

A nighttime photograph of a cityscape in Melbourne, Australia. The image features the illuminated St. Paul's Cathedral on the left, with its tall spire reaching into the dark sky. To the right, modern skyscrapers are lit up, including one with a 'bhpbilliton' sign. In the foreground, a pedestrian bridge with a decorative metal railing and a glowing street lamp is visible. People are walking across the bridge, and the overall atmosphere is a mix of historic architecture and modern urban life.

Visit Victoria International Marketing Opportunities Guide 2018 - 2019

VISIT VICTORIA

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 2017, international expenditure, visitors and nights in Victoria continued solid growth exceeding national growth rates on all measures. International visitors to Victoria spent \$7.7m billion (+10.6%) ahead of the national average of 9.0%. Victoria also experienced year-on-year growth in international visitors to reach 2.9 million (+8.1%) ahead of the national average growth rate of 6.5%.

In Melbourne, year-on-year growth in international visitors (+8.2%) and spend (+10.7%) outperforming the national capital city average for both spend and visitors but below for visitor nights.

International overnight expenditure in regional Victoria increased by 9.8% year on year to reach \$531 million. Visitor expenditure increased for most Eastern markets, notably visitors from India (+22.3%), China (+13.9), Japan (+37.8%), Hong Kong (+16.6%), Korea (+12.4%), Singapore (+11.5%) and Malaysia (+11.1%).¹

Working collaboratively and in partnership with the Victorian tourism industry has been key to international success. 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 or with various partners.

The selection of initiatives global and by market offers the opportunity to showcase your tourism product/experience 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

¹ *Source:* International Visitor Survey December 2017 Tourism Research Australia

Table of Contents

Global Opportunities	3
New Zealand Opportunities	8
North America Opportunities	9
UK & Europe Opportunities	11
China Opportunities	14
Japan Opportunities	16
South Korea Opportunities	17
South East Asia Opportunities	18
India Opportunities	19
Contact Details	20

Global Opportunities

Activity Name	Victoria's International Exchange (VIE) 2018
Activity Type	Industry conference
Location	TBC
Participation Cost	Approx. \$245
Timing	TBC
Background	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.
Eligibility	All Victorian tourism products and regions.

Activity Name	Tourism Australia Industry Briefing
Activity Type	Industry briefing
Location	Melbourne
Participation Cost	N/A
Timing	TBC
Background	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.
Eligibility	All Victorian tourism products and regions.

Activity Name	Australian Tourism Exchange (ATE) 2019
Activity Type	Trade Show
Target Market	International wholesale and retail agents
Location	Perth Convention and Exhibition Centre
Participation Cost	Approx. \$10,000
Timing	8-12 April 2019
Background	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.
Eligibility	Internationally active Victorian tourism products and regions may apply to participate.
Website	www.tradeevents.australia.com

Global Opportunities

Activity Name	VicBound 2018
Activity Type	Workshop and familiarisation
Target Market	ATEC Inbound Tour Operators (ITOs)
Location	Melbourne
Participation Cost	Approx. \$600
Timing	14-16 September 2018
Background	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.
Eligibility	ATEC members only.
Website	https://www.atec.net.au/ https://atec.eventsair.com/vicbound-2018/registration/Site/Register

Activity Name	ATEC Meeting Place 2018
Activity Type	Workshop
Target Market	ATEC Inbound Tour Operators (ITOs)
Location	Darwin
Participation Cost	Approx. \$1,000
Timing	19-21 November
Background	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.
Eligibility	ATEC members.
Website	goo.gl/zctR78

¹ Source: International Visitor Survey December 2017 Tourism Research Australia

Global Opportunities

Activity Name	Media and Trade Familiarisations
Activity Type	Familiarisation Program
Target Market	International media, wholesale and retail travel agents
Location	Melbourne and Regional Victoria
Participation Cost	Operators are encouraged to offer free of charge or heavily discounted rates in order to be involved with Familiarisations.
Timing	July 2018-June 2019
Background	<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 first hand, 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 peter.janssen@visitvictoria.com.au.</p>
Eligibility	All Victorian tourism products and regions.
Website	http://corporate.visitvictoria.com/resources/marketing-opportunities

Global Opportunities

Activity Name	Public Relations (PR)
Activity Type	Public Relations
Target Market	International Trade and Consumer Media
Participation Cost	N/A
Timing	July 2018 – June 2019
Background	Visit Victoria has six PR agencies in key markets around the world. Visit Victoria's head office, via the International Media & Communications Manager, 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's International Media & Communications Manager, for potential release throughout Visit Victoria's PR network. For contacts see page 20.
Eligibility	All Victorian tourism products and regions.

Activity Name	Social Media Marketing
Activity Type	Public Relations
Participation Cost	N/A
Timing	July 2018–June 2019
Background	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.
Eligibility	All Victorian tourism products and regions.
Website	www.facebook.com/visitmelbourne www.twitter.com/visitmelb www.youtube.com/user/visitvictoria

¹ Source: International Visitor Survey December 2017 Tourism Research Australia

Global Opportunities

Activity Name	Individual Sales Calls
Activity Type	Sales calls
Timing	Contact relevant Visit Victoria representatives to discuss appropriate sales call timing per market. For contacts see page 20.
Background	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.
Eligibility	Established Victorian tourism products and regions.

Activity Name	Aussie Specialist Program
Activity Type	Training program
Participation Cost	N/A
Timing	July 2017–June 2018
Background	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.
Eligibility	Established Victorian tourism products/regions
Website	http://www.tourism.australia.com

New Zealand Opportunities

Activity Name	Flight Centre Expos
Activity Type	Consumer shows
Target Market	New Zealand consumers
Location	Auckland, Wellington and Christchurch
Participation Cost	Approx. \$3,000
Timing	September 2018
Background	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.
Eligibility only	Victorian tourism products and regions by invitation
Website	www.flightcentre.co.nz/travel-extras/travel-expo/travel-expo-overview

Activity Name	New Zealand Sales Calls / Training (Individual or Group)
Activity Type	Sales Calls
Target Market	New Zealand travel trade
Location	Auckland, Wellington and Christchurch
Participation Cost	No cost for Sales Calls. Normal costs associated with business travel.
Timing	Year-round
Background	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.
Eligibility	All Victorian products and regions wanting to work in the New Zealand marketplace.
Website	Please email joanna.garrie@visitvictoria.com.au

North America Opportunities

Activity Name	USA Roadshow
Activity Type	Tradeshaw
Target Market	North American wholesale and retail companies already selling or looking to sell Australia
Location	West Coast USA & East Coast USA (proposed) West Coast Canada & East Coast Canada (proposed)
Participation Cost	TBC
Timing	First half of 2019 (<i>late Feb, or late May – TBC</i>)
Background	Visit Victoria Americas will conduct a sales mission to USA and Canada in 2019. The event is a combination of trade training, tour operator product manager liaison and media activity. The format for 2019 is under review and is yet to be determined. Expressions of interest should be sent to Scott Hugo scott.hugo@visitvictoria.com.au
Eligibility	Internationally active Victorian regions, touring routes and tourism products.

Activity Name	Australia Market Place 2019
Activity Type	Sales Mission
Target Market	North American wholesale and retail companies already selling or looking to sell Australia
Location	Los Angeles, California
Participation Cost	TBC
Timing	August 2019 (timing TBC)
Background	The format for 2019 is under review and is yet to be determined.
Eligibility	Internationally active Victorian regions, touring routes and tourism products.

¹ Source: International Visitor Survey December 2017 Tourism Research Australia

North America Opportunities

Activity Name	Wholesalers and Direct Sellers – Cooperative Marketing Promotions
Activity Type	Promotional campaigns: print, digital, social media, events
Target Market	Travel Agents and Consumers
Location	North America
Participation Cost	Approx. \$5,000 - \$15,000
Timing	July 2018–June 2019
Background	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.
Eligibility	Internationally active Victorian regions, touring routes and tourism products.

Activity Name	Trade Webinars and Newsletters
Activity Type	Trade training
Target Market	Travel Agents
Location	North America
Participation Cost	None
Timing	July 2018–June 2019
Background	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.
Eligibility	Internationally active Victorian regions, touring routes and tourism products.

UK/Europe Opportunities

Activity Name	UK and Europe Sales Mission
Activity Type	Sales mission
Target Market	UK/Europe wholesale agents and operators
Location	Various cities in Germany, Nordic and the UK
Participation Cost	TBC
Timing	September 2018
Background	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.
Eligibility	Victorian regions, touring routes and internationally active Victorian tourism suppliers upon expression of interest.

Activity Name	Wholesalers and Direct Sellers – Cooperative Promotions
Activity Type	Promotional campaigns
Target Market	Travel Agents and Consumers
Location	UK and Europe
Participation Cost	Approx. \$5,000 - \$15,000
Timing	July 2018 – June 2019
Background	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.
Eligibility	Victorian tourism products, regions and touring routes active.

UK/Europe Opportunities

Activity Name	ITB Berlin 2019
Activity Type	Trade Show (with two days of consumer access over the weekend)
Target Market	UK and Europe wholesale agents, operators and consumers
Location	Berlin, Germany
Participation Cost	\$2,000 for a shared booth; \$4,800 for a sole booth (2018 participation cost)
Timing	6-10 March 2019
Background	The Internationale Tourismus Boerse (ITB) is one of the world's largest travel and tourism exhibitions held in Berlin from 6-10 March 2019. 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 2019 and invites products to join. Applications open in June.
Eligibility	Victorian tourism products, regions and touring routes active.

Activity Name	European Product Workshop (EPW) 2020
Activity Type	Workshop
Target Market	UK and Europe product managers
Location	London, UK
Participation Cost	TBC
Timing	Bi-annually Next EPW March 2020
Background	EPW is an initiative between Tourism Australia and Tourism New Zealand showcasing new and diverse products to the UK and European buyers. It is a three-day briefing and workshop event exclusively for Australia's 'new' tourism product to product managers from key wholesalers and tour operators in the UK and European markets. This event is for operators to showcase new products with a desire to establish trade relationships within the UK and European markets. During the two days of workshops, Australian sellers will meet with decision makers from some of the leading operators from the UK, Ireland, Sweden, Norway, Finland, Denmark, Italy, France, Germany, Switzerland, Netherlands and Belgium.
Eligibility	Victorian tourism products, regions and touring routes.

UK/Europe Opportunities

Activity Name	Unite Pacific Australasia 2019
Activity Type	Workshop
Target Market	UK and Europe product managers
Location	London, UK
Participation Cost	£330 + VAT (TBC) (2018 cost)
Timing	March 2019 (TBC)
Background	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.
Eligibility	Victorian tourism products, regions and touring routes active.

China Opportunities

Activity Name	‘Aquatic & Coastal’ & ‘City Explorer’ Campaigns
Activity Type	Tactical Campaigns
Target Market	Consumers
Location	Hong Kong
Participation Cost	TBC
Timing	Ongoing
Background	Tourism Australia will focus on two hero campaigns in FY17/18 and Visit Victoria will be a key state partner in both campaigns. ‘City Explorer’ campaign will feature mono Victoria experiences for FIT visitors. ‘Aquatic & Coastal’ campaign will feature nature-based activities.
Eligibility	Victorian suppliers are encouraged to work with key travel agents in Hong Kong and provide them with relevant product and packages for inclusion in tactical campaigns.

Activity Name	Qantas Airways & Visit Victoria MOU – Tactical Campaign & Trade Familiarisation
Activity Type	Tactical marketing campaign & trade familiarisation
Target Market	Travel trade and consumers
Location	Hong Kong
Participation Cost	TBC
Timing	Tactical campaign from January to June 2018 and Trade familiarisation in January or March 2018.
Background	In partnership with Qantas Airways Hong Kong & key trade partners, Visit Victoria will launch a tactical campaign to promote key experiences around food and wine, luxury, nature and events in Victoria and Melbourne. The Trade familiarisation will be conducted in January or March for key Hong Kong trade partners to showcase diversified products in Victoria.
Eligibility	Victorian tourism products and regions active in the Greater China market.

China Opportunities

Activity Name	Visit Victoria Greater China Trade Mission 2019
Activity Type	Outbound Sales Mission
Target Market	Sellers and buyers
Location	Hongkong, Shenzhen and Hangzhou (TBC)
Participation Cost	Under \$2000.00 per product
Timing	Late Feb - Early Mar. 2019
Background	<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>
Eligibility	Internationally active products who are targeting the Greater China market.

Activity Name	Corroboree Asia
Activity Type	Tradeshaw and familiarisation
Target Market	Trade
Location	TBC
Participation Cost	Approx. \$6,000
Timing	August 2018
Background	TBC
Eligibility	TBC

Japan Opportunities

Activity Name	Walkabout Japan 2019
Activity Type	Trade Mission
Target Market	Wholesale and retail travel trade
Location	TBC, Japan
Participation Cost	TBC
Timing	20 – 22 February 2019
Background	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.
Eligibility	Victorian tourism products and regions active in Japan.
Website	www.tourism.australia.com

South Korea Opportunities

Activity Name	Hana Tour International Travel Show 2019
Activity Type	Trade and consumer show
Target Market	Trade and consumers
Location	Seoul
Participation Cost	Approx. \$3,000 - \$4,000
Timing	TBC
Background	<p>This is an annual trade & 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>
Eligibility	Victorian tourism products and regions active in South Korea.

South East Asia Opportunities

Activity Name	Travel Agent – Cooperative Promotions
Activity Type	Promotional campaigns
Target Market	Consumers
Location	Singapore
Participation Cost	Approx. \$10,000 (cash and in-kind)
Timing	July 2018–June 2019
Background	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.
Eligibility	Victorian tourism products and regions active in Singapore.

Activity Name	Walkabout South East Asia 2019
Activity Type	Trade Mission
Target Market	Wholesale and retail travel trade
Location	TBC
Participation Cost	TBC
Timing	Bi-annual, next September 2019
Background	Tourism Australia’s trade mission to South East Asia, “Walkabout South East Asia 2019” 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 South East Asia.
Eligibility	Victorian tourism products and regions active in South East Asian markets

India Opportunities

Activity Name	India Travel Mission 2018
Activity Type	Tourism Australia trade mission
Target Market	Wholesale and retail travel trade
Location	India – venue TBC
Participation Cost	TBC
Timing	16–20 August 2018
Background	The India Travel Mission (ITM) provides a superb opportunity for the Australian tourism industry to establish business relationships with key qualified travel agencies and tour operators in India and the Gulf Countries. ITM has become an annual event due to strong demand from the Australian industry and the Indian travel trade, supported by the growing interest and awareness in travel to Australia from India and the Gulf Countries, and increased air capacity between the regions.
Eligibility	Victorian tourism products and regions active in India.

Activity Name	Visit Victoria Trade Cooperative Campaigns
Activity Type	Tactical campaign
Target Market	Consumers
Location	India
Participation Cost	Approx. \$10,000 (cash and in-kind)
Timing	July 2018–June 2019
Background	<p>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.</p> <p>In 2018/19, Visit Victoria will continue promoting Melbourne & the regions through an integrated social media and trade marketing campaign which aims to strengthen our trade partnership and brand position.</p> <p>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</p>
Eligibility	Victorian tourism products and regions active in India.

Contact Details

International Markets Head Office

Collins Square, Tower Two, Level 28 727 Collins Street, Melbourne, Victoria 3008

Ms Carmen Smith

Head of International Markets

☎ + 61 3 9002 2235

✉ carmen.smith@visitvictoria.com.au

Vacant

Manager International Markets

Western Hemisphere

Ms Tania Jacobs

Manager International Markets

Eastern Hemisphere

☎ + 61 3 9002 2271

✉ tania.jacobs@visitvictoria.com.au

Mr Nic Cooper

Market Development Manager

United Kingdom & Europe

✉ nicholas.cooper@visitvictoria.com.au

Mr Scott Hugo

Market Development Manager

The Americas & New Zealand

☎ + 61 3 9002 2253

✉ scott.hugo@visitvictoria.com.au

Ms Sarah Breheny

Market Development Manager

South & South East Asia, Japan & Korea

☎ + 61 3 9002 2268

✉ sarah.breheny@visitvictoria.com.au

Ms Sissi Wang

Market Development Manager

Greater China

☎ + 61 3 9002 2270

✉ sissi.wang@visitvictoria.com.au

Ms Shuk Yin Liew

International Media & Communications Manager

☎ + 61 3 9002 2269

✉ shukyin.liew@visitvictoria.com.au

Mr Daniel Austin

International Digital Content Editor

☎ + 61 3 9002 2239

✉ daniel.austin@visitvictoria.com.au

Ms Daphane Ng

International Social Media Executive

☎ + 61 3 9002 2272

✉ daphane.ng@visitvictoria.com.au

Ms Makida Kebede

Trade Marketing Coordinator

☎ + 61 3 9002 2248

✉ makida.kebede@visitvictoria.com.au

Mr Peter Janssen

Familiarisation Manager

☎ + 61 3 9002 2263

✉ peter.janssen@visitvictoria.com.au

Contact Details

International Offices

Visit Victoria – United Kingdom

6th Floor Australia Centre
Melbourne Place Strand
London WC2B4LG
United Kingdom
☎ + 44 207 438 4645

Ms Claire Golding

Regional Manager
United Kingdom/Europe
✉ claire.golding@visitvictoria.com.au

Vacant

Marketing Executive
United Kingdom/Europe

Visit Victoria – Europe

Neue Mainzer Str 22
60311 Frankfurt, Germany
☎ + 49 2740 0677

Ms Barbara Samoilenko

Marketing Manager
Germany, Switzerland, Austria,
France & Italy
✉ susanne.stellberg@visitvictoria.com.au

Visit Victoria - New Zealand

Level 3, 125 The Strand Parnell, Auckland
New Zealand
☎ + 64 9 379 0425

Ms Joanna Garrie

Regional Manager
New Zealand
✉ joanna.garrie@visitvictoria.com.au

Visit Victoria – The Americas

Mailbox #358 2029 Century Park East Suite 3150
Los Angeles CA 900067
United States of America
☎ + 1 310 695 3245

Mr David Evans

Regional Manager
The Americas
✉ david.evans@visitvictoria.com.au

Ms Amanda Ladd

Marketing Manager
The Americas
✉ amanda.ladd@visitvictoria.com.au

Visit Victoria Greater China (Shanghai)

Victoria Trade & Investment Office
Suite 620 Shanghai Centre
1376 Nanjing Road West
Shanghai 200040 China
☎ + 86 21 6279 8681

Mr Terry Zhang

Regional Manager
Greater China
✉ terry.zhang@visitvictoria.com.au

Ms Lily Jia

Trade and Communications Manager
Greater China
✉ lily.jia@visitvictoria.com.au

Ms Charlotte Yuan

Trade Marketing Executive
Eastern & Northern China
✉ charlotte.yuan@visitvictoria.com.au

Visit Victoria Greater China (Guangzhou)

Room 1328 13/F Teem Tower 208 Tian He Road
Tian He District Guangzhou P.R. China 6106620

Ms Bella Ruan Xiaohui

Marketing Manager
Southern China & Hong Kong
✉ bella.ruan@visitvictoria.com.au

Visit Victoria Greater China (Beijing)

Level 23, China World Tower B, No 1
Jianguomenwai Avenue, Chaoyang District, Beijing, China
☎ + 86-10-8509 8568 / +86-100 8509 8569

Ms Michelle Bai

Trade Servicing Executive
Northern China
✉ michelle.bai@contineomarketing.cn

Visit Victoria – Japan & Korea

Marunouchi Trust Tower North 12 F
1-8-1 Marunouchi Chiyoda-Ku
Tokyo 100-0005 Japan (Located within Tourism Australia)
☎ + 81 3 5218 2577

Mr Kenji Takamori

Regional Manager
Japan & Korea
✉ kenji.takamori@visitvictoria.com.au

Ms Kaori Watanabe

Marketing Coordinator
Japan & Korea
✉ kaori.watanabe @visitvictoria.com.au

Contact Details

Visit Victoria – South & South East Asia

101 Thompson Road
#08.01 United Square
Singapore 307591
☎ + 65 6255 6888

Ms Celia Ho

Regional Manager
South & South East Asia
✉ celia.ho@visitvictoria.com.au

Ms Jenny Na

Marketing Development Manager
South & South East Asia
✉ jenny.na@visitvictoria.com.au

Ms Rowena Ho

Senior Marketing Executive
South & South East Asia
✉ rowena.ho@visitvictoria.com.au

Visit Victoria – India

Represented by: Beautiful Planet
52 Grants Building Annexure
Next to Strand Cinema
Colaba Mumbai 400 005
☎ + 91 80806 61620 or + 91 80808 62620

Ms Beena Menon

Marketing representative
India
✉ beena.menon@beautifulplanet.co.in

Ms Huzan Fraser

Marketing Representative
India
✉ huzan.fraser@gmail.com