



TRAVELMANAGERS
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TravelManagers at Sydney Retirement & Lifestyle Expo

Wednesday, 6 August 2008

TravelManagers were an exhibitor in the holiday and leisure category at Sydney's Retirement & Lifestyle Expo at Rosehill from 25-27 July with an information stand manned by a number of the company's personal travel managers over the course of this three day event.

Australia has a rapidly ageing population which is living longer and remaining more active than ever before. Almost one third of all Australians are aged 45 plus and 'Projections of the Population of Australia' issued by the Australian Bureau of Statistics indicates that this percentage will increase dramatically as the post war 'Baby Boomers' move into this age group. This growing mature-aged market is generally financially buoyant and represents an ever increasing source of both spending power and consumption. Many people amongst this aging population are well travelled and retain a strong desire to continue to travel and enjoy the various experiences travel can deliver.



(L to R) personal travel managers Matt Halloran of Moorebank, Teresa Malecki from Glenbrook and Michelle Michael-Pecora of Castle Hill.

TravelManagers viewed the expo as a favourable opportunity to market its unique service offering directly to this generally affluent segment of the community. Many of whom have embraced lifestyle changes that see them travelling much more than their forebearers. This opportunity was also recognised and embraced by eight of its personal travel managers who used the event to demonstrate their skill set and the value they can add to a clients travel experience. As a result one personal travel manager has already confirmed a small group tour to Africa while all participants have advised of a number of other leads which are being processed.

Personal travel manager Teresa Malecki who participated over each of the three days commented how worthwhile it had been.

"It was a great expo, well advertised and well supported both by exhibitors and attendees. A good flow of traffic came through regularly over the three days and I had the opportunity to meet some wonderful people. Overall it was a success for me and I am looking forward to being able to attend a few more in the future. This was a fantastic way to get the TravelManagers name out in the general public and explain our uniqueness in the way we conduct our business."

Teresa Malecki

House of Travel's executive general manager retail, Mandy Scotney believed the expo provided a huge opportunity for their travel managers to work with highly qualified leads.



"This is the first initiative of its kind and we will be actively seeking similar activities in the future to assist our personal travel managers in the acquisition of new customers, should they choose to participate. Involvement in lead generation activity is optional and it is at each personal travel manager's discretion as to whether or not they participate. It is TravelManagers' view that flexibility and choice is absolutely key."

For more information visit: <http://join.travelmanagers.com.au>

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