

# INTERNATIONAL CALENDAR

MARKET	START	END	ACTIVITY	DESCRIPTION	LOCATION	CATEGORY	CONTACT	BOOKING DEADLINE	APPROXIMATE FEE (Excluding airfare)
Australia	July 2007 (date TBA)	July 2007	Sydney ITO Missions	Melbourne & regional Victoria product ITO workshop.	Sydney	Trade Workshop	Joanna Garrie (03) 9653 9705 joanna.garrie@tourism.vic.gov.au	01 July 2007	\$600 for conference package + accom
South Africa	30 July 2007	2 August 2007	Australian Travel Safari	The Australian Travel Safari (ATS) is an annual series of workshops, held in the three main centres of South Africa - Johannesburg, Durban and Cape Town. This event represents an opportunity for Australian tourism operators to present their products specifically to the South African travel industry, including meeting face to face with approximately 500 key retail and wholesale travel agents.	South Africa	Trade Workshops	Ian McDougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	25 May 2007	\$6,000 *
Australia	August 2007 (date TBA)	August 2007	Tourism Victoria/Tourism Tasmania/ ATEC Workshop & Famil	Trade workshops and familiarisation activities for up to 40 inbound tour operators.	Melbourne, Victoria	Trade Workshops	Joanna Garrie (03) 9653 9705 joanna.garrie@tourism.vic.gov.au	July 2007	\$350
USA	17 August 2007	26 August 2007	OzTalk USA	Trade workshops encompassing seller appointments with wholesale staff.	East Coast 17-19 August West Coast 24-26 August	Trade Show	Gill Di Pasquale (03) 9653 9844 gill.dipasquale@tourism.vic.gov.au	TBA	TBA
USA	12 September 2007	14 September 2007	Aussie Specialist Corroboree	Annual TA trade event attended by Aussie Specialist retail travel agents.	Hunter Valley, NSW	Trade Show	Gill Di Pasquale (03) 9653 9844 gill.dipasquale@tourism.vic.gov.au	TBA	TBA
India	September 2007 (TBA)	September 2007 (TBA)	India Travel Mission	India Travel Mission (ITM) 2007 provides a superb opportunity for representatives from the Australian tourism industry to develop and establish business relationships with key qualified travel agencies and tour operators from all over India. A target of 35 Australian companies has been set for ITM 2007.	TBC India	Trade Workshop	Sahra Milk (03) 9653 9846 sahra.milk@tourism.vic.gov.au	June 2007 (TBA)	From \$3,200 (TBA)
Singapore	September 2007 (TBA)	September 2007 (TBA)	NATAS Travel 2007	Singapore's largest Consumer Show.	Singapore	Consumer Show	Sahra Milk (03) 9653 9846 sahra.milk@tourism.vic.gov.au	June 2007 (TBA)	Approx: \$1,400 primary (TBA)
China	November 2007 (TBA)	November 2007 (TBA)	10th Australian Travel Mission to China (ATMC) 2007	Major trade event offering scheduled appointments with key buyers from China.	TBA, China	Trade Mission	Nigel Aldons (03) 9653 9740 nigel.aldons@tourism.vic.gov.au	August 2007	From approx AU\$4,850* (primary delegate)
UK	12 November 2007	15 November 2007	World Travel Mart – London	Trade Show	London, United Kingdom	Trade Show	Ian McDougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	TBA	TBA
UK	Sept/Oct 2007 (TBA)		UK Discover Australia Mega Event	This program replaces UK Corroboree and consists of 4 days workshops and famils in all participating states and territories. The event offers Victorian suppliers the opportunity to train direct sell and wholesale travel consultants as well as Aussie Specialists in Australia.	TBA (in Australia)	Training / Workshops	Diana Morgan (03) 9653 9772 diana.morgan@tourism.vic.gov.au	TBA	TBA
China	1 November 2007	4 November 2007	China International Travel Mart 2007 (CITM)	Largest travel event in Asia, to be held in Kunming. This will be open to trade participants on the first two days, consumers on the last two days, and will be visited by both travel trade and consumer media from all over China.	Kunming	Trade and Consumer Event	Nigel Aldons (03) 9653 9740 nigel.aldons@tourism.vic.gov.au	September 2007	Approx AU\$5,000 (Discount may apply if attending ATMC)
International	November 2007 (Date TBA)	November 2007	Victoria's International Exchange 2007 (VIE)	One day program of structured workshops with Tourism Victoria's overseas based regional managers.	Melbourne, Victoria	Trade Workshops	Joanna Garrie Ph: (03) 9653 9705 joanna.garrie@tourism.vic.gov.au	1 November 2007	\$200
Netherlands	January 2008	January 2008	Vakantiebeurs 2008 in Utrecht	Largest annual trade and consumer show in the Netherlands.	Utrecht, Neatherlands	Trade / Consumer Show	Ian McDougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	December 2007	TBA

\* Indicates trade show and mission activities, where a subsidy from Tourism Victoria may be available.

# INTERNATIONAL CALENDAR

MARKET	START	END	ACTIVITY	DESCRIPTION	LOCATION	CATEGORY	CONTACT	BOOKING DEADLINE	APPROXIMATE FEE (Excluding airfare)
Japan	February 2008	February 2008	Japan Australia Mission 2008	The Japan Australia Mission is the premier trade event presenting Australian products and services to all levels of the Japanese travel trade. Key buyers from across Japan will be flown into the one location to participate in a series of scheduled appointment sessions and networking functions with Australian suppliers.	Japan	Trade Mission	Kenji Takamori (03) 9653 9879 kenji.takamori@tourism.vic.gov.au	October 2007	\$3,800 for share booth / \$5,200 for sole booth
Middle East	February 2008	February 2008	Yinala Australia 2008	Over 50+ Middle East wholesale and retail trade are expected at this inaugural event, which will incorporate presentations on a state by state basis.	Australia (host State TBA)	Trade show	Ian Mcdougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	November 2007	\$1,000
Italy	February 2008	February 2008	BIT( Borsa Internazionale Del Turismo) Milan	Largest annual trade and consumer show in Italy.	Italy	Trade / Consumer Show	Ian Mcdougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	December 2007	\$4,000 (TBA)
North America	March 2008	March 2008	New Product Workshop	Trade workshop specific to new export-ready product for exposure to the North American travel trade.	Los Angeles, USA	Trade Show	Gill di Pasquale (03) 9653 9844 gill.dipasquale@tourism.vic.gov.au	TBA	TBA
UK / Europe	March 2008	March 2008	Internationale Tourismus Borse – Berlin	Biggest trade event in Europe, with over 10,000 exhibitors. Tourism Victoria attends in conjunction with Tourism Australia.	Berlin, Germany	Trade / Consumer Show	Ian Mcdougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	November/ December 2007	\$4,000 (TBA)
Singapore	March 2008	March 2008	NATAS Travel	Singapore's largest Consumer Show.	Singapore	Consumer Show	Sahra Milk (03) 9653 9846 sahra.milk@tourism.vic.gov.au	December 2007/ January 2008 (TBA)	Approx: \$1,400 primary (TBA)
Malaysia	March 2008 (TBA)	March 2008 (TBA)	MITF / MATTA 2008	Malaysia's Annual Consumer Show.	Kuala Lumpur, Malaysia	Consumer Show	Sahra Milk (03) 9653 9846 sahra.milk@tourism.vic.gov.au	January 2008 (TBA)	Approx: \$1,400 primary delegate \$400 second delegate (TBA)
Middle East	April 2008	May 2008	Australian Roadshow	Travelling roadshow offering appointments with 70+ wholesale and retail consultants in each of Muscat (Oman), Doha (Qatar), Riyadh, Jeddah, Damman (Kingdom of Saudi Arabia), Bahrain and Kuwait.	Oman, Qatar; Kingdom of Saudi Arabia, Bahrain & Kuwait	Trade Workshop	Ian Mcdougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	January 2008	\$2,500
China	April 2008	April 2008	Victoria Roadshow To China	Classroom style seminars and other activities to raise the awareness of the destination and establish relationships with agents.	Guangzhou and Hong Kong	Trade Mission	Nigel Aldons (03) 9653 9740 nigel.aldons@tourism.vic.gov.au	February 2008	Approx AU\$4,000
UK/Europe	April/May 2008	April/May 2008	UK/Europe Sales Mission 2008	Trade workshops encompassing product appointments with wholesale and retail staff, plus product managers workshop and media events.	Europe/UK	Trade mission	Ian Mcdougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	November 2007	TBA
Middle East	May 2008	May 2008	Arabian Travel Mart	The region's major trade event encompassing a three day trade show targeting key buyers from the Middle East region, and a one day consumer event.	Dubai, United Arab Emirates	Trade / Consumer Show	Ian Mcdougal (03) 9653 9887 ian.mcdougal@tourism.vic.gov.au	January 2008	\$2,500
International	14 June 2008	20 June 2008	Australian Tourism Exchange (ATE) 2007	The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show in the southern hemisphere. It provides a forum for Australian tourism businesses to showcase their products, meet overseas contacts and negotiate business deals. It also provides the international travel trade the opportunity to experience the destination first hand.	Perth	Trade Show	Joanna Garrie (03) 9653 9705 joanne.garrie@tourism.vic.gov.au	November 2007	TBA

\* Indicates trade show and mission activities, where a subsidy from Tourism Victoria may be available.