

WHO'S WHO IN THE TOURISM ZOO?

When you first start to work in the domestic and international markets it can be quite overwhelming. Luckily there are a number of fantastic organisations and bodies that are there to help you get started.



NATIONAL TOURISM ORGANISATION

Tourism Australia is the Australian Government agency responsible for international and domestic tourism marketing. Their activities in over 20 markets, including Australia, include advertising, public relations and media programs, trade shows and programs for the tourism industry, consumer promotions, online communications and research.

Tourism Australia's Business Development Managers aim to connect you directly to marketing programs and resources that will help you generate more business and help you gain a better understanding of market conditions.

www.tourism.australia.com



Australian Tourism Export Council (ATEC) is the industry development body that represents the interests of over 1,000 tourism export businesses throughout Australia.

ATEC is a membership based organisation that currently represents inbound tour operators (ITOs), online operators, Australian tourism product suppliers and service providers around Australia.

ATEC represents the interests of its members to government, industry and the wider business community.

www.atec.com.au



STATE TOURISM ORGANISATION

Tourism & Events Queensland Each state and territory in Australia has its own government tourism agency that works with industry. The role of the state tourism organisations (STOs) is to support the development and marketing of sustainable tourism destinations and experiences within their state, to increase awareness and attract visitors. In addition to offices in Australia, STOs also have international offices located within their priority markets.

It is important to maintain strong relationships with your STO, in particular with the trade related and familiarisation units within TEQ.

www.teq.queensland.com



STATE INDUSTRY BODY

The Queensland Tourism Industry Council (QTIC)

is the peak industry body for tourism in Queensland. They are a not-for-profit, private sector, membership-based organisation representing the interests of Queensland's tourism and hospitality industry.

They work in partnership with government agencies and industry bodies at a local, state and national level, to strengthen the voice of tourism in all relevant policy forums. Their membership comprises more than 3,000 regional members (individual and corporate) alongside 13 RTOs and 18 industry sector associations.

www.qtic.com.au



REGIONAL TOURISM ORGANISATION

Regional Tourism Organisations (RTOs) are local tourism associations and local tourism operators coordinated through a regional marketing authority. RTOs develop regional tourism marketing strategies, and work cooperatively with the State Tourism Organisations (STOs) to promote quality tourism experiences to ensure their region maximises its tourism potential. In Queensland, all RTOs are part funded by Tourism and Events Queensland.

Local Tourism Organisation Local Tourism Organisations (LTOs) are usually private sector, membership-based bodies responsible for promoting their local area and its members and driving or participating in local tourism development initiatives.

Austrade is the Federal government agency responsible for helping Australian businesses, education institutions and tourism operators gain entry into international markets and has primary responsibility for tourism policies, programs and research. Located in over 40 countries worldwide they offer practical advice, market intelligence and ongoing support to Australian businesses looking to develop business from international markets. It also offers financial support to some categories of exporters through the Export Market Development Grants (EMDG) Scheme. www.austrade.gov.au/Australian/Export/Export-Grants/EMDG

Tourism Research Australia (TRA) is Australia's leading provider of quality tourism intelligence across both international and domestic markets. TRA equips industry with information to strengthen your marketing and business decisions. TRA's data underpins government tourism policy and helps to improve the performance of the tourism industry for the benefit of the Australian community. www.tra.gov.au

AUSTRALIAN TOURISM DATA WAREHOUSE

The Australian Tourism Data Warehouse (ATDW) is the national platform for digital tourism information on Australia. The ATDW is a joint initiative of the State or Territory Tourism Organisations (STOs) and Tourism Australia. The ATDW produces the only nationwide tourism database of its kind in Australia and the world, including more than 26,000 listings. These listings are made up of information on accommodation, tours, attractions, events, car hire and transport products, as well as destination information.

With daily updates, tourism operators and ATDW distributors can ensure their information is always cutting edge. This content is distributed through a network of over 50 websites including national, state and regional tourism organisations. www.atdw.com.au

How the ATDW works

