

1<sup>st</sup> March 2012

**ANNOUNCEMENT / MEDIA RELEASE**  
**TOUR EAST AUSTRALIA OPENS NEW ASIA-FOCUSSED OFFICE IN MELBOURNE**

Tour East Australia Pty Ltd (“Tour East Australia”) is delighted to announce the opening of their new Melbourne office on 1<sup>st</sup> March 2012. This office will be focussed on the Asia market and will complement the existing Sydney head office.

Tour East Australia is an established and successful inbound tour operator handling the travel requirements of more than 130,000 passengers annually in a mixture of incentive, leisure group, FIT and customised FIT tours.

The opening of the Melbourne office will give Tour East Australia an on-ground presence in both Sydney and Melbourne, Australia’s two gateway cities. Additionally, the specialised skills of the Melbourne-based staff will put Tour East Australia in the ideal position to service the inbound travel needs from the growing Asia market.

The new Melbourne office will be managed by Mr Christopher Teh, who has been appointed as Director of Sales – Asia. Christopher joins Tour East Australia with a wealth of experience in the Asian inbound market and a broad network of business associates throughout Asia and Australia.

Christopher commented “I am excited at the opportunity to work with the dynamic team at Tour East Australia as we launch ourselves into the Asia market. We will use our combined strengths of a strong brand, network of offices, experience, relationships and online booking systems to deliver a refreshing offering to the Asian inbound market. Working together with our overseas travel partners, Australian product suppliers and tourism offices, we will adapt to the evolving needs and wants of the modern Asia markets.”

Mr Leon Ellas, Tour East Australia’s General Manager said “The creation of a specialised Asia division based in Melbourne complements TEA’s already strong inbound portfolio and will enable us to make a long-term commitment to this growing market. I am delighted to welcome Christopher to the TEA team and look forward to developing excellent working relationships with our clients throughout Asia.”

END

**Tour East Australia Contacts**

Mr Leon Ellas  
General Manager  
Email: [lellas@toureast.net](mailto:lellas@toureast.net)  
Phone: +61283145831

Mr Christopher Teh  
Director of Sales – Asia  
Email: [cteh@toureast.net](mailto:cteh@toureast.net)  
Phone: +61402410439

**Tour East Australia Pty Limited**

Suite 2, Level 2, 189 Kent Street, Sydney, NSW 2000 Australia  
T: (02) 8314 5899 F: (02) 8314 5898 E: [helpdesk-aus@toureast.net](mailto:helpdesk-aus@toureast.net) W: [www.toureast.net](http://www.toureast.net) ACN 106 526 096 Licence No: 2TA5893