

WA a high yield opportunity

Senior travel agents, including owner operators, were key attendees at the Tourism Western Australia road show events throughout the country last month, according to Louise Frend, trade marketing representative for Tourism Western Australia. Frend believes this reflects the high yield potential for travel agents selling the destination.

'We are seeing renewed interest in Western Australia, and in dispersal to the lesser known regions. At the road show the agents enjoyed the passion and knowledge of the regional representatives who participated.'

'Western Australia punches above its weight,' she says. 'Sixty thousand New Zealanders visit Western Australia each year. The flight loadings are full, and Air New Zealand is increasing its flights to eight per week over the peak summer period. Air New Zealand has steadily increased its capacity as the seats have filled.'

The VFR (visiting friends and family) market is strong and Frend says agents should see this as an opportunity not a threat. 'Travel agents can upsell and disperse their clients. Visitors to Western Australia tend to be older and more affluent, third or fourth time visitors to Australia. They can be high yield for agents if they start to develop this market,' she explains. 'For example the Kalgoorlie open pit coal mine tours sell out in advance. Visitors need to pre book as much as they possibly can before they leave New Zealand.'

Frend says key attractions in Western Australia are nature - whale sharks, wild flowers, Bungle Bungles; food, wine and forest; and industry, for example mining.

Western Australia is served by good air services throughout the state. Qantas now flies three times a week to Exmouth, adding competition to the incumbent Skywest's six times per week. Regular passenger flights to and from the South West will soon resume for the first time in almost a decade. Skywest says its new flights between Perth and Busselton and Busselton and Albany will start in July and run on Fridays and Sundays. The resumed service is expected to draw more tourists to the Margaret River region and give people more flexible travel options.

Tourism Western Australia concluded its national road show with a PCO (professional conference organiser) event at Mercure Auckland. Incentive operators George and Carol Spence, Realize Ltd with Louise Frend (centre) Tourism Western Australia

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Nikki Cliffe and Adam Leslie, both AMP Financial Services, with Zahra Shirazee, Australia's South West and Rachel Horner, Tourism Australia



Geraldine Hutchison, Air New Zealand, Jocelyn Thein, Perth Convention Bureau and Sophie Killgour, Gilpin Travel Events

Specials

Love collection

Moorea Pearl Resort & Spa has a five night 'Tahiti Love Collection' package including flights and accommodation, plus the bonus of breakfast and dinner daily and a free bottle of 'vin de Tahiti' wine on arrival. Also included is one night pre and post at Manava Suite Resort Tahiti. The package is priced from \$3035.

www.tahiti-tourisme.co.nz

Coolum conferences

Hyatt Regency Coolum is offering a conference package that mixes business with pleasure on Queensland's Sunshine Coast. From A\$199 per room, the resort is offering King Room accommodation, daily continental breakfasts and access to The Spa and gym for each delegate. Conference organisers can receive additional credit to spend at the resort.

www.coolumregency.hyatt.com

Shoulder season travel

The new Trafalgar 2011-2012 Autumn, Winter & Spring brochure is now out for people wanting to take advantage of less crowds and cheaper travel during these seasons. Easyway offers discounts on all Trafalgar Tours.

www.easyway.co.nz (Password is easyway)

Families in Palm Cove

Novotel Palm Cove, Tropical North Queensland, has launched a new five night package. Valid until October 31, the new deal starts from A\$1445 for a family of two adults and two children sharing a resort standard room, daily breakfast as well as a Quicksilver cruise to Agincourt Reef at the outer edge of the Great Barrier Reef for the whole family (children 0 - 14 years). The cruise alone is valued at A\$500.

www.novotelpalmcove.com.au

Rarotongan relaxation

The Rarotongan Beach Resort & Spa is offering special rates to industry personnel, plus their friends and families. Prices from \$199 per room per night for a Garden Room and \$255 for a Beachfront Room are based on share/twin occupancy for a maximum of two adults and two children under 12 years. Rates include daily tropical breakfast. There are additional upgrade and Relax@The Rarotongan package details. For more details and for conditions go to

www.tats.co.nz

Send your special offers to
stu@promag.co.nz

For diary dates see www.travelinc.co.nz/content/events/calendar