

TourismatiQue

SPICE Travel was incorporated in July 2004, **TourismatiQue** as a division was baptized in 2008 when **Tourism Queensland** awarded the Representation Contract in 2008.

As a Representation outfit, we are able to offer **'on ground Marketing & Promotion'** for destinations and products to the Indian Market by providing **'a local office scenario'** for our principals.

India is indeed a very important Market for almost every destination and having been involved with Tourism Promotion since 2005, we believe India's potential can be further exploited with sustained efforts !

- * India's outbound market is in excess of 20 million passengers.
- * The spend is expected to be a whopping USD 50 billion by 2025.
- * Tourism Boards, Hotels & Attractions are gearing up to woo the Indian traveller

THE BEGINNING

Besides the Tourism Queensland Representation Contract which lasted 5 years, **TourismatiQue** was awarded a similar contract by **GOLD COAST TOURISM** in 2013. This continued for over 3 years.

Along the way came **Representation Contracts** for prominent attractions of Gold Coast, Australia namely

- * VILLAGE ROAD SHOW THEME PARKS
- * JET BOAT EXTREME & OCEAN JET BOATING
- * SCENIC DAY TOURS & HOT AIR BALLOON DOWNUNDER and
- * DRACULA's
- * QUACK'R DUCK

THE TEAM

Aneesha, is the Business Head for **TourismatiQue**. For over 5 years, armed with first hand knowledge of the market she is responsible for promoting Theme Parks viz. Village Roadshow Theme Parks (Warner Brothers), Gold Coast, Australia.

The entire team at **SPICE** has been trained to provide efficient back-up support / service not only during the Road-shows but also throughout the year.

At any given time, the product Brand is given the respect and importance and our humble experience is leveraged to get the best / negotiate the best on behalf of our Principals.
