

2025

**SOUTHERN
GREAT BARRIER
REEF**

ATEC QLD SHOWCASE POST EVENT REPORT

**11 & 12 MARCH
BRISBANE, QLD**



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

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ATEC MEETING PLACE OVERVIEW

+ Highlights

ATEC, in partnership with Tourism and Events Queensland (TEQ), was delivered Queensland Showcase 2025 in Sydney. Held over two days at Dockside Group, Cockle Bay.

The first day of the event was the New Product Workshop where 35 new-ATEC, in partnership with Tourism and Events Queensland (TEQ), successfully delivered the Queensland Showcase 2025 in Sydney. The two-day event took place at Dockside Group, Cockle Bay, bringing together international-ready tourism operators and key industry buyers.

The first day featured the New Product Workshop, where 35 new-to-international businesses from across Queensland showcased their offerings. Southern Great Barrier Reef (SGBR) was represented by Eloise Chaffers and Loni Hammond, who supported nine emerging operators from the region in connecting with ATEC buyer members operating in international markets. This workshop plays a crucial role in helping new tourism products gain exposure and traction within the global distribution network.

The day concluded with a vibrant networking event attended by over 160 international buyers and sellers, facilitating valuable relationship-building and future trade opportunities.

The second day was dedicated to B2B meetings, where Queensland sellers engaged in structured appointments with ATEC buyer members. Eloise Chaffers and Loni Hammond represented the SGBR destination in over 30 ten-minute appointments, promoting the region and its trade-ready experiences.

The ATEC Queensland Showcase directly supports the Towards Tourism 2032 Strategy, which targets \$44.4 billion in overnight visitor expenditure through international tourism recovery and growth.

The consistent presence of the SGBR destination at trade events, along with the participation of trade-ready operators, is generating tangible interest and demand from buyers.



PARTICIPANTS FROM THE SGBR REGION



BUNDABERG • GLADSTONE • CAPRICORN

BUNDABERG REGION & SGBR REPRESENTATION

Loni Hammond, Industry & Trade Development Executive
Bundaberg Tourism

Nikki Moffat, Manager
C Bargara Resort & Bargara Holiday Rentals - NEW TO TRADE

Megan Combe, Admin & Tours Support
Monsoon Aquatics - NEW TO TRADE

GLADSTONE REGION

Karen Sweeney, Vice President Australia, Sales Manager
Aldesta – Heron & Wilson Islands

Craig Conley, Manager
Mantra & Peppers Gladstone - NEW TO TRADE

Michael Comley, Founder
Ward's Brewery - NEW TO TRADE

CAPRICORN COAST & SGBR REPRESENTATION

Eloise Chaffers, SGBR Destination Representative
Capricorn Enterprise

Adam Lever, Farm Manager
Koorana Crocodile Farm - NEW TO TRADE

Meg Hohmann (reception & trade contact) & **Amy Harris** (Functions Coordinator),
Keppel Konnections - NEW TO TRADE

Mel Allen, Marketing & Office Manager
Great Keppel Island Freedom Fast Cats - NEW TO TRADE

Mindy Bambrick, Trade Contractor
High Valley Dawn - NEW TO TRADE

Rachel Bell, Trade Contractor
Seaspray Yeeppoon - NEW TO TRADE



SGBR B2B APPOINTMENTS

Company Name	Location	Operation	Contact	Markets	Follow Up
Big Red Group	NSW	B2B & B2C OTA	Georgina Sadler	AU, SEA	Post follow up wanting to contract the following operators for Experience OZ brand. RTOs will e-intro • TBCT, Monsoon, Bundaberg Brewed Drinks • Travellers Rest 1770 Bush Tours • Koorana, Keppel Explorer, Keppel Dive Looking for Resorts for Red Ballon brand
Diverse Travel Australia	SA	ITO	Caroline Densley	UK	Interested in: Splitters, 1770 Beach Shacks, Hedlow, Castle Rock Farm & High Valley Dawn
HotelBeds	NSW	B2B OTA	Georgina Murray	Global	Buys through Expedia when no inventory and then load the product if it does well
Insight Australia/Australian Geographic Travel	NSW	ITO	Ines Gormley	Nth US, West EU, AU,NZ	• Pumpkin and Wilson on website of Insight (under private islands) • LEI listed as hidden gem - Kellys, Splitters pre-LEI • Gladstone listed as cruise ship port
Pan Pacific Travel	NSW	ITO	Sandra Feustel	Europe, UK, USA	Region needs more contracted accommodation
Accessible OZ	QLD	ITO	Yann Charavel	Europe, Nth America	• Inbound - stick to big cities - usually first-time travellers • Domestic Supported Travel Experience • Accessibility survey - RTOs to operators
Holiday Xperience Pty Ltd	VIC	ITO	Shun Ju Chuang	China	• Using LME -doing day trip to Bundy from GC • Needs accommodation operators.
New Star Travel Services	NSW	ITO	Xiaoyang Su	China	• Does a day trip to Bundy from GC - looking for accommodation options. Connect with LME • Groups - all sizes. Mostly leisure, some incentive groups • Number 1 seller to QLD in Southern China
JCM Destination Au	NSW	ITO	Oscar Fernandez	Europe Nth & Sth US	• Groups, MICE and leisure. Leisure - 20/35 PAX • Custom designed - provides itinerary as quote.

Southern World	NSW	ITO	Carolina Carrasco	UK, Sth US, West EU, Nth US	• Skips region due to on the ground transport Carolina has been with Southern World for 8 months and isn't familiar with SGBR Gave her hard copy of trade manual
Tourism and Events Queensland	(QLD)	STO	Jane Webster	SEA, UK, Nth US, China	RTOs to reach out to Julia Pavey to ensure REQ align with SGBR branding across 3 precincts. Contact Michelle Blancto and CC Claire for video.
Goway Travel	NSW	ITO	Zaloe Arrieta	Nth US, West EU, Japan	RTOs to keep connecting operators with contracting team
Expanding Horizons	SA	Tour Op	David Dunkley	Europe, UK, US	• Growing inbound (attended ITB) • Still groups • Inbound school/uni groups but also older demographic • Booking Bundy during Turtle Season & Rocky & 1770 domestically
GetYourGuide	NSW	OTA	Erin Kiely	AU, West EU, Nth US	Wanting all SGBR product. Chasing: • Bundaberg Rum, Taribelang, MA's (are they an actual tour?), Mon Repos, Kalki Moon, • 1770 Sunset Cruises LARC! GRT's, Salty Life • Caves, Keppel Dive, Koorana, Kraken
AAT Kings	NSW	ITO	Fanny Gilbert	AU, Europe, UK, US	2026/27 itinerary going to include Gladstone or ROK Max 24 PAX Mantra Gladstone or Quality Hotel ROK Send East Street information Great chat - talking to Empire. Mentioned Caves SGBR destination & product need a lot of work Chasing the following
Viator	NSW	B2B & B2C OTA	Chloe Jenkins	AU, NZ Europe, UK, US	• Bundaberg Brewed Drinks, LME, Splitters, Monsoon • Dive Spear & Sport, Salty Life • Kraken, Keppel Explorer, HVD, Keppel Dive, Koorana
Grandview Travel	NSW	ITO	Zhe Li	China	• Sent some groups to Bundy in 2024 around Chinese New Year, for LME • Smaller groups • GC coach company • BT to send more things to do
Winglong Travel	NSW	ITO	Shuping Pan	China	Student groups - 18 PAX plus 2 teachers Mainly day trips from Brisbane
Inside Australia Travel	QLD	ITO	Jacinta Yann	Europe, UK, Nth US	Has an itinerary that includes SGBR, but it is called Capricorn Coast Explorer? Need to get that updated

					RTO EOI for Destination & Product training in August
Vietravel Australia	NSW	ITO	Christine Hoang	Vietnam	Potential for Bundaberg and Islands for Brisbane Domestic with Vietnamese who live here. Sent presentation & trade manual
Odynovo Tours	NSW	ITO	Lucy Peng	Asia, Mid East, Europe, Africa, Sth US	Doesn't sell Qld to Eastern markets. Perhaps US FIT inc. 40-70 yr Canadians. Not big on self-drive. RTO send itineraries for education
Beyond The Blue	QLD	ITO	Tara Norton	Europe, UK & US	See potential for their UK self-drive market. Lux doesn't always mean 5 star, experiences important to their clients.
A&A Tour Services	WA	ITO	Alexandra Martens-helbert	German	German Groups. Wanting to do a SGBR Itinerary. Interested in sustainability and nature-based experiences.

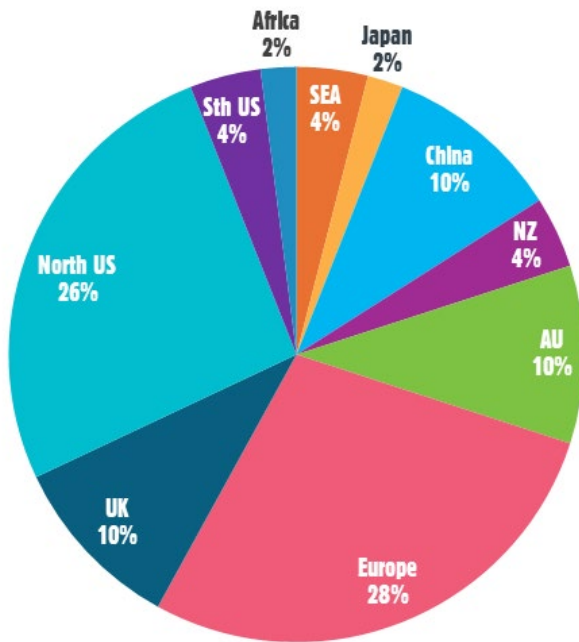


KEY BOOKING & TRAVEL PERIODS

Country	Key booking periods	Key travel periods
Brazil	September to October and April to May	December to January and July
Canada	January to March	November to March
USA	January to March and October to November	December to March and July (July is the most popular for student travel)
France	European Spring & Autumn	July and October to February
Germany	January to March	October to March
Italy	September to February	July to August and December. February to November for the honeymooners
United Kingdom	January to March and September to November	June to August
New Zealand	April to August	February to May and September to November
Indonesia	May to August and December	Lebaran period (July to August) and December
Japan	Approximately one month prior to travel	January to March and July to September and December
Malaysia	January to May and August to November	Chinese New Year (January/February), Hari Raya (July) and the school holidays (March, May to June, August and November to December)
India	September to November and February to April	May (Indian school vacation) and December (Indian winter holiday, Christmas and New Year season)
Singapore	April to June and October to December	June and November to December
South Korea	June to July and December to February	July to August and November to March
China	October to January and May to June	October and December (due to National Day and Chinese New Year holidays) and July to August
Hong Kong	November to December and end June/early July	October and December to (due to National Day and Chinese New Year holidays) and July and December



BUYER MARKET DATA



Buyer Mix

OTA	21%
ITO	58%
Tour Op	21%

Australia 10%

INSIGHTS:

- Cost of living and global uncertainty will continue to impact travel
- Market presence will be important

Europe 28%

INSIGHTS:

- Australia as a long-haul destination is slower to recover because of cost
- Europeans have the highest LOS to Australia and has grown since covid however has reduced slightly to Qld

Eastern 16%

INSIGHTS:

- China slowest to recover, 62% of Dec 2019 levels, but still the largest market to Au & Qld
- OVE records from Japan, Indonesia, Taiwan, South Korea and India

UK 10%

INSIGHTS:

- Average length of stay and expenditure has increased
- Visitors 95% of Dec 2019 levels
- Attractive market for SGBR as they are avid self-drivers

Canada & USA 30%

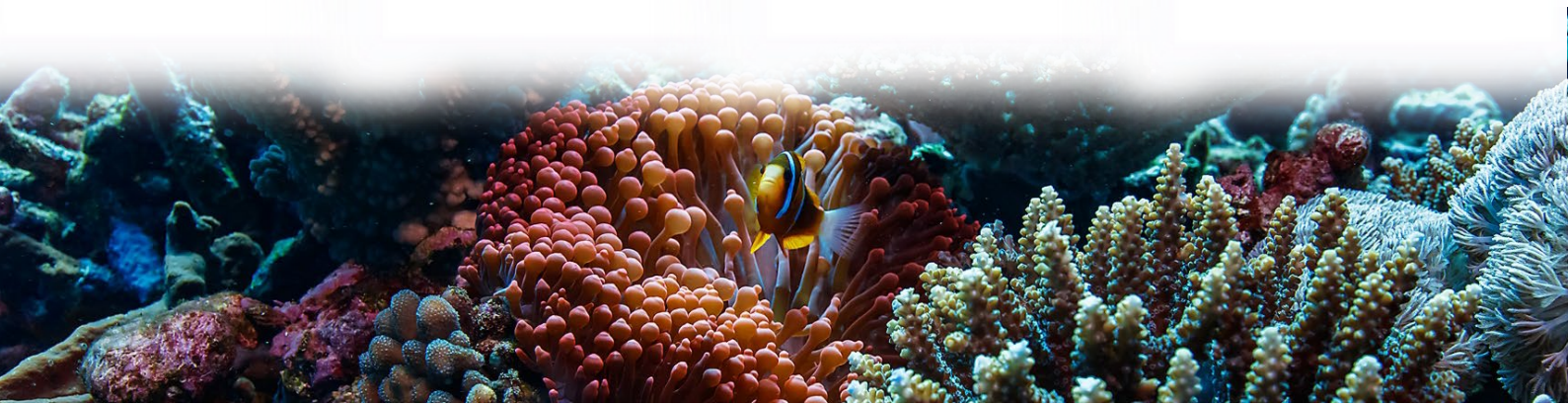
INSIGHTS:

- Holiday OVE up compared to Dec 2019
- Visitors 91% of Dec 2019 levels.
- Potential for SGBR with more flight capacity into Bris from the US

New Zealand 4%

INSIGHTS:

- Visitors 97% of Dec 2019 levels and holiday visitors exceeding 2019
- Kiwis love Queensland
- TEQ actively doing campaign work in NZ
- SGBR needs to increase their presence in this market



SGBR **COLLATERAL** *for follow up*

[SGBR Trade Product Manual](#)

[SGBR Destination Overview Presentation](#)

[SGBR Itineraries](#)

[SGBR Destination Map](#)

[SGBR Island Access Map](#)

[SGBR Island Sales Tool](#)

[Capricorn Coast Trade Training Videos are available here.](#)

[Gladstone Region Trade Training Videos are available here.](#)

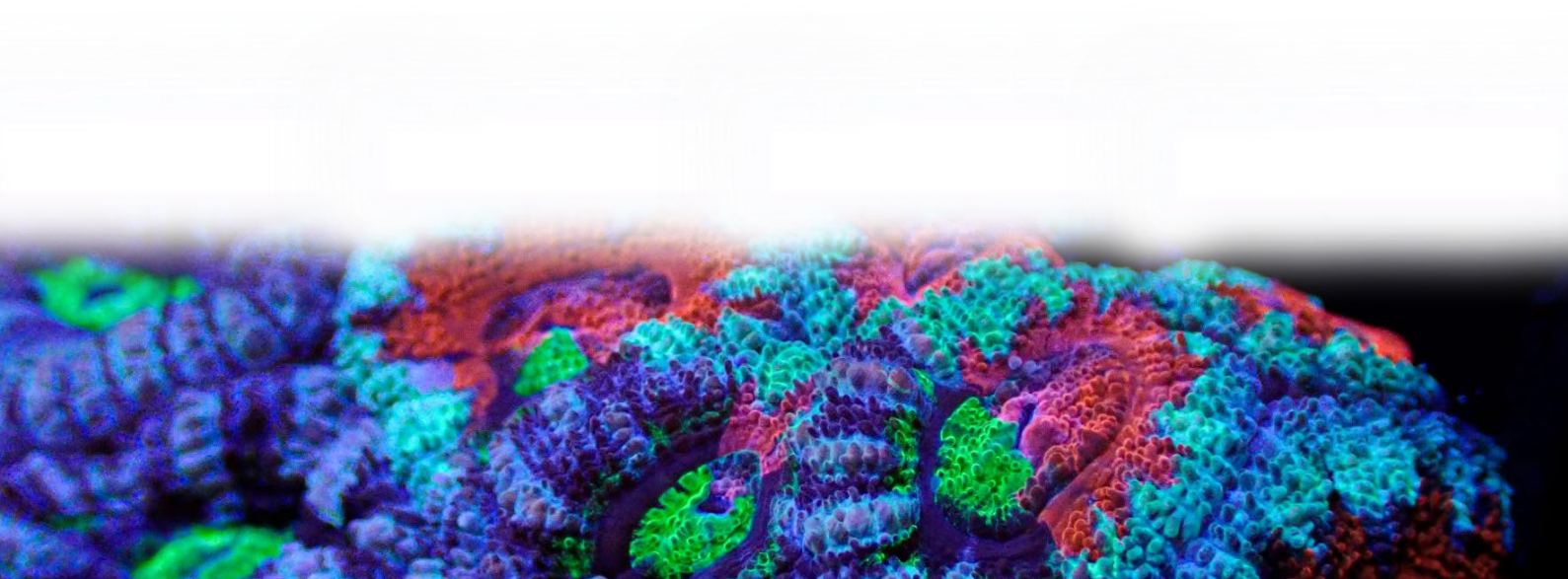
[Bundaberg Region Trade Training Videos are available here.](#)

[Fact sheet](#) for building SGBR destination content on websites

Tools to develop engagement in the SGBR destination across social media

[Image Gallery](#)

[Videos](#)



SGBR's **SUMMARY** *of Queensland Showcase 2025*

KEY TAKE OUTS & LEADS

Growing Demand for Online Connectivity:

There is increasing interest from partners seeking live rates, real-time inventory, and instant bookability for seamless distribution to their in-market partners.

Emerging and Established Markets:

Japan, India, Vietnam, and Korea continue to show strong potential. These markets are not only high-performing but, in some cases, also comfortable with self-drive options.

Maximise Distribution Channels:

Ensure your experiences are listed on major platforms such as GetYourGuide, Viator, and Experience Oz to enhance visibility and bookings.

Targeted Product Interest:

- Insight Travel is actively seeking nature-based experiences and accommodation options for travellers before and after their visits to Lady Elliot and Heron Island.
- AccessibleOZ is sourcing experiences and stays that align with their accessibility standards and criteria.
- Chinese ITOs are looking to reconnect for day trips to Lady Musgrave and Lady Elliot Islands, with opportunities to offer 4-star accommodations and engaging morning experiences.
- RTOs will collaborate with A & A Travel Services to develop and promote SGBR group itineraries.

