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Promoting Tourism Product
&
Trade Communications

iPR - Travel & Tourism Marketing/PR Agency



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beyond**

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**Hamilton Island –
Something for
Everyone in
Queensland's
Whitsundays**



Welcome to iPR Online

South Australian Tourism Commission

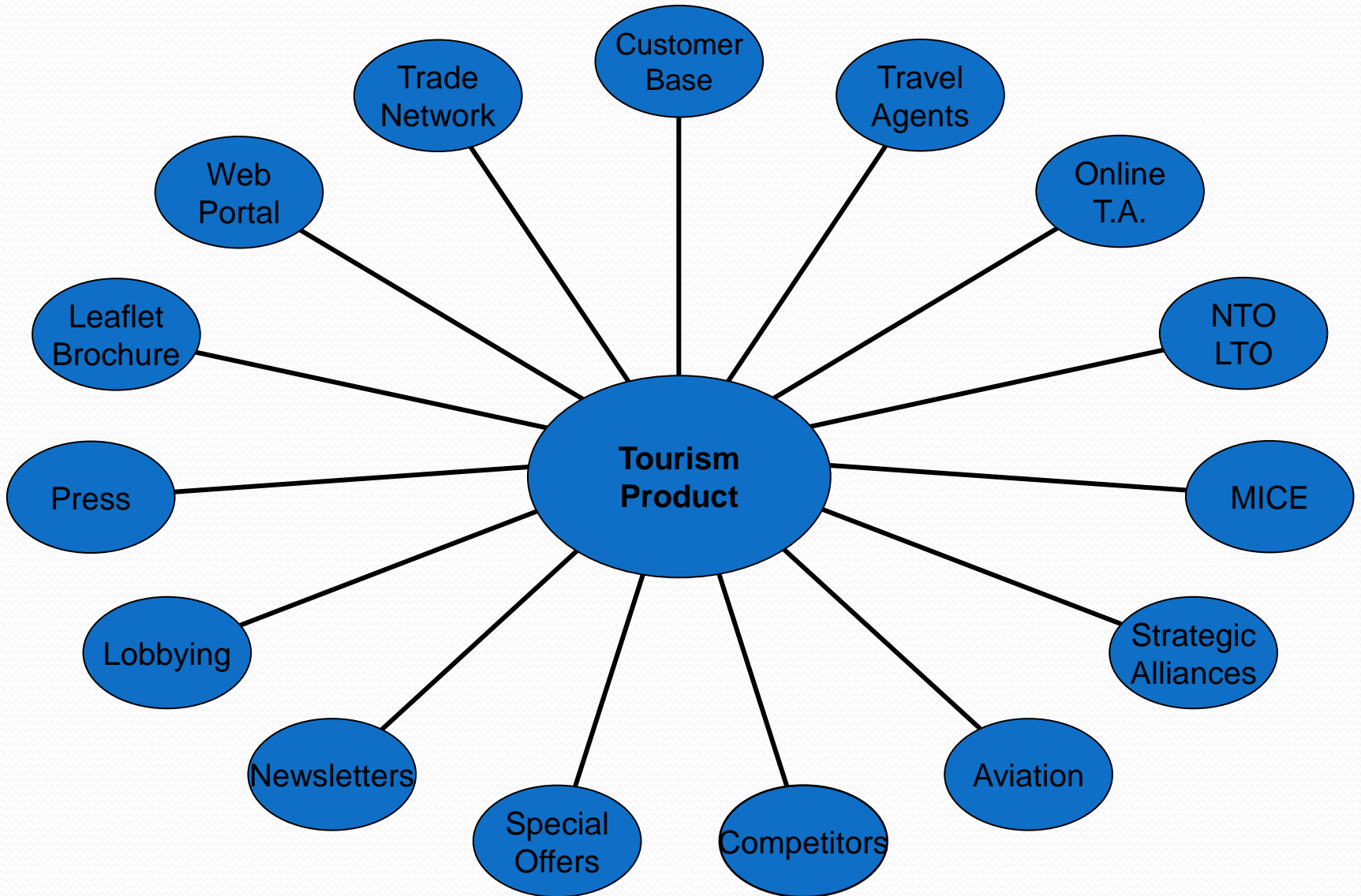
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Hamilton Island

Promoting & Comms



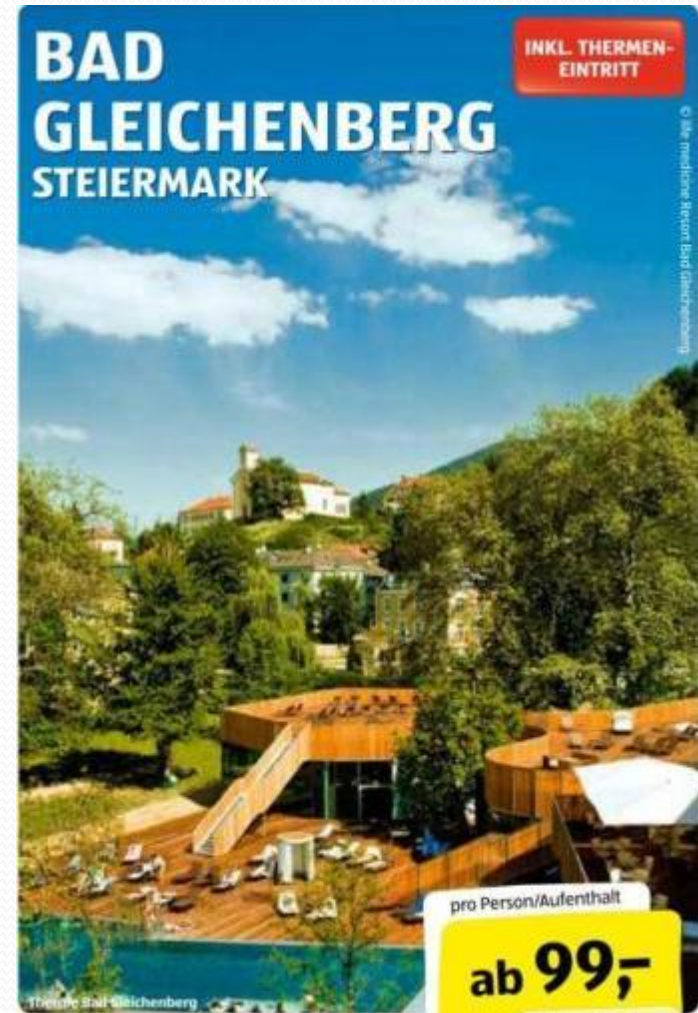
- Product offering
- Market place
- Trade channels
- Match-Making
- Timescales & game plan
- Showtime (execution)



Confusing, huh?



Current Climate



Trade Campaign

- Profile & philosophy
- Match-making
- Do little, but do well
- Goal posts change
- Persistence pays



Distribution channels



- Leisure and/or MICE
- Travel agents, OTA, DMC
- Strategic alliances
- Aviation sector
- Press & lobbying

Gameplan & Comms

- Timescales & deadlines
- Initial contact – mailer
- No reply – no problem!
- Follow up directly
- Persistence pays



It's showtime folks



- Moment of fame & glory
- Networking potential
- Remaining in control
- Positive & courteous
- Always follow up

Conclusion

- Economic pressures set to continue – get used to it
- Customer expectations raising – high quality for less
- Competition will remain fierce – be prepared

So.....

- Know where you want to be
- Remain focused
- Never, ever, in a million years think to give up!!!

Thank you

