Domestic Trade Distribution Action Plan

Domestic tourism currently accounts for approximately 65% of all tourism in Australia. International visitors make up the remaining 35%.

The vast majority of Australian operators concentrate on marketing their product domestically and then markets to international travellers once they have secured a foothold at home.

The travel distribution system is a complex, global network of independent businesses. This network includes a series of distributors or intermediaries, who play a specific role in the development, promotion and purchasing process of Australian tourism experiences. Travel distributors allow you to broaden your customer base far beyond the reach of your own limited marketing budget.

Sourced from Tourism Australia, Tourism Export Kit, March 2020

The advantages of utilising the travel trade distribution, like other industry's supply chain components, is the cost is only occurred when a sale is made, and it supports the promotion and development of the destination and the tourism industry sector.

The following action plan is for the first 12 months of distributing a tour product through traditional domestic travel buyers and online travel agents:

Acronyms Defined:

SGBR – Southern Great Barrier Reef

BT - Bundaberg Tourism. Bundaberg's Regional Tourism Office

ITO- Inbound Tour Operator (sell travel product to overseas and domestic wholesalers and retailers) Eg. AOT Group, Flight Centre Global Product (FCGP)

OTA- Online Travel Agent (purchase travel product through wholesalers and direct from the Travel / Tour provider) Eg. Expedia, Viatour

TEQ – Tourism Events Queensland. The statutory body of the Queensland Government and its lead marketing, destination and experience development and major events agency.

VIC- Visitor Information Centre

Time Frame	Action Item	Detail	Support	Cost
First 3-6 Months	Develop product fact sheets	Fact sheets for each product, including terms and conditions, full inclusions, and availability	SGBR trade product fact sheet template	$0
	Develop product rate contracts	For distribution across 3 levels of the tourism trade: 25% ITOs 20% Wholesale 10%-15% Retail/OTA	SGBR rate contract template	$0
	High resolution image gallery	4-7 Hero images of each product for use by trade distribution and websites		$0
	Bookings/Channel manager	Set up an inventory and product distribution management platform, with a booking engine for TB website	Key tour bookings/inventory management platforms: • Bookeasy- Tour Manager • Rezdy • Trekk Soft • Booking Boss	Monthly management fee
First 6-12 Months	Connect with key OTA channels	Set up Products on online channels and connect them with inventory management platform	Key Tour Channels: • Via Tour • Expedia • Tour Radar • Get Your Guide	Commission per booking

	Send product information and rates sheet to key domestic trade partners	Begin to build relationships with trade partners	Key Partners:
			• Regional tourism partners/operators
			• Helloworld (AOT Group)
			  o Queensland Rail Travel
			  o Sunlover Holidays
			• Infinity (FCGP)
			• VICs
				Commission per booking

	Build database of key domestic trade partners	Relationship management and communication	Can be managed through a spreadsheet to record contact details with each partner/company	$0
	Sales data capture	Set up booking system to record sales by partner/agent	Booking system will produce reports on sales by agent to help measure ROI	$0
March-April	Set yearly tariff for each product	Carry out cost analysis of product and set tariff for coming tourism year 01/04-31/03	In preparation for distribution	$0

June-July	Distribute coming year's tariff 01/04-31/03	Using database to send appropriate rates contract and updated product fact sheets or load information into partner's system		$0
Quarterly	SGBR trade newsletter	Develop trade worthy stories and packages about your products	SGBR will communicate stories/packages to their trade database	$0
Ad Hoc	Trade Familiarisations	Host staff from key trade partners to educate the market	SGBR and TEQ will requests 'famils' for your product	Cost per person of tour