

Domestic Summary 2009/10

Name	Key Product Contact	Company Summary	Comments
WHOLESALE			
Travelpoint/ AOT Holidays	Product Manager: Laura Newman laura.newman@aot.com.au	The domestic channel of AOT, which features South Australian product, is "Travelpoint Holidays". Preferred by travel agencies throughout Australia and New Zealand, Travelpoint Holidays is a leader in Australian holidays. Originally the North Queensland and Northern Territory specialists, Travelpoint Holidays has been operating in Australia since 1993. The Travelpoint Holidays program represents more than 340 tourism operators across Victoria, Tasmania, South Australia, Western Australia and Northern Territory and in excess of 400 travel products including accommodation, tours, cruises, car hire, rail holidays and more in its range of brochures. The national reservation centre for Travelpoint Holidays is open seven days a week and is located in Brisbane. Subsidiary companies are Queensland Holidays specialists – Sunlover Holidays and Explore New South Wales – New South Wales Holidays. In the last 2 years they have also purchased Great Aussie Holidays, based out of Perth. They have an extensive South Australian product range which they are hoping to grow even further. Have an active national sales team of Business Development Executives who visit Travelpoint preferred retail partners daily. Brochure: South Australia	<ul style="list-style-type: none"> • Supporting 'Australia On Sale' campaign 09/10 • 21 – 25 Oct 2009 Joint Travelpoint/AOT Holidays Famil (Adelaide, Fleurieu Peninsula & KI) • Participating in the AOT/TravelPoint 2010 Desk Calender • Cooperative campaigns for 09/10 currently being confirmed • Attended TalkSA 2009
Qantas Holidays (QF Hols)	Product Manager: Gabrielle Ferguson gferguson@qantas.com.au	Qantas Holidays, part of the Jetset Travelworld Group, is one of Australia's leading travel wholesalers. In 2008 the business sold holidays and travel services to more than 900,000 customers. Qantas Holidays markets an extensive range of competitively priced products and services covering the Qantas network, including partner airlines and code share services, as well as packages for other airlines under the Viva! Holidays brand. In addition to destination specific promotion Qantas Holidays sells packages to a number of special events in Australia, such as stage shows and sporting events. On the 25 th of July 2008, Qantas and Jetset Travelworld Ltd formalised a merger that created a new leading vertically integrated travel services business. Jetset Travelworld Ltd acquired Qantas Holidays and Qantas Business Travel from Qantas in exchange for Jetset shares. Qantas now owns 58% of the share capital in the new entity, the Jetset Travelworld Group. Qantas Holidays operators three, 7 day a week reservation/contact centres in	<ul style="list-style-type: none"> • 27 Feb – 1 Mar 2009 QF Hols Contact Centre Famil (Barossa, KI & Adelaide) • 29 – 31 Mar QF Hols & QantasLink Kalgoorlie Agents Famil (Barossa, Adelaide Hills & Adelaide) • 29 May – 1 Jun 2009 QF Hols Top Achievers Famil (Adelaide, Adelaide Hills, McLaren Vale, KI & Barossa) • 12 – 15 Jun 2009 QF Hols Premium Agents Famil (Adelaide, Adelaide Hills & Barossa) • NTM undertook joint sales calls with QF Hols representatives in MEL & SYD (3 days each), Feb 2009 • NTM undertook QF Hols Contact Centre training in SYD, MEL & PER, March 2009 • QF Hols was a major partner in the 'Isn't It About

		Sydney, Melbourne and Perth and have an active national sales team of Business Development Executives who visit Qantas Holidays preferred retail partners daily. www.qantas.com/holidays www.qantas.com/hotels Brochure: Australian Escapes & Regional Touring	Time..." SATC Domestic Campaign (March 2009) <ul style="list-style-type: none"> • Attended Talk SA 2009 • Participated in QHols Getaways campaign Oct 09 • Further campaign activity is currently being negotiated to incorporate the Jetset Travel Group
Blue Holidays	Product Manager: Oliver Philpot oliver.philpot@blue holidays.com.au	Blue Holidays, a holiday program by Virgin Blue, was launched in June 2003, and after its initial success the program is ready to dramatically lift its product range and positioning. In April 2006, award-winning low cost carrier Virgin Blue and the Asia Pacific's leading online travel company ZUJI formed a powerful new venture to expand the airline's 'Blue Holidays' program. Blue Holidays offers a substantially increased range of hotels and activities, all of which is available on a new website with technological capabilities presently unmatched in the Australian marketplace. Blue Holidays, allows you create a personalised trip with Virgin Blue flights, accommodation and transfers you want at a great price, and you can do it all online: 'holiday your way'. Blue Holidays packages are available to destinations throughout Australia, New Zealand, the South Pacific and selected international destinations. Bookings are mainly made direct by consumers online or by phone (small fee charged). Blue Holidays contract accommodation, however pull their touring components from Zuji/Travelocity (refer to Online)	<ul style="list-style-type: none"> • 30 Jan – 2 Feb 2009 Blue Holidays Reservation Staff Famil (Adelaide, Adelaide Hills, Barossa & KI) • Blue Holidays was a major partner in the 'Isn't It About Time..." SA Domestic Campaign (February 2009) • Attended TalkSA 2009 • Cooperative campaign activity is being negotiated for Jan/Feb 2010
Creative Holidays	Product Manager: Lisa Mastrantuoni lisa.mastrantuoni@ creativeholidays.co m.au	Creative Holidays is part of the Travel Corporation - Preferred with most agencies in Australia www.creativeholidays.com, www.ineedaholiday.com.au Brendan Vacations & Skywest Holidays Creative Holidays – Australia Brochure (new released 28 Jan 2010)	<ul style="list-style-type: none"> • SATC are working towards building a stronger relationship with this company in the future
Infinity	Product Manager: Michelle Sawtell michelle_sawtell@fl ightcentre.com	Infinity are the wholesaler predominately used by Flight Centre, Escape Travel, Student Flights and Travel Associates Brochure: South Australia	<ul style="list-style-type: none"> • Escape Travel campaign Sept 2009. Themes: Adelaide, Wine, KI & Flinders. Marketing Mix: Window displays (100 stores nationally), in-store flyer, e-newsletter 200,000 subscribers, website, press (BNE, SYD, MEL) over 2 w/ends of campaign, public relations & communication to consultants • Flight Centre online campaign Sept 2009. Themes: Adelaide, Wine, KI, Flinders & Coober Pedy. Marketing Mix: Email to 950,000 database banner to direct to campaign landing page, home page banner & feature in 'Holidays' online catalogue.

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RETAIL			
Flight Centre Limited (& Escape Travel)	Product Manager: Michelle Sawtell michelle_sawtell@flightcentre.com	Preferred Partners: Infinity, AAT Kings, Australian Pacific, AOT/Travelpoint www.flightcentre.com.au www.escapetravel.com.au www.studentflights.com.au www.travel-associates.com.au Also affiliated with www.quickbeds.com.au www.cievents.com.au	<ul style="list-style-type: none"> • SATC has supported numerous Flight Centre famils throughout the year. Focusing on Adelaide, Adelaide Hills, Barossa & Fleurieu Peninsula (McLaren Vale) • Also refer to Infinity in Wholesale section above for campaign activity
Harvey World Travel	Product Manager: John de Steiger jdesteiger@harveyworld.com.au	Preferred Partners: Qantas Holidays and Travelpoint/ AOT holidays www.harveyworld.com.au	<ul style="list-style-type: none"> • ARN Radio Campaign with a dedicated week long focus on SA (radio show, radio advertising, monthly catalogue, web, e-news plus supporting Silver campaign (press, point of sale, online, e-marketing) • TravelPoint and Tourism Australia are partners in the coop campaign activity. • HWT have committed to using SA Experts online training program for their HWT Gurus Training including a SA incentive.
Jetset Travelworld Group (JTG)	Product Manager: Catherine Allison callison@jtg.com.au	Preferred Partners: Qantas Holidays and Creative Holidays www.travelworld.com.au www.jetset.com.au	<ul style="list-style-type: none"> • NTM attended the Jetset Travelworld Victorian Conference 19 Sept 2009, presented on destinational information • NTM presented to the SA JTG Managers 20 Feb 2009 • Negotiating coop marketing campaign with Qantas Holidays.
RACT Travelworld (Tasmania)	Training Manager: Janet Bidgood j.bidgood@ract.com.au	Focus has increased on the domestic market since February 2009 (because of the GFC), this will continue and be accessed in the next 3 months. Preferred Partners: AAT Kings, GSR & Qantas Holidays (or call SA Visitor & Travel Centre) www.racttravelworld.com.au www.ract.com.au	<ul style="list-style-type: none"> • RACT will be included in the AAT Kings & GSR campaign activity 09-10
Travel Associates	Business Leader: David Lovelock David_lovelock@travel-associates.com.au	Travel Associates is the boutique travel agency of Flight Centre Limited, catering for the frequent and more discerning traveller. They offer exclusive packages, escorted and special interest tours, luxury cruises and holidays with a difference. 85% of Travel Associates consultants have over 9 years travel experience, and most of the consultants are in the top 5-10% sales consultants globally for Flight Centre Limited.	<ul style="list-style-type: none"> • Travel Associates National Conference scheduled for 19 – 21 February 2010, Novotel Barossa Valley Resort, Barossa. • Travel Associates 2nd In Charge Famil, 18 – 21 March 2010 (Adelaide, Adelaide Hills, Barossa & KI) • Advertised in the quarterly glossy mag 'Inspirations' in Sept 09

Travellers Choice	Product Manager: Robyn Mitchell rmitchell@travellerschoice.com.au	Travellers Choice are independent retail travel agencies which work together under the marketing banner of Travellers Choice, where they negotiate as a collective. With over 80 established and experienced agencies Australia-wide Travellers Choice is a growing organisation, whose members own the business and benefit from its success. Preferred Partners: AAT Kings, Qantas Holidays, Octopustravel.com	<ul style="list-style-type: none"> • Travellers Choice National Conference 30 Oct – 1 Nov 2009, Adelaide (pre & post touring Adelaide, Adelaide Hills, McLaren Vale, Barossa & KI)
Travelscene American Express	Product Manager: Veronica Rainbird veronicarainbird@travelscene.net.au	Preferred Partners: Qantas Holidays, AOT group, Avis, Qantas Airways, Hertz, Drive Away, Captain Cook Cruises, AAT Kings, APT, Octopustravel & GSR	<ul style="list-style-type: none"> • AMEX Centurian Escape Brochure launched and NTM hosted famil for 8pax Nov 08 (Flinders, KI, Clare Valley, Eyre Peninsula) • Discussions currently taking place for further campaign/famil activity.
Trade Travel	Marketing Manager: Greg Hopper greg@tradetravel.com	Trade Travel specialises in travel for over 50's, both group and FIT and has strong relationships with Probus groups across Australia.	<ul style="list-style-type: none"> • NTM presented at the SYD, Gold Coast, BNE & MEL Trade Travel Probus Expo Jun 2009
Virtuoso		Virtuoso network, are proven producers of high end, luxury business	<ul style="list-style-type: none"> • 19 – 22 Nov Virtuoso Premium Agents Famil (Adelaide, Barossa & KI)
Australian Holiday Centres (AHC)	SYD Manager: Lois Crook (currently on maternity leave) MEL Manager: Dinah Mantle dinah.mantle@ahcmel.com.au	<p>Australian Holiday Centres are a group of travel agencies specialising in selling quality holidays, travelling within Australia.</p> <p>A friendly team of consultants can provide a wide range of booking options and suggestions to ensure the Australian holiday is a truly memorable experience.</p> <p>Unlike other travel companies they concentrate on Australia, so consultants know what they are talking about. All have travelled extensively throughout Australia and are available to assist with bookings and to ensure best value for money and time. The parent company, the SEALINK Travel Group of Companies is based in Adelaide, South Australia. The SeaLink Travel Group (SeaLink) is a fully South Australian owned company involved in the tourism, transport and technology industries. SeaLink is best known for its ferry services connecting the South Australian mainland to Kangaroo Island and operates two large ocean-going car, passenger and freight ferries to Kangaroo Island. SeaLink is also a major provider of packaged holidays, accommodation and coach tours highlighting the diversity of Kangaroo Island. In addition to Kangaroo Island SeaLink , the SeaLink Travel Group also operates:</p>	<ul style="list-style-type: none"> • Attended TalkSA 2009 • NTM include training and updating AHC sales consultants whenever possible when visiting both SYD and MEL • AHC SYD & MEL Famil 9 – 11 Jan 2009 • SeaLink Travel Group was a partner in the 'Isn't It About Time...' SATC Domestic Campaign (April - June 2009)

		<ul style="list-style-type: none"> • Australian Holiday Centres in Adelaide, Melbourne and Sydney • Adelaide Sightseeing Day Tours • TravelLink Australia , wholesale company • TravelLink Technology , IT company • The Ski Connection snow holiday wholesaler • Kangaroo Island Adventure Tours, backpacker tours • Vivonne Bay Eco-Adventures , Outdoor Education Centre on Kangaroo Island • SeaLink New Zealand and Subritzky Freightlink Ferries, NZ • Kangaroo Island Booking Centre <p>Brochure: KI Sealink Self Drive, Rail and Touring</p>	
RAA	Judi Madden, Training Manager jmadden@raa.com.au	<p>The RAA is perhaps best known for providing members with 24 hour emergency road service. RAA member benefits extend beyond road service with either exclusive or discounted access to a range of benefits. These include member only access to technical advice from their experienced team of mechanics; legal advice relating to motoring issues; strip maps or regional maps for holidays and thorough vehicle inspections at a competitive price.</p> <p>Members also receive a discount on the installation cost of an RAA security system; special rates on accommodation, car hire and tourist attraction tickets and exclusive offers at selected retailers throughout the state.</p>	<ul style="list-style-type: none"> • NTM undertook sales calls throughout metropolitan Adelaide visiting RAA outlets including Mile End, Marion, West Lakes and Modbury 10 – 11 Mar 2009 • NTM trained staff on GAOCD and South Australia Shorts at the RAA Preferred Product Night on 18 August 2009
RACQ		RACQ provides motoring and travel services Queensland-wide and insurance in Queensland & Northern New South Wales.	
NRMA	Product Manager: Rose.Toohy@my nrma.com.au	NRMA provides motoring and travel services throughout New South Wales.	<ul style="list-style-type: none"> • NRMA have contracted the Great Australian Outback cattle Drive. • NTM have trained reservation staff on the (GAOCD) and destinational SA 4 June 2009
RAC		For more than 700,000 of our members across Perth and WA, RAC provides car insurance, home & contents insurance plus WA's most trusted roadside assistance service, competitive car loans and personal loans, travel services, home security and auto services. The RAC is the independent voice for its members, lobbying government for change. And we offer a range of discounts and extra benefits for our members and a host of great events.	
RACV		RACV was initially established as a motorists' social club, RACV encouraged the development of motoring and protected the rights of motorists. They first provided social club facilities to members in 1904 and today we are proud to have a five-star City Club, a country club at	

		<p>Healesville and three resorts. The RACV icon is their highly valued emergency roadside assistance, first introduced in 1924. We have provided tourism advice since 1912 and insurance services since 1915. Their commitment to the community has never faded, providing transport during the war years and still today on ANZAC day, through our community programs and the RACV Community Foundation. Today RACV is a diverse membership organisation with 1.9 million members. What a resounding tribute to the founding members!</p>	
AANT	<p>AANT Manager: Edon Bell ebell@raa.com.au</p>	<p>As the Territory's own motoring club, AANT have been providing emergency road service throughout the Territory since 1963. The organisation was set up to cater for the growing and unique demands of motorists in the Northern Territory. The AANT has provided traditional motoring club services to its members since inception, and has ensured travelling members from affiliated organisations have access to reliable vehicle breakdown and recovery services within the Northern Territory. Members can also take advantage of the AANT touring expertise. As they can help you plan your entire trip- from providing you with maps to arranging your accommodation and car hire at discounted rates. And we sell tickets to some of Australia's most popular attractions, including Gold Coast Theme Parks, the Ghan, Kangaroo Island Sealink and Sydney Wonderland- once again at special rates for AANT members.</p>	

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ONLINE			
Zuji/ Travelocity	Product Manager: Danielle Pagano Danielle.pagano@travelocity.com	<p>ZUJI is an online travel agent dedicated to bringing great value travel choices to travellers in Asia Pacific. They offer inspiring holidays at great rates online and bring a choice of more than 400 airlines, 60,000 hotels, and thousands of car hire, activities, attractions as well as travel insurance to travellers. ZUJI teams are located throughout Asia Pacific, and ZUJI has a network of online travel sites in Australia, New Zealand, Hong Kong, India, Korea and Singapore. ZUJI is part of the Travelocity family of companies globally, and owned by Sabre Holdings, a world leader in travel commerce. Sister companies include:</p> <ul style="list-style-type: none"> • Travelocity.com (North America) & Travelocity Business • Lastminute.com (Europe) • Igougo • Zuji.com.au • GetThere • Sabre Travel network <p>This global network of local teams and sites give Zuji the ability to make close relationships with suppliers all over the world, and that results in great travel deals. Many offers are exclusive to ZUJI. This global network offers local, regional and global online distribution options, reaching multi-millions of travellers, who view around 60million site pages a month. 365 day booking system.</p> <p>Looking at wanting to grow product content in regional areas. Also affiliated with Blue Holidays (Virgin Blue)</p>	<ul style="list-style-type: none"> • Zuji/Travelocity online campaign October 2009. Themes: Adelaide, Glenelg and Barossa. Marketing Mix: Offers were requested from SA operators offering up to 30% off or (pay/stay promo). Banner ads on ZUJI home page, banner on Hotel/Flights Home and Search Page, Banner on Flights Search waiting page, dedicated member e-newsletter to 250,000 • Attended TalkSA 2009
Wotif	Product Manager: Leisa Dobbin leisa.dobbin@wotif.com	<p>Wotif.com sells accommodation online in more 45 countries. The great rates, broad accommodation range, easy-to-use site and 24/7 Customer Service Centre have made wotif.com the most popular way for business and leisure travellers in Australia and New Zealand to book accommodation online. Every month the site attracts 3.4 million visits, with customers making over 205,000 bookings. Wotif.com launched in Brisbane, Australia, in March 2000 and now has offices in Canada, Malaysia, New Zealand, Singapore and the United Kingdom to support our growing international presence. Wotif.com is listed on the ASX, trading under the code WTF.</p>	<ul style="list-style-type: none"> • Online campaign in June 09 • Future campaign activity being negotiated for early 2010.

Expedia	Market Manager: Demi Kavaratzis dkavaratzis@expedia.com	Expedia is the world's leading online travel team, bringing you a huge selection of cheap flights, car hire, hotel reservations (try our hotel guide) and holiday packages and travel guides from top destinations around the world.	<ul style="list-style-type: none"> • In discussions with Head of Marketing for SA campaign and liaising about a global agreement for Expedia worldwide.
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TOUR OPERATORS			
AAT Kings	Product Manager: Graham Boan graham.boan@travelcorporation.com.au	AAT Kings strategy is to maximise sales of touring products via retail partnerships. To achieve this they will use both above and below the line campaigns which has involved regular communication with past passengers driving them to book through retail agencies. Brochure: Southern Australia	<ul style="list-style-type: none"> • Co-op advertising. Timeframe: Nov Launch electronically, bulk of Ads Feb – May 2010. Themes: KI tour, plus escorted tour 'Best of South East' including GOR. Marketing Mix: National Magazines, Motoring Mags (TAS, WA, QLD), Electronic Direct Mail, Mailout to past passengers, web, Flight Centre catalogue. Famil and staff incentive have also been added in to this campaign plus AAT Kings will hold their national sales conference in SA in 2010.
Great Southern Rail (GSR)	Product Manager: Leah Prevost lprevost@gsr.com.au	Preferred with Harvey World Travel and Travelscene AMEX www.gsr.com.au brochure: Australia's Great Train Holidays (released annually mid November)	<ul style="list-style-type: none"> • Have a Nov 09 campaign scheduled with GSR and Automobile Association.
Scenic Tours	Product Manager: Olga Korobko Olga.korobko@sce nictours.com	Also trades as Outback Discovery & Evergreen Tours. Our strategy will be consistent in Sunday east coast press, small regional east TVC campaign, educated retail chains and Google adwords. Preferred Retail Chains: HWT, Jetset, Flight Centre, Travellers Choice www.outbackdiscovery.com.au Brochure: "Australia" – under the Outback Discovery brand. (released Sept 09)	
APT	Sales & Marketing Manager: Rudi Francken	Brochure: APT Kangaroo Island Odysseys 2009/10	<ul style="list-style-type: none"> • 29 May – 1 Jun 2009 QF Hols Top Achievers Famil • 21-45 Nov Travelpoint/AOT Famil

SATC aims to annually hold a National Product Managers Famil, in 2009 the following companies where represented; Infinity, Qantas Holidays, Travelpoint/AOT and Blue Holidays (Virgin Blue). The famil visited Kangaroo Island, Barossa, Adelaide and Adelaide Hills
A Product Managers Famil is currently being finalised for February 2010, the following regions are to be visited Eyre Peninsula, Fleurieu Peninsula and Adelaide.