

ATEC QUEENSLAND SHOWCASE

March 11 & 12, 2024

Post Event Report



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Overview

Southern Great Barrier Reef attended the 2-day Queensland Showcase event in Sydney presented by the Australian Tourism Export Council (ATEC) and TEQ. 16 SGBR operators and RTO representatives met with almost 40 tourism buyers across dedicated appointments and networking events.

The first day of the event saw 12 new to trade operators, developed through the QRTN Trade Mentoring Program, connect with Inbound buyers who were looking to contract new business.

The second day of the event was for established suppliers, and the SGBR had 10 operators participate with each receiving a dedicated schedule of 28 x 10-minute appointments.

Key Outcomes & Highlights

The SGBR's trade offering continues to go from strength to strength. The inclusion of event within the QRTN Trade Mentoring program was strategically advantageous and received well by SGBR operators and RTOs. The event is planned again for 2025.

Following the event, the ATEC South Queensland Leadership Group discussed the excitement from buyers on the continued growth of the SGBR destination offering and how well prepared the new SGBR products were for the event.

Key Take Outs

- Significant opportunity SGBR with B2B online partners like GetYouGuide, Oz Experience and Viator.
- Key ITOs not currently distributing the SGBR are supportive in developing SGBR destination content on their websites and build awareness within their in-market partners after meeting with the RTOs and new and established SGBR product across the 2-day event.
- ITOs currently support the SGBR destination have requested ongoing information on new product offerings and introductions when these products are trade ready so they can be added to the SGBR suite for their in-market partners.

Objectives

- To support the growth of the SGBR destination offering in key in-bound markets.
- To increase awareness of the SGBR destination offering in key in-bound 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

Southern Great Barrier Reef RTOs

Loni Hammond, Trade and Industry Development Executive, Bundaberg Tourism

Eloise Chaffers, Southern Great Barrier Reef Destination Representative, Capricorn Enterprise

New Product

- Castle Rock Farm - John Auriac
- Central Apartment Group - Craig Gosling
- Dive Spear and Sport 1770 - Jess Cooke
- Funtastic Cruises - Ollie Heales

- Keppel Dive & Water Sports - Carl Heales
- Mantra Gladstone - Craig Conley
- Oshen Yeppoon - Lena Mannerstrale
- Splitters Farm - Carly Clarke
- Taribelang Bunda Cultural Tours - Bec Domaille
- Villa Mirasol Motor Inn - Evelyn Nielsen

Established Product

- Kellys Beach Resort - Lena Mannerstrale
- Lady Elliot Island Eco Resort - Vicki Mullins
- Lady Musgrave Experience - Steve Pulvirinti
- Hedlow Retreat - Anita Clarke

Key Deliverables - Event

- Budget management including EMDG
- Accommodation and flight management
- Appointment research
- Preferencing appointments
- Support for operators in preparation of and during event
- Organisation of and attendance at SGBR Dinner
- Attendance at New Product Workshop & B2B event
- Attendance at Welcome Function
- Follow-up emails
- Update of HubSpot with appointment notes
- Report distribution to RTOs and operators

Key Resources

- 5-minute SGBR destination presentation
- 5-minute SGBR destination update presentation
- SGBR island map for SGBR and operators' tables
- QR Code access to trade manual
- Southern Great Barrier Reef Trade Resources on website for follow-up

Key Leads & Follow Up

ITOs to connect with new trade ready product:

- Goway
- Pan Pacific
- ANZCRO

ITOs ready to develop the SGBR destination offerings:

- Australia and Beyond Holidays
- Australian Worldwide Travel
- Southern World feel that they have missed some opportunities in their offering over the past 5 years and have a new product manager at Southern World and has been tasked with doing things differently.

ITOs looking for luxury offerings:

- Abercrombie and Kent – New product manager who is looking for new bespoke experiences.

- Southern Crossings
- The Travel Insiders

B2B OTAs to develop:

- GetYouGuide – No longer have SGBR destination listing. Rachel was going to check into it.
- Viator – They have been inactive since covid so are looking to build their product offering across Australia to remain relevant.
- Experience OZ – By far has the most extensive SGBR destination and product representation of the OTAs. Very happy to add more products when the product is ready.

AAT Kings

- Changes to Sydney>Cairns itinerary
- Interested in loop Brisbane up to Rocky and out west itinerary.
- New indigenous only series Melbourne, Sydney & Cairns