



The  
**Whitsundays**  
Queensland 74 Island Wonders

Whitsundays East Coast  
Roadshow – May 2019

## EVENT OVERVIEW

The annual Whitsundays East Coast Roadshow will be held from 14 – 16 May in Brisbane, Melbourne and Sydney to showcase the quality and diversity of experiences that this great destination has to offer. In a year where there have been many challenges for the region, we encourage as many members as possible to join us on this once a year showcase, to show the travel industry that the Whitsundays is still the place to holiday.

In each city products will have the opportunity to host a table and provide product updates and information to groups of key travel agents. This event is the next step from the Whitsundays Tourism Exchange where products contracted with Product Managers and provides you with the opportunity to train the travel agents in person on your experience. It is great timing for the southern cities as they head towards a chilly winter and the Whitsundays remains beautiful and warm...

## ELIGIBILITY CRITERIA

### Who Should Attend?

Tourism operators who wish to build or have existing relationships with the travel trade.

**With minimum and maximum registrations available, preference will be given to product that is silver level membership or above with Tourism Whitsundays.**

### KEY DATES AND DEADLINES:

Applications open	Monday 18 February 2019
Applications close	Wednesday 27 February 2019
Acceptances advised	Wednesday 20 March 2019
Cancellation fees apply	Wednesday 3 April 2019

### PARTICIPATION FEE:

Product participation fee: \$1,499 + GST

Additional delegate: \$ 150 + GST

Platinum members - two delegates are included in the participation fee.

All delegates must offer 1 x prize for each event/city for adults (valid for 12 months from date of event).

### FORMAT:

#### Brisbane/Sydney

Trade event will follow similar format to previous years, with each operator being given a table for the duration of the event. Agents will move between the various tables, with appointments approx. 7 mins each.

#### Melbourne

As the Whitsundays East Coast Roadshow continues to attract greater numbers, the trade event in Melbourne will follow a different format to ensure the roadshow can continue to cater to the larger numbers. Format will be more of an expo style, with no set appointment time to move between the various tables. This will allow agents to visit operators who fit

their client type. An event passport or similar will be distributed to all agents, those visiting each booth will enter the draw for the prize giveaways.

#### **ADDITIONAL EVENTS:**

##### **Brisbane**

- Product Manager Lunch - a great opportunity for you to spend some one on one time with key travel trade influencers to provide an update on your business and reconnect
- \$60 per person plus GST (set menu)

##### **Sydney**

- Lunch with domestic China representatives - a great opportunity to provide product updates to the domestic China network, which will also feed into their international networks.
- \$200 per person plus GST (set menu, includes buyers seat)

##### **Melbourne**

- TBC

#### **Sponsorship Opportunities**

- Naming rights sponsor for one or all of the above events
- You will receive 10 minutes to present your product to all attendees
- You will receive database of all attendees
- \$1,200 per lunch plus GST (includes meal)

#### **OPTIONAL UPGRADE:**

##### **New Zealand**

- Afternoon workshop followed by evening networking function with key industry.
- \$700 plus GST per person – prices are approximate only and will be dependent on final numbers

*\*Minimum 10 operators*

#### **CANCELLATION POLICY AND FEES:**

Cancellation must be received in writing. Participants who cancel after COB **Wednesday 3 April 2018** will not be refunded. This event is held based on minimum participants attending.

#### **OTHER:**

##### **Promotion material / collateral:**

You are welcome to bring along brochures and pop-up banners for your business. We encourage you to supply promotional bags which can be delivered to Tourism Whitsundays in advance so all agents attending can utilize bag for collateral.

##### **Accommodation:**

TW will aim to provide discounted accommodation where possible at each venue that the

event is being held at. This is up to each supplier to book and pay for themselves.

**Taxis:**

For those who all stay in the one accommodation house, share taxis will be a great way to save on costs.

**Uniforms:**

Tourism Whitsundays request that you attend each evening event in your co-branded polo (business logo and destination logo) that you received last year. If you did not attend last year, you can order them. Please provide a copy of your logo.

**What doesn't your fee include?**

- Accommodation
- Airfares
- Brochure Delivery
- Taxis &/or Airport Transfers
- Own Meals
- Incidentals
- Prize giveaway



## PRELIMINARY PROGRAM

### Monday 13 May

<b>TBC</b>	Depart Whitsunday Coast Airport for Brisbane
<b>TBC</b>	Arrive Brisbane Airport, share taxi to accommodation
<b>Overnight</b>	Brisbane

### Tuesday 14 May

<b>9:30 am</b>	Presentation to Tourism and Events Queensland
<b>12:30 pm</b>	Lunch with key Product Managers
<b>4:30 pm</b>	Set Up for Trade Event
<b>5:30 pm</b>	Trade Event
<b>9:00 pm</b>	Trade Event concludes
<b>Overnight</b>	Brisbane

### Wednesday 15 May

<b>TBC</b>	Depart Brisbane for Melbourne
<b>TBC</b>	Arrive Melbourne
<b>12:30 pm</b>	TBC
<b>4:30 pm</b>	Set Up for Trade Event
<b>5:30 pm</b>	Trade Event
<b>9:00 pm</b>	Trade Event concludes
<b>Overnight</b>	Melbourne

## Thursday 16 May

<b>TBC</b>	Depart Melbourne for Sydney
<b>TBC</b>	Arrive Sydney
<b>12:30 pm</b>	Lunch with key domestic China agents
<b>4:30 pm</b>	Set Up for Trade Event
<b>5:30 pm</b>	Trade Event
<b>8:30 pm</b>	Trade Event concludes
<b>Overnight</b>	Sydney

## Friday 17 May

<b>TBC</b>	Depart Sydney
<b>TBC</b>	Arrive Whitsunday Coast Airport

OR

## New Zealand - Friday 17 May

<b>TBC</b>	Depart Sydney
<b>TBC</b>	Arrive Auckland Airport
<b>3pm</b>	Trade function and networking
<b>Overnight</b>	Auckland

## Saturday 18 May

<b>TBC</b>	Depart Auckland Airport
<b>TBC</b>	Arrive Whitsunday Coast Airport

# REGISTRATION FORM

## WHITSUNDAYS EAST COAST ROADSHOW

Register to participate along with the details below to:

[cherie.morel@tourismwhitsundays.com.au](mailto:cherie.morel@tourismwhitsundays.com.au)

Delegate for Trade Event: <i>(Name, position and email)</i>	
Would you like an additional delegate? If so please state name:	
Business Name:	
Email:	
Phone:	
I am currently contracted with:	<i>(list your trade partners):</i>
Prize:	
Uniform size: <i>Please circle</i>	Yes, I would like to order 3 shirts @ \$55 per shirt (plus GST) Ladies: 8, 10, 12, 14, 16 Men: XS, S, M, L, XL

Promotional Bags:	I would like to supply _____ (number) bags
Additional Opportunities:	<input type="checkbox"/> YES! I want to be the naming rights sponsor in:- BRISBANE / MELBOURNE / SYDNEY (please circle) <input type="checkbox"/> YES! I will attend the Tourism and Events Queensland update <input type="checkbox"/> YES! I will attend the Product Manager's lunch in Brisbane <input type="checkbox"/> YES! I will attend the China lunch in Sydney <input type="checkbox"/> YES! I would like to provide a prize giveaway during the Product Manager/China Lunch (please circle) <input type="checkbox"/> YES! I would like to attend New Zealand
Signature:	
Date:	

## **TOURISM WHITSUNDAYS LIMITED WHITSUNDAYS EAST COAST ROADSHOW TERMS AND CONDITIONS:**

### **Participant obligations:**

By accepting the offer from Tourism Whitsundays Limited (TW) to participate, you agree to the terms.

1. You agree to comply with the requests of the person operating this event on behalf of TW.
2. TW has taken reasonable care in arranging this program and has relied on information provided by venue or services operators and accepts no responsibility for the accuracy or completeness of that information.
3. An evaluation and feedback form must be completed within the timeframe requested. This will be provided by TW after the conclusion of the initiative.
4. It is mandatory for you to conduct yourself in a responsible and professional manner throughout the program and attend all appointments, official networking and briefings organised for the benefit of the workshop delegates.
5. You authorise TW and its relevant third parties to use the photographs obtained / videotaping taken / audio recorded / quotes obtained of you during the activities, for all publicity and marketing purposes including but not limited to publications, promotional flyers, news articles, websites, newsletters, e-newsletters, presentations, books and magazines, on a free-of-charge, royalty free and worldwide use basis in perpetuity. No future consent is required.
6. You agree to pay the participation fee by 3 April otherwise your place may be given to the next operator in line.

To participate in this campaign, you must:

- Be a financial member and have no outstanding invoices with Tourism Whitsundays.
- A signed booking form must be completed and returned by the deadline to secure your booking
- By returning your booking form you agree to the terms and conditions



Tourism Whitsundays have the right to:

- Refuse materials that do not meet the participation terms and conditions
- Ensure there is an adequate mix of operators featured
- Cancel or modify campaign components if subscription levels are not met
- Invoice the operator for the full investment cost should the required materials or information not be supplied by the due date]
- Should you fail to provide sufficient notice or no show to an event or networking function or similar, Tourism Whitsundays reserve the right to invoice you for costs incurred due to this – for example – administration costs, per head cost etc.

#### Disclaimer

Tourism Whitsundays (TW) makes no representation that any meetings arranged by or on behalf of TW is guaranteed to take place. TW accepts no liability for any loss or damage suffered by any individual or company arising from or in any way connected with acts, incidents and occurrences happening in the lead up *to and after the workshop to any registrant whether such acts, omissions, incidents and occurrences occur at the nominated workshop market or at any points in between. The applicant must indemnify TW and its officers in respect to any claim which he or she may have arising in any way from their registration or participation as a member of the workshop or event to the nominated market. TW reserves the right to charge a cancellation fee on any company, having reconfirmed their participation, withdraws from the workshop without just cause. The provision of your personal information is voluntary, but is necessary to determine your suitability for participation in the Whitsundays Tourism Exchange. Your personal information may also be used to send you our newsletters, other business related brochures, organise special business related workshops and events. TW and Tourism and Events Queensland will not disclose the personal information contained in this application form to any other organisation.*