

# APPROVED DESTINATION STATUS (ADS) SCHEME

## SHOPPING ACTIVITIES



INBOUND TOUR  
OPERATORS

On 19 January 2015, the new ADS Code of *Business Standards and Ethics* will come into effect.

Use this factsheet to understand the rules on conducting shopping activities during ADS tours.

### Your responsibilities

You must:

- › ensure that the amount of time spent at commission-linked shopping outlets is no more than 90 minutes each day.
- › ensure that where commission-linked shopping is to occur, tourists must also visit a competitive retail area at the same destination for at least the same duration.
- › not force tourists to shop somewhere they don't want to.
- › not stop tourists from shopping in their choice of stores.
- › not arrange for tourists to be taken to shops that sell products that are fake or labelled to deceive tourists.
- › not criticise the quality or availability of a shop's products or services.

### What is a competitive retail area?

- › It is an area or mall containing a range of retail outlets with a variety of shopping options.
- › A list of competitive retail areas for free shopping is listed at Attachment F in the code.

### What is a commission-linked shopping outlet?

- › It is a shop from which you have, or will receive commission, either before or after a visit by a tour group. This includes commission paid to your associates, tour guide or ADS outbound tour operator.

### Example

- › The tourists are scheduled to visit Sydney for two days.
- › On the itinerary, you have scheduled a visit to a commission-linked shopping outlet for 1 hour on day one and 1 hour on day two.
- › This means that the itinerary must also include a visit to a competitive retail area in Sydney for 2 hours.

### More information

- › For a complete list of your responsibilities, please read Section 4 of the *ADS Code of Business Standards and Ethics* available at [www.austrade.gov.au/ads](http://www.austrade.gov.au/ads)

For more information:  
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