



# Growing with ATEC

Presented by Dave Atherton

ATEC Regional Manager – Northern Territory, SA and N Qld

# Australian Tourism Export Council

- ATEC are a national tourism industry membership organisation that connects and grows commercial capability in inbound tourism
  - Primary focus on international trade distribution
- Unique in having both sellers and ITO/OTA buyers as members
- National organisation with regional leadership teams



# Why is international trade distribution important to NT Sellers?

- Provides an extension to your sales efforts
- Allows you to target soft areas of your business
  - Seasonal
  - Times of the day
  - Days of the week
- Enables you to open-up new target audiences, spreading the risk
- Enables you to expand and create new product offerings
- You can plan ahead with long booking lead-in times ***and/or***
- Fill gaps at short notice

# Australian Tourism Export Council

- Three core areas of focus:
  - Advocacy at Federal Government level
  - Trade Engagement – connecting our seller and buyer members
  - Education and Training

# Advocacy and Policy



Industry  
integrity



Effective  
advocacy



Policy  
influence



From ATEC's exceptional training programs such as 'Tourism Trade Ready', to its B2B events that put you in front of the essential buyers across all inbound markets, our membership has never been more vital as our business navigates its way through the changing landscape of our tourism industry's recovery.



Ben Woodward, CaPTA Group



## PRIORITY POLICY ISSUES



TOURISM AUSTRALIA FUNDING



VISAS



EMDG



TAXES & CHARGES



CAPABILITY BUILDING



PASSENGER FACILITATION



ACCESS



LABOUR & SKILLS

# ATEC Trade Engagement



## 2024 TRADE ENGAGEMENT CALENDAR



February	February	March	April	June	June	July
5 February	End February	11-12 March	End April	Mid June	End June	Mid July
<b>Victorian Trade Event</b> Sydney, NSW <ul style="list-style-type: none"> <li>• Seller roadshow</li> <li>• Networking</li> <li>• B2B Meetings</li> </ul> Event Partner 	<b>National Virtual Trade Event</b> ATEC's Virtual Event Platform <ul style="list-style-type: none"> <li>• Pre-ATE prep</li> <li>• B2B Meetings</li> <li>• Showcase Event</li> </ul>	<b>Queensland Trade Event</b> Sydney, NSW <ul style="list-style-type: none"> <li>• Seller roadshow</li> <li>• Networking</li> <li>• B2B Meetings</li> </ul> Event Partner 	<b>Discover NT Darwin</b> 15-17 April 2024 Buyer audience: Reservations staff	<b>NSW &amp; ACT Trade Event</b> Regional, NSW <ul style="list-style-type: none"> <li>• Networking</li> <li>• B2B Meetings</li> <li>• Hosted Buyer Fams</li> </ul>	<b>Discover Series</b> Sydney, NSW (afternoon) <ul style="list-style-type: none"> <li>• Product training/itinerary planning</li> <li>• Destination updates</li> <li>• Speed meetings</li> <li>• Networking</li> </ul> Buyer audience: Reservations staff	<b>South Queensland Trade Event</b> South Queensland <ul style="list-style-type: none"> <li>• Networking</li> <li>• B2B Meetings</li> <li>• Hosted Buyer Fams</li> </ul>
Regos Open: Nov '23	Regos Open: Nov '23	Regos open: Nov '23	Regos open: Feb	Regos open: April	Regos open: April	Regos open: May

Visit [www.atec.net.au/events/whats-on/](http://www.atec.net.au/events/whats-on/) or contact [events@atec.net.au](mailto:events@atec.net.au)

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*Crucial to productive client meetings is a clear understanding of trade distribution channels and knowing who you are talking with. Identifying whether ITO, wholesaler, retailer or group operator allows you to tailor the conversation to their needs*

*Peter Graham, Voyages Indigenous Tourism Australia*

BB

# ATEC Training

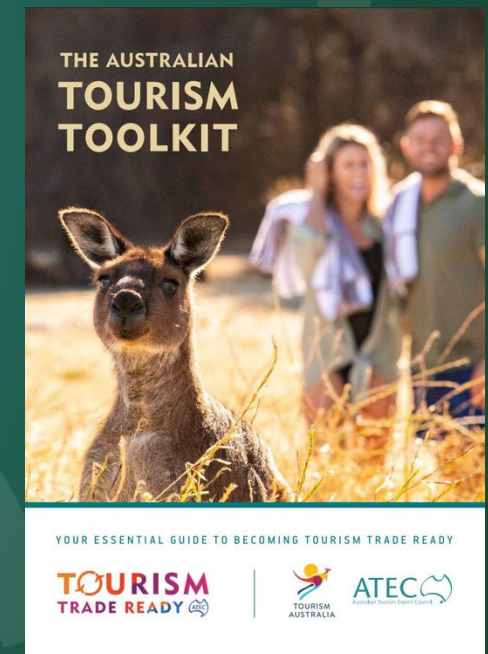


ATEC's core training program 'Tourism Trade Ready' is available free of charge to all ATEC members.

*Entitlement starting at 2 per organisation annually, per annum.*

## ▶ TOPICS COVERED:

- ▶ Introduction to Tourism Trade Ready (10 mins)
- ▶ The Australian Marketplace (45 mins)
- ▶ Attracting Travellers to Your Business (45 mins)
- ▶ Getting Distribution Ready (45 mins)
- ▶ Rates and Contracting (45 mins)
- ▶ Delivering Experiences (45 mins)
- ▶ Mastering your Pitch and Closing the Deal (45 mins)
- ▶ Maximising Trade Sales Efforts (45 mins)



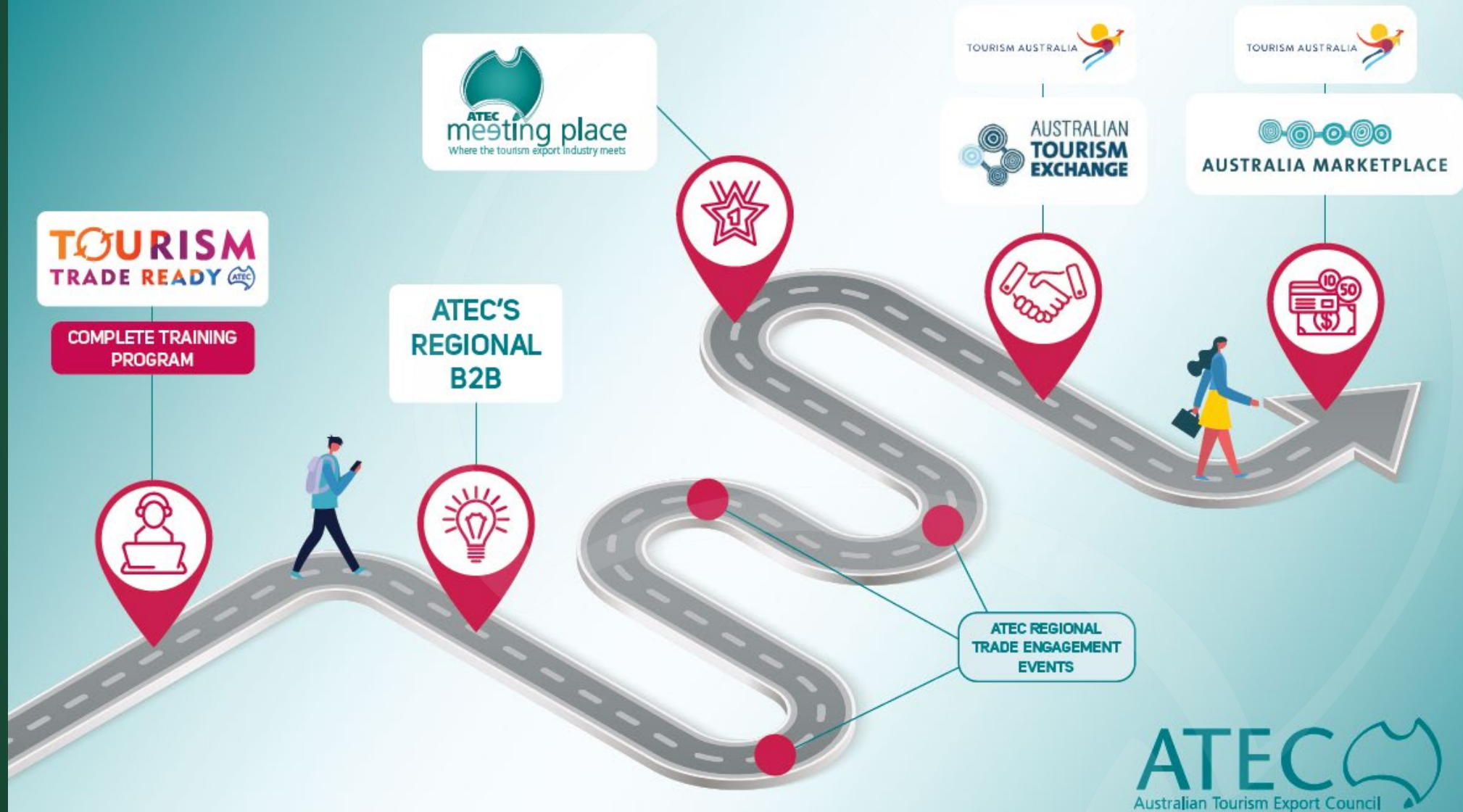
# ATEC's Tourism Trade Ready Online Training Program

- FEATURES:
  - Tourism Exports 101
  - Self-directed induction program
  - Digital Badging to recognise skill attainment
  - Australian Tourism Toolkit 70-page digital handbook
- LEARN HOW TO:
  - Develop a balanced portfolio
  - How to effectively work with trade including commissions, rates and contracting
  - How to develop USP/UVP and effectively pitch your product
  - How to work collaboratively in region
  - How to maximise your tourism trade sales efforts



# TOURISM TRADE READY COMMERCIAL OUTCOME

## The journey of commercial engagement



# ATEC Training

## TOURISM TRAINING HUB

ATEC's suite of 'Host' market and sector specialist training programs are available at 50% discount for all ATEC members.

AVAILABLE NOW



# ATEC Training

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ATEC's suite of **'Host'** market and sector specialist training programs are available at 50% discount for all ATEC members.

COMING SOON





AUSTRALIAN TOURISM EXPORT COUNCIL

ATEC 

EST. 1972

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YEARS

MEMBER 2023/24