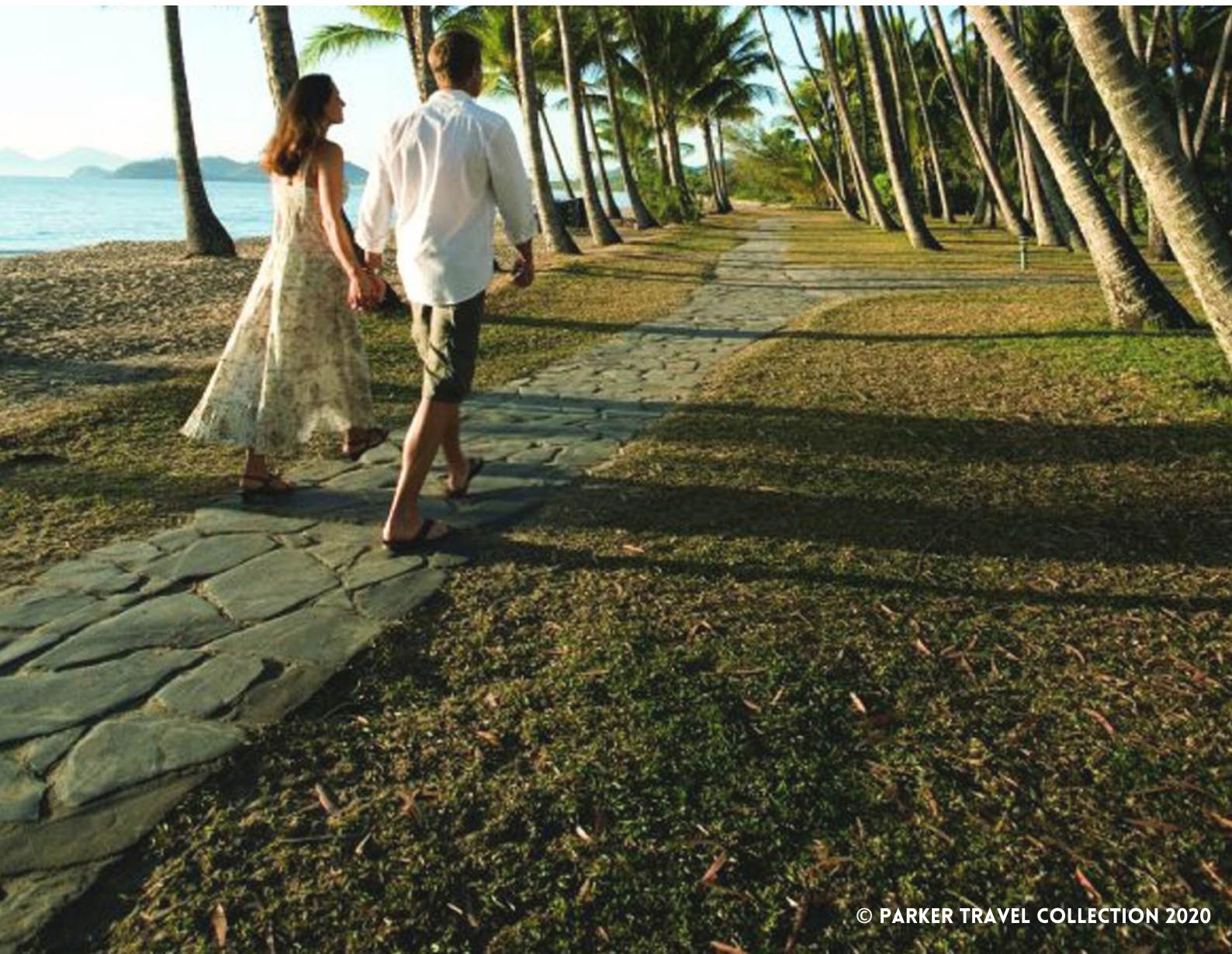




CHECKLIST: HOW TRADE READY ARE YOU?



1.

CHECKLIST: HOW PREPARED ARE YOU FOR THE TRADE?



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

TOURISM TRADE ACCEPTANCE

	NO	PLAN TO	YES
Do you understand the domestic travel distribution system?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you familiar with the appropriate commission levels for trade partners?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does your rate structure comply with what is required by trade partners?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you familiar with the preferred program options with trade partners?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can you identify your Unique Selling Proposition (USP)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can you align your USP with your domestic target markets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you conducted a careful assesment of your competition?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you undertaken your own product review online with:			
Australian Tourism Data Warehouse (ATDW)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tripadvisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a diverse range of domestic distribution partners?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you a member of your local or regional tourism organisation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you sought advice from your local or regional tourism office?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COVID PREPARATION

	NO	PLAN TO	YES
Have you explored what product improvements/changes can be made as a result of the Covid affected market?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated all your trade partners on your Covid safety plans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated all your trade partners on your Covid product enhancements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated your website with your Covid safety plans and enhancements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

HOW DID YOU SCORE?

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2.

CHECKLIST: IS YOUR PRODUCT TRADE READY?



How many of these can you check off your 'product ready' checklist?

TRADE READY PRODUCT

Do you have Trade Rate and Fact sheets at the differing commission levels for the trade?

NO	PLAN TO	YES
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do your Trade Rate and Fact Sheets include:

Clearly displayed Nett and Gross Rates

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

20, 50 & 100-word descriptive text on your products

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

All Facilities of the product clearly outlined

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

All Inclusions for each product (room type/tour/ticket) clearly outlined?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Terms & Conditions of trade?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Credit Application form included

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Do you have professional photos of your product or experience?

Are the images High Resolution quality?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Do you have a minimum of 2-3 images for Traditional Trade?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Do you have a minimum of 8-10 images suitable for Online Trade?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Do you have booking systems in place to accept connection to the travel distribution network?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Do you offer and promote agent rates to attract the trade to experience your product?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

PACKAGING

Have you identified a range of internal value add inclusions to develop package product?

NO	PLAN TO	YES
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you identified complementary product in your region to establish package options?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Can you identify, or have developed packaging opportunities that will appeal to your target domestic market?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

Have you distributed your package options to trade partners with the appropriate commission levels?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

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3.

CHECKLIST: HOW ARE YOU WORKING WITH THE TRADE?



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

TRADITIONAL TRADE

	YES	NO	PREFERED
Helloworld	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flight Centre Infinity Holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Australia Holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ONLINE TRAVEL AGENTS - ACCOMMODATION

	YES	NO	PREFERED
Expedia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is your Content Score? <input type="checkbox"/>			
What is your Property Photo Score? <input type="checkbox"/>			
Booking.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is your Property Page Score? <input type="checkbox"/>			
What is your Reply Score? <input type="checkbox"/>			
Agoda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qantas Hotels (HooRoo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AirBnB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotelbeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WebBeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Operators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ONLINE TRAVEL AGENTS - EXPERIENCES

	YES	NO	PREFERED
Viator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expedia Local Expert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience Oz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotelbeds Touring/Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getyourguide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KLOOK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AirBnB Experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Operators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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4.

CHECKLIST: HAVE YOU EXPLORED NEW OPPORTUNITIES?



How many of these can you check off your 'new opportunities' checklist?

NEW DISTRIBUTION OPPORTUNITIES

	NO	PLAN TO	YES
Ignite Travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RewardsCorp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MyQldHoliday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Holiday Exclusives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Luxury Escapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scoupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Red Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adrenaline.com.au	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red Baloon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trip A Deal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure Group			
Discover Queensland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hlghtide Holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yonda Holiday Group			
Pre-launch phase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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