

IS MY BUSINESS EXPORT READY?

The below checklist is the industry standard criteria for businesses to have in place to work with the international travel trade,

Export ready businesses:

- Have an established tourism business, operating for at least a year and sells through domestic distribution channels
- Can offer same day booking confirmation and have the businesses processes in place to work with ITOs
- Have thoroughly researched the international markets and established where their product fits
- Understand the international distribution system including Inbound Tour Operators, International Wholesalers, Retail Agents & Online Travel Agents
- Understand the concept of commissions and nett rates
- Are prepared to pay 25-30% commission for bookings from ITOs
- Have a trade sales kit including, inbound rates, fact sheets and a 'terms of trade' policy
- Have existing relationships with ITOs