

# NOOSA

TRADE TRAVEL PLANNER 2025-2026

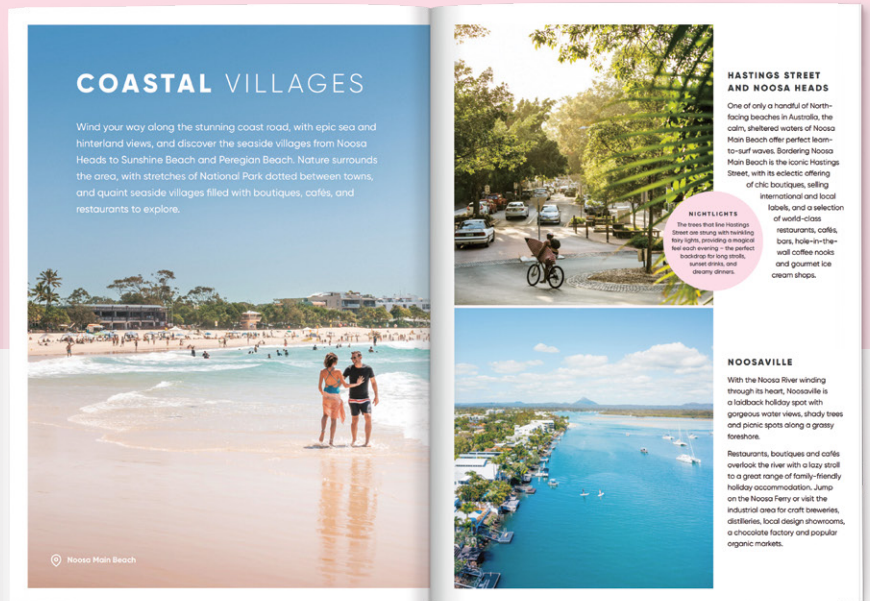
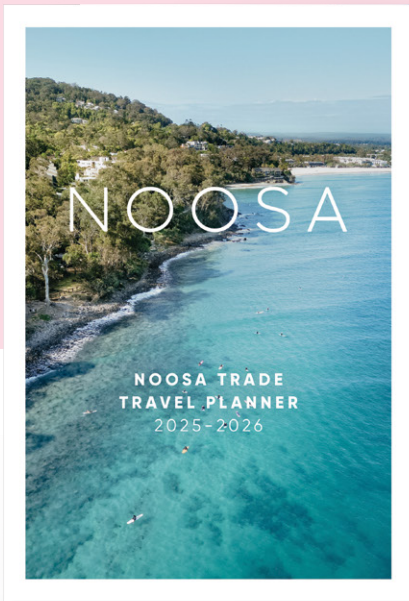


AD SPACE  
ON SALE UNTIL  
31 MARCH  
2025

NOOSA  
VISITNOOSA.COM.AU



# NOOSA TRADE TRAVEL PLANNER



## Introduction

The Noosa Trade Travel Planner is Tourism Noosa's key piece of collateral for distribution to travel trade buyers both domestically and globally to gain a greater market share of international visitors.

Australia is considered a complex destination for international visitors to navigate. A recent study by Tourism Australia (The Future of Distribution), shows that our key markets including the UK, Germany and North America are still more likely

to book through agents rather than directly.

The guide is used by Inbound Tour Operators (ITO's), wholesalers, retail travel agents and organisations such as Tourism & Events Queensland to source tourism products to include in a range of initiatives including wholesale brochures, marketing campaigns, consumer newsletters, social media and PR and media opportunities globally.

## Distribution

The Planner will be available electronically and available online as a digital e-book with a small print run to distribute hard copies via:

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National and international trade shows and missions (face to face and virtual)

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Visiting trade and media familiarisations

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Inbound tour operators, wholesalers, retail agents and trade media

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National/international Tourism and Events Queensland offices

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National/international Tourism Australia offices

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Other relative travel trade contacts

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Tourism Noosa's Trade website

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# SAMPLE ADVERTS

ACCOMMODATION



## SOFITEL NOOSA PACIFIC RESORT

MAP 24

📍 14 - 16 Hastings Street, Noosa Heads

A relaxed experience in high style inspired by local culture while celebrating the French art de vivre. Unwind in the luxury of one of our 176 guest rooms each with private balcony and capture moments of indulgence in our poolside Cabanas. Savour European cuisine with coastal flair at Noosa Beach House and pamper yourself in the pleasures of the Aqua Day Spa.

🏠 **Facilities:** Hotel rooms, Aqua Day Spa, 3 bars, 2 restaurants, room service, 24 hour reception, secure under cover car park, swim-up pool bar, gymnasium, lagoon-style pool.

♿ **Accessible facilities:** Accessible hotel rooms and ramps, lifts and wheelchair access to restaurants.

👥 **Target markets:** Couples, honeymoon, families, groups, singles.

🛏 **Rooms:** Hotel rooms.

☎ +61 7 5449 4888  
🌐 [soffitelnoosapacificresort.com.au](http://soffitelnoosapacificresort.com.au)  
✉ [ha617@soffitel.com](mailto:ha617@soffitel.com)

RATING	ROOMS	WI-FI	FROM RATE
5 star	176	Free	\$349 pn

EXPERIENCES



## JOEL'S JOURNEYS

📍 Noosa Heads

Joel's Journeys is a Noosa-based tour operator, curating bespoke, small group experiences in and around Noosa, the Hinterland, Sunshine Coast, and surrounds. Offering a range of all-inclusive luxury tours for guests to experience locations that are a must-see, lesser known or both. The expert knowledge and commentary of experienced local guides, offer guests the opportunity to discover new and memorable destinations, whilst gaining a deeper understanding of each place. Large group tours can also be arranged.

🗺 **Tour details:** Tours daily to various locations including; Noosa hinterland, Montville, Maleny, Mary Valley, Rainbow Beach, Glass House Mountains and more.

👥 **Inclusions:** Commentary, luxury vehicle, experienced guide, tastings, lunch, scenic drives, guided nature walks, national parks entry and more.

🚗 **Transfers:** Australia Zoo, Mary Valley Rattler and anywhere else.

📷 **What to bring:** A sense of fun and adventure, camera, waterbottle.

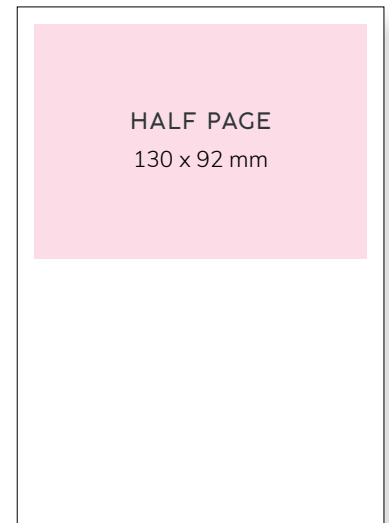
☎ +61 455 080 931  
🌐 [www.joelsjourneys.com.au](http://www.joelsjourneys.com.au)  
✉ [info@joelsjourneys.com.au](mailto:info@joelsjourneys.com.au)

RATES	From: Adults <b>\$179</b> , Child <b>\$109</b> .



# DISPLAY ADVERTISING RATES

We invite trade ready products to advertise which includes accommodation, tours, activities, attractions and experiences. Advertisements will be complimented with useful travel information, destination information and an events calendar surrounded by stunning imagery. All display ads will be designed by Tourism Noosa in a templated format to ensure the guide is the best showcase of your service or product through Tourism Noosa's sophisticated style guide.



AD SIZE	DIMENSIONS (W X H)	RATES
Toursim Noosa Trade Members	130 x 92 mm	\$200 +GST
Non-Trade Members	130 x 92 mm	\$350 +GST

## Content supply

- Once your ad is booked and approved, previous advertisers will receive a proof.
- New advertisers will be sent a digital form to upload images and text content.
- All images must be **high resolution TIFFs or JPEGs**. Please **observe word counts**.

## Terms and conditions

By booking an ad you are agreeing to the following terms and conditions:

1. Only members of Tourism Noosa may take part in this initiative.
2. Your business is trade ready with established commissionable/nett rate agreements. If you are unsure, please request a copy of the 'Are you export ready?' checklist.
3. You have 20% to 25% commission included in your rates.
4. Your rates are set for the tourism calendar year for 2026 – 2027.
5. Advertisers must represent:
  - a. A business that is a member of Tourism Noosa; or
  - b. A product of a Tourism Noosa member.
6. Advertisements must not feature or link to a site which refers to any other business that is, or likely to be, a competitor of Tourism Noosa.
7. Claims in advertising must not be:
  - a. False;
  - b. Misleading, deceptive or exaggerated; or
  - c. Negative about another member's product or service.
8. Lack of compliance with any of these requirements may result in the refusal of permission to advertise, or to continue to advertise, in the Trade Travel Planner.
9. Tourism Noosa has full editorial control over the content of this publication.
10. Payment for inclusion in the publication is within 14 days of invoicing and must be paid prior to the publication being launched.
11. Changes to the Planner schedule due to environmental and market conditions outside of our control may be made at any time at the discretion of Tourism Noosa.

### Questions?

PLEASE EMAIL US

[wynka@tourismnoosa.com.au](mailto:wynka@tourismnoosa.com.au)

### Ready to book?

BOOK ONLINE NOW

<https://form.asana.com/?k=f0qISPuaCaMGPDHJzJlIA&d=1135389382549522>