

Queensland On Tour

Queensland on Tour Europe Prospectus 2010

Join us on

23 November - 02 December 2010

In 2010 our road show will take us to **Munich, Paris, Amsterdam, Trier, Brussels, Zurich and Milan from 23 November to 02 December 2010.**

The objectives of the 2010 QLD on Tour roadshow through Europe are as follows:

- 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 Europe marketing initiatives

We expect to meet around 300 people from the European tourism industry, targeting travel agents, product managers and reservation staff as well as selected travel trade press and consumer media journalists.

Please send your completed registration form as soon as possible before the deadline to Steven Battle at TQ in Brisbane, as we have only 25 places available.

Price: \$AUD 10,000 +GST (per delegate)

Application deadline:

Wednesday, 21 April 2010

TENTATIVE ITINERARY – 2010

Tuesday, 23 November

Munich, Germany

Morning Individual arrival of suppliers and check-in to hotel

Afternoon Briefing Session

Evening Team Welcome Function

Overnight: Munich

Wednesday, 24 November

Munich, Germany

Morning Media Breakfast

Afternoon / Evening Workshop Session

Overnight: Munich

Thursday, 25 November

Paris, France

Morning Breakfast, charter Munich-Paris, hotel transfer and check-in

Afternoon / Evening Workshop Session

Overnight: Paris

Friday, 26 November

Amsterdam, Netherlands

Morning Breakfast, charter Paris-Amsterdam, hotel transfer and check-in

Afternoon Workshop Session

Overnight: Amsterdam

Saturday, 27 November

Trier, Germany

Morning Breakfast, transfer Amsterdam-Luxembourg, transfer to Trier, hotel transfer and check-in

Boomerang Reisen Christmas Training Function

Overnight: Trier

Sunday, 28 November

Trier, Germany

Day at leisure

Option 1: day at leisure in Trier

Option 2: participation at Aussie Tours Consumer Roadshow in Gent (tbc)

Overnight: Brussels

Monday, 29 November

Brussels, Belgium

Morning

Breakfast, charter Brussels-Zurich, hotel transfer and check -in

Afternoon / Evening

Workshop Session

Overnight: Brussels

Tuesday, 30 November

Zurich, Switzerland

Morning

Breakfast, charter Brussels-Zurich, hotel transfer and check -in

Afternoon / Evening

Workshop Session

Overnight: Zurich

Wednesday, 01 December

Milan, Italy

Morning

Breakfast, charter Brussels-Zurich, hotel transfer and check-in

Evening

Rotational Dinner with Italian trade and farewell function

Overnight: Milan

Thursday, 02 December

Milan, Italy

Individual departure to Australia

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

- 9 nights of accommodation in 4-5 star hotels (single room occupancy) including breakfast
- Welcome function on evening of arrival at a surprise location
- European market orientation briefing
- Welcome package including market intelligence, luggage and name tags and supplier logo table displays
- 6 flights on our chartered TQ branded jet (with onboard catering)
- Bus transfers (airport – hotel – airport) in each city
- 7 travel industry training and network events at various venues (different formats adopted according to the different market needs)
- Catering (finger food, beer, wine and soft drinks) at all functions
- All attending agents will receive a CD-Rom and a roadshow manual containing participants' product information
- Delegation will be escorted throughout the entire roadshow

TQ will ensure that Queensland regions are appropriately represented through a feature screening prior to the commencement of each and every workshop function, to ensure the delivery of the destination message.

2. Criteria for Attendance

Queensland on Tour is an extremely popular roadshow with Queensland industry.

Therefore, strict selection criteria apply to ensure maximum exposure for participating products. Products which best demonstrate an ability to meet the criteria will be selected to participate.

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.

The following selection criteria apply:

- Suitability of product for the Continental European market.
- Availability of product in Europe, appropriate booking facilities or inclusion in trade programmes in Europe, and a brochure suitable for the European market.
- Demonstrated marketing activities in the European regions including advertising in trade/consumer promotions and/or participation in previous in-market initiatives.
- Long-term operational stability and commitment to selling to the European markets. 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.

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.

Due to capacity limitations, second delegates will not be accepted on the roadshow.

3. Delegate Application and Payment

Total cost: AUD \$10,000 +GST

A delegate application as well as indemnity form must be submitted by **21 April 2010**.

TQ will not consider any applications without completion of all required components.

First payment: AUD \$6,000 +GST must be received by **01 August 2010** payable to Tourism Queensland and sent to:

Steven Battle
International Operations
Tourism Queensland
30 Makerston Street
BRISBANE QLD 4001
P: 07 3535 5473
F: 07 3535 5425
E: steven.battle@tq.com.au

Second and final Payment: AUD \$4,000 +GST will be due on **15 September 2010**.

This mission will consist of **25 suitable products** plus the team from Tourism Queensland. Participation per product is limited to one Queensland / Australia-based 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.

Confirmation of your participation will be sent to you via email or fax by 15 June 2010 from Tourism Queensland Europe.

4. Cancellation and Refund Policy

All cancellations must be confirmed in writing to:

steven.battle@tq.com.au

For cancellations received before 15.09.2010 –
AUD \$6,000 +GST refund of the total fee applies.

For cancellations received between 15.09.2010 and 05.10.2010 –
AUD \$2,000 +GST refund of the total fee applies.

For cancellations received after 05.10.2010 –
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 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. This restriction will be strictly enforced.

Pre/Post Accommodation:

Pre and post accommodation can be arranged at the same accommodation provider(s) used in the itinerary (details of which will be distributed in August 2010), subject to availability. 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:

There will be no distribution of collateral. TQ Europe will instead create a dedicated Queensland On Tour Europe 2010 **product manual** containing collective participants' product information. You will be contacted in August 2010 to confirm the information you submit in your registration form. Participating product suppliers are not permitted to send or bring any brochures.

Decoration and Giveaways:

The venues will be decorated with generic Queensland posters and displays. Please refrain from bringing your own material for the venues. You are only permitted to decorate your individual table. You are more than welcome to bring along **small giveaways** for the participating travel industry contacts to be given out during your presentation.

Familiarisation Prize:

Subject to confirmation from airline partners, two airline tickets will be given away at the end of each workshop. As a famil group, the prize winners will fly to Queensland and learn about your products on-location.

Please let us know if you would like to host the famil group and offer complimentary accommodation/admission for tours/attractions. Please provide us with a clear definition of which travel component you would like to donate in your registration form.

7. Travel Insurance:

All participants are responsible for personal travel and health insurance including public & product 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 re-join the remainder of the group at your expense. 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 Queensland On Tour EUROPE 2010

**please note that all fields must be completed*

Product/Company Name:

Delegate Name: _____

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

Member of Regional Tourism Organisation (RTO): Yes / No (please circle)

Member of Australian Tourism Export Council (ATEC): Yes / No (please circle)

Product Description:

New Development Changes in 2009-2011:

Prize donations for famil group:

Participation fee: AUD \$10,000* +GST (based on 25 participants – maximum)

- 1. payment of AUD \$6,000 +GST due on 01 August 2010**
- 2. payment of AUD \$4,000 +GST due on 15 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.

***Please note:** participation fee is based on current global financial market realities, and is subject to change. Final pricing will be revisited on 7 July 2010 and may be subject to amendments to account for exchange rate fluctuations.

2010 Queensland On Tour Indemnity

**Please fax completed form (with signature) along with the registration form to
Steven Battle, Tourism Queensland Brisbane (Fax # 07 3535 5425).**

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 therefor, 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: _____

Print Name: _____

Signature: _____

Representing (Company Name): _____