



# YOUR SOLUTION TO REACHING THE GROUP MARKET



Proud National Sponsors of  
Probus Centre - South Pacific Inc

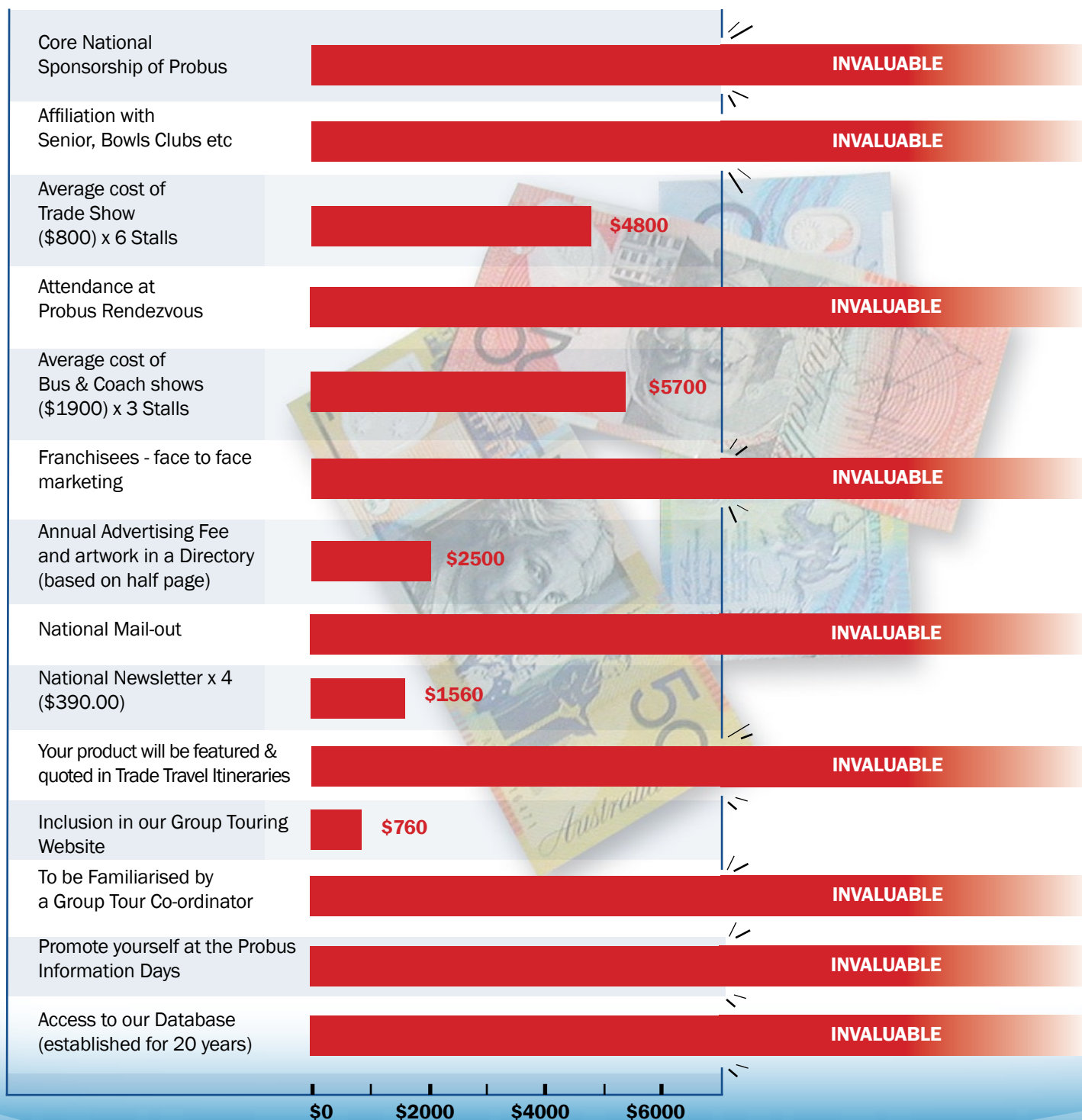
# Trade Travel

2012

# Trade Travel

## Our marketing package is unrivalled in the group touring market

### INVESTMENT ANALYSIS



PUT YOUR PRODUCT IN FRONT OF THOUSANDS OF PEOPLE

There is no more affordable way to increase your profile to **The Group Touring Market** – It is your outsourced marketing solution.

**FOR A LITTLE OVER THE PRICE OF A CUP OF COFFEE PER DAY YOU CAN ACHIEVE A HIGH SATURATION IN THE GROUP MARKET**

- You have the Trade Travel Franchisees actively promoting your product
- You have the Trade Travel Reservations Team including you in their quotations
- You have the Trade Travel Directory being circulated with your direct phone number – so you can receive business through our direct marketing.

## What our **Franchisees around Australia** mean to you, the Network Partner.

Trade Travel has three office locations and Franchisees around the country. The Franchisees are a very important part of the Trade Travel family and are a dedicated marketing force. They are the local face of Trade Travel to clients within their territory and that means they are out in the market place promoting your business, distributing the Trade Travel Directory and Itinerary Options brochure, conducting presentations to Clubs and Groups and all this means exposure for you.

**IMAGINE..** personalised representation to the Group Touring Market.



**Bruce Drysdale**  
Sunshine Coast /  
Darling Downs QLD



**Rod Richardson**  
Gold Coast /Northern  
Rivers NSW & Greater  
Brisbane QLD



**Paul Bailey**  
**Tammy Hawkins-Bailey**  
North Queensland &  
Northern Territory



**Lydia Jaworski**  
South Australia



**Bill Davis**  
**Terri Mattison-Davis**  
Central/Mid North Coast  
NSW



**Nada Schmidiger**  
Western Australia



**Sue Grady**  
**Glen O'Brien**  
Melbourne South/  
South East



**Kathy Rivett**  
Central & Western  
Victoria



**Carolyn Allan**  
Central & Western  
Victoria

# What can I expect

## Great Exposure Through...

### THE PROBUS ASSOCIATION

*PROBUS is an association of active retirees who join together in clubs. Its basic purpose is to provide for its members regular opportunities to keep their minds active, expand their interests and to enjoy the fellowship of new friends. One of their main charters is travelling with new and old friends as a group.*

Our core National Sponsorship of The Probus Centre - South Pacific Inc is exclusive to Trade Travel and with this fantastic relationship you will have ample opportunities to promote to tens of thousands of Probus Members right across Australia and New Zealand. Whether it is face to face with our proactive Franchisees across Australia or at our Annual Trade Travel Expos, National Mailouts, Probus Friendship days, Probus News Magazine or the Probus Rendezvous.

### TRADE TRAVEL EXPOS

You will have the opportunity of promoting your destination at our very successful annual Trade Travel Expos held at all capital cities / major centres in Australia.

This is an invitation only event to qualified Group Tour co-ordinators – responsible for hundreds, sometimes thousands within their travelling groups/clubs. Our entire Trade Travel Network is represented at these events with our Trade Travel Directory, Itinerary Options brochure and flyers etc plus you have the option of being involved on the day by hosting a stand or conducting a presentation – it is a very powerful way of marketing when you are speaking to the decision makers.

### BUS AND COACH SHOWS

We attend every major Bus and Coach show in Australia. This is another way we use our extensive marketing programme to give you exposure. The Bus and Coach industry is an integral part of our client base and the Trade Travel Directory is a valuable tool when they need to view the accommodation and attractions both in the domestic and international market place.

### ITINERARY OPTIONS PUBLICATION

The Itinerary Options publication is a full A4 size colour brochure that has been developed by us for the Probus and Group Tour Co-ordinators and is full of over 100 exciting itineraries across Australasia and the world. **Your product will be included – showcased as part of a must see destination.**

### DIRECTORY PUBLICATION

Inclusion in our high quality, full colour glossy A4 size Trade Travel Directory, this is a powerful tool to showcase your product to Group Tour Co-ordinators and Bus & Coach Companies.

This quality full colour A4 publication is divided into into states then regions with maps a detailed blurb and highlights on what to see and do in each area.

The Trade Travel Directory is sent to Australasia's largest Senior Group Database that Trade Travel has compiled over 20 years. This data base consists of Probus Clubs, National Seniors, Bowls Clubs, Senior Citizens Clubs, Coach & Bus Operators, Tour Operators and many many more.

We also distribute our publications at each Trade Travel Expo, Probus Rendezvous, Promotional Days, Bus & Coach Shows and any other chance we may have. Our Franchisees across Australia personally hand deliver to hundreds of Group Tour Co-ordinators and Clubs across Australia.

### WHOLESALE AND RESERVATION

Trade Travel specialised groups department knows our preferred product and we ensure your product is quoted and promoted when we get an enquiry. If you have already put an itinerary together for your area – let us know, we welcome your ideas. Come in and give us a presentation on your product – regular training is an important part of keeping up to date information.

### ITINERARY WRITING

An experienced itinerary writing team that can tailor an itinerary especially for you, or assist in developing an itinerary with you. We also have a data base of Master Itineraries that have been tried and tested over the years. This is a free service.

# for my investment?

## NEWSLETTERS

You will be updated with our Network Newsletter. This newsletter is emailed to you quarterly offering you numerous opportunities to promote yourself to the group tour market. We keep you updated with feedback from all the marketing that is conducted during the year, along with reminders and new marketing opportunities.

## FRANCHISEES ACROSS AUSTRALIA

Our Franchisees cover the following areas, North Queensland & Northern Territory; Sunshine Coast / Darling Downs; Greater Brisbane; Gold Coast /Northern Rivers NSW; Central/Mid North Coast NSW; Melbourne South/ South East; Central & Western Victoria. South Australia; Western Australia; Unlike retail franchise operations, our Franchisees go to the Group Tour Co-ordinators, Coach Operators, Clubs, Schools and more. They are proactive in creating new business for your product by marketing extensively in their own area.

## FAMILIARISATON

You are invited to be involved in a familiaraisaton Programme. Take the opportunity to showcase your destination to a small group of qualified Group Tour Operators and Co-ordinators. This creates interest in your product or region with excellent prospects for new business. We conduct famils on a domestic and international basis. This has proven to be one of our most successful and cost effective ways for the Network Members to create a real impact in the group touring market. An example of this is our success in Norfolk Island. A number of years ago we looked at Norfolk Island as a new destination for our Group Tour Co-ordinators, we are now one of its major wholesalers. **We currently have a conversion rate at over 70 % for return groups**

## PROMOTIONAL DAYS

Opportunities to be involved in our Promotional Days with the Franchisees across Australia. This will enable some chances for you to showcase your product or region to an exclusive and captive audience. The day involves up to three clubs attending and being hosted by you on behalf of Trade Travel. This style of promotion is a fantastic way for your product and our Franchisees across Australia to network together.

## WEBSITE

A dedicated multi layered webpage on our website (this means your ad, photos, blurb and calendar of events can all be loaded onto your page). The Trade Travel website has been designed purely for the Group Tour Co-ordinators in mind. You can also promote your own group package in our purpose built special section. This is another great tool to help promote you.

## DATA BASE

Access to Australasia's largest senior group data base that Trade Travel has compiled over 20 years. This data base consists of Probus Clubs, National Seniors, Bowls Clubs, Senior Citizen Clubs, Coach & Bus Operators, Tour Operators and many many more. This enables Trade Travel to use targeted marketing strategies that in turn benefit you.

## YOUR INVESTMENT

Increase your profile in the Group Touring market with Trade Travel, your **“Outsourced Marketing Solution”**.

*There is no more affordable way to increase your profile to the Group Touring Market!*

*Promoting successfully to the senior demographic is an impossible task and with so many expensive networking opportunities on the market. Trade Travel have come up with a cost effective option that is a proven working model – an inexpensive marketing program incorporating high quality advertisements and marketing strategies.*

### **Accommodation properties:**

(incorporating 65mm (h) x 190 mm (w) advertisement and above marketing)

**For only \$2200 (GST inclusive)**



# Trade Travel

## Probus Centre - South Pacific Inc



Probus Centre - South Pacific Inc. recognises Trade Travel as one of our leading corporate sponsors since 2005 and acknowledges their commitment and level of service offered to our Probus members.

Probus Centre is confident and assured of Trade Travel's high standing within the industry and their ethical reputation.

We encourage Probus Clubs and their members to contact Trade Travel for their next Australian or International trip.

Pat Atkinson  
General Manager



### PROBUS - Tomorrow's Vision For Active Retirees

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Ph: (02) 9806 0100 - Fax: (02) 9633 4779  
Within Australia Toll Free: 1800 630 488 - Within New Zealand Toll Free: 0800 1477 6287  
Email: [probus@probus.com.au](mailto:probus@probus.com.au) - Web: [www.probus.com.au](http://www.probus.com.au)

## TERMS AND CONDITIONS

### NETWORK MEMBERS' OBLIGATION

- 1. Trade Travel Pty Ltd**  
Annual Network Membership fee \$2200 annually for Accommodation.
- 2. Rates** - I/We agree to provide Trade Travel Pty Ltd with a NET rate for all bookings arranged by Trade Travel Pty Ltd.
- 3. Commission Payment** - I/We agree to pay Trade Travel our most competitive nett group rate we can offer.
- 4. Membership Terms** - I/We agree that the term of this agreement is for minimum one year.
- 5. Confidentiality** - The parties to this agreement undertake that the rates and payment details will remain confidential between Trade Travel Pty Ltd and the Network Member.
- 6. Ownership of Client** - It is agreed between the parties to this agreement that all individual

or group bookings made by Trade Travel on behalf of the Network member remain the property of Trade Travel Pty Ltd.

- 7. Payment of Bookings** - I/We agree that all accommodation or attractions booked by Trade Travel Pty Ltd will be paid on issue of tax invoice upon group arrival.
- 8. Welcome/Meet and Greet** - I/We agree to meet and greet each group and where possible, have the group's name on any documentation pertaining to the stay.
- 9. Change of Ownership** - I/We agree that should a change of ownership or management take place during the term of this Agreement (two years from commencement), that this Agreement will continue with the property, until the expiry date of the contract - at which time an option to rejoin will be offered.
- 10. Standard of Service** - I/We agree to maintain the highest standard

of hospitality, service, integrity and honesty when dealing with all customers provided by Trade Travel Pty Ltd.

### 11. Disputes between Network Members/Trade Travel Pty Ltd:

I/We agree that in the event of a dispute between the parties to this Agreement, and where a mutually agreed solution cannot be found through reasonable negotiations between the parties, both parties agree to submit the dispute to an independent arbitrator whose decision will be binding on both parties.

### 12. Network Members - Commitment

- I/We agree to actively commit our product or service in a sound, business-like manner in relation to our involvement as a Member of the Trade Travel Network; working with Trade Travel Pty Ltd

## SCHEDULE

### Trade Travel Pty Ltd's Service Obligations to Network Members

- 1. Toll Free Number:**  
Trade Travel agrees to make available a Toll Free number within Australia and New Zealand to facilitate between Trade Travel Head Office and group/tour Co-ordinators, coach companies and conference organisers.
- 2. Familiarisation Programme:**  
Trade Travel agrees to actively source group/tour leaders, coach operators for participation in its Familiarization Programme to maximize return to Network Members.
- 3. Group Touring Directory:**  
This publication is full colour and is distributed to Trade Travel's database of participating tour organisers, tour operators

and coach companies as well as Probus Centre - South Pacific Inc.

- 4. Retail Travel Consultants:**  
Our qualified travel consultants will promote Network Member products wherever possible.
- 5. Trade Travel Pty Ltd Sales Team:**  
Trade Travel agrees to actively market your property/attraction/region through our Area Sales Managers, Group/Tour leaders, Tour Operators/ Co-ordinators and Coach companies throughout Australia and New Zealand.
- 6. Trade Travel Website:**  
Trade Travel agrees that all members of the Network will feature on the Trade Travel website.
- 7. Coach Shows/Trade Shows/Expos:**  
Trade Travel agrees that it will

attend major coach shows in Australia and New Zealand, Trade Travel Expos and other Trade Shows where appropriate to promote the Trade Travel Network of products.

### 8. Monitoring Standards:

Trade Travel agrees that it will monitor all accommodation/attractions within the Network to ensure that a high standard of excellence is maintained.

### 9. Trade Travel will provide Newsletters:

To Network Members, advising the Marketing and Promotional undertakings we have done on behalf of the Network.

### 10. Mail Outs:

Trade Travel conducts mail outs via Probus Centre - South Pacific Inc and our entire group touring data base.



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