



AOT GROUP NEWSLETTER

Issue five—September 2008

the **aotgroup**



It seems only like yesterday that we were roaming the aisles of ATE in Perth! In fact over two months have gone by and quite a lot has happened during this time.

AOT Inbound was delighted to renew the contract with My Planet in Scandinavia and also add take on the business of Hannibal Marco Polo in both Australia and New Zealand.

The acquisition of Travelmood in the UK by Austravel (see page six) has also resulted in AOT winning the Inbound contract for both Australia and New Zealand for both brands. Only a few days ago, Travelmood and Austravel have finalized the xml connection to the AOT system and are now live!

Accessing AOT's system seamlessly via xml in the last few weeks are also FLEX Travel and FTI!

On the domestic front, a great campaign took place in July & August (read more on page 10).

As we are frantically working towards deadlines of both overseas wholesalers' brochures and our own range of domestic brochures for 09/10 lots of activities are also planned for the remaining of this year and next year. No doubt our Contracting Team has been keeping you all very busy!

The AOT MEGA FAM will return to Australia in May 2009. This is the legendary AOT Inbound fam open to staff of our overseas partners, preferably first timers. Of course, the theme for 2009 will need to "Australia"!

While we might struggle to get Hugh Jackman to meet & greet the group, I know we can provide them with memorable experiences keeping to the theme! If you wish to express your interest in being involved, please email your expression of interest to: Dina Papas dina.papas@aot.com.au

Andrew and I also hosted the AOT All Stars event in July, taking the top performers of AOT Operations (Inbound, Holidays, Retail and Online) on a 4 day educational to Western Australia's magnificent South West. A heartfelt thank you goes to the team at Tourism W.A. who made this possible by hosting the event. AOT would also like to express its pride in being associated with so many Award winning overseas partners.....Just read through this edition and see how many of them have been recognized for Excellence!

Kind regards,

Managing Director - AOT Inbound

P.S. Hot off the press, the acquisition of Great Aussie Holidays! Very exciting. More on this in the next edition.

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Please do not hesitate to send us some feedback on this publication by emailing aotnews@aotgroup.com.au

**aot
inbound**

**aot
holidays**

**AUSTRALIAN
ONLINE
TRAVEL**

**aot
incentives**
**aot
shipping**



sunlover **travelpoint**
HOLIDAYS HOLIDAYS
The Queensland Specialists

**New South Wales
Holidays**

need it now
travel bargains at the last minute



NEWS FROM **aot** inbound



UPDATE FROM AOT OFFICES ABROAD

UK & EUROPE

As the European Summer draws to a close many of our valued partners are currently busy preparing and finalising brochure programs for 2009/10 season. The commitment and support towards Australian & New Zealand product is as strong as ever from the European trade, with many new and existing partners developing strong, exciting programs. During September AOT Inbound will participate and support the trade at both the Top Resa Travel show in Paris (16th to 19th) as well as the Leisure Travel show in Moscow (23rd to 26th). Both these events will provide exciting opportunities to further promote Australian and New Zealand product to these emerging markets. For more information on any of the European

markets or activities please contact Chris Wilks, Business Development Manager.

Contact Information - chris.wilks@aot.com.au

Cheers,
Chris



WORLD OF ACCOR



Major Prize Winner Chrissy Stone (AOT Inbound) with Accor's Kristen Hawes

AOT's presence was known to everyone at the World of Accor Showcase held at the Sofitel Melbourne on 12th August, as we cleaned up with most of the prizes!

A list of AOT's prize winners:

Katie Wetdewich – 1 night at Sofitel Brisbane

Mary Jeewoath – 3 nights Novotel St Kilda incl Breakfast

Christen Searle– Bottle of French Champagne

Rebecca Curtis– 3 nights Novotel Brighton Beach

Natalie Mastroianni - Sofitel Weribee mansion x2 90min spa package and lunch

Azra Agonovic – 2 nights at Pullman in Bangkok!

Erica Morton – French Champagne and Sofitel Melbourne!

Sara Henry – Novotel Manly Pacific

And the **MAJOR PRIZE** went to **Chrissy Stone!** She won return economy seats for 2 to Paris with 5 nights accommodation. She also won separately a bottle of French Champagne, nice days work there Chrissy!

ETA MOVE

On 25 August, Experience Tours Australia (ETA) made the move from their North Melbourne office to the AOT Group's world headquarters on St Kilda Road.

ETA's contact details remain the same:

Ph: 03 9326 9011

Fax: 03 9326 8576

Email: etamel@aot.com.au



UPDATE FROM DOWN UNDER

Updates courtesy of Kirk Demeter, President & Kerry Cook, VP Product

On 15 AUGUST Tourism Australia held The Opal Awards as part of their annual North American industry event, Corroboree. The Opal Awards, honors Aussie Specialists who have excelled in marketing and selling Australian vacations to their clients.

Kirk Demeter, President of Down Under Answers, stated:

“DUA won our second consecutive, and fifth of last six, Opal Awards for Best Wholesaler at the Corroboree event. The event was held at the Ronald Reagan Library / Air Force One Museum, and in fact the table we sat at was directly underneath the Air Force One 707 used for over 20 years by Presidents Nixon, Ford, Carter, Reagan and Clinton.

I just wanted to pass along my gratitude to all at AOT in both Melbourne and New Zealand for their assistance in allowing us to receive this recognition. It is a team concept, and we certainly recognize the hard work from our inbound partners in allowing us this recognition. My sincere thanks, and hope you pass it along to all the staff that work with us our gratitude.

Kirk”



Pictured above: Michelle Gysberts of Tourism Australia and DUA President Kirk Demeter

Other accolades received by DUA in 2008....

- ★ DUA were finalists in the Alfred P. Sloan Awards for Workplace Flexibility
- ★ DUA just won the Best Wholesaler of the Year as voted by our loyal and dedicated New Zealand Kiwi Specialist Agents. That makes us a winner of this award every year since it was introduced by Tourism NZ in 2005.
- ★ Among other awards, we also scooped the Best Online Content (2007 and 2008) and Best Trade Marketing (2006 - 2008)
- ★ Best Wholesaler of the year (over 5000 pax) and Best Website – as voted by the Aussie suppliers that attended Oztalk.
- ★ Further to our Steve Irwin Scholarship released last year, our winner traveled last year, and our runner-up just returned. Shahir Masri presented a poem to commemorate the passing of Steve Irwin and his love and passion of Steve's work (pictured left).

More DUA news....

- ★ Elicia Johnson our Air Only specialist just got engaged after 10 years
- ★ DUA still produce Insights - the monthly newsletter to the trade with product updates, highlights, specials and industry news. If you aren't on the distribution list - email Margot@duatravel.com to register



UPDATE FROM FTI TOURISTIK

Updates courtesy of Dietmar Schulz and Andrea Baumann

Dear partners in Australia, New Zealand and the South Pacific Islands,

We would like to inform you that FTI will start selling your products on the French market. All the reservations for those bookings will be done by our office in Basel, Switzerland. FTI is looking forward to developing this market and will start distributing it in Australia and New Zealand brochures from 2009.

Many thanks and best regards,

Dietmar P. Schulz

Senior Product Manager Australia, New Zealand, South Pacific

★★★★

This is a picture (right) of Germany's best Australien Reservation team ;o)

We are happy to work with you and the whole AOT Team together.

Thank you for the patience and all the assistance!

Kind regards,

Andrea and the FTI Reservation team in Munich



Left to right: Sandra Schmidt, Andrea Baumann, Carla Jenei-Kindervater, Janine Neuf, Tanja Hofbauer and Vera Finke

FTI.... 25 YEARS YOUNG!

On August 1st, 2008, FTI celebrated 25 years in business. Cinzia Burnes was in Munich for the celebrations which saw over 1500 "friends of FTI" gather for the night in Munich's trendy nightclub P1. The evening started with a substantial summer thunderstorm (in real FTI style) which ensured that Cinzia's recently styled hairdo looked like in the picture left!

Cinzia conveyed AOT's congratulations to Dietmar Gunz, Turan Jenei and Boris Raoul. No surprises that Cinzia was acknowledged as the guest who travelled the furthest to attend the party!

FTI is a success story and AOT is proud to have been associated with the success in Australia and New Zealand for over 15 years!



UPDATE FROM KUONI ITALY

Update is courtesy of Morena Parati



Kuoni Italy (for the 2nd consecutive year) has won OZCars 2008 for the category Best Australia Retail Campaign

Just as a reminder of Kuoni Italy's most recent achievements:

2006: Best brochure

2007: Best Retail Campaign

2008: Best Retail Campaign

WELL DONE KUONI ITALY!!!

NEWS FROM HOTELPLAN ITALY

From 02—14 May, the Top 10 Travel Agents from Hotelplan Italy journeyed from Sydney to Cairns with stops at Kangaroo Island, Adelaide, Alice Springs & Ayers Rock.

Compliments and thank you's to the organizers and suppliers involved were received from the agents at Hotelplan Italy (pictured right at the Olgas). We have decided to leave these messages in their original language as it just sounds so much better!

"Cara Cinzia

Ho già inviata una e-mail a Sara che ha seguito personalmente il file per ringraziarla per l'aiuto e la pazienza avuta nell'organizzazione del viaggio con tutte le richieste che le ho inviate

Ci tenevo molto a ringraziare te che ci hai messo a disposizione ogni mezzo possibile che ci ha permesso di finalizzare un evento di successo che speriamo contribuisca a creare un rinnovato interesse sulla destinazione. Da parte nostra il nostro preciso impegno è stato di invitare solo agenzie top con un potenziale sulla destinazione rilevante. Sicuramente erano persone con un bagaglio professionale che hanno tratto profitto dalla visite. Sara' mio preciso impegno controllare tra qualche mese la situazione dei booking effettuati da loro sulla destinazione ed aggiornarti in merito. Per il momento ti giro una loro foto e qualche commento ricevuto, ovviamente un grazie speciale anche voi per l'organizzazione e' d'obbligo. Ti ringrazierò ancora di persona tra pochi giorni.....a Perth !!!

Ciao a tutti/e,

anch'io questa mattina son tornata al mondo reale!

Direi un buon rientro, bella dormita anche.....se pensando ai koala, mi calerebbe ancora la palpebra!

Ovviamente un grosso ringraziamento e' d'obbligo a chi ci ha organizzato questo splendido viaggio, dandoci l'opportunità di scoprire una meta da "sogno nel cassetto" e accrescere il ns. Bagaglio culturale e professionale.

Un grazie e un forte abbraccio ai compagni di viaggio.....divertenti...professionali.....imprevedibili.....tutti estremamente....

"deliziosi"! A presto....con le foto!

Bacione a tutti a voi.

Adele/Zia

Ciao Simo (Anna), ciao Tutti

....Un grazie anche da parte mia a tutti i meravigliosi compagni di viaggio con cui è stato bellissimo condividere 15 giorni di formazione, esperienza e divertimento. E un grazie alla Broggins per l'organizzazione impeccabile. Appena scarico le foto sul pc provvedo alla distribuzione.

Baci a tutti

Monica



Ciao Paola,

sono io a ringraziarti dell'invito per questo favoloso viaggio. E' stata un'esperienza indimenticabile resa ancora piu' bella dalla splendida compagnia.

Grazie

Adriano Manessi

Ciao simpatici compagni di viaggio, è stato un vero piacere condividere questo splendido viaggio con voi. Devo ammettere che riprendere è dura ma lo spirito è alle stelle.

Grazie per le foto Sime, anche se ne manca una, forse quella più significativa. Un grazie particolare ad Hotelplan per avermi dato questa fantastica opportunità. Grazie a Sante, perfetto tour leader, che si è sempre prodigato nel tenerci in riga oltre che ad aggiornarci in tempo reale sulle oscillazioni valutarie. Un abbraccio grande a tutti

Lucia

Mitica Broggins,

lasciatelo dire: tu con l'Australia ci sai proprio fare !!!

Ci hai regalato, in pochi giorni, un condensato molto rappresentativo di questo paese così vario e seducente.

Sicuramente ognuno di noi ne avrà tratto sensazioni ed emozioni diverse, pensieri e riflessioni da rielaborare anche una

volta rientrati, ma che di certo resteranno nella nostra memoria tra i "ricordi importanti". Grazie mille di cuore per questa splendida opportunità.

E vorrei fare un ringraziamento particolare ai nostri "angeli custodi" (Sante, Simo-Cri e Betty-Cri) che hanno fatto ben più del loro dovere e ci hanno seguito (spesso "inseguito" ...) incoraggiato e curato con paterna benevolenza, sopportando

con pazienza le goliadiche intemperanze di noi "bambini over 40".

Grazie davvero di tutto !!!"

Hannibal & Marco Polo



AOT Inbound is proud to announce that during ATE 2008 in Perth it was re-appointed as the sole ground agent for My Planet and also for Hannibal Marco Polo for both Australia and New Zealand. The Managing Director of Hannibal & Marco Polo and My Planet, Mr. Rene' Andersen attended ATE for the first time and signed the contract before returning to Denmark. AOT is thrilled to continue this long standing partnership with Scandinavia's leading operator to Australia and N.Z. Please see below an update on the relocation of the My Planet office, which occurred earlier in August.

Hannibal & Marco Polo and MyPlanet are joining forces in Århus

Dear friends and colleagues!

Monday the 11th of August will mark the grand opening of our new large travel house on Søren Frichs Vej 34A in Århus, which is to house both MyPlanet and Hannibal & Marco Polo. On this day MyPlanet will move from Hostebro to the new facilities in Århus. A few days later, on the 18th of August, Hannibal & Marco Polo will join them at the new office.

The opening will mark the beginning of an exciting and bright common future for both Hannibal & Marco Polo and MyPlanet. Both companies will continue to coexist as separate brands under mutual management. This means that from the above mentioned dates our addresses will be as follows:

MyPlanet:

Århus

MyPlanet
Søren Frichs Vej 34A
8230 Åbyhøj

Phone number 70 12 50 11 (unchanged)
Fax number 87 34 93 99

Copenhagen

MyPlanet
Falkoner Allé 1
2000 Frederiksberg

Phone number 70 12 50 11 (unchanged)
Fax. number 87 34 93 98

Hannibal & Marco Polo:

Århus

Hannibal & Marco Polo
Søren Frichs Vej 34A
8230 Åbyhøj

Phone number 70 12 03 03
Fax number 87 34 94 99

Copenhagen

Hannibal & Marco Polo
Borgergade 16
1300 København K

Phone number 70 12 03 03
Fax number 87 34 94 98

We are looking forward to welcoming you to our offices in Copenhagen as well as our new office in Århus!

Yours sincerely,

Rene Andersen

UPDATE FROM



Update courtesy of Elizabeth Lunnon, Product & Content Manager

AUSTRAVEL SWEEPS THE BOARD AT AWARDS CEREMONY

Austravel have strengthened their position as the leading Australia specialist in the UK following a winning streak at the 2008 OZcars Award Ceremony held in April. Hosted by Tourism Australia, the OZcars recognise and celebrate achievement in the industry for the support, dedication and commitment to the sales and marketing of Australia.



Redmond Walsh, Managing Director of Austravel, said "As specialists in travel to Australia, we're delighted to be recognised by Tourism Australia for our knowledge and expertise. We are passionate about Australia and the awards show our continued commitment to this market."



The awards were for the following:

- ★ **Travel Company of the Year (The Ultimate OZcar)** - awarded to Austravel/TUI for outstanding contribution to the industry
- ★ **Best First Time Visitor Campaign** - Thomson Australia's "Little Book of Experiences"
- ★ **Best Repeat Visitor Campaign** - Austravel's Tropical North Queensland Great Tropical Drive direct mail and Sunday Times Travel magazine insert
- ★ **Best Regional Campaign** – Austravel's Etihad Manchester radio/press campaign

Winners are grinners: The Austravel team celebrating their multiple awards at the OZcars.

★★★★

TRAVELMOOD ACQUISITION

Tui have recently acquired **Travelmood**, a leading UK provider of tailor-made holidays to Australia, New Zealand and the South Pacific, the Far East, Southern Africa and North America.

Travelmood has its headquarters in London, with a portfolio of 7 retail outlets nationwide. Travelmood will join the **TUI UK & Ireland Specialist Division**, headed by Ian Simkins, which already operates to Australia & New Zealand through its **Austravel** business. Both companies are award-winning in their field and this acquisition will provide us with the opportunity to become the second largest UK operator to Australia and New Zealand. The combined volume of the businesses represent 90,000 customers.

The Travelmood acquisition will also provide the Group with strong expertise in the area of tailor-made travel and an experienced management team. **Redmond Walsh** has been appointed Managing Director of Travelmood, Austravel & Trips Worldwide. Before joining TUI Travel PLC, Redmond had an extensive career in the travel industry including roles such as MD, Abercrombie & Kent UK. **Costas Voutiras**, the existing Managing Director of Travelmood will assist with the transition and be available for consultation in the months ahead.

★★★★

TOP SELLERS 'MYSTERY FAMIL'

In April Austravel's top 8 sellers were rewarded with a memorable trip to Australia, New Zealand and Fiji. The annual 'mystery famil' is a closely guarded secret with the group only finding out their destination on a day by day basis. This is a great opportunity for them to experience first-hand both existing and new products.

This year highlights included time spent with Conservation Volunteers Australia in the Grampians, searching for Whale Sharks at Ningaloo Reef, and an overnight stay on Waiheke Island, NZ. The group had a fantastic time and all agreed that the trip has really boosted their confidence in selling these destinations and experiences.

A big thank you to all our supplier partners involved.



The Grampians Gang: Penny, Jimmy, Jools, Jaymz, Kate, Zoe, Naomi, Mike, Vicky and Victoria.

AUSTRAVEL & TRAVELMOOD CHOOSE AOT

The AOT Group and Austravel / Travelmood announced a continuation of the current Austravel / AOT ground handling contract for both Australia and New Zealand.

In addition, AOT will become the ground handler for all Travelmood business in Australia and New Zealand effective 1st October, 2008.

“We are delighted to confirm that our partnership with AOT will continue into the future and are confident that working together our Austravel, Thomson Holidays and Travelmood business to Australia and New Zealand will continue to grow. Whilst the UK market to Australia and New Zealand is challenging at present, we are confident that with the recent improvement in exchange rates and the drop in oil prices that we can build on our passenger numbers and spend” said Redmond Walsh, Managing Director of Austravel, Thomson Australia and NZ and Travelmood.

Austravel and Thomson Australia/NZ has utilised the services of AOT in Australia and New Zealand since 2005. The acquisition of Travelmood in June 2008 has moved the combined company to become the 2nd largest operator to Australia/NZ out of the UK market.

“The commitment of Austravel and Travelmood to the Australian and New Zealand marketplaces has been outstanding for many years and with growing distribution via their own retail and on-line brands, combined with AOT’s extensive inventory and on-ground customer service, we are looking forward to ensuring Austravel and Travelmood remain a dominant force in the UK market to Australia” said Andrew Burnes, CEO of the AOT Group.

Austravel and Travelmood sold over 75,000 passengers to Australia and New Zealand in 2007. As part of the TUI Travel group, the companies distribute Australia and New Zealand product via Austravel and Travelmood branded outlets throughout the UK as well as via over 1000 First Choice and Thomson outlets.

★★★



AOT Inbound Product Introduces....

Christen Searle

Amongst the many changes at AOT, Christen Searle, our resident American, joined the Inbound Product department from FIT reservations a couple of months ago.

A note from...

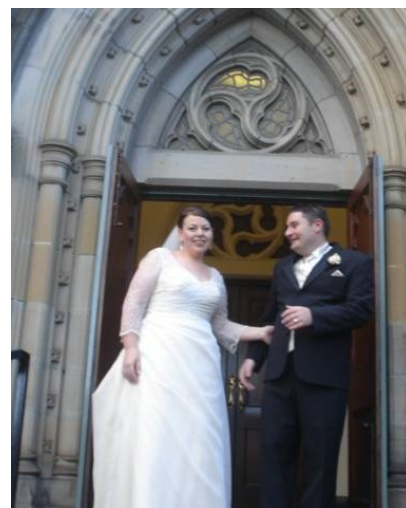
OUR CUSTOMER SERVICE DEPARTMENT

We had a Travelbag famil come through Australia in late June. This was for 10 Travelbag staff and they split into 2 groups. All participants arrived into Sydney and spent a day in Sydney before splitting into 2 groups. One group travelled to Darwin and the other group visiting Tasmania and then all meeting up again in Melbourne to conclude their trip.

Thank you to all the suppliers involved in making this trip a great success.

On a final note, I got married to Stephen Weeks on 15th June 2008.

Angela Weeks (nee Failla), Customer Service Executive



NEWS FROM



Kathy Turner, General Manager, AOT NZ

Greetings from the team at AOT New Zealand! I'd like to begin by thanking all our supplier partners who have supported us in the past 12 months. We've had a great season in the year ending 31 March 08. Thank you also to those suppliers who have already completed AOT Contracts and submitted your rates for the next season.

There have been a few important changes to our team structure as follows:

Kathy Turner returned from maternity leave in May, back at the helm in the role of General Manager. Contact Kathy.turner@aot.co.nz.

Nadia Francis has taken on the role of Product and Contracting Manager, following the departure of Sanna McCulloch. Nadia.francis@aot.co.nz. Please update your databases to ensure Nadia receives product updates.

Lorraine Kaihau, Business Development Executive for Need it Now, has expanded her role to include Product, Contracting and Database loading responsibilities. Sharon Pannewitz has also moved into Product, Contracting and Database from our Groups department. Together, as a team of four, Kathy, Nadia, Lorraine and Sharon have commenced tariffing rates for the 2009-2010 season in preparation for the printing of our international agent brochures. You may be hearing from us as we work through the contracts. If any suppliers have not yet submitted rates for the period 1 April 2009 – 31 March 2010, kindly forward these to contractsnz@aot.co.nz as soon as possible, to ensure we are able to consider you for inclusion in our programs.

Amanda Bridges has taken the role of Team Leader, FIT Reservations. Our FIT Reservations team now consists of Amanda, Carly, Carl and Thomas. Thomas joined us in July so you will be seeing his name on the reservation requests.

QUALMARK FOR AOT NEW ZEALAND

We are tremendously proud to announce that AOT (NZ) Ltd has successfully passed its Qualmark assessment and is now one of the elite few Inbound Tour Operators to carry the new Qualmark Endorsed badge in the category of "Inbound Tour Operators".



TRAVELPOINT - NEW ZEALAND HITS THE AUSTRALIAN MARKET

With a launch date of 1 September 2008, we are re-entering the Australian marketplace with our New Zealand product offering. The program will be run under the brand name of "Travelpoint", part of our AOT Holidays division, based in Brisbane. Product for this program will be sourced by the Auckland office, using our contracted Inbound rates.

If you have specific rates for the Australian market, or wish to offer specials, Stay-Pay deals, value adds, bonus offers or other interesting incentives to encourage Australians to book your product, please email contractsnz@aot.co.nz with your offer for our consideration. We can accept offers for distribution in Australia only, thereby not affecting the long-haul Inbound markets, if that is appropriate, although offers that can also be extended to our traditional long-haul partners are also welcome. Please contact Kathy or Nadia for further information about this very exciting opportunity.

Please keep us in mind when offering specials on your own websites, or to other Australian wholesalers, as we will now require these, and will be able to send them to the market at short notice.

REMINDER - INVOICES FOR AOT BOOKINGS

Please ensure all your invoices for AOT bookings are sent directly to our Accounts Department, situated in our Melbourne office. You can send these by mail or email to:

AOT Group Pty Ltd
Level 8, 420 St Kilda Road
Melbourne, VIC 3004
Australia

Email: accountspayable@aot.com.au

Kindly update your systems and advise the appropriate departments to ensure this occurs. We still receive a large number of invoices in the Auckland office, where they are collected and mailed to Melbourne at the end of each week. This can result in possible delays in payment to you, if the invoices miss the monthly cut-off dates for payment, so please ensure all your invoices go straight to Melbourne to avoid delay. Thank you for your attention to this important matter.

NEWS FROM



AOT Holidays Sales & Marketing Restructure

A major restructure has taken place in both Sales and Marketing. This restructure has been carefully thought out and will ensure we are better equipped to move the business forward.

Sales

The Sales team is now headed up by a team of two. Previously there was a National Sales Manager who had the entire team reporting to them. By splitting the role it will enable us to better manage the team and our key preferred Retail Travel partners.

Jill Lance who was one of our Account Managers in Victoria has now taken on the role of Sales Manager Vic, Tas, SA and WA. Reporting to Jill will be the respective Business Development Managers in those regions. In Victoria, Emma O'Brien and Sharon Hobbs, SA, Maryanne Guest and WA, Katrina Katich.

Skye Cruden who was one of our Account Managers in NSW has now taken on the role of Sales Manager NSW/ACT, Qld and New Zealand. Reporting to Skye will be the respective Business Development Managers in those regions. In NSW, Rowena Morris, plus one TBA, Qld, Debbie Cox and Danielle Cramp and NZ, Nicky Keay.

This will result in two smaller, more effective teams. We have reverted to calling on our agents by geographical area, not by retail chain. This will enable us to be more strategic and see more agents when out on the road.

Jill and Skye report to the General Manager Sales & Marketing, Hugh Houston.

Marketing

Marketing is now headed up by a team of two – it was previously one.

With the undoubted need to have our product (Sunlover Holidays, NSW Holidays and Travelpoint Holidays) available through as many channels as possible, it was decided to split the marketing function into Trade and Brand.

We have appointed Emma Croston to the position of Brand Marketing Manager. Emma will be developing and implementing strategies in both an off line and on line environment to grow our business through strategic brand development.

Maria Marendy, our long time Events and Promotions Manager, is our new Trade Marketing Manager. Maria will be supported by an Assistant Trade Marketing Manager, Pam Nolan and Marketing Co-ordinator Paz Murillo. Pam and Paz were already part of the existing marketing team. The role of the Trade marketing team is to work with our Preferred Travel Agency groups on all marketing activities across Australia and New Zealand.

Both Emma and Maria report to Hugh Houston.

Sunlover Holidays and Tourism Queensland reignite Queensland – TOO EASY



In one of the largest tactical campaigns ever undertaken, Sunlover Holidays has partnered with Tourism Queensland to reignite and stimulate the Domestic market to put Queensland back on the map. It is "TOO EASY". That is the name of the highly successful campaign that was launched to market at the end of July. With a value of close to \$2million the campaign has taken off, through the combined efforts of a lot of people working flat out with very tight deadlines but a common goal – people to Queensland.

Industry support was fantastic as was the support from travel agents across Australia and New Zealand with sales in the first few weeks exceeding all expectations. The market place has been saturated with advertising from, Billboards, to buses, Television (free to air and pay), newspapers, fliers, radio and digital. Wherever you looked in Sydney and Melbourne you would have been fronted by the campaign.

Business Development managers were seen out on the road calling on travel agents in very unusual outfits!! All in the name of shameless self promotion. Attractive agent incentives were included and the deals were "stay 2 nights and receive a bonus 3rd night free. It simply was "TOO EASY"

News from the AOT Group Contracting Team

Contracting for 2009/10 is well and truly underway. Despite the deadline for return of contracts being end of July, there are still a number of contracts that have not been received. We are working towards tight deadlines for our international wholesalers as well as the AOT Holidays brochure range. We need to close off for 2009/10 very closely, so ask any Supplier who has not yet returned their contract to do so ASAP.

Who's who in the Contracting Zoo!!

Who are we?	What do we do?	How to reach us?
Leanne Chard	Group General Manager Contracting	07 3535 4384 Leanne.chard@aotgroup.com.au
Michelle Connolly	Contracting Manager - Queensland Islands, Sunshine Coast to Whitsundays	07 3535 4351 Michelle.Connolly@aotgroup.com.au
Kelsey Davies	Contracting Manager - Gold Coast	07 3535 4215 Kelsey.Davies@aotgroup.com.au
Kaitlyn Coombes	Contracting Manager - Tropical North Queensland - Townsville to Cape York	07 3535 4005 Kaitlyn.Coombes@aotgroup.com.au
Brian Forsyth	Contracting Manager - Brisbane, Queensland Outback & Northern Territory	07 3535 4332 Brian.Forsyth@aotgroup.com.au
Danielle Pagano	Contracting Manager - New South Wales & ACT	02 8248 2327 Danielle.Pagano@aotgroup.com.au
Laura Newman	Contracting Manager - Victoria & Tasmania	03 9867 7233 Laura.Newman@aotgroup.com.au
Richelle McLeod	Contracting Assistant	03 9867 7233 Richelle.Mcleod@aotgroup.com.au
Karen Anderson	Contracting Assistant	07 3535 4390 Karen.Anderson@aotgroup.com.au

Are you a Preferred Supplier?

If you want to work more closely with AOT there are several opportunities and you should contact your Contracting Manager. You'll find their contact details above.

2009/10 AOT Holidays Brochure Range

Production of the 2009/10 AOT Holidays brochure range is in full swing and the brochures will be better than ever. Our Queensland Rail Tours program will be released towards the end of September, followed by Queensland for Couples and our exciting NEW brochure - Australian Indulgent Escapes- in November. The complete Sunlover Holidays, Travelpoint Holidays and New South Wales Holidays brochure range will be released in January.

Don't forget to send us your latest images so we can update your brochure listing for 2009/10 and your product listing on our web site. Please email aotcreative@aoholidays.com.au or contact your Creative Co-ordinator:

Contact	Brochures	Phone
Amanda Branson	CREATIVE MANAGER	07 3535 4389
Liz Wauchope	NSW and Canberra, Gold Coast, Tasmania, Indulgent Escapes	07 3535 4214
Claudia Ibanez-Formas	Tropical North Queensland, Victoria, South Australia	07 3535 4387
Helen Tavner-Corner	Sydney, Northern Territory, Cruise & Sail, Qld For Couples	07 3535 4409
Jodie Home	Western Australia, Sunshine Coast, Qld Islands & Whitsundays, Cape York &	07 3535 4357

Help us to Help You

- To help us respond to your email queries faster please include our Booking Reference Number in every correspondence and to help your email stand out you can mention in the Subject Field what the email is about i.e. **** Fully Booked **** or **** Chasing Arrival Details**** etc
- To help manage bookings over the busy periods such as School Holidays and special events that might be happening in your area, the Specialist team often emails out a manifest of all your bookings over that time. The manifests are sent approx 3-4 weeks before the busy period so it would be great for you to take up this opportunity to cross check your bookings and call the Helpline to fix up any discrepancies before our mutual clients are on your doorstep trying to check in.

As our Operator Helpline is open 7 days a week, please feel free to call with anything Short Notice that needs to be urgently actioned rather than emailing or faxing the details

Famils

We offer many opportunities to suppliers to become involved in our famil program. If you are keen on getting involved then please email Sales.Coordinator@aoholidays.com.au. Please be aware that opportunities are limited and we do reserve the right to make decision on which suppliers we include ion the program.

Staff Offers

Many of you have special travel industry offers – if you can't become involved in our familiarisation program (for whatever reason) then this is a great way to encourage our staff to visit you product. If you have an offer please email it to:

thepitcrew@aoholidays.com.au

Movers and Shakers!

- Welcome to Kelsey Davies, Contracting Manager for the Gold Coast.

Congratulations to Laura Newman who was promoted from Inbound Reservations to Contracting Manager for Victoria and Tasmania.

Weddings/Engagement/Babies

Congratulations! To Natalie Barker on the birth of a healthy baby girl, Chloe Madison Barker, born on 7 August.

AOT Holidays Stars Night

Much fun was had by the AOT Holidays team at the July STAR Night. A huge thank you to our wonderful sponsor Hamilton Island.



Debbie Cox
Business Development
Manager - Queensland

When did you join AOT? 11 June 1991

Outside of work, what are your interests? Singing, photography, diving, nature, costume design, skiing, cooking, painting, fun, travel, balloon animals & any kind of clowning

What is your favourite TV show? Boston Legal – I love those naughty boys!

What five words would your friends use to describe you?
 Huggable, Bubbly, Caring, Outrageous, Loud

Name a celebrity you would love to meet, and why? Steve Irwin – I love his untiring energy and love for the world and all those on it. I'm sure He's up there looking after us now!

When you were a child, what did you want to be when you grew up? An opera singer, sashaying across the stage in outrageous costumes and belting out an Aria or two!

What is your most treasured possession? It's a toss up between my new citrus orchard – as it will supply me with limes for Margaritas (I even sing to my fruit trees), or my 200 liter fish tank – I have 31 very colorful children! (see picture below)

What is your worst habit? Over punctuation – I just can't help myself when it comes to exclamation points!!!!

What is your favourite holiday destination, and why? The long white beaches of Lizard Island. I've only been for a day trip but we saw Lion Fish & Moray Eels just snorkeling off the beach – imagine what you'd see diving?? I'm on a mission to holiday on Lizard Island in 2008!!!!!!



Above: Deb's 31 very shy kids

NEWS FROM

AUSTRALIAN ONLINE TRAVEL

The newlyweds pictured are Ansarina and William Flowers. Ann and William were married on 17th May. Ansarina is Reservations Manager for AOLT.

Pictured below are our new colleagues from Experience Tours Australia (ETA), Poppy (on left) and Rosa (on right) have now settled in to the Pitt Street office.

With Mrs Flowers, a Poppy and a Rosa, the Sydney office has Flower Power - bring on Spring!!!!

Cheers,

Robyne

Robyne Abernethy,
 General Manager – Product and Contracting Online



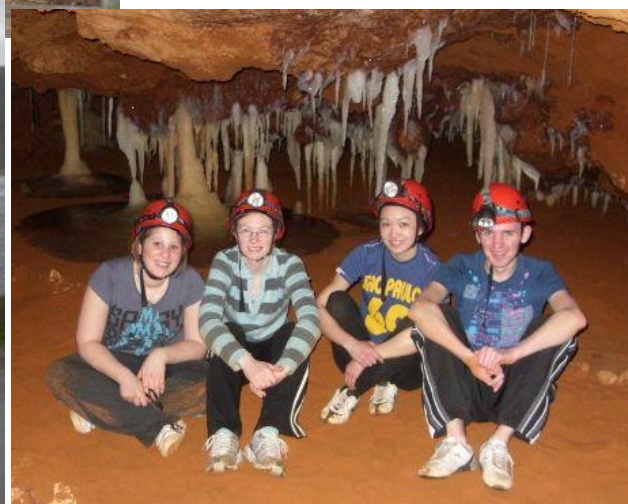
AOT ALL STARS 2008

From 24th to 27th July, 32 of AOT Group's top reservations and operations staff travelled to Western Australia where the "AOT All Stars" group enjoyed activities such as glass blowing, sparkling wine making, horse riding and cooking classes. The group included the top achievers from AOT Holidays, AOT Inbound, Australian Online Travel and AOT Retail.

A big thank you goes to Tourism Western Australia for hosting the group.



Pictured above are the top consultants receiving their awards in thanks for their hard work and dedication to the company. Left to right: Heather Barling, AOT Inbound Melbourne, Kristy Jones, AOT Inbound Melbourne, Lourdes Drego, AOT Holidays Brisbane, Amanda Stella, AOT Retail Canberra, Vanessa Nguyen, Australian Online Travel Sydney, Tanya Gollen, AOT Holidays Brisbane and Skye Hindmarsh, AOT Holidays Brisbane



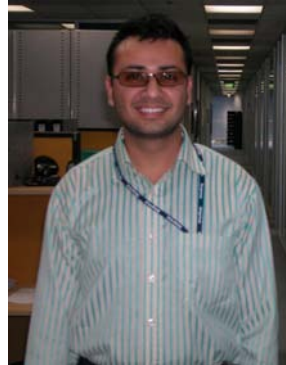
NEW FACES AT AOT



Kirby Starr-Thomas
Escape Travel Festival Towers,
Brisbane



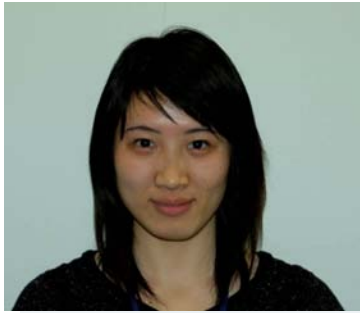
Maureen Charlton
Personal Assistant to GM Global
Sales, Melbourne



Shekhar Malik
Accounts Receivable Officer,



Sophie Cadigan
Accounts Payable Officer,



Daisy Zhou
Content Coordinator,



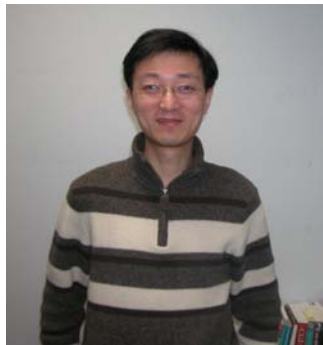
Jennifer Chen
Accounts Payable Officer,



Prasad Nanganoori
Automated Test Analyst,



Adam Perks
Senior Web Developer,



Jeff Fang
Senior Web Developer,

NEW ARRIVAL AT AOT



Taryn Flint (AOT Holidays Operations) and her husband Andrew welcomed Liam Douglas Flint on 23rd June at 6:49pm weighing 8 lb, 14 oz.



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