

UNITED KINGDOM – A LIST WHOLESALERS

Company	Key Product Contact	Company Size	SA Product Brochured	Comments
<p>TUI UK - Austravel & Travelmood & Thomson Aus/NZ The Atrium, London Road, Crawley, W. Sussex RH10 9SR www.austravel.com www.travelmood.com</p>	<p>Karen Joyce Product Manager Australasia Karen.joyce@austravel.com</p> <p>Katie Warburton Product Executive Australasia katie.warburton@travelmood.com</p> <p>Marketing contacts: Ben Briggs Brand Manager - Austravel</p> <p>Louise Adams Brand Manager -Travelmood</p>	<p>TUI operates under 2 brands, Austravel, Travelmood.</p> <p>Austravel has a very well established name across the UK and Ireland.</p> <p>Travelmood is one of the leading direct-sell Australian specialist in the UK.</p> <p>Thomson is one of the UK's largest wholesale holiday brands, with 450 retail shops across the UK.</p>	<p>Austravel 2009-2010:</p> <ul style="list-style-type: none"> - Mecure Grosvenor - Majestic Roof Garden - Rendezvous Allegra - Sebel Playford - NAHG - Robe House - The Louise - Novotel Barossa Valley - Melaleuca Motel - Honeyfield House - SOL - Stranraer - Wilpena Pound Resort - Prairie Hotel - Rawnsley Park Eco Villas - North Bundaleer Homestead - Thorn Park By the Vines - Temptation Sailing - Australian Wild Escapes - Nullarbor Traveller - APT-KI Odysseys - Sealink - Gawler Ranges Wilderness Safaris - Banksia - Ultimate Flinders Ranges - Adventure Tours - Avis - The Ghan & Indian Pacific - APT Sightseeing Pass - Choice Hotels Pass <p>Travelmood - 2009- 2010:</p> <ul style="list-style-type: none"> - Rendezvous Allegra - Comfort Inn Adelaide - Hilton Adelaide 	<p>Austravel/Travelmood brands send approx 50,000 combined to Australia per year.</p> <p>Austravel have 100% Australian content in brochure. Target Market 45+. Individual and coach touring products/ family market.</p> <p>In 2010-2011 Travelmood will wrap Austravel's brochure.</p> <p>Combined they have 10 Retail shops (Bristol, Dundee, Edinburgh, Leeds, Manchester, London, Dublin, Solihul, Guilford & Liverpool).</p> <p>All brands now use AOT as their inbounder.</p> <p>There is only one product department for all Australia product across all brands</p>

			<ul style="list-style-type: none"> - Seaview Lodge - KI Lodge - Abbotsford Country House - Wilpena Pound - Prairie Hotel - Clare Country Club - McCracken Country Club - Temptation Sailing - Sealink - Australian Wild Escapes - Adelaide Sightseeing - Spirit of the Coorong - Captain Cook Cruises - Adventure Tours, ADL to ASP - 6 day Adelaide and Barossa Gourmet Package - 3 day MEL - ADL small group tour, National Treasures - Avis - Kea - Apollo - Choice Hotels Pass - Go Koala Holiday Pass - APT Sightseeing Pass - The Ghan & Indian Pacific 	
<p>Flight Centre UK 2nd Floor, CI Tower St George's Square High Street New Malden, Surrey KT3 4TE S Tel: +44 20 8336 8035 product@flightcentre.co.uk www.flightcentre.co.uk</p>	<p>Selina Pridmore Product Manager Selina.pridmore@flightcentre.co.uk</p> <p>Charlotta Stanford Ground Product Manager (On Maternity Leave)</p>	<p>One of the leading UK Operators, heavy focus on Australia.</p> <p>100 retail stores across UK.</p> <p>Have gained and held market share in last 12 months from other operators.</p>	<p>Australia Brochure – 2009-2010</p> <ul style="list-style-type: none"> - Sebel Playford - Medina Grand Adelaide Treasury - NAHG Melbourne Street Mews - Holiday Inn Adelaide - SOL - KI Seafront - Novotel Barossa Valley Resort - Clare Country Club - Wilpena Pound Resort - Prairie Hotel - Rawnsley Park - The Ghan 	<ul style="list-style-type: none"> - Approx 60,000 + pax to Australia per year. - Strong focus on product, great supporters of SA marketing & product. - Have 10 dedicated Australia Stores. Strong focus on training. - ITO: Infinity (Flight Centre's own inbound) and some

			<ul style="list-style-type: none"> - Maui - Heading Bush - Nullarbor Traveller – ADL to PER - Bookabee - Bush food Trail - Temptation Sailing - Banksia - life's a beach - Australian Wild Escapes - McLaren Vale Cheese & Wine Trail - Sealink - KI Explorer - Pichi Richi Camel Tours - Gawler Ranges Wilderness Safaris 	<p>ATS.</p> <ul style="list-style-type: none"> - Have been involved in 3 Discover the Other Oz campaigns with TVIC and TNT over the last 3 years. All have been very successful.
<p>Gold Medal The Trident Centre Port Way, Ribble Docklands Preston Lancashire PR2 2QG Tel: +44 01772 835 145 www.goldmedal.co.uk</p>	<p>Nicola Squire Destination Manager Australia/NZ/South Pacific Nicola.squire@goldmedal.co.uk</p> <p>Marketing Contact: Allison Cockburn Promotions & Partnerships Manager</p>	<p>One of the UK's leading Wholesale/retail travel companies and ranked as the country's second largest distributor of scheduled airline services.</p> <p>Strong distribution with trade, direct-sell and key online players.</p> <p>Recently acquired by Thomas Cook (T-Cook have 51% with full take over expected in December 09).</p>	<p>Australia Brochure 2009-2010</p> <ul style="list-style-type: none"> - Hyatt Regency - Sebel Playford - Majestic Roof Garden - Mecure Grosvenor - Oaks Plaza Pier - Grand Mercure Mt Lofty House - The Louise - Novotel Barossa Valley - Wilpena Pound Resort - McCracken Country Club - Robe House - Aurora Ozone hotel - KI Wilderness Retreat - Cellar Door Pass - Adelaide Sightseeing - Valley & Hahndorf Highlights - GRWS - Portee Station Outback Experience - Sealink - KIWT – KI 4WD Nature Tour - Banksia - Flinders Ranges Escape - Captain Cook - Spirit of the Coorong & Sealink - AAT Kings - Wayward Bus - Hertz 	<ul style="list-style-type: none"> - 50,000 + pax to Australia per year. - Gold Medal is used by over 4000 retail travel agents in UK. - ITO is ATS Pacific. - <u>SATC Co-op activities 08-09:</u> DTOOZ activity through all brands, GM, Pure Luxury and Net flights - activity still current.

			<ul style="list-style-type: none"> - Regional Express - Kea Campers - The Ghan & Indian Pacific - Choice Hotels Pass - Go Koala Pass 	
<p>Kuoni Travel Limited Kuoni House Dorking Surrey RH5 4AZ GB Tel: +44 01306 744 115 www.kuoni.co.uk</p>	<p>Jayne White Product Manager Jayne.White@kuoni.co.uk</p>	<p>Kuoni has lead the United Kingdom long haul tour operation market and has consistently been the most successful specialist tour operator, winning Travel Weekly's 'Best Long Haul Tour Operator' for the last 22 consecutive years.</p> <p>Sell 40% direct and 60% through agents. This has changed from the 20:80 split it used to be.</p>	<p>Australia Brochure 2009-2010</p> <ul style="list-style-type: none"> - Chefs Market Tours - Regional Express - Wilpena Pound Resort - Medina Grand Adelaide Treasury - Hyatt Regency Adelaide - Mecure Grosvenor Adelaide - Hilton Adelaide - Robe House - Stranraer - AAT Kings - Ocean & Island Escape - Big Blue Air Touring - Indian Pacific - Rawnsley Park Eco Villas - SOL - The Louise - Desert Cave Hotel 	<ul style="list-style-type: none"> - 90% Australian content in brochure. - AOT starting as in-bounder from April 2010. - 10,000 pax to Australia per year – looking to increase this with renewed focus on Australia over the next 3 years. Goal is 25k pax in 2009. - Targets the more affluent traveller. Has a good loyal customer and agency base. - Has specialist group and sports touring arm.
<p>Qantas Holidays 395 King Street Hammersmith W6 9NJ GB Tel: +44 020 8222 9151 www.qantasholidays.co.uk</p>	<p>Esther Ward Product Manager Esther.ward@qantas.com.au</p> <p>Kelly Dunn Product & Marketing Executive</p>	<p>They are in the top ten wholesalers in the UK. Thomas Cook and Travel Counsellors (largest home worker network) would be Qantas Holidays number one source of business from the UK.</p> <p>They are also developing a direct sell market, with now over 30% of their business coming from this source and strong links with Qantas Airlines.</p>	<p>Qantas Holidays 2009-2010 Brochure:</p> <ul style="list-style-type: none"> - APT Sightseeing Pass - Choice Hotel Pass - Go Koala pass - Best Western Australia Hotel Pass - Hertz - Maui - Indian Pacific - Ghan - AAT Kings - Territory Discovery - Mercure Grosvenor - Novotel BV Resort - Banksia - Captain Cook Cruises - Hilton Adelaide - Hyatt Regency Adelaide 	<ul style="list-style-type: none"> - 60% Australian content in brochure. - 20,000 pax to Australia per year. - Most products are sourced by Sydney (Tour East), although the UK can request product to be contracted. - Good PR links with SATC PR manager.

			<ul style="list-style-type: none"> - Medina Grand Treasury - Rendezvous Allegra - Breakfree on Hindley - Franklin Central Apartments - Oaks Plaza Pier - NAHG - Premier Stateliner - Sealink - KI Highlights - Temptation Sailing - Bookabee - Bush Food Trail - Banksia - The Louise - Abbotsford Country House - Mecrure Grand Mount Lofty House - APT/ KI Odysseys - SOL - KI Seafront 	
<p>STA Travel Priory House 6 Wrights Lane London W8 6TA GB Tel: +44207 361 6267 www.statravel.co.uk</p>	<p>Natasha McLaughlin Surface Product Manger Natasha.Mclaughlin@statravel.co.uk</p> <p>Andrea Robinson General Manager Product On maternity leave</p>	<p>STA Travel is the leading student operator in the UK, with over 60 shops, call centre and website.</p> <p>STA Travel UK is part of STA Travel Global which comprises of over 450 locations worldwide.</p> <p>UK product team will roll out the Australia brochure, which is set to go global for all STA networks in 2010.</p>	<p>Brand new Australia only 2009 – 2010 brochure</p> <ul style="list-style-type: none"> - YHA - Blue Galah - Nomads - Hotel Grand Chancellor - Campwild Adventures - Groovy Grape - Temptation Sailing - Adventure Tours Australia - Pichi Richi Camel Tours - Nullarbor Traveller - Greyhound - Rail Australia - Travellers Autobarn - Conservation Volunteers World Wide - i-to-i volunteer tours 	<ul style="list-style-type: none"> - Approx 95,000 pax per year to Australia. - New Australia Brochure due out early 2010. - Looking to work with STA in 09-10 in a follow up campaign to the successful Stars of SA. - Have seen a good increase in South Australia product in the last year.

<p>Trailfinders Worldwide 9 Abingdon Road London W8 6AL GB Tel: +44 020 7368 1525 www.trailfinders.com</p>	<p>Alison Noble Product Director alisonn@trailfinders.com</p>	<p>One of the top operators in the UK and globally would be the biggest supplier of passengers to Australia. Selling tailor made itineraries to independent travellers and some groups. They also have strong Retail presence in Ireland with 2 stores in Dublin and Cork. All marketing done in the UK is rolled in Ireland as well</p>	<p>Worldwide Brochure 2009-2010:</p> <ul style="list-style-type: none"> - Avis - GSR - Ghan, Indian Pacific - Maui - APT - AAT KINGS - National Treasures' - Hyatt Regency Adelaide - Rendezvous Allegra - Oaks Horizon - Robe House - The Louise - Rawnsley Park Station - APT - KI Odysseys 	<ul style="list-style-type: none"> - 87,000 pax to Australia per year. - 30% Australian content in brochure – minimal SA. - 40% of passengers book ground product. - Markets to a wide audience and has a good distribution. - Top seller of GSR in the UK. - ITO is ATS Pacific but they also direct contract. - SATC UK has been working hard on increasing product level for SA in the Trailfinders own brochure. - They wrap leading/preferred tours ops like Peregrine and intrepid, who also have SA product in their Australia brochures.
<p>Stella Travel UK Travel 2, Travel Bag Hamlyn House 21-23 Highgate Hill, Cnr Macdonald Road London N19 5PR GB Tel: +44 0207 561 2755 www.travel2.com www.travelbag.co.uk</p>	<p>Julian Lawman Product Manager julian.lawman@stellatravel.co.uk</p>	<p>Stella Travel Services UK is the parent company of well-known tour operators, Travel 2 (wholesale, trade-only) and Travelbag (consumer, direct-sell). Both brands have been promoting & selling holidays to Australia for over 25 years.</p> <p>Stella Travel Services UK sold its two major retail travel agency chains - Harvey World Travel and</p>	<p>Travel 2 Brochure 2009-2010:</p> <ul style="list-style-type: none"> - Avis, Maui, Britz - The Ghan, IP, Overland - Greyhound Coach Pass - APT Sightsee and Save - Go Koala Pass - Choice Hotels Pass - Chardonnay Lodge - Mecure Grosvenor - Mantra Hindmarsh Sqyare - Hyatt Regency Adelaide - Breakfree on Hindley - Grand Chancellor Adelaide - Holiday Inn Adelaide - Majestic Roof Garden - Oaks Plaza Pier – Glenelg - Kangaroo Island Wildlife Discovery 	<ul style="list-style-type: none"> - 40,000 - 50,000 pax to Australia each year. - ITO is ATS Pacific. - Strong Australian presence in brochures and thru retail outlets.

		<p>the Global Travel Group.</p> <p>Global travel group still continues to sell Travel 2 product.</p> <p>Harvey World Travel UK has gone into liquidation now.</p> <p>Some of the retail stores have been bought in small chunks by smaller regional retails chains.</p> <p>Stella UK have gone through many restructures over the last 18 months.</p>	<ul style="list-style-type: none"> - Temptation Sailing - Grayline - Adelaide City Tour - Banksia - Southern Flinders Ranges - Adelaide Sightseeing - Novotel Barossa Valley Resort - The Louise - Kangaroo Island Seafront Resort - Kangaroo Island Wilderness Retreat - APT - KI Highlights Self Drive - Regional Express - Captain Cook Cruises - 4 Day Wetlands Discovery Cruise - Natural Treasures - Wilpena Pound Resort - Barossa Motor Lodge - Flinders Ranges 4WD Discovery - Robe House - Honeyfield House 	
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UNITED KINGDOM – B LIST WHOLESALERS

<p>All Ways Pacific 7 Whielden Street Old Amersham HP7 0HT Bucks Tel: +44 01494 432 747 www.all-ways.co.uk</p>	<p>Catherine Walter Product Manager catherine@all-ways.co.uk</p>	<p>Tour Operator specialising in FIT and escorted group tours. The company markets to the older generation with most on a "Trip of a Lifetime" although there is an increasing number of repeat journeys. All accommodation is in the middle to upper range.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - Escorted: Visions of Australia - Hilton International Adelaide - Escorted: Icons of Australia - Independent Touring - The Ghan/Overland/Indian Pacific - Budget - Kea - APT - AAT Kings - Go Koala Pass - Best Western Hotel Pass - Choice Hotels Pass - Farmstays - Ann's Place - Chardonnay Lodge 	<ul style="list-style-type: none"> - 50% Australian content in brochure. - 1000 pax to Australia per year. - Significant increase in SA brochured product of late.
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			<ul style="list-style-type: none"> - Hyatt - Hilton - NAHG - Oaks Plaza Pier - KI in Style – Exceptional KI - Abbotsford Country house - River of Australia - Proud - Captain Cook Cruises - Banksia - Ultimate Flinders Ranges 	
<p>Audley Travel The New Mill New Mill Lane Witney OX29 9SX Tel: +44 1993 838 000 www.audleytravel.com</p>	<p>Rachel Wood Program Manager Australia/NZ/South Pacific Rachel.wood@audleytravel.com</p> <p>Paul Done Australia Regional Manager Paul.done@audleytravel.com</p>	<p>Independent high end, luxury and looking for different boutique, products. Large focus on responsible tourism.</p> <p>Approximately 190 staff – 14 solely selling Australia now. Voted as best tour operator of the year at the recent Guardian Travel Awards.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - North Adelaide Heritage Group - Adelaide Hills Country Cottages - Grey Masts - Life Time Private Retreats - Stranraer Homestead - Southern Ocean Lodge - Abbotsford Country House - North Bundaleer - Angorichina Station - Desert Cave Hotel - Baird Bay Eco Villas - Gawler Ranges Wilderness Safaris/Kangaluna Camp - Tourabout Adelaide - Exceptional KI - Wool and Wine - Coorong – Spirit of the Coorong - Outback Mail Run - Murraylands – Odyssey River Cruises - The Ghan, Indian Pacific 	<ul style="list-style-type: none"> - Approx 1,500 pax to Australia each year. - ITO is Outback Encounter and ATS. - Great product range particularly in comparison to rest of Australia. - Keen supporters of responsible travel ethos and also the Cattle Drive.
<p>Bales Worldwide Bales House Junction Road Dorking RH4 3HL Tel: + 44 01306732730 www.balesworldwide.com</p>	<p>Sally Inskip Product Manager SIInskip@balesworldwide.com</p>	<p>Independent luxury operator.</p> <p>Started selling Australia in 2007.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - Hyatt Regency Adelaide - Medina Grand Adelaide Treasury - Collingrove Homestead, Barossa Valley - The Louise, Barossa Valley - Southern Ocean Lodge 	<ul style="list-style-type: none"> - Approx 200 – 250 pax to Australia each year.

<p>Bridge and Wickers 3, The Courtyard, 44 Gloucester Avenue Primrose Hill City London NW1 8JD GB Tel: +44 020 7438 6552 www.bridgeandwickers.com</p>	<p>Rachel Gleave Product Director rachel@bridgeandwickers.com</p> <p>David Wickers Director</p> <p>Jerry Bridge Managing Director</p>	<p>Direct sell Australian specialist.</p> <p>Although some product has now started to be sold through smaller independent retail stores in the UK.</p> <p>Company started by Jerry Bridge (ex Bridge the World) and David Wickers (Chief Travel Editor Sunday Times for 17 years).</p> <p>Wealth of Experience and a fresh approach to selling Australia.</p> <p>Have branched out to Asia and South East Asia and Canada, with brochures for each now being produced.</p>	<p>New brochure to be released soon: Current Brochure – non dated.</p> <ul style="list-style-type: none"> - Southern Comforts Package - NAHG - Bishops Garden - The Louise - Angorichina - North Bundaleer - Exceptional KI - Lifetime Private retreats - The Southern Outback - Rawnsley Park Eco Villas - Arkaroola Wilderness Sanctuary - Rendezvous Allegra - Stranrear - IP/Ghan - KEA - NAHG - Melbourne St Mews - Abbotsford - Thorn Park - Family Aussie Tour - - Robe Lifestyle Properties - Stranraer Homestead - Oaks Embassy - Coast - GOR - Stamford Grand Adelaide - Lawley Farm 	<ul style="list-style-type: none"> - Niche high-end product with good yield and above £2500 average spend - 1200 pax to Australia. - Very supportive of solo campaigns for SATC. - <u>SATC Co-op activities:</u> Solus and Multi-state campaigns planned for 09-10.
<p>Freedom Australia Centurion House, Railway Street, Hertford. SG14 1AP Tel: +44 01992 514912 www.freedomaustralia.co.uk</p>	<p>David Wallis Director</p> <p>Jenny Snow Product Manager assist@freedomaustralia.co.uk</p>	<p>Specialising in self-contained apartment/villa style holidays in Australia, with car hire, motor homes, tours and flights.</p> <p>They are good sellers of GSR and are adding touring packages to a lot of quotes now.</p>	<ul style="list-style-type: none"> - Oaks Horizons Adelaide - Mantra on Hindmarsh Square - Oaks Plaza Pier Glenelg. - Medina Grand Adelaide Treasury - Franklin Central Apartments - Breakfree on Hindley - Majestic Old Lion Apartments - Novotel Barossa Valley - Ozone Seafront Hotel - Whalers Inn Resort - Self Drive – MEL to ADL 	<ul style="list-style-type: none"> - 95% Australian content in brochure. - Approx. 7,000 pax per year to Australia. - More of a retail agent rather than a wholesaler but does package products directly. All staff

			- The Ghan/ Indian Pacific	have a good knowledge of Australia and targets the more independent traveller.
<p>Titan Travel Group (Incorporating Tailor Made Travel, and Connections) 18 - 22 Port Street Evesham WR11 1AL Worcestershire Tel: +44 01386 712019 www.tailor-made.co.uk</p>	<p>Lorna Curry Land Product Director Lorna.Curry@Tailor-Made.co.uk</p> <p>Angie Columbo Marketing Executive</p>	<p>Tailor Made Travel is recognised as one of the leading quality travel companies in its field.</p> <p>They specialise in preparing "Tailor Made" itineraries for holidays in Australia and New Zealand for the independent luxury traveller.</p> <p>Connections offer a similar service to TMT but are aimed more at the 3-4 star passenger. They are currently very strong in Canada, and looking to improve the Australian side of the business.</p> <p>Lorna is product manager for both Business now as of June 09.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - The Ghan, Indian Pacific - Fosters Tourism - Sebel Playford - Hotel Richmond - Fire Station Inn (NAHG) - Southern Ocean Lodge - Stranraer Homestead - Abbotsford Country House - The Louise - North Bundaleer - Angorichina Station - Prairie Hotel - Wilpena Pound Resort 	<ul style="list-style-type: none"> - 5,000 pax to Australia per year across combined brands. - Tailor Made 1have 00% Australian content in brochure. - 90% of passengers purchase ground product. - Has a fairly niche and upmarket product. Target market is 50+ independent travellers. As their name implies, the company tailor makes all programmes. - Also has sports arm, Grandstand Travel for classic car touring. - ITO is Goway for both companies and they also use Out of the Way Experiences (part of the Parker Travel Group) for Tailor Made Travel.
<p>Thomas Cook Signature Flight Savers Units 1-3 Coningsby Road Peterborough PE3 8BL GB www.thomascook.com</p>	<p>Robbie Orr Head of Product for Thomas Cook worldwide</p> <p>Grace Cardall Product Executive Grace.cardall@thomascok.com</p>	<p>Thomas Cook Group is one of the largest ITA's in the UK with a strong high street presence and well-known brand name. (now the second largest travel company in UK/Europe)</p>	<ul style="list-style-type: none"> - Wrapping QH brochure again. See product list above for full details. 	<ul style="list-style-type: none"> - Numbers to Australia have dropped considerably in the last 12 months. - Flights for TCS Australia bookings are now predominantly being sold via Gold Medal.

<p>Turquoise Holiday Company 37-39 London End Old Beaconsfield Buckinghamshire HP9 HW GB Tel: +44 0870 443 177 www.turquoiseholidays.co.uk</p>	<p>Sue Leitch Product Director Katy Gambrill Product Manager enquiries@turquoiseholidays.co.uk</p>	<p>Started in 2003 by all ex Bridge the World staff. Experience focussed rather than product focussed. Direct sell only – no wholesale. Specialist in upmarket luxury and honeymoon.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - Exceptional Kangaroo Island - Australian Coastal Safaris - Big Blue Air Touring - Angorichina Station - Prairie Hotel - Lifetime Private Retreats - Southern Ocean Lodge - The Louise - Stranraer Homestead 	<ul style="list-style-type: none"> - Approx. 400 pax to Australia per year. - ITO is Outback Encounter and ATS Pacific. - Niche/high-end, focussing on honeymoons.
<p>Wexas 45-49 Brompton Road Knightsbridge London SW3 1DE Tel: +44 020 7589 3315 www.wexas.com</p>	<p>Susanne Nuttal Product Manager Susanne.nuttal@wexas.com</p>	<p>Established in 1970, WEXAS International is the United Kingdom's largest independent Travel Club. Typically, the 40,000+ members are high income professionals aged 45-55 years who use the services of Wexas for both their leisure and business travel needs.</p>	<p>Wexas Travel Planner:</p> <ul style="list-style-type: none"> - The Ghan, Indian Pacific - Angorichina Station - Medina Grand Treasury - Rendezvous Allegra - Rawsley park eco Villa's - The Louise - SOL - Barossa & Clare Valleys - Taste of SA - APT - KI Highlights 	<ul style="list-style-type: none"> - Full worldwide brochure – 10% Australian content. Plus Yearly Australia focused Magazine. - Approx 1,250 pax to Australia per year. - Working with TA and DAP partners to sell Australia to other WEXAS members that have not travelled to Australia.

UNITED KINGDOM – OPPORTUNITY LIST WHOLESALERS

<p>Abercrombie and Kent St Georges House Ambrose St Cheltenham GL503LG GB Tel: +44 1244 547 864 www.abercrombiekent.co.uk</p>	<p>Kay Durden Product Manager</p>	<p>Travel company offering five star tailor-made holidays worldwide – luxury and high end.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - The Louise - Rawsley Park Eco Villas - North Bundaleer - SOL 	<ul style="list-style-type: none"> - India, Orient & Australasian brochure, very little Australian content. - Approx 200 pax to Australia per year. - ATS as inbounder.
<p>Bailey Robinson The Courtyard, Hungerford Berkshire RG17 0NF + 44 1488 689700 www.baileyrobinson.com</p>	<p>Sarah Parker Product Manager</p>	<p>Independent travel company offering luxury villas, accommodation and touring options. They launched Australia in late 2006.</p>	<p>Bailey Robinson Brochure:</p> <ul style="list-style-type: none"> - The Louise - Thorn Park by the Vines - Abbotsford Country House - Awler Ranges Wilderness Safaris - Arkaba Station - North Bundaleer 	<ul style="list-style-type: none"> - Approx 400 pax to Australia - Offers good range for SA from such small operator. - Good PR links with SATC

			<ul style="list-style-type: none"> - Angorichina - Lifetime Private Retreats - SOL 	PR manager .
<p>Cox & Kings 6th Floor, 30 Millbank London SW1P 4DU Tel: + 44 0207 873 5000 www.coxandkings.co.uk</p>	<p>Aaron Jennings Product Manager Aaron.jennings@coxandkings.co.uk</p>	<p>Cox & Kings is the longest established travel company in the world, They are a direct-sell tour operator who organise brochure tours for both groups and individuals, and tailor-made individual tours. Group sizes do not normally exceed 25 people & are generally smaller. They also offer a Family Explorer range of tailor-made private adventure holidays.</p>	<p>Cox & Kings 2009-2010 Brochure:</p> <ul style="list-style-type: none"> - The Ghan & Indian Pacific - SOL - Hyatt Regency Adelaide - Chinta Air Tours - Sebel Playford - Stranraer Homestead - The Louise - Abbotsford Country House - Desert Cave - Angorichina Station - Rawnsley Park Eco Villas 	<ul style="list-style-type: none"> - Approx 100 pax to Australia. - First brochure launched in November 2008. - ITO is ATS Pacific. - Real target for the high-end luxury traveller.
<p>Addicted To Travel www.addictedtotravel.com</p>	<p>Colin Richards Co-Founder Colin.richards@addictedtotravel.com</p>	<p>Online membership based community web referral operator. Offering direct leads to member operators as well as blogs and online feedback.</p>	<p>Online, no brochure</p> <p>Product featured:</p> <ul style="list-style-type: none"> - Nullarbor Traveller, - Murray River Expeditions - Gawler Ranges Wilderness Safaris - Bookabee Tours - Chinta Air Tours - Exceptional KI - Rawnsley Park Eco Villas - Desert Cave Hotel - Adventure Tours Australia - Australian Walking Holidays - Australian Wild Escapes 	<ul style="list-style-type: none"> - Co-founders of company are former First Choice Directors. - Has only been live since September 2007. - Activity encourages community reviews of product. - Approx 400 pax to Australia.
<p>Responsible Travel www.responsibletravel.com</p>	<p>Richard Skinner Sales Director Richard@responsibletravel.com</p>	<p>An online web only membership organisation that only promotes trips and accommodations that are run in a way that maximises the positive and minimises the negative impacts on the local</p>	<p>Online, no brochure.</p> <ul style="list-style-type: none"> - Heading Bush - Nullarbor Traveller - Kangaroo island Wilderness Tours - Southern Ocean Lodge - Diverse Travel - Audley Travel (UK Tour Operator) features an Ultimate Responsible 	<ul style="list-style-type: none"> - Must have dedicated responsible travel policy. - Largest UK online referral website. - 300,000 users each month. - E-zine goes to 150,000 registered users each month.

		community, economy and environment.	Australia itinerary, featuring several SA operators, including GSR.	
Global Travel Market Australian Travel Market 5 th Floor, Regal House 70 London Road Twickenham, TW1 3QS GB Tel: +44 870 499 9550 www.australiatravelmarket.com	Rob Stross General Manager rob@globaltravelmarket.co.uk Jess Rehor Commercial Manager Adelaide Based jess@globaltravelmarket.co.uk	Australian dedicated travel search engine. Online buy-in web referral operator, no commission. In operation since Feb 2006. Has Australian-based product person, to talk details, in Jess Rehor.	Large range of SA product as they also take info from ATDW.	<ul style="list-style-type: none"> - Approx 70,000 pax to Australia. - E newsletter go to 120,000 each month - Economic route to market for operators of all sizes. - Perfect for getting message out to the UK's ever-increasing internet savvy population.

IRELAND WHOLESALERS

Abbey Travel 43-45 Middle Abbey St Dublin 1 IE Tel: +353 01 804 7188 www.australia.ie	Kathryn McCarthy Manager – Australia Travel Centre kmccarthy@abbeytravel.ie	One of the key Australian Specialists in Ireland. With strong dedicated Australia Travel Centre.	Wrap of ATS brochure.	<ul style="list-style-type: none"> - ITO is ATS Pacific.
Austravel Ireland 18-19 Duke Street Dublin 2 IE Tel:+ 353 01 642 7000 www.austravel.ie	Ciara Cocoran Marketing Manager Product Contact is Karen Joyce, See TUI UK listing above	One retail store of the TUI UK brand in Dublin. They share retail space with other TUI brands, Crystal Ski, American Holidays and Tropical Places.	Product as per Austravel UK brochure (see above).	<ul style="list-style-type: none"> - Send approx 3,000 pax to Australia each year. - Are looking at doing own Irish specific marketing, but likely to use UK marketing campaigns for the time being.
Club Travel 30 Lower Abbey Street Dublin 1 IE Tel: +353 01 500 5503 www.clubtravel.ie	Aine Whelan Inclusive Tour Manager awhelan@clubtravel.ie	Club Travel is the largest Irish Travel Agent, employing 90 staff. As a consolidator they represent 55 airlines.	Recently produced brochure, copies not yet received.	<ul style="list-style-type: none"> - Send approx 7,000 pax to Australia per year. - Mainly flights only and group tours with AAT Kings.
Joe Walsh Tours 8-11 Lower Baggot Street Dublin 2 IE Tel: +353 01 241 0800 www.joewalstours.ie	Cormac Walsh Managing Director cormac.walsh@joewalstours.ie	Tour Operation program to South East Asia, Caribbean, Australia & New Zealand. Flight only consolidation to Asia and Australia/New	Currently awaiting new brochure, which should have increased SA content.	<ul style="list-style-type: none"> - Approximately 2,500 pax to Australia a year. - Has strong repeat client rate with good high end luxury requests.

		Zealand. Focus on high end FIT and honeymoon market.		
<p>USIT 19-21 Aston Quay O'Connell Bridge Dublin 2 IE Tel: +353 01 602 1733 www.usit.ie</p>	<p>Dearbhla O'Brien Commercial Director dearbhla.obrien@usit.ie</p> <p>Lisa O'Regan, Marketing Manager</p>	<p>Specialist in Student, Youth & Independent Travel for Europe, USA & Longhaul. USIT also cater for groups, adults & family bookings. USIT is Ireland's biggest student travel company with 21 branches in the Republic and Northern Ireland.</p>	<ul style="list-style-type: none"> - Groovy Grape – Boomerang Tour - Campwild Adventures – KI Tour - Nullarbor Traveller – Australian Camping Adventures. - Adventure Tours Australia 	<ul style="list-style-type: none"> - Approx 10,000 pax to Australia per year. - They are the largest backpacker and student travel operator in Ireland with strong links to the universities. - Have been focusing on Voluntourism and responsible tourism in recent campaigns.

BENELUX WHOLESALERS

<p>Aussie Tours Sint-Jansstraat78 B-8840 Staden, Belgium Tel: +32 51705611 www.aussietours.be</p>	<p>Product Director Els Verhoest els@aussietours.be</p> <p>Sales and Product Executive Heidi Flammand heidi@aussietours.be</p>	<p>Direct wholesaler specialising in Australia, New Zealand and the South Pacific for Flemish Belgium. Main focus on the major FIT market, moderate to upmarket. They also offer all inclusive, small and upmarket Dutch and Belgium guided group tours.</p>	<ul style="list-style-type: none"> - Breakfree Directors Studios - The Chifley South Terrace - Medina Grand Treasury - Rendezvous Allegra - Buxton Manor – NAHG - Hyatt Regency Adelaide - Wilpena Pound Resort - Rawnsely Park Station - Novotel Barossa Valley Resort - Desert Cave Hotel - Aurora Ozone - KI Wilderness Retreat - AAT Kings - Nullarbor Traveller - Chardonnay Lodge - Apollo - Hertz - KEA - Britz - Spaceship - Thrifty - Comfort Inn Port Augusta 	<ul style="list-style-type: none"> - 2500 pax per year. - 100% Australian content. - South Australia very well represented in brochure. - ITO is Goway. - Part of the Best of Group - <u>SA Co-op activities 08-09:</u> Produced famous Belgian comic book Keikoboe, for SA as part of campaign, released in July 2009.
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			<ul style="list-style-type: none"> - Comfort Inn Coober Pedy - Kangaroo Island Lodge - Ghan, Indian Pacific - Greyhound Kilometre Pass - YHA Pass - Magic Tours - Tourabout – City Walking Tour - Barossa Valley Day Tour - ATSA - ATA – MEL to ADL 3 Days - APT – KI Discovery - Exceptional KI - KI Sealink - Gawler Ranges Wilderness Safaris - Banksia Adventures 	
<p>ITG Companies Barron & Wereldcontact Barron Travel Larenweg 40 5234 KA`s Hertogenbosch Tel: +31 20 735482225 www.barrontravel.com</p>	<p>Greta Bal Senior Product Manager Info@barrontravel.com or greta@itgcompanies.nl</p> <p>Philip Evers Wereldcontact -Product Developer Philip@itgcompanies.nl</p>	<p>Barron are direct-seller to high end product with 3 offices throughout Holland.</p> <p>Wereldcontact has developed into a competitive tour operator and direct seller catering to both group and individual markets. They market heavily to database of 35,000.</p>	<p>Barron's new brochure has been postponed with restructure of companies.</p>	<ul style="list-style-type: none"> - Combined approx .2,000 pax to Australia per year. - Barron Travel has 100% Australian content in brochure. - Wereldcontact has 15 % Australia content in worldwide brochure. - ITO is ATS Pacific.
<p>QAS Vijzelgracht 13 Amsterdam 1017 HM NL Tel: +31 20 683 8471 www.qasholidays.nl</p>	<p>Sven Dijkstra Director sven@qasams.nl</p>	<p>GSA for Qantas Holidays in the Netherlands and no. 1 wholesaler for flights to Australia from Holland.</p> <p>They are strong on the self-drive market.</p>	<p>QAS Brochure 2009-2011</p> <ul style="list-style-type: none"> - AAT Kings - Grand Chifley - Stamford Plaza - Hyatt Regency Adelaide - Rendezvous Allegra - Novotel Barossa Valley Resort - KI Seafront - Medina Grand Adelaide Treasury - SOL - Grayline – City Sites & Seaside - APT – KI Odysseys - Connections - 2 day KI 	<ul style="list-style-type: none"> - Product is higher-end and has up-market clientele. - Approx. 3,500 to Australia. - Has increased Product range for SA alot over the last 2 years. - ITO is Qantas Holidays/Tour East and Goway.

			<ul style="list-style-type: none"> - Aurora Ozone - The Ghan - Indian Pacific - Hertz - KEA - Maui - Adelaide's Top Food and Wine Tours - Temptation Sailing - Sealink – KI Highlights 	
<p>Kuoni Entrada 211-214 Amsterdam 1001 Tel: +31 020 398 9292 www.kuoni.nl</p>	<p>Petrel van Bronkhorst Product Manager Petrel.van.Bronkhorst@kuoni.nl</p>	<p>Sell to the clients via travel agencies or direct and via the internet (Net Vacations). African Holidays is a subsidiary.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - Mecure Grosvenor - Holiday Inn Hindley - Rendezvous Allegra - Greyline - KI Odysseys - APT - The Ghan, Indian Pacific 	<ul style="list-style-type: none"> - 70% Australian content in brochure. - 1,900 pax to Australia per year. - Strong on self-drive components. - ITO is ATS Pacific.
<p>Pacific Island Travel Herengracht 495 Amsterdam N-1017 Tel: +31 020 638 7855 www.pacificislandtravel.com</p>	<p>Rob Kusters Director rob@pacificislandtravel.com</p>	<p>One of the leading specialists to Australasia from the Dutch market.</p>	<p>Brochure 2009 – (wrap of the Best of Australia Brochure) See Aussie Tours product for details.</p>	<ul style="list-style-type: none"> - Approx 2,500 pax to Australia. - Have been seeking to expand their programs of late and were looking to merge with Tasman Travel earlier this year. - Part of the Best of Group. - ITO is Goway.
<p>Tasman Travel Postbus 40 Harlingen N-8860 AA NL Tel: +31 517 430068 www.tasmantravel.nl</p>	<p>Johanna Zwat Product Manager johanna@tasmantravel.nl</p>	<p>Best of the South Pacific Group. Target market is self-drive independent travellers in mid 40's plus.</p>	<p>Brochure 2009 – (wrap of the Best of Australia Brochure) See Aussie Tours product for details.</p>	<ul style="list-style-type: none"> - Approx 1,500 pax to Australia. - Part of the Best of Group. - ITO is Goway.

NORDIC WHOLESALERS

<p>Australiareiser Oevre Slottsgate 17, 6. etg Oslo 157, Norway Tel: + 47 23 89 68 29 www.australiareiser.no</p>	<p>Rolf Kjeseth General Manager</p> <p>Eirik Solen Product Manager eso@australiareiser.no</p>	<p>Retail facing tour operator in Sweden and Norway.</p> <p>They are the leading Norwegian tour operator, and yields per passenger are very high from this market.</p> <p>They are very good Supporters of SA.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - Breakfree Directors Studio - Hyatt Regency Adelaide - Oaks Horizons & Oaks Plaza Pier - Taste of South Australia - Adelaide City Tour - Kangaroo Island Highlights - Rodney Fox Great White Shark Expeditions - Banksia – Flinders Ranges - KI Sealink - Captain Cook Cruises - The Ghan, Indian Pacific 	<ul style="list-style-type: none"> - 2,500 pax to Australia. But looking to Double by end of 2010. - Targets families and high yielding individuals. - ITO is ATS. - Also wrap ATS luxury brochure.
<p>My Planet Marco-Polo Soeren Frichsvej 34a Aabyhoe 8230 Denmark +45 70 12 0303 www.myplanet.com</p>	<p>Winnie Sorensen Product Manager ws@myplanet.com</p> <p>Susanne Ritzen Country Manager Sweden sr@MYPLANET.com</p>	<p>Direct sell to public – also via internet and friendship societies.</p> <p>Mainly tailor made itineraries aimed at luxury market & groups with Danish speaking guides.</p> <p>Market is 40+, general touring, high yield.</p>	<p>New brochures currently in production.</p>	<ul style="list-style-type: none"> - 5,000 pax per year to Australia for combined brands. - ITO is AOT. - MyPlanet specialises in both group and individual trips to primarily USA, Canada, Australia and New Zealand.
<p>Nyhavn Rejser Nyhavn 12 Copenhagen DK-1051 Tel: +45 033 320320 www.nyhavn.dk</p>	<p>Steen Grossman Product Manager steen.andersen@nyhavn.dk</p>	<p>Based in Copenhagen, Denmark.</p> <p>USA is their number one destination but Australia is taking a higher priority.</p>	<p>Brochure:</p> <ul style="list-style-type: none"> - Medina Grand Adelaide Treasury - Breakfree on Hindley - Mercure Grosvenor - Stranraer Homestead - Prairie Hotel - The Louise - Self-drive package, MEL–ADL via KI - The Ghan, Indian Pacific - Hertz, Kea Campers 	<ul style="list-style-type: none"> - ITO is Australia One. - Approximately 1,000 pax per year to Australia. - Main business is self drive/fly and round trips with various elements including upmarket hotels.

<p>Risskov Travel Partner Ostergade 10 DK-8900 Randers C Tel: + 45 7022 6600 www.risskov.com</p>	<p>Bente Hammer Marketing Manager</p> <p>Anneliese Dam Larsen Managing Director adl@risskov.com</p>	<p>Risskov specialise in high quality escorted tours with Danish guides.</p> <p>Sell Europe and other long haul destinations – USA, China, Vietnam, Thailand, Cuba.</p> <p>Australia brochure released in June, mixture of FIT and escorted.</p>	<p>Brochure 2009-2010 – NEW</p> <ul style="list-style-type: none"> - Breakfree On Hindley - Hotel Grand Chancellor - Holiday Inn - National Wine Centre - Tandanya - KI Seafront - KI Wilderness Retreat - KI Sealink – Platinum Plus - APT/KI Odysseys - National Treasures – 3 day MEL-ADL - Adelaide Sightseeing - Barossa Valley Day Tour - Barossa Motor Lodge - Wilpena Pound Resort - Comfort Inn Clare Central 	<ul style="list-style-type: none"> - Bente participated in extensive famil programme in 2008 and is a strong supporter of SA - New to selling Australia in 2009. Brochure was released in June 09, just before ATE.
<p>Tour Pacific Box 1090, Sundstorget 3, 3rd Floor SE-251 10 Helsingborg, Sweden Tel: +46 42 17 95 00 www.tourpacific.se</p>	<p>Annette Sandqvist Product Manager travel@tourpacific.se</p> <p>Lars Jonsson Managing Director</p>	<p>They do 50/50 direct-sell and retail travel trade.</p>	<p>Do not have their own Australia brochure, but overbrand Qantas Holidays full program and wrap ATS White Label brochure.</p>	<ul style="list-style-type: none"> - Tour East/QH, and ATS Pacific is their ITO. - 2,000 pax to Australia per year. - They have strong agents for selling Australia.