

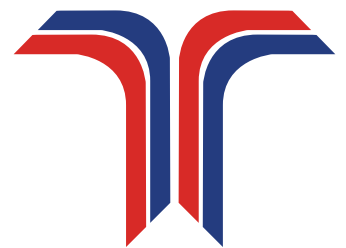
Trade Travel

Your Group Marketing Solution

Increase your profile to the group market



Regional Proposal



Trade Travel
"Dedicated to Service"

What will I get for

YOU GET...

>> PROBUS

Access through our National Sponsorship of Probus Centre - South Pacific Inc and with this fantastic relationship you have loads of opportunities to promote to tens of thousands of Probus Members right across Australia and New Zealand. Whether it is face to face with our proactive Area Sales Managers or at our Annual Trade Travel Expos, National Mailouts, Probus Friendship days, Probus News Magazine or the Probus Rendezvous.

>> NATIONAL SENIORS

Opportunities to promote to National Seniors with our new and continually developing relationship. This partnership will enable our Trade Travel Area Sales Managers direct access at branch level to promote tours and our network. This allows you varied opportunities to access this ever growing senior travelling market.

>> TRADE TRAVEL EXPOS

Promotion at our very successful annual Trade Travel Expos held all around Australia, with the audience consisting of qualified Group Tour Co-ordinators – responsible for hundreds, sometimes thousands within their travelling groups/clubs. Our entire Network is represented at these events through itineraries, the Directory and Itinerary Options brochure and flyers etc. You are also invited to be involved on the day by hosting a stand or conducting a presentation.

>> BUS AND COACH SHOWS

Promotion through our publications (Trade Travel Directory, Trade Travel Itinerary Options Brochure) at every major Bus and Coach show held in Queensland, Sydney and Melbourne. You are invited to join and share the stand with us to promote your region.

>> ITINERARY OPTIONS PUBLICATION

The Itinerary Options publication is a full A4 size colour brochure that has been developed by us for the Probus and Group Tour Co-ordinators and is full of over 100 exciting itineraries across Australasia and the world

>> DIRECTORY PUBLICATION

Inclusion in our high quality, full colour glossy A4 size directory, this is where your region will be promoted and showcased for Group Tour Co-ordinators and Bus & Coach Companies.

The new 2008 Directory will be divided into states then regions with maps a detailed blurb and highlights on what to see and do in each area.

The Directory is sent to Australasia's largest Senior Group Database that Trade Travel has compiled over 19 years. This data base consists of Probus Clubs, National Seniors, Bowls Clubs, Senior Citizens Clubs, Coach & Bus Operators, Tour Operators and many many more.

We also distribute our publications at each Trade Travel Expo, Probus Rendezvous, Promotional Days, Bus & Coach Shows and any other chance we may have. Our Area Managers personally hand deliver to hundreds of Group Tour Co-ordinators and Clubs across Australia.

For a Region your ad will be full colour A4 size with an option for multi page artwork.

This comes as part of your Network Membership at no extra cost.

>> WHOLESALE AND RESERVATION

Promoted on each itinerary which are put together for your area by our dedicated Groups Reservations team. No one knows your area better than you, so we welcome your itinerary ideas. You are welcome to conduct a presentation to our Groups Department to educate and promote your region.

>> ITINERARY WRITING

An experienced itinerary writing team that can tailor an itinerary especially for you, or assist in developing an itinerary with you. We also have a data base of master itineraries that have been tried and tested over the years. This is a free service.

>> PROBUS NEWS

An opportunity to promote your region in the Probus News and receive a half to full page ad, which is a fantastic way to promote your region to Probus Centre South Pacific Inc. and its members

my investment?

>> NEWSLETTERS

Inclusion in our NEW National Electronic Newsletter. This is sent to our extensive, national client database on a bi-monthly basis. That means we have the opportunity to profile itineraries including your region. Your “specials”, highlights and a calendar of events can also be included. Keeping in constant contact with us will provide you with every available opportunity to promote your region. Exposure in this newsletter comes at no extra cost.

You will be updated with our NEW Network Newsletter from the Network Department. This newsletter is emailed to you bi-monthly offering you numerous opportunities to promote yourself to the group tour market. We keep you updated with feedback from all the marketing that is conducted during the year, along with reminders and new marketing opportunities.

>> AREA SALES MANAGERS

Our Area Sales Managers cover the following areas, South Australia, Victoria (Melbourne and Mildura), Northern NSW, Gold Coast, Brisbane, Sunshine Coast and North Queensland, as well as NSW (Sydney and Central- Mid North Coast). Unlike retail franchise operations, our Area Sales Managers go to the Group Tour Co-ordinators, Coach Operators, Clubs, Schools and more. They are proactive in creating new business for our Network Members by marketing extensively in their own areas. We are not restricted to only head office staff visiting these areas.

>> FAMILS

You are invited to be involved in a famil with qualified Group Operators and Co-ordinators. This creates interest in your region with excellent prospects for new business. We conduct familis on a domestic and international basis. This has proven to be one of our most successful and cost effective ways for the Network Members to create a real impact in the Group Touring Market. An example of this is our success in Norfolk Island. A number of years ago we looked at Norfolk Island as a new destination for our Group Tour Co-ordinators, we are now one of its major wholesalers. **We currently have a conversion rate at over 70 % for return groups.**

>> PROMOTIONAL DAYS

Opportunities to be involved in our Promotional Days with Area Sales Managers. Promotion days are generally held at a Network Member to promote tours and build relationships with senior clubs. This will enable some chances for you to showcase your region

to an exclusive and captive audience. The day involves up to three clubs attending and being hosted by you on behalf of Trade Travel. This style of promotion is a fantastic way for our Network Members and our Area Sales Managers to network together.

>> BRAND NEW WEBSITE

A dedicated multi layered webpage on our NEW website (this means your ad, photos, blurb and calendar of events can all be loaded onto your page). The Trade Travel website has been designed purely for the Group Tour Co-ordinators in mind. You can also promote your own itineraries in our touring program section. This is another great tool to help promote your region.

>> DATA BASE

Access to Australasia's largest senior group data base that Trade Travel has compiled over 19 years. This data base consists of Probus Clubs, National Seniors, Bowls Clubs, Senior Citizen Clubs, Coach & Bus Operators, Tour Operators and many many more. This enables Trade Travel to use targeted marketing strategies that in turn benefit you.

There is no more affordable way to increase your profile to The Group Touring Market!

Promoting successfully to every demographic is an impossible task and with so many expensive networking opportunities on the market. Trade Travel have come up with a cost effective option that is a proven working model – an inexpensive marketing program incorporating high quality advertisements and marketing strategies.

Your investment:

OPTION 1 - (incorporating a full A4 advertisement and above marketing)

Your investment for Option 1 is only: \$2750 (GST incl)

OPTION 2 - (incorporating a full A4 advertisement and above marketing)

The opportunity for your region members (attractions only) to join with you in the program at the reduced price of \$2145 (GST incl) for each additional page (up to 8 attractions per additional page).

Your investment for Option 1 is only: \$2750 (GST incl)

Plus the discounted rate of **\$2145** (GST inclusive) for each additional page.

This can work out to just **\$544** each P/A for you and 8 of your tourism members

Alternatively, you can pay for the \$2750 yourselves and your members can come in at just \$269 each to pay for the remaining \$2145 for the second page - the choice is up to you. Please note which ever option you choose, Trade Travel will only generate one invoice.

Trade Travel

What our Area Sales Managers mean to you the Network Partner

Our Trade Travel Area Sales Managers are a very important part of the Trade Travel Family and are dedicated to promoting all of our Network partners via presentation and putting together itineraries for your region. Our Area Sales Managers also Network with each other to cross promote Trade Travel and the Trade Travel Network.

Our Area Sales Managers offer you service 24 hrs a day 7 days a week 364 days a year, which means our Area Sales Managers are always working on marketing your region.

Your Area Sales Manager is part of Trade Travel a fully licensed and accredited International and Domestic Agency, offering a complete travel service with government regulated consumer protection.

IMAGINE..

Your own personal representation to the Group Touring Market.

Meet our Area Sales Managers



Bruce Drysdale
Sunshine Coast QLD



Claire McErlane
Brisbane North QLD



Erica Lock
Gold Coast/Northern Rivers
QLD/NSW



Rod Richardson
Gold Coast/Northern Rivers
QLD/NSW



Samantha Hickman
Sydney North
NSW



Terri Mattison-Davis
Central/Mid North
Coast NSW



Sue Grady
Melbourne South
VIC



Vincent Pirrone
Melbourne West
VIC

Proudly associated with....



Proud National Sponsors of
Probus Centre - South Pacific Inc.

PROBUS CENTRE SOUTH PACIFIC INC.

We are the **Proud National Sponsors of Probus Centre - South Pacific Inc** and with this fantastic relationship we have access to promote you to tens of thousands of Probus Members right across Australia and New Zealand. Either face to face with our proactive Area Sales Managers, at our Expos or even National Mailouts and Probus Friendship days.



National Seniors Travel

NATIONAL SENIORS

We are excited to announce a **new relationship with National Seniors**. This relationship will enable all our Trade Travel Area Sales Managers direct access to branch membership. This allows YOU varied opportunities to access this ever growing travelling senior market.

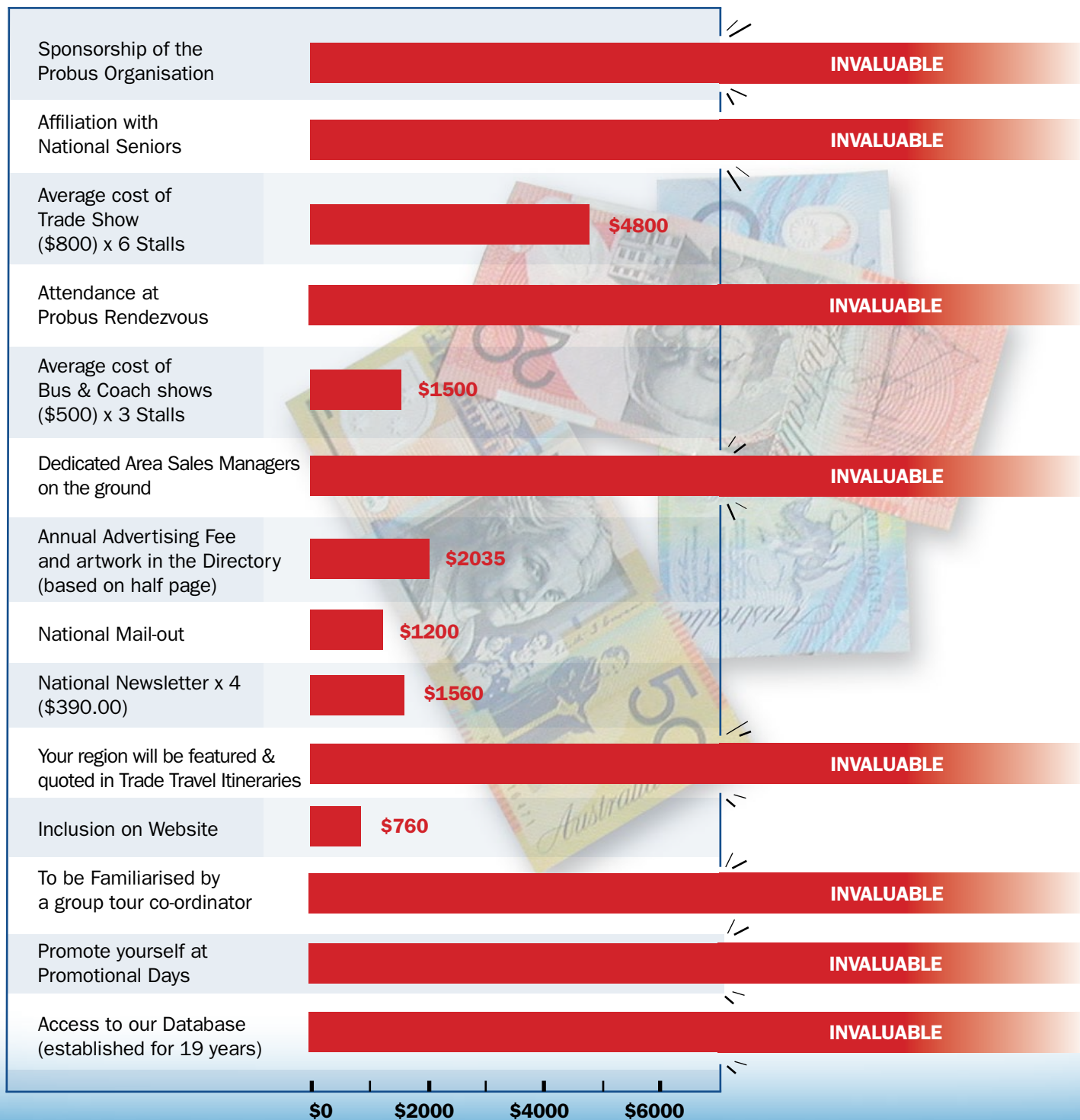
Our pilot program starts March 2007

Trade Travel

Trade Travel

Our marketing package is unrivalled in the group touring market

COSTS ANALYSIS



AS A STAND ALONE PRODUCT – IT IS ALMOST IMPOSSIBLE TO ACHIEVE THESE GOALS.

TERMS AND CONDITIONS

Network Members Obligations

- 1. Membership Terms:** I/We agree that the term of this agreement is two years as per the Agreed Terms on the main body of this document.
- 2. Change of Ownership:** I/We agree that should a change of ownership or management take place during the term of this Agreement (two years from commencement), that this Agreement will continue until the expiry date of the contract – at which time an option to rejoin will be offered.
- 3. I/We agree to pay:** Trade Travel Network Pty Ltd Annual Membership Fee for 2008/2009. \$2750, (GST Inc) annually for Regions and Attractions (discount for any additional pages)
- 4. The Trade Travel Network is operated separately:** To the Trade Travel Groups Reservations Centre. To increase business from the Trade Travel Groups

Reservations Centre it is imperative that your attractions rates are not inflated or above what is offered by other competitors.

- 5. Attraction Rates:** I/We agree to provide Trade Travel Network with the most competitive commissionable group rates for bookings arranged by Trade Travel Groups Centre. To ensure the attractions stay competitive, this rate should not be higher than what is offered to other companies.
- 6. Attraction Commission Payment:** I/We agree to pay commission to the Trade Travel Groups Centre on the group rate agreed between the Network Member and the Trade Travel Network.
- 7. Confidentiality:** Both parties to this agreement undertake that the rates and payment details will remain confidential between Trade Travel Network, the Trade Travel Groups Centre and the Network Member.
- 8. Payment of Bookings:** I/We

agree that all Attractions booked by the Trade Travel Groups Centre will be paid by Trade Travel Groups Centre on groups' arrival.

- 9. Standard of service:** I/We agree to maintain a high standard of hospitality, service, integrity and honesty when dealing with all customers provided by the Trade Travel Groups Centre.
- 10. Disputes:** Between Network Members/Trade Travel Pty Ltd: I/We agree that in the event of dispute between the parties to this Agreement, and where a mutually agreed solution cannot be found through reasonable negotiations between the parties, both parties agree to submit the dispute to an independent arbitrator whose decision will be binding on both parties.
- 11. Network Members – Commitment:** I/We agree to actively commit our region or service in a sound, business-like manner in relation to our involvement as a Member of the Trade Travel Network.

SCHEDULE

Trade Travel Pty Ltd's Service Obligations to Network Members

- 1. Toll Free Number:** Trade Travel agrees to make available a Toll Free number within Australia and New Zealand to facilitate between Trade Travel Head Office and group/tour Co-ordinators, coach companies and conference organisers.
- 2. Familiarization Programme:** Trade Travel agrees to actively source group/tour leaders, coach operators for participation in its Familiarization Programme to maximize return to Network Members.
- 3. Group Touring Directory:** This publication is full colour and is

distributed to Trade Travel's database of participating tour organizers, tour operators and coach companies as well as Probus South Pacific Inc.

- 4. Retail Travel Consultants:** Our qualified travel consultants will promote Network Member regions wherever possible.
- 5. Trade Travel Pty Ltd SalesTeam:** Trade Travel agrees to actively market your attraction/region through our Area Sales Managers, Group/Tour leaders, Tour Operators/ Co-ordinators and Coach companies throughout Australia and New Zealand.
- 6. Trade Travel Website:** Trade Travel agrees that all members of the Network will feature on the Trade Travel website.

- 7. Coach Shows/Trade Shows/ Expos:** Trade Travel agrees that it will attend major coach shows in Australia and New Zealand, Trade Travel Expos and other Trade Shows where appropriate to promote the Trade Travel Network of regions.
- 8. Monitoring Standards:** Trade Travel agrees that it will monitor all attractions within the Network to ensure that a high standard of excellence is maintained.
- 9. Trade Travel will provide regular Newsletters:** to Network Members, advising the Marketing and Promotional undertakings we have done on behalf of the Network.
- 10. Mail Outs:** Trade Travel conducts mail outs via Probus Centre - South Pacific Inc and our entire group touring data base.

www.tradetravel.com

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G.C.M.C
Bundall QLD 9726

Victoria

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Accredited
Agent