

# WORKING WITH TOURISM AUSTRALIA



TOURISM  
AUSTRALIA



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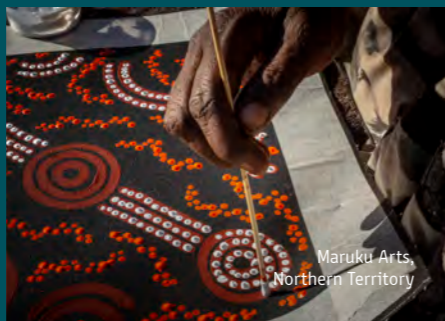
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*In the spirit of reconciliation, Tourism Australia acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respects to their Elders past, present and emerging.*

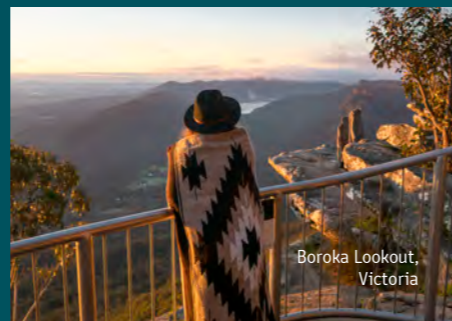
Front Cover: Whale Shark, Western Australia



West Macdonell Ranges,  
Northern Territory



Maruku Arts,  
Northern Territory



Boroka Lookout,  
Victoria



Surfers at The Pass,  
New South Wales



Floriade,  
Australian Capital Territory



## WELCOME

After several challenging years, Tourism Australia remains optimistic about the opportunities ahead for Australian tourism this year.

Since Australia's reopening to the world in early 2022, international travel to Australia has been steadily rebuilding back to pre-pandemic levels. Whilst we always knew recovery wouldn't happen overnight, this year Australia is expecting to see international visitor numbers back to 2019 levels, with international visitor spend already reaching this milestone in 2023.

With the return of international visitors, we continue to adapt and embrace opportunities as they arise to stimulate travel to and through Australia. In doing so, Tourism Australia has updated many of its existing resources and developed some new resources that are available to help your business.

As we continue to build on the efforts of our hard working 'Come and Say G'day' campaign, we have an extensive program of consumer, partnership and trade marketing activity throughout the year to support a future of sustainable growth for our industry.

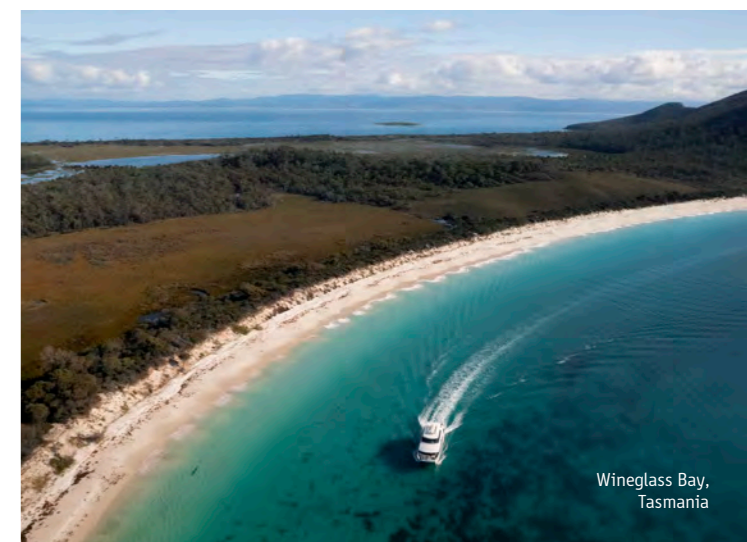
We hope you find this guide useful and please reach out to our passionate Industry Relations team if you have any questions.

Yours sincerely

**Phillipa Harrison**  
Managing Director  
Tourism Australia



Blue Mountains,  
New South Wales



Wineglass Bay,  
Tasmania



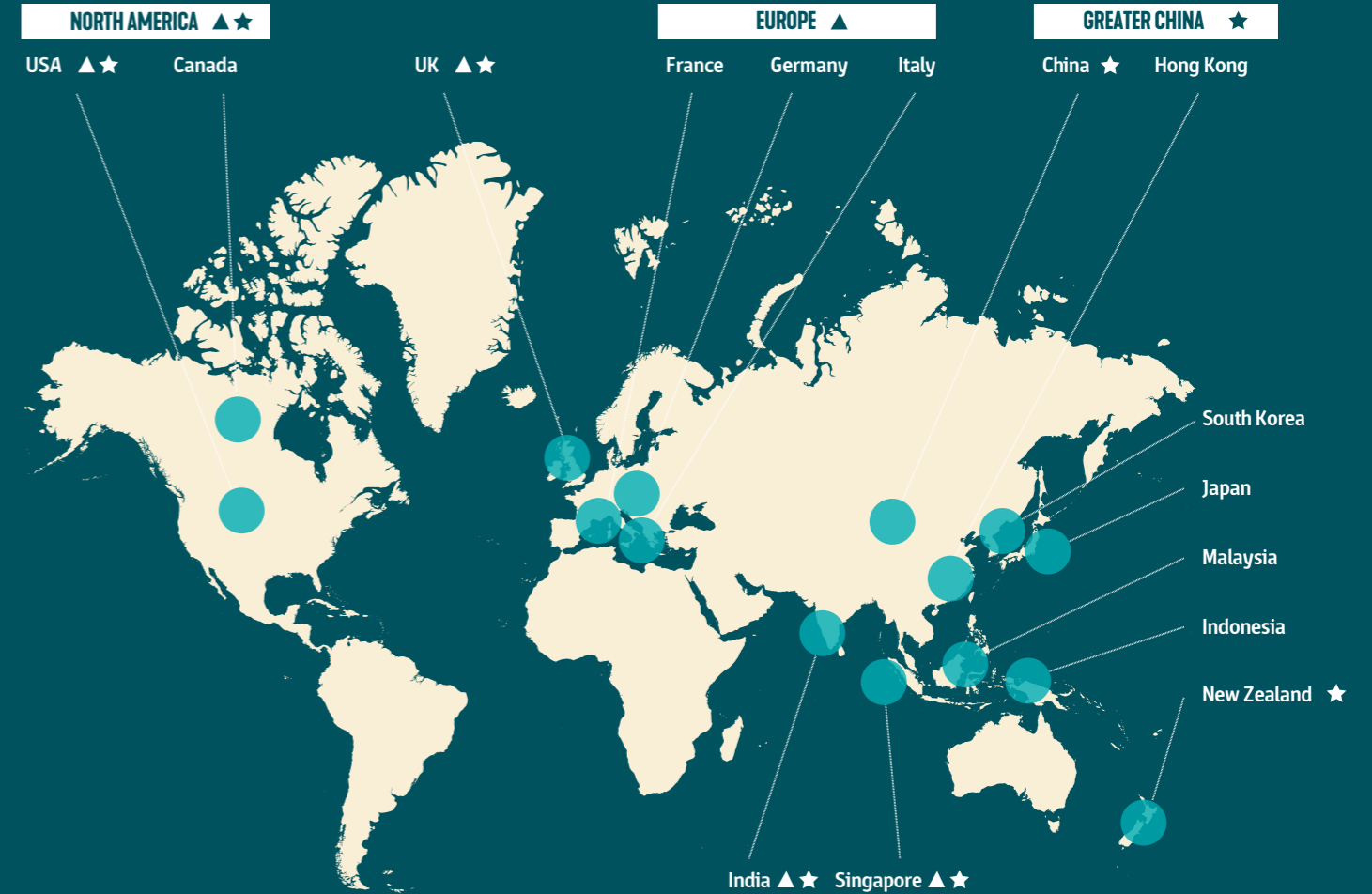
Pink Lake,  
Western Australia

# OUR 2023-24 STRATEGY ON A PAGE

<b>AMBITION</b>	<b>FULL RECOVERY TO FY19 EXPENDITURE LEVELS BY FY2025</b>			
<b>PURPOSE</b> What is our winning aspiration?	<b>GROW DEMAND TO ENABLE A COMPETITIVE AND SUSTAINABLE AUSTRALIAN TOURISM INDUSTRY</b>			
<b>ANNUAL GOALS</b>	<b>GROW VISITOR EXPENDITURE</b>	<b>IMPROVE BRAND METRICS</b>	<b>DRIVE INDUSTRY RECOVERY</b>	<b>GROW THE BUSINESS EVENTS PIPELINE</b>
<b>AREAS OF FOCUS</b> Where will we play?	<b>LEISURE</b>		<b>BUSINESS EVENTS</b>	
	<b>AUDIENCES</b> <ul style="list-style-type: none"> <li>High Yield Traveller</li> <li>Premium/Luxury</li> <li>Working Holiday Maker</li> </ul> <b>MARKETS</b> <p>Canada, Mainland China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, South Korea, Malaysia, NZ, Singapore, UK, USA</p>		<b>AUDIENCES</b> <p>International incentive and association decision makers;</p> <b>MARKETS</b> <p>NZ, China, South and South East Asia, North America, UK and Europe</p>	
<b>STRATEGIC PRIORITIES</b> How will we win?	<ul style="list-style-type: none"> <li><b>CREATE DEMAND WITH 'COME AND SAY G'DAY'</b></li> <li><b>CONVERT DEMAND WITH PARTNERS</b></li> <li><b>LEVERAGE MAJOR EVENTS INCLUDING THE FIFA WOMEN'S WORLD CUP</b></li> </ul>		<ul style="list-style-type: none"> <li><b>PROMOTE WORKING HOLIDAYS</b></li> <li><b>SUPPORT INDUSTRY RECOVERY</b></li> <li><b>CHAMPION INDIGENOUS, SUSTAINABLE AND ACCESSIBLE TOURISM</b></li> </ul>	
	<b>DRIVE CONSIDERATION AND CONVERSION OF BUSINESS EVENTS</b> Continue to drive demand to increase conversion and position Australia for long term growth.			

# TARGET MARKETS

Tourism Australia focuses the majority of its resources on the markets which represent the greatest potential.



## BUSINESS EVENTS FOCUS

★ Incentive ▲ Association



# INDIGENOUS TOURISM

Tourism Australia understands the privilege to be given the task of showcasing the oldest continuous living cultures on earth to the world.

The importance we place in our role of promoting Indigenous tourism is demonstrated through our seven strategic priorities which includes the pillar, *Elevate and champion Indigenous tourism.*

We work collaboratively with State Tourism Offices and industry to ensure the stories we tell in promoting Indigenous tourism across all our platforms reflect the diversity, depth and authenticity of the Indigenous experiences available across all corners of the country.

## Discover Aboriginal Experiences

As well as promoting indigenous tourism experiences across all of Tourism Australia's marketing activities, the Discover Aboriginal Experiences (DAE) collective is a flagship suite of extraordinary Aboriginal Australian experiences, showcasing the world's oldest living culture through the cornerstones of cultural insight, authenticity and meaningful connection. DAE is a collective of quality, authentic Aboriginal guided tourism experiences that have met guidelines that ensure they are able to meet the needs and expectations of trade and the international market.

This collective is part of Tourism Australia's Signature Experiences of Australia program and is focussed on targeting international trade distribution and trade media partners.

Members are required to be endorsed by their respective State/Territory Tourism Organisations; consistently meet the membership criteria; and wish to partner with Tourism Australia in a collaborative manner. All applications are open annually via our STO partners only, therefore please contact your STO Partner for further information.



Top Didj Cultural Experience & Art Gallery, Northern Territory

In addition to Tourism Australia's marketing activities, we can assist you in the following areas:

- › Providing the key steps and elements required in the development of a Reconciliation Action Plan including sharing our Reconciliation Action Plan;
- › Providing information to ensure you understand the appropriate Aboriginal and Torres Strait Islander cultural protocols.
- › Providing a framework to engage or partner with Aboriginal and Torres Strait Islander communities; and
- › Through our Aboriginal & Torres Strait Islander Reference Guide which provides a quick reference on Indigenous content and how to refer to Australia's Indigenous cultures in your marketing.

We see tourism as providing an important pathway towards reconciliation. Tourism presents an opportunity to showcase and elevate the significance of Aboriginal and Torres Strait Islander cultures and traditions within the Tourism Australia workplace, across the tourism industry and amongst our visitors.

Our purpose for the promotion of Indigenous tourism is to:

- › **Guide** and influence policy direction for Indigenous tourism development and the participation of Indigenous Australians in the tourism industry
- › **Develop** and nurture Tourism Australia's internal capacity and understanding of Indigenous culture
- › **Market** authentic experiences that respect Indigenous intellectual rights, cultures, and traditional practices

🌐 [Find out more at \*tourism.australia.com/indigenous\*](https://tourism.australia.com/indigenous)



Lady Elliot Island, Queensland

# SUSTAINABILITY

## What is sustainable tourism?

Sustainable tourism has many definitions, but for us at Tourism Australia we see it as a way of travelling that has measurable positive impact on planet, people and place as well as being profitable.

That of course means protecting our natural environment, and where needed, helping it to regenerate. It also includes tapping into our rich and diverse Aboriginal and Torres Strait Islander history, which can be brought to life so powerfully through Indigenous tourism experiences. Creating a profitable industry that delivers employment opportunities and economic benefits to communities is also a crucial element of a sustainable industry.

## What is Tourism Australia's role?

Tourism Australia's role is help grow demand for a sustainable tourism industry. Sustainability is a key strategic priority for Tourism Australia. As the National Tourism Organisation, Tourism Australia has a vital role to play in elevating the importance, and the appeal, of sustainable tourism.

We see sustainability as more than a marketing pillar or a campaign. We aim to make it a consideration in every aspect of our activity as destination custodian and storyteller. This includes embedding it in our advocacy and education work, undertaking targeted consumer research, highlighting industry success stories and, of course, featuring those stories in our marketing activity. We are also taking steps to instil sustainability as a core business value across our organisation.

## How can industry get involved?

There are several resources available for those wanting to actively engage in sustainable tourism leadership.

The **National Sustainability Framework**, a collaborative effort between the Australian Government and State/Territory governments, offers a shared vision for sustainable tourism in Australia. Tourism operators can align their practices with the four pillars of sustainability through this framework, accessible at [austrade.gov.au/sustainabletourism](https://austrade.gov.au/sustainabletourism)

Small to medium-sized operators seeking practical guidance can also explore the **Sustainable Tourism Toolkit** on the same website, offering clear advice and simple steps to enhance sustainability practices across the four pillars.

For those who already have sustainability policies, or action plans in place, Tourism Australia has created two **Communication Guides for Effective Sustainability Storytelling** in partnership with EarthCheck, which offers advice on how best to share sustainability efforts globally, catering to both operators and destinations.

For those seeking third-party evaluation, the Strive 4 Sustainability Scorecard by Ecotourism Australia in partnership with Tourism Australia offers operators a snapshot of how they compare to a globally recognised criteria and personalised feedback to enhance sustainability efforts.

🌐 **For these resources and more information visit [tourism.australia.com/sustainability](https://tourism.australia.com/sustainability)**

# TOURISM STATISTICS

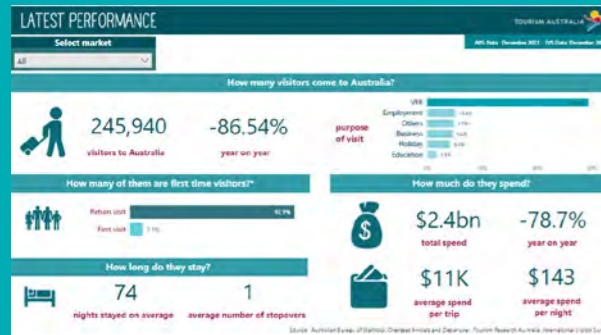


## Market Performance Statistics

- › Tourism Australia provides interactive dashboards based off Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS). These feature traveller statistics including visitation, spend and more.
- › Business Events Australia regularly compiles market insight reports to understand sentiment, trends, and opportunities across both domestic and key international markets.

✉ **Contact the team to request a copy of the latest report at [bea@tourism.australia.com](mailto:bea@tourism.australia.com)**

🌐 **Find out more at [tourism.australia.com/stats](https://tourism.australia.com/stats)**



## Latest Arrival Statistics

- › Tourism Australia publishes the latest data on international visitors to Australia by market on a monthly basis using information from the Australian Bureau of Statistics.
- › Access our interactive dashboard to view the number of international arrivals who visit Australia on a monthly and yearly basis.

🌐 **Find out more at [tourism.australia.com/arrivals](https://tourism.australia.com/arrivals)**

## Market Updates

- › Tourism Australia's teams publish biannual updates on the performance of our target markets.
- › These also highlight any changes to the distribution and aviation space, and highlight previous and upcoming activities.
- › These updates are found within the Market Regions sections of the corporate website.

🌐 **Find out more at [tourism.australia.com/marketupdates](https://tourism.australia.com/marketupdates)**

## Aviation

Aviation is a key strategic priority for Tourism Australia in achieving the industry's recovery

Tourism Australia publishes research and insights on the aviation landscape including:

- › An aviation dashboard showing domestic and international capacity
- › Route development including upcoming & recent new routes
- › News on alliances, codeshares and consolidation
- › Tourism Australia's airline partnerships and campaigns

🌐 **Find out more at [tourism.australia.com/aviation](https://tourism.australia.com/aviation)**



# OUR TARGET AUDIENCE

## High Yield Travellers

- › The High Yield Traveller is our primary target audience across all target markets.
- › High Yield Travellers (HYT) are consumers whose purpose of their trip is for a holiday or to visit friends and relatives. They value travel and are motivated by what Australia has to offer. Most importantly, they are more likely to spend more, stay longer and disperse further across Australia during their visit.

## Premium/Luxury Travellers

- › Premium/Luxury consumers are very high yielding travellers. The purpose of their trip is for a holiday or to visit friends and relatives.

## Working Holiday Makers

- › Working Holiday Makers are high yielding consumers as they stay in Australia for far longer per trip than the average Australian traveller.

## Business Events Decision-Makers

- › Our business events target customers are in two sectors – international associations and incentive trips.

🌐 **Find out more at [tourism.australia.com/consumerresearch](https://tourism.australia.com/consumerresearch)**

# CONSUMER RESEARCH

## Traveller Snapshots

- › Tourism Australia's Traveller, and High Yield Traveller (HYT) Snapshots are released annually to provide insights into the travel preferences and behaviours of the general consumer and HYTs from each of Tourism Australia's key markets.
- › This information is based on Tourism Australia's consumer demand project which is run on an annual basis.
- › These snapshots are found on Tourism Australia's corporate website within the market region pages.

🌐 **Find out more at [tourism.australia.com/marketregions](https://tourism.australia.com/marketregions)**

## Future of Demand

- › Launched in 2022, 'Future of Demand' research was designed to support Australia's tourism industry to make decisions about where demand exists, and ways to maximise the opportunities.
- › The research covers 143 experiences across 20 markets and four target audiences: the High Yielding Traveller, Premium, Working Holiday Makers, and a more generic Long Stay audience.
- › There were also three deep dive sections covering Sustainable travel, Indigenous insights, and Accessible travel.
- › Findings can be accessed through a main report bringing together insights into a single document as well as fact-sheets based on each of the experiences as well as individual market snapshots.

🌐 **Find out more at [tourism.australia.com/futureofdemand](https://tourism.australia.com/futureofdemand)**

# MARKETING RESOURCES

## Campaigns

- › As Tourism Australia operates on a national level, we aim to provide the overall messaging under which consumers view Australia.
- › The best way for operators to get involved with our campaigns is by echoing the same message – to be ‘singing from the same song sheet’. This way, when consumers view an organisation’s marketing, they will connect the dots with the wider piece that they have seen Tourism Australia present in the marketplace.
- › While it is not possible for us to include all of Australia’s operators explicitly within campaigns, Tourism Australia aims to feature operators that reflect Australia’s diverse tourism offering across all states and territories as well as key drivers of destination choice.
- › We also liaise with the state and territory tourism organisations and feature product listings from the Australian Tourism Data Warehouse at the bottom of each ‘Australia.com’ article.

🌐 [Find out more at \*tourism.australia.com/campaigns\*](https://tourism.australia.com/campaigns)

## Image and Video Galleries

- › Tourism Australia’s Asset Hub contain thousands of still and moving imagery that is free of charge for use to promote tourism to Australia.
- › Supplement your own imagery in your marketing activity, collateral including brochures and flyers, as well as your websites and training presentations.

🌐 [Find out more at \*assethub.australia.com\*](https://assethub.australia.com)

## Australia.com

- › Tourism Australia’s consumer website – [www.australia.com](https://www.australia.com) - receives millions of unique visits each year and is the primary call to action for our consumer marketing campaigns.
- › It is translated into a number of other languages.
- › Australia.com contains listing from more than 40,000 tourism businesses via the Australian Tourism Data Warehouse (ATDW).
- › To have your product or event listed on the ATDW – and therefore on [australia.com](https://australia.com) and other tourism websites – contact your State or Territory Tourism Organisation.

🌐 [Find out more at \*atdw.com.au/listing-with-atdw\*](https://atdw.com.au/listing-with-atdw)

# PROMOTING YOUR PRODUCT

## Australian Stories

- › ‘Australian Stories’ is a section of our weekly industry newsletter ‘Essentials’.
- › This section aims to keep subscribers informed on what’s new in Australia.
- › The large distribution list includes travel writers, journalists, public relations representatives as well as global travel distributors.
- › Stories can include information on new tours, accommodation and attractions; international awards, restaurant openings, event and festival announcements and more.
- › You have the opportunity to contribute to this newsletter by sending in your stories or press releases to our team.

✉ [Send your stories to \*internationalmedia@tourism.australia.com\*](mailto:Send_your_stories_to_internationalmedia@tourism.australia.com)

## The Hot List

- › The Hot List is a monthly-round up of new product and experiences, accommodation, restaurants and bars for the month that was, and upcoming events and openings.
- › It is collated by Tourism Australia’s Global PR publicity team and shared with key media contacts, global distribution partners, via TA’s corporate channels including EDMs and online.
- › For inclusion in the Hot List, share tourism product updates and press releases each month to our team.

✉ [Send your stories to \*internationalmedia@tourism.australia.com\*](mailto:Send_your_stories_to_internationalmedia@tourism.australia.com)

## Business Events Australia

- › Our specialist business unit, Business Events Australia, sends an update to international media featuring news from the Australian business events industry.
- › Submit your business events related product news and stories for the opportunity to be featured.

✉ [Email us at \*bea@tourism.australia.com\*](mailto:Email_us_at_bea@tourism.australia.com)

## International Media Hosting Program

- › Tourism Australia works closely with the Australian tourism industry to host up to 1,000 journalists, digital influencers, opinion leaders and television crew members each year.
- › The program aims to generate editorial coverage of Australia by providing opportunities for media to participate in inspiring experiences, meet unique personalities and immerse themselves in our lifestyle.
- › Tourism Australia partners with the State and Territory Tourism Organisations to deliver the program.
- › To get involved, ensure you connect with your Regional, State or Territory Tourism Organisation in the first instance.

✉ [For more information email \*mediahosting@tourism.australia.com\*](mailto:For_more_information_email_mediahosting@tourism.australia.com)

## Generating Publicity

Tourism Australia has created a guide to help you:

- › Understand what the media is and how it works
- › Better promote your product or experience through a variety of media channels.
- › Get involved with Tourism Australia’s media and publicity programs.

🌐 [Find out more at \*tourism.australia.com/workingwithmedia\*](https://tourism.australia.com/workingwithmedia)

## Trade Familiarisation Visits

- › Tourism Australia will partner with State and Territory Tourism Organisations on over 50 familiarisation visits for approximately 500 delegates during the 2023 financial year.
- › To get involved, connect with your State and Territory Tourism Organisations to see which opportunities may exist.

## Partnerships

- › As a partnership marketing organisation, Tourism Australia works with over 200 commercial partners annually, including Airlines, Key Distribution Partners, STOs and Affinity partners, to engage and convert Australia’s target customers.
- › We work with key distribution partners within retail, wholesale and online travel agency channels across TA’s priority markets.
- › More information can be found in the ‘Working in Market’ sections of the ‘Market Regions’ section of the corporate website.

🌐 [Find out more at \*tourism.australia.com/marketregions\*](https://tourism.australia.com/marketregions)

## Guides for Tourism Operators

- › Tourism Australia has created a series of guides for tourism operators covering topics including Search Engine Optimisation, Google Listings, ATDW and Photography.

🌐 [Find out more at \*tourism.australia.com/industryresources\*](https://tourism.australia.com/industryresources)



Melbourne, Victoria

# SOCIAL MEDIA

- › Tourism Australia's social media program focuses on stimulating conversations about Australia through key platforms including Instagram, Facebook, Youtube, TikTok, and Twitter.
- › We post original, user-generated and industry-supplied content, which encourages fans to continue sharing their own stories and experiences on an ongoing basis.
- › Our social team has created a 'tips and tricks' guide that will help you create compelling content for use in social media channels.

🌐 [Find out more at \*tourism.australia.com/socialmedia\*](https://www.tourism.australia.com/socialmedia)



## Instagram

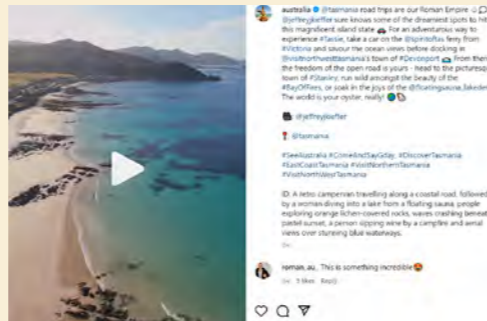
[instagram.com/australia](https://www.instagram.com/australia)

- › Hashtag your photos/videos with: #SeeAustralia or #MeetInAus
- › Tag your photos/videos with: @Australia
- › Don't forget to add your State/Territory hashtag:

#

- › And, your Regional & Local Tourism Organisation hashtags:

#



## YouTube

[youtube.com/australia](https://www.youtube.com/australia)

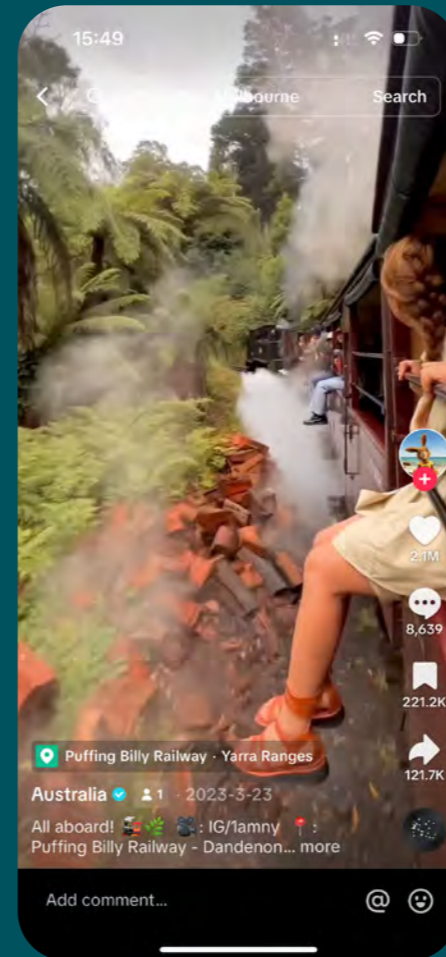
- › Hashtag your videos with: #SeeAustralia
- › Tag your videos with: @Australia



## TikTok

[tiktok.com/@australia](https://www.tiktok.com/@australia)

- › Hashtag your TikToks with: #SeeAustralia
- › Tag your TikToks with: @Australia



## Facebook

[facebook.com/seeaustralia](https://www.facebook.com/seeaustralia)

- › Hashtag your photos/videos with: #SeeAustralia
- › DM your photos/videos directly to us and include the location



## Weibo

[weibo.com/seeaustralia](https://www.weibo.com/seeaustralia)

- › Tag @澳大利亚旅游局 in relevant posts
- › Join the conversation in the comments



## WeChat

ID: 澳大利亚旅游局([tourismaustralia](https://www.tourismaustralia.com))

- › If you have interesting long-form content suitable for this platform, send your stories to [socialmedia@tourism.australia.com](mailto:socialmedia@tourism.australia.com)

# AUSSIE SPECIALIST PROGRAM

The Aussie Specialist Program is our platform for training international frontline travel sellers plus inbound tour operators in Australia.

Tourism Australia works in partnership with all eight State and Territory Tourism Organisations (STOs) on delivering this program to more than 30,000 qualified agents across the globe. The Aussie Specialist website features inspiring content and a range of useful sales resources including training modules, webinars, an interactive map, suggested itineraries and much more.

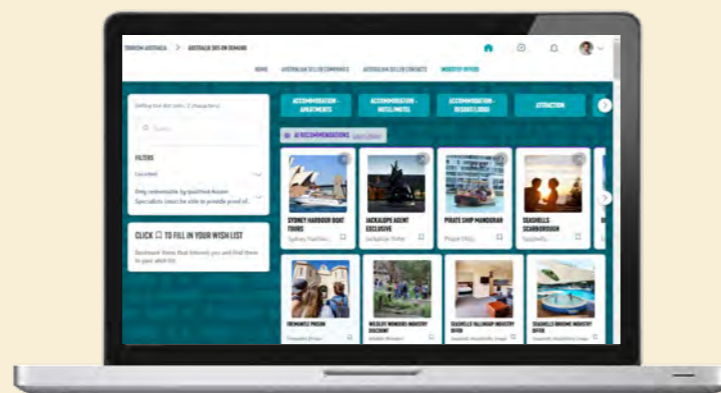
There are three key opportunities to showcase your product or destination to these highly engaged Aussie Specialist agents.



## Industry Offers

- › With Aussie Specialists having access to Australia 365 On Demand (*see page 19*), operators can submit an offer to entice Aussie Specialists to experience their product first-hand on their personal travel around Australia.
- › You are able to self manage your offer and Aussie Specialists will be able to search by both operation type and geographic location.
- › Your offer should be valid for at least 12 months.
- › Many operators offer FOC or discounts on their product or some sort of value add (eg. complimentary breakfast, room upgrade, drinks voucher, stay/pay deal etc).
- › It is also worth considering the Aussie Specialist's travelling companion in your offer.
- › If you ever want to check whether an agent is a qualified Aussie Specialist, just ask to see their accreditation certificate.

🌐 **For more information visit**  
[events.tourism.australia.com/australia-365-on-demand](https://events.tourism.australia.com/australia-365-on-demand)



## Product Training Videos

Tourism Australia has seen an increase in interest from front-line travel sellers for short and sharp on-demand training.

Be sure to upload a short training video to the 'documents and resources' section of your Australia 365 On Demand listing. Think of it as the equivalent of sitting face-to-face with an agent at a trade event, or even as if an agent was on a virtual tour of your product.

The delivery of information within your video can take many forms:

- › 'Virtual Tours' of your product with narration or a live guide.
- › A recorded webinar containing a presentation/images.
- › A combination of the above - The simplest to produce being a 'screen-recording' of a webinar with both yourself (don't be shy!) and presentation content visible.

Preparing your training update:

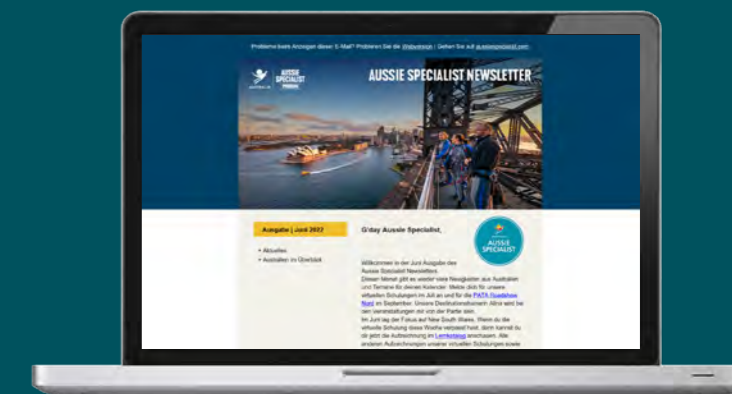
- › Your training video should ideally be no longer than 5-10 minutes - think short, sharp and interesting.
- › Don't assume that viewers know where you are geographically - a quick map is always useful.
- › Presentations should be engaging and make product stand out – use visuals where possible.
- › Explain the benefit your product gives to people - why they love your experience, what makes your product unique from others?
- › What are the key parts that you think are the 'musts' in terms of things to know? Remember that people can always look up specific details afterwards - use your time to get people interested and draw them in.
- › Use language that everyone understands, remembering that non-native speakers may be viewing this content.
- › 'Test' your video on friends and family – does it keep them engaged? What are their key takeaways? – a fresh perspective is always useful!
- › Be passionate and have fun with it! This is your business, be proud to promote it!

🌐 **For more information visit**  
[events.tourism.australia.com/australia-365-on-demand](https://events.tourism.australia.com/australia-365-on-demand)

## Latest News

- › You can send us your latest news to keep Aussie Specialists well-informed on any new product developments and/or changes.
- › Your news piece should include a high-resolution image and link to further details.
- › We suggest also sharing news with your STO partner for possible inclusion in upcoming newsletters. Content is provided to our teams in-market on a monthly basis by each STO.

🌐 **Submit your news to** [aussiespecialist@tourism.australia.com](mailto:aussiespecialist@tourism.australia.com)



# BUSINESS EVENTS AUSTRALIA

Business Events Australia (BEA) is a specialist business unit of Tourism Australia dedicated to promoting Australia as a destination for business events.

## Advance Program

Tourism Australia supports the Australian business events industry through its marketing and distribution development activities, including the Advance Program which supports strategic marketing and distribution initiatives with key industry to drive demand and increase conversion of new international business events.

## Business Events Bid Fund

Tourism Australia also extends its support of the Australian business events industry through the Business Events Bid Fund Program (BFP), which provides assistance to secure new international business events for Australia. A prospectus and application form are available online.

🌐 Find out more at [australia.com/businesses/bidfund](https://australia.com/businesses/bidfund)

✉ Email the team at [bea@tourism.australia.com](mailto:bea@tourism.australia.com)

## Working with Trade

BEA offers a number of opportunities for industry to meet and do business with business events buyers.

- › Join BEA at international business events trade shows.
- › Attend a BEA Showcase.
- › Participate in the educational visit program for buyers and media in collaboration with your local convention bureau.
- › Be part of Tourism Australia's signature incentive showcase – Dreamtime – held every two years.

## Keep Informed

- › Distributed monthly, the BEA newsletter will keep you updated on the latest research, tools and industry opportunities to help promote your business.

🌐 Subscribe at [tourism.australia.com/subscribe](https://tourism.australia.com/subscribe)

## Research

To help inform BEA's strategy and activity, BEA has undertaken research amongst:

- › International business events decision makers to get a clear understanding of the factors influencing decision makers when choosing a destination for events, including how Australia is perceived.

🌐 Find out more at [australia.com/businesses](https://australia.com/businesses)

## Marketing our Offer

BEA works to engage specific customer segments through partnership marketing, PR, content, media programs, digital communications, social media and events.

The strategy is differentiated by sector, with a focus on content including long, short form, graphic and film that communicates why there's nothing like Australia for business events.

Please keep us informed on your activities and business events product and experience news.

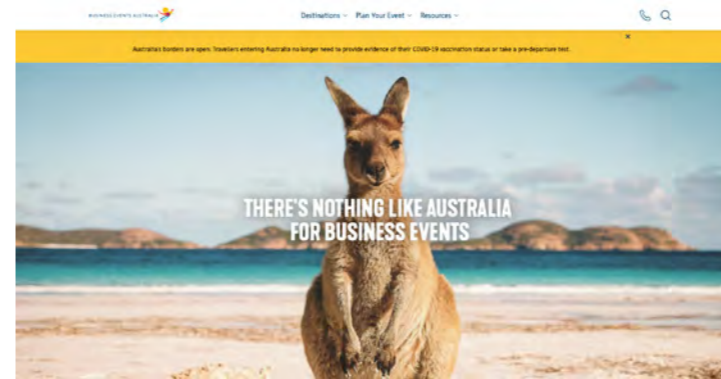
✉ Email us at [bea@tourism.australia.com](mailto:bea@tourism.australia.com)

## Submit Content for [australia.com/businesses](https://australia.com/businesses)

- › We encourage business events products to contribute content to the BEA website.

🌐 Find out more at [australia.com/businesses](https://australia.com/businesses)

✉ Email the team at [bea@tourism.australia.com](mailto:bea@tourism.australia.com)



# BUSINESS EVENTS AUSTRALIA SOCIAL MEDIA

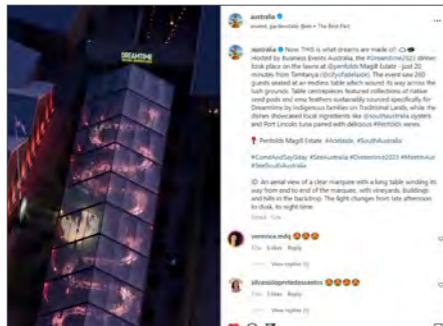


## Instagram

[instagram.com/australia](https://www.instagram.com/australia)

- › Hashtag your images with #MeetInAus
- › Tag your images with @Australia

🌐 Find out more at [australia.com/businessevents](https://australia.com/businessevents)



## WeChat

ID: beaaustralia

- › If you have interesting long-form content suitable for this platform
- ✉ Email your stories to [bea@tourism.australia.com](mailto:bea@tourism.australia.com)



## LinkedIn

[linkedin.com/company/businesseventsaustralia](https://www.linkedin.com/company/businesseventsaustralia)

- › Follow us on LinkedIn to keep up to date with news on BEA activity and Australia's business events industry.



# INDUSTRY EVENTS AND WEBINARS

Tourism Australia traditionally hosts a number of key onshore and offshore industry events and trade shows each year.

## Industry Briefings

- › Tourism Australia presents updates in all states/territories on an annual basis, either as standalone briefings or in partnership with state and regional tourism organisation events.
- › These briefings provide stakeholders with the opportunity to meet and hear from Tourism Australia's senior team.
- › Topics covered include Tourism Australia's creative and strategic direction, our campaign activity, market insights and partnership opportunities.

## Webinars

- › Tourism Australia's webinar series covers a range of topics and offers the opportunity for industry to join live for discussion or watch the presentation later on demand.
- › Webinar topics include updates from our in-market teams, information on Tourism Australia's marketing campaigns as well as a range of industry guest speakers on topical themes.

🌐 Check out upcoming and recorded webinars at [tourism.australia.com/webinars](https://tourism.australia.com/webinars)

## Industry Events Calendar

- › The Industry Events Calendar provides an overview of upcoming industry events and activities hosted by Tourism Australia; State, Territory and Regional Tourism Organisations; ATEC and tourism industry councils.

🌐 Check out the industry events calendar at [tourism.australia.com/eventscalendar](https://tourism.australia.com/eventscalendar)



## Industry Events

- › Tourism Australia's industry events program provides forums for Australian sellers to showcase their product and engage with domestic and international buyers.
- › These take place both virtually as well as in person, the largest of these events being the annual Australian Tourism Exchange (ATE) which brings together around 2,500 buyer and seller delegates to discuss business opportunities.
- › Tourism Australia also traditionally participates in various third-party events, providing industry the opportunity to join TA's stand as an exhibiting partner.

🌐 Check out our tips and tricks around trade show preparation and maximising your attendance at [tourism.australia.com/tradeshowtips](https://tourism.australia.com/tradeshowtips)

## Australia 365 On Demand

- › Australia 365 On Demand is an "always on" platform providing Australian industry, global distribution partners and Aussie Specialists the opportunity to connect throughout the year as well as functioning as a companion-piece to our trade events.
- › Australian tourism industry members have been invited to participate and each have their own company listing on the platform where they can upload key collateral and product information.
- › Global distribution partners and Aussie Specialists will be able to search and review all Australian industry company listings including biography information, product updates, industry rates, brand assets and social media links.

🌐 For more information visit [events.tourism.australia.com/australia-365-on-demand](https://events.tourism.australia.com/australia-365-on-demand)



# INDUSTRY DEVELOPMENT AND ADVICE



## ATEC

- › The Australian Tourism Export Council (ATEC) is the peak industry body representing Australia's \$45 billion tourism export sector.
- › ATEC represents more than 1000 members across Australia including large national and multinational companies as well as small-and medium-sized enterprises, many of whom are based in regional and remote parts of Australia.
- › ATEC's services include B2B opportunities, industry advocacy and development, education and business capacity building, local and national networking events and conferences.
- › Be sure to also check out the "Market Host" programs presented in partnership with Tourism Australia.

More information on ATEC's national branches, services and opportunities can be found at [atec.net.au](http://atec.net.au)

## State and Territory Tourism Organisations

- › Each state and territory has its own government tourism agency that works with industry.
- › The role of the State and Territory Tourism Organisations (STOs) is to support the development and marketing of sustainable tourism destinations and experiences within their state or territory, to increase awareness and attract visitors.

Refer to the relevant STO corporate website for more information on industry development tools.



VisitCanberra

[www.tourism.act.gov.au](http://www.tourism.act.gov.au)



Tourism and Events Queensland

[www.teq.queensland.com](http://www.teq.queensland.com)



Tourism NT

[www.tourismnt.com.au](http://www.tourismnt.com.au)



Visit Victoria

[www.tourism.vic.gov.au](http://www.tourism.vic.gov.au)



Destination NSW

[www.destinationnsw.com.au](http://www.destinationnsw.com.au)



Tourism Tasmania

Tourism Tasmania

[www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)



South Australia  
Tourism Commission

[www.tourism.sa.gov.au](http://www.tourism.sa.gov.au)



Tourism Western Australia

[www.tourism.wa.gov.au](http://www.tourism.wa.gov.au)

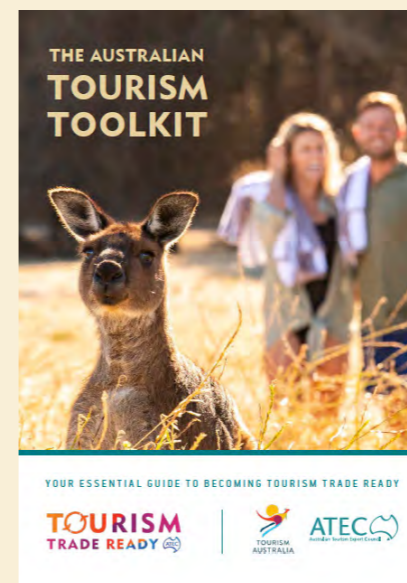
## Tourism Trade Ready and the Australian Tourism Toolkit

This introductory course to inbound tourism and accompanying guide has been produced by the Australian Tourism Export Council (ATEC) in partnership with Tourism Australia, and as a result of collaborative participation from all state and territory tourism organisations.

This toolkit contains advice on how to:

- › Grasp the travel distribution system and its rate structure;
- › Research international markets to establish who will use your products;
- › Recognise the different travel styles of inbound travellers;
- › Develop a marketing plan to target international visitors through a range of mediums and distribution channels; and
- › Seek advice from your local, regional and state tourism organisation.

Find out more about the toolkit and additional optional course at [tourism.australia.com/exporttoolkit](http://tourism.australia.com/exporttoolkit)



Supported by



Australian Government

Australian Trade and Investment Commission

## Austrade

- › The Australian Trade and Investment Commission (Austrade) leads national policy development and delivery for Australia's tourism industry and works closely with States and Territories, Commonwealth agencies, industry bodies, stakeholders and businesses to understand, collaborate and influence recovery and growth, and provide quality advice to Australia's Tourism Minister and Government.
- › Austrade developed and is responsible for the implementation of the national industry-led, government-enabled visitor economy strategy THRIVE 2030. Austrade also delivers tourism support grant programs, attracts and supports investment in the visitor economy, and collects and disseminates official statistics and insights through Tourism Research Australia to grow Australia's visitor economy.
- › Austrade supports industry with the tools and free digital services to compete more effectively in the global economy and helps investors connect with opportunities.
- › Austrade also produces Australia's nation brand and provides a wide range of free branding assets which Australian businesses are encouraged to use when showcasing their products and services to the world.

More information on how Austrade supports the visitor economy can be found at [www.austrade.gov.au/australian/tourism](http://www.austrade.gov.au/australian/tourism)

Australia regular statistical releases can be found at [www.tra.gov.au](http://www.tra.gov.au)

More information on Australia's Nation Brand and the free assets available to businesses can be found at [www.brandaustralia.com](http://www.brandaustralia.com)



## National Industry Associations

- › There are a number of peak industry bodies representing sectors within the tourism industry, many of whom operate on a membership basis.
- › Refer to each organisation's website for more information on what they offer their members – this often includes educational programs as well as business advice.

Some of these associations include:

**Accommodation Australia (AA)**

🌐 [accommodationaustralia.org](http://accommodationaustralia.org)

**Australian Chamber of Commerce and Industry (ACCI)**

🌐 [satic.com.au](http://satic.com.au)

**Australian Cruise Association (ACA)**

🌐 [australiancruiseassociation.com](http://australiancruiseassociation.com)

**Australian Hotels Association (AHA)**

🌐 [aha.org.au](http://aha.org.au)

**Australian Regional Tourism (ART)**

🌐 [regionaltourism.com.au](http://regionaltourism.com.au)

**Australian Tourism Export Council (ATEC)**

🌐 [atec.net.au](http://atec.net.au)

**Australian Travel Industry Association**

🌐 [afta.com.au](http://afta.com.au)

**Australian Tourism Industry Council (ATIC)**

🌐 [qualitytourismaustralia.com](http://qualitytourismaustralia.com)

**Backpacker & Youth Tourism Advisory Committee (BYTAP)**

🌐 [bytap.org](http://bytap.org)

**Caravan & Camping Industry Association (CCIA)**

🌐 [caravanindustry.com.au](http://caravanindustry.com.au)

**Cruise Lines International Association Australasia (CLIA)**

🌐 [cruising.org.au](http://cruising.org.au)

**Ecotourism Australia**

🌐 [ecotourism.org.au](http://ecotourism.org.au)

**Restaurant & Catering Industry Association of Australia (R&CA)**

🌐 [rca.asn.au](http://rca.asn.au)

**Tourism & Transport Forum Australia (TTF)**

🌐 [ttf.org.au](http://ttf.org.au)

## Business Events Industry Associations

- › There are also a number of key industry associations representing the business events sector specifically.

**Australian Business Events Association (ABEA)**

🌐 [abea.org.au](http://abea.org.au)

**Business Events Council of Australia (BECA)**

🌐 [businesseventscouncil.org.au](http://businesseventscouncil.org.au)

**Meetings & Events Australia (MEA)**

🌐 [meetingsevents.com.au](http://meetingsevents.com.au)

**Professional Conference Organisers Association (PCOA)**

🌐 [pco.asn.au](http://pco.asn.au)

## Tourism Australia Industry Relations

Tourism Australia's Industry Relations team is here to help you access a range of useful tools and resources that will assist in growing your international tourism business. We are also available to help build your knowledge of our marketing activity and the ways you can work with us.

The team will inform you about the various Tourism Australia programs and opportunities and how you can be involved.

Please don't hesitate to contact the team should you have any queries:

**Kristy Malapa**

Industry Relations Manager

+61 2 9361 1328

✉ [kmalapa@tourism.australia.com](mailto:kmalapa@tourism.australia.com)

**Dominic Mehling**

A/g General Manager, Industry Relations

+61 2 9361 1325

✉ [dmehling@tourism.australia.com](mailto:dmehling@tourism.australia.com)

## Business Events Australia

For more information on Business Events Australia activity please contact:

**Kelly Maynard**

Head of Distribution Development and Partnership, Business Events

+61 2 9361 1733

✉ [kmaynard@tourism.australia.com](mailto:kmaynard@tourism.australia.com)

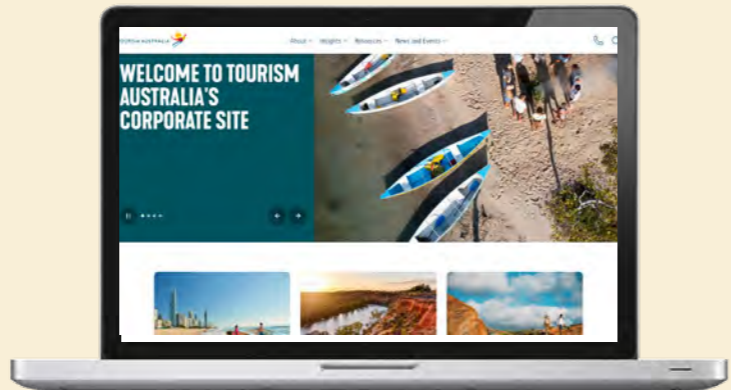
🌐 [australia.com/businessevents](http://australia.com/businessevents)



# CONNECT AND KEEP IN TOUCH

Stay up to date with tourism news as well as opportunities that become available through these channels:

<b>CORPORATE WEBSITE</b>	<p><a href="https://tourism.australia.com">tourism.australia.com</a>                  Latest information on campaigns, activity in market, research, statistics and more.</p>
<b>SUBSCRIBE TO NEWSLETTERS</b>	<p><a href="https://tourism.australia.com/subscribe">tourism.australia.com/subscribe</a></p> <p><b>Essentials</b>                  General news &amp; updates, including Australian Stories (new products, events, destination news), industry events, research and insights, state &amp; territory news.</p> <p><b>Business Events Australia</b>                  Updates on Business Events Australia activity</p>
<b>X (FORMERLY TWITTER)</b>	<p><b>@TourismAus</b>                  Corporate X handle</p>
<b>LINKEDIN</b>	<p><b>Follow 'Tourism Australia' and 'Business Events Australia'</b>                  Follow us as an organisation.</p>
<b>INDUSTRY BRIEFINGS</b>	<p><a href="https://tourism.australia.com/industrybriefings">tourism.australia.com/industrybriefings</a>                  Hear from the Tourism Australia team at a briefing in your local area.</p>
<b>WEBINARS</b>	<p><a href="https://tourism.australia.com/webinars">tourism.australia.com/webinars</a>                  A range of topics are delivered as part of our webinar program.</p>



Great Barrier Reef, Queensland

# WORKING WITH TOURISM AUSTRALIA CHECKLIST

## Connect with Us

- Visit our corporate website: [tourism.australia.com](https://tourism.australia.com)
- Subscribe to our newsletters:
  - > Essentials
  - > Business Events Australia[tourism.australia.com/subscribe](https://tourism.australia.com/subscribe)
- Follow us on X  
[@TourismAus](https://twitter.com/TourismAus)  
[x.com/tourismau](https://x.com/tourismau)
- Follow us on LinkedIn  
Search 'Tourism Australia' and 'Business Events Australia'

## Social Media

- 'Like' the Australia Facebook page:  
[facebook.com/seeaustralia](https://facebook.com/seeaustralia)
- Post your images directly to the Australia Facebook page
- Follow [@australia](https://www.instagram.com/australia) on Instagram
- Hashtag your Instagram posts with:  
**#SeeAustralia**  
State/Territory hashtags: # .....
- Regional hashtags: # .....
- Check out content tips and tricks:  
[tourism.australia.com/socialmedia](https://tourism.australia.com/socialmedia)

## Promote Your Business

- Send us your stories and press releases:  
[internationalmedia@tourism.australia.com](mailto:internationalmedia@tourism.australia.com)
- List with the Australian Tourism Data Warehouse:  
[atdw.com.au/listing-with-atdw](https://atdw.com.au/listing-with-atdw)
- Submit requests for edits to australia.com content at:  
[australia.com/feedback](https://australia.com/feedback)

## Campaigns

- Access our latest campaign toolkits:  
[tourism.australia.com/campaigns](https://tourism.australia.com/campaigns)

## Insights, Tools and Resources

- Learn about our Market Regions:  
[tourism.australia.com/marketregions](https://tourism.australia.com/marketregions)
- Expand inbound knowledge using the Australian Tourism Toolkit:  
[tourism.australia.com/exporttoolkit](https://tourism.australia.com/exporttoolkit)
- Download consumer insights by market:  
[tourism.australia.com/consumerresearch](https://tourism.australia.com/consumerresearch)
- Access thousands of images/videos:  
[tourism.australia.com/galleries](https://tourism.australia.com/galleries)
- Plan your attendance at industry events:  
[tourism.australia.com/eventscalendar](https://tourism.australia.com/eventscalendar)
- View our tips and tricks around trade show preparation and maximising your attendance:  
[tourism.australia.com/tradeshows tips](https://tourism.australia.com/tradeshows tips)

## Aussie Specialist Program

- Submit an industry rate offer:  
[events.tourism.australia.com/australia-365-on-demand](https://events.tourism.australia.com/australia-365-on-demand)
- Create and submit a short product training video:  
[events.tourism.australia.com/australia-365-on-demand](https://events.tourism.australia.com/australia-365-on-demand)
- Share your newsworthy items with the Aussie Specialist network:  
[aussiespecialist@tourism.australia.com](mailto:aussiespecialist@tourism.australia.com)

## Business Events Australia

- Explore the tools and resources on the Business Events Australia website:  
[australia.com/businessevents](https://australia.com/businessevents)
- Connect with BEA and send your BE product information:  
[bea@tourism.australia.com](mailto:bea@tourism.australia.com)
- Follow [@Australia](https://www.instagram.com/Australia) on Instagram
- Hashtag your Instagram posts with: **#MeetInAus**