WORKING WITH TOURISM AUSTRALIA
Welcome

‘There’s Nothing like Australia’ is our global platform to entice travellers to come and experience Australia’s world-class tourism offering; as well as creating opportunities for you to promote your business to the world.

Throughout this guide you’ll be introduced to a range of opportunities and resources that can help your business. Whether you’re just starting to get ready for inbound tourism and trying to understand key inbound markets; or if you’re more established and want to make your marketing impactful and start sharing your product with the world.

As our sector faces a number of challenges, it’s important that we stay nimble and continue to adapt to the changing business environment. We’re here to help you succeed and we look forward to working with you.

Yours sincerely

Phillipa Harrison
Managing Director
Tourism Australia
In January 2020, Tourism Australia welcomed the announcement from the Australian Government of an initial $76 million tourism recovery package as part of the National Bushfire Recovery Fund to protect jobs, small businesses and local economies by helping get tourists travelling across Australia again. The package responded directly to calls from the tourism sector, and included funding for the following initiatives:

**A Domestic Marketing Campaign**
Tourism Australia is coordinating a domestic-focused tourism campaign called ‘Holiday Here this Year’. The campaign encourages Australians to holiday in Australia and provides support specifically to affected communities and regions, but also more broadly to the entire industry that is affected by this downturn.

**Increased International Marketing**
Tourism Australia is redeploying its existing marketing budgets and campaigns, with an initial $25 million boost, to protect and restore Australia’s reputation as an international tourism destination, by reinforcing to global audiences that Australia is safe and open for business.

**Expansion of the International Media Hosting Program**
Tourism Australia is expanding its existing International Media Hosting Program to bring additional international media outlets, leading television shows and print media to Australia to see firsthand that most of Australia is unaffected by fires, open for business and welcoming visitors.

**Increased support for the Australian Tourism Exchange (ATE) 2020**
The Australian Tourism Exchange (ATE) 2020 brings together Australian tourism businesses and tourism wholesalers and retailers from around the world through a series of scheduled business appointments and networking events. It also provides international travel buyers with the opportunity to experience Australia’s tourism offering first-hand through pre and post event familiarisations. ATE delivers between $5.5 billion and $8.5 billion in international sales to the Australia’s tourism industry across 30 countries.

**Business Event Activities**
Tourism Australia’s specialist business events unit, Business Events Australia, is also running a domestic campaign aligned, ‘Meet Here This Year’, aligned with the wider Tourism Australia domestic campaign.

**Cross Government Initiatives**
Tourism Australia is also working across government and the sector more broadly on the other two initiatives announced - the regional events initiative and the international diplomatic activities.

For up to date information on what Tourism Australia is doing please subscribe to our weekly ‘Essentials’ newsletter: tourism.australia.com/subscribe

The above occurs in addition to Tourism Australia’s existing activities which are covered in this resource.
Holiday Here This Year

Launched as part of Tourism Australia’s bushfire recovery efforts, Holiday Here This Year is an initiative that encourages Aussies to travel domestically in 2020.

The bushfire crisis has made for a tough start to 2020, with so many communities around the country directly and indirectly affected. And we too are seeing the effect on tourism as many cancel their plans or decide to holiday elsewhere.

But through this crisis, we’ve seen the best of Australians. And we want to encourage the best once again, to support the communities who depend on the tourism industry to thrive.

But we need your help in doing it. Holiday Here This Year asks Australians to get out there and see their own backyard. Whether it be a weekend away near home, a trip to another state or discovering somewhere in Australia they’ve always wanted to visit.

This provides a unified platform that aims to galvanise the entire tourism industry and everyday Aussies by providing an immediate call to action to holiday here. It’s about letting people know the best way to help communities (whether directly or indirectly affected by bushfire) is by visiting them.

How to get involved:

1. COMMIT TO THE HOLIDAY HERE THIS YEAR MESSAGE
   Download the custom toolkit. It’s got everything you need to know about the campaign and how to integrate Holiday Here This Year into your marketing:
   tourism.australia.com/holidayhere

2. SPREAD THE WORD
   Let everyone know you’re open for business by posting on social media with #HolidayHereThisYear.

3. SHOW AUSTRALIANS YOUR LITTLE BIT OF AUSTRALIA
   Join the Facebook event and engage with the posts by commenting and sharing photos and information about your business:
   facebook.com/seeaustralia

We want to empower you to use this message and assets in ways that are relevant for your business.

- Consider your current planned activities and how you can partner with Tourism Australia to add the layer of this message and the logo.
- Can you create posters for your business?
- Can you add it to your website?
- Can you create social media posts with your imagery?
- How can you spread the message to your guests, customers, staff, to share their experiences?
OUR STRATEGY

› Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia for both leisure and business events.

› Our activities include advertising and consumer promotions, public relations and media programs, trade shows and industry programs, online communications and consumer research.

Find out more at tourism.australia.com/aboutus

TOURISM 2020 AND BEYOND

› Under ‘Tourism 2020’, Australia’s national strategy to enhance growth and competitiveness in tourism, the industry aims to increase annual overnight visitor expenditure to more than $115 billion by 2020.

› Tourism Australia works with the tourism industry and governments across Australia to achieve the Tourism 2020 goals.

› All state and territory tourism organisations have adopted the Tourism 2020 goals as a base for their own strategies.

› The ‘Tourism 2030’ strategy to follow on from ‘Tourism 2020’ is currently under development by Austrade and Tourism Australia in consultation with the states and territories, and broader tourism industry.

Find out more at tourism.australia.com/2020

TARGET MARKETS

Tourism Australia focuses the majority of its resources on the markets which represent the greatest potential.

PROGRESS OF TOTAL OVERNIGHT VISITOR EXPENDITURE AGAINST THE TOURISM 2020 GOAL

NATIONAL LONG-TERM TOURISM STRATEGY

TOURISM 2020

SETTING THE FOUNDATION

SEEING THE RESULTS

LOOKING BEYOND 2020

Overnight visitor expenditure ($ billions)


NORTH AMERICA ✭✭

USA Canada

EUROPE ✭

UK France Germany Italy

GREATER CHINA ✭

China Hong Kong

South Korea Japan

Malaysia Indonesia

New Zealand

India Singapore

BECOMING A LEADER IN BUSINESS EVENTS

BUSINESS EVENTS FOCUS

Incentive ✭ Association

MARKET VALUE BY 2025

Worth more than

$6b $2b $1.6b
Market Profiles
- Tourism Australia provides an interactive market profile dashboard featuring statistics on international travellers to Australia including visitation, spend and more.
- Business Events Australia also publishes Business Events Market Profiles which will give you information on the latest trends from key markets.
- These market profiles are a good resource if looking to target new markets or if you are preparing for a trade event/mission.

Find out more at tourism.australia.com/marketprofiles

Latest Arrival Statistics
- Tourism Australia publishes the latest data on international visitors to Australia by market on a monthly basis using information from the Australian Bureau of Statistics.
- Access our interactive dashboard to view the number of international arrivals who visit Australia on a monthly and yearly basis.

Find out more at tourism.australia.com/arrivals

Latest Expenditure Statistics
- Tourism Research Australia publishes the results of the quarterly International Visitor Survey (IVS) including information on expenditure by market.

Find out more at trq.gov.au

International Market Updates
- Tourism Australia’s international teams publish biannual webinars providing an update on the performance of our target markets.
- These also highlight any changes to the distribution and aviation space, and highlight previous and upcoming activities.
- These webinars are found within the Market Regions sections of the corporate website.

Find out more at tourism.australia.com/marketupdates

Aviation
- Aviation is a strategic priority for Tourism Australia in achieving the industry’s Tourism 2020 targets.
- Tourism Australia publishes research and insights on the aviation landscape including:
  - International capacity to Australia
  - Route development including upcoming & recent new routes
  - News on alliances, codeshares and consolidation
  - Tourism Australia’s airline partnerships and campaigns

Find out more at tourism.australia.com/aviation

Investment Attraction
- Investment in Australian tourism infrastructure means more capital city accommodation, rejuvenated product in Australia’s regions, state-of-the-art business events facilities and innovative leisure attractions to meet the growing demand of Australia’s tourism industry.
- Access our interactive dashboard to view the number of Australian hotel rooms and projects which are currently in the development pipeline (planning, construction or final planning).

Find out more at tourism.australia.com/investment

Our Target Audience

The High Value Traveller
- Tourism Australia has embarked on a journey to transition from predominantly demographically defined and based target audiences across markets, to a global behavioural and attitudinal target audience. This transformation is underpinned by the development of the High Value Traveller (HVT) segment.
- The Definition of the High Value Traveller:

  **TRAVEL LONG HAUL**
  - Travels long haul (out of region) on a regular basis.

  **PREFERENCE FOR AUSTRALIA**
  - Consideration to visit Australia in the short or long-term.

  **KEY DRIVER FOR DESTINATION CHOICE**
  - Food & wine, aquatic & coastal and nature & wildlife are key drivers when choosing a holiday destination.

  **REPRESENT HIGH VALUE**
  - Above average trip expenditure, high likelihood to stay longer. Higher likelihood to disperse further.

Find out more at tourism.australia.com/consumerresearch

Traveller Snapshots
- Tourism Australia’s Traveller, and High Value Traveller (HVT) Snapshots are released annually to provide insights into the travel preferences and behaviours of the general consumer and HVT’s from each of Tourism Australia’s key markets.
- This information is based on Tourism Australia’s consumer demand project which is run on an annual basis.
- These snapshots are found on Tourism Australia’s corporate website, either within each market region specifically, or on the Consumer Research Page.

Find out more at tourism.australia.com/consumerresearch
**MARKETING RESOURCES**

**Image and Video Galleries**
- Tourism Australia's image and video galleries contain thousands of still and moving imagery that is free of charge for use to promote tourism to Australia.
- Supplement your own imagery in your marketing activity, collateral including brochures and flyers, as well as your websites and training presentations.

Find out more at [images.australia.com](http://images.australia.com) and [video.australia.com](http://video.australia.com)

**Campaigns**
- Tourism Australia undertakes a number of regional as well as global campaigns.
- You can download campaign images and videos from our image and video galleries (see above).
- You can also download the 'There's Nothing like Australia' campaign logo for use on your website and collateral.

Find out more at [tourism.australia.com/campaigns](http://tourism.australia.com/campaigns)

**Promoting Your Product**

**Australian Stories**
- Australian Stories is a section of our weekly industry newsletter 'Essentials'.
- This section aims to keep subscribers informed on what’s new in Australia.
- The large distribution list includes travel writers, journalists, public relations representatives as well as global travel distributors.
- Stories can include information on new tours, accommodation and attractions, international awards, restaurant openings, event and festival announcements and more.
- You have the opportunity to contribute to this newsletter by sending in your stories or press releases to our team.

Send your stories to internationalmedia@tourism.australia.com

**Business Events Australia PR Newsletter**
- Our specialist unit, Business Events Australia sends a monthly newsletter to international media featuring news from the Australian business events industry.
- Submit your business events related product news and stories for the opportunity to be featured in this newsletter.

Email us at bea@tourism.australia.com

**Generating Publicity**
- Tourism Australia has created a guide to help you: understand what the media is and how it works, better promote your product or experience through a variety of media channels, get involved with Tourism Australia’s media and publicity programs.
- Find out more at [australia.com/workingwithmedia](http://australia.com/workingwithmedia)

**Signature Experiences of Australia**

Through the Signature Experiences of Australia program, Tourism Australia partners with a number of industry marketing collectives to promote a diverse range of outstanding experiences that tap into travellers’ passions points and special interests. Each collective offers a single point of reference across a great depth of compelling and uniquely Australian experiences – from luxury lodges and spas, to golfing holidays, wineries, fishing adventures, goldilocks, wildlife encounters, cultural attractions and Aboriginal-guided experiences.

- [Australian Wildtimes](http://australianwildtimes.com)
- [Cultural Attractions of Australia](http://culturalattractionsofaustralia.com)
- [Discover Aboriginal Experiences Australia](http://tourism.australia.com/aboriginal)
- [Great Fishing Adventures of Australia](http://australia.com/fishing)
- [Great Golf Courses of Australia](http://greatgolfaustralia.com.au)
- [Great Walks of Australia](http://greatwalksofaustralia.com.au)
- [Luxury Lodges of Australia](http://luxurylodgesofaustralia.com.au)
- [Ultimate Winery Experiences Australia](http://ultimatewinerexperiences.com.au)

As well as offering points of differentiation for Australia and encouraging regional dispersal, each signature collection creates a positive halo effect for the broader Australian tourism industry by showcasing some of Australia’s most outstanding tourism product and experiences.

For further information on Signature Experiences of Australia, please visit [tourism.australia.com/signature](http://tourism.australia.com/signature)
Tourism Australia’s social media program focuses on stimulating conversations about Australia through key platforms including Facebook, Twitter, and Instagram.

We post mainly user-generated and industry-supplied content, which encourages fans to continue sharing their own stories and experiences on an ongoing basis.

Our social team has created a ‘tips and tricks’ guide that will help you create compelling content for use in social media channels. 

Find out more at tourism.australia.com/socialmedia

**Facebook**
facebook.com/seeaustralia

- Upload photos and videos directly to the Tourism Australia Facebook wall.
- Ensure the caption includes the location of the image and a brief background story.
- If your content is re-posted by us, ensure you are part of the conversation by posting comments and answering questions.

**Instagram**
instagram.com/australia

- Hashtag your images with: #SeeAustralia and #HolidayHereThisYear
- Tag your images with: @Australia
- For food & wine related content also use: #RestaurantAustralia
- Don’t forget to add your State/Territory hashtag:

**Twitter**
twitter.com/australia

- Tweet interesting news, photos or videos to: @Australia
- Join the Restaurant Australia conversation by using: #RestaurantAustralia
- Tweet industry news and content to: @TourismAus
- Tweet business events related news and content to: @MeetInAustralia

**Weibo**
www.weibo.com/seeaustralia

- Tag @澳大利亚旅游局 in relevant posts
- Join the conversation in the comments

**WeChat**
ID: tourismaustralia

- If you have interesting long-form content suitable for this platform, send your stories to: socialmedia@tourism.australia.com
Aussie Specialist Program

The Aussie Specialist Program is our platform for training international frontline travel sellers plus inbound tour operators in Australia. Tourism Australia works in partnership with all eight State and Territory Tourism Organisations (STOs) on delivering this program to more than 30,000 qualified agents across the globe. The Aussie Specialist website features inspiring content and a range of useful sales resources including training modules, an interactive map, suggested itineraries, fact sheets and much more.

There are three key opportunities to showcase your product or destination to these highly engaged Aussie Specialist agents.

Travel Club

› You can submit an offer to entice Aussie Specialists to experience your product first-hand on their personal visit to Australia.
› Your listing in this section of the site includes an image and product description resulting in a further training opportunity for the Aussie Specialist.
› Your offer should be valid for at least 12 months.
› Many operators offer FOC or discounts on their product or some sort of value add (eg. complimentary breakfast, room upgrade, drinks voucher, stay/pay deal etc).
› It is also worth considering the Aussie Specialist’s travelling companion in your offer.

Submit an offer at tourism.australia.com/travelclub

Product Update Videos

› You can send us a product video that showcases your product or destination to Aussie Specialists.
› Ideally, the video would address the Aussie Specialists directly, however if this is not possible we can upload your consumer-orientated video.
› Videos can be filmed in English or other languages.
› The video can be very simple and inexpensive to produce – some operators have submitted videos filmed and edited on their smartphones.

Some points to consider:
› No more than 2-3 minutes duration.
› We require the actual video file, as we are unable to embed from YouTube, including a 50-word product or destination description.
› If filming on a smartphone, landscape orientation is preferred.

Submit your news to aussiespecialist@tourism.australia.com

Latest News

› You can send us your latest news to keep Aussie Specialists well-informed on any new product developments and/or changes.
› Your news piece should include a high-resolution image and link to further details.
› We suggest also sharing your news with your STO partner for possible inclusion in upcoming newsletters. Content is provided to our teams in-market on a monthly basis by each STO.

Submit your news to aussiespecialist@tourism.australia.com

17 WORKING WITH TA
Business Events Australia (BEA) is a specialist business unit of Tourism Australia dedicated to promoting Australia internationally as a destination for conferences, incentives, exhibitions and events.

Tourism Australia supports the Australian business events industry through its marketing and distribution development activities, including the Advance Program which supports delegate acquisition activities for existing international business events taking place in Australia.

Business Events Bid Fund
Tourism Australia also extends its support of the Australian business events industry through the Business Events Bid Fund Program (BFP), which provides assistance to secure new international business events for Australia. A prospectus and application form are available online.

Find out more at australia.com/businessevents
Email the team at bea@tourism.australia.com

Marketing our Offer
BEA works to engage specific customer segments through partnership marketing, PR, content, media programs, digital communications, social media and events.

The strategy is differentiated by sector, with a focus on content including long, short form, graphic and film that communicates why there’s nothing like Australia for business events.

Please keep us informed on your activities and business events product and experience news.

Find out more at australia.com/businessevents

Industry Events
Tourism Australia’s industry events program provides forums for Australian sellers to showcase their product and engage with international buyers.

The largest of these events is the annual Australian Tourism Exchange (ATE), bringing together around 2,500 buyer and seller delegates to meet and discuss business opportunities.

Tourism Australia also participates in various third-party events, providing industry the opportunity to join TA’s stand as an exhibiting partner.

Examples of industry events include:

Industry Events Calendar

Industry Events

Webinars

Tourism Australia hosts industry briefings in all states/territories on an annual basis.

These briefings provide stakeholders with the opportunity to meet and hear from Tourism Australia’s senior management team.

Topics covered include Tourism Australia’s creative and strategic direction, our campaign activity, market insights and partnership opportunities.

Find out more at australia.com/businessevents
Email the team at bea@tourism.australia.com

Keep Informed

Distributed monthly, the BEA newsletter will keep you updated on BEA activity including events, educational and insights.

Subscribe at tourism.australia.com/subscribe

Connect on LinkedIn

Follow us on LinkedIn to keep up to date with news on Australia’s business event industry.

Visit linkedin.com/company/businesseventsaustralia

Use Twitter

Follow BEA’s Twitter handle @MeetinAustralia to get connected with the global BE audience and to keep up to date.

Share your business events news and event success stories by tweeting @ MeetinAustralia or #MeetinAustralia.

Submit Content for australia.com/businessevents

We encourage business events products to contribute content to the BEA website.

Email the team at bea@tourism.australia.com

Find out more at australia.com/businesssevents
INDUSTRY DEVELOPMENT AND ADVICE

ATEC
- The Australian Tourism Export Council (ATEC) is the peak industry body representing Australia’s $43 billion tourism export sector.
- ATEC represents more than 1000 members across Australia including large national and multinational companies as well as small and medium-sized enterprises, many of whom are based in regional and remote parts of Australia.
- ATEC’s services include B2B opportunities, industry advocacy and development, education and business capacity building, local and national networking events and conferences.
  - More information on ATEC’s national branches, services and opportunities can be found at atec.net.au

State and Territory Tourism Organisations
- Each state and territory has its own government tourism agency that works with industry.
- The role of the State and Territory Tourism Organisations (STOs) is to support the development and marketing of sustainable tourism destinations and experiences within their state or territory, to increase awareness and attract visitors.
  - Refer to the relevant STO corporate website for more information on industry development tools.

ATravel Toolkit (TExT)
This introductory guide to inbound tourism has been produced by the Australian Tourism Export Council (ATEC) in partnership with Tourism Australia, and as a result of collaborative participation from all State and Territory Tourism organisations.

This toolkit contains advice on how to:
- Grasp the travel distribution system and its rate structure;
- Research international markets to establish who will use your products;
- Recognise the different travel styles of inbound travellers;
- Develop a marketing plan to target international visitors through a range of mediums and distribution channels; and
- Seek advice from your local, regional and state tourism organisation.

Find out more at tourism.australia.com/exporttoolkit

Investment Attraction
Tourism Australia and Austrade are working together to market Australia as an attractive investment destination for tourism infrastructure, and work with state and territory governments to facilitate foreign direct investment (FDI).

More information on this scheme can be found at austrade.gov.au/Australian/Invest/Export-Grants
Tourism Australia Industry Relations

Tourism Australia’s Industry Relations team is here to help you access a range of useful tools and resources that will assist in growing your international tourism business. We are also available to help build your knowledge of our marketing activity and the ways you can work with us.

The team will inform you about the various Tourism Australia programs and opportunities and how you can be involved.

Please don’t hesitate to contact the team should you have any queries:

Dominic Mehling
Industry Relations Manager
ACT, NSW, NT & QLD
+61 2 9361 1325
dmehling@tourism.australia.com

Kristy Malapa
Industry Relations Manager
SA, TAS, WA, VIC & Youth
+61 2 9361 1717
kmalapa@tourism.australia.com

Leigh Sorensen
General Manager
Industry Relations
+61 2 9361 1379
lsorensen@tourism.australia.com

Business Events Australia

For more information on Business Events Australia activity please contact:

Kelly Maynard
Business Events Distribution Development Manager
+61 2 9361 1793
kmaynard@tourism.australia.com
australia.com/businessevents

Tourism Industry Councils

› Tourism Industry Councils operate in many States of Australia.
› They are the peak industry bodies within their State jurisdiction and operate under a membership model.
› Refer to each council’s website for more information on what they offer their members – this often includes educational programs, business advice as well as tourism award programs.

Queensland Tourism Industry Council
qtic.com.au

South Australian Tourism Industry Council
satic.com.au

Tourism Industry Council of WA
tourismcouncilwa.com.au

Tourism Industry Council of Tasmania
tict.com.au

NSW Business Chamber (Tourism Industry)
nswbusinesschamber.com.au

Business Events Australia

Updates on Business Events Australia activity

@TourismAus
Corporate Twitter handle

@MeetinAustralia
Business Events Australia Twitter handle

Stay up to date with tourism news as well as opportunities that become available through these channels:

CORPORATE WEBSITE

tourism.australia.com
Latest information on campaigns, activity in market, research, statistics and more

SUBSCRIBE TO NEWSLETTERS

Essentials
General news & updates, including Australian Stories (new products, events, destination news), Industry events, research and insights, state & territory news.

Business Events Australia
Updates on Business Events Australia activity

TWITTER

@TourismAus
Corporate Twitter handle

@MeetinAustralia
Business Events Australia Twitter handle

LINKEDIN

Follow ‘Tourism Australia’ and ‘Business Events Australia’
Follow us as an organisation.

INDUSTRY BRIEFINGS

tourism.australia.com/industrybriefings
Hear from the Tourism Australia team at a briefing in your local area.

WEBINARS

tourism.australia.com/events
A range of topics are delivered as part of our webinar program.
### Working with Tourism Australia Checklist

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<th>Connect with Us</th>
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<td>☐ Visit our corporate website: <a href="https://tourism.australia.com">tourism.australia.com</a></td>
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<td>☐ Subscribe to our newsletters:</td>
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<td>Search ‘Tourism Australia’ and ‘Business Events Australia’</td>
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<td>☐ Tweet photos/news and include @australia</td>
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<td>☐ List with the Australian Tourism Data Warehouse: <a href="http://atdw.com.au">atdw.com.au</a></td>
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<td>☐ Submit requests for edits to australia.com content to: <a href="mailto:editorial@tourism.australia.com">editorial@tourism.australia.com</a></td>
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<td>☐ Expand inbound knowledge using the Tourism Export Toolkit: <a href="https://tourism.australia.com/exporttoolkit">tourism.australia.com/exporttoolkit</a></td>
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<td>☐ Download consumer insights by market: <a href="https://tourism.australia.com/consumerresearch">tourism.australia.com/consumerresearch</a></td>
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<td>☐ Create and submit a short product update video: <a href="https://tourism.australia.com/aussiespecialist">tourism.australia.com/aussiespecialist</a></td>
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<td>☐ Share your newsworthy items with the Aussie Specialist network: <a href="mailto:aussiespecialist@tourism.australia.com">aussiespecialist@tourism.australia.com</a></td>
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<thead>
<tr>
<th>Business Events Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Explore the tools and resources on the Business Events Australia website: <a href="https://australia.com/businessevents">australia.com/businessevents</a></td>
</tr>
<tr>
<td>☐ Connect with BEA and send your BE product information: <a href="mailto:bea@tourism.australia.com">bea@tourism.australia.com</a></td>
</tr>
</tbody>
</table>