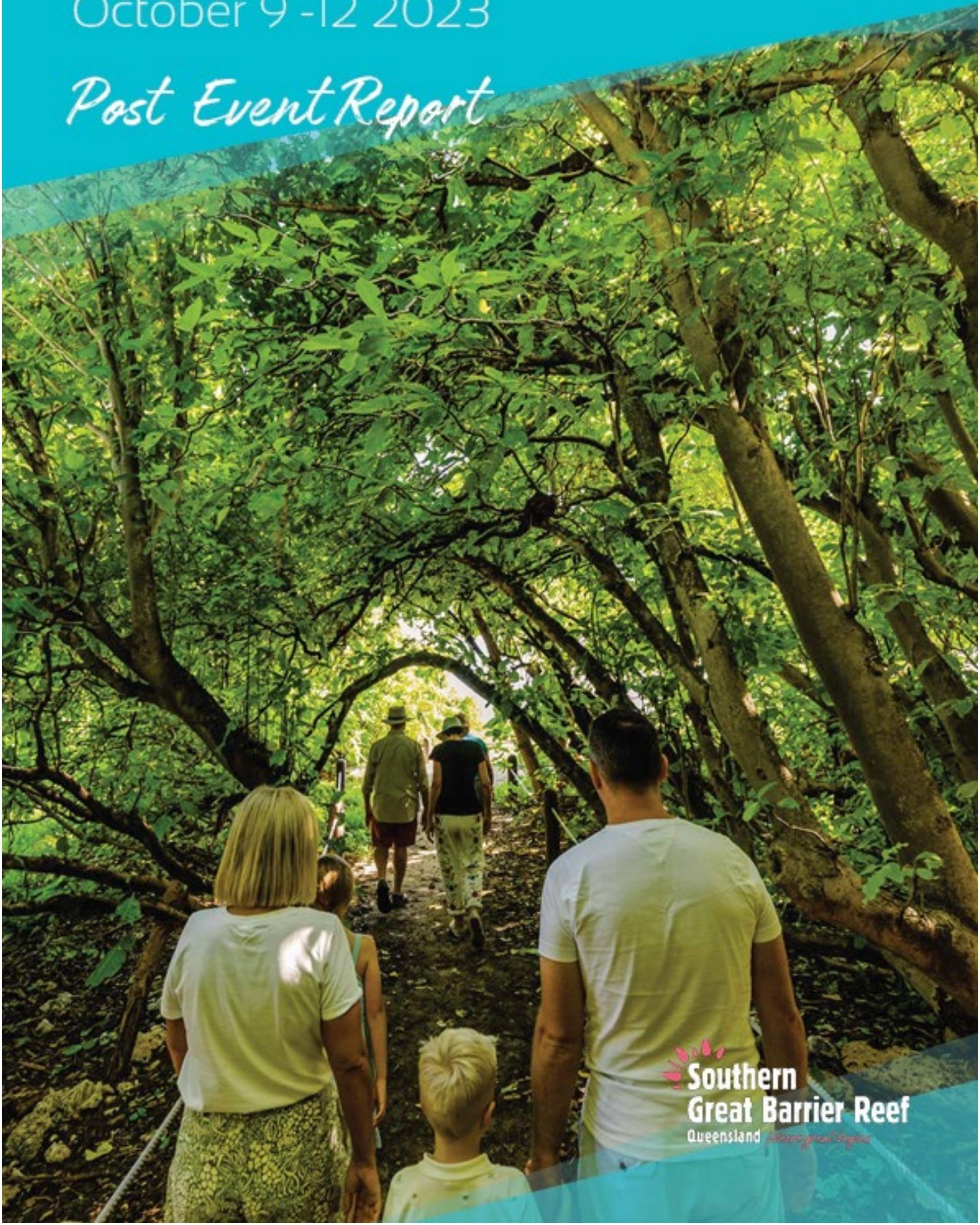


G'DAY AUSTRALIA EVENT

October 9 -12 2023

Post Event Report



 **Southern
Great Barrier Reef**
Queensland *where great begins*

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Overview

G'day Australia is a 4-day Australia-based trade event that combines a training workshop, networking events and familiarisation visits exclusively for qualified Aussie Specialist agents from across the globe. Qualified Aussie Specialists actively sell Australia as a preferred destination to travellers and may be frontline retail agents or from wholesale and online travel agents.

The event provides a professional forum for Australian sellers to train Aussie Specialists and strengthen their specific product knowledge. In addition, through familiarisation visits, agents will have first-hand experience with quality Australian tourism products, enhancing their ability to promote and sell Australia.

The event gave Southern Great Barrier Reef (SGBR) and its 3 operators the opportunity to educate in-market front line agents on what makes SGBR unique and the appeal it will have to their clients who are seeking safety and security, and nature and wildlife from their holiday destination.

Key Outcomes & Highlights

Across our two (2) shared SGBR booths we were able to highlight SGBR as the destination in Queensland for marine life encounters and reef that is within reach of the beach and Brisbane. With many agents experiencing TNQ reef pre-event, SGBR was able to highlight the differences, providing a contrast.

Connections and relationship building with Southeast Queensland RTO's and attending operators.

The event gave insight into which ITOs and wholesalers are providing support to the agents in-market and to what the perception of travel to Australia is on the ground.

Key Take Outs

- Over half of the agents attending the event were new to the travel industry or to selling Australia.
- The SGBR destination is seen as an ideal destination for 2nd or 3rd time visitors to Australia. Our main competition for these visitors is Ningaloo Reef, Tasmania, and South Australia.
- European & UK markets are key markets with a strong affiliation with SGBR. Our regions smaller tour group sizes, marine life, and connection to authentic local culture is what sets us apart in these markets.
- USA markets are avid divers and snorkelers who look for high end more private and bespoke experiences.
- SGBR as a reef destination for the New Zealand market has high competition from the south sea islands, that are more accessible and affordable.
- The reef access from Brisbane is an opportunity for the Eastern markets with direct flights to Brisbane from Guangzhou International Airport. Development of multilingual guides will help the destination's position in this market.

Objectives

- To support the growth of the SGBR destination offering in international markets.
- To increase awareness of the SGBR destination offering in key markets.
- Educate the new members of the travel industry on the SGBR offering.
- Strengthen relationships with Southeast Queensland RTOs and operators.
- Strengthen, and develop new relationships with key in-market travel agents.

Destination Attendance

1. Southern Great Barrier Reef
 - a. Loni Hammond, Trade and Industry Development Executive
2. Heron & Wilson Island
 - a. Karen Sweeney, Sales Manager
3. Lady Elliot Island Eco Resort
 - a. Vicki Mullins, Sales & Marketing Manager
4. Lady Musgrave Experience
 - o Melissa Tree, General Manager

Post G'day AU Famil

Team SGBR turned on our best welcome as we hosted ten (10) travel agents (2 x French, 2 x Italian, 6 x English) and two (2) staff members from Tourism Events Queensland and Tourism Australia on a 5-day SGBR famil.

Congratulations and thank you to these leading operators for recognising this opportunity and going above and beyond in welcoming these VIP guests to the region:

1770LARC! Tours

Capricorn Caves

CQ Connections

Freedom Fast Cats

Lady Elliot Island Eco Resort

Macadamias Australia

Oshen Holiday Apartments

Taribelang Bunda Cultural Tours

Villa Mirasol

Windmill Café

Bundaberg Coaches

CBargara Grand Mercure Resort

Drift & Wood Restaurant

Gladstone Region Tours

Lure Living

Mon Repos Turtle Centre

Sandcastles 1770 Motel & Resort

The Waterline Restaurant

Vue Wine Bar & Restaurant

Logistical Management

Bundaberg Tourism is estimated to have invested 100 hours into this event.

Key Deliverables - Event

- Budget management
 - o Procurement and invoicing
 - o Co-operative investment management

- Funding through EMDG
- Coordination of shared booth with Heron & Wilson Island
- Additional support for operators in preparation for the event as required.
- Attendance at 112 in-person business to business (B2B) appointments
- Attendance at three (3) Networking Events
- Coordination of SEQ RTOs and operator pre-event meet up.
- Appointment follow up and report distribution to RTOs and operators.
- Support for operators in undertaking dedicated follow up.

Key Deliverables - Post- Famils

- Itinerary liaison with TEQ, and operators.
- Co-hosting of famil groups in-region (in partnership with TEQ & TA).
- Organization and delivery of dinner event in Bundaberg.
- Follow up and relationship management.

Key Resources

- 2 power point presentations; 1 destination with hero experiences and messaging and a presentation including leading trade product.
- Sean Scott SGBR 1 minute video
- SGBR destination map for booth table
- QR Code access to Trade Manual

In Market - Wholesale

IMPORTANT: The email address provided cannot be added to newsletter databases. They are to be used for individual communication only.

Proposition

These buyers will source your product from ITOs, B2B online or with direct contracts with operators. As larger companies they sell travel product to retail agents as well as direct to the consumer.

Follow Up Requirements

Training and information about your product, your love of the destination and insight into which ITO partners you work with to source your product information.

Distribution Fee

20% if work with them directly

COMPANY	NAME	EMAIL	OPERATION TYPE	MARKET	DETAILS
Andersons Vacations	Krysti Ptolemy	hptolemy@andersonvacations.ca	Tour Operator	Canada	ITO – Goway. Mid-range
Exotik Journeys Travelbrands	Jessica Smid	exotikinfo@travelbrands.com	Tour Operator	Canada	Luxury, Mid-range
Beijing Youxian Travel Service	Xue Rui	562584650@qq.com	Wholesale	China	Luxury, Mid-range
Cheetahs Global Tour	Zhirou Zou	bella@cetscn.com	Tour Operator	China	Luxury
Chengdu Jiacheng Century International Travel Service	Wenjie Jiao	michellewo@163.com	Tour Operator	China	Luxury, Mid-range
China International Travel Service Shenzhen	Jiang Lin	2851377282@qq.com	Tour Operator	China	TA KDP Budget, Luxury
China Travel	Lu Jingmin	jingmin.lu@ctg.cn	Tour Operator	China	Budget, Luxury, Mid-Range
China Travel Service	Jun Li	yanhua.wul@ctg.cn	Tour Operator	China	Mid-range
Gansu Silk Road International Tours	Wei Zhang	58463860@qq.com	Wholesale	China	Budget, Luxury, Mid-Range
Guangzhou Leisure Travel Agency	Rex Lui	rex.liu@leisuretravels.cn	Tour Operator	China	Luxury
GZL Internation Travel Service	Lin Xin	linxin@gzl.com.cn	Wholesale	China	Budget, Luxury, Mid-Range
HCG Travel Group	Yanan Song	songyanan@hcgtravels.com	Wholesale	China	Budget
Ningbo Wanda International Travel Agency	Tingting Wu	88245353@qq.com	Tour Operator	China	Mid-Range

Qingdao Jiahua Wenhua International Travel Service	Wang Qiushi	southeastasia@mifon.cn	Tour Operator	China	Mid-Range
Shaanxi China Travel Service	Chunyang Wang	396264703@qq.com	Tour Operator	China	Budget, Luxury, Mid-Range
Shanghai Jingcai International Travel Service	Ying Li	75629026@qq.com	Wholesale	China	Budget, Luxury, Mid-Range
Shanghai Jinjiang Tours	Liyun Shen	shenly@jjtravel.com	Tour Operator	China	Budget, Mid-Range
Shanxi Jinjie International Travel service	Hailong Wu	1275206043@qq.com	Wholesale	China	Budget, Mid-Range
Sichuan China Youth Travel Service	Jing Dang	602778002@qq.com	Tour Operator	China	TA KDP Budget, Luxury, Mid-Range
Sichuan Global International Tourism	Zhihao Yin	1415028953@qq.com	Wholesale	China	Mid-Range
Soja Travel	Una Zhang	unazhang@sojatravel.cn	Tour Operator	China	Luxury, Mid-Range
Wuhan Favor Tour Holiday Internation Travel Service	Sophia	zhangsiyi@favor-tour.com	Wholesale	China	TA KDP Luxury, Mid-Range
Aktiv-resor	Katja Ahlstroem	sales@aktiv-resor.fi	Tour Operator	Finland	Luxury, Mid-Range
Asia Voyages	Eleonor Morales	leopmilka@gmail.com	Tour Operator	France	TA KDP ITO: Pan Pacific Across AU/Goway Luxury, Mid-Range
Australie à la carte	Nathalie Le Roux	nathalie@australie-a-la-carte.com	Tour Operator	France	TA KDP ITO: Pan Pacific Budget, Luxury, Mid-Range
Australie à la carte	Sylvain Le Bris	info@australie-a-la-carte.com	Tour Operator	France	TA KDP ITO: Pan Pacific/ATS SGBR FAMIL Budget, Luxury, Mid-Range
Les Ateliers du Voyage	Noemie Pierre	noemie.pierre@atlv.fr	Tour Operator	France	Luxury
Les Maisons Du Voyage	Mickael Philippe	mphilippe@lesmaisonsduvoyage.com	Tour Operator	France	SGBR FAMIL Luxury, Mid-Range
Marco Vasco	Gwendoline Buchon	tcampagnes@marcovasco.fr	Tour Operator	France	Luxury, Mid-Range
Reisebüro Familie Cach	Georg Cach	info@travelgeorg.de	Tour Operator	Germany	Mid-Range
Reiseland rtk	Bianca Werner	Biance.Werner@reiseland.de	Wholesale	Germany	Mid-Range
TUI ReiseCenter	Oliver Abt	schwaebisch-gmuendl@tuireisecenter.de	Wholesale	Germany	ITO: APTC TA KDP Luxury, Mid-Range
Holiday Star	Alex Chung	Alex.chung@holiday-star.com	Wholesale	Hong Kong	Escorted Group Tours Budget
Zion Travel Service	James Kwok Wing So	jameso@ziontravel.com.hk	Wholesale	Hong Kong	Mid-Range

Carnation Travel Services	Samrit Maitra	samrit@carnationtravels.com	Tour Operator	India	Budget, Luxury, Mid-Range
Flamingo Transworld	Jalpa Raval	jalpa@flamingotravels.co.in	Tour Operator	India	Luxury, Mid-Range
Kesari Tours	Deepali Navale	deepalinn@kesari.in	Tour Operator	India	TA KDP Mid-Range
Kulin Kumar Holidays	Komal Ghuge	sales@kulinkumar.com	Tour Operator	India	TA KDP Budget, Luxury, Mid-Range
Odyssey Tours & Travels	Neha Salve Sukhthankar	neha@uniglobeodysseytravel.com	Tour Operator	India	Luxury, Mid-Range
Ottila International	Harpreet Duggal	harpreet@ottila.com	Wholesale	India	Budget, Luxury, Mid-Range
Riya Holidays	Jayita Singh	Jayita.singh@riya.travel	Tour Operator	India	Luxury, Mid-Range
Tamarind Global	Anuja Madhukar Ramteke	anujar@tamarindglobal.com	Tour Operator	India	ITO: Turtle Down Under/Travel Maestro Luxury, Mid-Range
Thomas Cook India	Dalbir Kaur	dalbir.bath@thomascook.in	Tour Operator	India	TA KDP Budget, Luxury, Mid-Range
Urvi Luxury Destination	Hetal Pandya	hetal@uldestination.com	Tour Operator	India	Luxury, Mid-Range
Veena World	Sharvari Shinde	sharvari@veenaworld.com	Tour Operator	India	TA KDP Luxury, Mid-Range
World Travel Studio	Rajnikant Patel	rajnikantp@worldtravelstudio.com	Tour Operator	India	Luxury, Mid-Range
Aussie Centre	Emmanuela Laksmi Handayanie	nuella.auc@gmail.com	Wholesale	Indonesia	ITO: PTC Budget, Luxury, Mid-Range
Celindo Tour	Agus Sabtian Cannaga	outbound@celindotour.com	Tour Operator	Indonesia	Luxury, Mid-Range
Golden Rama Tour And Travel	Irviana Christianty	tour31@goldenrama.com	Tour Operator	Indonesia	ITO: ETA Budget, Luxury, Mid-Range
Prime Travel Medan	Yansen Gunawan	primamegah21@gmail.com	Tour Operator	Indonesia	ITO: ETA Mid-Range
Cartorange	Wainer Lorenzi	cartorange@cartorange.com	Wholesale	Italy	Luxury
Last Minute Tour - Uvet Retail	Amanda Bordino	cavour@lastminutetour.com	Tour Operator	Italy	Luxury, Mid-Range
HIS	Shinya Yanagihara	yanagihara.shinya@his-world.com	Tour Operator	Japan	TA KDP Budget, Mid-Range
HIS	Sayaka Takahashi	takahashi.sayaka2@his-world.com	Tour Operator	Japan	TA KDP Budget, Mid-Range
HIS	Mailyln Oliveira Costa	oliveiracosta.mailyln@his-world.com	Tour Operator	Japan	TA KDP Budget, Mid-Range
HIS	Yui Sato	his741a@his-world.com	Tour Operator	Japan	TA KDP Budget, Mid-Range
Teestyle	Daisuke Horai	horai@teestyle.jp	Wholesale	Japan	Budget, Luxury

Ms Star Travel Agencies	Salma Hasan	tours@startravel.com.my	Tour Operator	Malaysia	Budget, Mid-Range
Pacific Island Travel	Natalie Hart	natalie@pacific.nl	Tour Operator	Netherlands	ITO: Goway Wholsale: BOTG Luxury, Mid-Range
Flight Centre	Katherine Johnson	ausnz@infinityholidays.co.nz	Wholesale	New Zealand	Mid-Range
Tourssum	Sanghoon Jung	tourssum@naver.com	Tour Operator	Sth Korea	Budget, Luxury, Mid-Range
Dreamtime Travel	Sarah Kunz	info@dreamtime.ch	Tour Operator	Switzerland	ITO: Goway Luxury, Mid-Range
Kuoni Reisen Der Touristik Suisse	Dominik Vetsch	oceania@kuoni-reisen.ch	Tour Operator	Switzerland	ITO: Goway Luxury, Mid-Range
Richmond International Travel & Tours	Jocelyn Hsu	jocelynhsu@richmond.com.tw	Wholesale	Taiwan	Mid-Range
Anzcro	Shubhra Halliday	shubhra@anzcro.co.uk	Tour Operator	United Kingdom	Budget, Luxury, Mid-Range
First Class Holidays	Charlotte O'Brien	enquiries@fcholidays.com	Tour Operator	United Kingdom	TA KDP Budget, Luxury, Mid-Range
First Class Holidays	Michelle Mittens	michelle.mittens@fcholidays.com	Tour Operator	United Kingdom	TA KDP Budget, Luxury, Mid-Range
Freedom Destination	Kendal Foley	admin@freedomdestinations.co.uk	Tour Operator	United Kingdom	TA KDP Luxury, Mid-Range
Freedom Destinations	Mags Dipper	australia@freedomdestinations.co.uk	Wholesale	United Kingdom	TA KDP Mid-Range
Gold Medal Travel	Gemma Sturge	gse@goldmedal.co.uk	Tour Operator	United Kingdom	TA KDP Luxury, Mid-Range
Gold Medal Travel	Christopher Langlands	customerservices@goldmedal.co.uk	Tour Operator	United Kingdom	TA KDP Mid-Range
Hays Tour Operating	Michael Loughlin	admin@haystouoperating.co.uk	Tour Operator	United Kingdom	Budget, Mid-Range
Chameleon Travel Shop	Roberta Walker	info@chameleontravelshop.com	Tour Operator	United States	Luxury, Mid-Range
Down Under Answers	Audra Hazners	audra.hazners@travelanswersgroup.com	Wholesale	United States	TA KDP Mid-Range
Downunder Journeys	Iris Zuiderveld	info@downunderjourneys.com	Wholesale	United States	Luxury, Mid-Range
Travel 2 islands In The Sun	Adam Dela Roche	t2.res@travelanswersgroup.com	Wholesale	United States	Budget, Luxury, Mid-Range

In Market - Retail

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Proposition

These buyers will source your product information, rates, and availability through in market wholesalers, B2B online platforms or inbound tour operators to sell travel direct to the consumer. Some will work directly with operators, although due to COVID many do not have the time to manage contracts with individual operators around the globe.

Requirements

Training and information about your product, your love of the destination and passion for what you do so they can be confident selling your product.

Distribution Fee

15% if work with them directly

COMPANY	NAME	EMAIL	OPERATION TYPE	MARKET	DETAILS
Bliss Travels	Anita Gray	anita.blisstravels@gmail.com	Retail	Canada	Mid- Range
Flight Centre Independent	Stephen Brunetta	goindependent@flightcentre.ca	Retail	Canada	ITO: Flight Centre Mid-Range
Focus On Photography Tours	Vanessa Dewson	vanessa@focusonphototours.com	OTA	Canada	Luxury, Mid-Range
Kensington Tours	Maria Alvarez Vasquez	agents@kensingtontours.com	OTA	Canada	Luxury
Natural 9 Luxury Travel	Curtis Finstad	natural9luxurytravel@gmail.com	OTA	Canada	Luxury
North South Travel	Anita Beishuizen	anita@nstravel.bc.ca	Retail	Canada	Luxury, Mid-range
Vision Travel	Brenda Wheeler	cambridge@dt.com	Retail	Canada	Budget, Luxury, Mid-Range
Awing Travel	Yuping Bao	307817330@qq.com	Retail/Wholesale	China	Luxury, Mid-Range
Beijing Xinjie International Travel Service	Jing Chen	214349568@qq.com	Retail	China	TA KDP Luxury, Mid-range
China Comfort Travel	Echo Feng	echo.feng@hotmail.com	Retail/Wholesale	China	Direct Mid-Range
China International Travel Service	Hao Huang	798397629@qq.com	Retail/Wholesale	China	Mid-Range
China International Travel Service Of Zhongshan	Cindy Wang	zscits@163.com	Retail	China	Luxury, Mid-Range
China Travel Service	Xia Yue	592942935@qq.com	Retail/Wholesale	China	Budget, Luxury, Mid-Range
Chongqing Soho Express International Travel Agency	Allen Li	info@tripsoho.com	OTA	China	Mid-Range

Fujian Comfort International Travel Service	Shuo Yu	263984970@qq.com	Retail/Wholesale	China	Mid-Range
Guangdong Kings Tours International Travel Service	Lin Yinglei	2885387152@qq.com	Retail/Wholesale	China	TA KDP Budget, Luxury, Mid-Range
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Guangzhou Comfort International Travel	Li Hu	tiffany@lbair.com	Retail/Wholesale	China	TA KDP Budget, Luxury, Mid-Range
Guangzhou New Star International Travel Service	Kenny Guan	Nst_kenny@163.com	Retail	China	Luxury, Mid-Range
Haerbin Songhua River International Travel Agency	Congbo Zhou	zhoucongbo@sina.com	OTA	China	Mid-Range
Hainan Special Zone International Travel	Jinmin Han	hanjinmin@gzl.com.cn	Retail/Wholesale	China	Mid-Range
Hangzhou China Travel Service Group	Liang Zheng	182215189@qq.com	Retail/Wholesale	China	Mid-Range
Hunan Tc Enjoygoing International Travel Service	Jenny Wang	1456554567@qq.com	Retail/Wholesale	China	Budget, Luxury, Mid-Range
Larttravel	Xing Lei	evelynwang@larttravel.com	Retail	China	Luxury
Lazy Cat International Travel Service	Emma Liu	liuting@lanmao.cn	OTA	China	Mid-Range
Mokertrip Australia	Suki Tang	Yuwen.tang@mokertrip.com	OTA	China	Luxury, Mid-Range
Moment Bespoke Travel	Zoe Zhou	zoezhou0203@163.com	Retail	China	Luxury, Mid-Range
Shaanxi Ctrip Bestway International Travel Service	Zhen Wu	wuzhen@517best.com	Retail	China	Budget, Luxury, Mid-Range
Shanghai Mint International Travel Service	Stephanie Li	bebelxw@163.com	Retail/Wholesale	China	TA KDP Luxury, Mid-Range
Shanghai Spring Travel Service	Koala	497240796@qq.com	Retail	China	Budget, Luxury, Mid-Range
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Shanghai Yuan Yuan International Travel Agency	Shengci Wang	ada@axholiday.cn	Retail/Wholesale	China	Budget, Luxury, Mid-Range
Sichuan Air Travel Agency	Rui Wu	503426679@qq.com	Retail/Wholesale	China	Mid-Range
Sichuan Freshtour International Tourism	Bin Luo	172526685@qq.com	Retail/Wholesale	China	Mid-Range
Trip.com	Sheila Wang	wangxiye@trip.com	OTA	China	Mid-Range
Xi'an Overseas Tourist	Dongdong Wu	510424219@qq.com	Retail/Wholesale	China	Budget, Luxury, Mid-Range
Xinjiang Comfort Nature International Travel Agency	Yao Chen	66294038@qq.com	Retail/Wholesale	China	Budget, Mid-Range

Zhejiang Cyts International Travel	Liwei Chen	chenliweiai@163.com	Retail/Wholesale	China	Budget
Zhejiang Everbright Travel And M.I.C.E Service	Hongchao Ma	9914107@qq.com	Retail/Wholesale	China	Mid-Range
Australienrejser	Lars Vinterberg	lars@australienrejser.dk	Retail	Denmark	ITO: ATS Luxury, Mid-Range
Montessuit Voyages- Pret A Partir	Anne Sophie Clement	info@montessuit-voyages.com	Retail	France	Mid-Range
Pitch and Go Travel	Iana Alexandrov	iana@pitchandgo.fr	Retail	France	Luxury
Adac Reisebüro Heidelberg	Linda Isabella Mathilde Breu	reise.heidelberg@nba.adac.de	Retail/Wholesale	Germany	Wholesale: FTI Mid-Range
Cockpit - Flug und Touristik Service	Dimitrij Pitk	bremen@statravel.de	Retail/Wholesale	Germany	Wholesale: STA Travel Mid-Range
Derpart Reisebüro Droste	Sylwia Materlinska	sylwia.materlinska@derpart.com	OTA	Germany	Brand of Dertour Mid-Range
DERTOUR Reisebüro	Lea Sophie Klose	hamburg9@dertour-reisebuero.de	Retail/Wholesale	Germany	Agency of Dertour Luxury, Mid-Range
Explorer Fernreisen	Sabrina Schneider	muenchen@explorer.de	Retail	Germany	ITO: Pan Pacific/ATS TA KDP Mid-Range
Green Home Of Travel Reisebüro Anne Neuscheler	Anne Neuscheler	info@greenhomeoftravel.de	Retail	Germany	Wholesale: Dertour & FTI Luxury, Mid-Range Sustainable travel only
Jura Reisen	Rainer Seitz	info@jura-reisen.de	Retail	Germany	Wholesale: Dertour & FTI Mid-Range
Reisebüro Reisefieber	Florian Hasky	info@reisefieber-bgl.de	Retail	Germany	Budget, Mid-Range
Reiseland Reisebüro	Annemarie Nuebling	annemarie.nuebling@reiseland.de	OTA	Germany	Mid-Range
Reisen Und Wohlfühlen	Hannah Rettner	info@reisen-und-wohlfuehlen.de	OTA	Germany	Budget
Reisevermittlung Marlis Fresemann	Marlis Fresemann	mfresemann@gmx.de	Retail	Germany	Luxury, Mid-Range
S & K Die Reiseinsel	Janina Shafik	kaufbeuren@sk-reiseinsel.de	Retail	Germany	Mid-Range
STA Travel	Christian Mann	christian.mann@statravel.de	Retail	Germany	STA Agent TA KDP Budget, Mid-Range
STA Travel Osnabrück	Kerstin Kossmann	osnabrueck@statravel.de	Retail	Germany	STA Agent TA KDP Budget, Mid-Range
Wiesbadener Reisebüro	Lisa Vitucci	lv@wiesbadener-reisebuero.de	Retail	Germany	Luxury, Mid-Range
Bigline Holiday	Jacky Li	jackylibigline@gmail.com	Retail	Hong Kong	Budget, Mid-Range
Travel Expert	Amber Lau	marketing@texpert.com	Retail	Hong Kong	TA KDP Budget, Luxury, Mid-Range
Ulu Travel	Aki Wong	flyagainaw@gmail.com	Retail	Hong Kong	Budget, Mid-Range
V-park Travel Services	King Lui	kingg@v-parktravel.com.hk	Retail	Hong Kong	Mid-Range

Amazing Vacations	Arnaz Tata	arnaz@amazingvacations.in	Retail	India	ITO: AOT Luxury, Mid-Range
Flightshop Holidays	Prithvi Kandur	kandurprithvi@flightshop.in	Retail	India	Luxury, Mid-Range
Gainwell Enterprises	Krishna Mukherjee	krishna@gainwelltravel.com	Retail	India	Budget, Mid-Range
Makemytrip	Pooja Monu Kabra	pooja.kabra@makemytrip.in	OTA	India	TA KDP Mid-Range
PickYourTrail	Dwaraka Nadaraja	dwaraka@pickyourtrail.com	OTA	India	ITO: Travel Maestro TA KDP Mid-Range
SOTC Travel	Nimisha Dipsinh Rajput	nimisha.rajput@sotc.in	Retail	India	TA KDP Luxury, Mid-Range
Antavaya	Monica Heryanto	asia.anzac@antavaya.com	Retail	Indonesia	Mid-Range
Avia Tour	Meirissa Giani	tour@avia-tour.com	Retail	Indonesia	Budget, Mid-Range
Bayu Buana	Liana Shanty	liana.shanty@bcdtravel.web.id	Retail	Indonesia	ITO: H2Oz Mid-Range
Dwidaya Tour	Chepy Septian Deriana	globalproduct@dwidayatravel.com	Retail/Wholesale	Indonesia	TA KDP ITO: Holiday Pacific/ VALENTINO & PTA Mid-Range
Eralink Indonesia	Theodora Olip	tdora@eralinkindonesia.com	Retail/Wholesale	Indonesia	Budget, Mid-Range
Haryono Tours and Travel	Novita Andianto	novita@haryonotours.com	Retail/Wholesale	Indonesia	ITO: Holiday Pacific Budget, Mid-Range
Monas Tours	Christian Tjahjono	hotelpackage@monastours.com	OTA	Indonesia	TA KDP Luxury, Mid-Range
Platinum Indah Wisata Tours & Travel	Debora Melanny Atmadja	deboraatmadja28.com	Retail	Indonesia	Luxury, Mid-Range
Agenzia Viaggi Interasse	Elisabetta Tabasso	elisabetta@interasse.it	Retail	Italy	ITO: Discover Australia FAMIL Luxury, Mid-Range
Apv Srls	Luigi Lanotte	commerciale@apropositodiviaggi.it	Retail	Italy	FAMIL Mid-Range
Atelier Del Viaggiatore	Alex Capodagli	fano@atelierdelviaggiatore.it	Retail	Italy	Budget, Mid-Range
Capo Horn Viaggi	Giuseppe Albrizio	capohornviaggi@iol.it	Retail	Italy	FAMIL Budget, Mid-Range
Cart Orange	Paola Di Girolamo	cartorange@cartorange.com	Retail	Italy	Luxury, Mid-Range
Federico li Viaggi Jesi	Erika Peralisi	federicoviaggi.jesi@zepponitours.it	Retail	Italy	Mid-Range
Hamal Viaggi e Turismo	Gloria Scarabel	info@hamalviaggi.it	Retail	Italy	Mid-Range
Ipotesi Viaggi	Irene Tognella	irene@ipotesiviaggi.com	Retail	Italy	Mid-Range

HIS	Kanako Nishino	nishino.kanako@his-world.com	Retail	Japan	Luxury
Japan Travel Coordinate	Shizuyo Suzuki	s_suzuki003@tabi-choku.com	Retail	Japan	Luxury
JTB Corporation	Saori Iwatani	iwayawai93@gmail.com	Retail	Japan	TA KDP Mid-Range
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JTB Corporation	Nanami Takatori	n_takatori035@jtb.jp	Retail	Japan	TA KDP Mid-Range
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Routetravelco.	Nobuko Katano	nubuko@route-travel.co.jp	Retail	Japan	Mid-Range
Travel Heart	Kazuo Kobayashi	tabisukikazu@gmail.com	Retail	Japan	Wholesale: HIS Budget, Mid-Range
Travel Island	Miki Yamaguchi	m_yamaguchi@traveliland.com	Retail/Wholesale	Japan	Mid-Range
Apple Vacations	Yvonne Sow	yvonesow@applevacations.my	Retail/Wholesale	Malaysia	TA KDP Mid-Range
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Golden Tropics Travel and Tours	Jean Yee	info@goldentropics.com.my	Retail	Malaysia	Mid-Range
Holiday Tours & Travel	Alicia Yeap	hi@holidaytours.com.my	Retail	Malaysia	Mid-Range
Ice Holidays	Sky Chen	sky@ice-holidays.com	Retail	Malaysia	Budget, Luxury, Mid-Range
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Walk This Way Travel	Adrienne Reid	adrienne@walkthiswaytravel.co.nz	Retail	New Zealand	Luxury, Mid-Range
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Do Dream	Jungkeun Lee	hanatour@nate.com	Retail	Sth Korea	Wholesale: Hana Tour
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If Only	Amy Scott	amy.scott@ifonly.net	Retail	United Kingdom	Luxury
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Travel With Heart	Melinda Alcosser	melindaa@all-travel.com	OTA	United States	Mid-Range
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Your Passport To Travel	Sheryl Baker	sheryl@yourpassporttotravel.com	Retail	United States	Mid-Range
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Destination information to include in follow up

When selling your product to buyers lead with the destination first. No matter how amazing your experience is, they want to know as much about the destination experience, accessibility, and facilities for their clients before they commit to selling a product.

You can access the destination trade resources and collateral from our dedicated [Tourism Trade Resources](#) website to share with your trade partners.

A suggested introduction to the destination:

The Southern Great Barrier Reef offers visitors the chance to see large hard coral reefs and join abundant colourful fish and big marine life like turtles and manta rays for a snorkel. At just over 4 hours' drive from Brisbane, this unique region can easily be included as part of a larger itinerary or loop itineraries from Brisbane or Sydney.

Here are the 3 key reasons why your clients would choose the Southern Great Barrier Reef as their next holiday destination:

- **ACCESSIBILITY** You can reach the reef on a short-day trip, or alternatively you can stay on an island of the Southern Great Barrier Reef, where the reef can be accessed straight from the beach on Lady Elliot, Heron, Wilson, Great Keppel, and Pumplin Islands.
- **GIANT MARINE LIFE** The Southern Great Barrier Reef has an abundance of plankton which support GIANT marine life, like turtles and manta rays.
- **INTIMATE EXPERIENCES** Tours and attractions in the Southern Great Barrier Reef are quality, generally small-scale businesses, which means visitors will enjoy intimate group experiences, receiving a very personal experience rather than being surrounded by mass amounts of other travellers.