

QUEENSLAND
ON TOUR
TAIWAN

26 MARCH ~ 28 MARCH 2008

Deadline for application:
Fri 21 Dec 2007



Queensland on Tour Taiwan 2008

1.1 Goals

- Increase awareness of Queensland as a leisure travel destination.
- Raise the profile of Queensland tourism product suppliers in Taiwan
- Introduce the key Taiwan travel trade to the Queensland industry
- Grow business opportunities with key wholesale partners
- Strengthen & establish travel industry relations with product managers & General Managers of key contacts.
- Generate media exposure in key travel trade publications
- Launch the second annual Queensland Chinese language travel planner.

1.2 Background

Tourism Queensland holds a Queensland on Tour Taiwan event annually in the first half of each year.

Tourism Queensland will again follow a similar format to the 2007 event in 2008.

1.3 When? 26 to 28 March 2008

In 2008 the timing of Queensland on Tour Taiwan will align with Queensland on Tour China (See separate prospectus) so that operators can choose to do one or both events while in the region. Dates are as follows:

Wed 26 March - Fri 28 March 2008 – Queensland on Tour Taiwan
Mon 31 March – Wed 02 April 2008 – Queensland on Tour China

1.4 Who? China travel trade invitees

TQ will invite key agency partners from key regions in Taiwan. The GM & the Product Manager will be invited. This year we have an increased *target* of 80 buyers, with a continued focus on top producers for Queensland.

The regions (Taipei, Kaoshiung & Taichung) & participants to be targeted are in line with TQ's main focus on key marketing activity & joint tactical activity with key airline partners in Taiwan.

1.5 Where?

Formosa Regent Hotel
41 Chung Shan North Road Section 2, Taipei 104, Taiwan
Phone: +886 2 2521 5000
Fax: +886 2 2543 1643
www.grandformosa.com.tw

1.5 Participation Cost structure

Tourism Queensland will again this year subsidise the cost to participation for Queensland industry. Therefore the cost to each participating Queensland industry member would be:

AUD\$2,300 per primary delegate

AUD\$1,500 per second delegate

Please note: The format & cost structure is based on a minimum of 10 delegates. Should delegate numbers decrease, TQ will advise changes.

1.6 Participation Package: *(based on 1 delegate)*

- 2 nights accommodation in 5 star hotel (single room occupancy) including breakfast In: 26 March, Out: 28 March 2008
- Return airport transfers
- QOT Briefing dinner on 26 March
- Networking activity with agents on 27 March
- Gala dinner with all participants and Industry VIPs on 27 March.
- Workshop sessions on 27 March including morning and afternoon tea and lunch.
- Welcome kit including market intelligence information & buyer details
- All attending agents will receive a CD-Rom and a manual containing participant information

Not included is return international air travel to & from Australia, accommodation other than specified in the itinerary, transfers other than specified in the itinerary, meals not detailed in the itinerary, interpreter services, personal expenses, travel insurance, public liability, local taxes, shipment and delivery of presentation materials.

TQ is happy to arrange pre or post accommodation either for any delegates (at own cost).

TQ is happy to arrange for interpreters (at extra cost) for any delegates who require assistance. The cost is NT\$3,000 per day for hiring an interpreter.

If you do not have a product blurb for your product profile, TQ is happy to arrange translation at cost. Please check with Kimberly Chien at the following email address: Kimberly.Chien@tq.com.au

2. Criteria for Attendance

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 2008 Queensland On Tour Taiwan.

The following criteria also apply:

- Suitability of product for the Taiwan market
- Availability of product in Taiwan, appropriate booking facilities or inbound operator relationships and a brochure suitable for the Taiwan market
- Demonstrated marketing activities in Taiwan regions including advertising in trade/consumer promotions or participation in previous in-market initiatives
- Long-term operational stability and commitment to selling to the Taiwan 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.
- Receipt of requested materials and payment by deadline dates

3. Delegate application & payment

Total cost: AUD 2,300 per primary delegate. AUD1,500 per second delegate.

A delegate application as well as indemnity form must be submitted by **Friday 21 December 2007**. TQ will not process any applications without completion of all required components.

Full payment must be received by 8 February payable to Tourism Queensland and sent to

Gabrielle Ashford
Tourism Queensland
GPO Box 328
BRISBANE QLD 4001
P: 07 3535 5473
F: 07 3535 5425
E: Gabrielle.Ashford@tq.com.au

TQ 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 Friday 18 January 2007.

4. Cancellation and Refund Policy

All cancellations must be confirmed in writing to: kimberly.chien@tq.com.au

For cancellations received after 28 February 2008 - no refund will be made.

5. Travel Arrangements

Flights:

International flights to/from Australia will be the responsibility of the participant.

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:

Return transfers from CKS International airport in Taoyuan to the hotel in Taipei will be arranged – please advise your flight details as soon as confirmed to: kimberly.chien@tq.com.au.

6. Delivery of presentation materials:

Exact postage contact details will be provided with confirmation of your participation.

It is recommended that you ONLY included printed material in your courier as CDs & other promotional items are likely to get stuck at customs &/or incur large import taxes to clear these items from customs. TQ is unable to assist in processing goods stuck in customs. Wherever possible, it is recommended you bring your goods with you on the plane.

7. Decoration and Giveaways:

The venues will be decorated with generic Queensland posters and displays.

WORKSHOP: You are encouraged to decorate your workshop table. You are more than welcome to bring along small giveaways for the participating travel industry contacts to be given out during your presentation.

GALA DINNER: TQ will also be running some lucky draw prizes during the gala dinner, so please bring along approx 5 premium gifts to contribute to the lucky draw activity.

Operators will host a table of approximately ten. You are requested to further theme your individual tables. Further details will be discussed with you once participants are finalised.

8. 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 Europe, 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.

9. Introducing the QOT Taiwan Team:

Location	Contact	Title	Contacts
Shanghai	Wendy Levy	Regional Director China, Hong Kong, Taiwan	Wendy.Levy@tq.com.au Ph: +86 21 5292 8669
Taiwan	Kimberly Chien	Marketing Manager Taiwan	kimberly.chien@tq.com.au Ph: +886 2 2723 3196
Hong Kong	Carol Chiu	Regional Marketing Officer	Carol.Chiu@tq.com.au Ph: +852 2827 4322
Brisbane	Gabrielle Ashford	International Market Consultant – Asia & NZ	Gabrielle.Ashford@tq.com.au Ph: +61 7 3535 5473

NOTE: Your central point of contact for Queensland on Tour Taiwan is our Marketing Manager based in Taiwan, Ms Kimberly Chien. Kimberly's email address is: kimberly.chien@tq.com.au. Should you be unable to contact Kimberly, any of the above team will be able to assist you with your enquiries.

Queensland on Tour Taiwan ITINERARY 26 - 28 MAR 2008

Wednesday 26 March 2008

Tourism Queensland recommends Qantas or Cathay Pacific flights over Hong Kong for those pax joining Queensland on Tour China.

Throughout the day, suppliers arrive in Taipei and transfer to hotel for check-in. Airport transfers will be provided – please advise flight details.

1730-1830 Welcome to Taiwan with Tourism Queensland (optional)
1900 Market Introduction, updates, venue inspection & QOT Taiwan Briefing

NOTE: Qld Delegates are welcome to set up for the workshop after the briefing.

Overnight: Formosa Regent Hotel
41 Chung Shan North Road Section 2, Taipei 104, Taiwan
Phone: +886 2 2521 5000
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Thursday 27 March 2008

Morning Breakfast included.

Workshop for Taiwan buyers & Qld sellers – based on 10 min (to 15 minutes) appointments for 10 sellers & 80 buyers.

The schedule will be divided into morning and afternoon session with 40 buyers attending the morning session, and 40 for the afternoon.

schedule subject to change subject to final Qld operator numbers

0800-0900 Qld Sellers to set up workshop venue
0930-1030 Workshop commences
1030-1045 Morning Tea
1045-1200 Workshop commences
1200-1330 Networking Lunch
1330-1500 Workshop commences
1530-1545 Afternoon Tea

- 1545-1700 QOT Taiwan wrap up
1715 Transfer the group from Formosa Regent Hotel to Dinner Function
1800 Arrive dinner function location
- 1715 *General Manager from Travel Agents, Airlines, Austrade and QGTIO will be transferred to the dinner venue*
- 2200 Return to Hotel

Overnight: Formosa Regent Hotel
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Friday March 28 2008

0800-0900 Breakfast debriefing for Queensland operators at the hotel

Delegates depart Taiwan for China (via Hong Kong). Hotel to airport transfer provided – please advise flight details asap.

Additional sales calls can be arranged upon request. Please advise with application

QOT Taiwan 2008 Registration Form - ENGLISH LANGUAGE

Please complete this form to register your participation in Queensland on Tour Taiwan 2008

Product/Company Name:

(Insert Logo)

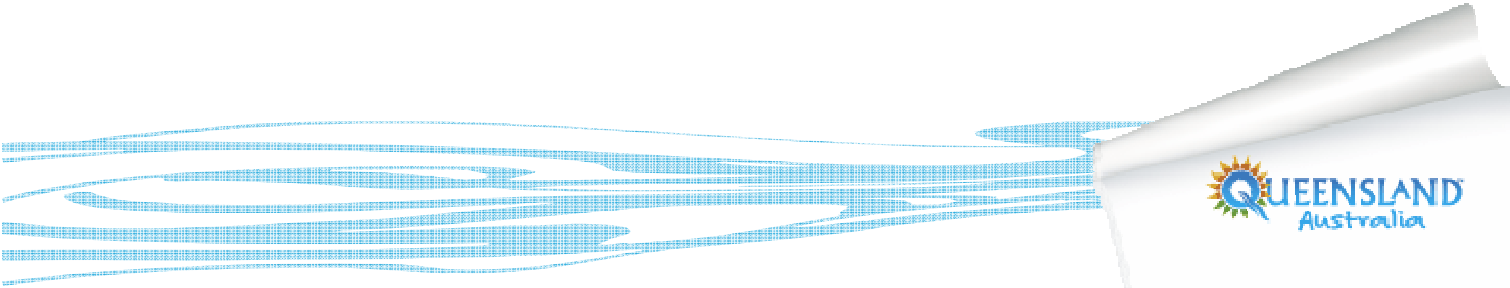
Delegate Name: _____

Product Details: Product/Company Name: Street Address (of actual product): Tel: Fax: Email: Web:	Sales & Marketing Details: Contact Name: Title: Address: Tel: Fax: Email:
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Product Description (max 250 words):

New Development Changes in 2007/2008 (max 250 words):

**Participation fee: AUD 2,300 per delegate.
 Application deadline is Fri 21 December 2007
 Full payment required by Friday 8 February 2008
 Send this form to: kimberly.chien@tq.com.au**



QOT Taiwan 2008

Registration Form - CHINESE LANGUAGE

(traditional)

Please provide your product profile information in Chinese if you already have it available. If you do not have Chinese language information, please advise TQ if you require assistance with translation

Product/Company Name:

(Insert Logo)

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:

Product Description (max 250 words):

New Development Changes in 2006/2007 (max 250 words):

If you require assistance to get product profile information translated in to Chinese, please contact kimberly.chien@tq.com.au for information on requirements & cost.

Queensland On Tour Taiwan 2008

Indemnity Form

**Please fax completed form (with signature) to:
Kimberly Chien -TQ Taiwan Fax# +886 2 2723 3197**

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 accommodations, 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: _____

Signature: _____

(Please print name below line.)