

Queensland On Tour

QLD on Tour North America

"Best of Australia" Prospectus 2010

Join us on

02 November - 12 November 2010

Event Overview:

After the extremely successful 'Best of Australia' North American sales mission in 2009, Tourism Queensland and Tourism New South Wales are once again joining forces to showcase our destination and product offerings to key trade partners and travel media in 2010.

In November 2009, participants on the Best of Australia North American mission met with 82 wholesale product buyers from 51 companies, 331 retail travel agents and wholesale front line staff, 34 travel & lifestyle media and over 500 consumers from greater Los Angeles.

In 2010 our road show will take us to **Los Angeles, Vancouver, Seattle, Chicago, Philadelphia and New York City with an optional extension to Toronto from 02 November to 12 November 2010.**

The objectives of the 2010 QLD on Tour / Best of Australia road show through the United States and Canada:

- 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 marketing initiatives

Workshops will be organised in each city with Wholesale Product Managers, Owners, Executives and travel agents invited to attend from the surrounding regions. Travel, Lifestyle and Trade Media will be invited to select workshop events. Attendees will also have the opportunity to conduct staff product training sessions at key wholesale office locations. We are targeting between 70 - 100 industry representatives to attend each workshop.

Tourism Queensland subsidises the Queensland On Tour program to ensure participants gain maximum access and exposure to the North American industry.

Only 10 slots available - Please send your registration form ASAP to Ben Fleming at TQ America's office in Los Angeles.

Price: \$USD 10,000 (per delegate)

Application deadline:

Friday, 25 June 2010

TENTATIVE ITINERARY – 2010

BEST OF AUSTRALIA TENTATIVE ITINERARY

Date	Time	City/Activity	Venue
Tues 2 Nov		Arrive Los Angeles	California
		Arrive LAX Transfer on arrival to Accommodation	TBA
Wed 3 Nov		Los Angeles	California
	8AM	Group Breakfast Briefing	
	Lunch Evening	Product Manager Workshop/Lunch Evening trade show and reception for wholesale frontline res staff; Aussie Specialist travel agents; OTAs; Virtuoso; Travel Leaders; Signature; AMEX; Ensemble; Incentive Buyers.	
Thurs 4 Nov		LA/Vancouver	Canada
		Breakfast own arrangements	
		Fly LAX to Vancouver (YVR)	TBA
	Evening	Evening trade show and reception for wholesale frontline res staff; Aussie Specialist travel agents; OTAs; Virtuoso; Travel Leaders; Signature; AMEX; Ensemble; Incentive Buyers; Canadian retail agents	
Frid 5 Nov		Vancouver	Canada
	8AM- Noon	Product Manager Workshop: Split TQ/TNSW sessions	
	12:30PM	Media/Product Manager Lunch	
		Afternoon Private Appointments	
	Evening	Hosted team dinner in Vancouver	
Sat 6 Nov		Vancouver/Seattle	Washington
		Breakfast own arrangements	
	10AM	Bus transfer to Bellevue	TBA
	Afternoon	Special presentation to DUA staff Redmond Post presentation supper	TBA
Sun 7 Nov		Seattle/Chicago	Illinois
		Breakfast own arrangements	
		Fly SEA to ORD	TBA
		Free evening in Chicago or optional group activity	
Mon 8 Nov		Chicago	Illinois
		Breakfast own arrangements	
		Private appointments in Chicago	
	Afternoon	Trade show set up	
	Evening	Evening trade show and reception for wholesale frontline res staff; Aussie Specialist travel agents;	

		OTAs; Virtuoso; Travel Leaders; Signature; AMEX; Ensemble; Incentive Buyers.	
Tues 9 Nov		Chicago/Philadelphia	Pennsylvania
		Breakfast own arrangements	
	Lunch	Product Manager Workshop/Lunch Eight minute appointments	
		Transfer to airport for flight to Philadelphia	
		Arrive PHL; transfer to hotel.	TBA
		Free evening in Philadelphia or optional activity	
Wed 10 Nov		Philadelphia	Pennsylvania
		Breakfast own arrangements	
	All day	Bus transfers to Ardmore Swain tours reservations staff training and rotating appointments with Ian, Sarah and Diana Lunch included	
	Evening	Evening with Swain Tours staff	
Thurs 11 Nov		Philadelphia/New York	New York
		Breakfast own arrangements	
		Bus transfer to New York City	TBA
	Lunch	Product Manager Workshop/Lunch Eight minute appointments	
	Afternoon	Private appointments in New York	
		Hosted team dinner in New York	
		Invitees to Goway PowWow activities depart for Toronto (optional by invitation from Goway).	
Frid 12 Nov		New York	New York
		Breakfast own arrangements	
		Private appointments in New York	
	Lunch	Media lunch for NY media	
		Include VIP speaker	
	Afternoon	Options: return to Australia; or extend stay in New York.	

(Program subject to change at any time)

End of Program

Program Format:

The Sales Mission program features a series of Wholesale Product Manager, Travel Agent & Media workshop style events. Further details on individual events and program per city as follows:

Workshops & Trade Events:

- Each product will be allocated a workshop table at each event. Industry guests will be put in small groups and will rotate around the room to each product in regular intervals e.g. 8 - 10 minutes.
- There will also be an open trade show for 2 hours at each event.
- Industry invitees will include wholesale product managers, decision makers and front line staff, direct sell tour operators, online travel providers, Aussie Specialists and key retail travel agents in each city.
- Workshops will also be promoted on the Aussie Specialist website www.aussiespecialist.com and local travel agents from consortiums such as Virtuoso, Signature, Travel Leaders and AAA will be invited to attend.
- Consumer and travel trade media.

Product Manager Workshops:

- Mission participants will have the opportunity to meet with key Wholesale Product Managers at Product Manager Workshop events in all cities.
- Product Manager Workshops will consist of one to one table top appointments and a networking lunch.

Some of the wholesale operators targeted to attend as follows:

Los Angeles: Adventures By Disney, Antipodes Tours, Best of New Zealand, Brendan Worldwide, Classic Vacations, Contiki, Destination World, Legends, MLT Vacations, Pacific Destination Centre, Premier World Discovery, Qantas Vacations, SITA World Travel Inc, Southern Cross Vacations, Springboard Vacations, Travcoa and Travelscene.

Vancouver: Goway Travel, GoGo Vacations, Flight Centre, Downunder Travel, Holiday House South Pacific, Globespan, Ambassador People to People, Abel Tasman Tours, Active Journeys, ANZCRO, Boomerang Tours, Costco Travel, Down Under Answers, Europe Express TUI, Expedia, Goway Travel and KoalaTours

Seattle: Down Under Answers reservation, sales and marketing teams.

Chicago: See Australia & New Zealand, Abercrombie and Kent, Downunder Endeavours, A&A South Pacific, Zoom Vacations, Mayflower Tours and Southern World Vacations.

Philadelphia: Swain Tours Australia sales team plus Swain preferred travel agents and industry partners in greater Philadelphia area.

New York: AA Vacations, Absolute Travel, Aspire Down Under, Boomerang Tours, Celtic Tours, Goway Travel, Pacific Delight Tours, Tauck World Discovery, Tour East, Travelbound, Travel Impressions and GO GO Worldwide Vacations.

Key wholesalers and travel partners from Illinois, Florida, Texas, Colorado, Oregon, Colorado, Hawaii, San Francisco, San Diego, Seattle, Minneapolis, Georgia, New Mexico and Arizona will also be invited to appropriate events. Australia preferred travel agents from AAA, AMEX, Flight Centre, MAST Travel Partners, Signature, Thor Travel Service, Travel Leaders, Travel Network, Travel Savers, Travel 2, Vacation.com, Virtuoso, and Western Association of Travel Agents will be invited to open trade show portion of events in each city.

Sponsorship of events:

We will approach Airline partners to provide economy return flights to Australia as a prize at each training workshop. It is requested that attending product suppliers and destination promoters provide FOC ground content to form prize packages.

Media:

- Travel Trade Media will be invited to attend travel agent events in New York, Seattle, Boston and Los Angeles.
- Press releases will be sent to Travel Trade and Travel & Lifestyle Media pre and post events to maximise promotional opportunities in each city.

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

- Product manager, travel agent and media training workshops and networking events.
- Group transfers as specified in the itinerary.
- Domestic flights in the USA as follows: Los Angeles to Vancouver, Seattle to Chicago, Chicago to Philadelphia.
- Group bus transfer from Vancouver to Seattle and Philadelphia to New York City.
- Accommodation including breakfast as specified in the itinerary.
- Transfers as specified in the itinerary.
- One table per product at workshop events.
- AV equipment (please bring your own laptops).
- Event venue hire & catering.
- Meals as specified in the itinerary.
- Distribution of dedicated media release in US market.
- Special feature in Aussie Specialist e-newsletter and webinars.
- North America trade and media during event.
- Comprehensive database of all event attendees
- North American market update and event briefing
- Featured on Sales Mission micro site used for event invites and promotion.
- Priority for 2010/11 trade educationals and media visit opportunities.
- Inclusion in Sales Mission public relations campaign

Exclusions:

- International and domestic US/CA airfares outside of those mentioned previously (TQ/TNSW will coordinate domestic group fares on behalf of the attendees)
- Transfers where not included in the itinerary
- Brochure shipments
- Transfers to and from any independent meetings.
- Meals where not specified in the itinerary
- Incidentals at hotel e.g. internet, photocopying etc.

2. Criteria for Attendance

Queensland on Tour is an extremely popular road show with Queensland industry. Therefore, strict criteria apply to ensure maximum exposure for participating products. Each product must show how they meet these criteria.

There are ten (10) spaces available for Queensland product.

Selection will be determined by:

- Suppliers or destination representatives who are brochured and/or currently working with Wholesalers/Tour Operators in USA.
- Suitability of product for the North American Market
- Availability of product in North America, appropriate booking facilities or inclusion in trade programmes in the US, and a brochure suitable for the US market
- Demonstrated marketing activities in North America including advertising in trade/consumer promotions or participation in previous in-market initiatives
- 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.
- Long-term operational stability and commitment to selling to the North American market. Total emphasis must be on QLD based products.
- National operators or products representing destinations other than Queensland or New South Wales will be requested not to promote or sell those products.
- Receipt of requested materials and payment by deadline dates

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 2010, and the decision made by Tourism Queensland will be final and no correspondence entered into.

3. Delegate Application and Payment

Total cost: \$USD 10,000

A delegate application as well as indemnity form must be submitted by **25 June 2010**. TQ will not process any applications without completion of all required components.

First payment: \$USD 5,000 must be received by 2 August 2010. Payable to Tourism Queensland.

Second and final Payment: \$USD 5,000 will be due 3 September 2010.

This mission will consist of **10 suitable products** plus the team of Tourism Queensland - Americas. Participation per product is limited to one delegate.

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.

4. Key Dates and Deadlines

Key Dates and Deadlines (2010):

Applications open	Monday 24 May
Applications close	Friday 25 June
Acceptances advised & invoice issued	Friday July 2
Invoice first payment due	Friday July 30
Invoice Second payment due	Friday September 3
50% Cancellation fees	Friday September 3
100% Cancellation fees	Friday October 1

All cancellations must be made in writing. Cancellation fees apply regardless of whether the participation fee has been paid. All cancellations must be confirmed in writing to Ben.fleming@tq.com.au

5. Travel Arrangements

International Flights:

We advise purchasing international fares as soon as possible to receive the best fares. Delegates will be required to book and pay for their flights directly with the airline. Further details will be provided on acceptance of application to attend.

Domestic Flights:

Included as outlined in the participant package section.

Pre/Post Accommodation:

Pre and post accommodation can be arranged at the same accommodation used in the itinerary (which will be distributed in October 2010). 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. 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 the USA, 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.

Registration Form North America Queensland on Tour 2010

Product/Company Name:

Delegate Name: _____

<p>Product Details: Product/Company Name: Street Address (of actual product): Tel: Fax: Email: Web:</p>	<p>Sales & Marketing Details: Contact Name: Title: Address: Tel: Fax: Email:</p>
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Product Description:

New Development Changes in 2009/2010:

A TEC MEMBER
RTO MEMBERSHIP Which RTO(s) _____

Participation fee: USD10,000 (based on 10 participants – maximum)

- 1. payment of \$USD 5,000 due on 2 August 2010**
- 2. payment of \$USD 5,000 due on 3 September 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.

2010 Queensland on Tour Indemnity

Please fax completed form (with signature) along with the registration form to Ben Fleming (fax +1 310 695 3258) ben.fleming@tq.com.au

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: _____

(Please print name below line)