

## 'A LIST' WHOLESALERS – France

Company	Key Product Contact	Sales to Australia	SA Product Brochured	Comments
<b>Australie Tours</b> 135 Avenue Poincaré 75016 Paris France	Eric Ridet Director General  Aurelia Devilliers Product Manager	9,500 pax	Wide range of SA products.	<ul style="list-style-type: none"> <li>• Wholesaler and direct seller</li> <li>• Very comprehensive dedicated brochure.</li> <li>• Strong distribution through main travel networks</li> <li>• Keen on Outback products.</li> <li>• Runs a yearly 4WD agents incentive.</li> <li>• Very active in the honeymoon market.</li> <li>• Use own Inbound Pacific Spirit</li> <li>• Also runs All About AustraliaTours, based in Sydney, offering Sydney personalised touring and tailor made 4WD itineraries all over Australia</li> </ul>
<b>ASIA Voyages</b> 34 rue de Lisbonne 75008 Paris France	Guillaume Liinton Sales & Development Manager  Elodie Douville Product Manager	2100 pax - mostly packages	Good SA coverage.	<ul style="list-style-type: none"> <li>• Wholesaler and direct seller</li> <li>• Dedicated brochure.</li> <li>• Strong distribution through main travel networks</li> <li>• Also run dedicated Asia only travel shops in Paris, Marseille, Lyon, Toulouse and Nice.</li> <li>• Strong on Honeymoon; push KI</li> <li>• Growth in self drive + smaller hotels or properties.</li> <li>• Use ATS Pacific and Across Australia</li> </ul>
<b>Australie a la Carte</b> 37 rue Leonard 44032 Nantes France	Gerard Carnot Managing Director  Valerie Bourgeois Product Manager	3000 pax	Good SA product range inc Explorer's Way. Youth and budget products. Diving on KI.	<ul style="list-style-type: none"> <li>• Wholesaler and direct seller</li> <li>• Dedicated brochure.</li> <li>• Branches in Nantes (Head Office), Paris, Marseille, Lyon and Geneva.</li> <li>• Growth on family and youth segments</li> <li>• Also operates Ultramarina, largest diving tour operator in France.</li> <li>• Legendes Australiennes' Evelyne Lazier now works under Australie a la Carte license.</li> <li>• Use ATS Pacific.</li> </ul>

<b>Nouvelles Frontières</b> 74 rue de Lagny 93107 Montreuil France	Frederic Gigoux Product Manager  Sophie Poirier Assistant Product Manager	3600, mainly airline tickets	Fair range of Outback tours, KI mini tour plus GOR self drive.	<ul style="list-style-type: none"> <li>• Direct Seller through own net of 200 agencies</li> <li>• Less active on the destination / fewer Australia pages in brochures since restructuration made mass market a priority.</li> <li>• Use JCM</li> </ul>
<b>Objectif Australie / Aventuria</b> 42 rue de l'Universite 69007 Lyon France	PM Stephanie Duglas resigned in Oct 08; Frederique Belmude to take over as new Product Manager	600	Small dedicated Australia brochure. New products include Clare Valley and a range of Adelaide day tours.	<ul style="list-style-type: none"> <li>• Direct seller; Head Office in Lyon</li> <li>• Aventuria is owned by TUI.</li> <li>• Objectif Australie only has one shop in Lyon</li> <li>• Aventuria Shops in Lyon, Paris (2), Lille, Nantes, Marseille, Bordeaux, Strasbourg</li> <li>• Good growth on KI.</li> <li>• Use AOT.</li> </ul>
<b>Kuoni France</b> 95 rue Amsterdam 75008 Paris France	Alexandre Gavalda Product Manager	500 - FIT packages only	Good range of SA products.	<ul style="list-style-type: none"> <li>• Wholesaler and direct seller</li> <li>• Good distribution through main travel networks: + 14 Kuoni branded agencies in France.</li> <li>• Strong on Honeymoon and high end segments.</li> <li>• Sales on Australia are doing better .</li> <li>• Use AOT. To note: the Kuoni Group recently bought Australian Tours Management</li> </ul>
<b>Australie Autrement</b> 14 rue Servandoni 75006 Paris France	Deborah Rock Product Manager to go back to Alice end of 2008 to run new Australie Autrement owned B&B, due to open next April 09. Replacement to be announced shortly.	1800	Small dedicated brochure. Nice hotels and B&B's, Homestead stays, self-drive, youth and working holiday visa.	<ul style="list-style-type: none"> <li>• Direct seller</li> <li>• New expanded office in Paris</li> <li>• Offices in Madrid and Rome.</li> <li>• Strong growth on WHV.</li> <li>• Partner with SATC in promoting Honeymoon travel to SA (shared booth on Bridal consumer show Oct 08)</li> <li>• Partner with Singapore Airlines and <a href="http://www.australie-australia.com">www.australie-australia.com</a> main youth website for Australia.</li> <li>• Work mostly direct</li> </ul>

<b>Voyageurs en Australie</b> 55 rue Sainte Anne 75002 Paris	Denis Pavageau Asia-Pacific Area Manager  Emilie Ebras Product Manager	1500	Up market products Good choice of innovative products on website.	<ul style="list-style-type: none"> <li>• Direct seller</li> <li>• 14 offices around France.</li> <li>• Self drive and honeymoons doing well.</li> <li>• 25% growth in 2007.</li> <li>• Company on stock exchange.</li> <li>• Only French travel company to focus on sustainable tourism, carbon offset programs etc</li> </ul>
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### 'B LIST' WHOLESALERS – France

<b>Jet Tours</b> 23 rue Raspail 94858 Ivry Sur Seine France	Margo Pellegrino Product Manager  JF Pesson Assistant Product Manager – in charge of Australia	200 pax (group tours only)	No SA featured as yet in their one escorted tour	<ul style="list-style-type: none"> <li>• Recently sold by Club Med to Thomas Cook France</li> <li>• Not active on Australia</li> <li>• Plans for FIT in limbo</li> <li>• Strong Distribution via Thomas Cook network</li> <li>• Use JCM</li> </ul>
<b>Nomade Aventure</b> 40 rue de la Montagne St Geneviève 75005 Paris	Frederic Poirier Product Manager	Just started	New Australia product SA not included	<ul style="list-style-type: none"> <li>• Owned by Voyageurs du Monde</li> <li>• Focussed on trekking, hiking and adventure products</li> <li>• Use JCM</li> </ul>
<b>Meltour</b> 103 avenue du Bac 94210 La Varenne St Hilaire France	Lilianne Melocco Director	500 pax	Small dedicated brochure. KI, Barossa, not much Outback.	<ul style="list-style-type: none"> <li>• Do now feature more SA product.</li> <li>• Sell a lot of KI</li> <li>• Upmarket clients</li> <li>• Use Pacific Spirit</li> </ul>
<b>Karavel / Promovacances</b> 20 rue de l'Echiquier 75010 Paris	Product Manager Regis Mickelbrensis Resigned and was not replaced	<b>No more production to Australia</b>		<ul style="list-style-type: none"> <li>• Since PM resignation last June, Australia not a priority anymore</li> </ul>

## NEWCOMERS – France

<p><b>Les Maisons du Voyage</b> 76, rue Bonaparte - Place Saint-Sulpice 75006 Paris France www.lesmaisonsduvo yage.com</p>	<p>Joséfa Casado- Daigremont General Manager Josefac@maisonde lachaîne.fr tel: + 33 (0)1 56 81 38 00</p> <p>Product Manager To be announced shortly</p>	<p>pax TBC</p>	<p>SA to be extensively featured in new FIT programs</p>	<ul style="list-style-type: none"> <li>• Direct seller, all 5 “concept store” branches located in same area in central Paris</li> <li>• Long time established leader on China and doing well on other long haul destinations</li> <li>• Recently started selling Australia, firstly to ad hoc groups and will now expand to FIT</li> <li>• To use Across Australia and Pacific Spirit</li> </ul>
<p><b>Yoketai – les Ateliers du Voyage</b> 54-56, ave Bosquet 75007 Paris France www.atlv.net/pages/oc eanie/australie.html</p>	<p>Julia Lubineau PM tel: + 33 (0)1 45 56 58 20 Julia.Lubineau@atlv.f r</p>	<p>pax TBC</p>	<p>New expanded Australia production</p>	<ul style="list-style-type: none"> <li>• Direct Seller, one office in Paris</li> <li>• Owned by Kuoni France</li> <li>• Focuss on tailor made high end itineraries</li> <li>• Use AOT</li> </ul>
<p><b>Asia Veo</b> 20 Rue de Saint Saens 75015 Paris, France www.asiaveo.com</p>	<p>Regis Mikelbrencis Production Director tel: + 33 (0) 870 465 880</p>	<p>pax TBC</p>	<p>Former PM to Karavel Promovac, Regis Mikelbrencis to start new web based brand Pacificveo.com focusing on Australia and Pacific</p>	<ul style="list-style-type: none"> <li>• Online seller</li> <li>• Will focus on High End tailor made itineraries;</li> <li>• will include SA</li> <li>• ITO TBA</li> </ul>