



CATO MAGAZINE LAUNCH

Land-supply sector to deliver quarterly members magazine for trade distribution.

December 12, 2018 – In a move to showcase its members and celebrate the continued growth, quality and diversity of land-based holidays, the sector's peak industry body in Australia has announced a suite of new publications targeting travel agents.

In 2019, the *Council of Australian Tour Operators* (CATO) will publish "Ground Control" as a quarterly digital magazine supported by an annual print guide that will keep awareness high for members and ensure the retail agents on the front end have all the latest information about travel products, trends, planning, personalities, forecasts, profiles and statistics.

"We are very excited about this initiative that will be an invaluable resource for trade and a fantastic communication channel for our members, large and small," said CATO Managing Director, Brett Jardine.

"Ground Control is one of a raft of strategic plays we are making in 2019 to really drive home the value propositions of our members' travel products and services."

Australia's travel content specialists, *Well Travelled* will produce the publications for CATO and also offer the articles and images as free downloads for media and trade to re-purpose for their own newsletters, promotions and other content requirements.

"Every quarter, the digital format magazines will reach more than 5,000 retail agents," said Mr Jardine.

"We really wanted a vehicle to capture and promote the incredible depth, high quality and extensive range of land-based options available through CATO members and *Ground Control* will do just that."

CATO's tour operator and wholesale members are all ATAS Accredited providing credibility and peace of mind for Australian agents.

The annual print publication will be a feature-packed guide that serves the dual purpose of being a permanent go-to resource for agents to reference the specialisations, distinctions and key selling points of each CATO member as well as preview what's ahead - all designed to provide as much information as possible to agents to help drive conversions.

"With so many information sources out there, we felt it was important that our members had a single voice that clearly articulated what we are about as a group," added Mr Jardine. "As a collective, all focused on the same outcomes and strategic direction, we are much stronger than isolated voices championing the land touring sector."

The first edition of CATO's Ground Control magazine will be published in February 2019 with a new edition every three months. The annual guide will be direct-mailed to trade in December 2019.

If you would like more information, please contact

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About CATO

CATO is an Association representing the land supply sector of the Australian travel industry. CATO Membership is made up of tour operators and wholesalers as primary stakeholders along with Associate Members consisting of tourist offices and other travel industry service providers.

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About WellTravelled.Network

Well Travelled is a next-generation media company specialising in travel content creation, publication, syndication and distribution to global markets.

Its innovative approach offers end-to-end solutions for travel brands, publishers and content creators.

Across the network, we;

- Create shareable, always-on content marketing for companies and destinations
- Amplify that content via exclusive media company partnerships & our own travel magazines and digital sites
- Provide custom published magazines for travel companies
- License travel content to publishers and travel agencies
- Monetise content for writers, photographers and videographers
- Retail travel product via ecommerce and loyalty programs
- Consult on travel content and digital strategy

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