

Dear Members & Industry Contacts

Would you like to be involved in Tourism NSW UK/Europe Trade Mission for 2011?

TNSW are pleased to advise that applications are now open to attend the 2011 Tourism NSW Sydney and NSW Uncovered UK/ Europe Sales Overseas Trade Mission. The 2011 UK/Europe Mission has been designed to showcase Sydney and NSW product suppliers/ destination promoters to key trade partners and travel trade media, and to educate and increase the knowledge of agents about destinations, experiences and individual products in NSW via trade workshop events.

The UK/Europe Mission will be held from 4 - 14 September 2011 and will visit the cities of Frankfurt, Munich, Zurich, London, Manchester, Paris. **Places are limited and are available for a maximum of 18 NSW product suppliers.**

Travel Agent Training Workshops will be organised in each city with agents invited to attend. The format of the workshops will be 8 minute tabletop presentations. Travel Trade Media will be invited to selected workshop events. In addition, a dedicated Product Manager workshop and team building event will be held in London targeting UK and European Product Managers from key wholesalers and tour operators across the UK, Nordic and Continental Europe markets.

The UK/Europe Mission is included as part of the International Industry Incentive Funding Scheme and Tourism NSW will be funding up to 18 successful applicants to the value of 75% of the participation fee excluding accommodation. This is an extremely cost effective way to get your product or destination to the international market.

If you are interested in attending please **complete both the expression of interest and application for incentive funding forms** which are available to download on the TNSW Corporate website and return to Nicole Manderson at TNSW. To view the **full mission prospectus and application forms** http://corporate.tourism.nsw.gov.au/International_Incentive_Funding_p3570.aspx.

Applications close on the 17th June 2011.

Tourism NSW Nordic Workshops 2011

Applications are also now open for the Tourism NSW 2011 Nordic Workshops. Based on feedback received from industry partners who participated on the 2010 Tourism NSW UK/ Europe Mission, Tourism NSW is offering a dedicated Nordic Workshop which will directly follow the Tourism NSW UK/Europe Mission.

The 2011 Nordic Workshops have been designed to showcase Sydney and NSW product suppliers/ destination promoters to key trade partners and travel trade media, and to educate and increase the knowledge of agents about destinations, experiences and products in NSW via trade workshop events.

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The Nordic Workshops will be held from 14 - 16 September in the cities of Copenhagen and Stockholm.

If you are interested in participating in the Nordic Workshops, please complete the **expression of interest form** and return to Nicole Manderson at TNSW. Please note that the Nordic Workshops are not subject to incentive funding and full costs will be incurred.

Applications close on the 17th June 2011.

If you have any questions on either the UK/Europe Mission or the Nordic Workshops, please contact Nicole Manderson, Trade Services Specialist International Markets on 02 9931 1472 or via email nicole.manderson@tourism.nsw.gov.au.

Kindest regards
The SCT Team