

FactSheet



INTERNATIONAL MEDIA

Promoting your tourism business and its products around the world is simpler – and cheaper – than you might imagine.

Tourism Australia uses a global network of representatives and agencies to pitch stories at overseas media every day. New angles and stories to stimulate coverage are constantly being sought, researched and presented.

Harness the power of Tourism Australia's International Media Unit (IMU) to promote your tourism business overseas. The unit runs an International Media Relations (IMR) program dedicated to getting the maximum positive exposure for Australian travel product in the world's media. The IMU produces newsletters and fact sheets, as well as running a media site on the internet loaded with feature stories and ideas about Australia. Updated regularly, the site is divided into four key areas: travel news, feature stories, story ideas and a Contacts Directory.

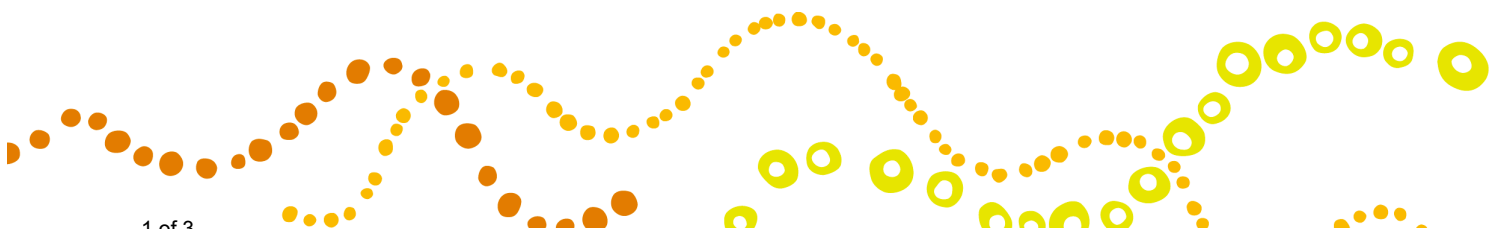
The International Media Unit doesn't wait for international journalists to come looking – it goes out and contacts them. *The Buzz*, an electronic bulletin of Australia-wide products and product updates produced in Sydney, is distributed monthly to media worldwide via Tourism Australia's overseas public relations networks. Another Tourism Australia publication, *Gusto*, specialises in Australia's great food and wine.

Tourism Australia's media website includes a contacts directory, presenting journalists with an unmatched list of names in all walks of Australian life, including some of the best-known Aussie celebrities. International journalists consult the list to find who to interview.

The story ideas section is filled with story leads suitable for broadcast and print. It provides journalists with a range of characters with a story to tell. The subject range is wide: arts, culture, food, wine, science, business, technology and more. If you can talk about what you do and provide a few quotes for a journalist, this is a great place to put your name.

The travel news section tells journalists about trends and developments in Australia. It's updated monthly and themed, for example retreats and spas, adventure travel etc. Your company's story and pictures might be just what Tourism Australia's International Media Unit is seeking to put on the site.

The media site includes a massive searchable database of feature stories. Editors around the world look here for exciting stories to run. A story on your travel operation could fit the bill!



Another program the International Media Unit organises is the Visiting Journalists Program (VJP), which brings over 1000 print and broadcast journalists to Australia each year. They write and broadcast stories about their Aussie travel experiences, providing valuable international exposure for tourism products just like yours.

These Tourism Australia activities generate a publicity bonanza for Australia and its tourism industry – its value exceeds \$1 billion a year – as well as reinforcing Brand Australia around the world.

Getting Involved with VJP and IMR

Do you run a fantastic hotel, B&B, 4WD tour or fabulous winery/restaurant? If your tourism product or service delivers a quality travel experience, we'd like to hear from you.

Tourism Australia wants to work with professional operators who understand the value of publicity and who can supply us with their news and images. If you are prepared to support the Visiting Journalists Program (VJP) by offering FOC or discounts according to the promotional benefit you believe you will receive, then we'll let you know where and when your product or service is mentioned in overseas media.

To gain the best advantage, alert Tourism Australia's International Media Unit to any new products or initiatives.

- Email us copies of media releases and digital photographs so we can make your story available to an international audience.
- Send in 25 copies of press kits or new brochures which we will then forward to our global PR network at no cost to you.

The International Media Unit's address is:

Tourism Australia
International Media Unit
GPO Box 2721
Sydney NSW 1006
Ph: (02) 9360 1111
Email: internationalmedia@tourism.australia.com

PR Tips

How can you expose your tourism product or service to the masses of potential travellers overseas? Media relations and public relations (PR) are two inexpensive ways of going about it. Here are some PR tips from Tourism Australia's international PR network.

- Think international – not just domestic.
- Understand Tourism Australia's Brand Values and how they relate to the market you're targeting. Potential visitors to Australia perceive us as inclusive, irreverent, optimistic, original, candid and honest. They see us as a land without strangers, a place that values mateship and rejects "airs and graces", a country where people address each other on a first-name basis.
- Find your point of difference and emphasise it. Australia is not just seen, it is lived.
- Develop a professional media kit (or even just a media release) which details background, points of interest and why your product is different.
- Use pictures as well as words – the right picture can make all the difference to a story.
- Have a 'hook' to link your story to – something topical or special that distinguishes it.
- Look at holiday themes or experiences to develop the story about your product.
- Highlight the 'Australian-ness' of your product – make the most of the points of difference. Tourism Australia research reveals that people overseas perceive Australia as the only place that "does what it does in the way that it does".
- Where applicable, profile Australian personalities or characters. It's a good opening and it adds a distinctly Australian flavour to the story.
- Don't waffle. Keep it short and sharp – key facts and figures at a glance. Be honest – research by Tourism Australia shows that potential overseas visitors believe Aussies "say what they mean and mean what they say". Don't let them down!
- Ensure PR materials are relevant to the publication (or section therein) they are sent to. If you can, find the correct person at the publication and address your PR materials to them by name.
- Use Tourism Australia's International Media Unit – we have plenty of contacts and we know how to keep the media updated. We are always looking for new opportunities for media exposure.