



2005 SEE AMERICA SEMINARS IN AUSTRALIA

Promote to the **7TH** Largest Travel Market to the U.S. Without Leaving Your Office!



Participate in the U.S. Commercial Service Brochure Distribution Booth

Why is the Australian market important?

- Australia is the 7th largest travel market to the U.S. A very important and significant market., Australia is expected to maintain its high performance in 2005 with over 450,000 Australians expected to visit the U.S. So far in 2004, the U.S. has experienced double digit growth in the number of Australians visiting the U.S. Compared with 2003, there has been an increase of 31.9%, the second highest level of growth experienced from any of the top markets.
- Australians stay longer (average of 23 nights) and spend more money than other international visitor to the U.S. Buoyed by a rising Australian Dollar, the Australian traveler's buying power has risen by almost 30 percent over the past year and as a result there is pent-up demand for travel to the U.S.

What are the See America Seminars?

The annual See America seminars are held throughout Australia. The seminars are a major event in Australia's travel industry calendar and are attended by over 1,000 travel agents.

Operating on a limited budget?

Promote your destination through the U.S. Commercial Service brochure distribution booth. Forward your brochures via U.S. domestic mail and our experienced travel industry commercial specialists will take care of the rest.

Cost: \$650

Dates: Brisbane 27 February Sydney 1 March Melbourne 2 March



REPLY FORM

PLEASE RETURN BY AUGUST 30, 2004 TO FAX: +61 2 9373 9210

Name: _____ Position: _____

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Please send more information on the brochure distribution booth.

We are interested in taking out our own booth & exhibiting. Please send information.