

Queensland Tourism Operator Familiarisation Checklist



International Media and Trade Familiarisations

Tourism Queensland's International Media and Trade Familiarisations Program aims to educate trade and media by providing a lasting impression about the diversity of Queensland. As a result media famils generate more editorial than the State or operator could afford through advertising; and trade famils enhance marketing strategies by enabling industry to convert and sell Queensland more effectively.

Following is a simple checklist designed to assist you by making the most of familiarisation visits from media and trade participants. The Tourism Operator host plays an important role in the success of the visit and can make the difference between a really positive article versus just another travel story, or for trade, generate immediate repeat business versus no business at all.

What is the difference between media and travel trade?

Media are here to experience and discover first-hand what is special about Queensland - destinations, tours, activities and lifestyle that it has to offer. They then help us create awareness of our tourism assets to consumers worldwide through publications, television programmes, online and images. Media need facts and an interesting story to offer their audience. They will be inquisitive, ask many questions, and can be demanding. Their itineraries need to be flexible to allow times for interviews, taking photographs and other story leads that may arise during the visit.

Travel Trade representatives come to Queensland to experience and assess product suitable for their market and clientele. The aim is to provide them with the knowledge and tools to better understand the destination and what it has to offer, making it easier to sell your product. Their itineraries are usually highly structured to cover many operators during the familiarisation.

Know your audience

Trade: Wholesale, Retail Travel Agents, Inbound Tour Operators, Airline reps

(Aussie Specialists – Tourism Australia program qualified travel agents)

Identify the participants' positions and responsibilities within their organisation to determine how to best structure the visit to your product:

- VIP's
- Senior Management
- Product Buyers – key decision makers looking to identify new product suitable for their programs
- Frontline/Reservations agents – sell what is brochured

Media: Newspaper, Magazines, Online, TV film crews, Radio

Identify type of media and target audience profile:

- Travel Trade media - travel industry staff and representatives
- Consumer media - audience demographics, distribution/frequency

Story Angles:

- Location - Australia, Queensland, your Region, then your Product
- Product - the experience, characters, and interesting stories
- Showcase what's new, hot, undiscovered, groovy, quirky
- Never underestimate the power of the Aussie "experience"
 - Wildlife - koala cuddle, feeding kangaroos
 - Aussie characters - meeting locals
 - Getting under skin of a destination – feeling and doing things like a local
- Local link to international origin – e.g. German speaking nature guide
- Special interest markets – food & wine, luxury, bird watching,
- Think unique - visual your point of difference!

Note: There is no guarantee every product included in a famil will specifically be mentioned in the resulting media.

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Make the most of this business opportunity!

- Know your audience - have a thorough understanding of participants and how you should present your product
- Have an appropriate person meet & greet the group on arrival, and/or accompany the visit
- Do you have a staff person who speaks the same language that can assist?
- Ensure all staff who may come into contact with the participants are briefed about the famil prior to arrival (know who, why, what and when)
- Brush up on cultural differences - understand their customs, nuances, expectations
- Be aware of special requirements (dietary, physical, phobias, etc)
- Know the allocated timeframe (arrival/departure time) remember they are on a tight schedule and any delays will impact on remainder of the itinerary and other product
- Prepare information/kits for Trade or Media:
(Due to luggage restrictions suggest providing on USB/disk or follow up by email/mail)
Include details on your company, products and services, facilities, unique selling points, access/map, rates, website, contact details – general, reservations, sales and marketing
- Market specific/foreign language material (if available)
- Provide images/footage – a picture speaks 1000 words (CD/DVD/website gallery)
- Do you wish to provide a small gift? A special offer for a return visit?
- *Do not comment on political or raise controversial issues.*
- *Never put down, criticise other products or destinations*

WELCOME:

- First impressions count
- Meet and Greet - ensure that the participants are warmly welcomed on time
- Introduce yourself and exchange business cards
- Introduce other key staff/appropriate management, if they need assistance during their visit
- Where English is a second language – speak slowly and clearly

THE VISIT:

Trade – be creative with site inspections

– ensure you are showcasing the product/services they sell in their program/market

Media – ensure you are meeting their story angle objectives

– recheck schedule/arrangements with them on arrival

- “Site inspections” are not recommended (except for Travel Trade media or unless specifically requested)

- Provide host/guide during the visit (make the most of this marketing opportunity to sell your product first-hand)
- On arrival outline the schedule while at your property
- Highlight the unique selling points of your product
- Check if the group would like a refreshment or comfort stop
- Maintain the schedule of activities/itinerary as agreed; however be receptive to additional requests that are relevant and add value to the visit
- If a significant delay or change requested, please check with Famil Escort or TQ Co-ordinator
- Give time and attention to questions and ask for feedback:
 - Trade – ask if product is appropriate/will sell in their market or suggestions to improve
 - Media - ask them to send a copy of the resulting article/broadcast
- Provide Trade or Media Information

FOLLOW-UP:

- Business Cards - add participants to your contact database as appropriate
- Send a “Thank You” email
- Send Trade or Media Information (if not provided on the day)
- Follow up additional requests – rates, images or other information
- Follow up sales lead opportunities presented by the visit
- Find ways to keep touch – product changes or updates/newsletters

For further information on Tourism Queensland’s International Media and Trade Familiarisations
www.tq.com.au – International Marketing