Child and concession rates should include ages for eligibility and group rates should include minimum and maximum numbers.

Seasonal or variable rates at different times of the year, eg. school holidays, should be included so partners don't need to change these after they've loaded them into their systems for the tourism year. If you have surcharges or blackout dates when your product is not available, these should be detailed in your terms of trade.

Download a sample rate sheet www.destinationnsw.com.au/exportready

Terms of trade

Create a written copy of your terms of trade, which details how you are prepared to work with your trade partners.

Terms of trade should be clearly defined and might include your cancellation policy, blackout dates, payment terms (including credit terms and application details), booking deadlines and payment details. It's advisable to seek legal advice when you create your terms of trade.

Download a guide to developing your terms of trade www.destinationnsw.com.au/exportready

CHECK YOUR BUSINESS IS READY

Once you've done your research, planning and preparation, refer back to the 'Is my business export ready?' questions in this fact sheet to ensure you are ready to take the next step.

LAUNCH YOUR EXPORT READY PRODUCT

Contact Destination NSW to discuss launching your export ready product to the travel trade:

- The regular Sydney & NSW Product Update www.destinationnsw.com.au/news-and-media/sydney-and-nsw-product-update newsletter will feature news of your launch into the international market
- You may apply to attend a Sydney or Regional Product Showcase to introduce your product to Destination NSW staff
- There is a variety of trade events you may be eligible to attend and information on funding programs that assist tourism businesses to attend
- Your export ready product will be included in trade sales materials produced and distributed by Destination NSW, such as international trade fact sheets www.destinationnsw.com.au/tradefactsheets

Consider joining the Australian Tourism Export Council (ATEC) www.atec.net.au, to access its ITO member database and attend trade networking, conferences and workshop events.



above: Feeding the giraffes at Taronga Zoo (Pierre Toussaint); Kayaking at The Spit with Sydney Harbour Kayaks (Marianne Lacey).