

2018 GIPPSLAND INTERNATIONAL PARTNERSHIP PROGRAM



Destination Gippsland is pleased to announce the 2018 International Partner Program. The program offers Gippsland's internationally active tourism operators the opportunity to participate in our extensive international marketing activities at a highly subsidised rate.

In 2018 Destination Gippsland will continue to market Gippsland internationally as a key nature based tourism destination. Participating businesses have a fantastic opportunity to partner with the organisation and leverage from these activities.

Benefits include:

- *Representation at the Australian Tourism Exchange and the International Media Marketplace 2018*
- *Lead referral, PR and sales calls and famil opportunities to showcase your business to Inbound Tour Operators, International Wholesalers and Online Travel Agency partners.*
- *Product Representation at Visit Victoria and ATECs ITO sales missions and workshops*
- *Aussie Specialist program opportunities and updates*
- *An international "tool kit", outlining how to work with international trade*
- *Expert advice on working with international trade*
- *Inclusion in updates sent to Inbound Tour Operators via email*

INTERNATIONAL MARKETING ACTIVITY INCLUDES:

A business listing in the 2018 Gippsland International Product Manual. The Manual contains information about the region's key experiences, driving itineraries and business listings. The planner is the main piece of collateral used in Destination Gippsland's international marketing activities. Last year over 1,000 planners were distributed to international wholesalers, inbound tour operators, international media and travel consultants. The program includes a half page business listing in the manual.

AUSTRALIAN TOURISM EXCHANGE (ATE) 2018

Purchasing a full appointment schedule and booth, Destination Gippsland will attend ATE 2018 as representatives of the Gippsland region. Meeting with key wholesalers and trade representatives, the organisation will focus on promoting Gippsland's nature based experiences and represent the participating businesses who are part of the Gippsland International Marketing Program.



SYDNEY – MELBOURNE TOURING

Destination Gippsland are an RTO member of the Sydney Melbourne International Touring Marketing Program. Targeting the international travel trade, this program aims to increase global awareness of Sydney to Melbourne touring options, encourage additional international visitation and increase the level of partner product sold through international wholesalers.

Various itineraries are featured in over 60 key trade wholesale programs worldwide, with the UK, Europe, South East Asia, New Zealand and North America being the strongest self-drive markets.

Partner with both Sydney Melbourne Touring and Destination Gippsland and SAVE. Recognising that each program offers individual benefits, we are partnering with SMT in 2018.

Simply sign up with SMT and Destination Gippsland and save \$750 on your combined partnership cost.

PR OPPORTUNITIES

Famil opportunities with priority access to international trade and media famils generated by Tourism Australia, Visit Victoria and Destination Gippsland

How do you know if you're ready to work with international trade?

Can your price structure support agent commission?

Are you prepared to work with inbound tour operators?

Can your product attract international visitation?

If you answered yes to the above and are interested in finding out more, get in touch today.

PACKAGE INCLUDES:

- A business listing in the next Gippsland International Product Manual, the major piece of collateral used at trade events and on sales missions;
- Representation at key international trade events;
- PR and media opportunities;
- Reports and database acquisition.

\$1,350 incl GST

To secure your place in this program, please complete the booking form attached by COB January 12 2018.

INSPIRED BY GIPPSLAND
DESTINATION GIPPSLAND LTD

PO BOX 203 Mirboo North, Victoria, 3871 ABN : 57 131 138 184

For further information contact:

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2018 GIPPSLAND INTERNATIONAL PARTNERSHIP PROGRAM

Expression of Interest & Payment Form

Recipient Created Tax Invoice - Please forward to DGL after taking a copy for your records

Yes I would like to be part of the Destination Gippsland International partnership program in 2018. I approve and authorise charges to be made against my credit card or will forward payment via bank transfer as outlined below.

YOUR BUSINESS DETAILS

Registered business name:

Contact person: Title:

Postal Address: Post code:

Phone: Email:

Sydney-Melbourne Touring and Destination Gippsland Membership package \$1600

Destination Gippsland only partnership package \$1350

Payment options (payment required at time of booking, this forms becomes a Tax Invoice on payment)

1. Credit Card: Please charge my credit card the amount of \$ 1350.00 including GST

Card Type: Visa or MasterCard

Card No: - - - Expiry Date: /

Authorisation Number (last 3 digits on reverse side of card)

Name on Card: Signed:

2. EFT/Direct Deposit: Destination Gippsland Ltd, NAB, BSB 083-519 A/C 82-201-4989

Please include your business name as the reference Date Paid: / /

What next?

Please ensure that this form is passed on to Destination Gippsland after keeping a copy for your records.

By post: PO Box 203, Mirboo North, VIC 3871

By email: aconroy@destinationgippsland.com.au

For payment information please contact Helen Rose helen@destinationgippsland.com.au

DGL Team member name:

Date: / /

or phone 03 5156 1303.