

# alquemie

AS FAR FROM ORDINARY AS YOU CAN POSSIBLY TRAVEL



NEW AGENT WELCOME PACK

## WELCOME TO OUR NETWORK

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Thank you for your interest in partnering with us. Alquemie works closely with a select group of Australian and international travel agents who share similar vision and philosophies of the everchanging tourism landscape. Alquemie joins efforts with key travel industry vendors, entering together into strategic partnerships, to share our know-how, expertise and visionary thinking with our worldwide agent network.

A partnership with Alquemie will ensure you receive:

- An introductory call to officially welcome you onboard
- A dedicated travel designer / Australia specialist
- Custom designed proposals
- Ongoing product training and webinars
- Ongoing communication

As a member of the Alquemie agent community, we aim to understand your operational model, client segment, and business culture. We offer a collaborative partnership with integrated learning tools and strategies for your development. Alquemie is your link to premium Australian tourism products, we are recognised as an Australian specialist through consortia Traveller Made as well as a host of the very best independent luxury agencies globally.



“We are delighted to offer travellers a view of Australia that reaches far beyond the typical tourist destinations”

Charles Carlow  
Alquemie Founder

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**AS FAR FROM ORDINARY AS YOU CAN POSSIBLY TRAVEL**

Australia Specialist | Inbound Tour Operator | DMC | Since 2001

Redefining Australian travel, at Alquemie we specialise in creating bespoke and experiential high-end itineraries within Australia, taking in urban, outback and coastal Australia. Each trip we create is crafted individually and has its own unique character and influence, designed for the experiential and conscious traveller. Our passionate and experienced team bring together leading experts, experiences, and accommodation to create a bespoke itinerary for the unique luxury traveller. Alquemie curates the best of our country into exceptional experiences, we pride ourselves on the standard of excellence and service that we deliver. With our team constantly travelling around Australia, we experience firsthand this beautiful country, in order to offer our guests unparalleled knowledge. Alquemie continues to pave the way in Australian luxury travel.



**Traveller Made®**  
*DMC Partner*



**Q** : What sets Alquemie apart?

Our creativity! In conjunction with our hand-picked supplier partners, we aim to create the un-Googleable!  
The 'never-had-before' and 'never-to-be-repeated-again' experiences.



## OUR TEAM



**Jamie Strickland**  
General Manager



**Eva Huevo**  
Sales & Marketing



**Aimie Ellman-Brown**  
Australian Product



**Anthony Radic**  
Australian Specialist



“There is something very special about the Australian Outback, spiritual even! When you’re taking in the magic of Uluru at sunrise or sitting around a fire storytelling on a remote outback station, it feels like the rest of the world has stopped”

Aimie Ellman-Brown  
Alquemie Product Specialist

## YOUR CLIENTS IN AUSTRALIA

Alquemie caters to a diverse range of customers, our team works closely with you to be involved as much or as little as you request.

We assist with the following:

- Welcome call
- Welcome gift and documents upon arrival
- Regular check-ins with the traveller
- 24/7 call assistance

Behind the scenes:

- Proactive contact with our agent partners for updates
- Continuously gathering and channeling feedback to our suppliers





“The Indigenous cultures of Australia are the oldest living cultural history in the world, going back at least 65,000 years. We are fortunate to be able to experience them today”

Anthony Radic  
Alquemie Australia Specialist

# STEPS TO CREATING A ONCE IN A LIFETIME TRAVEL EXPERIENCE



DREAM



PLAN



BOOK

# DREAM

There are a series of questions to provoke your clients to start a DREAM about the travel experience they seek in Australia. It is crucial for our team to get as many insight, this is how we design an experience that is unique to each client.

What kind of travel experience your client is seeking?

Travel experience examples: recreational, environmental, wildlife, cultural, sport, adventure, sustainability, culinary, experiential/immersive, and/or wellness.

What has been their favourite travel experience to date and why?

This enables our team to better understand your clients on a deeper level and learn about experiences that remain close to their heart.

What attracts your client to Australia?

What draws them to Australia and why.

Is your client a barefoot luxury kind of traveller or the well-heeled type?

This is to understand their style of travel, so we can match the right products to them.

Is your client considering an active holiday? Or would they prefer a more relaxed pace?

Its is important that we understand your clients' desired pace.

What is your client passionate about?

Are they passionate about history, culture, nature, sports, wildlife, scenery, adventure, cities, beach, outback, Aboriginal culture, art, food & wine etc? Our team will design a journey to include your clients' passions, we tap into our black-book of contacts to create special touchpoints and deliver memorable surprises for them.

Is your client interested in getting off-the-beaten track or do they prefer to stick to well-known icons?

The answer to this questions tells us if your client is open to experiencing more, as sometimes the real Australia lies outside of the cities and far from the commercial attractions.

“As the world’s largest island, our coastal lifestyle is an integral part of our being. We have some of the most breathtaking beaches, a personal favourite of mine is Cape Tribulation, where the rainforest meets the reef.”

Eva Huevo  
Alquemie Head of Sales & Marketing

## PLAN

Once we have a better understanding of the travel experience your clients seek, we focus on questions to allow our team to logistically PLAN their journey.

**How many days does your client have to invest on this journey?**

Depending on how many days your clients have, our team will recommend what can be covered during that period.

**What time of the year will your clients like to travel?**

Are your clients flexible when they can travel or are they tied to specific dates?

**Who is travelling?**

Will they be travelling solo, with their families or with a group of friends?

**What is your client's budget for their travels?**

It is important for our team to understand the budget, as there are many exclusive experiences that come with a higher price tag. Australia is obtainable for visitors of all budgets, accordingly this allows us to recommend the best product within their price range.

## BOOK

Your dedicated Australia Specialist / Travel Designer will present an initial proposal for your clients, and will work with you to review and tweak until it is right for them. Our team will then BOOK their once in a lifetime Australian travel experience, handling all logistics and communication on their behalf.

## AUSTRALIAN SAMPLE ITINERARIES

[Kimberley Coast to Outback Dreaming](#)

[Northern Treasures](#)

[South Australian WOW Factor: Wine, Outback, Wilderness](#)

[Best of the South Australian Peninsulas](#)

[Ultimate Family Adventure](#)

[Australia Uncovered](#)

[Coast to Outback Self Drive](#)

[Tasmanian East Coast Uncovered](#)

[Small Group Remote Outback Air Adventure](#)



## AUSTRALIAN FLIGHT DURATIONS

Australia is the sixth largest country in the world. Below are the flight durations of key routes within Australia:



Sydney – Perth:	5 hours
Sydney – Cairns:	3 hours
Sydney – Hobart:	1.5 hours
Sydney – Adelaide:	2 hours
Sydney – Melbourne:	1 hour
Darwin – Cairns:	2.5 hours
Adelaide – Darwin:	3.5 hours
Cairns – Ayers Rock:	3 hours

## ADDITIONAL DESTINATIONS

Alquemie is delighted to announce that we have extended our portfolio to the remarkable destinations of:



FIJI



FRENCH POLYNESIA

Our team can now assist you with beautiful resorts and experiences in these regions separately or in conjunction with Australia.



# FINE PRINT

## Alquemie Terms & Conditions

For our full Terms & Conditions please visit: [Alquemie Standard Booking Terms & Conditions](#)

## Expected Timeframes

Keeping our agent partners updated every step of the way is a priority, we will acknowledge your request upon receiving it, pending time zones. What we create is tailor-made, involving many suppliers; bringing leading experts, experiences, and accommodation to collate the proposal. This process will be delivered in a time efficient manner.

## Itinerary Format

Our itineraries and quotes are presented as interactive online format. Online itineraries allow our team the flexibility to include your branding, you may then choose to share with your client. This type of itinerary can also be downloaded to phone or tablet, having up to date information on the go when clients are travelling. We do understand that many clients prefer a classic printed itinerary, the team will be happy to also provide this. Quotes can be sent to our agent partners in classic Word format. All itineraries are provided in English.

## Languages

We have access to an array of language guides to assist your clients in any capacity while travelling with us. From airport meet & greet and departure assistance to travelling together with your clients.

## Commitment to Covid Safe Practices

Alquemie is proud to be recognised as a COVID Ready Tour Operator by the Australian Tourism Export Council (ATEC) and the World Travel & Tourism Council (WTTC). Our 'Safe Travel' stamp has been issued by these governing bodies to recognise businesses who adopt standardised health and hygiene protocols, encouraging travellers to book with confidence.



## Data Consent

Alquemie takes our customer's data privacy seriously. We ensure our business is compliant with the General Data Protection Regulation (GDPR). Through the course of providing our services, you provide us with your customer information. The GDPR requires that we have express consent from the individuals whose information you provide to us to use that information to provide the travel services. By providing your client's data to us we presume you have their consent for us to use it to provide travel services. Therefore, going forward, you must warrant that any personal information you provide to us has the requisite consent from the individual for us to use it in accordance with the provision of our travel services.



“Our repeat customers and loyal travel trade partners  
are testament to Alquemie’s success”

Jamie Strickland  
Alquemie General Manager

## EDUCATION & TRAINING

Alquemie is committed to your learning development of Australia, our team aim to help you sell Australia with confidence and win new business.

### Agent Trade Site

Access our the Alquemie [Agent Trade Site](#) for images, itinerary ideas, best time to travel to Australia, and latest product updates.

### Webinars

We host periodic webinars about Australia. Look out for emails inviting you to join.

### Tailored Team Training

We encourage you to book a training session for your team via webinar, with training tailored to your team's requirements. Many of our agent partners schedule regular training to keep informed and up to date with their Australian knowledge.

### Aussie Specialist Program

We recommend participating in the [Tourism Australia Aussie Specialist](#) program, an online self-paced learning that builds your expertise in destinations, selling Australia and special interest tourism.

### Famils & Educationals

Please let us know if you would like to visit us! We will alert you to any planned familiarizations (famils) we host also, if you are planning on coming to Australia on a self-famil, we encourage you to contact our team to assist where we can.

If you require further marketing assistance, such as for PR or marketing campaigns, please contact [eva.huezo@alquemie.com.au](mailto:eva.huezo@alquemie.com.au)

## CONTACT US

For quotes and bookings:

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