

Visit Victoria  
International Marketing  
Opportunities Guide  
2019 - 2020



# Introduction

*Dear Valued Industry Partner*

*Victoria continues to make its mark in the international arena by offering travellers diversity, sophistication, a year-round calendar of events, world class food and wine experiences, striking natural landscapes and a vast array of cosmopolitan and cultural experiences.*

*In the year ending December 2018, international expenditure, visitors and nights in Victoria continued solid growth breaking previous records and exceeding national growth rates on all measures. International visitors to Victoria spent \$8.5 billion up 12.9% year on year. Victoria also experienced year-on-year growth in international visitors to reach 3 million (+5.4%) ahead of the national average growth rate of 4.8%.*

*International overnight expenditure in regional Victoria increased at a double-digit pace of 11.1% year-on-year to reach \$581 million. International visitors to regional Victoria increased by 6.1% to 565,000, above the national regional average growth rate of 4.1%.*

*Although Victoria's international expenditure was largely driven by Asian markets, with strong double-digit growth recorded from India, China, Indonesia and Taiwan – the key to our State's success has been to retain a balanced portfolio of activity, understanding the nuances of each market and maintaining top tier markets across West and East.*

*The other key success factor is by working collaboratively and in partnership with the Victorian tourism industry. With a view to continuing this collaboration and maximising international visitor expenditure in the state, this guide outlines both consumer and trade marketing opportunities conducted by Visit Victoria and partners.*

*The selection of initiatives, multi-territory, and by individuals markets, offer the opportunity to showcase tourism products and experiences to key decision makers in the travel distribution systems and directly to the target customer.*

*Please note, this publication should only be used as a guide to assist you in the development of your marketing and financial priorities for the financial year ahead. Dates, prices and the specifics are subject to change. Participation fees for missions and events do not include international airfares unless stated and participation is subject to availability and suitability in accordance with eligibility criteria as specified by the organising body.*

*Kind regards*

*International Marketing Team*

*Visit Victoria*

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# Global Opportunities

<b>Activity Name</b>	<b>Victoria's International Exchange (VIE) 2019</b>
<b>Activity Type</b>	Industry conference
<b>Location</b>	TBC
<b>Participation Cost</b>	Approx. \$245
<b>Timing</b>	TBC
<b>Background</b>	VIE provides an opportunity for the Victorian tourism industry to receive an update on the latest international marketing intelligence from Visit Victoria's overseas based Regional Managers and experts in the field. Industry who are active in the international marketplace are encouraged to attend and participate in any interactive sessions.
<b>Eligibility</b>	All Victorian tourism products and regions.

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<b>Activity Name</b>	<b>Tourism Australia Industry Briefing</b>
<b>Activity Type</b>	Industry briefing
<b>Location</b>	Melbourne
<b>Participation Cost</b>	N/A
<b>Timing</b>	TBC
<b>Background</b>	This free-of-charge half day briefing, an annual activity in each State and Territory, provides an overview of Tourism Australia's activity, latest market insights, business events activity and partnership opportunities.
<b>Eligibility</b>	All Victorian tourism products and regions.

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<b>Activity Name</b>	<b>Australian Tourism Exchange (ATE) 2019</b>
<b>Activity Type</b>	Trade Show
<b>Target Market</b>	International wholesale and retail agents
<b>Location</b>	Melbourne Convention and Exhibition Centre
<b>Participation Cost</b>	Approx. \$10,000
<b>Timing</b>	10 - 14 May 2020
<b>Background</b>	ATE is Australia's premier tourism trade event. As the largest international travel trade show in the Southern Hemisphere, ATE provides a forum for Australian tourism businesses to showcase their product, network with international tourism buyers and negotiate business deals.
<b>Eligibility</b>	Internationally active Victorian tourism products and regions may apply to participate.
<b>Website</b>	<a href="http://www.tradeevents.australia.com">www.tradeevents.australia.com</a>

# Global Opportunities

<b>Activity Name</b>	<b>VicBound 2019</b>
<b>Activity Type</b>	Workshop and familiarisation
<b>Target Market</b>	ATEC Inbound Tour Operators (ITOs)
<b>Location</b>	Melbourne
<b>Participation Cost</b>	Approx. \$600
<b>Timing</b>	25 - 27 July 2019
<b>Background</b>	VicBound workshop and familiarisation is a joint initiative between ATEC and Visit Victoria. It provides a cost-effective platform for ATEC Victorian members to meet with approximately 40 key ITOs to build and strengthen business.
<b>Eligibility</b>	ATEC members only.
<b>Website</b>	<a href="https://www.atec.net.au/">https://www.atec.net.au/</a>

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<b>Activity Name</b>	<b>ATEC Meeting Place 2019</b>
<b>Activity Type</b>	Workshop
<b>Target Market</b>	ATEC Inbound Tour Operators (ITOs)
<b>Location</b>	Brisbane
<b>Participation Cost</b>	Approx. \$1,000
<b>Timing</b>	25 - 27 November
<b>Background</b>	ATEC Meeting Place is another key event on ATEC's event calendar. Each year approximately 400 delegates attend over two days. It allows members to network with industry experts through member forums, ITO and Supplier workshop sessions, the ATEC Annual General Meeting and Gala Dinner.
<b>Eligibility</b>	ATEC members.
<b>Website</b>	<a href="https://bit.ly/2whUejU">https://bit.ly/2whUejU</a>

# Global Opportunities

<b>Activity Name</b>	<b>Media and Trade Familiarisations</b>
<b>Activity Type</b>	Familiarisation Program
<b>Target Market</b>	International media, wholesale and retail travel agents
<b>Location</b>	Melbourne and Regional Victoria
<b>Participation Cost</b>	Operators are encouraged to offer free of charge or heavily discounted rates in order to be involved with Familiarisations.
<b>Timing</b>	July 2018 - June 2019
<b>Background</b>	<p>Familiarisations provide cost-effective marketing for operators and regions. This is a unique opportunity for maximum product and region exposure to international media and travel trade. Media familiarisations generate publicity worth millions of dollars annually in digital and traditional media. Trade familiarisations provide the opportunity for retail and wholesale agents to experience Melbourne and Victoria firsthand, assisting them to promote products or regions and possibly secure inclusion in trade marketing campaigns and brochures. To understand the publicity generated through various media familiarisations, please visit the Media Results website and register to browse through media coverage both within Australia and Internationally. Operators who would like to participate in a familiarisation, should contact Peter Janssen, Manager Familiarisations on <a href="mailto:peter.janssen@visitvictoria.com.au">peter.janssen@visitvictoria.com.au</a>.</p>
<b>Eligibility</b>	All Victorian tourism products and regions.
<b>Website</b>	<a href="http://corporate.visitvictoria.com/resources/marketing-opportunities">http://corporate.visitvictoria.com/resources/marketing-opportunities</a>

# Global Opportunities

<b>Activity Name</b>	<b>Public Relations (PR)</b>
<b>Activity Type</b>	Public Relations
<b>Target Market</b>	International Trade and Consumer Media
<b>Participation Cost</b>	N/A
<b>Timing</b>	July 2019 – June 2020
<b>Background</b>	Visit Victoria has sought PR agencies in key markets around the world. Visit Victoria's head office, via the Media & Communications team, supports the PR agencies with story ideas and destination content. Operators are encouraged to provide unique story angles, product updates and media releases to Visit Victoria, for potential release throughout Visit Victoria's PR network. For contacts see page 20.
<b>Eligibility</b>	All Victorian tourism products and regions.

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<b>Activity Name</b>	<b>Social Media Marketing</b>
<b>Activity Type</b>	Public Relations
<b>Participation Cost</b>	N/A
<b>Timing</b>	July 2019 – June 2020
<b>Background</b>	Visit Victoria's Social Media unit manages the social media presence of Visit Victoria across various platforms. Represented mostly as "Melbourne, Victoria, Australia" or "Visit Melbourne", Visit Victoria is active on Facebook, Twitter, Instagram, Pinterest and other international platforms such as Sina Weibo in China. Operators are encouraged to provide unique and inspiring images, video content, story angles, product updates and press releases to the relevant Visit Victoria business development manager from the International Marketing Team for potential release via Visit Victoria's social media channels.
<b>Eligibility</b>	All Victorian tourism products and regions.
<b>Website</b>	<a href="http://www.facebook.com/visitmelbourne">www.facebook.com/visitmelbourne</a> <a href="http://www.twitter.com/visitmelb">www.twitter.com/visitmelb</a> <a href="http://www.youtube.com/user/visitvictoria">www.youtube.com/user/visitvictoria</a>

# Global Opportunities

<b>Activity Name</b>	<b>Individual Sales Calls</b>
<b>Activity Type</b>	Sales calls
<b>Timing</b>	Contact relevant Visit Victoria representatives to discuss appropriate sales call timing per market. For contacts see page 20.
<b>Background</b>	In market sales calls are an effective means of promoting products and experiences to key influencers in the travel distribution system. This can include visits to product managers, and retail agent training. Sales calls can also be conducted either pre or post overseas trade missions. Visit Victoria can provide support and advice to product undertaking individual sales calls on a case by case basis.
<b>Eligibility</b>	Established Victorian tourism products and regions.

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<b>Activity Name</b>	<b>Aussie Specialist Program</b>
<b>Activity Type</b>	Training program
<b>Participation Cost</b>	N/A
<b>Timing</b>	July 2019 – June 2020
<b>Background</b>	Aussie Specialists are a dedicated group of retail travel agents actively selling and promoting Australia around the world. Globally, there are over 12,000 qualified agents across more than 110 countries. Getting involved in the Aussie Specialist Program is a great way to ensure your product and experience makes its way into the hands of travelers worldwide. You can get involved in the program through a number of programs such as: Product update videos, Aussie Specialist e-news, Partner training modules, Training events and Travel Club.
<b>Eligibility</b>	Established Victorian tourism products/regions
<b>Website</b>	<a href="http://www.tourism.australia.com">http://www.tourism.australia.com</a>



# New Zealand Opportunities

<b>Activity Name</b>	<b>Flight Centre Expos</b>
<b>Activity Type</b>	Consumer shows
<b>Target Market</b>	New Zealand consumers
<b>Location</b>	Auckland, Wellington and Christchurch
<b>Participation Cost</b>	Approx. \$3,000
<b>Timing</b>	September 2019
<b>Background</b>	Largest travel consumer shows in New Zealand. Approximately 17,000 consumers attend each series of Expos. Flight Centre is the retail agency of wholesaler Infinity Holidays.
<b>Eligibility</b>	Victorian tourism products and regions by invitation only
<b>Website</b>	<a href="http://www.flightcentre.co.nz/travel-extras/travel-expo/travel-expo-overview">www.flightcentre.co.nz/travel-extras/travel-expo/travel-expo-overview</a>

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<b>Activity Name</b>	<b>New Zealand Sales Calls/Training (Individual or Group)</b>
<b>Activity Type</b>	Sales Calls
<b>Target Market</b>	New Zealand travel trade
<b>Location</b>	Auckland, Wellington and Christchurch
<b>Participation Cost</b>	No cost for Sales Calls. Normal costs associated with business travel.
<b>Timing</b>	Year-round
<b>Background</b>	Victorian tourism products and regions are welcome to come to New Zealand to conduct individual or group travel trade sales calls and training. Visit Victoria can assist with appointment contacts and organisations.
<b>Eligibility</b>	All Victorian products and regions wanting to work in the New Zealand marketplace.
<b>Website</b>	Please email <a href="mailto:joanna.garrie@visitvictoria.com.au">joanna.garrie@visitvictoria.com.au</a>

# North America Opportunities

<b>Activity Name</b>	<b>Australia Market Place 2019</b>
<b>Activity Type</b>	Sales Mission
<b>Target Market</b>	North American wholesale and retail companies already selling or looking to sell Australia
<b>Location</b>	Westdrift Manhattan Beach, Los Angeles, California
<b>Participation Cost</b>	\$3,400 USD (primary delegate)
<b>Timing</b>	August 26 – 29 2019
<b>Background</b>	The States & Territory Boards of Australia hold Australia Marketplace in Los Angeles, California. Marketplace brings together over 100+ Australian experiences and 100+ North American buyer delegates for a three-day appointment program and networking opportunities. Registration will open March 2019.
<b>Eligibility</b>	Internationally active Victorian regions, touring routes and tourism products.

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<b>Activity Name</b>	<b>Corroboree West 2019</b>
<b>Activity Type</b>	Tradeshaw
<b>Target Market</b>	North American wholesale and retail companies already selling or looking to sell Australia
<b>Location</b>	Perth, Western Australia)
<b>Participation Cost</b>	TBA
<b>Timing</b>	8 - 11 October 2019
<b>Background</b>	Over one hundred Australian tourism operators will meet with 300 specially selected frontline travel sellers from the USA, Canada, UK, Europe, and New Zealand at Tourism Australia's Corroboree West trade event in Perth from 8 to 11 October 2019.
<b>Eligibility</b>	Internationally active Victorian regions, touring routes and tourism products.

# North America Opportunities

<b>Activity Name</b>	<b>Wholesalers and Direct Sellers – Cooperative Marketing Promotions</b>
<b>Activity Type</b>	Promotional campaigns: print, digital, social media, events
<b>Target Market</b>	Travel Agents and Consumers
<b>Location</b>	North America
<b>Participation Cost</b>	Approx. \$5,000 - \$15,000
<b>Timing</b>	July 2019 – June
<b>Background</b>	For products, regions and touring routes active in the North American Market, cooperative promotions with key wholesale and direct seller partners usually become available throughout the year. In-kind giveaways or cooperative funding can provide a platform for you to showcase your product, strengthen relationships with key partners, access their promotional platforms and leverage their distribution channels.
<b>Eligibility</b>	Internationally active Victorian regions, touring routes and tourism products.

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<b>Activity Name</b>	<b>Trade Webinars and Newsletters</b>
<b>Activity Type</b>	Trade training
<b>Target Market</b>	Travel Agents
<b>Location</b>	North America
<b>Participation Cost</b>	None
<b>Timing</b>	July 2019 – June 2020
<b>Background</b>	For products, regions and touring routes active in the North American Market, there are opportunities to provide updates to the Americas team for inclusion in trade newsletters and webinars throughout the year. Newsletters will feature newsworthy updates from any North American tourism ready products by including a brief write-up, image and link for more information. Webinars will provide an opportunity for products to join live on a session to train industry on what's new and how to best position products to their clients. Additional information on these opportunities will be provided throughout the year. Please include <a href="mailto:americas@visitvictoria.com.au">americas@visitvictoria.com.au</a> in your product updates
<b>Eligibility</b>	Internationally active Victorian regions, touring routes and tourism products.

# UK/Europe Opportunities

<b>Activity Name</b>	<b>UK and Europe Sales Mission</b>
<b>Activity Type</b>	Sales mission
<b>Target Market</b>	UK/Europe wholesale agents and operators
<b>Location</b>	Various cities in UK, Germany, Benelux and Nordic
<b>Participation Cost</b>	\$15,000
<b>Timing</b>	9-21 September 2019
<b>Background</b>	Visit Victoria conducts a sales mission to UK/Europe annually. The event is a combination of trade training, tour operator product manager liaison and media activity. Feedback from operators and travel agents who have participated in recent missions confirms that this destination-based mission provides relevant and useful training that increases destination knowledge of the regions and their experiences, while promoting key product whether mature or new to the market.
<b>Eligibility</b>	Victorian regions, touring routes and internationally active Victorian tourism suppliers upon expression of interest.

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<b>Activity Name</b>	<b>Corroboree West 2019</b>
<b>Activity Type</b>	Tradeshaw
<b>Target Market</b>	UK & Europe wholesale and retail companies already selling or looking to sell Australia
<b>Location</b>	Perth, Western Australia)
<b>Participation Cost</b>	TBA
<b>Timing</b>	8-11 October 2019
<b>Background</b>	Over one hundred Australian tourism operators will meet with 300 specially selected frontline travel sellers from the USA, Canada, UK, Europe, and New Zealand at Tourism Australia's Corroboree West trade event.
<b>Eligibility</b>	Internationally active Victorian regions, touring routes and tourism products.

# UK/Europe Opportunities

<b>Activity Name</b>	<b>Australia Marketplace UK &amp; Europe 2020</b>
<b>Activity Type</b>	Workshop
<b>Target Market</b>	UK and Europe product managers
<b>Location</b>	London, UK
<b>Participation Cost</b>	TBC
<b>Timing</b>	30 - 31 October 2020
<b>Background</b>	Australia Marketplace UK & Europe is a new initiative by Tourism Australia. It replaces European Product Workshop as well as Tourism Australia's presence at World Youth and Student Travel Conference and World Travel Market. Australia Marketplace gives the Australian Tourism industry the opportunity to establish business relationships with key qualified travel agencies and tour operators from the UK & Europe. The event includes two days of pre-scheduled appointments between buyers and sellers as well as a dinner and awards night. For sellers interested in the youth market, this event will also coincide with a Youth Roadshow. More information will be available, and applications will open early May.
<b>Eligibility</b>	Victorian tourism products, regions and touring routes.

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<b>Activity Name</b>	<b>Wholesalers and Direct Sellers – Cooperative Promotions</b>
<b>Activity Type</b>	Promotional campaigns
<b>Target Market</b>	Travel Agents and Consumers
<b>Location</b>	UK and Europe
<b>Participation Cost</b>	Approx. \$5,000 - \$15,000
<b>Timing</b>	July 2019 – June 2020
<b>Background</b>	For products, regions and touring routes active in the UK and German Markets, cooperative promotions with key wholesale and direct seller partners usually become available throughout the year. In-kind giveaways or cooperative funding can provide a platform for you to showcase your product, strengthen relationships with key partners, access their promotional platforms and leverage their distribution channels.
<b>Eligibility</b>	Victorian tourism products, regions and touring routes active.

# UK/Europe Opportunities

<b>Activity Name</b>	<b>ITB Berlin 2020</b>
<b>Activity Type</b>	Trade Show (with two days of consumer access over the weekend)
<b>Target Market</b>	UK and Europe wholesale agents, operators and consumers
<b>Location</b>	Berlin, Germany
<b>Participation Cost</b>	Approx. \$2,000 for a shared booth; \$4,800 for a sole booth (2018 participation cost)
<b>Timing</b>	March 4 - 8 2020
<b>Background</b>	The Internationale Tourismus Boerse (ITB) is one of the world's largest travel and tourism exhibitions held in Berlin from 4-8 March 2020. ITB runs for five days and is open to both trade and consumers, with these dates being open to trade visitors only. Tourism Australia will have its own Australia stand at ITB 2020 and invites products to join. Applications open in June.
<b>Eligibility</b>	Victorian tourism products, regions and touring routes active.

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<b>Activity Name</b>	<b>Unite Pacific Australasia 2020</b>
<b>Activity Type</b>	Workshop
<b>Target Market</b>	UK and Europe product managers
<b>Location</b>	London, UK
<b>Participation Cost</b>	TBC
<b>Timing</b>	March 2020 (TBC)
<b>Background</b>	Unite Pacific is a 'one-stop-shop' event for UK and European based tour operators to hold informal, pre-booked, one-to-one meetings with tourist boards, hoteliers, representation companies and airlines from the Pacific & Australasian regions.
<b>Eligibility</b>	Victorian tourism products, regions and touring routes active

# Greater China Opportunities

<b>Activity Name</b>	<b>Visit Victoria Greater China Trade Mission 2020</b>
<b>Activity Type</b>	Outbound Sales Mission
<b>Target Market</b>	Sellers and buyers
<b>Location</b>	Hongkong, Shenzhen and Hangzhou (TBC)
<b>Participation Cost</b>	Under \$2000.00 per product
<b>Timing</b>	TBC
<b>Background</b>	<p>Organised by Visit Victoria, this event will provide an opportunity for Victorian tourism businesses to engage with key Chinese buyers (Trade partners and some of the key travel media partner) to establish business links. The buyers are end decision makers from mainland China (Both first tier and second tier cities), Hong Kong who actively sell Victoria and Australia as a preferred long-haul destination to Chinese travellers.</p> <p>This event will also provide opportunities for Victorian suppliers to learn more about travel trends in the Greater China region.</p>
<b>Eligibility</b>	Internationally active products who are targeting the Greater China market.

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<b>Activity Name</b>	<b>Corroboree Asia</b>
<b>Activity Type</b>	Tradeshaw and familiarisation
<b>Target Market</b>	Trade
<b>Location</b>	TBC
<b>Participation Cost</b>	Approx. \$6,000
<b>Timing</b>	August 2019
<b>Background</b>	TBC
<b>Eligibility</b>	TBC

# Japan Opportunities

<b>Activity Name</b>	<b>Walkabout Japan 2020</b>
<b>Activity Type</b>	Trade Mission
<b>Target Market</b>	Wholesale and retail travel trade
<b>Location</b>	TBC, Japan
<b>Participation Cost</b>	TBC
<b>Timing</b>	TBC
<b>Background</b>	Tourism Australia's rebranded trade mission to Japan, "Walkabout Japan 2019" provides a super opportunity for representatives from Australian tourism industry to develop and establish business relationships with key qualified travel agencies and tour operators from Japan. The event includes representatives from the main cities of Tokyo, Osaka and Nagoya.
<b>Eligibility</b>	Victorian tourism products and regions active in Japan.
<b>Website</b>	<a href="http://www.tourism.australia.com">www.tourism.australia.com</a>



# South Korea Opportunities

<b>Activity Name</b>	<b>Hana Tour International Travel Show 2019</b>
<b>Activity Type</b>	Trade and consumer show
<b>Target Market</b>	Trade and consumers
<b>Location</b>	Seoul
<b>Participation Cost</b>	Approx. \$3,000 - \$4,000
<b>Timing</b>	TBC
<b>Background</b>	<p>This is an annual trade &amp; consumer event organised by Hana Tour, the largest tour company in South Korea. This travel show is expected to attract approximately 100,000 visitors over 3 days, including 3,000 of Hana Tour's retail agents. This fair provides an excellent opportunity to raise the awareness of Melbourne and Victoria among a wide range of market segments in South Korea.</p>
<b>Eligibility</b>	Victorian tourism products and regions active in South Korea.

# South East Asia Opportunities

<b>Activity Name</b>	<b>Travel Agent – Cooperative Promotions</b>
<b>Activity Type</b>	Promotional campaigns
<b>Target Market</b>	Consumers
<b>Location</b>	Singapore
<b>Participation Cost</b>	Approx. \$10,000 (cash and in-kind)
<b>Timing</b>	July 2019 – June 2020
<b>Background</b>	For products and regions active in the Singapore Market, cooperative promotions with key travel agent partners offer opportunities to promote your product experiences. In kind giveaways or cooperative funding can provide a platform for you to strengthen relationships with these key partners, access their promotional platforms and leverage their wholesale and retail distribution channels.
<b>Eligibility</b>	Victorian tourism products and regions active in Singapore.

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<b>Activity Name</b>	<b>Australia Marketplace South East Asia 2019</b>
<b>Activity Type</b>	Trade Mission
<b>Target Market</b>	Wholesale and retail travel trade
<b>Location</b>	Kuala Lumpur
<b>Participation Cost</b>	TBC – approx. \$4,000 plus travel costs
<b>Timing</b>	30 September - 2 October 2020
<b>Background</b>	Tourism Australia’s trade mission to South East Asia, “Australia Marketplace South East Asia” provides a great opportunity for representatives from the Australian tourism industry to develop and establish business relationships with key qualified travel agencies and tour operators from Singapore, Malaysia and Indonesia.
<b>Eligibility</b>	Victorian tourism products and regions active in South East Asian markets

# India Opportunities

<b>Activity Name</b>	<b>Australia Marketplace India 2019</b>
<b>Activity Type</b>	Tourism Australia trade mission
<b>Target Market</b>	Wholesale and retail travel trade
<b>Location</b>	Kochi and Mumbai, India
<b>Participation Cost</b>	\$4,850 plus travel costs
<b>Timing</b>	8 – 12 August 2019
<b>Background</b>	Tourism Australia's flagship trade event is an opportunity for representatives from Australian tourism industry to establish business relationships with key qualified travel agencies & tour operators from India, including the main cities of Mumbai, Delhi, Bengaluru, Hyderabad, Chennai, Kolkata, Ahmedabad, Pune and Kochi. The program includes pre-scheduled meetings between buyers and sellers, and networking events.
<b>Eligibility</b>	Victorian tourism products and regions active in India.
<b>Activity Name</b>	<b>Destination Showcase India 2019</b>
<b>Activity Type</b>	Mission
<b>Target Market</b>	Wholesale and retail travel trade
<b>Location</b>	Mumbai and Delhi, India
<b>Participation Cost</b>	Approx. \$2,000 plus travel costs
<b>Timing</b>	13 – 15 August 2019
<b>Background</b>	Visit Victoria, in partnership with Tourism and Events Queensland, this B2B workshop in Mumbai and Delhi post Australia Marketplace India will take place. This provides a platform for Victoria operators attending AMI 2019 to broaden their trade engagement and educate frontline staff on product updates to enhance the ability of our trade partners to sell new and established Victoria's destinations and experiences to their clients.
<b>Eligibility</b>	Victorian tourism products & regions attending Australia Marketplace India
<b>Activity Name</b>	<b>Visit Victoria Trade Cooperative Campaigns</b>
<b>Activity Type</b>	Tactical campaign
<b>Target Market</b>	Consumers
<b>Location</b>	India
<b>Participation Cost</b>	Approx. \$10,000 (cash and in-kind)
<b>Timing</b>	July 2019 – June 2020
<b>Background</b>	Visit Victoria will continue to work with key travel trade to deliver significant results in driving awareness and conversion. Visit Victoria is currently working with 8 key travel agents who have developed FIT Melbourne itineraries with a minimum 4 nights in Melbourne and Victoria. Visit Victoria will be conducting a range of airline and travel agent partnerships which may provide cooperative tactical marketing opportunities for products and regions active in India.
<b>Eligibility</b>	Victorian tourism products and regions active in India.

# Contact Details

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