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Corporate Profile

Tempo Holidays (originally named Ya'lla Tours) was established in 1990 by the current owners, Susan and Gary Hearst. Tempo is a specialist travel wholesaler focused on the Mediterranean, Central Europe, Britain and Ireland, Middle East, India and Latin America. From humble beginnings, the company has grown to be one of Australia's most respected travel wholesalers, with operations in forty two countries. Tempo Holidays' product selection is aimed at providing the FIT leisure market with the broadest range of product available. Targeted specialist group travel is also an important part of the product mix.

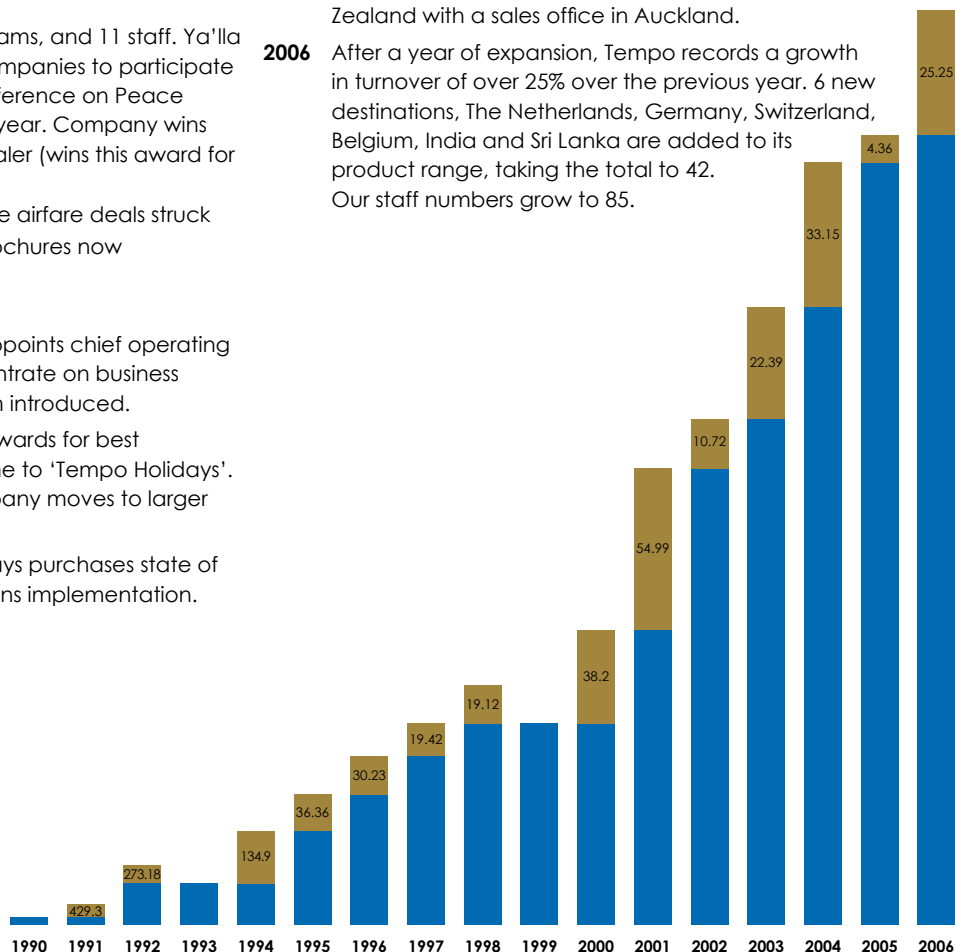
Tempo Holidays' mission is to be the operator of first choice in all the markets in which we operate, and to ensure that such choice is based on the quality of our products, our service standards, the abilities of our staff and the business and ethical leadership of the Company.

Tempo Holidays: The Milestones

- 1990** Ya'lla Tours launches its first program of Middle East, Greece and Turkey products with three members of staff.
- 1991** The Gulf war. The product expands to include Spain, Portugal and Morocco.
- 1992** Introduction of a basic CRS. The appointment of the company's first full-time sales executive. Ya'lla achieves preferred status with Flight Centres and Traveland. Product expansion includes release of a popular Seville 'World Expo' program, and the company reaches 2000 clients.
- 1993** Alitalia becomes Ya'lla's first partner airline. Purchase of Middle East wholesaler, 'SM Tours'.
- 1994** Further product expansion includes the first Italy program. Branch office opened in Sydney.
- 1995** There are now four brochured programs, and 11 staff. Ya'lla invited as one of three Australian companies to participate in the first Israeli Prime Minister's Conference on Peace Tourism. 5,000 passengers travel this year. Company wins Israel Tourism Award for Best Wholesaler (wins this award for six consecutive years).
- 1996** - Continued expansion, with wholesale airfare deals struck with Emirates and Egypt Air. Five brochures now covering 11 countries.
- 1997** 10,000 passengers.
- 1998** There are now 23 staff. Company appoints chief operating officer to enable Directors to concentrate on business expansion. South American program introduced.
- 2001** Finalist in National Tourism Industry Awards for best wholesaler. Company changes name to 'Tempo Holidays'. Product expansion continues. Company moves to larger premises in bayside Melbourne.
- 2002** Finalist in NTIA awards. Tempo Holidays purchases state of the art, web-enabled CRS, and begins implementation.

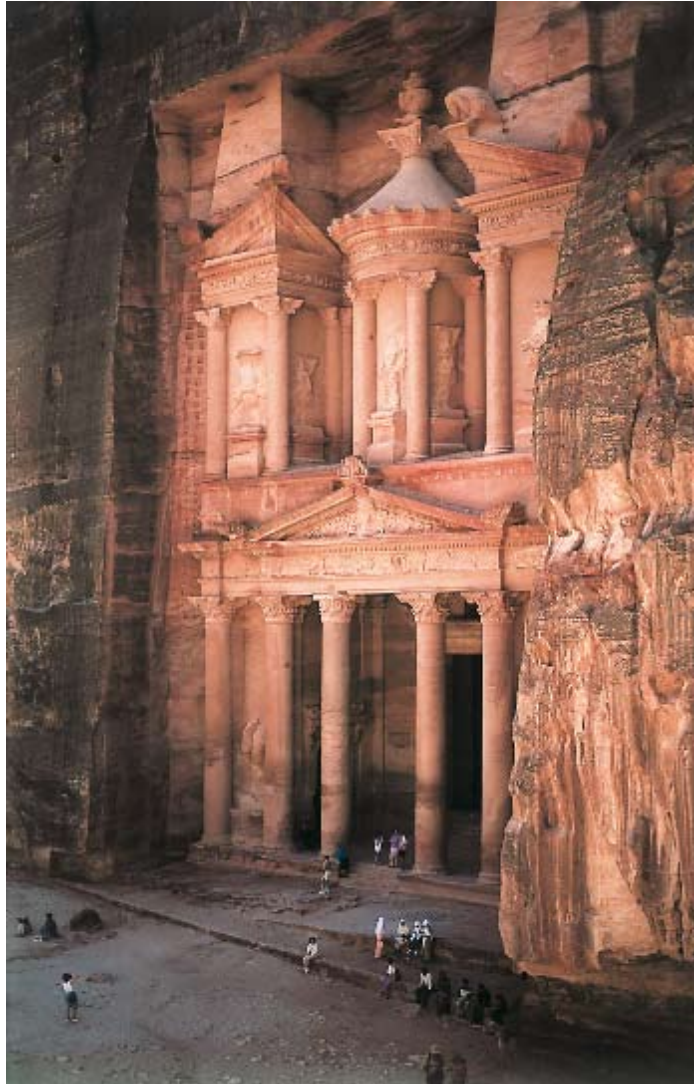
- 2003** Full implementation of CRS. Tempo Holidays now operating in 28 countries, with 8 separate brochures. 22,000 passengers and 48 staff. Tempo Holidays wins NTIA 'Best International Wholesaler' award.
- 2004** Tempo Holidays wins 'Best International Wholesaler' award for the second consecutive year. Cuba is added as the 29th destination to be featured and is included in the 2005 South America brochure.
- 2005** Staff numbers reach 60 and a new Call Centre system is introduced. The company now operates to 36 countries. Travel Agents recognition scheme, "Tempo Loyalty Club" introduced. Tempo wins the Port Phillip Business Awards "Best Small Business". Expanded operations into New Zealand with a sales office in Auckland.
- 2006** After a year of expansion, Tempo records a growth in turnover of over 25% over the previous year. 6 new destinations, The Netherlands, Germany, Switzerland, Belgium, India and Sri Lanka are added to its product range, taking the total to 42. Our staff numbers grow to 85.

Annual Growth Percentage ▶



Strategic Direction

Tempo Holidays is moving forward from a base in which the company began as a small 'niche' operator, to a position which sees the Company as a major specialist wholesaler with a very large client base, and many iconic industry partners. Tempo is currently pursuing an aggressive leading edge technology program which, together with an already enviable world-class product inventory, will place the company amongst Australasia's leading leisure travel businesses.



Partners and Affiliations

Tempo Holidays is a full member of IATA, the Australian Federation of Travel Agents, the Travel Compensation Fund, the Eastern Mediterranean Tourism Association and the Council of Australian Tour Operators. Tempo Holidays has strategic alliances with some of the Travel Industry's leading organisations, including airlines: Qantas, Singapore Airlines, Emirates Airlines, Austrian Airlines and Thai Airways; and is a partner of leading inbound destination management companies in the regions in which we work. Our sustainable growth and ability to offer outstanding product at highly competitive rates is due to the emphasis we place on nurturing these relationships and we view them as central to our success so far.

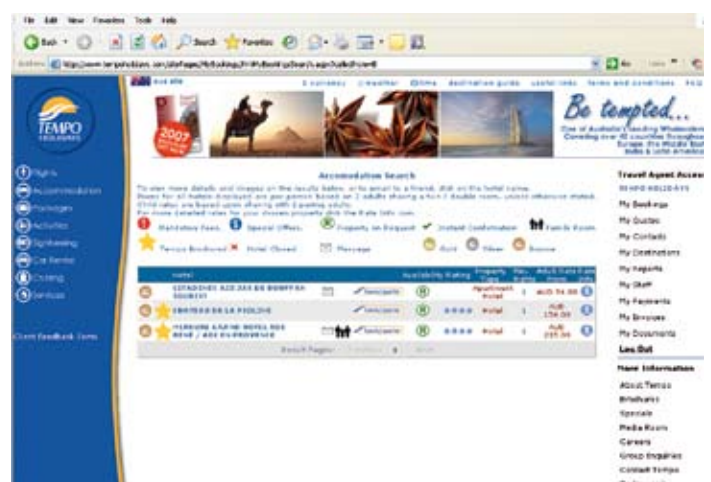
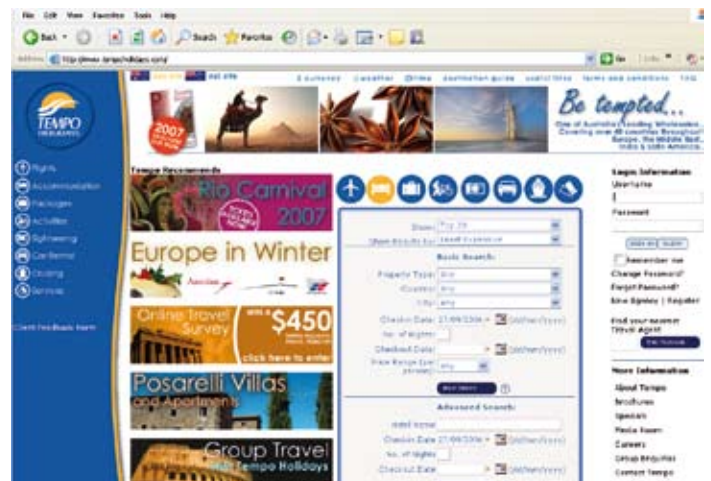
Distribution throughout Australia and New Zealand is via the main retail agent networks and this is reflected by our preferred partner agreements with leading retail agent groups including Flight Centre, Harvey World Travel, Jetset Travelworld, Travelscene/Amex, Concorde Agency Network and Travellers Choice in Australia and Flight Centre, Air New Zealand, and First Travel Group in New Zealand. These arrangements are supported and nurtured by our state-based sales teams. Our dedication to the selection of quality products from the best suppliers, and our focus on distribution and customer service to 4,500 retail outlets Australia-wide and over 500 travel agents in New Zealand, led to the attainment of the National Tourism Industry Award for Best International Wholesaler in 2003 & 2004.

Technology

Tempo Holidays' commitment to innovation and customer service has been demonstrated by its significant investment in technology. The introduction of a new state of the art browser based back-office business solution with a fully integrated website has provided the means to distribute product, sales and reservation information to agents and suppliers 24/7 in real time.

The user friendly interface makes product search and selection simple and fast. Payments can be made online and credited immediately to the reservation and Tempo Holidays is the first Australian wholesaler to implement the Amadeus Money Direct Credit Card and Electronic Funds Transfer api interface. Our established relationship with our technology partners, coupled with our own internal resources, allow us to develop and deploy new features and respond quickly to an ever-changing environment, ensuring the latest use of technology to enable security, stability, speed and reliability.

Tempo Holidays is proud to lead the Australian wholesale industry in the use of technology, and we offer our partners a range of distribution and customer service advantages and opportunities.

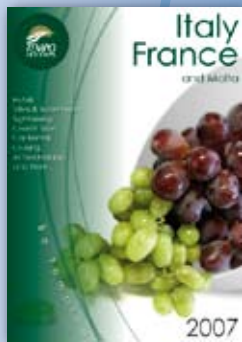
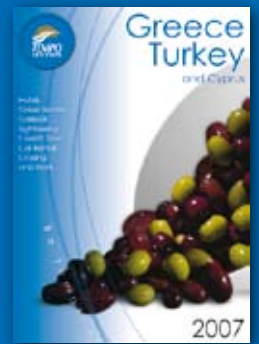




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