

Italian Wholesalers

Company	Key Contact	Number of pax to Australia per year	SA Product Brochured	Comments
Kuoni Via dei Valtorta 48 20127 Milano	Morena Parati	5,000	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 Broggin	2,500	Dedicated brochure with very good SA coverage. Lots of self-drives.	KI now included in all group Italian escorted tour products. Always very keen to learn about new product.
Viaggidea Via Sebenico 7A 20124 Milano	Arianna Bramini	2,000	Dedicated brochure, Flinders, lots of KI.	Good growth, very big on KI.
Southside Via Francesco Redi 23a 20129 Milano	Silvana Mezzatesta	1,500	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	Dedicated brochure, luxury products.	Limited SA products, good potential, very badly hit by recent crisis.
Caleidoscopio Via Dei Grassi 36 20121 Milano	Ciro Fabbri	1,200	Dedicated brochure, mostly traditional product.	New branding will attract very good attention, quite mainstream, very badly hit by recent crisis.

Dimensione Triade Via Sicilia 154 00187 Roma	Roberta Poli	2,000	Good SA product.	Good honeymoon business, has 25+ affiliated retail agencies under the Australia For You brand/concept.
Naar Via de Grassi 12A 20123 Milano	Patrizia Cigaina	1,000	Website only. Good range of outback products. Passion for SA.	Recently struck a deal with Touring Club Italiano (sort of AAA) to be their official wholesalers.
Australia World Via Villar 2 10147 Torino	Laura Lavatelli	1,000	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	Mirella Castagna	500	Dedicated brochure, lots of KI.	Big on honeymoons, largest in the south of Italy.
Go Australia Via Santa Teresa 10 10121 Torino	Roberto Chiesa	800	Dedicated brochure, great SA exposure.	Very good growth, extremely knowledgeable staff.