WHOLESALERS – Italy

Company	Key Contact	Number of pax to Australia per year	SA Product Brochured	Comments
Kuoni Gastaldi Via dei Valtorta 48 20127 Milano	Morena Parati	5000 pax	Dedicated brochure with KI, Explorer's Way, GOR.	• Good SA coverage, very qualified reservation staff. • Benchmark wholesaler for the destination.
Hotelplan Corso Italia 1 20122 Milano	Paola Broggini	2500 pax	Dedicated brochure with very good SA coverage. Lots of self drives.	• KI now included in ALL group Italian escorted tour products. • Always very keen in learning about new product.
Viaggidea Via Sebenico 7 A 20124 Milano	Arianna Bramini	1800 pax	Dedicated brochure. Flinders, lots of KI.	• Good growth. • Very big on KI.
Southside Via Francesco Redi 23 a 20129 Milano	Silvana Mezzatesta	1500 pax	On web only.	• Upmarket travel. • Extensive knowledge of the destination. • One of the very few Italian direct sellers. • SA microsite within their general website.

Rallo Viaggi Via Francesco da Assisi 15 20122 Milano	Roberto Boni	700 pax	Dedicated brochure. Luxury products.	• Limited SA products, good potential.
Ventaglio I Viaggi (form.Caleidoscopio) Via Dei Grassi 36 20121 Milano	Ciro Fabbri	1200 pax	Dedicated brochure Mostly traditional product	• New branding will attract very good attention • Quite mainstream
Dimensione Triade Via Sicilia 154 00187 Roma	Roberta Poli	2000 pax	Limited SA product.	• Good honeymoon business. Has 25+ affiliated retail agencies under the Australia For You brand/concept.
Naar/Contea Via de Grassi 12 A 20123 Milano	Patrizia Cigaina	1000 pax	Website only. Good range of outback products. Passion for SA	• New Director of Sales (formerly with Kuoni) will boost sales.

Australia World Via Villar 2 10147 Torino	Laura Lavatelli	1000 pax	Dedicated brochure, very good SA exposure	• Stronger and stronger significance. • Quite active with retailers
Viaggi dei Delfino Via Santa Maria del Pianto - CPN -Edificio 7, 8 Piano, Napoli 80143 IT	Mirella Castagna	500 pax	Dedicated brochure Lots of KI	• Big on honeymoons. • Largest in the South of Italy
Go Australia/Tour 2000 Via Santa Teresa 10 10121 Torino	Roberto Chiesa	800 pax	Dedicated brochure Great SA exposure	Very good growth Extremely knowledgeable staff