

Australia Sales & Media Mission

June 16-23, 2023



Travel South USA is inviting partners to join an organized Australia Sales & Media Mission to top tier origin markets down-under. Travel South USA Global Partner states, CVB's attractions and receptive tour services have the opportunity to engage with leading buyers from Australia including Retail & Wholesale Leisure Product Managers, and Specialty Tour operators, key airlines and journalists.

Suggested Itinerary

Sunday, June 18
Monday, June 19

Tuesday, June 20

Wednesday, June 21

Thursday, June 22

Friday, June 23

Depart USA to Melbourne, AU (MEL) **Fri, June 16, 2023** Arrive **Sun, June 18, 2023**

Arrive from Sydney (SYD) to USA **Saturday, June 24, 2023** same day

PR & Trade: Melbourne Briefing & Welcome dinner

PR: Media breakfast (MEL)

Trade: Travel to Brisbane – Travel Trade trainings and Event (BNE)

PR: Travel to Sydney – Lunch & Media event (SYD)

Trade: Travel to Sydney – Afternoon trainings (SYD)

PR: Media Event (SYD)

Trade: Travel Trade meetings – Evening VIP/Media & Travel Trade Event (SYD)

PR: Interviews – Evening VIP/Media & Travel Trade Event (SYD)

Trade: B2B Workshop (SYD)

PR: Media Meetings (SYD)



LOCATION: PR & Trade: Melbourne, Brisbane, Sydney

COST: \$4,795 per trade delegate, plus travel expenses

\$2,495 per PR delegate, plus travel expenses

PR delegate must have a trade counterpart

BENEFITS:

- Pre-scheduled educational meeting/workshops with key tour operators
- One-on-one networking opportunity at media events
- Sales lead report following the mission

DEADLINES:

March 1, 2023 - however, we expect to sell out – so please don't delay

PLEASE NOTE:

Space is limited to ten (10) partners on a first-come, first-served basis

Yes, we commit to participate. I understand once participation is confirmed, I will receive an invoice. Any cancellations made after March 1, 2023 will receive reimbursement only if a replacement is found by Travel South USA. I understand the registration fee does not include accommodations, airfare, meals or personal expenses.

Organization _____

Name _____

Email _____

Email signed form to Angelica@TravelSouthUSA.com