

**QUEENSLAND  
CHINESE TRAVEL PLANNER  
2011/2012  
Participation guide**

**Deadline for application is  
Friday 29 October 2010**



# Queensland Chinese Travel Planner

## Background

Tourism Queensland invites you to participate in the 4th annual Chinese language version of the Queensland Travel Planner. This powerful marketing tool will help you promote your product to the Chinese speaking travel trade for 12 months, stimulate demand for Queensland product and turn enquiries into bookings from Chinese speaking markets.

Produced for the first time in May 2007, the Queensland Chinese Travel Planner is a critical part of Tourism Queensland's trade marketing strategy to address the needs of Chinese speaking travel trade via Tourism Queensland's Hong Kong, Taipei & Shanghai offices.

The Chinese travel planner will be produced in both traditional (Hong Kong & Taiwan) & simplified (mainland China) Chinese languages to maximise its reach.

The Chinese travel planner will also be distributed to Inbound Tour Operators in Australia and will:

- Increase awareness of Queensland as a leisure travel destination
- Raise the profile of Queensland tourism product suppliers in China
- Introduce key China travel trade to Queensland product

## The Chinese Queensland Planner

The Queensland Chinese Travel planner is:

- Approximately 60 pages of high quality, full colour gloss trade directory containing product such as accommodation, tours, attractions, activities, transport & restaurants.
- An informative trade-focused publication that helps source and sell Queensland product to the Chinese travel trade
- Open to export ready product who are able to receive overseas bookings and willing to pay appropriate commissions
- An important part of Tourism Queensland's strategic marketing plan for Chinese travel trade development

- Distributed to key international wholesalers and travel trade through TQ's Hong Kong, Taiwan & Shanghai offices, and to Australian based ITO's that handle the China market
- Translated in to both simplified & traditional Chinese languages.
- Print run of approx 12,000 copies
- Validity will follow the Australian rates year of 01 April 2011- 31 Mar 2012
- To be launched at Queensland on Tour China 2011 on 09 March 2011.

## Participation Rate

The cost to participate is **A\$500** all inclusive. You will be invoiced upon receipt of your completed application form below. Please note timeframe for submissions.

<b>Date</b>	<b>Action</b>	<b>Notes</b>
<b>18 Aug 2010</b>	Open for application and material submission	
<b>29 Oct, 2010</b>	Application and material submissions close	Application or material submitted after this date won't be accepted.
<b>01 Nov, 2010- 08 Dec,2010</b>	Proofing period. Operators will be contacted for proofing and sign off on listing	No changes will be made after 08 Dec 2010
<b>05 Jan, 2011</b>	Printing	

## Participation Layout

You will receive one quarter page approx 8cm wide & 12 cm long. You will share a page with 3 other products from the same region. The format will be the same as the 2010/11 Chinese Travel Planner.

The top right hand corner of this quarter page will feature an image of your product. The image dimension will be 4cm wide & 4.5cm long. The 2011/2012 production will not deviate from this format, regardless of amount of words provided.

Please see sample layout as scanned from a page in the 2010/11 planner:

Title (Chinese & English) in 12pt font

AAA hotel rating

Business Address in 10pt

Contact details in 10pt

Product info (100words max) in 8.5pt font

Operating Hours

Chinese language ability 8.5pt

## Conrad Jupiters 港丽木星酒店

★★★★★

Corner of Gold Coast Highway and Hooker Boulevard, Broadbeach Island, QLD


Tel: +61 7 5592 8546 (销售及市场)  
Tel: +61 7 5592 8130 (预订)  
Fax: +61 7 5592 8219  
Email: [hot@tbcorp.com.au](mailto:hot@tbcorp.com.au)  
[www.conrad.com.au](http://www.conrad.com.au)

酒店毗邻太平洋百货中心。从酒店坐火车几分钟可到达澳洲购物中心和著名的黄金海岸海滩。酒店共有594间客房，其中包括101间行政套房和31间豪华套房。房间设施包括室外泳池、Spa、健身室等。另有7家餐厅可以满足所有顾客的口味。8间动感的酒吧特别在深夜时段提供音乐和舞蹈。此外，还有1125个座位的国际性舞台每周有6晚都有精彩的现场表演。港丽木星酒店可以为您提供24小时的综合娱乐之地。

位置：距冲浪者天堂4公里

交通/自驾车路线：若从南面来，在Motorway的77号出口出/若从北面来，在78号出口。前行，一直走到太平洋百货中心在左手边，再右转就到了酒店。

员工中文能力		中文标识	中文资料
市场销售	预订		
Terra Hot	有	有	有



销售价格：(澳元，包括GST，含税酒店费用)	
Superior Room: \$380.00	Corner Balcony Room: \$430.00
Executive Room: \$470.00	Club Suite: \$760.00
King Terrace: \$960.00	Ocean Terrace: \$1160.00

Product image 40mm\*45mm in 300dpi

Product distance to landmark in 8.5pt

Transportation detail (bus, train etc.) in 8.5pt

Symbol of product features (5mmx5mm each)

Rack rates in 6-7pt

## SECURE YOUR PLACE IN THE POPULAR QUEENSLAND CHINESE TRAVEL PLANNER PUBLICATION NOW!

BOOKINGS CLOSE Friday 29 October 2010  
For more information, contact:  
[violet.tian@tq.com.au](mailto:violet.tian@tq.com.au)

# Queensland Chinese Travel Planner Registration Form

Please **email** this registration form to **Shelly Zhu** at  
[violet.tian@tq.com.au](mailto:violet.tian@tq.com.au)  
by **29 Oct, 2010**

<b>Company Name (as you want it to appear in English in the Travel Planner):</b>
<b>Company Name in Chinese (If you don't have a Chinese company name, we will use your English name):</b>
<b>Property Star Rating if applicable</b>
<b>Contact Details - Product Street Address:</b>
<b>Sales &amp; Marketing Tel: (format:+61 X XXXX XXXX)</b>
<b>Bookings Tel: (format:+61 X XXXX XXXX)</b>
<b>Fax: (format:+61 X XXXX XXXX)</b>
<b>Email:</b>
<b>Website:</b>
<b>Key contact person for China market:</b>
<b>Key contact person's email &amp; direct telephone:</b>

**Product Description (max 100 words):**

Tick this box if there are no changes to your 10/11 listing

\*Please note that Tourism Queensland reserves the right to edit your listing to fit within the existing format, should the provided description overrun maximum word length\*

**Chinese Language Details:**

Do you have Chinese speaking Sales & Marketing staff? – Yes or No

Please advise if you would like to specifically list a Chinese speaking contact person:

Do you have Chinese speaking Reservations staff? – Yes or No

Do you have any other Chinese speaking staff? Other:























Do you have Chinese written language signage at your Queensland product?  
Yes or No

**Operating Hours, days:**

**Distance in km from:**

If Gold Coast product – Surfers Paradise **km**  
If TNQ product – Reef Fleet terminal **km**  
If Whitsunday product – Airlie Beach GPO **km**  
If Brisbane product – Queen St Mall **km**  
If Sunshine Coast product – Mooloolaba beach **km**

**Rack rates (Gross including GST & valid 01 April 2011-31 March 2012):**

<b>List of Features (Please type Yes):</b>	
<b>FEATURES</b>	
 Courtesy coach	
 Restaurant	
 Room service	
 Swimming Pool	
 Beach/water sports	
 Guest laundry	
 18 hole golf course	
<b>EXTRA FEATURES Boutique/B&amp;B/Farm stay only</b>	
 B & B only	
 Full board catering	
 Farm activities available	
<b>ROOMS/UNITS CONTAIN</b>	
 Air conditioning	
 Ceiling fans	
 Kitchenette	
 In-room hairdryer	
 Tea/coffee making facilities	
 In-room mini-bar	
 In-room safe	
 Heater/log fire	
 Chinese language TV station	
<b>HOLIDAYS FOR PEOPLE WITH DISABILITIES</b> <b>(Based on ACROD assessment carried out by RACQ)</b>	
 Wheelchair "Independent Access"	
 Wheelchair "Access with assistance"	
<b>CHILDREN</b>	
 Children's rates are available on application	

**Image**

You will be contacted to supply an image to depict your product. The image dimension will be shown in the following dimensions:

**Height – 4.5cm; Width – 4cm, 300dpi**

Tick this box if you wish to use the same image as used in the 2010/2011 planner

**Emailing your completed form to TQ confirms your participation in Tourism Queensland's Chinese Travel Planner 2011-2012. You will be invoiced A\$500 on receipt of your completed form. Thank you!**