

TOURISM.

THE ULTIMATE SERVICE INDUSTRY

IN THE ASIAN CENTURY.



AUSTRALIAN

TOURISM OPERATORS

AT A GLANCE

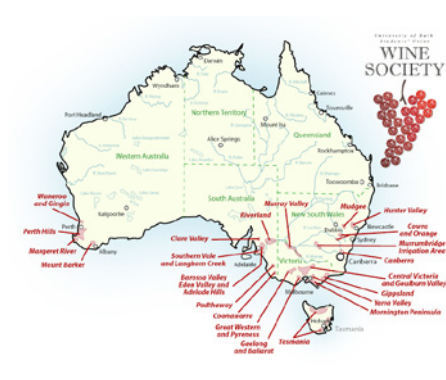
41,894

Australian tourism
sole traders

53,098

small (2-20 employees)
tourism operators

disjointed.



Wine regions



CUB/ Mining regions



Indigenous cultural regions



Tourism routes

TOURISM OPERATORS =

TOURISM NEWS CONSUMERS

The tourism industry's
so-called
'little guys' are



41,894 Australian tourism
sole traders



53,098 small (2-20 employees)
tourism operators

ABS 8165.0 Data cube by Industry Division by Employment
Size Ranges Arts & Recreation, Accommodation & Food
Service categories

Turned over
\$43 billion

in 2010 - 2011

ABS 8165.0 Data cube by Industry Division by
Turnover Size Ranges

Just two categories
within tourism employ
1.1m Australians

(Accommodation and Food Services
+ Arts and recreation services)

in 2010 - 2011



whilst mining employs
just 161,000

8165.0 Counts of Australian Businesses,
including Entries and Exits by Statistical Area
Level 2 by Employment Size Ranges



6,130 Hospitality & Tourism
jobs available on Seek.com

May 2013 Seek.com.au Hospitality & Tourism



Australian cafes, restaurants
and takeaway food services
turned over \$31,182.9m

May 2013

1350.0 Australian Economic Indicators,
Data Cube 3 - Consumption and Investment

Tourism operators do their own hiring, maintenance, accounting and procurement.

They have more money than time.

They need all the help they can get.

WHAT PRODUCT SOLUTIONS

DO TOURISM OPERATORS NEED?

Arts and Recreation operators	Accommodation and Food Services operators	Tourism Retail operators (Galleries & Gift Shops)
NEED		
Sports equipment Insurance ITC hardware and software Recruitment services Vehicle maintenance contracts Adventurewear Art consumables	POS systems Wholesale food Artisan providores Dinnerware, cutlery Catering supply Furniture Cold drinks Coffee Gourmet tea Toiletry suppliers Phone/ Internet Online banking	POS systems Cellar doors Ugg boots Boomerangs and quality wood Foodstuffs Shelving Signage Art suppliers Giftware Sunscreen Hats Animal Postcards Stickers
EVERY KIND OF TOURISM OPERATOR NEEDS Accounting • POS systems • e-Commerce • Marketing services Postgraduate business and industry-specific qualifications		

58%

of Australian household internet users purchased accommodation or travel online in the 6 months to November 2009

2010 ABS/ ACMA Report (page 5)

Yet only

27%

of tourism operators know how to sell their product online

8166.0 Business Use of Information Technology, Arts & Recreation and Food & Accommodation Services categories



Operators work ALONE

They are remote

They are ambitious

They need news and advice

THEY NEED YOUR PRODUCT

WHAT INFORMATION

DO THEY WANT?

Tourism operators have big questions.

1. CULTURAL EXPORTS

2. DOMESTIC TOURISM

3. ALCOHOL

4. GAMBLING

5. HARMONISATION

6. GOVERNMENT

7. MOMENTUM

8. CHINA

9. INDIA

10. TOURISM ROUTES

11. MEDIA & COMMUNICATIONS

12. FOOD

13. TRANSPORT

The Tourism News gives answers.



www.thetourismnews.com.au

Answering the big questions for tourism. The ultimate service industry... in the Asian Century

HOW WILL WE HELP

TOURISM OPERATORS SUCCEED?



Tourism Community networking
Tourism Business Resources including ABS data
Customer Service advice
australianvoice.com.au



Daily Aggregated News filtered for credibility
Ground-breaking Editorial
Weekly podcasts with icons of tourism
thetourismnews.com.au

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Independent » Decisive » Confident » Decision makers.