

# Accessing Tourism Queensland's International Marketing Programs

## New International Operators

Tourism Queensland defines new operators as those not currently active in the international marketplace. New operators generally have an established domestic market, however are not currently packaged in international marketing programs.

New operators generally have little budget available for international marketing and no dedicated marketing resource to undertaking international marketing activity.

The primary objective for new operators is to begin researching and understanding the international marketplace, define their target market and develop their product to meet their target market's needs.

## Suitable Programs for New Queensland operators

- Read and understand Tourism Australia's 'Planning for Inbound Success' document. Visit [www.tourism.australia.com](http://www.tourism.australia.com)
- Attend Tourism Queensland's international training module for new operators. Contact Tourism Queensland
- Become familiar with International Market Blueprints [www.tq.com.au/international](http://www.tq.com.au/international)
- Attend overseas new product missions/workshops. Visit [www.tourism.australia.com](http://www.tourism.australia.com)
- Use the Research information available. Visit [www.tq.com.au/research](http://www.tq.com.au/research)
- Utilise TQ's image gallery to support campaign activity to marketing align messages. Visit [www.tq.com.au/imagelibrary](http://www.tq.com.au/imagelibrary)
- Attend industry networking events. Contact your Regional Tourism Organisation
- Subscribe to Tourism on Q. Email [tourismonq@tq.com.au](mailto:tourismonq@tq.com.au) to subscribe
- Visit TQ Brisbane Office and provide product update. Contact Tourism Queensland
- Provide product updates via email, phone and in person to all TQ offices. Visit [www.tq.com.au/international](http://www.tq.com.au/international)
- Subscribe to ATDW (Australian Tourism Data Warehouse). Visit [www.tq.com.au/atdw](http://www.tq.com.au/atdw)
- Host TQ familiarisations (Famils). Contact Tourism Queensland
- Become a member of ATEC and begin contacting ITOs to evaluate the potential of your product. Visit [www.atec.net.au/](http://www.atec.net.au/)
- Advertise in the Tourism Queensland International Travel Planner. Contact Tourism Queensland

## Established International Operators

Tourism Queensland defines established operators as those who are currently packaged in international programs or generate significant international business through their web presence. Established international operators have researched their target markets, developed their product with inbound tour operators and international wholesalers to meet the needs of international customers.

Established operators usually have an annual marketing plan a budget dedicated for international marketing activity. Established operators will usually have completed some in market visits to international wholesalers or retail travel agents, and have established ITO relationships in Australia.

The primary objective for established operators is to grow their international business, increase yield and diversify their markets.

## Suggested activities for established Qld operators

- Attend Australian Tourism Exchange (ATE) Visit [www.tourism.australia.com](http://www.tourism.australia.com)
- Participate in Queensland on Stage events. Visit [www.tq.com.au/international](http://www.tq.com.au/international)
- Attend in market Missions (Qld on Tour, OzTalk, Qld exchange) Visit [www.tq.com.au/international](http://www.tq.com.au/international)
- Complete in market visits to wholesalers and TQ offices. Contact Tourism Queensland's International Offices. Visit [www.tq.com.au/international](http://www.tq.com.au/international)
- Attend industry networking events. Contact your Regional Tourism Organisation.
- Subscribe to Tourism on Q. Email [tourismonq@tq.com.au](mailto:tourismonq@tq.com.au) to subscribe
- Visit TQ Brisbane Office and provide product update. Contact Tourism Queensland.
- Product updates via email, phone and in person to all TQ offices. Contact Tourism Queensland.
- Subscribe your business to ATDW. Visit [www.tq.com.au/atdw](http://www.tq.com.au/atdw)
- Host famils (Media, Trade, Aussie Specialists). Contact Tourism Queensland.
- Attend Inbound Tour Operator (ITO) workshops and conduct sales calls. Visit [www.atec.net.au/](http://www.atec.net.au/)
- Participate in international marketing tactical opportunities. Contact Tourism Queensland's International Offices.
- Use research information available for business planning and meet with Research team. Visit [www.tq.com.au/research](http://www.tq.com.au/research)
- Subscribe to in-market TQ newsletters. Contact Tourism Queensland's International Offices

## Mature International Operators

Tourism Queensland defines mature operators as those who are currently leaders in the international marketplace.

Mature operators are businesses that have strategic marketing plans in place and allocate significant resources for international marketing activity.

Mature operators are constantly engaging with international wholesalers, travel agents and inbound tour operators to promote and sell their product. Mature operators generally have an influence within the broader Queensland tourism industry and often facilitate packaging with other tourism operators to build their product offering to diversify their target market.

## Suitable Programs for mature Qld operators

- Participate in global marketing campaigns with Tourism Queensland. Contact Tourism Queensland's International Offices
- Participate on industry steering committees (such as TAGs). Contact your Regional Tourism Organisation
- Establish and drive Regional Tourism Advisory Groups in conjunction with RTOs and LTOs. Contact Tourism Queensland's International Offices
- Engage in one on one planning sessions with TQ's International Executive Director. Contact Tourism Queensland.
- Attend Tourism Queensland's International Marketing Conference briefings. Contact Tourism Queensland
- Subscribe to Aviation updates. Visit [www.tq.com.au/aviation](http://www.tq.com.au/aviation)
- Complete in market visits to wholesalers and TQ offices. Contact Tourism Queensland's International Offices. Visit [www.tq.com.au/international](http://www.tq.com.au/international)
- Subscribe to Tourism on Q. Email [tourismonq@tq.com.au](mailto:tourismonq@tq.com.au) to subscribe
- Product updates via email, phone and in person to all TQ offices. Contact Tourism Queensland.
- Host famils (Media, Trade, Aussie Specialists). Contact Tourism Queensland.
- Subscribe to in-market TQ newsletters. Contact Tourism Queensland's International Offices