

AUSTRALIAN TOURISM EXCHANGE GOLD COAST 2023

April 30 - May 4 2023

Post Event Report



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Overview

The 43rd edition of the Australian tourism industry's largest annual business-to-business event, the Australian Tourism Exchange (ATE23), was held on the Gold Coast between April 30 and 4 May 2023. After two years of condensed hybrid events, ATE23 returned to its traditional 4-day format.

The event brought together 650 buyer delegates, and 1,500 tourism buyer delegates from around the world, to conduct up to 85 scheduled business appointments and participate in key networking events. ATE23 also provided international buyers with the opportunity to experience Australia's tourism offerings first-hand through pre- and post-event familiarisations.

The outcomes of ATE can be difficult to measure, especially for RTOs. After 2-3 years of working hard on relationships and building more awareness of the Bundaberg, Southern Great Barrier Reef's (SGBR) destination offering, this year's ATE saw some fantastic tangible outcomes for the destination.

Key Outcomes & Highlights

- [A Bundaberg, Southern Great Barrier Reef travel article](#) commissioned by Tourism Events Queensland (TEQ) & Tourism Australia (TA) in 2 leading German publications.
- **GetYourGuide Global campaign**
 - Largest Online Travel Agent in EU
 - After two years they have created a SGBR destination landing page on their website
 - Working with their global marketing team to consider SGBR for their 'Originals' Campaign
- **National & International Student Groups**
 - WorldStrides is the global leader in educational and experiential travel.
 - There will be a Bundaberg, SGBR suggested itinerary package on their website by July.
- **Pacific Travel House**
 - One of the largest wholesalers in Germany
 - Developing new itineraries and SGBR is a strong contender for inclusion.
- **Experiences in demand**
 - Hero Travel, TUI Musement, CamperMate and KKday are actively working with BT to get experiences signed up to their online distribution platforms.
- **House of Travel NZ**
 - Large wholesaler in NZ
 - Interested in working more closely to distribute the destination.
 - Possibility of SGBR famil in September
- **Erlebe Fernreisen**
 - Participated in a pre-ATE famil on her own as she missed out with TEQ & TA
 - Developing a loop itinerary out of Brisbane and a family itinerary to include Bundaberg.
- **Turtle Tickets reach international market distribution**

For the first time in turtle ticket history, they are now available through Goway Inbound Travel via a commercial agreement with Bundaberg Tourism to their agents across the world.

Key Take Outs

- Many inbound and domestic buyers are struggling to keep up with enquiries. They're being selective with their business to ensure they can deliver on their client's expectations.

- Buyers are aware they need to change their programs; it is difficult with staff shortages and training, and it will take time.
- Flight availability and price are still barriers to international travel, some buyers saying that December should see availability improvements.
- Some in-market wholesalers having difficulty sourcing product information and partnerships with ITOs (Inbound Tour Operators). There has and will continue to be a lot of change in the industry.
- Drive itineraries & self-contained/apartment accommodation is in higher demand than pre-COVID.
- Travel buyers are seeking out partners who are sustainably responsible businesses as part of their own ethical business decisions.

Objectives

- Bundaberg Tourism (BT) to support the growth of the Bundaberg trade product offering to international and domestic tourism buyers.
- To increase awareness of the Bundaberg, SGBR destination offering in key markets.
- Provide an update on developments in the region to tourism buyers and stakeholders such as Tourism Events Queensland (TEQ) and Tourism Australia (TA).
- Identify opportunities for market exposure for the destination with key tourism buyers.
- Identify and communicate distribution opportunities for Bundaberg trade operators.
- Look at product development opportunities with SEQ.
- Facilitate 3 mentee operators as part of the ATE Pathways Mentoring program's introduction to trade events.
- Re-connect, strengthen, and develop new relationships with key distribution stakeholders.

Destination Attendance

- Bundaberg Tourism
 - Katherine Reid, CEO
 - Loni Hammond, Trade and Industry Development Executive
- Macadamias Australia
 - Charlie Irvine, AgriTourism Manager
- Lady Elliot Island Eco Resort
 - Amy Gash
 - Stacey Cain
 - Vicki Mullins
- Lady Musgrave Experience
 - Brett Lakey, Owner
 - Melissa Tree, General Manager
 - Tika Gleeson, Marketing Director
- Taribelang Bunda Cultural Tours (Mentee)
 - Rebecca Domaille, CEO
- RaptAir (Mentee)
 - Mawgan Petersen, Operations Manager
 - Claire Petersen, Director
- Kellys Beach Resort
 - Alannah Coomber, Reservations Manager

Pre & Post ATE Famils

Team Bundaberg turned on our best Bundaberg welcome as we hosted 14 travel agents and 5 international media from 8 countries over 16 days, in region as part of ATE23.

Majority of feedback was overwhelmingly positive along with welcomed constructive feedback for operators working with trade and international markets.

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:

CBargara Grand Mercure Resort
Bundaberg Brewed Drinks Barrell
Bundaberg Rum Distillery Experience
Budget CQ
Hinkler Hall of Aviation
Kalki Moon Brewery & Distillery
Kellys Beach Resort
Lady Elliot Island Eco Resort

Lady Musgrave Experience
Macadamias Australia
Monsoon Aquatics
Point Resort Bargara
Rangers at Mon Repos Turtle Centre
Taribelang Bunda Cultural Tours
Water St Kitchen
Windmill Café

Logistical Management

Bundaberg Tourism is estimated to have invested 140 hours into this event.

Key Deliverables - ATE

- Budget management
 - Procurement and invoicing
 - Co-operative investment management
 - Funding through EMDG
- Participating in the Pathway to ATE program (QRTN state-wide strategic project co-funded by TEQ).
- Additional support for operators and mentees in preparation for the event as required.
- Appointment scheduling, including messaging and pre-appointment research.
- Attendance at 80 in person business to business (B2B) appointments
 - Whole-of-destination update
 - Support for Mentees as new operators
- Update of key resources and loaded to Tourism Australia's trade resources website, Demand 365 & Bundaberg's [Tourism Trade Resources](#) webpage.
- Appointment follow up.
- Support for operators in undertaking dedicated follow up.

Key Deliverables - Pre- & Post- Famils

- Itinerary liaison with TEQ, TA and operators.
- Co-hosting of famil groups in-region (in partnership with TEQ).
- Financial support for some experiences including key networking dinner.
- Follow up and relationship management.

Key Resources

- Updated Southern Great Barrier Trade Manual for 2023/24 (made available to all agents and contacts online and via QR code)
- 2 power point presentations; 1 destination introduction and overview and a destination update presentation including emerging product, destination news and data.
- Creation of Brisbane-to-Brisbane South Queensland loop Itineraries.
- Update of hero image gallery & operator training videos, destination maps for the [Tourism Trade Resources](#) webpage and Tourism Australia's 365 Demand trade resources webpage
- SGBR destination map for booth table

Leads from Meetings

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

National Group Touring Opportunities

Proposition

These operators are looking for group experiences based on their clients' needs.

Requirements

Group specific offering & allotment so they can sell your product in advance, which is normally a part of an itinerary to agents in Australia, specific international markets and sometimes direct to the consumer.

Distribution Fee

Up to 20%

COMPANY	NAME	EMAIL	OPERATION TYPE	MARKET	INTERESTED IN
WorldStrides	Sarah Hayes	info@worldstrides.com.au	National Tour Operator	National, UK & US	Will have a Bundaberg itinerary for primary and secondary school groups including, Kellys, LME, TBCT, MAs and Mon Repos online by July.
Get Lost Travel Pty Ltd	Kellie Murphy	kellie@gltg.com.au	National Tour Operator	National, & US	Looking at bringing national and international university groups to region next year. Experiences, multi share accommodation, transfers, and guides. Very busy so will take a while but we are on her radar for when the time is right.
AAT Kings	Luke Mitchell	luke.mitchell@aatkings.com.au	National Tour Operator	Global	Interested in loop itinerary. Bris up to Rocky and out west. Told him about Cania Gorge alternative. Will be a while before itinerary is worked on but has been proactive with reaching out to BT
Cocky Guides	James McFarlane	buck@cockyguides.com.au	National Tour Operator	AU	Short break 6/3/2 days. Groups 10-15 pax Choice between Agnes and Bundaberg Repeat travellers. Capped funding value for accommodation Singles rooms consistent, easy to find rooms, no mazes. Recommended Villa Mirasol Wants: 2 full days in region itinerary

Inbound Partnership Opportunities

Proposition

These buyers sell travel to wholesale and retail agents in international and some also sell to domestic market agents. Contracting with this level of the distribution system distributes your product information, rates and inventory to wholesalers and retailers in the markets the ITO has relationships/business in.

Requirements

Destination information, access, key selling points, packages, and static rates.

Distribution Fee

25 - 30% (30% is normally a preferred partnership to give your product additional exposure)

COMPANY	NAME	EMAIL	OPERATION TYPE	MARKET	INTERESTED IN
Airguides	Paul Rowsthorn	hello@airguides.com	ITO	AU/USA	Storyteller guided trips. Delivering storytelling campaigns for brands. Lady Musgrave & Lady Elliot have trips in market
TUI Musement	Agnieszka Lotocha	agnes.lotocha@tui.com	ITO	EU/US/UK	TUI Musement is a leading Tours & Activities business. Wants our destinations experiences. Sign up: https://business.musement.com/
DreamAroo	David Tupper	david@dreamaroo.com	ITO	Germany	Has 2 nights in Bundaberg, Splitters, and LME. Ensure have product information and images
Southern World Australia	Rafael Duwenbeck	rduwenbeck@southernworld.com	ITO	USA/Scandi/Eastern EU	Please send inbound rates and information, wanting to grow destination offering, Raf will pass on to Garry the Product Manager
Terra Nova Australia	Daniela Gailer	daniela@terranovatours.com.au	ITO	Germany	Group tours. Wanting to develop more regional itineraries but so busy and short staffed. SGBR is on her radar for when the time is right
Pan Pacific Travel	Sandra Feustel	sandraf@panpacifictravel.com.au	ITO	Scandi/EU	Wanting to contract any new SGBR product
Mekong Travel & Tours Australia	Tim Lim	australia@mekongtravel.com.au	ITO	Vietnam/China/EU	Wanting to connect to Bundaberg day tour operators. Clients are 5 stars

Real Aussie Adventures & Down Under Indulgence	Kylie Nordmeyer	greg@realadventuregroup.com	ITO	UK/ EU and North American	Uses Hero Travel system to distribute product. More and more agents are moving to this type of technology. Wants experiences and eventually accommodation
JCM destination Australia	Lucy Janssens	jc@jcmaus.com.au	ITO	Sth Amercia	Incentive groups French Canadian Sth American Brazil Interested in Macadamias Australia and higher end accommodation.
Me2 Travel	Harry Gu	admin@me2.travel	ITO	Gloabl	https://supplier.me2.travel/reg.asp to register. Said will send steps and video to help set up and sign up
OZ Nara Tour	Daniel Seo	danielseo@oznaratour.com	ITO	Korea	Koreans drive. Good to send information for labour and VFR market in area
Lee's Travel	Sam Park	leestravelsydney@hotmail.com	ITO	Korea	Destination information Ops can send Inbound rates

In Market - Wholesale

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.

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	INTERESTED IN
Entertainment Group	Louise Shepherdson	contact@entertainment.com.au	Wholesale	Australia	Create tactical offers to promote to their Channel 7 Rewards and Latitude data bases. Always on is also available. Accommodation and experiences
Erlebe Fernreisen	Britta Henning	britta.henning@erlebe.de	Wholesale/Retail	Germany, Cont. Europe	Looking at loop itinerary out of Brisbane Wanting to add more depth to whole of East Coast Itinerary too. Also, a possibility for family itinerary. Likes more boutique accommodation, would love 2 levels of accommodation
Travelhouse	Karin Marty	karin.marty@travelhouse.ch	Wholesale/Retail	Switzerland	Australia One is still ITO. Have been focused on rebrand but will look at new itineraries in the future
Pacific Travel House	Birgit Eck	b.eck@pacific-travel-house.de	Wholesale	Germany	Looking at including SGBR in new itinerary for 24.25 Operators need to be contracted with Goway
Lifestyle Holidays	Kim Beere	kim@lifestyleholidays.co.nz	Wholesale	NZ	Sees huge potential for SGBR. Needs 3-4 prop in region. Contracts directly

Hankyu Travel International	Kana Tajima	k.tajima@hei.hankyu.co.jp	Wholesale/Retail	Japan	Escorted group tour, 60-70 yrs. 20 pax Cairns GC Bris Need: Coach with guide and hotel info
TRAVLR Group	Laura Stevens	laura@travlr.com	Wholesale	AU/NZ	Here to contract directly. Creates conversion points for content platforms
Australie a la carte	Valerie Bourgeois	alerie@australie-a-la-carte.com	Wholesale	France	Pan pacific is ITO- Sandra loves us so she will get everything loaded for us quickly. New product important
QAS Holidays	Jacob (Jaap) Zwaanswijk	jaap@qasholidays.nl	Wholesale	Netherlands	Uses Goway as focus on self-drive. Encourage more time in regions more sustainable. Loop Itinerary
Aussie Centre Jakarta	Rudy Prasetyadi	rudyp@aussiecentre.com	Wholesale	Indonesia	FIT package for incentive and group series GSA for virgin PTA is ITOs
Live To Travel	Freya Bracke	freya@livetotravel.be	Wholesale	Belgium	Changed back-office system last month and has been working on new website and branding. Goway is ITO Interested in Turtles through Goway Came on famil- Did love the region but did feel some product needed refinement
CAT Viaggi	Daniele Pizzimenti	info@catviaggi.net	Wholesale	Italy	Came on famil -Apart from Splitters & LEI not for Italians, they want something different from home! He was interested in Mawgan Helicopter Charter Tours
Best of Travel Group	Inka Vanbaal	inka.vanbaal@botg.de	Wholesale	EU	Gave SGBR 2 appointments of her time. Product included in itinerary should stay in contact and provide product updates. LH has asked about product training for BOTG members
Sightseeing Tours Australia	Cameron Ward	cameron@ssta.com.au maggie@ssta.com.au	Wholesale & Retail	SEA Eu USA	International 80-90% of business Last minute day tours big part of their business Built own reservation salesforce. Rezdy connection and on request.
Antipodes Travel	Pascale Gerson	pascale@antipodes-travel.com	Wholesale	French Speaking	Small FIT and small groups Likes off beaten track. Car and camper more Splitters & Kellys are good send rates

Freedom Destinations	Jennifer Snow	australia@freedomdestinations.co.uk	Wholesale	UK	Discussed adding SGBR to Syd>Sunshine state and content to Brisbane how SGBR is accessible within 4hr drive? Happy to receive rates direct.
House of Travel Product	Sarah Hannah	sarah.hannah@hot.co.nz	Wholesale	NZ	Looking for simple packages Allotment for campaigns as it is a gov. requirement. Outside of Campaigns can be on request. Close to connecting to SiteMinder when does will provide onboarding docs. Have provide list of accommodation who work with SiteMinder
Premium Travel Australie Tours	Aurelia Devilliers	aurelia.devilliers@premiumtravel.fr	Wholesale	France	When contacting Aurelia (and everyone) please ensure you use SGBR destination as they are using Capricorn Coast on their SGBR itinerary.
Travelport International Operations Limited	Anna Au Yeung	anna.au-yeung@travelport.com	OTA B2B	Hong Kong	Experiences Corp & leisure accommodation Operators very interested in Eco Tourism FIT

In Market - Retail

Proposition

These buyers will source your product information, rates, and availability through in market wholesales, 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	INTERESTED IN
Signature Travel Network	Chris Alestra	chris@signaturetravelnetwork.com	Retail	USA	Get product form: Swain & Project Expeditions similar to Expedia
Trailfinders	Philip Orchard	philip.orchard@trailfinders.com	Retail	UK	Philip looks after touring. Source tours from ATS Pacific Source accommodation from Pan PAC
Caravan and Motorhome Club	Jo Groenewald	Jo.groenewald@alanrogers.com	Retail	UK	Australian Worldwide Travel is ITO. After holiday parks and experiences
TravelStore Los Angeles	Stacey Batt	stacey.b@travelstore.com	Retail	USA	Goway & Swain Destinations are ITOs. Bucket list destinations
Travel Advisors of Los Gatos	Linda Margolin-Lesser	linda_margolin@comcast.net	Retail	USA	High end, food, and wine. Uses AOT, Down Under Answers & Goway
Esprit d Aventure	Ariane Arpin-Delorme	ariane@esprit-daventure.com	Retail	Canada	Destination information and hero experiences

Kapasan Express	Sylvia Sandra	tourkapexl85@gmail.com	Retail	Indonesia	No self-drive so need coach connection with BNE or BDG airport
Kilroy International	Brian Samuel	brsa@kilroy.net	Retail	Netherlands /UK	Works with Hero Travel get product listed here to take advantage of their growth in the youth market
Zest4Travel	Erin Graham	erin@zest4travel.co.nz	Retail	NZ	Came on post famil. Works with Helloworld. Wanting packages to promote to clients.
Pacific Arena	Cheryl Chung	cheryl.chung@pacificarena.travel	Retail	Singapore	Destination good for self-drive Booking directly is ok. Happy to receive rates
First World Tour	Chaiyaporn Supanimitwisetkul	firstworldtour@fwtgroup2003.com	Retail	Thailand	New generation doesn't know much about AU. Thai economy is good! ATM and Tournet are ITOs
Siam Express	Noriko Yamamoto	rt25ny@yahoo.com.sg	Retail	Singapore	School education groups Family trips after school Nature Self - Drive H2OZ is their ITO
Corporate Information Travel	Adeline Soh	adeline.soh@cit.travel	Retail	Malaysia	Corp & Leisure Mid to High AOT & Valentino Holidays are ITOs. Wants presentations to learn more
Ozland Travel	Krzysztof Hantke	info@ozlandtravel.com	Retail	Poland	Very successful solo agent based in Au selling to Poland market. Uses Hero Travel platform. Have given him accommodation and restaurant recommendations
Duurbeen Bespoke	Rajan Tiwari	rajan@duurbeen.com	Retail	India	Landscape, food, wine, cricket Trying to focus on experience not running around. Can work direct
NZ Travel Brokers	Jessie Renton	Jessie.Renton@nztravelbrokers.co.nz	Retail	NZ	130 brokers across NZ Associated members of Helloworld Send rates direct

Voyageur Lifestyles	Vikram Shanker	vikram@voyageurlifestyles.com	Retail	India	Looking at small groups for regions Did Famil of Sunshine & Fraser Coast Small coach ITO's are AOT & Travel Maestro Direct is OK ITOs don't like regions
Airlink Travel & Tours	Stephanie Yeoh	stephanie@airlink-travel.com	Retail	Malaysia	FIT families and small groups Visa problems- supporting docs takes time. Airfare high High end because they can afford! No groups because of visas Valentino is their ITO
Fieldwood Travel	Josefin Palmen	josefin@fieldwood.se	Retail	Sweden	Fav island LEI sells it a lot. Did a famil in 2005 have sold 150 ON. SD to HB Interested in train & turtles. ATS pacific is ITO
Paull Travel	Julie Bekdashe	julie@paultral.com	Retail	Canada	FIT Goway is ITO February Bris GC Byron then flying to Cairns. Loop itinerary discussion, more sustainable for regional tourism Turtles
Glyndon Travel	Sandy Lucas	sandy@glyndontravel.com	Retail	USA	Starting to send people over -grandma grandpa and grandkids. DUA - Down Under Answers is ITO Born in Melb grew up in Brisbane went to St Margarets
Charitable Travel	Ally Ware	ally.ware@charitable.travel	Retail	UK/USA/ Canada/AU /NZ	Not for private profit. 50% of commission as donation & travellers choose charity. Wants: Content, packaged itineraries, flight, touring, sustainable route Bundaberg Eco Cert Destination. Where Great Begins Itinerary
Karawane Reisen	Georg Albrecht	georg.albrecht@karawane.de	Retail	Germany	Let him know about BOTG Itinerary? He wasn't familiar so said he will look it up. Gave destination intro and product intro.

Online Experiences Distribution Opportunities

Proposition

Be found on internet searches but only pay when you get a booking.

Requirements

They need live inventory and dynamic rates. Some buyers will operate on a request basis.

Distribution Fee

Domestic 15%, international markets up to 25%

COMPANY	NAME	EMAIL	OPERATION TYPE	MARKET	INTERESTED IN
KKday - Australia	Jee Kim	jee.kim@kkday.com	OTA	SEA	Her manger JC did famil in region and wants to get experiences loaded. Happy to work on request for those with no live API connection. Please contact Jee to get your experience listed
CamperMate/Trip Tech	Catherine McArdl	catherine@triptech.com	OTA	AU & NZ	Activities and camping options in region. Operators pay \$200 annual subscription to have product distributed on platform. Sign up https://campermate.com.au/experiencespricing/
GoSee Travel	Tony Rice	tony.rice@goseetravel.com	OTA	NZ	Specialising in rental cars & motorhome hire globally but uses experience content to convert
Chameleon Travel Shop	Gerard Austin	info@chameleontravelshop.com	OTA (B2B)	USA	Tours activities and transfers. Quotation module like Hero Travel Agents wanting them to put forward itineraries. 15-25% Pay operators in advance
GetYourGuide Australia	Luke Wilson	luke.wilson@getyourguide.com	OTA	EU	Very proactive in trying to grow SGBR experience product. Recently made SGBR as a searchable destination on their website. Experiences SIGN UP>> https://www.getyourguide.supply/join/register?utm_force=0

Online Accommodation Distribution Opportunities

Proposition

Be found on internet searches but only pay when you get a booking.

Requirements

They need live inventory and dynamic rates.

Distribution Fee

Domestic Up to 18%.

COMPANY	NAME	EMAIL	OPERATION TYPE	MARKET	INTERESTED IN
MediStays	Meighan Murphy	Meighan@medistays.com.au	OTA	AU	Accessible accommodation. 3-5 star Short & long stays. 2ks of hospital! BAR 11% public. Nett rates Tiered rates for long stay
Yonda Holiday Group	Brooke Kelly	brooke.kelly@yonda.com.au	OTA	AU	Exclusive packages for their data base. Accommodation & experiences
Agoda Company	Zsuzanna Janos	zsuzsanna.janos@agoda.com	OTA	AU/SEA/US	Accommodation and now working with experiences
Expedia Asia Pacific	Chris Lindsey	t-chlindsey@expediagroup.com	OTA (B2B & B2C)	Global	Meeting was about TEQ campaigns and making them more accessible to smaller RTOs and communication to get operator involvement in campaigns

Tourism Organisations

Proposition

These organizations are government stakeholders and share destination information to buyers in market or provide tourism solutions.

Requirements

To stay abreast of news and product updates. Tourism solutions can provide services for your business.

Distribution Fee

NA

COMPANY	NAME	EMAIL	OPERATION TYPE	MARKET	INTERESTED IN
Adventure Travel Trade Association	Lea Faccarello	lea@adventuretravel.biz	Marketing Service	Global	Connects and empowers the global community to do good through travel. Looking for members. Details on membership https://membership.adventuretravel.biz/ or contact Lea Faccarello.
ResPax - Tour Management Technology	Adam O'malley	sales@respax.com	Tourism Solution	Global	Normally deals with larger businesses but now built for smaller operators too. No packaging with accommodation
Tourism and Events Queensland	Christine Chew	christine.chew@queensland.com	STO	SEA	FIT & Self-drive. Bris GC groups KDPs: EU Holiday & Formosa ITOs: ETA not providing rates. H2Oz PTA ATM not much Singapore Wants presentations with USP & itineraries
Tourism and Events Queensland	Ryna Sequeira	ryna.sequeira@queensland.com	STO	India	LEI had 2 Indian influencers. Using GC for LEI Need extra time for Bundaberg but just started going to SC. Flying to Cairns Timing max 15 days for AU - 4 days Qld 2nd time visitor for Bundaberg
Tourism and Events Queensland	Stefanie Huebner	Stefanie.Huebner@queensland.com	STO	EU	She said always pushing SGBR as it is so suited for EU Keep sending updates. Training videos will be great

Tourism and Events Queensland	Phoebe Mai	pheobe.mai@queensland.com charley.shen@queensland.com	STO	China	Sth China good for SGBR as go to GC. Still long time for China to come back. HK > GC > Cairns > HK Change in length of stay - more nights. ADS approve destination city for groups 16-20 The China Approved Destination Status (ADS) The scheme allows Chinese tourists to travel to Australia in guided groups. Now smaller groups 1 -2/3 families
Tourism Australia	Huey Ching Chiew	eleong@tourism.australia.com	NTO	Singapore & Malaysia	Aussie Specialist trainer for Singapore & Malaysia. KDPs: Chan brothers, EU & Price Breaker for SD Unique itinerary and luxury Malaysians drive too but want vivid location & high end. More focused on FIT in Malaysia. Subscribe to Trade EDM!
Tourism Australia	Ritu Varma	rvarma@tourism.australia.com	NTO	India	Requested us but really didn't put out the vibe that we are suited to the Indian market

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 Bundaberg Region is one of Australia's most exciting emerging destinations. We are the southern-most region on the extraordinary Great Barrier Reef, offering day trips and overnight million-star stays with both [Lady Elliot Island Eco Resort](#) and [Lady Musgrave Experience](#) just hours from Brisbane.

Bundaberg is known around the world for our iconic drink products, and the visitor experiences are equally as delicious - [Bundaberg Rum Visitor Experience](#) has won multiple Australian and international awards, and crowd-pleaser [Bundaberg Brewed Drinks Barrel](#) never fails to delight, as does our whole cellar door industry, home to award winning gin, liqueurs, craft beer and ciders. The region is one of Australia's largest food bowls, with a never-ending year-round calendar of produce and culinary delights from generations of farming families like [Macadamia's Australia](#).

Bundaberg Tourism has developed our own destination [Tourism Trade Website](#) to provide you with everything you need to get to know the region. Become more familiar with our destination, find and create itineraries that offer something different from other agents, looking for resources to train staff and connect with our trade ready operators all in one easy-to-use website.