

North American Sales Call Manual - Introduction

A comprehensive guide to Sales Calls in North America

What Is COAST?

The Coalition of Australian States and Territories (COAST) brings together the North American based representatives from Tourism New South Wales, Tourism Victoria, South Australia Tourism Commission, Australia's Northern Territory, Tourism Queensland and Tourism Tasmania. COAST'S objective is to co-operatively and cost-effectively promote product to the North American travel industry under one umbrella organization (COAST) independent of the Australian Tourist Commission.



About This Manual:



The North American Sales Call Manual was developed by COAST to assist Australian product suppliers in planning and carrying out independent sales call trips to the North American market. We have combined the expertise from our many years of North American travel industry experience into one guide. The guide contains market profiles, practical information such as key contacts, travel tips and itinerary suggestions. We hope you will find it a useful tool in planning sales visits to the North American market.

OZTalk

Recognizing the need to provide independently regular destination training for North American wholesalers, COAST established OZTalk. For over 19 years, OZtalk has been the largest, most successful annual trade event in North America. Many other regions around the world have noted its success and developed similar programs.



Liabilities:



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