

COVID-19 - Restarting, Transitioning and Resilience

Domestic Trade & Distribution

WEBINAR THREE Wednesday 29 July 2020. 3pm

TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

- Four webinars will take place once a week from mid-July to mid-August 2020

Stage Two - One-on-one Online Coaching

- Four free sessions of 60 minute one-on-one online coaching sessions will be available to eligible tourism and hospitality businesses.

MODERATOR: Sofie Formica



Brock Parker
Parker Travel Collection



Chloe Jenkins
Viator



Mick Boylan
Viva Holidays - Helloworld

DOMESTIC TRADE

Direct Business 'Holy Grail'

Traditional
Trade

Online Travel
Agents (OTA)

Group Buying

Rewards &
Closed User
Groups

Local Partners

BENEFITS OF DOMESTIC TRADE?

- Attract new business
- Minimal up-front costs
- Increase your Sales Force
- Off-Peak sales
- Billboard Effect

WORKING WITH THE TRADE

- ✓ Trade Ready – Rates, Images, Fact Sheet, T&Cs
- ✓ Price Parity with correct commission levels
- ✓ Accept Terms & Conditions of dealing with the Trade
- ✓ Simple & easy product
- ✓ Genuine Partnerships working ‘Both Ways’
- 🏆 Direct Connection – Channel Manager

TOURISM TRADE IS A DISTRIBUTOR



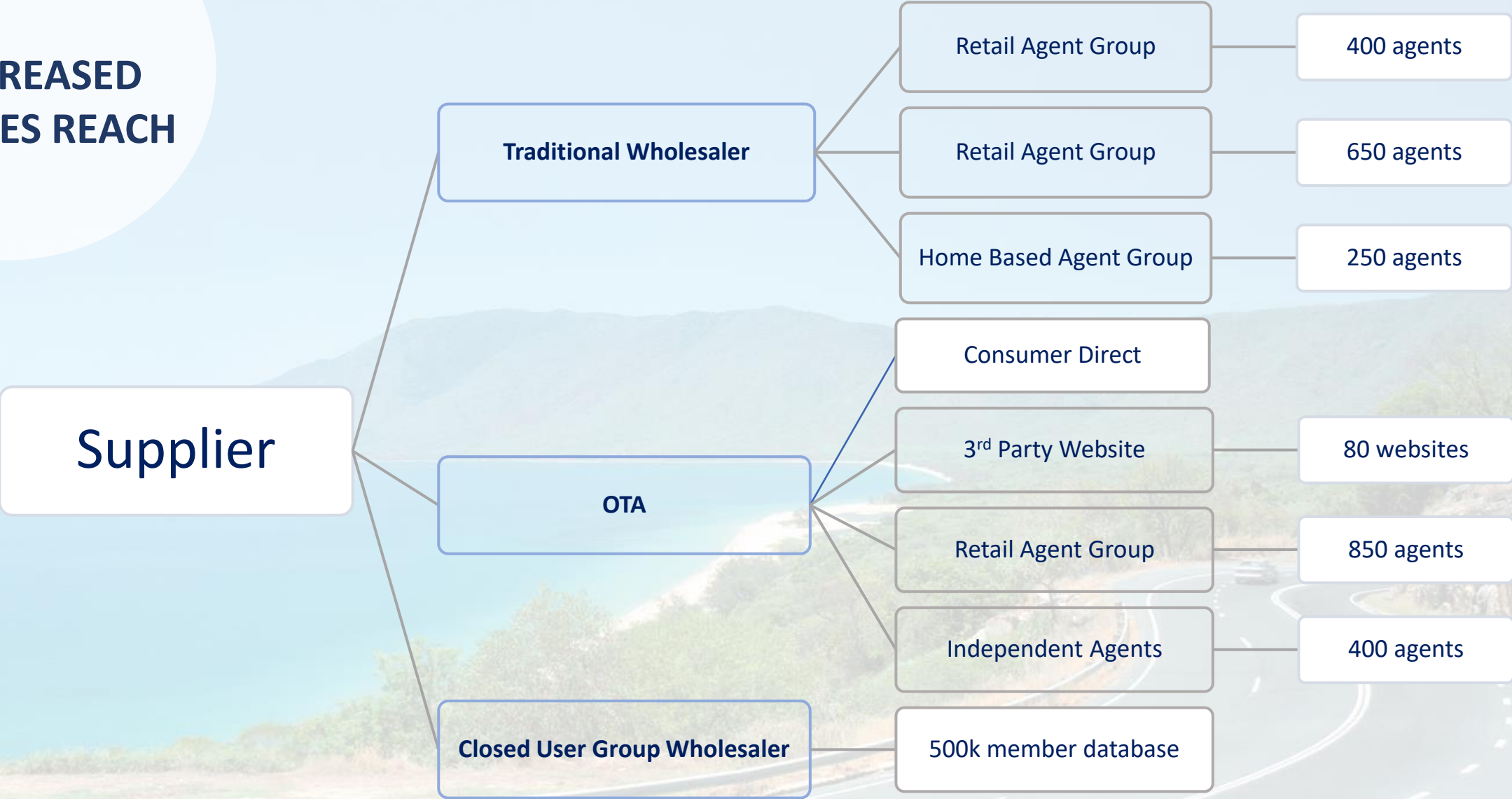
Not every sale at 25%

Different channels
Different commissions

Build commission into
pricing over time

Preferred Programs

INCREASED
SALES REACH



What's the relationship between Viator & Tripadvisor?

VIATOR DISTRIBUTION



Products: Five Key areas to focus on...

Availability & API Connectivity

Update your opening date

Does our availability match your system?

Product Descriptions

Is your product description and title still accurate and doing your product justice?

Check for any alerts

Images

At least 2, recommend 6+

Best photos have people in them

Additional Health & Safety Measures

New section in our Management Center

Advertised on product

Used in new filter search

Cancellation Policy

Put yourself in the customers shoes

Flexibility and piece of mind

HELLOWORLD SALES REACH



HELLOWORLD TRADE READY TIPS

HELLOWORLD WHOLESALE



HELLOWORLD RETAIL



OTHER RETAIL



PACKAGING

Create Value to give a Reason to Buy

True Value + Commission

Off Peak Sales

Expand the Sale

Partnerships

Differentiate

Target Markets

Education

Internal
Packaging

External
Packaging

Price Driven

Pay Stay Deals

Discounts

 tripadvisor 4.5	Toscana Village Resort ★★★★★ Map Airlie Beach FREE NIGHTS* Select INSTANT CONFIRMATION	205	205	205	Free	205
 tripadvisor 4	Airlie Beach Hotel ★★★★★ Map Airlie Beach FREE NIGHTS* Select INSTANT CONFIRMATION	225	225	Free	225	225
 tripadvisor 4.5	Mantra Boathouse Apartments Airlie Beach ★★★★★ Map Airlie Beach Select INSTANT CONFIRMATION	294	294	294	294	294
 tripadvisor 4.5	Mirage Whitsundays ★★★★★ Map Airlie Beach BREAKFAST INCLUDED* FREE NIGHTS* Select INSTANT CONFIRMATION	400	400	400	400	Free

← Pay 3 Stay 4

← Pay 2 Stay 3

← Pay 4 Stay 5
+ BFAST

Value Add

Inclusions

Partner Combo

BRISBANE ESCAPE

★★★★★

- Return economy airfares to Brisbane flying Virgin Australia including 23kgs checked baggage~
- **2 NIGHTS** at Mercure Brisbane with a **COMPLIMENTARY UPGRADE** to a Superior River View^
- **FREE** full breakfast daily with guaranteed late check out of 12pm

FROM PRICE PER PERSON TWIN SHARE			
LAND ONLY	EX SYD	EX MEL	EX ADL
\$149*	\$359*	\$539*	\$589*

2 NIGHTS **FROM \$359*** per person twin share



Tourism Australia



Balloon with Hot Air and Jet Boat Adventure Combo

* SAVE \$\$ with this package per person* If you're lo...

★★★★★ (5)

\$320

BOOK NOW



FREESTYLE RESORT PORT DOUGLAS & BARRIER REEF ESCAPE

★★★★☆

INCLUDES:

- **7 NIGHTS** in a 1 Bedroom Apartment
- Tropical fruit platter on arrival
- **FULL DAY** Quicksilver Outer Barrier Reef Cruise from Port Douglas Marina including lunch
- **COMPLIMENTARY** WiFi

FROM **\$739*** per person twin share

Target Markets

Experiences

Exclusive

Market Segment



Hot Air Balloon Gold Coast Proposal Experience

\$**670** [BOOK NOW](#)

SPECIAL OFFER



Noosa & Sunshine Coast, Australia

Private Tour Inc. Lunch – Sunshine Coast & Noosa

★★★★★ 4

Explore the beautiful Sunshine Coast and Noosa area on a totally relaxed and laid-back guided tour? We offer a fantastic full day out guided tour, lasting from 9 am until 5 ... [More](#)

from **\$216.00 AUD**

~~\$240.00 AUD~~

\$24.00 AUD savings

[Book Now](#)

⌚ 8 hours

✓ Free Cancellation



Port Douglas + Kuranda, Skyrail & Rail Family Getaway

7 nights 4-star

STAY 7 PAY 4*

- ✓ Stay at the Mantra In The Village in a 2 Bedroom Suite
- ✓ Kuranda, Skyrail and Rail

Why not add 8 days car hire, pick up & drop off at Cairns Airport from an extra \$320* per family

Family of four
from **\$1725**



Queensland's Western Country Drive

6-night self drive departing Brisbane

- ✓ Stay 1 night in Toowoomba at the 4½-star Potters Toowoomba Hotel
- ✓ Stay 2 nights in Roma at the 4-star Roma Central Hotel
- ✓ Stay 2 nights in Goondiwindi at the 3-star Best Western Ascot Lodge Motor Inn
- ✓ Stay 1 night in Warwick at the 4-star Abbey of the Roses with breakfast daily
- ✓ Discover Carnarvon Ranges Full Day Tour

Travelling interstate? Why not add 7 days car hire, pick up & drop off at Brisbane Airport from an extra \$193*

from **\$799**

[VIEW DEAL](#)

Selected travel between 1 Aug - 30 Nov 20.

EXCLUSIVES



RACV Noosa Resort



3 NIGHTS



BREAKFAST



EXCLUSIVES

Includes 3 nights in a 1 Bedroom Sanctuary Apartment with breakfast daily.

PLUS FLIGHT CENTRE EXCLUSIVES

- BONUS** 3-course dinner at Arcuri
- BONUS** 1-hour couples massage in One Spa per room*
- BONUS** \$150 resort credit per room*
- BONUS** Bottle of wine on arrival per room
- BONUS** Complimentary parking
- BONUS** Complimentary WiFi*
- BONUS** Complimentary use of tennis court, racquet and ball hire
- BONUS** Complimentary use of hourly courtesy shuttle bus*
- BONUS** RACV Members - 1 x Free day hire of on-site electric car per room*

from \$499*

VALUED AT \$1052* | UP TO 53%* OFF



Includes 3 nights in a 1 Bedroom Sanctuary Apartment with breakfast daily.

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QUEENSLAND
TOURISM INDUSTRY
COUNCIL



COVID MARKET CHANGES

New Market

"Just because it used to be, does not mean it is going to be"

Safety

Covid safety plan and accreditation



Flexibility

Cancellation conditions

Transparency

Reassurance of SAFETY and FLEXIBILITY in recent feedback/reviews

2021-22 Rates

Action the distribution

Back yourself

Identify an opportunity

HELLOWORLD INSIGHTS

- Travel Credits
- Virtual Sales Meetings
- Weekly Domestic Webinars
- Queensland You're Good to Go Campaign
- Preferred Suppliers
- Helloworld TV Show



TRADITIONAL TRADE

helloworld
TRAVEL
THE TRAVEL PROFESSIONALS

FLIGHT
CENTRE®

Discover Australia
HOLIDAYS

Infinity
Holidays

Expedia

Hotelbeds

Ignite Travel
FC Exclusives

- 450+ stores closed (still 400+ stores nationally)
- Skeleton staff - dynamic rate/package updates only
- Infinity Holidays – LIVIN connection tours/attractions & Accom system coming
- Travel Credits valid to Dec 2021
- TEQ Campaign started 29 June
 - #1 TNQ #2 Islands #3 Gold Coast #4 Sunshine Coast
 - \$\$ value of bookings have DOUBLED
 - NT and Broome selling very well

ACCOM
OTA B2C



Booking.com



B2B OTAs

hotelbeds

WebiBeds

EXPERIENCE
OTA

viator®

EXPERIENCE **OZ**

 **Expedia®**

KLOOK

**GET
YOUR
GUIDE**

BRG.


airbnb



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

 **PARKERTRAVEL**
COLLECTION

What are customers looking for?

59%

Say they want to travel to '**off the beaten track**' destinations after the pandemic

76%

have indicated **flexible cancellation policies** are a must on anything they book in future

53%

have indicated they will be doing **more in-depth research online** before anything is booked

53%

of consumers say they will **seek value, or quality** for money, rather than the lowest price

70%

Want to **book in advance**

79%

want to see publicly displayed **compliance** with government **safety standards**

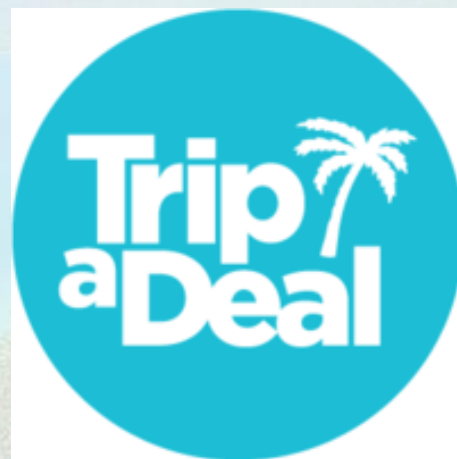
**GROUP
BUYING**



LUXURY ESCAPES

Scoo.com.au

GROUPON



FLIGHT CENTRE®

EXCLUSIVES



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



- 1.7 million database in Australia
- Over 200,000 nights sold in 2019
- Post Covid have been aggressive
 - +260% increase interstate searches
 - +180% increase intrastate searches
 - Nth Qld hotel sold 4500+nts
 - NSW Regional hotel sold 3600+nts

 LUXURY ESCAPES | HOLIDAY here THIS YEAR

VISIT LUXURY ESCAPES.COM FOR MORE DOMESTIC ESCAPES

S O F I T E L
 GOLD COAST BROADBEACH
 ★ ★ ★ ★ ★
 BROADBEACH BLISS
GOLD COAST

Daily breakfast | Welcome cheese platter | Nightly drink



Indulge in five-star, French-inspired luxury on the Gold Coast, just steps from the white-sand beaches and award-winning restaurants of Broadbeach.

YOUR HANDPICKED INCLUSIONS:

- Three nights in an upgraded Superior Ocean View Room
- Daily à la carte breakfast
- Nightly pre-dinner drink, your choice of house wine, beer or soft drink
- Welcome cheese platter on arrival
- Two kids (11 years and under) stay free in a twin room
- Guaranteed 12pm late checkout

Upgrades & longer stays available

\$699
Valued up to \$1,462

3 NIGHTS
Two adults

Available for a limited time only

REWARDS &
CLOSED USER
GROUPS



500k+ Active Members

7+ million database



CLOSED USER
PROGRAMS

KEY CLIENTS:



280k database

- 40% Qld based members

Subscription based Travel & Lifestyle



ITO PIVOTING TO DOMESTIC

- Why Not? New Market!
- ATEC Membership
 - RTO Assistance & Local operators
- T&Cs confirmed
 - Payment conditions & Credit Application (pre-pay)
- Outline Rates and Packages for Domestic FIT use

CHECKLIST

1.

CHECKLIST: HOW PREPARED ARE YOU FOR THE TRADE?

How many of these can you check off your 'trade preparation' checklist?

TOURISM TRADE ACCEPTANCE

Do you understand the domestic travel distribution system?

Are you familiar with the appropriate commission levels for trade partners?

Does your rate structure comply with what is required by trade partners?

Are you familiar with the preferred program options with trade partners?

Can you identify your Unique Selling Proposition (USP)?

Can you align your USP with your domestic target markets?

Have you conducted a careful assesment of your competition?

Have you conducted a careful assesment of your competition?

Have you undertaken your own product review online with:

Australian Tourism Data Warehouse (ATDW)

Tripadvisor

Do you have a diverse range of domestic distribution partners?

Are you a member of your local or regional tourism organisation?

Have you sought advice from your local or regional tourism office?

NO

PLAN TO

YES

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COVID PREPARATION

Have you explored what product improvements/changes can be made as a result of the Covid affected market?

Have you updated all your trade partners on your Covid safety plans?

Have you updated all your trade partners on your Covid product enhancements?

Have you updated your website with your Covid safety plans and enhancements?

NO

PLAN TO

YES

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HOW DID YOU SCORE?

SCORED ANY "NO" or "PLAN TO" ? Register for FREE online coaching.

Four sessions of 60-minute one-on-one online coaching sessions are available. Tailored to individual businesses - select Parker Travel Collection to mentor and assist you with developing your tourism business.

Register Here

PARKER TRAVEL COLLECTION

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QUESTIONS



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TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

Domestic Marketing - Wednesday 5 August 2020, 3:00PM – 4:00PM

Stage Two – Coaching

Visit qtic.com.au to register for free online coaching

Thank you:



brisbane
marketing

ECONOMIC
DEVELOPMENT
BOARD



Bundaberg

Southern Great Barrier Reef
Queensland *Where great begins*



CAPRICORN
ENTERPRISE
Region of Innovation



Fraser Coast
Tourism & Events



Gladstone Region
Southern Great Barrier Reef
Queensland *Where great begins*

DESTINATION
GOLDCOAST.



The Mackay Region
Queensland *Nature. Reserved.*



Outback Queensland
Live Australia's story



**Southern Queensland
Country Tourism**



Sunshine Coast
Queensland *Naturally refreshing*



**townsville
enterprise**

TOURISM

**TROPICAL NORTH
QUEENSLAND™**
Where rainforest meets the reef



**Tourism
Whitsundays**
Queensland *74 Island Wonders*



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COUNCIL**

The Voice of Tourism



**Queensland
Government**

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