

It is important to communicate, check in and stay connected with your distribution partners in the travel trade, who will also be searching for ways to navigate this crisis. Use this time as an opportunity to reach out and strengthen your relationships.

When people are ready to travel again, it is important that businesses are ready to restart their distribution channels.

Travel distributors have experienced a significant disruption due to the global spread of COVID-19. Wholesalers, travel agents, inbound tour operators and online travel agents are currently dealing with worldwide travel restrictions and the financial impact this has had on their businesses.

Quick Tips

- **Reach out to your distribution partners**
Engagement and relationships have never been more important. Where possible, reach out a hand of friendship to your trade partners, suppliers and industry associations. Be ready to provide product or destination information when needed.
- **Update your trade sales kit**
Update your product fact sheets, nett rate sheets and trade terms, using the tips and templates in the [Destination NSW Inbound Guide](#). Share your finished trade kit with the Destination NSW Industry Development team for feedback. Being ready with an up-to-date trade kit will help you re-engage the travel trade when the time comes.
- **Get assistance with product development and distribution**
Contact the Destination NSW Industry Development team to discuss product changes and distribution planning at product@dnsw.com.au.
- **Update products listed with online travel agents**
Review and update your product listings on online travel agent websites, adding refreshed images and copy to help your product stand out.
- **Stay in touch with ATEC**
If you are a member, reach out to the [Australian Tourism Export Council \(ATEC\)](#) to provide updates on changes to your business and register for the ATEC COVID-19 Webinar Series.
- **Post a video update for Aussie Specialist travel agents**
The [Aussie Specialist Program](#) is Tourism Australia's platform for training international travel agents and inbound tour operators in Australia. Educate Aussie Specialists about your product by creating a short two-minute video introducing yourself and your products, including your location and key selling points. This can either be created professionally or for free using an iPhone. Send your video with a 50-word description and website link to Tourism Australia.
- **Update your Visitor Information Centre**
Your local Accredited Visitor Information Centre (AVIC) is a trusted trip planning resource, so now is a good time to provide updates and stay connected. Reach out and connect with your [local AVIC](#) and make a time to update the team on your tourism product. Update [The Tourism Group](#) on any changes to your business.

Resources

- [NSW First: Inbound Guide](#)
- [Destination NSW Content Library](#)

Key Contacts

- Destination NSW Industry Development: product@dnsw.com.au
- Destination NSW Visitor Services: peter.lipman@dnsw.com.au
- [Destination NSW International Offices](#)
- Tourism Australia Industry Development: dmehling@tourism.australia.com
- The Tourism Group: admin@thetourismgroup.com.au
- [Visitor Information Centres](#)

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