

# CORROBOREE ASIA 2018

27 - 30 August 2018

In 2018, Corroboree Asia was held on the Gold Coast, Queensland. The event is an Australia-based trade program that combines a training workshop and familiarisation visits exclusively for qualified Aussie Specialist agents from key Asian markets including Greater China Japan, Korea, India, Malaysia, Indonesia and Singapore. These qualified Aussie Specialist agents are front-line retail agents who actively sell Australia as a preferred long-haul destination to Asian travellers.

This event provides a professional forum for Australian sellers to train those qualified Aussie Specialist agents and strengthen specific product knowledge. In addition, through familiarisation visits, the agents have a first-hand experience with quality tourism products, enhancing their ability to promote and sell Australia.

## POST-EVENT SURVEY RESULTS

### SELLERS

Sellers reported **satisfaction** with the event.

100%

*"Corroboree Asia is a great opportunity to put faces to names and meet front-line travel agents from across Asia".*

Sellers would **definitely or probably** attend the event in future

87%

*"The event presented excellent value for money as I met approximately 300 individuals from 250 companies. The set up was not expensive and everything was extremely well organised. We will definitely do it again".*

Sellers described the event's value for money as **excellent, very good or good**

92%

*"Corroboree Asia is a good opportunity to educate and inspire agents to sell more destinations within Australia, and of course, add our products as part of the destination mix".*

### AUSSIE SPECIALISTS

Aussie Specialists highlighted that events such as Corroboree Asia encourage them to maintain their Aussie Specialist status

99%

Aussie Specialists reported satisfaction with the event, with **68%** being **extremely satisfied** and **29%** being **very satisfied**

100%

*"For me, the highlight of Corroboree Asia was the three-day workshop. I gained so much knowledge and updates of Australian products".*

Aussie Specialists would **definitely or probably** recommend the event to others

100%

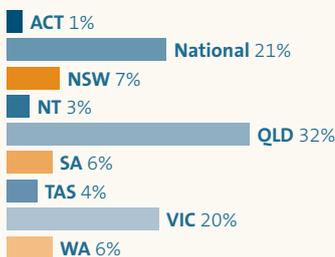
*"Corroboree Asia was a well organised event which gave front-line sales personnel an opportunity to interact face to face with operators".*

Aussie Specialists intend to sell more Australian product following event attendance

100%

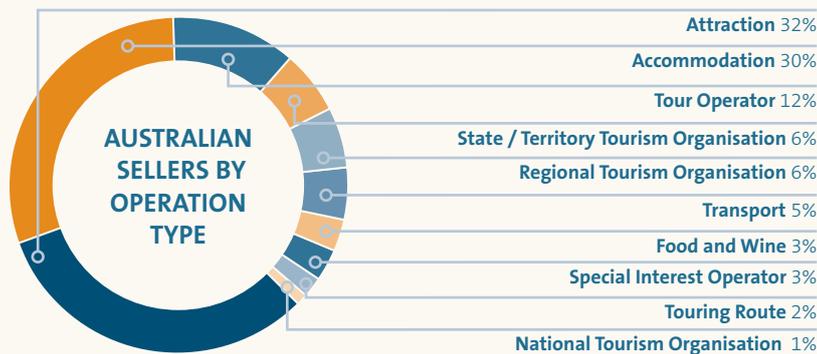
*"It was a very good event and gave me a deep understanding of the richness of Australia's tourist resources".*

### SELLERS



117  
seller  
companies

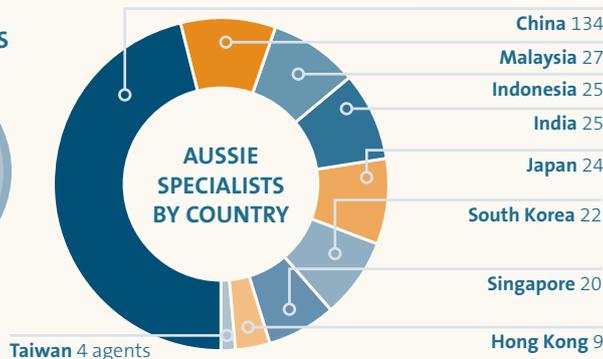
173  
seller  
delegates



### AUSSIE SPECIALISTS

290  
Aussie Specialist  
agents

### AUSSIE SPECIALISTS BY COUNTRY



### SAVE THE DATE

Corroboree Asia 2020  
to be announced  
late 2019

### FAMILIS

10  
Gold Coast  
day famils

24  
Post famils around  
Australia