

Trade Opportunities & Resources

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Conservation Reserve

Different in every sense



Operator trade and distribution opportunities

1. Trade Events
2. Trade famils
3. Trade engagement and training
4. Distribution development support

Trade Events 22/23

Moving into international

- Muster- grow domestic business, meet some ITOs

International ready operators

- ATEC Meeting place Nov 2023- introduce product to ITOs
- ITO Muster aligned events – Sept 24
- NT hosted ITO events
- ATE May 2024 Melbourne meet with international product managers

Established international operators

- NT Trade Missions (UK Europe planned for Mar 24)
- Tourism Australia International Marketplace Events-2024- Japan UK

Trade Famils

- ATE pre and post famil opportunities April and May
 - Luxury famils (pre and post ATE)
 - ITO famils- March
 - Aussie Specialist famils
 - Region specific famils
 - Global Connect pre and post Product Manager famils
 - KDP specific famils
 - Self managed famils (ITOs)
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- Contact Emily and Chella, identify target audience, provide famil rates and special trade offers

Trade engagement and training



- Attend and present at trade webinars to ITOs and agents
- Present to Tourism NT staff virtually or face to face
- Newsletter inclusion- Quarterly trade email to ITOs
- Aussie Specialist training via TA
- Aussie Specialist offers eg prizes, trade rates (self famil)
- Business development plan including your own comms e.g. newsletter, sales calls and visits to provide product updates

Contact Kerryn with product information and interest in training opportunities

Distribution Development support

- Introductions to ITOs and wholesalers
- Inclusion on export ready product lists
- Introductions to international TNT teams and international trade
- Work collaboratively with local operators to develop appealing packaged product to drive visitation to your region
- Support from the Industry Development team
- TNT grants programs

Contact Emily & Kerry regarding distribution support and Dylan regarding grants available

How to grow your international business

- Ensure your product is on ATDW and kept updated
- Attend trade events relevant to your business
- Offer appropriate commissions to trade
- Support NT trade famils
- Participate in trade training opportunities
- Proactively engage with ITOs
- Keep the TNT team informed of new product, upgrades and campaigns
- Ensure TNT has your most recent imagery and video content

Download all the information here

Market updates
Market fact sheets
Contact details

