

Tourism Australia Marketplace UK/Europe 2024

Post Report

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Overview

Tourism Australia's Marketplace UK & Europe was held 18th – 20th December, in London, at Convene 22. There were 134 Australian sellers attending, with 120 registered buyers.

Appointments and networking events were attended by 110 buyers made up of mostly product managers, senior sales staff and owners, representing 108 different ITO's, wholesalers and agencies from:

- 44 x UK
- 19 x Germany and Switzerland
- 17 X Italy
- 9 x Netherlands
- 4 x Denmark
- 4 x Belgium
- 3 x Sweden
- 3 x Finland
- 3 x France
- 2 x Austria

Additionally, the Destination Showcase (retail event) included 116 agents from 30 agencies.

Objectives

- Drive sustainable growth for the SGBR destination brand by amplifying awareness of its unique offerings.
- Explore and leverage opportunities to showcase the SGBR destination to key tourism buyers in targeted markets.
- Facilitate distribution opportunities for trade-ready operators within the SGBR region, boosting market access.
- Strengthen existing partnerships, re-engage with stakeholders, and forge new connections to expand the destination's reach.

Representation

Eloise Chaffers, *Tourism & Trade Contractor, Capricorn Enterprise.*

Appointments were scheduled for 12 minutes, providing an opportunity to educate agents about the destination's unique selling points (USPs), location, and accessibility. Conversations often began with an overview to ensure a clear understanding of the region, particularly for agents unfamiliar with the Southern Great Barrier Reef. For those with prior knowledge, discussions were around opportunities for SGBR, whether sales training webinars were an option, brochure features, social media content and the likes.

Key Resources

- SGBR Trade Manual for 2024/25
- SGBR Destination Presentation
- SGBR Trade map with QR code to trade manual.
- Island Accessibility Map and table flyer with QR Code

Deliverables

- SGBR Destination-first Presentation
- Appointment research
- Attendance at two full day events with 12 minute, in person appointments.
- Attendance at Seller Briefing & update at UK News Office & London retail agent event.
- Whole-of-destination overview in each appointment
- Appointment follow-up
- Handover to operators with dedicated follow-up
- All attendee contacts are [available here](#) and have been added to SGBR trade database (*please note, TA's confidentiality agreement states these documents are not to be shared, and are for our records only*).
- SGBR meeting attendee contact details are available in the appointment schedule, [here](#).

Tourism Australia Campaign Activity Update

Full TA update presentation is available [here](#), includes some market recovery information and traveller profiles.

It was reported that continental Europe was not quite back to 2019 volumes, but expenditure is near or above 2019 levels.

Aussie Specialist Program (YTD)

TA are focusing on getting as many Aussie Specialists trained up as possible, with 1,065 specialists trained up this FY YTD throughout Germany, Italy and France alone.

2024/25 German Activities Promoting Australia:

- Ruby Roo is continuing in consumer facing activities
 - Singapore Airlines partnership promoting "Come and Say G'day"
- Print & Online glossy magazine & news, media, podcast
 - Elle Germany
 - Conde Nest Traveller
 - Camper men
 - Frankfurter Allgemeine
- Streaming Platform Content with German Chef
- Media Content: Content Hub on Conde Nast Traveller website.
- 2024/25 France & Italy Activities Promoting Australia:
- Singapore Airlines leading the consumer facing airline marketing
- France has a focus on the working holiday makers (WHM) with reef messaging leading the campaign



SGBR Appointment Key Take Outs

Appointment Opportunities

- 14 Sales Training Webinar opportunities flagged, including some to include our island operators and unique and boutique accommodation providers.
- Explorer World of Travel: have been sold and are now doing component packages, distributed to over 1000 offices. Very interested in Monsoon Aquatics.
- Best for Travel Geo Reisen – seeking Manta encounters as a WA alternative
- Il Viaggio is interested in including Castle Rock Farm and GKI as a summer “reef and rainforest option”
- opDroomreis.nu – seeking pre-Heron accom that is non-corporate/boutique
- Dertour recently added Castle Rock Farm to their self-drive itinerary following a recommendation from Goway.
- Amo il Mondo by Uvet Viaggi is seeking 1770 Reef and Heron Island rates via AOT
- Travelbag expressed interest in maintaining the SGBR itineraries post campaign as their summer reef option.
- Nyhavn Rejser is very interested in Agnes Water/Town of 1770 and the concept of “holidaying where Aussie’s holiday”.
- Hays Travel featured LEI and Heron Island in their campaign for the second year in a row and offered to send out a designated eNews post Marketplace.
- Audley Travel offered a fam of some of their elite sellers, interested in LMI (either LME or 1770 Reef), GKI and Pumpkin Island as already familiar with LEI and Heron.
- Australia Alternativa – will be attending an Italian trade expo in February, would be happy to take an SGBR brochure with 3 x itineraries – one for each precinct based on 3-4 nights each.
- Southern Cross Tours requested Gladstone and Yeppoon accommodation options for East Coast itinerary.
- Lots of requests for boutique and unique accommodation, where I highlighted Splitters Farm, 1770 Beach Shacks, High Valley Dawn Tiny Homes & Castle Rock Farm.
- Camperworld Reisen has recently included Agnes Water and Yeppoon (recommending the scenic loop drive) into their itineraries. They’ve also received great feedback on GKI.

Event General Feedback

- It was a fantastic few days, with some incredible conversations, lots of passion and plenty of follow-up to get stuck into.
- SGBR messaging was strong and generally very well received
- **South Africa** was noted several times as our biggest competitor, as it’s closer, more affordable and offers good food/wine and animal encounters.

- There wasn't as much networking opportunity as TEQ offered in QIC UK EU last year.
- There was little/no networking with other products, and states mostly just stayed with their state
- The SGBR appointment schedule had quite a few Italian appointments. I was initially a little concerned, as they tend to favour higher end, however appointments were really successful. Many are chasing unique and boutique experiences to replace luxury.
- Appointment schedules were done via preferencing, and most meetings were mutually requested which was a positive.

Webinars/Sales Training Opportunities 2025

- Westoe Travel – March – April
- Best for Travel GEO Reisen – any time
- Boomerang Reisen – March – April
- Volonline – islands and boutique accom
- FDM – April onwards
- Saville Row
- Travel Counsellors – John Spy
- Hays Travel
- Alidays Tour Operator
- Freedom Destinations – March onwards
- ASIA Voyages – March onwards, *competitive space*
- First Class Holidays – *currently has an embargo until April, reach out mid-April*
- Australia Tours (Germany)
- TMC Reisen – April - September

Tools provided:

- SGBR trade website and each RTO website link
- SGBR map with QR code plus SGBR island access map
- SGBR Island comparison doc
- Hero images of our islands, along with some short videos and a longer, whole destination video [available here](#). *n.b. images and videos need to be refreshed prior to ATE follow-up.)*
- Video content [available here](#)
- Capricorn Coast Trade Training Videos are [available here](#).
- Gladstone Region Trade Training Videos are [available here](#).
- Bundaberg Region Trade Training Videos are [available here](#).
- Trade training manual [available here](#).
- Destination maps and island access maps attached.
- Sample Itineraries [available here](#)



Team Queensland, sellers at B2B event



Welcome function



Eva Sellers – Tourism Australia



Susan Horton - Travelbag



Jen Kimber – Freedom Destinations

Eloise Chaffers

Southern Great Barrier Reef Destination Representative

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Appointment Notes (alphabetical by buyer business):

Business Name	Representative	Notes – famil interest noted in pink, webinars blue, eco in green.
Alidays Tour Operator (Italy)	Claudia Somma	• Using ATS and Pan Pac Mid-high end • Mostly couples/honeymooners • Using Sail Inn via Expedia for Yeppoon accom • 3-week itineraries • Webinar option any time
Aliviaggi Tour Operator (Lombardy Italy)	Andrea Goffi	• No show – some flights cancelled/bought forward due to snow – follow-up and check-in.
Amo il Mondo by Uvet Viaggi (Italy)	Daria Boglietti	• Using AOT • 1770 Reef not contracted – loves them • Can't find Heron contracts through AOT – please send the boat schedule • Send experiences itinerary for excursions • Been to ROK 20yrs ago, needs to come back and experience whole Cap Coast • Wants as much info on SGBR as possible, ran out of time • Suggested zoom call to catch up

Art of Travel (Germany)	Bettina Boettcher	Cancelled – had to leave early
ASIA Voyages (France)	Xavier Guinet	- Axel is attending ATE – best AU seller - Stopped printing brochure and has no electronic replacement - Send trade resources link - Happy to do sales training but tricky as everyone is wanting - Jan/Feb busy – some agents are just focusing on the regions
Audley Travel (United Kingdom)	Thea Wilson	- Private equity so up for sale, sales training on hold - Turbo/elite seller famil opportunity - Can invite 2-5 agents that have been selling AU for 5yrs+ - ATS has funds to assist with international airfares - To include LMI/GKI/PI as familiar with LEI and Heron
Australia Alternativa (Italy)	Carla Rocchi	- Using AOT for hotels, Real Adventure Group for activities - More families, less self-drive - MEL – Adelaide is their classic itinerary - Same volume as pre-COVID - Send 3–4-night itineraries, including free/suggested things to do: “Locals tips” - Attending a trade expo in Feb and have their own stand, print itineraries with gross rates for us. 1 x itinerary per precinct.
Australia Tours (Germany)	Theres Jeschonneck	- APTC - Theres has been with AT for 2 months - Was with TUI prior - Often uses LEI in itineraries - Contact Dianna for sales training
Australie a la Carte (France)	Valerie Bourgeois Camille	- Using Pan Pac still - Camille sat in - Had been in contact with Loni re: Byfield, double check what is required - Asked re: 4WD and Ferns Hideaway
Barrhead Travel (United Kingdom)	Carrie Marr	Cancelled, TA app scheduling error

Beaver Travel (United Kingdom)	Aidan O'Kelly	• ANZCRO • Has done SGBR on the train, Heron/Wilson • All couples, or 2 x couples travelling together • Send train times when they update
Benecke's Reisewelt (Germany)	Berthold Benecke	• Using ATS • Self-drive for AU, less campervans • Tailor made accom so can't compare \$\$ • Uses Terra Nova for groups with German speaking guide
Best For Travel GEO Reisen (Austria)	Sarah Fischer	• Self-drive/Private tours, guided. • Book some through Terra or uses AAT Kings • Self-drive does min 3 weeks • Grey Nomads of all demos • *sales training webinar, any day – 9am-5pm EU time • Interested in Manta diving as a WA alternative
Best of Travel Belgium	Soraya Dedecker	• Goway • Busy – less requests but higher yield \$\$ • Golf players – niche • Been to 1770 as a backpacker • Got an update from NRMA on Turtle Sands
Boomerang Reisen (Germany)	Christin Baumann	• Brochure wasn't back from print yet unfortunately, so couldn't share our new ad space. • Absolutely loves 1770! Had some dramas with 1770 Reef – strict cancellation policy and payment requirements makes it hard to book. • Included Wilson Island in QLD campaign. • AU is their strongest destination (50%) with QLD as their biggest seller. • Looking to do more fly-drive to break up the long legs of QLD • Low season, end of March-April, *webinar* with Pan Pac contracted product.
Camperworld Reisen (Switzerland)	Christine Aellig	• Using Pan Pac • Not attending ATE

		• Mostly motor homes – interested in activities trade manual • Sending visitors to Yeppoon, doing the scenic loop drive • Sending visitors to Agnes • Got great feedback on GKI • Doing the Kimberley's next year on a famil
Colchester Travel (Hampshire United Kingdom)	Jeff Kilby	• Southern World – some direct • Merge Hubspot profiles • Colchester Travel had several ASP trained at one point, now just Jeff • Jeff was with Amity Travel for 30yrs prior • Now works from home, just under Colchester Travel banner • Wants B&B or B&B style options • Has 150 clients all through word of mouth • Some repeat AU but not much since 2020
DERTOUR Deutschland (Germany)	Jödis Bassal	• Not confident on SGBR – never visited • Destination overview presso, plus very quick new to trade • Email all collateral • Dertour not back to 100% but Germany also not back to 100%
DERTOUR Group (Hessen Deutschland)	Arlett Walleck	• Goway • Added Castle Rock Farm in self-drive itinerary, suggested by Goway • Heron and LEI are included in brochure – LEI with Fraser/ex Hervey Bay • Add to eNews • Colleague, Sandra will do ATE 2025, Arlett will do 2026
Designer Travel (United Kingdom)	Esther Ward	• Esther was previously with Wexas Travel – is enjoying her new role. • Designer Travel is an independent arm of Hays, focusing on luxury. Interested in doing some boutique itineraries.
Destinology (Lancashire United Kingdom)	Steve Johnson	• Steve joined Destinology 18 months ago • They have operated for 20yrs and have 100 staff • Made 30 AU bookings since starting • Uses Pan Pac • Honeymooned on Heron, 30yrs ago

		• Chasing most unique spots • Went to the same Primary School and Secondary School as me 😊
Elegant Resorts and If Only (England)	Susan Greenhorn Rowena Edwards	• Elegant Resorts is beach only, 5* • If Only is B2B 4.5* - 14 staff • Tailor made destinations • 16 -21 nights AU • Send Splitters/HVD/Castle Rock Farm • Check ITO – missed in meeting notes
Eluxtravel (France)	Assa Diaby	• No show
Explorer World of Travel (Germany)	Kathrin Koch	• Has never visited SGBR, not attending ATE 2025. • Still developing eco only packages, has been certified as a sustainable travel agent since 2023. • Now has an API connection to AOT. • Really interested in Monsoon Aquatics.
FDM travel (Denmark)	Jens Lossow	• Using Goway mostly, some ATS • Doing internal workshops – Q1 very busy • Trying to book more activities in advance • Send HOT itinerary as an example • *Webinar April onwards
First Class Holidays (Lancashire United Kingdom)	Ali Hampton	• Did her regional work as a Jillaroo on a cattle property near Emerald! (had a nasty car accident at Blackwater) • All long haul destinations are competing for training webinars – keep persisting! Embargo until April onwards. Recommended “on location” webinar or something different/memorable. Higher level, RTO’s only to start. • AfterG’day Aus 2023, included Agnes, ROK
Freedom Destinations (UK)	Jennifer Kimber	• Merge Hubspot Jen Kimber to Jen Snow • Send ROK unique and boutique accom options instead of highway motel • Destination webinar – March onwards • Jen is happy to support SGBR to drive some consumer awareness and then look to a campaign down the track

Gazelle Travel (United Kingdom)	Gordon Lawrence	• Uses ANZCRO but can book through anyone, as independent agent • Has 3 offices • Clients from empty nesters to all markets, multi gen, younger couples etc • Asked which island for first time visitor • Used LEI and GKI as examples of day trips with different budgets/experiences, Heron overnight • Send island differences doc to support comms.
Going Tour Operator (Italy)	Katia Malavasi	• New to selling the pacific – 3 months selling AU • Owned by MS Sea cruises • Dynamic packaging – looking to use Goway/AOT • Quite interested, wants presso/island differences doc, itineraries • Has some honeymooners/some families – our summer
Hallmark Travel (UK)	Charmaine Hallmark	• Using ANZCRO, Gold Medal, First Class Holidays • Knows our cities but otherwise quite new to SGBR • Figures are good – nearly pre COVID
Hays Travel (United Kingdom)	Mariel Adeyeye	• Been with Hays for 5yrs • Retail side is Hays branding, product/sales sit under Vista Travel • 2024 campaign included LEI and Heron • Mid-range, self-drive • Jan-Feb peak booking, sales training March onwards • Will get an EDM out for LEI and Heron post Marketplace!
Il Viaggio (Lombardia Italy)	Ico Inanc	• Flight was bought forward due to snow, kindly had lunch with me • Goway • Send Castle Rock Farm, reef and rainforest link • Send island differences doc • Jan, zoom meeting for a better catch-up
KEL 12 I viaggi di Maurizio Levi (Italy)	Fabio Scalzo	• No show

		• Andrew Boxall sat with me (TA Regional GM UK/Northern EU)
Ken Garrity Travel (United Kingdom)	Ken Garrity	• Older gent, joked about coming ashore with Cook. Has been to ROK years ago and described it as "closed" – not much to see or do. Unlikely to get back on a famil. • Does fly-drive with some coach travel. • Independent agent, working from home.
Kilroy International (Denmark)	Brian Samuel	• Books through Hero • Have expanded to UK (Bristol) – 12 months ago • Highlights bookable "tips and tricks" • In-house training – can upload sales training videos • Marketing collaboration options – social media
Nyhavn Rejser (Denmark)	Anny Stensvig Martin Dahl Jespersen	• ITO: Southern World and Travel Insiders • Check that Petra is across one-way drop offs with Budget • Martin sat in • Has been to Yeppoon • Very interested in Agnes/1770 • Loves the concept of selling "Holidays where the locals holidays" • Opens and clicks on our eNews! Hooray!
Olympia Air Travel (Finland)	Liisa Puolakkainen	• Southern World • AU not most popular destination – South Africa is #1 – closer, more affordable, has food/wine/animal encounters etc • AU dropped post COVID • Groups – 24 PAX • 60-70+ yr olds • Highlight group options in follow-up
One Traveller Holidays (United Kingdom)	Tim Greathead	• Tim has been with One Traveller for a year – AU was brand new to the company • No ITO currently but maybe looking at Pan Pac • B2C – solo travellers and groups, 30 PAX • 80% of their clients are repeat, having done 15+ trips • Rail and coach

		• Stays 3-4 nights per destination • 3 week itineraries
opDroomreis.nu (Utrecht Nederland)	Judith Maas	• ITO – Southern World • Both LMI operators are difficult to work with, often cancelling, not communicating • Looking for a pre-Heron non-corporate accommodation option • Boutique accom • Has visited 1770 Beach Shacks/Heron Island • Not attending ATE 2025
Pan Pacific Travel Australia (NSW Australia)	Jan Jepsen	• Aus is doing well • Trailfinders, Discover the World, Boomerang, Freedom Destinations all seeing strong AU growth • Send all collateral to Sandra -Newsletter with links and she can share with the sales team.
Prestige Travel (Wimborne United Kingdom)	Jenny Taylor-Page	• Southern World • Post ATE Famil • On Southern World system, Yeppoon comes up as Cap Coast and ROK comes up stand alone – follow-up. • Only familiar with reef sleep as island accom, keen to familiarise with SGBR • Zoom to catch-up
Real Adventure Group (SA Australia)	Alice Zammit Luke Lewis	• Luke sat in – famil! • Alice and Greg living between AU and UK – family on the GC so always in BNE – famil! Wants to do LEI and LME. • Merge Hubspot accounts
Savile Row Travel (United Kingdom)	Louise Lupton	• Send experiences manual for things to do • Send through restaurant/café recommendations that could be included • Sales training webinar – each precinct with experiences and boutique accom. • Using Pan Pac for non-high end, Southern Crossings for higher end

Sawadee (Nederland)	Wendy Besoo	• Wendy is loving her new role (formerly at Tenzing Travel which went during COVID) • Booking through Orange Journey's – looking for second DMC to keep up with capacity • All groups - #20 PAX • Guide arrives first • Youth tour is 3 weeks • Older demo, 30 days • 22/23 was record sales, 23/34 was down – airfares too high • SYD- Cairns didn't work, trying shorter distances.
Soderhavsresor (Sweden)	Annette Sandqvist	• Southern World • Annette was part of the start up team at Soderhavsresor with Helen. Annette left and started her own company, has been back 12 months. • Looking at boutique accom/B&B, Splitters, HVD, Seaspray Yeppoon • Email generic sales training webinar – they go and train travel agents in person
Southern Cross Tours (Germany)	Maja Klobasa	• Likes the area but not familiar, sat in the BOTG webinar • Campervans 60/40 – send camper options • Wants Gladstone & Yeppoon Accom
Steppes Travel (United Kingdom)	Clare Higginson	• Southern Crossing • No groups, families/couples • Not super high end, more boutique • Self-drive • Has sent clients to LEO as a colleague had visited • Staff member, Amy visiting next year
The Internet Traveller (United Kingdom)	Georgia Wiseman	• Using Southern World • Purchased in 2016 and sat dormant as a brand – gone from 2 staff to 7 in 12 months • SYD, Rock and Reef hasn't worked, looking for something a bit different • Did a "California like a local" campaign.
TMC Reisen (Germany)	Daniela Biebl	• Goway

		• Au is strong, with diverse clients • Self-drive, 2-3 weeks • Hasn't done SGBR • Tailored to clients needs, selling every region • Product training EU summer – April - Sept
Tour Pacific (Sweden)	Lars Jönsson	• Pan Pacific • Hasn't been to ATE in 3yrs – attending 2025 • Dip in AU – South Africa is peaking – wildlife/wine/affordability • Tailor made with pick up/transfers – no self-drive • Has been to Heron 3 times, loves it but stopped selling with ferry departure changes, won't do O/N pre or post.
Tourism Australia	Mr Jonathan Schoenau	• Germans seeking value for money • Want animals, reef • South Africa is our biggest competitor for Germany, closer, more affordable • Authentic experiences are the hook • Post ATE famil?
Tourism & Events QLD	Cassie Zuill Alison Lee	• Ali will share Audley stats • I shared interesting Italian meetings and they agreed, they had similar interest • Did "how we sell" SGBR for Ali and then quick new product update
Trailfinders (United Kingdom)	Caroline Viple Bourmache Emilia Navato	• Currently running the "one voice" campaign with all of the states • Sending 6 agents on a red centre famil in 2025 – then dispersing to all of the states • Has 92 booking staff • Looking for tours/experiences
Travel Counsellors (United Kingdom)	John Spy	• Has a broad spectrum on clients • 30-40+, friends, couples • Always interested in SGBR • *Sales training webinar opportunity
Travel Oceania by Siam Viaggi (Italy)	Paolo Aloe	• Mid-range, honeymoon but not luxury

		• BNE or Cairns arrivals, one night SYD • Traditionally only couples, but some families/multi gen more recently
Travelbag	Susan Horton	• Using SGBR logo in the campaign to avoid writing "Southern Great Barrier Reef" - as too long • Visited Agnes and did the 1770 "Scooteroo" • Did the overview of "how we sell" SGBR • Keen to use Fraser/BNE/SGBR itinerary moving forwards as summer option
Travelhome BV (Netherlands)	Tabitha van Kessel	• Mostly motorhomes, working on an activity portal to presell more experiences • All excursions will then be booked direct • Uses Goway • Includes the Capricorn Caves • Send Campground options/parks with van spaces • Has staff doing famil, April 2025 • Staff training webinar, Feb to March onwards
Volonline (Italy)	Ilaria Alerci	• Mainly using AOT, some Pan Pac and Goway • Ilaria has been with Volonline for 8yrs • Mostly self-drive, has honeymoon ready to go itineraries • *Webinar with island operators and boutique accommodation providers.
Westoe Travel (United Kingdom)	Graeme Warren Brett	• Independent, using multiple ITO's. • Sells Canada, America and AU • *Offered a Webinar – doesn't usually do them. Outside of peak booking Jan/Feb). • Tailor made itineraries, has 20K Facebook followers but usually posts the more iconic itineraries.