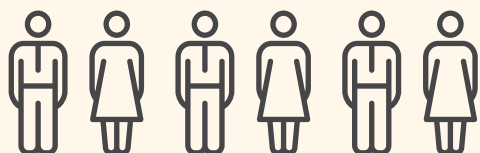




# AUSSIE SPECIALIST PROGRAM



45,000

travel agents currently registered from more than 80 countries

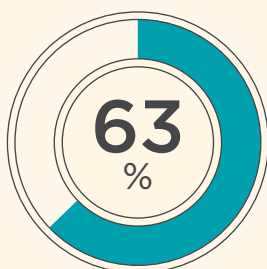


28 YEARS



11 LANGUAGES

SINCE RELAUNCH OF THE AUSSIE SPECIALIST PROGRAM IN SEPTEMBER 2015



increase in qualified Aussie Specialists

60,000

travel agents trained face to face

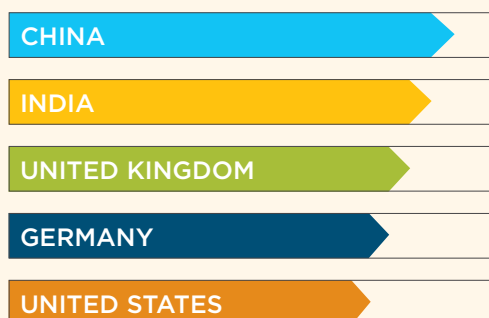
135,000

online training modules completed

## AWARDS

### TOP MARKETS

(qualified Aussie Specialists)



#### USA:

Travel Weekly - 2016 Magellan Award Winner  
Destinations: Education Program



#### UK:

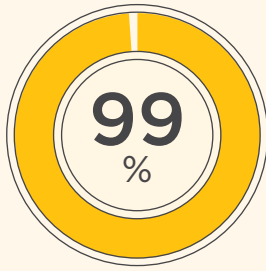
Selling Travel - 2016 Agents Choice Award Winner  
Agent Friendly Tourist Office



#### GERMANY:

Touristik Aktuell - 2016 Globus Award Winner  
Best Service for Travel Agents:  
Tourism Board category

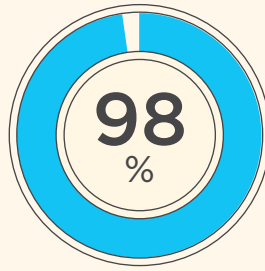
## GLOBAL AGENT FEEDBACK



of agents reported satisfaction with the Aussie Specialist Program

“It is a fantastic and informative program. Definitely helpful for us to sell more and more of Australia.”

Aussie Specialist, India



of agents highlighted an improved ability to sell Australia as a result of attending face to face training

“Aussie Specialist is the best program going. It offers amazing modules, superb webinars and exciting and educational opportunities.”

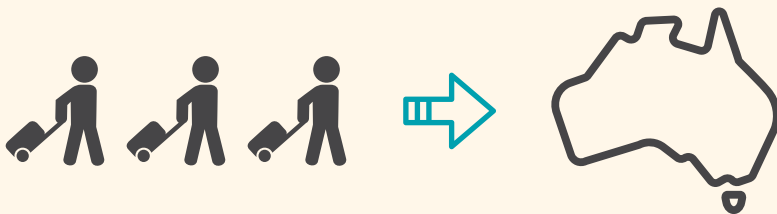
Aussie Specialist, USA



of agents highlighted an improved ability to sell Australia as a result of completing online training modules

“At Aussie Specialist training events, I learned a lot more about Australian destinations in all states and territories, sales resources and itinerary building tips.”

Aussie Specialist, China

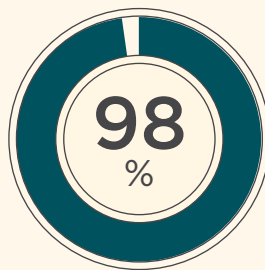


300 Aussie Specialists visit each year from key markets to meet with over 100 seller companies and experience Australia first-hand

## CORROBOREE ASIA 2016



seller satisfaction



agent satisfaction



agents intend to sell more Australian product following attendance



Global Aussie Specialist Team of **23 in 15 markets** training frontline travel sellers face to face and updating the website



Partnership between Tourism Australia and all eight State and Territory Tourism Organisations

## GET INVOLVED

- Entice Aussie Specialists to try your product and visit your region the next time they are in Australia by offering an industry rate on travel, tours, accommodation and attractions
- Educate Aussie Specialists about your product by creating a two-minute video introducing yourself and your product, explaining the product location and key selling points
- More information [www.tourism.australia.com/aussiespecialists](http://www.tourism.australia.com/aussiespecialists)