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TRAVEL AUSTRALIA

March 2008



Dennis Choo, Group Managing Director; Simon Bernardi, CEO; Leon Ellas, General Manager Sales

New and Old Faces

Simon Bernardi

Simon is the CEO of Tour East Australia. He has over 25 years of experience in the industry and has occupied many senior sales and marketing positions in the Qantas group.

More recently Simon was the Regional General Manager for Qantas in New South Wales, prior to that he was the Head of Qantas Holidays for over five years.

Leon Ellas

Leon is General Manager Sales for Tour East Australia and has been with the Qantas group for 30 years.

Leon is well known to many of you and has been passionate about growing inbound business to Australia through his work heading up the GSA division of Qantas Holidays.

In previous roles Leon has also been General Manager Qantas Holidays UK.

Rosa Frigel

Rosa is the Director of Incentives and Business Events for Tour East Australia. Rosa is well respected in the industry with over 30 years' experience.

Until taking up this role Rosa ran her own successful consultancy practice in business events and tourism and prior to that was at Thomas Cook in Australia.

Tour East Australia

Welcome to the first edition of the Tour East Australia monthly newsletter. This newsletter is provided exclusively to Tour East Australia customers and contains information on what's happening in Australia.

In the newsletter we will also feature information on specials and incentives that are offered to Tour East Australia customers. The latest edition of our newsletter can be found online at our web site: www.toutheast.com.au

Tour East Australia has taken over the inbound business of Qantas Holidays in all markets with the exception of Japan, UK and USA.

The company is a joint venture between the Qantas group and the HTT/Tour East group based in Singapore. The HTT/Tour East group has offices throughout Asia and has been a leading provider of inbound services to the region for over 30 years.

Tour East Australia is proud to be a member of the following organisations:

- Australian Tourism Export Council (ATEC)
- Australian Federation of Travel Agents (AFTA)
- Melbourne Convention and Visitors Bureau
- Sydney Convention and Visitors Bureau
- Tour East Australia is a Licensed Travel Agent

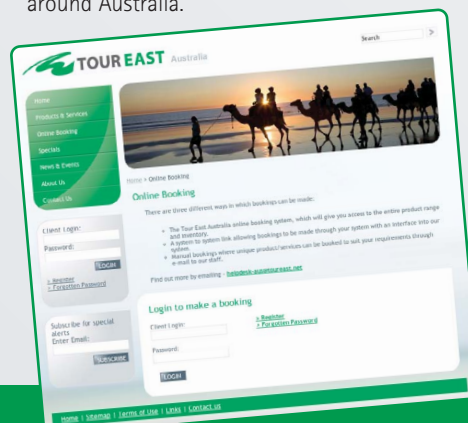
What's New on the Web

Our web site was launched on the 19th of November and provides information on the products and services offered by Tour East Australia. The site also provides information on special offers as well as the ability to access the 'easyway' system to make bookings with instant confirmations for most products.

The web site is for trade customers and will keep you up-to-date about what's happening at Tour East Australia.

Keep an eye on the site for the chance to win a familiarisation trip for you and your consultants to Australia for one week to sample the Tour East Australian hospitality.

In March our web site will offer our Japanese customers their own site in Japanese language as well as daily weather information for locations around Australia.



Australian Famils

Tour East Australia will launch its inaugural familiarisation program to Australia. This is a great way for us to show you more of Australia and make it easier for you to sell. We are now in the planning stages and will release the details in the next few weeks on our web site. During your visit here we want you to experience some of the unique destinations within Australia, some well known and some not so well known.

The famils also give us a chance to say thank you for your support over the years as Qantas Holidays Inbound and give us the opportunity to introduce the new brand of Tour East Australia.

Employee Profile

Name: Jenness Royston

My role at Tour East

Australia: I joined Tour East Australia in October 2007 and work as part of the Help Desk team. Our main role is assisting our clients with any enquiries they may have regarding their bookings, system issues, product enquiries and actioning messages sent to us.



What I love most about Australia: I'm originally from Perth, however these days reside in Sydney. I love the freedom we enjoy, the wide open spaces and the contrasts. We have a varied multi cultural community in Sydney that makes life interesting.

Without doubt I think Australia has the best beaches, wonderful wines and fantastic food. Being from Perth however, I think the very best are in the 'West'.

I'm a sports lover and I am proud that Australia does so well in so many different sporting arenas.

I have been very lucky and have had the opportunity to travel to many places in the world but would have to say it's a great feeling to return to Australia.

Favourite movies: The Swedish arthouse movie 'As it is in Heaven' and 'Shirley Valentine'

Local Touring

November saw the introduction of our new local Sightseeing brochure for Sydney. The brochure provides a one-stop solution for customers wanting to book tours and activities whilst in Sydney.

Now that it is summer many tourists are taking advantage of the weather to climb the Sydney Harbour Bridge or to take the famous bridge walk or to head up to the Hunter Valley to sample some fine New South Wales wines. It's also a great time to visit the Blue Mountains for the day during the warm summer days.

In the next few months we will release brochures covering Melbourne and Cairns with other destinations to follow.

Keep your eye on the web site as these brochures will all be displayed. You can also book these great options for your clients before they leave.



New Brochure 2008/2009

Later this month we will release the 2008/2009 edition of the Qantas Holidays Australia and Beyond brochure with over 160 pages of product in Australia, New Zealand, Fiji, the South Pacific, Asia, USA, Canada and Hawaii.

Our new brochure sells the world for you and your clients.



What's on Offer

Tour East Australia is a full destination management company offering the following services to our customers.

- Land reselling
- Local tours and transfers
- Conference, meetings, events and incentives
- Assistance line for customers
- Leisure groups

Tour East Australia is an expert on Australia but also offers competitively-priced accommodation and tours throughout the globe.

Tour East Australia has one of the largest databases for room inventory in Australia. Most of our product is confirmed to you at the time of booking due to the size of our allocations.

Meet and Greet

Tour East Australia has established a meet and greet service for customers requiring special attention whilst in Australia. Customers can be met at most major holiday destinations in Australia by Tour East representatives. Our guides can assist with arrival formalities at the airport, can arrange transport or even go to the hotel with your customers as well as escort them on day tours if required.

These services can be booked via easyway and most languages are accommodated by this service.

If you want something out of the ordinary, Tour East Australia is able to tailor make an Australian journey for your customers. For further enquiries please contact our help desk at helpdesk@toureast.net.

GSA Conference

We will again host our worldwide General Sales Agents Conference this year. It's a fantastic opportunity to meet with our customers and for them to provide feedback on our services and products.

We would love to see you there and we are planning an exciting schedule so that you will find the conference both informative and exciting. Also attending the conference this year with be Rosa Frigel, our Director of Incentives and Business Events, as well as other guest speakers from the industry in Australia.

Details will be released shortly on our web site.

I hope you enjoyed our first newsletter and would welcome your feedback to newsletter@toureast.net. In the next edition we would like to include feedback on how you are selling Australia to your customers and what products people are asking you for.

Until then happy selling!

Incentives and Business Events

Tour East Australia specialises in events and incentives from conception to execution. Our Australian experts have years of experience and will provide creative and unique experiences.

We offer the following services

- Event concept and design
- Venue, speaker and entertainment sourcing
- Staging and production
- Delegate registration
- On-site management of events
- Travel logistics as well as pre and post arrangements and partner programs
- Activities and team-building events

All our services are tailored to your individual requirements and we have access to one of the largest supplier databases in Australia.

