

## Criteria for Advertising in the CTC Australia's Experiential Guide

The CTC requires partners in this initiative to meet specific "export-ready" criteria. These conditions are based on the requirements of the travel trade in the Australian market and have been developed to ensure the best representation of Canadian tourism products in the Australian market.

### **Proven Track Record & Safety:**

- The supplier must have been in business for at least one year, with a proven track record for safe and professional operation (measured by the norms of the tourism sector they are operating within).
- The supplier's business and required operating licences must be current.

### **Working with Australian wholesalers:**

- It is preferable, but not essential, that the supplier will be working with a receptive operator
- The supplier should be prepared to extend credit to Australian wholesalers. This includes:
  - Confirmation of reservations without the need for the wholesaler to forward a deposit
  - Acceptance of the wholesaler's vouchers
  - Supplier to invoice bookings with payment remitted within 30 days of service

### **PLEASE NOTE:**

- *If you already have agreements in place with Australian wholesalers, then please disregard this credit information*
- *If you do not already work with Australian wholesalers and your product is not available through a receptive operator, or you would prefer to deal directly with the Australian wholesaler, then some of the larger Australian wholesalers may require some or all of these credit arrangements.*
- Suppliers must be able to confirm reservations and answer enquiries year round with a 24 – 48 hour turnaround. Australian wholesalers are unable to work with suppliers selling summer programs that "shut down" in the winter months. *(Note: this applies to tour products only. Whilst the product may only operate in the summer, the supplier must have in place the ability for local wholesalers to book the product year round.)*
- Suppliers need to be prepared to offer Australian wholesalers a wholesale commission level (minimum 20%), where appropriate, on their retail selling prices. Wholesalers need to be able to price the product competitively in the market which is why they require this commission.
- The supplier must honour contracted net rates and refrain from raising prices before the expiry of the contracted agreement.
- The supplier must provide detailed pricing and program information at least one year in advance of the selling season, i.e. May 2005 for the summer/fall 2006 season
- Generally, suppliers of group departures should be prepared to commit to a minimum number of departure dates. Most Australian wholesalers will not be interested in a product that has only 2 or 3 dates. At a minimum any product should have fortnightly departures throughout the summer season. Ideally the departure dates would be guaranteed to operate – if the supplier is unable to reach the minimum number of passengers the wholesaler must be notified a minimum of 60 days prior.

**Suggestions for making your product attractive to Australian wholesalers:**

- Any product promoted by an Australian wholesaler must be accessible. It is essential clients can access the tour departure point without the need to rent a vehicle. A supplier may have an attractive product, but if there is no convenient access from a gateway city, it will not sell. When potential clients are advised they need to rent a vehicle to access the departure point, only for the vehicle to sit in a car park while they horse ride, kayak etc, the product becomes unattractive, as the cost is prohibitive. Return transfers from either an airport, downtown or rail station to the departure point is a key component of any potential product – there is no problem with a fee for the transfers as it would be built into the package price and should still be cheaper than the cost of a rental car.
- The supplier should be able to provide brochure quality images.
- Suppliers will need to include (or have available for hire) all equipment for an international client to participate in their program (eg. Sleeping bag). In most cases the product sold to the consumer is a component of a more extensive Canadian itinerary.

