



SYDNEY —  
MELBOURNE  
TOURING



## UNLOCK OPPORTUNITIES IN INBOUND TOURISM

**Bundanon – 23<sup>rd</sup> July 2025**



# PAUL COOPER

Marketing & Business Development Manager

- Working for SMT since May 2009.
- Prior to SMT, worked with Yarra Valley, Bass Coast, Tourism Victoria, Northern Territory Tourist Commission & Tourism Albury-Wodonga.
- Well over 25 years of experience in international trade marketing.





**TAMARA COOK**

Mariners Cove



**DAMIEN CERANTONIO**

Great Ocean Road Resort



**SIMONNE LIBERMAN**

Genesta House B&B



# WHY CONSIDER INBOUND TRADE READY

## *Leverage off big budget campaigns*

Tourism Australia's funding for 24-25 is over \$170m. They focus primarily on international marketing, particularly on attracting "High Yield Travellers" (HYT), targeting individuals willing to travel further and spend more during their trip.

*Self-drive/road trip is very well positioned for this goal!*





# TOURISM AUSTRALIA | TRAILFINDERS UK CAMPAIGN

**TRAILFINDERS**  
THE TRAVEL EXPERTS

**THE UK'S No.1 LEISURE TOUR OPERATOR AUSTRALIA**

## A WARM AUSTRALIAN WELCOME AWAITS

TAILORMADE HOLIDAYS WITH UNIQUE EXPERIENCES

**AUSTRALIA**



Drive the spectacular route linking three of Australia's must-see cities, hugging the dramatic coastline and then meandering through pristine national parks and quaint towns.

#### DAY 1 Fly to Melbourne

#### DAYS 2-4 Melbourne

Explore this cosmopolitan city at leisure with its Victorian facades and laneways, then head up to Melbourne Skydeck for breathtaking views.

#### DAY 5 Alreys Inlet

Pick up your car this morning and head west towards the iconic Great Ocean Road scenic drive.

#### DAY 6 Apollo Bay

This morning, continue your route to the seaside town of Apollo Bay.

#### DAYS 7-8 Port Campbell

Spend time at one of many boardwalks and head to Gibson Steps, the only beach access near the Twelve Apostles.

#### DAY 9 Port Fairy

Leave the Great Ocean Road behind and drive to the quaint village of Port Fairy.

#### DAY 10 Grampians National Park

Today, discover the variety of wildlife, flora and bush trails of the Grampians National Park.

#### DAYS 11-12 Phillip Island

Head to Phillip Island and as dusk approaches, watch the iconic penguin parade.

#### DAY 13 Lakes Entrance

Fringed by the spectacular Ninety Mile Beach, Lakes Entrance makes for a relaxing stop.

#### DAYS 14-15 Tilba

Take the quiet coastal route and watch kangaroos playing on the rugged beaches en route to Tilba.

#### DAYS 16-17 Jervis Bay

Travel to Jervis Bay, a perfect place for whale spotting opportunities.

#### DAYS 18-20 Sydney

Swap coastal life for city sights as you enter one of Australia's most iconic locations. Climb the Sydney Harbour Bridge and watch surfers at Bond Beach.

#### DAY 21 Port Stephens

Leave the city behind for the fresh ocean breeze and look out for dolphins in Port Stephens.

#### DAYS 22-23 Bellingen

Browse art galleries and boutiques before driving out to Coffs Harbour, an eco-tourism hotspot with stunning beaches.

#### DAYS 24-25 Byron Bay

Reach quirky and creative Byron Bay and enjoy a surf lesson on the famous waves.

#### DAYS 26-27 Brisbane

Finish your trip with a drive up through the Gold Coast, before dropping off your car for a walk along Brisbane's South Bank to celebrate your incredible journey.

#### DAYS 28-29 Fly back to the UK

Got more time? Speak to our expert consultants about extending your stay in any destination.



#### WHAT'S INCLUDED

Flights • 22 days fully inclusive car hire  
• 4\* to 5\* hotels • Melbourne Skydeck  
Ultimate Package • Ultimate Penguin Parade  
• BridgeClimb Sydney • Day Climb  
• Premium Sydney Harbour Dinner Cruise  
• Byron Bay Surf Experience • 17 meals

#### 29 DAY FLY DRIVE HOLIDAY

ECONOMY FROM: £5,999pp  
BUSINESS CLASS FROM: £10,599pp

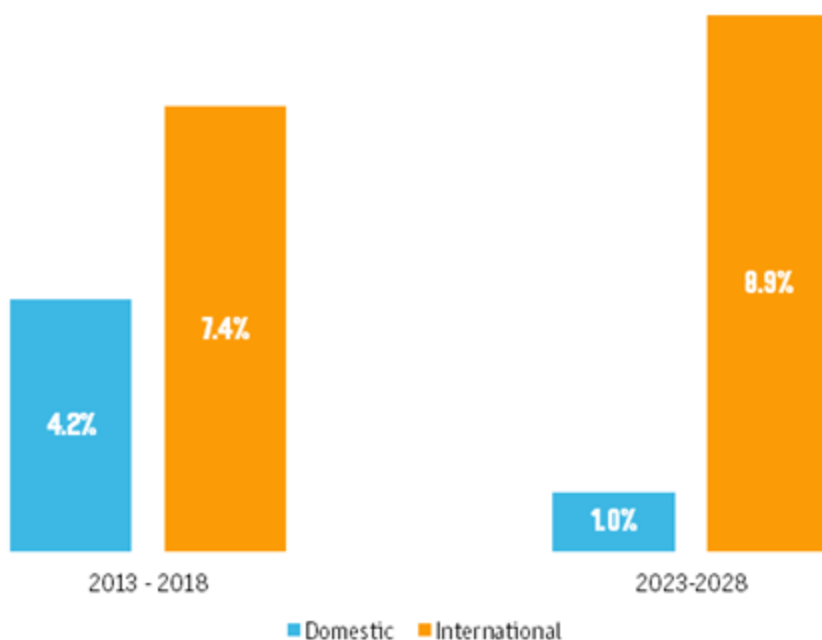
Prices are subject to change. Please see all the Guide Price Terms & Conditions.



# WHY CONSIDER INBOUND TRADE READY

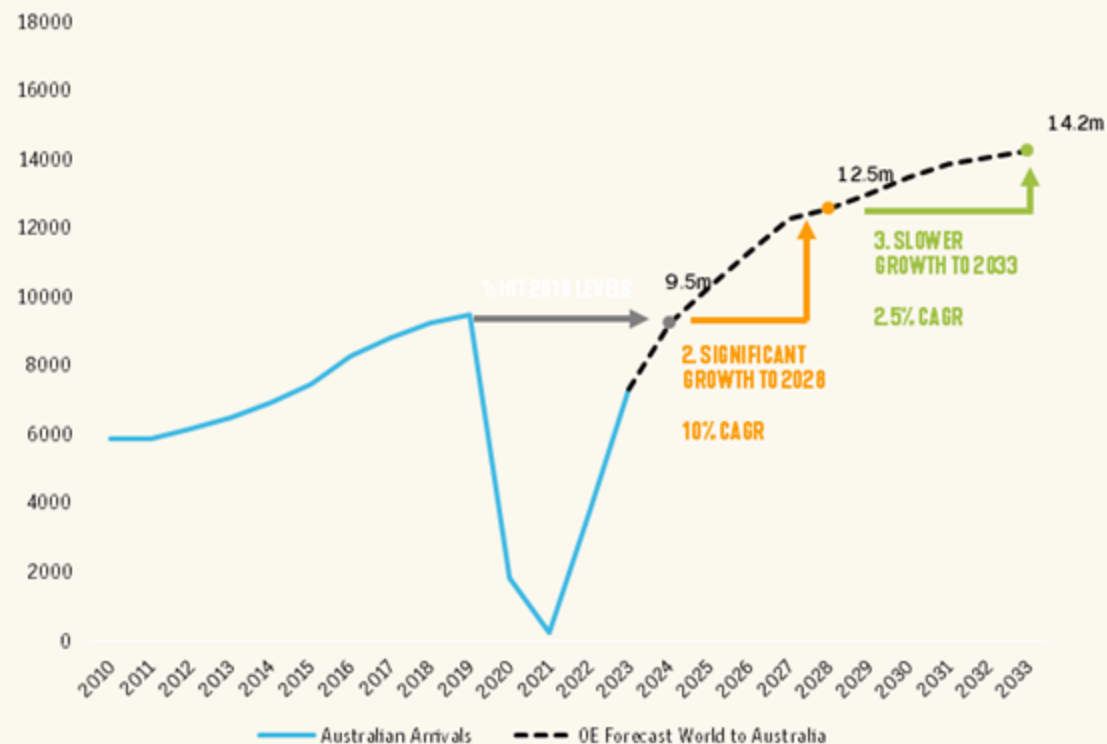
## 5-YEAR AVERAGE ANNUAL GROWTH RATES (%) DOMESTIC VS INTERNATIONAL

Expenditure in real terms



Source: Tourism Research Australia, Tourism forecasts for Australia 2023 to 2028

## WORLD TO AUSTRALIA ARRIVALS & FORECAST



Forecast at December 2023



# WHY CONSIDER INBOUND TRADE READY

## *Key benefits*

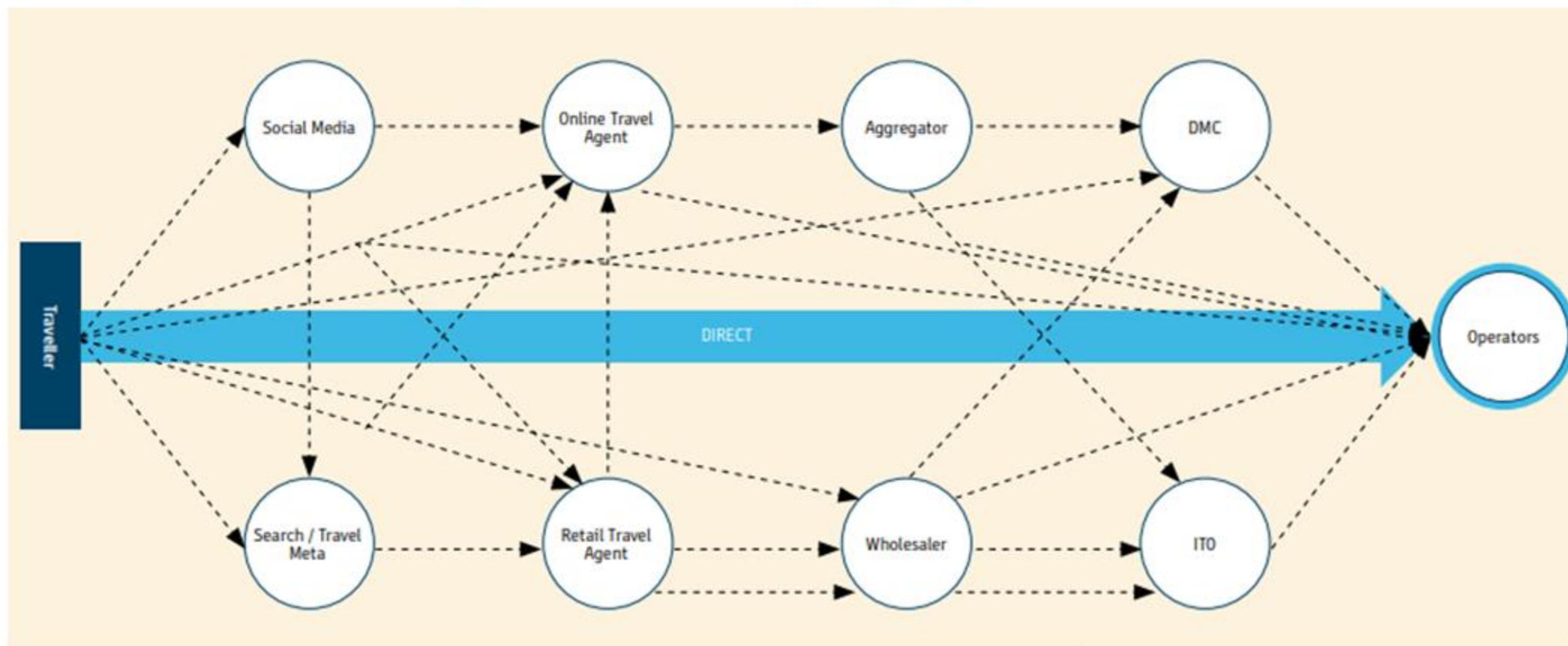
- They travel mid-week and off-peak seasons.
- Longer lead times on bookings.
- Spend more – high value visitors.
- Give you the opportunity to diversify your business.
- You only pay commission when you get the business





# INBOUND TRADE READY – WHAT IS INVOLVED

*Complex + changing system*



Source: Deloitte Future of Distribution Insights Report 2024, commissioned by Tourism Australia



# LET'S MEET OUR TOURISM OPERATORS

✕ SYDNEY — ✕  
✕ MELBOURNE  
TOURING ✕  
✕



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# INBOUND TRADE READY – BARRIERS

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- It's hard to understand the jargon
- Selling process is very complex
- Challenge to workout where to start
- Slow return on investment
- Fear of higher commission rates



# EMBRACE THE BARRIERS

× SYDNEY — ×  
× MELBOURNE ×  
TOURING ×



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# INBOUND TRADE READY – KEY TAKEAWAYS

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- Think commission as marketing & distribution costs.
- Opened up strong networking opportunities.
- Easy access to support and guidance.
- Became a part of a global marketing initiative.
- Ability to create an overall pricing & business strategy.

# WAS IT ALL WORTH THE EFFORT?

× SYDNEY — ×  
× MELBOURNE ×  
TOURING ×



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**Destination  
NSW**

## **NSW FIRST**

Helps visitor economy businesses to develop, promote and sell world-class experiences.

## **PRODUCT DEVELOPMENT TEAM**

Builds industry capability, advocates for NSW products and collaborates with industry and government.



**Annika Leslie**

Product Manager – Rail, Road, Cruise and Air



**product@dnsw.com.au**

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## Program overview

### Online learning modules:

1. Introduction to the Tourism Trade Ready program
2. The Australian tourism marketplace
3. Attracting travellers to your business
4. Getting distribution ready
5. Rates and contracting
6. Delivering experiences for future travellers
7. Mastering your pitch and closing the deal
8. Maximising your tourism trade sales efforts

## Preview

Click the bottom right icon to expand



Add this credential to your website, email signature and social media to show your readiness to work in the international market

## Preview

Click the bottom right icon to expand



# TOURISM TRADE READY PROGRAM

Provides fundamental knowledge and essential resources for the Australian tourism industry, with a commitment to trade effectively with the domestic and international marketplace.



**Aaron Matis**

Regional Manager – NSW, ACT & STH QLD



**aaron.matis@atec.net.au**



## WORKING WITH SYDNEY MELBOURNE TOURING

- Government backed not-for-profit marketing organisation.
- 20+ years of international trade relationships
- Ability to get new product into major wholesale programs
- Strong advocates for product development
- Represent your product & region at all major Tourism Australia & STO events & missions







# WORKING WITH SYDNEY MELBOURNE TOURING

*Tourism is all about relationships!*







# WORKING WITH SYDNEY MELBOURNE TOURING

Road trips between Sydney & Melbourne are popular with the travel trade

**BEST-OF TRAVEL GROUP** REISEZIELE REISEARTEN REISEMAGAZINE KATALOGE ANGEBOTSANFRAGE

Sydney Melbourne Coastal Drive

8 Tage Mietwagenreise entlang der Küste ab Sydney bis Melbourne

Webcode: 20294

7/12

Schwimmen Sie an den weißen Stränden der Jervis Bay, erkunden Sie einen ehemaligen Walfängerort an der Sapphire Coast, schlendern Sie zum südlichsten Punkt des australischen Festlandes und spazieren Sie durch verschlafene Küstenstädtchen. Einzigartige Nationalparks und beeindruckende Landschaften erwarten Sie.

Auf einen Blick

- 8 Tage Mietwagenreise entlang der Küste
- ab Sydney bis Melbourne
- Übernachtung in besonderen Unterkünften und Apartments

Reiseprogramm  
(Änderungen vorbehalten)

Details anzeigen

**EXPLORER** Planst Du Deine Reise lieber persönlich mit einem Explorer Reiseberater? Beratung anfragen

Sydney Melbourne Coastal Drive

12 Tage

Preis: EUR 740

Startort

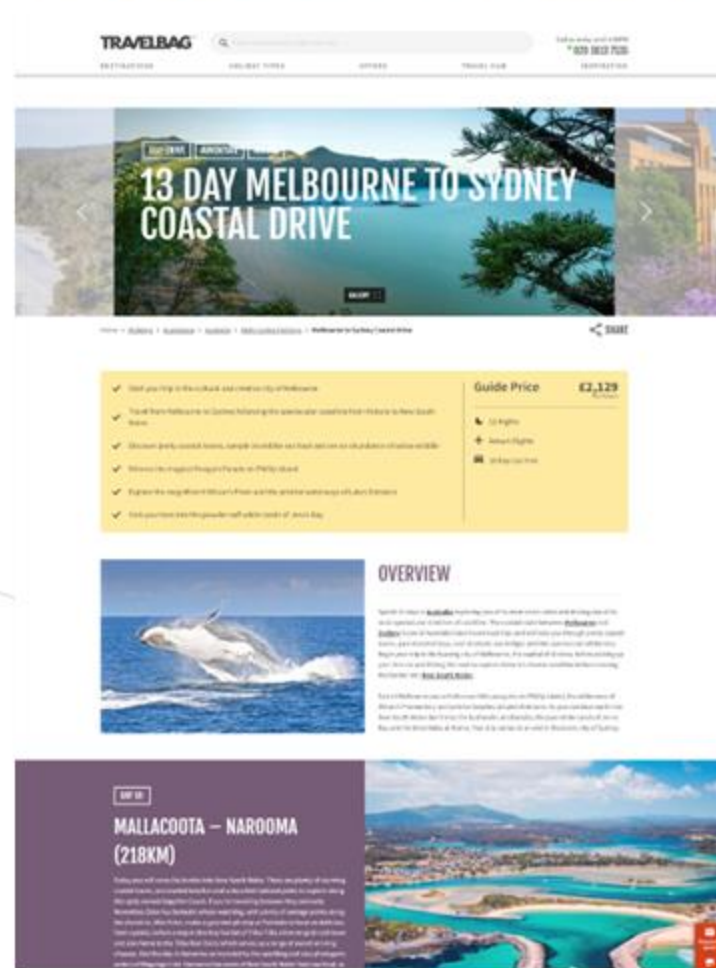
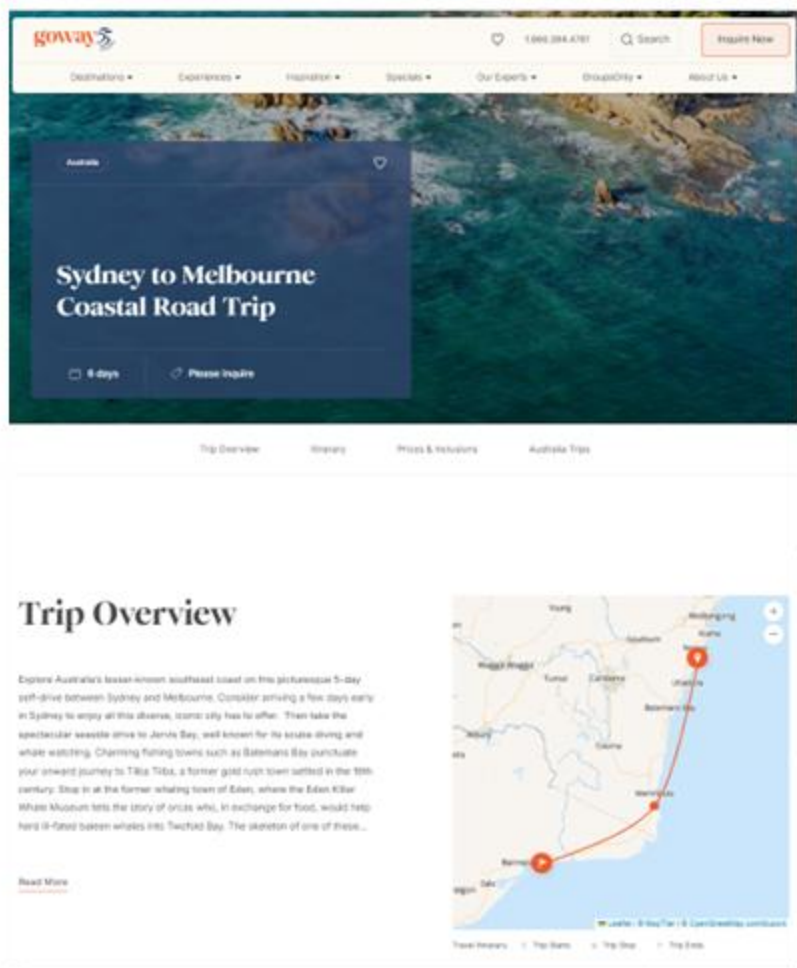
- 0 Sydney (SYD)
- 0 Sydney
- 0 Jervis Bay

Details anzeigen



# WORKING WITH SYDNEY MELBOURNE TOURING

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# SMT TRADE READY SUPPORT

## Part I: Introduction to Inbound Travel Trade

Free for all business

- What it means to be in inbound trade ready
- Unpacking the inbound tourism structure
- Identifying key markets & players
- Pricing strategy
- Packaging product for inbound market
- The pitfalls of working with international trade





# SMT TRADE READY SUPPORT

## Part II: Get Your Business Inbound Ready

### Level 2+ Members Only

- One-on-one support on getting inbound ready
- Assessment on product offerings for inbound
- Assisting on rate sheet preparation
- Introduction to Inbound Tour Operators



## PARTICIPATION OPTIONS

### Level 1

#### Supporting non-commissionable product

(This level is suitable for experiences that aren't usually pre-booked, such as wineries and eateries.)

\$450 inc GST

*Promotion in agent training, inclusion in itineraries, preference booking for media and trade famils and website listing.*

### Level 2

#### International Trade Partner

\$1,100 inc GST

*All Level 1 inclusions, plus promotion to trade buyers through dedicated sales and marketing activity.*

### Level 3

#### Corporate Partner

\$2,200 inc GST

*All of the Level 1 and 2 inclusions, but for more businesses with more than 1 product, across multiple locations.*

### Level 4

#### Preferred Product Partner

\$2,750 inc GST

*All of the Level 1, 2 and 3 inclusions, as well as targeted trade marketing and pitches to include products in preferred programs.*

# 2025-26 INTERNATIONAL PROGRAM NOW AVAILABLE

## Delivering the program

### At the forefront of international tourism

Sydney Melbourne Touring is a highly regarded organisation, valued by the travel trade to help them achieve their goals of delivering visitors into regional Victoria, NSW and the ACT.

We have strong relationships with international trade providers, built over a period of almost 20 years. We work with operators worldwide, but particularly in key self-drive markets of The Americas, The United Kingdom, Europe and South-east Asia.

### Targeted events and development activities for 2025-2026 include:

- Australian Tourism Exchange
- ATEC Workshops and events
- Inbound Tour Operator training
- Familiarisation tours
- Media visits
- Marketplace South East Asia
- Marketplace North America
- Trade mission UK Europe
- Live Stream Agent Training
- Working with trade workshops
- Inbound Tour Operator introductions
- One-on-one support
- Destination Australia Conference

These activities represent a value greater than \$50,000 in sales & marketing. By working in a collaborative way, we aim to mitigate the cost to small business by undertaking all of this activity on behalf of our member businesses.



For tourism businesses, working with international trade partners is essential to attract a steady flow of global visitors, year-round. By working with international travel agents, wholesalers, and tour operators, you can expand your reach, promote unique regional and seasonal experiences and tap into new markets attracting occupancy even in your quiet months.

Sydney Melbourne Touring works year-round with international trade to build awareness, provide product training and conduct general sales and marketing activities on behalf of its region and product members. Our two key touring routes showcase the rich diversity of Australia's coast and countryside. From charming wineries, wildlife, quaint villages and national parks, to cultural and historical sites.

Our **Coastal Discovery** is very well established in key international markets, while demand for the **Inland Discovery** is at an unprecedented high.

### About the organisation

**Sydney Melbourne Touring** is a not-for-profit business that:

- connects members with international trade
- provides tourism training programs
- offers one-on-one support to help maximise

### About the opportunity

No business is too big or too small to benefit from the opportunity Sydney Melbourne Touring offers.

We put your business at the forefront of our sales activity, providing trade training.







# CURRENT PARTNERS

|                           |                 |                    |
|---------------------------|-----------------|--------------------|
|                           | Paperbark Camp  |                    |
| Bangalay<br>Luxury Villas | Bay and<br>Bush | Cupitt's<br>Estate |







# THANK YOU



[paul@sydneymelbournetouring.com.au](mailto:paul@sydneymelbournetouring.com.au)

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