



Partner Marketing **Asia Pacific Outbound**

how to get in front of tens
of thousands of dedicated
travel sellers.



Our local global business

FIT Sales & Marketing targeting growth and opportunity from our Asia Pacific markets.

11 Dedicated Marketing Teams

Based in Bangkok, Beijing, Delhi, Hong Kong, Jakarta, Melbourne, Seoul, Singapore, Sydney, Taipei and Tokyo.

18 GTA Sales Offices

Located in Auckland, Bangkok, Beijing, Delhi, Fukuoka, Guangzhou, Hong Kong, Jakarta, Kuala Lumpur, Mumbai, Nagoya, Osaka, Seoul, Shanghai, Singapore, Taipei, Tokyo and Sydney.

19 Asia Pacific Outbound Markets

Australia, Brunei, Busan, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Sri Lanka, Taiwan, Thailand & Vietnam.

94 Sales People on the Road

Sales professionals on the ground networking, promoting products and performing user training.

171 Major Metro/Capital Cities our Sales Teams Visit

Covering even more territory when you include regional/ rural cities and towns visited on sales call patterns.





Our regional reach

We are in front of tens of thousands of active registered travel bookers in Asia Pacific.

Two Brands - GTA and TravelCube

Depending on geographical location our offering is presented by GTA or one of our sub-brands. We are GTA across Asia, in Australia and New Zealand wholesale is GTA, and the retail agency brand is TravelCube.

Two Distribution Channels - Retail and Wholesale

Our customers are retail agency chains, franchises, buying groups, independents, OTAs, TMC's, MICE companies, traditional wholesalers, online wholesalers, tour operators, brokers.

23,000+ Active Booking Customers in Asia Pacific

Registered businesses actively booking through GTA in Asia Pacific.

51,000+ Email Addresses in our Asia Pacific Database

Our marketing database is segmented by market and by channel, so we reach the right people with the right product at the right time.

Contributing to the **21,000 hotel bookings a day** and **12 million room nights** booked every year through GTA.



Online marketing activity

Increasing the visibility of market relevant promotions at the point-of-sale.
Activity includes, but is not limited too;

Email Direct Marketing

“Connected” monthly EDM banner ads and product placement, Solus email campaigns, Ad-Hoc EDM, promo’s on confirmation emails - all direct to the inbox of registered active booking customers.

Online & Point-of-Sale Activity

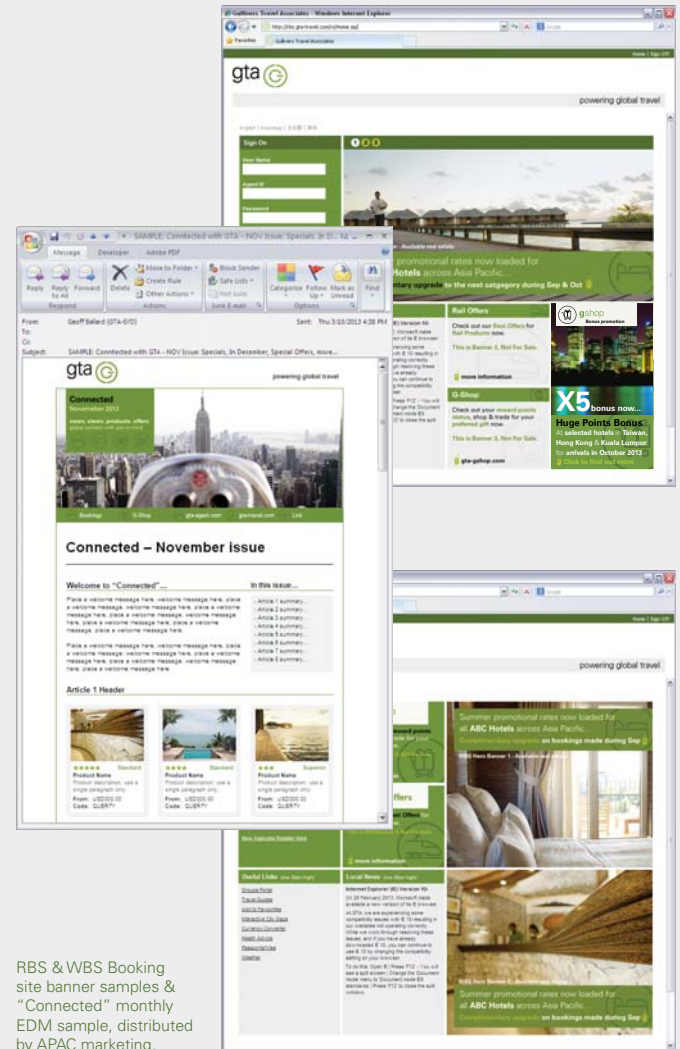
Booking site hero & tower banners, Flash Sale’s, landing pages and promotional microsites, downloadable e-flyers, hotel preferred placement booking site tags, rate reductions, value-add promotions etc.

G-Shop Booking Reward Program

Potential exists for bonus point promotions for up to 10X Bonus Point earnings, or for your product to feature as a redeemable reward for participating agents.

Co-Branded Trade Press

Joint or co-op advertng in regional electronic trade press, stand alone or linked to broader campaign activity.



RBS & WBS Booking site banner samples & “Connected” monthly EDM sample, distributed by APAC marketing.

connect now
Australia
Recommended hotels & attractions 2013

2013 Calendar

connect now
hotels. transfers. attractions.

gta 
powering
global travel

05
May

01 April M T W T F S S 1 2 3 4 5 6 7 1 2 3 4 5
8 9 10 11 12 13 14 6 7 8 9 10 11 12 3 4 5 6 7 8 9 1 2
13 14 15 16 17 18 19 20 21 13 14 15 16 17 18 19 10 11 12 13 14 15 16
22 23 24 25 26 27 28 29 30 21 22 23 24 25 26 17 18 19 20 21 22 23 2
27 28 29 30 31 24 25 26 27 28 29 30

book: <http://bs.gta-travel.com/jp>
info: <http://www.gta.co.jp>
e: customerservicestokyo@gta.co.jp
t: (03) 3448 0770
f: (03) 3448 0771

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7		9	10	11	12
13	14					
20	21					
27	28					

Public holiday placing

01
January

12 December 2012 M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
01 January M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
02 February M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

notes

your url's - e.g. <http://bs.g>

Australia brochure
produced by HKG
marketing and the 2013
GTA desktop calendar
produced for bookers.



Offline marketing activity

Leveraging our relationships to keep your brand in the thoughts of our customers.

Major Event Sponsorship

Hosting VIP Receptions during exhibitions such as ITB, GTA Roadshow participation and Award Night Sponsorship to name a few.

Seminar or Networking Sponsorship

Breakfast seminar and training workshop sponsorship, networking events such as Movie Premiere sponsorship.

Printed Sales Collateral

Brochures, Flyers, Top Picks, Hot Deals etc. Usually rate driven or value add in nature covering multiple hotels and or destinations.

Co-Branded Merchandise

Sponsorship of our annual desktop calendar, notebooks, mouse pads, pens, coffee mugs and so on. The "what" it is completely flexible and we welcome your ideas and choices.

Presentations to Key Clients

Meetings that focus on increasing traction of date dependant major tactical campaigns where connection methods might XML through B2C OTAs when direct engagement drives campaign effectiveness.



Your choice

Partner marketing with GTA connects you directly to active registered bookers, but what is the right approach?

Tactical Activity

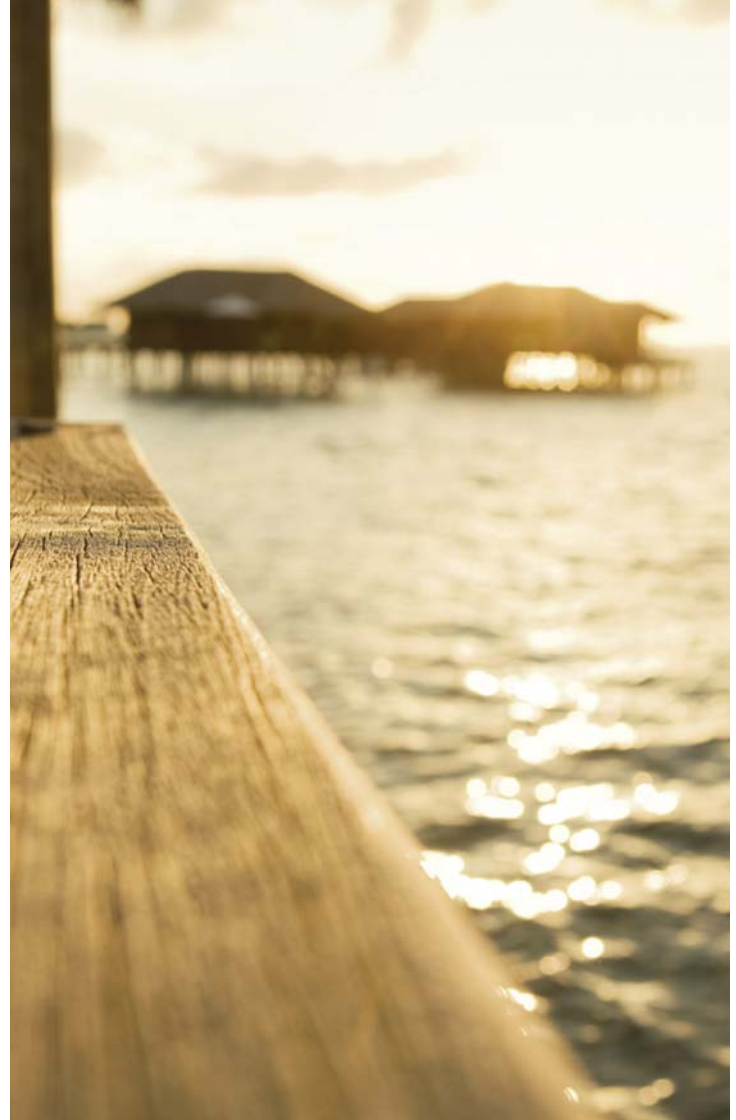
The aim of tactical activity is to generate booking traffic and be measurable. It therefore needs to reflect real value and be relevant to local market needs to achieve success. Timing is important and it should align with booking patterns, outbound destination calendars and marketing plans for the year.

Regional tactical campaigns require a high level of involvement from a variety of people inside our business; therefore effective planning, collaboration with local markets and longer lead times need to be allowed for.

Positioning Activity

Positioning or brand awareness activity comes in many forms, while not immediately measurable like a tactical campaign, it is valuable in communicating your brand, proposition, values and messages.

Positioning activity can be delivered quickly, across multiple markets and multiple mediums. Regional campaigns can be created centrally and delivered out to local markets for implementation.





Some things to consider

There is a lot to think about, to get the ball rolling here are a few important questions.

- What are your **primary objectives** - booking traction or brand positioning?
- What **outbound markets** do you want to focus on? Do you want to perform a **single market** or **multi-market** campaign?
- What is your **budget**?
- What **inbound destinations** do you want to promote?
- What are your **preferred timelines** – when do you want to go to market?
- What **campaign duration** do you think is required for success?
- What **promotional mediums** interest you?
- If tactical, what **the offer** is that you are considering?





Marketing enquiries

If you would like to discuss partner marketing with GTA FIT outbound in Asia Pacific, please contact Geoff Ballard or one of your regional contacts below.

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