

# Queensland on Tour India



## **Prospectus 2011**

*Join us from:*

Sunday 16 January 2011  
To  
Saturday 22 January 2011

In 2011 our road show will take you to ;  
**Delhi, Chennai, Mumbai**

The objectives of the 2011 QLD on Tour-India roadshow are:

- increase awareness of destination Queensland
- raise the profile of Queensland's tourism product suppliers
- grow business opportunities with key trade partners
- strengthen and establish travel industry relations with product and marketing managers
- provide training sessions for retail sales and reservation staff
- generate media exposure for destination Queensland and India marketing initiatives

We expect to engage with approx 500 industry from Delhi, Chennai and Mumbai. Targeting travel agents, product managers and reservation staff as well as selected travel trade journalists and consumer media journalists.

Please send your registration form to:  
Alison Saunders  
Email: [alison.saunders@tq.com.au](mailto:alison.saunders@tq.com.au)  
Fax: 07 3535 5563

Price: \$AUD 4100 (per delegate)

Application deadline: **Friday 26 November 2010.**

## TENTATIVE ITINERARY – 2011

### Sunday 16 January

Morning	Individual arrival of suppliers and check-in to hotel
Afternoon	Transfer from Delhi Airport to hotel (included)
Evening	Team Welcome Function
Overnight:	Delhi (Hotel TBC)

### Monday 17 January

Morning	Breakfast at hotel Queensland on Tour Roadshow Briefing
Full day	Group splits for Sales Calls with key Travel Agents Suppliers will be split into groups of max 4 and set out for appointments in the famous Delhi taxis. Agent details including address and directions will all be provided. At each appointment you will present to sales/product staff and meet with the top management. This is a wonderful opportunity to interact with agents, to update them with new information and build a personal rapport for future business activity.
Overnight:	Delhi

### Tuesday 18 January

Morning	Breakfast at hotel Set up for the workshop Registration Travel Agent Workshops TQ Presentation Table top presentations commence 10 mins
Afternoon	Networking Lunch with travel agents Table top presentations re-commence 10 mins Session ends early afternoon.
Evening	Wine & Cheese networking with Managers of Travel companies, Airlines, ITOs. Flight to MAA (Chennai)
Overnight:	Chennai (Park Hotel Chennai)

## Wednesday 19 January

Morning	Breakfast at hotel Set up for the workshop Registration Travel Agent Workshops TQ Presentation Table top presentations commence 10 mins
Afternoon	Networking Lunch with travel agents Table top presentations re-commence 10 mins Session ends mid afternoon.
Afternoon	Flight to BOM (Mumbai)
Overnight	Mumbai (Trident Hotel, Nariman Point)

## Thursday 20 January

Morning	Breakfast at hotel India Market briefing by Qantas and Tourism Australia. Providing insight into the market and travel trends for the year.
Afternoon	Group splits for Sales Calls with top 5 Travel Wholesalers in India. Kuoni (SOTC), Thos Cook, Kesari, Cox n Kings, Mercury Travel.
Evening	Suppliers will travel together to visit the offices but present individually to management and product staff. This opportunity will provide confidential discussion time designed to introduce your product, new experiences and rates to "decision makers" at the wholesalers.
Overnight:	Mumbai

## Friday 21 January

Morning	Breakfast at hotel Set up for the workshop Registration Travel Agent Workshops TQ Presentation Table top presentations commence 10 mins
Afternoon	Networking Lunch with travel agents Table top presentations re-commence 10 mins

## Friday 21 January cont

Evening	Cricket Match + Cocktails The famous Q-Cup cricket match will be played on Friday evening. The match will engage with targeted Corp clients (via Austrade) and Indian travel companies. Cocktail invitations for travel agent, Airlines and business partners.
Overnight:	Mumbai

## Saturday 22 January

- Morning Add on Sales Calls Suppliers are free to do their own sales calls as Travel agent offices will be open on Saturday.
- OR Tourism Queensland will be undertaking a consumer event to promote Queensland in Mumbai's largest shopping Mall Phoenix Mills. The courtyard in the complex will turn into a Queensland, Australia zone with competitions for kids to win merchandise and families to win holidays. Shoppers will enjoy a taste of the best Queensland holiday experience. Suppliers are welcome and encouraged to participate. It is anticipated that a "major" agent will partner with TQ in this activity. Additionally Qantas and Qantas Holidays have indicated their expression of interest.
- OR Day at leisure.
- Overnight Mumbai, depart for Australia or Middle East.

## **Participation in Queensland on Tour India**

- a. Our aim is to provide you with the best opportunity to maximise business opportunities with the Indian travel trade..
- b. We help you leverage existing and new relationships and provide a platform for you to showcase your product to get maximum gains out of every interaction with a broad spread of the Indian travel trade.
- c. On your journey through QoT-India you will witness and learn interesting facts about India and B2B dealing with Indians that will help you appreciate the market.

### **1. Participation Package:** *(based on 1 delegate)*

- Module 1- 7nights accommodation.
- in 4-5 star hotels (single room occupancy) including breakfast
- Welcome function on evening of arrival
- India market orientation briefing
- Welcome package including market intelligence, luggage and name tags and supplier logo table displays
- Flights to each city:  
Delhi-Chennai-Mumbai
- Transfers (airport hotel airport) in each city
- Travel industry training and network events at respective venues (different formats adopted according to the different market needs)
- Catering at all functions.
- All attending agents will receive a roadshow manual containing participants' product information.
- Delegation will be escorted throughout the entire roadshow

## 2. Criteria for Attendance

Queensland on Tour is a popular roadshow, with Queensland industry. Therefore, a strict criterion applies to ensure maximum exposure for participating products. Each product must show how they meet these criteria.

With only limited slots available, preference will be given to Queensland based product to ensure the delivery of the experiential message.

To keep the event interesting and innovative, we will reserve 20 % of total participation space for new products which are internationally ready.

In order to showcase the depth and diversity of Queensland tourism product, and to maintain and stimulate interest in the destination, TQ reserves the right to determine final product participation for Queensland On Tour 2011, and the decision made by Tourism Queensland will be final and no correspondence entered into.

The following criteria also applies:

- Suitability of product for the Indian market
- Availability of product in the Indian market; appropriate booking facilities or inclusion in trade programmes. A brochure suitable for the Indian market
- Demonstrated marketing activities in the India market including advertising in trade/consumer promotions and/or participation in previous in market initiatives.
- Long-term operational stability and commitment to selling to the Indian market. Total emphasis must be on Queensland-based products. National operators or products representing destinations other than Queensland will be requested not to promote or sell those products.
- Preference will be given to relevant product represented by a Queensland/Australia-based delegate.
- Participants must have no outstanding debts with Tourism Queensland.

- Preference will be given to applicants who demonstrate active participation in the Regional and International Inbound Tourism forums.
- Receipt of requested materials and payment by deadline dates.

The following selection criteria apply:

Each Product must demonstrate how they meet the above criteria. To keep the event interesting and innovative, we will reserve 20% of total participation space for new products which are internationally ready.

### 3. Delegate Application and Payment

**Total cost:  
\$AUD 4100.**

A delegate application as well as indemnity form must be submitted. TQ will not process any applications without completion of all required components.

**IMPORTANT:** please read the cancellation and refund policy within this document.

- Applications must be received by **Friday 26 November 2010.**
- **Full payment is due by Monday 13 December 2010** payable to Tourism Queensland

Send to:

Alison Saunders  
International  
Tourism Queensland  
GPO Box 328  
BRISBANE QLD 4001  
P: 07 3535 5310  
F: 07 3535 5563  
E: [alison.saunders@tq.com.au](mailto:alison.saunders@tq.com.au)

**Tourism Queensland reserves the right to select final participants should the mission be oversubscribed. Failure to meet deadlines and payment will result in the cancellation of your application, as space is limited.**

Confirmation of your participation will be sent to you by email by Mr Paul Buggy.

#### 4. Cancellation and Refund Policy

All cancellations must be confirmed in writing to Alison Saunders (alison.saunders@tq.com.au)

For cancellations received after **Monday 06 December 2010 AUD \$1000 cancellation fee** will apply.

For cancellations received after **Monday 20 December 2010** no refund will be made.

#### 5. Travel Arrangements

##### **Flights:**

International flights to/from Australia or any other destination to the start destination and from the end destination of the itinerary will be the responsibility of the participant. Internal flights, as designated, will be arranged and are included in the participation fee.

**There will be a luggage restriction of 20kg per participant, due to the number of internal flights. Individual baggage excess will be at the suppliers own expense. This restriction will be strictly enforced.**

##### **Pre/Post Accommodation:**

Pre and post accommodation can be arranged at the same accommodation used in the itinerary. Additional nights outside the official itinerary will be at your own expense.

##### **Group Transfers:**

Transfers from the airports to the hotels and return will be pre-arranged.

## 6. Miscellaneous

### **Shipment of Brochures.**

Suppliers will be responsible for the shipment and collection of brochures at destination. A venue contact name and details will be provided. Please note, you may be subject to additional charges at the point of collection. As much as we endeavour to avoid this, it is an Indian trait that occurs from time to time. TQ will create a dedicated QLD on Tour 2011 **product manual** containing participants' product information. You will be contacted to confirm the information you submitted in your registration form.

### **Decoration and Giveaways:**

**The venues will be decorated with generic Queensland displays. If you bring pull-up displays they will be arranged around the workshop walls, not aligned to your table.** You are more than welcome to bring along **small giveaways** for the participating travel industry contacts to be given out during your presentation.

### **Product Image.**

Please provide to TQ a product identification image that is suitable for AV presentation.

## 7. Travel Insurance:

All participants are responsible for personal travel and health insurance including public & products liability, workers compensation and property insurance coverage for the duration of the mission. It is highly recommended that coverage be purchased prior to departure.

Please note that should you miss sales mission activities as a result of being "bumped" en route to India or if you wish to deviate from the itinerary at any time, it will be your responsibility to catch up with the remainder of the group. There is no reduction in costs for delegates who do not use accommodation, flights or transfers or attend functions as outlined in the itinerary. TQ does not accept responsibility or liability for any loss suffered by participants or visitors, does not provide or arrange any insurance for or on behalf of participants or visitors and does not provide any indemnity for loss or injury suffered by participants or visitors.



# Queensland on Tour India 2011

## Registration Form

**Product/Company Name:** \_\_\_\_\_

**Delegate Name:** \_\_\_\_\_

**Product Details:**

Product/Company Name:

Street Address (of actual product):

Tel:

Fax:

Email:

Web:

**Sales & Marketing Details:**

Contact Name:

Title:

Address:

Tel:

Fax:

Email:

**Member RTO:** Yes / No

**Name of RTO:** \_\_\_\_\_

**Member ATEC Yes / No**

**Product Description:**

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**New Development / Changes in 2010/2011:**

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**Cricket / Touring Shirt size:**

Male (S, M, L, XL, XXL, XXXL)

Female (8, 10, 12, 14, 16, 18 etc)

Nickname (to be printed onto the shirt) eg Bugs

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**Participation fee:**

**AUD \$4100**

**Full payment due on 13 December 2010.**

**Not included:** air travel to/from Australia or from any other destination to the start destination and from the end destination of the itinerary, accommodation other than specified in the itinerary, transfers other than specified in the itinerary, meals not detailed in the itinerary, personal expenses, travel insurance, public liability, local taxes, shipment and delivery of presentation materials.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# 2011 Queensland on Tour-India Indemnity form

**Please send completed form (with signature) along with the registration form to**  
**Alison Saunders Tourism Queensland, Brisbane**  
**Email: [alison.saunders@tq.com.au](mailto:alison.saunders@tq.com.au)**  
**Fax: 07 3535 5563**

The Undersigned agrees and acknowledges as follows:

1. I am a member of a Trade Mission sponsored by Tourism Queensland, and am not an agent of, or employee of, Tourism Queensland.
2. Tourism Queensland is not responsible for my actions while on the Trade Mission, and bears no legal responsibility for me or for my acts. Tourism Queensland merely acts as a sponsor of the Trade Mission and secures accommodation, transportation and arranges meetings for members of the Trade Mission.
3. I, on behalf of myself, my personal representatives, assigns, heirs and next of kin, do hereby release, discharge and do covenant not to sue Tourism Queensland, the Government of Queensland, or any parent, subsidiary or successor, as well as its officers, employees or agents (collectively referred to as "releasees") for and from any liability to me for any and all loss or damage and any and all claims or demands therefore, on account of property damage, personal injury or death of the undersigned, whether caused by the negligence or other wrongful conduct of releasees or otherwise while the undersigned is a member of the Trade Mission sponsored by the releasees and outside the territorial boundaries of Australia.
4. I have read and voluntarily sign this release and waiver of all liability.

Dated: \_\_\_\_\_ Signed \_\_\_\_\_

Name: \_\_\_\_\_