

Company Profile



- ✓ Wholesale Package Specialist
- ✓ Hidden Opaque Rates
- ✓ In-House Technology

- ✓ 4,000 Retail Travel Agents
- ✓ Major Advertising Campaigns
- ✓ High Volume Brochures

Discover Australia
HOLIDAYS

HolidayMax™

Overview

Welcome to a new breed of leisure wholesaler. The Discover Australia and HolidayMax™ wholesale brands are so synonymous with Dynamic Packaging, we are known as “The Package King”. Ongoing growth is fuelled by our advanced Dynamic Packaging technology and the company’s industry heritage. HolidayMax leverages our domestic success, adding 51 new outbound destinations for our existing customers and retail agent network. Both brands share combined marketing, distribution, reservations, inventory and technology. Packages are showcased in various printed wholesale brochures, on websites and through \$4m of mainstream advertising. Maximise your yield with The Package King.

- ✓ 1.5 million holidays sold
- ✓ Two Wholesale Brands:
 - Discover Australia (domestic)
 - HolidayMax™ (outbound)
- ✓ The Package King – famous for Dynamic Packaging holidays
- ✓ Hotels are sold within a package totally opaque pricing (always kept secret)
- ✓ Special discounted wholesale airfares, cheaper than the airlines (often exclusive to us)
- ✓ Produce various high volume wholesale brochures
- ✓ Works with 4,000 retail travel agents Australia-wide
- ✓ Advertising media spend of more than \$4m
- ✓ Large co-operative advertising campaigns with major airlines, tourism authorities, Great Southern Rail etc.
- ✓ Two of Australia’s most popular travel websites (30m pageviews)
- ✓ Direct wholesale relationships with hotels, airlines, tours, vehicle hire operators
- ✓ Products promoted are very classical wholesale packages
- ✓ All of our technology is development in-house with 12 software engineers
- ✓ Head office in Perth, our own office in Manila (with directly employed staff)
- ✓ 45 staff, but we are highly automated

Maximise your yield






1.5 MILLION
HOLIDAYS SOLD 

4,000 TRAVEL AGENTS THROUGHOUT AUSTRALIA  **\$4m** ADVERTISING SPEND  BROCHURES, DIGITAL ADS, PRESS ADS, EDMs

12 SOFTWARE ENGINEERS  ENHANCING OUR CUTTING-EDGE DYNAMIC PACKAGING SYSTEM

 **90%** OF BOOKINGS TOTALLY AUTOMATED WITH NO HUMAN HANDING

45 STAFF  **30m** PAGEVIEWS  ONE OF AUSTRALIA'S MOST POPULAR TRAVEL WEBSITES

STRONG GROWTH 

Discover Australia

Discover Australia is the largest provider of Dynamic Packages domestically, with strong growth continuing. We have re-invented classic wholesale packages through our unique technology that bypasses clunky high-cost legacy wholesale systems. Packages are showcased in printed wholesale brochures, on discoverAustralia.com and through mainstream advertising.

- ✓ We sell more Dynamic Packages domestically than anyone
- ✓ Key package types include:
 - Flight + Hotel Packages (fly and flop style or city breaks)
 - Self-Drive Packages (100+ package itineraries)
 - Touring Packages
 - Train Packages
- ✓ Live hotel inventory with 3,000 hotels in Australia
- ✓ Hotels booked 46 days in advance of travel on average, with longer average stays
- ✓ Average length of stay 4.78 nights
- ✓ Top package destinations include: Melbourne, Cairns, Gold Coast, Whitsundays, Hobart, Sydney, Perth, Port Douglas, Darwin, Broome, Adelaide, Brisbane



 **3,000** HOTELS LIVE THROUGHOUT AUSTRALIA 

46 DAYS  HOTELS BOOKED IN ADVANCE OF TRAVEL

4.78 NIGHTS  AVERAGE LENGTH OF STAY

HolidayMax™

The HolidayMax brand is spearheading our expansion into packaging outbound holiday destinations across Asia-Pacific. HolidayMax has leveraged our existing investments in packaging technology to sell 51 new popular destinations to our loyal customer base and retail agent network.

- ✓ New Outbound Brand, leveraging our strong customer and supplier relationships
- ✓ Maximising existing investments in technology
- ✓ Key package types to include:
 - Flight + Hotel Packages fly and flop style or city breaks
 - Self-Drive Packages
 - Touring Packages
 - Cruise Packages
- ✓ Live hotel inventory with 100,000 hotels across Asia-Pacific
- ✓ 49 airline partners including: Virgin Australia, Jetstar, Qantas, Tiger, AirAsia, Scoot, Singapore Airlines, Thai, Hawaiian, Fiji Airways, Cathay Pacific, Garuda, Malaysian, Vietnam, United, American + many more.
- ✓ Top package destinations include: Bali, Fiji, Phuket, Singapore, Auckland, Honolulu, Los Angeles, San Francisco, Bangkok, Hong Kong, Vanuatu, Ko Samui, Penang, Langkawi, Wellington & Christchurch.



HolidayMax™

 **51** DESTINATIONS IN ASIA-PACIFIC

 **100,000** HOTELS 

49 AIRLINES 

The Package King

Benefits for Suppliers:

- ✓ Sell excess inventory and protect your public price
- ✓ Package Only Rates are always kept 'secret' and never disclosed (opaque pricing)
- ✓ Stimulate new demand through promotion of off-peak package deals
- ✓ Hotel promoted and named in high-volume headline Flight + Hotel Packages
- ✓ You control the nights your Package Only Rates are available
- ✓ You control the nightly Package Only Rates pricing
- ✓ Get a significant boost in new extra bookings

Benefits for Agents/Consumers:

- ✓ Outstanding value proposition (due to discounted wholesale airfares)
- ✓ Simple to book, one transaction, instant confirmations
- ✓ Availability & pricing for all individual packages presented at once
- ✓ Provides recommendations on itineraries & products
- ✓ Broad range of package options, fully flexible

Our cutting-edge Dynamic Packaging technology has revolutionised the way we promote Australia, and now Asia-Pacific. Booking volumes for Dynamic Packages continue to grow dramatically. We electronically package special discounted wholesale airfares (cheaper than the fares available on the airlines' own websites, but must be packaged) with live accommodation. A single package price is only ever disclosed. We connect directly to the databases of major airlines to bring in live airfare inventory. We have live hotel inventory for more than 3,000 Australian properties, and now 100,000 across Asia-Pacific.



You Control Price and Availability Live

We put you totally in control of your rooms and your pricing. You decide:

- ✓ when you want to load rooms for sale
- ✓ when you don't want to sell rooms
- ✓ how many rooms you want to sell at package rates
- ✓ the price

Your Package Only special rates could be for selected nights of the week, or for selected seasons. You choose.



Unique Pricing Calendar

Sell Excess Inventory and Protect Your Public Price

"Package Only" rates provide an amazing opportunity for Supplier Partners to sell high volumes of excess inventory at secret package rates (also known as "opaque"). No one will ever see your Package Only rate - so you can fully protect your public selling price. Total flight + hotel package prices are only disclosed. This establishes a major rate fence around your Package Only special rates.

'Package Only' Rooms & Rates Fed Automatically

Use your existing Channel Control Manager to feed through the availability and pricing for the Package Only product (eg Siteminder, EZYield, Levart, ResOnline).

The Package Only rate and number of rooms you want to sell is set by you - dynamically - based on your actual fluctuations in demand.



Printed Brochures

A growing range of printed brochures are distributed in very high volumes.

Popular holiday packages are presented in modular formats that are simple-to-book and are designed to encourage extended visitation and the up-selling of additional tourism products.

Consumers are motivated to book their holidays 'now'.

- Distribution via Travel Agents
- Massive Bulk Mail Distribution
- Seasonal Specials Brochures
- Inserted in newspapers



Retail Travel Partners

Retail Travel Agent Network

We distribute holiday packages via 4,000 retail travel partners throughout Australia and many overseas.

We work closely with the following agencies:

- Flight Centre
- Helloworld
- Harvey World Travel
- Travelworld
- Jetset
- STA Travel
- American Express
- Escape Travel
- RAC Travel
- NRMA Travel
- Travelscene (UTAG)
- PLUS 2000 Independent Agencies

"We use DAH all of the time. The Res Staff are very knowledgeable."

- Sam Richardson, Flight Centre

Travel Agents love the efficiency of working with one specialist wholesaler who can recommend and provide all of their client's services (and they can pay with one transaction).

Bonus Voucher Book

Any business associated with the tourism industry can have the opportunity to benefit from the huge number of visitors that we generate for Australia.

The Discover Australia Bonus Voucher Book is given to clients in their holiday documentation (with their tickets) before they leave home. Your company can benefit enormously from these high spending interstate and international visitors having your 'Voucher' in their hands while they are on holiday. Visitors benefit with the savings offered by your Voucher and the pre-warning of your existence - enabling them to include you in their holiday plans before they leave home. This is of great importance to country operators where international and interstate visitors, typically on a tight schedule, may only be in your town overnight.



Mainstream Advertising

Integrated marketing campaigns combine consumer advertising with trade promotions to form a potent advertising mix. Carefully crafted marketing campaigns can include TV, print, magazine, radio and online advertising together with extensive bulk post campaigns to consumers wanting to holiday.

Our very solid rates of growth are fuelled by our significant increases in marketing investments.

Marketing partners include Tourism Australia and State Tourism Commissions, as well as Regional Tourism Associations and participating tourism operators.

We have access to special discounted wholesale airfares that are cheaper than the airline's own websites.

As we continue to grow we further increase our marketing investments.

Ongoing Major Campaigns can include:

- **TV Commercials** national campaigns
- **Print Ads** Australia's most popular newspapers
- **Magazine Ads** Australia's most read magazines
- **Online Display** targeting the most popular sites
- **Bulk-Mailing** brochures posted to consumers
- **Radio** tactical package promotions
- **Email** 350,000 dealsAlert subscribers
- **AgentAlert** retail travel agent promotions
- **Consumer Travel Shows** touring holidays
- **Trade Shows** promotions to agents
- **In-Flight Promotions** package deals

Tourism products are promoted to the trade and consumers around the world. Overseas marketing campaigns can include media advertising, major trade shows (ATE, ITB in Berlin, BIT in Milan, NATAS in Singapore, MATTA in Malaysia, roadshows in New Zealand etc), major consumer travel shows and market sales visits together with extensive direct mail campaigns to consumers hot-to-visit travel.



Newspapers & Magazines
Advertisements appearing in some of Australia's most read newspapers & magazines

Digital Advertising
Advertisements on Australia's most popular websites (google, Yahoo!, MSN, etc)



Airnorth's Wholesaler

Airnorth Airlines has appointed Discover Australia to operate its wholesale services. This exclusive partnership includes DISCOVER AUSTRALIA providing its booking engine to Airnorth.com.au with bookings made under the Airnorth brand.

Airnorth carries 250,000 passengers a year and flies to a large number of destinations, including: Darwin, Perth, Gold Coast, Broome, Kununurra, Port Hedland, Karratha, Mt Isa, Gove, Dili + many more.

Using Discover Australia's cutting-edge booking engine technology and live accommodation inventory, Airnorth now provides a one-stop-shop for customers to book their travel arrangements throughout the Airnorth network. Discover Australia's Customer Contact Centre and marketing back up the partnership.



Skippers' Wholesaler

Skippers was the second airline to appoint Discover Australia to operate its holiday programme. Skippers Airlines operates a fleet of 46 aircraft and flies to a growing list of destinations. The 11 destinations now serviced by Skippers are monopoly airline routes (regulated).

Under this partnership Discover Australia: uses special discounted Skippers wholesale fares to create holiday packages, produces Skippers Holidays advertisements, operates a Customer Contact Centre, provides its dynamic Flight Packaging technology to skippers.com.au, provides its accommodation booking engine to skippers.com.au, promotes Skippers Holidays to retail travel trade, promote holidays and short-breaks via a new skippers.com.au portal.

Advertising campaigns are run in partnership with Skippers, the State Government, Discover Australia and selected accommodation partners. Advertising includes TV, radio, online and print.

Industry Heritage

Since 1996, we have grown from promoting tourism to just Western Australia to then expanding to all destinations across Australia and now to outbound destinations throughout the Asia-Pacific region.

This privately held company is a great Australian success story and today is 100% owned by the Harding family, as it has been continually since 1996.

In just a few years, the Harding family grew Discover West to become the largest wholesaler for West Australia. Discover Australia was soon launched and is now the most trusted name for domestic Dynamic Packages. It continues to experience strong growth rates. With more than 3,000 Supplier Partners, Discover Australia is close to being the most comprehensive wholesaler of Australia. Discover Australia continues to invest back in promoting sustainable Australian tourism, and the economic and employment benefits it brings to our various communities.

And now through the recent launch of HolidayMax™, the company has expanded into outbound wholesale Dynamic Packages. The initial 51 destinations across the Asia-Pacific region will be joined by additional holiday destinations worldwide.

Incorporating DISCOVER WEST HOLIDAYS

Discover Australia now incorporates the Discover West Holidays brand, including the popular "West Australia" brochure. The "Skywest Holidays" product has been incorporated within Discover Australia since Virgin Australia's acquisition of Skywest Airlines.

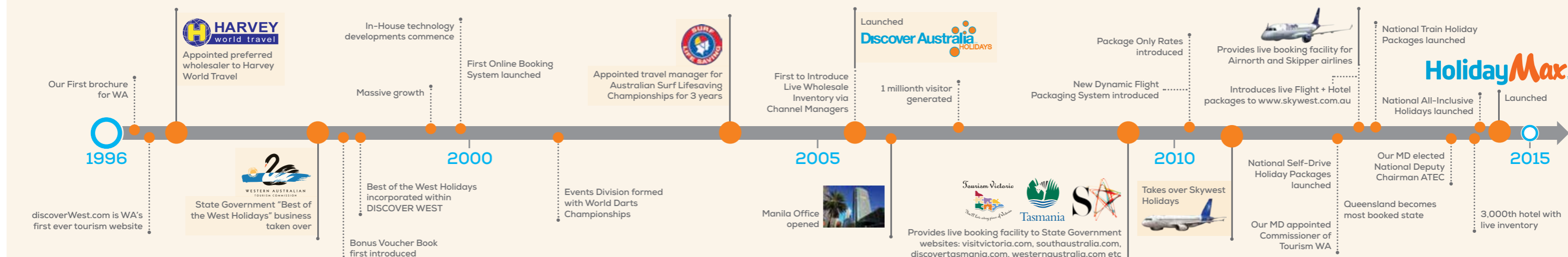
The "West Australia" brochure is the most comprehensive wholesale brochure for the State. The full colour 130 page brochure has become known as the 'bible' on West Australia.



Major Events

DISCOVER AUSTRALIA has won the exclusive Travel Management rights for a string of major events. The dedicated Events Department handles the special travel, accommodation and touring needs of major events. Exclusive travel management includes the following events: 12th FINA World Masters Swimming Championships, Australian Surf Life Saving Championships, Darts World Cup, World Interhash, World Ultimate Championships, Australian Croatia Soccer Tournament, Indian Rim Asian University Games and Australian Sides Championships.

Our Success Story



The Package King



Maximise your yield