

# Workshop- Session 2

1:25PM – One Suite



## Caroline Densley

### Entering and Preparing for the Export Market



#2019TiCSA

2019 SA Tourism Conference

# Distribution

Export Ready – What does this mean?



# What is 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.

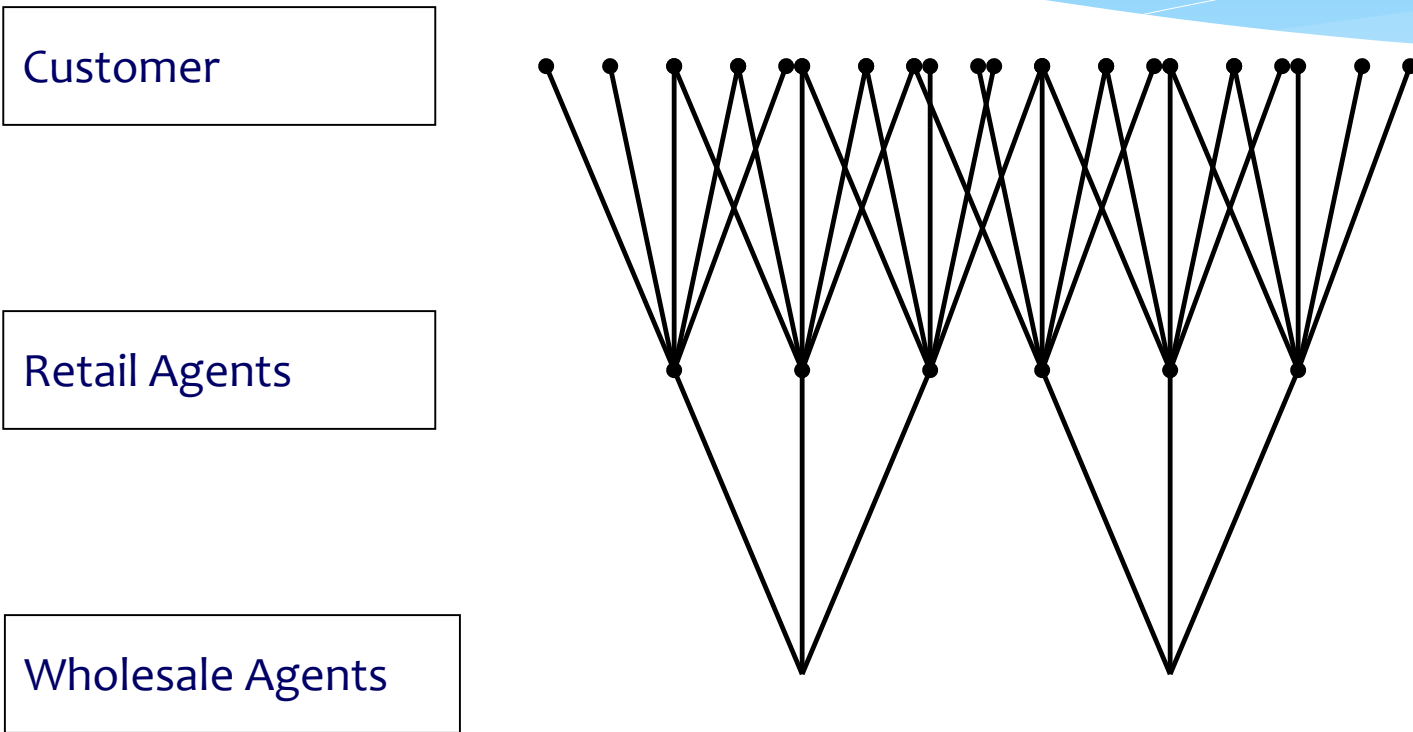
# What does a Distributor do?

- One-stop shop for the overseas agent / wholesaler
- Provide booking / reservation services
- Provide complete package quotations
  - From the moment guests arrive until the moment they depart
- Source new product and construct packages
- Provide ground assistance for travellers (24 hour / 7 days)

# Benefits of working with a Distributor

- Broadens your reach through their relationships and partnerships developed and nurtured over many years
- Marketing your product on your behalf
- Absorbing international communication and marketing expenses
- Expertise in handling global time variations, language barriers & cultural differences
- Financial risk taking & payment in Australian currency
- Providing advice in product distribution methods suitable for your business (expand distribution)
- Offer extensive knowledge of international consumer needs

# Distribution Multiplier



# Connecting with a Distributor

## Know Your Markets

- Make note of your existing customers – are there any international travellers already visiting? Where are they from?
- Review SATC Market profiles to ensure you have a good understanding of the international markets you want to target
- Look at how you can refine your product offering to meet the needs of your target market.

# Connecting with a Distributor

Do your research and identify the Distributors that have a client base that would suit your product

- What markets they are active in?
- FIT's and / or Groups
- Youth
- Adventure
- Self – drive
- Cruising
- Luxury



# Connecting with a Distributor

Understand what Distributors are looking for in a product

- A product that they believe “Will Sell” to their particular market (what the market wants or is looking for!)
- A product that is ‘Consistent’ in its operation and delivery (must happen when and how the market wants it too, every time!)
- A product that has a ‘Quality’ of delivery and operation that matches the expectations of the distributor and the final customer’s needs (same level quality every time!)

# Connecting with a Distributor

- A product that is as ‘Authentic’ as possible (true to its form of what the product is representing)
- A product that is Flexible (can be changed or adapted to fit with different market expectations)
- A product that is Physically Accessible (at locations and times that fit the market being promoted to).

# Connecting with a Distributor

Find the right person within the Distributor organisation to build a relationship with

- Usually the Product Manager
- Would attend B2B events such as ATEC Meeting Place, Discover SA & ATE

Where possible arrange to visit the Distributors office

- Offer to run a training session with their reservations staff

# Distributor Relationships

- Develop a one page document of your key selling points for training staff – be 100% prepared!
- Make your presentation concise and to the point – don't overrun your time
- Offer them a famil
  - So much easier to sell something you have seen or experienced
- Ensure your rate sheets provide all the information they can possibly want
  - This enables them to quote and answer questions without having to always contact you

# Distributor Relationships

- Keep them updated on your product information on a regular basis but don't overload them as they are very busy people usually dealing with hundreds of product.
- Have your new seasons rate ready in advance to fit with their brochuring timelines
- Check-out companies like Tourconnect that offer a solution for a standardised rate format

Website - [www.tourconnect.com](http://www.tourconnect.com)

# Distributor Relationship

- Respond to ALL enquiries within 24 hours.
  - They work across time zones and need to respond to their wholesalers and agents promptly
  - Contactability is extremely important
- Ensure rate parity at all times
  - If you offer a special it must be available and commissionable to the Distributor
  - The quickest way to lose a Distributor is to be seen to be offering different rates

# Distributor Relationships

When starting out ensure you understand their business and how your product would fit in. If the fit is right then be politely persistent and consistent when dealing with them.

Believe in yourself and your product!

Remember Distributors are an important part of your Business Mix

Thank you



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