

NOOSA

TRADE TRAVEL PLANNER 2024-2025

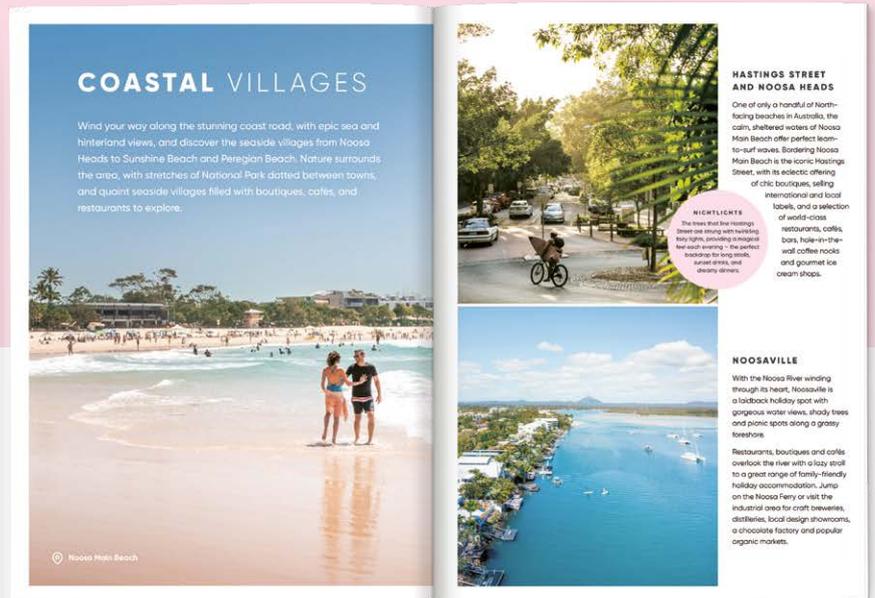
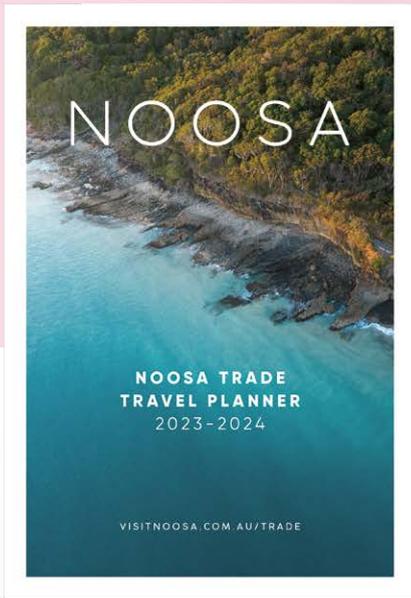


AD SPACE
ON SALE UNTIL
14 FEB 2024

NOOSA
VISITNOOSA.COM.AU



NOOSA TRADE TRAVEL PLANNER



Introduction

The Noosa Trade Travel Planner is Tourism Noosa's key piece of collateral for distribution to travel trade buyers both domestically and globally to gain a greater market share of international visitors.

The COVID pandemic has highlighted the importance of working with the travel trade (i.e. travel agents) for security when travelling. The travel trade provide a level of protection, assistance and intel for consumers in relation

to extended layover times, unexplained flight cancellations and confusing fine print.

The guide is used by Inbound Tour Operators (ITO's), wholesalers, retail travel agents and organisations such as Tourism & Events Queensland to source tourism products to include in a range of initiatives including wholesale brochures, marketing campaigns, consumer newsletters, social media and PR and media opportunities globally.

Distribution

The Planner will be available electronically and available online as a digital e-book with a small print run to distribute hard copies via:

National and international trade shows and missions (face to face and virtual)

Visiting trade and media familiarisations

Inbound tour operators, wholesalers, retail agents and trade media

National/international Tourism and Events Queensland offices

National/international Tourism Australia offices

Other relative travel trade contacts

Tourism Noosa's Trade website



SAMPLE ADVERTS

ACCOMMODATION



SOFITEL NOOSA PACIFIC RESORT

MAP 24

📍 14 - 16 Hastings Street, Noosa Heads

A relaxed experience in high style inspired by local culture while celebrating the French art de vivre. Unwind in the luxury of one of our 176 guest rooms each with private balcony and capture moments of indulgence in our poolside Cabanas. Savour European cuisine with coastal flair at Noosa Beach House and pamper yourself in the pleasures of the Aqua Day Spa.

🏠 **Facilities:** Hotel rooms, Aqua Day Spa, 3 bars, 2 restaurants, room service, 24 hour reception, secure under cover car park, swim-up pool bar, gymnasium, lagoon-style pool.

♿ **Accessible facilities:** Accessible hotel rooms and ramps, lifts and wheelchair access to restaurants.

👥 **Target markets:** Couples, honeymoon, families, groups, singles.

🛏 **Rooms:** Hotel rooms.

☎ +61 7 5449 4888
🌐 soffitelnoosapacificresort.com.au
✉ ha617@soffitel.com

RATING	ROOMS	WI-FI	FROM RATE
5 star	176	Free	\$349 pn

EXPERIENCES



GREAT BEACH DRIVE 4WD TOURS

MAP 34

📍 Noosa North Shore

Escape the bitumen on a four-wheel-drive tour and experience the Great Beach Drive from Noosa to Rainbow Beach. This unique adventure offers a once-in-a-lifetime opportunity to explore the stunning coastline and learn about its rich history with knowledgeable guides. Drive on some of the world's most beautiful beaches in the Great Sandy National Park, and immerse yourself in the natural beauty of this region.

🗨 **Tour details:** Departs daily – recommend booking Monday to Friday. Pick-up and return to Noosa accommodation. Small group touring, maximum 6 pax. Ideal for 4 Adults 2 Children. Full day tour: 7am – 3pm.

📍 **Highlights:** Red Canyon, Freshwater Picnic area, Double Island Point Lighthouse, Honeymoon Bay, Coloured Sands and Rainbow Beach.

👜 **Inclusions:** All drinks, morning tea, lunch, National Parks and ferry costs.

🧴 **What to bring:** Hats, sunglasses, camera, water, and swimmers.

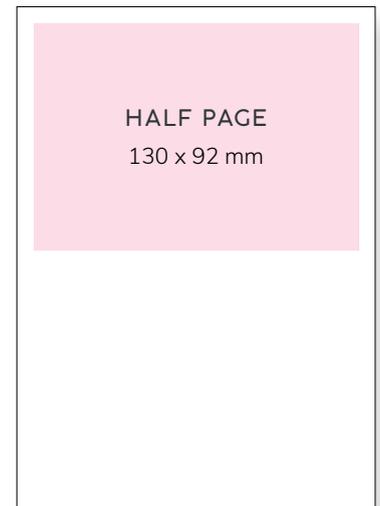
☎ +61 406 070 444
🌐 greatbeachdrive4wdtours.com
✉ info@gbd4wdtours.com

RATES	Details
	One-day tours from Adult \$239 , Child (4-14 years) \$159 .
	Multi-day tours from Adult \$573 , Child (4-14 years) \$335 .



DISPLAY ADVERTISING RATES

We invite trade ready products to advertise which includes accommodation, tours, activities, attractions and experiences. Advertisements will be complimented with useful travel information, destination information and an events calendar surrounded by stunning imagery. All display ads will be designed by Tourism Noosa in a templated format to ensure the guide is the best showcase of your service or product through Tourism Noosa's sophisticated style guide.



AD SIZE	DIMENSIONS (W X H)	RATES
Half page	130 x 92 mm	\$350 +GST

Content supply

- Once your ad is booked and approved, previous advertisers will receive a proof (in the new size).
- New advertisers will be sent a digital form to upload images and text content.
- All images must be **high resolution TIFFs or JPEGs**. Please **observe word counts**.

Terms and conditions

By booking an ad you are agreeing to the following terms and conditions:

1. Only members of Tourism Noosa may take part in this initiative.
2. Your business is trade ready with established commissionable/nett rate agreements. If you are unsure, please request a copy of the 'Are you export ready?' checklist.
3. You have 20% to 25% commission included in your rates.
4. Your rates are set for the tourism calendar year for 2025 – 2026.
5. Advertisers must represent:
 - a. A business that is a member of Tourism Noosa; or
 - b. A product of a Tourism Noosa member.
6. Advertisements must not feature or link to a site which refers to any other business that is, or likely to be, a competitor of Tourism Noosa.
7. Claims in advertising must not be:
 - a. False;
 - b. Misleading, deceptive or exaggerated; or
 - c. Negative about another member's product or service.
8. Lack of compliance with any of these requirements may result in the refusal of permission to advertise, or to continue to advertise, in the Trade Travel Planner.
9. Tourism Noosa has full editorial control over the content of this publication.
10. Payment for inclusion in the publication is within 14 days of invoicing and must be paid prior to the publication being launched.
11. Changes to the Planner schedule due to environmental and market conditions outside of our control may be made at any time at the discretion of Tourism Noosa.

Questions?

PLEASE EMAIL US

wynka@tourismnoosa.com.au

Ready to book?

BOOK ONLINE NOW

<https://form.asana.com/?k=0hZPIAJziTD8fA9UI73Pd&d=1135389382549522>