



KNOW YOUR MARKETS

When preparing for International trade shows it is critical to have a working knowledge of buyer markets. A core component is understanding what they require at what time in order for them to be able to promote your products internationally. The more prepared you are the more effective your appointments will be. Buyers also greatly appreciate you knowing their market.

WHEN DO I NEED TO HAVE MY RATES READY BY?

Prior to attending a trade event you should be reviewing your rates for the period 01 April to 31 March for the following year. Rates need to be finalised and distributed at least six months in advance of the start of the season – some buyers may even ask for rates earlier, at times during or directly after the event.

WHAT IS THE TRAVEL SEASONALITY OF EACH MARKET?

It is important to also know the key booking and key travel periods for each market to assist with your contracting and product planning.

COUNTRY	KEY BOOKING PERIODS	KEY TRAVEL PERIODS
Brazil	September to October and April to May	December to January and July
Canada	January to March	November to March
China	October to January and May to June	October and December (due to National Day and Chinese New Year holidays) and July to August
France	European Spring & Autumn	July and October to February
Germany	January to March	October to March
Hong Kong	November to December and end June/early July	October and December to (due to National Day and Chinese New Year holidays) and July and December
India	September to November and February to April	May (Indian school vacation) and December (Indian winter holiday, Christmas and New Year season)
Indonesia	May to August and December	Lebaran period (July to August) and December
Italy	September to February	July to August and December. February to November for the honeymooners
Japan	Approximately one month prior to travel	January to March and July to September and December
Malaysia	January to May and August to November	Chinese New Year (January/February), Hari Raya (July) and the school holidays (March, May to June, August and November to December)
New Zealand	April to August	February to May and September to November
Singapore	April to June and October to December	June and November to December
South Korea	June to July and December to February	July to August and November to March
United Kingdom	January to March and September to November	June to August
USA	January to March and October to November	December to March and July (July is the most popular for student travel)

WHERE CAN I GAIN FURTHER INFORMATION ON EACH MARKET?

Tourism Australia produces extensive market profiles that are updated regularly and provide the following information:

- Performance overview
- Aviation routes and landscape
- Visitor profiles
- Arrival trends
- Expenditure trends
- Distribution system profiles, including Wholesalers/Large Agencies, Special Interest, Retail Agents, Online, Aussie Specialists and Inbound Tour Operators
- Distribution trends
- Planning and purchasing trends
- Top Tips for planning a sales visit
- Seasonality trends
- Key trade and consumer events

These profiles are available in the Markets section of [Tourism Australia](#).

WHAT SPECIFIC MARKET RESEARCH IS AVAILABLE?

The role of Tourism Australia

Tourism Australia provides research to the industry through consumer and market insights, plus tourism, aviation and economic analysis. We are responsible for identifying and understanding the needs and drives for consumer segments that give the greatest return on investment. We also produce relevant and timely analytical research on inbound tourism markets, including analysing and communicating trends in global tourism and identifying new and high-yield markets. For further information and reports visit [Tourism Australia](#).

The role of Tourism Research Australia

Tourism Research Australia provides superior research information that supports improved decision making, marketing and tourism industry performance for the Australian community. Tourism Research Australia is a branch of Austrade. To view their full range of reports, covering international tourism, and research tailored to regional areas, please visit [Tourism Research Australia](#).

The role of State and Territory Organisations

The respective State and Territory Organisations also deliver state/territory specific statistical data and analysis to assist the tourism industry.

[Tourism Victoria](#)

[South Australian Tourism Commission](#)

[Destination New South Wales](#)

[Tourism Northern Territory](#)

[Tourism and Events Queensland](#)

[Tourism Tasmania](#)

[Tourism Western Australia](#)

[Visit Canberra](#)