

2027 DESTINATION & TOURISM PARTNERSHIP PROGRAM

CHRIS WATSON CRUISE & TRAVEL | TASTE OF AMERICA | TASTE OF THE SOUTH

Chris Watson Travel Group, is a powerhouse in the travel industry being in business for over 17 years, With our flagship store in the heart of Tamworth and the exciting addition of Weston Cruise & Travel in Canberra, alongside our dedicated remote consultants in Sydney and the Mid North Coast, our footprint is expanding to bring you unparalleled travel experiences like never before!

At Chris Watson Travel Group, we're not just a team – we're a family of 12 passionate individuals who live and breathe travel and our dedication But that's just the beginning – with our devoted followers, dynamic social media presence, and a robust database of satisfied clients, partnering with Chris Watson Travel Group is more than just a marketing opportunity – it's an investment in unparalleled success and brand recognition!

Join us on this thrilling adventure as we continue to redefine the travel industry and create unforgettable experiences for travellers around the globe!

We are excited to be Launching **Taste of the South (1 November 2026) & Taste of America** (Coming soon) these exciting travel concepts developed by the Chris Watson Travel Group, designed to showcase the very best of the United States through authentic, immersive and unforgettable travel experiences.

From the music, food, culture and Southern hospitality of America's South to the incredible diversity of destinations across the USA, our carefully curated collection includes escorted tours, self-drive adventures, city stays and tailor-made holidays.

Operating across both **B2B and B2C markets**, we work directly with travellers and travel industry partners, providing expertly designed itineraries, destination knowledge and unique experiences that go beyond the ordinary. We know The USA!

Our passion is simple: connecting people with the real America, creating extraordinary journeys and unforgettable memories.

Your destination. Our audience. More travellers.

A 12-month marketing collaboration for tourism boards, destinations, accommodation providers, attractions and experience partners seeking to inspire Australian travellers and turn interest into enquiries and bookings.



Why partner with us?

We combine consumer-facing travel retail, hosted travel, destination-led product development, industry relationships and original storytelling. Our partnership model connects destination awareness to bookable travel experiences through coordinated consumer and trade marketing.

14,000	**6,000**	**340,000**	**4**
Consumer email contacts	Travel trade contacts	Average monthly organic social views*	In-store promotional screens

*Audience figures supplied by Chris Watson Cruise & Travel; historical figures are indicative, not guaranteed campaign results. Final media kit statistics to be verified before distribution.

Our approach: inspiration to booking

AWARENESS → DESTINATION STORYTELLING → ENGAGEMENT → TAILORED PRODUCT → ENQUIRIES & BOOKINGS

Partners can benefit from social campaigns, editorial features, email marketing, destination showcases, consumer events, retail screens, travel trade engagement and tailored itinerary development.

Partnership opportunities

PLATINUM | $8,000 AUD + agreed product partnership

Per Brand or $12 000 (Both Taste of The South & Taste of America) One exclusive flagship partner

Requested contribution: a four-night accommodation/experience package for an agreed trade promotion or giveaway.

GOLD | $4,000 AUD

Up to four partners; one featured partner per quarter

Optional contribution: accommodation, experiences or attraction passes for promotional activity.

SILVER | $2,500 AUD

Annual supporting destination partner

Optional contribution: accommodation, experiences or attraction passes for giveaways.

BRONZE | $1,000 AUD

Annual visibility partner

Optional contribution: attraction or experience passes for giveaways.



BLOG PARTNER | $1200 AUD

Professional Blog

Optional host Chris or Caroline at your expense (excluding flights – utilizing when they are already in the USA) to write a professional blog to be featured on our pages.

Participation does not guarantee booking volume, exclusivity or inclusion in every itinerary; placement depends on destination fit, pricing, availability and suitability.

HOTEL PARTNER | $500 AUD

Annual accommodation partner

Hotel considered for inclusion and featured placement in relevant bookable itineraries and destination product pages; property profile and imagery in suitable product materials; listing in a dedicated hotel partners section or directory; opportunity to supply special offers or added-value guest benefits.

Participation does not guarantee booking volume, exclusivity or inclusion in every itinerary; placement depends on destination fit, pricing, availability and suitability.



PARTNERSHIP BENEFITS	PLATINUM $8,000 Exclusive Flagship Partner	GOLD $4,000 Quarterly Featured Partner	SILVER $2,500 Destination Partner	BRONZE $1,000 Supporting Partner	HOTEL PARTNER $500 Accommodation Partner
Dedicated product design & placement	✓	✓	✓	✓	Hotel placement
Website partner logo	Major	✓	✓	✓	Hotel listing
Visit USA Expo stand branding	Major	–	–	–	–
Visit USA Expo flyer branding	Large	✓	–	–	–
Dedicated destination blog	✓	✓	✓	–	–
Social media posts annually	12	12	6	2	–
Consumer EDM – 14,000 database	Dedicated	Dedicated	Featured	–	–
Trade EDM – 6,000 database	Dedicated	Dedicated	Featured	–	–
In-store promotional screens	✓	✓	✓	✓	–
Dedicated website landing page	✓	–	–	–	–
Destination of the Month	✓	–	–	–	–
Hosted content creation opportunity	✓	✓	–	–	–
Co-branded Visit USA Expo gifts	✓	–	–	–	–
Co-branded trade media campaign	✓	–	–	–	–
National consumer advertising	✓	–	–	–	–
Trade event involvement	Priority	Co-host	Invitation	Invitation	–
Giveaway contribution opportunity	✓	✓	✓	✓	Optional
Featured hotel in relevant packages	✓	✓	✓	✓	✓
Campaign performance reporting	Quarterly	Campaign	Annual	–	–

Hosted destination content visits

For agreed Platinum and Gold activations, partners are invited to host Chris or Caroline on a destination/product familiarisation and content-creation visit. The hosting partner provides accommodation, selected meals and ground transportation, plus agreed attraction or experience access. Flights are arranged and paid for by the Chris Watson Cruise & Travel team. Travel dates, duration, itinerary and content deliverables are to be mutually agreed in advance, subject to availability and operational commitments. Any additional expenses will be agreed in writing before travel.

Giveaways and promotional contributions

We welcome voluntary contributions of accommodation stays, attraction tickets, tours, experiences and destination passes to support consumer or trade giveaways. Platinum partners are invited to consider a four-night package. Prize inclusions, validity, booking restrictions, transferability, taxes, delivery responsibilities and promotional terms will be agreed separately. Giveaways are subject to applicable promotion laws and are not guaranteed unless confirmed in writing.

What we will measure

Depending on the package and channel, reporting may include published content and campaign links, organic reach and engagement, email sends and clicks, landing-page activity, enquiries and attributable bookings where tracking is available. Audience exposure and sales results cannot be guaranteed.



Partner collaboration & practical terms

- Partnership period: 12 months from the agreed commencement date; activities scheduled collaboratively.
- Partner supplies approved logos, imagery, brand guidelines, accurate product information, rates and booking contacts.
- All placements and creative are subject to reasonable editorial, brand, operational and scheduling approval.
- Advertising and event deliverables, media spend and production requirements must be itemised and confirmed before signing.
- Fees are quoted in Australian dollars; GST treatment, invoicing and payment schedule to be confirmed in the final agreement.
- Any exclusivity applies only to a specifically agreed destination or product category, not all destinations or suppliers.
- Hotel/product placement is subject to commercial suitability, availability and the best interests of travellers.

Let’s put your destination in front of Australia

We would welcome the opportunity to create a tailored 2027 partnership that builds awareness, generates meaningful engagement and gives travellers compelling reasons to book your destination or experience.

Chris Watson Cruise & Travel | Taste of America | Taste of the South