



# Welcome to Experience Tours Australia



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It is our great pleasure to introduce you to Experience Tours Australia (ETA), the dedicated specialist inbound division of Helloworld Travel Limited since the merger of The AOT Group and Helloworld Travel Limited in February 2016.

Helloworld Travel Limited sells over 3.1 million room nights per annum via our retail travel network and customers in Australia and New Zealand, our Wholesale division and partners around the world, our Corporate Travel divisions and our Government Services divisions.

Now in its 31st year of Operation – ETA continues to be the leading specialist Inbound Tour Operator working across all key Asian markets.

ETA leads the way as the Group Travel specialist across Asia with a very strong infrastructure of experienced staff speaking many different Asian languages. Our team looks after groups of all different sizes, no request is too big or too small.

ETA has offices in Melbourne (Head Office), Sydney, Gold Coast, Brisbane, and Auckland (NZ) with Airport Tour Managers in Melbourne, Sydney, Brisbane and the Gold Coast supported by regional sales offices in Shanghai, Hong Kong, Jakarta, Singapore and Mumbai.

We look forward to meeting with you and discussing how ETA can support your organisation.

**Gary Paterson**

General Manager AOT Inbound AU & NZ and ETA



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# The ETA Story

**Established in 1988**, Experience Tours Australia (ETA) is now in its 31st year of operation and is the leading Asian Inbound Tour Operator. ETA is a business of Helloworld Travel Limited a division of AOT Inbound Pty Ltd, with its head office located in South Melbourne.

In addition to the Head Office in South Melbourne, we also have offices in Sydney, Brisbane, Gold Coast, Auckland and Sales Support Offices in Mumbai, Singapore, Hong Kong, Jakarta and Shanghai. With ETA Airport Tour Managers in Melbourne, Sydney, Brisbane and the Gold Coast.

ETA provides eCommerce solutions not previously offered in the Asian marketplace. A complete 24/7 B2B booking engine with instant confirmations at over 1,500 hotels across 800 destinations throughout Australia, New Zealand & the South Pacific. The entire database of ETA is available via XML Host to Host to all its global partners. This complete package delivers not only the best product range available, but it comes with competitive prices and incredible inventory for hotels, tours, sightseeing, attractions and all airport transfer arrangements.

ETA is supported by nationwide contracting team of the AOT Group who are responsible for sourcing new products, negotiating rates, maintaining inventory and sourcing special deals and bonus offers for the ETA client portfolio.

Thanks to the largest product range available in Australia, New Zealand and the South Pacific, ETA is able to provide products in all areas, from the major gateways to new emerging destinations. The AOT Group infrastructure offers ETA innovative eCommerce solutions setting a new benchmark, delivering unrivalled efficiencies to ETA's global partners.

The ETA team are very experienced, and offer a multi-lingual staff speaking many different Asian languages.

Led by Executive Director, Cinzia Burnes, who is both a shareholder and Company Director of Helloworld Travel Limited, AOT Inbound has been widely recognised by the industry over the past 26 years and has received many industry awards for service excellence.



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# ETA Products & Services

## Group Travel Department

Our experienced staff and regional international offices are considered market leaders in managing and coordinating group travel. Handling in excess of 2,500 groups a year, no request is too big or too small for our Group Travel Teams in both Australia and New Zealand.

The teams are well trained and committed to delivering the highest quality, reliable, professional and personalised service.

Our experience allows us to offer you very creative group itineraries for any destination in Australia, New Zealand and the South Pacific. In addition, we can tailor-make exclusive group series programs according to your budgets and special interests.

Whether it is a Group Series or an ad-hoc request, you can be assured our Group Travel Team will provide you with the best tailor-made group quotes at the most competitive pricing.

## Independent Travel (FIT) Reservations Team

- Highly experienced team of FIT Reservation Agents
- Instant Confirmations provided through our Online Booking Engines 24/7
- 24 hour turnaround for all off-line reservations
- Customer Service assistance in a variety of different languages 24/7
- Post-travel customer service department
- Prestige Reservations Department – for those VIP traveller needs Tailor-made itineraries to suit any budget or special requirement Special Interest (Honeymooners, Family and Education)
- State of the art reservation system with instant confirmations
- SuperDeals and other Value Added offers throughout the year

## Incentive Travel

Our experienced team has designed a fantastic array of incentive programs for some of the world's leading Incentive Houses on behalf of some of the world's major corporations including Jaguar, BMW, BT, ING, Jelajah, Shell, AIA, AXA, Panasonic, Olivetti, Discovery Channel, Sony and Computer Associates, Toyota, Nokia and Prudential and Met Life.

Renowned for creating unforgettable experiences our Incentive Team can cater for any budget and can manage incentive groups from 20 to 6,000 people.

Just a small sample of what is possible:

- Trips to unspoilt rainforest
- Explore the Great Barrier Reef
- Ayers Rock and the Red Centre
- Horse riding or white water rafting
- Group Harley rides
- Skiing and bungee jumping
- Hot air ballooning
- Exclusive themed dinners in exotic locations
- Special private theme park experiences
- Experience the Aboriginal and Maori cultures
- Aircraft and Jet charters
- Helicopter flights

We guarantee you the WOW factor within your budget!

## ETA – Self Drive itineraries

Travelling by road is undoubtedly one of the best ways to explore Australia and New Zealand.

ETA offers the most comprehensive and interesting range of fly and drive itineraries throughout Australia and New Zealand. Our Fly-Drive programmes use only the best quality car rental companies and offering a variety of different car and accommodation options to suit your travellers' needs.

Our Fly-Drives division offer a comprehensive range of 150 itineraries from 3 to 33 days across Australia and New Zealand. The most outstanding feature of this product however, is the detailed co-pilot documentation and the backpacks for each Self Drive.



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# ETA eCommerce Solutions

## ETA Online – Australia, New Zealand and the South Pacific's leading online booking engine

The AOT Group has made considerable investment to develop the best Trade Only web booking engine for ETA booking Australia, New Zealand and the South Pacific tourism products. Our booking engine has been in operation now for many successful years and has been significantly enhanced over time and today deliver state of the art online solutions to our global partners. Our development and improvement is on-going with a dedicated in-house e-commerce team at AOT.

Combined with this advanced technology, comes the added benefit of competitive pricing, Australia's largest inventory pool and the most comprehensive range of exciting destinations across Australia, New Zealand and the South Pacific.

### Our ETA web booking engines offer the following features.

- Online availability for • Accommodation • Tours • Sightseeing • Transfers and Attractions catering to all budgets
- Outstanding accommodation selection in • City Hotels • Beach & Island Resorts • Farmstays • Selected B&Bs • Lodges Eco & Contemporary Hotels • Fly-Drives and City Packages



- Instant confirmations • 1,500 plus hotels on allocation in over 800 locations
- Competitive Pricing across all regions with the AOT Preferred Supplier Partners (PSP) price guarantee
- Reservation departments operating in Melbourne and Auckland 7 days with 24/7 Customer Telephone Support
- Online book, amend and cancel functionality
- Easy 4 step process to book online with easy payment options
- Pricing for a full 365 days, last minute, dynamic, with competitively priced SuperDeals and Value Added bonus offers available throughout the year
- Great product information online with descriptions, maps, images – a great training tool for all your staff
- System generated co-branded e-vouchers – a great time saving option

To learn more about Australia and New Zealand's leading online solution and be ahead of your competition, visit [www.etaonline.com.au](http://www.etaonline.com.au) and register today.

## System Connect – The ETA XML Host to Host Connection

Save a huge amount of time and money and integrate your reservation system with the entire ETA database of Australian, New Zealand and South Pacific travel products. Delivering instant access to thousands of products, pricing, information and images, the XML connection can be set to update all data on a regular basis, delivering our global partners real time availability and a huge competitive advantage.

The XML solution will allow you to upload the entire ETA content to your web connection, to your reservations system or import it to a database.

Whichever the most suitable use for your organization, our XML solution will deliver you immediate savings and efficiencies.

Live XML connectivity has never been more important with today's dynamic nature of rates. By being connected to ETA via XML you can always be assured to have the best available rates showing in your system without double handling and manual loading.

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# The ETA Commitment to you

## The ETA Product Range

**ETA's dedicated Product Department provides an invaluable support to our global client partners.**

This division is dedicated to assisting with any Product query in Australia, New Zealand and the South Pacific and is responsible for the production of the most comprehensive on-line tariff with over 5,000 products, as well as the creation of our ETA wholesale tour tariff. Special interest packages, Fly-Drives, modules and negotiations of value adds and bonus offers.

Offering accommodation for all budgets including Contemporary Hotels, selected B&Bs, Farmstays, Islands Resorts, Tours, Cruises, Sightseeing, Transfers, Attractions and more.

ETA also offers an extensive range of services in a variety of foreign languages to cater to the special needs of our non English speaking customers.

## The ETA Price Advantage

Take advantage of our great pricing which ETA can provide through the buying power of the AOT Group. The volume of business to suppliers throughout the Australia, New Zealand and South Pacific region guarantees you the best available prices.

## The ETA Inventory Offer

ETA delivers Australia, New Zealand and the South Pacific's most extensive stock of 365 day, dynamic and last minute inventory throughout the year in all locations. With over 6,000 rooms available on freesale every night of the year, our inventory is also available throughout periods of highest demand, guaranteeing you access for your clients when most needed.

Our ETA online booking engine offers the widest range of Australia, New Zealand and the South Pacific products available for instant confirmation through our ETA allocations and freesale.

## The ETA 24 hour Customer Service

ETA acknowledges that customer service is a major part of the overseas clients' experience and this is particularly relevant when there are such varied differences in time zones. The ETA service lines in both Australia and New Zealand operate 24 hours a day, 7 days a week providing information and assistance in case of emergencies.

## The ETA Famil / Trade Travel Department

At ETA we acknowledge the important role families play in staff development and knowledge. For this reason we have a dedicated famil unit which takes care of all the logistics of families for our worldwide partners. Whether an individual famil for a staff member or a famil group, our experienced team will liaise with our supplier partners to ensure the best conditions are granted and the right balance between work and leisure is achieved.

## The ETA Finance Department

While the operational aspects of doing business are extremely important, our commitment goes all the way to the finance services. As your partner we design financial and reporting services tailored to your needs.

## The ETA Memberships and Industry Support

ETA is very proud to support and be members of all the relevant key Industry Associations throughout Australia and New Zealand.



[www.booketaonline.com](http://www.booketaonline.com)



**Experience Tours Australia** (A division of the AOT Inbound Pty Ltd)



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