



Trade Travel  
"Group Travel Specialists"

# Trade Travel Network News

Network Newsletter - October/November 2011

EDITION ONE



## New Franchisee

### Lydia Jaworski is now our local face of Trade Travel South Australia



We are happy to announce our newly appointed Franchisee for South Australia, Lydia Jaworski. Lydia brings with her a wealth of knowledge from her previous years in the travel industry.

## Annual Renewal

Its coming to that time of year again for the Trade Travel Annual Renewal packs to be sent. You will receive shortly via email the following pack that will contain:

1. Artwork proof document
2. Proof of your 2011 ad
3. Rate request and contact form
4. Network Membership Invoice
5. Credit card authority form

Please remember to send everything back in as soon as possible.

## Social Media Update

**Face Book** - We have joined the world of social media with Facebook. This will help further assist our touring profile out there in the market. Please feel free to explore our Facebook page and become a "Friend" of Trade Travel.

Please see link to our Facebook page <http://www.facebook.com/TradeTravel>

## Trade Travel State Itinerary Options Publication

The Trade Travel Group Itinerary Options Brochure is a comprehensive set of publications that has been developed by us which list our range of itineraries and more importantly have itineraries that cover all Network Members.

We have distributed close to 10,000 copies to Group Tour Leader, Seniors Clubs etc, all over Australia.

We have recently relaunched parts of our innovative website, which has been altered to be more user friendly for our valuable clients and consumers. Can all Network Members please ensure that your product listing on the website has all the correct content and images. If you notice any errors or require any further text and or image changes, please send all material through to [jessye@tradetravel.com](mailto:jessye@tradetravel.com) and we will have it uploaded for you.

## Trade Travel Expos 2011

**Newcastle Expo** — was held at Cardiff Panthers Club on the 13th May 2011. Our franchisee Terri Mattison-Davis presented a wide range of International and Domestic touring destinations on offer, she was also offering famil spots to the tour leaders who were interested in the destinations we had on offer.

**Gold Coast Expo** — was held at the Arundel Hills Country Club on the 31st May 2011. Like last year the expo was held in their Grand Ballroom at the Country Club and had a great turnout with 67 attending tour leaders and guests on the day. The Network Members gave everyone a thrill with their presentations and prize giveaways.

**Ballarat Expo** — was held at the Ballarat Golf Club on the 8th June 2011. Kathy Rivett and Carolyn Allan the franchisees for Central & Western Victoria handed out Hawaiian lays to all the attending guests and presenters to give the room a fantastic holiday feel. Ballarat's attendance acceded all expectations and was close to double the attendance of last year.

**Sydney Expo** — was held on the Captain Cook MV Sydney 2000 on the 17th June 2011. We were blessed with a perfect sunny day with the harbor looking it's best. We had 112 attending delegates and all were treated to a fantastic day and a lunchtime show that involved Elvis. Elvis came to us courtesy of the Burning Log Theatre Restaurant and was very well received by his adoring fans.

**Perth Expo** — was held at the Royal Perth Golf Club on the 26th May 2011. Our second expo for 2011 was filled with fantastic presentations from a wide range of International and Domestic touring. Our franchisee for Western Australia, Nada Schmidiger promoted a variety of destinations that ranged from Taiwan to Norfolk Island.

**Brisbane/Sunshine Coast Expo** — was held at The Brisbane Riverview Hotel on the 3rd June 2011. Bruce Drysdale our Sunshine Coast franchisee coached down 50 tour leaders bringing the total number of attending delegates to 115. Rod Richardson the Greater Brisbane, Gold Coast & Northern NSW franchisee also promoted a large range of both domestic and International product.

**Melbourne Expo** — was held at the Manningham (Function Centre) on the 10th June 2011. This year the Melbourne Expo venue hosted the largest amount of presenters 18 in total. With fantastic food provided by The Manningham and plenty of prize giveaways on offer, the day was a huge success and enjoyed by all involved. 107 attending tour leaders and guests.

**Adelaide Expo** — was held at the Adelaide Pavillion Veale Gardens on the 8th July 2011. Network Members gave everyone who attended a lot to think about. It was a great opportunity for our newest franchisee Lydia Jaworski to meet all the fantastic Tour Leaders and guests for the first time.

