




Tourism Credentials

We combine experience and expertise to deliver effective marketing solutions across multiple channels.



Who are we?

We are a full-service independent agency with 38 years experience in the travel, tourism & hospitality industries. And we have been partnering with leading brands in those industries since day one. Our roots run deep.

What we do

We help businesses grow. Working as strategic partners, we bring a wealth of knowledge acquired over years of operating in the tourism space. We're more than just suppliers; we understand the industry and the marketplace, and we'll quickly come to understand your business, and your objectives.

Our Services

- Creative, design, marketing & advertising
- Web development, management and maintenance
- Digital Marketing (SEM; SEO) & Social media



experienced

We've been successfully helping companies build brands and businesses since 1981. With a depth of experience across the range of marketing and advertising platforms, we apply fresh ideas to find solutions that add value to your business.

em
creative/digital



creative

Well considered creative is fundamental to our work, whether for a brand, for advertising, for a website or for a suite of marketing collateral. Powerful creative like great design captures attention and generates action.



strategic

Intelligent strategy makes the difference between simply appealing to customers, and actually creating engagement that meets your objectives. We partner with clients to develop strategic initiatives that produce results.

A wooden canoe is shown from a high-angle perspective, floating on a body of teal water. The canoe's interior is dark and shows some wear, with a black rope coiled inside. The word "effective" is written in a large, bold, orange font across the middle of the image, partially overlapping the canoe and the water.

effective

We focus on outcomes, so we look at each project holistically. We listen and we learn. We take the time to understand your business and the competitive landscape. Then we draw on our years of collective experience to recommend and deploy the best solutions.

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services

Creative & Design

- Branding
- Advertising
- Brochures
- Marketing collateral
- Direct marketing
- Video & animation

Websites

- Web design & development
- CMS or bespoke
- Campaign websites
- e-commerce websites
- Website management & maintenance

Marketing & Advertising

- Strategy & planning
- Advertising: print & digital
- Campaign creation
- Digital & traditional marketing
- SEM (Google Ads)
- SEO
- Social





travel experience

Wholesalers / Retailers

- TravelManagers
- Coral Expeditions
- Albatross Tours
- Beyond Travel
- Outback Spirit Tours
- Bench International
- Constellation Journeys
- Fun Over 50
- Travellers Autobarn
- Drive Away Holidays
- Citroen Drive Europe
- Globus family of brands
- Two Hats Travel
- Southern Cross Safaris
- Avalon Waterways
- Scenic Tours
- Evergreen Tours
- Hunter Valley Wine Tours
- CIT Italy
- AAT Kings
- Short Excursions
- Barossa Valley Wine Tours
- Bill Peach Journeys (Aircruising Australia)
- American Express
- Insight Vacations
- Trafalgar Tours
- Creative Holidays

Cruise lines

- Princess Cruises
- Cunard Line
- Coral Expeditions
- P&O UK World Cruising
- P&O Australia
- MSC Cruises

Tourism Bodies

- Destination NSW
- Port Macquarie Tourism
- Canberra Tourism
- Tourism Northern Territory
- Tourism Tasmania
- Canadian Tourism
- New Caledonia Tourism
- Yukon (Canada) Tourism

Airlines

- Hamilton Island Air
- HeliReef
- Heart Reef Helicopters
- Philippine Airlines
- Air New Zealand (Holidays)

Accommodation providers

- Niche Luxury Accommodation (Noosa)

Hotels & Resorts

- Shangri La Hotel, Sydney
- Best Western Hotels & Resorts
- Hamilton Island
- Qualia
- Grand Chancellor Hotel Group
- Amora Hotels
- Meriton Serviced Apartments
- Rendezvous Group
- Marque Hotels
- Golden Door
- Cypress Lakes Resort
- All Seasons Hotel Group
- Saville Hotels
- Mantra
- Cabarita Ocean Retreat

Catering / Events / Others

- Hamilton Island Weddings
- Fresh Catering
- Aria
- Multihull Solutions
- Caravan & Camping Industry Association

clients

some of our clients



feedback



“Denise and the superb team at *em creative* are, simply the best in the business. They have taken our brochures and branding to a whole new level. We truly believe *em creative* have made our brochures the most envied in the travel industry. Not only are our brochures stunning, they are also incredible marketing tools which makes selling our tours so much easier. *em creative* always go above and beyond to exceed our expectations. Their highly experienced team will stop at nothing to deliver the best work possible, and always on deadline (if not before!). *em creative* have certainly been instrumental in the growth of our business and we look forward to working with them in the future.”

Michele Zavaglia /
Albatross



“Dear Joe, Lesley & *em* team, This rebranding isn’t for wimps, is it? But, boy oh boy, don’t we look (sound and feel) fantastic! Signs, cards, office, website, cars, uniforms – all updated. And it is thanks to you. It has been such a fabulous result. We just didn’t need to compromise on anything. You really made the journey very pleasant and we so enjoyed working with you.”

Jen Carr, Owner/Director /
Niche Luxury Accommodation



“Over the last five years, the team at *em* have provided a dedicated and extremely professional service for our needs, allowing us to implement numerous projects. We are extremely happy with the end results and I am delighted to recommend them.”

Martin Edwards /
Bench Africa



“From our very first meeting, right through to post production on our new website, the team at *em creative/digital* have been nothing short of exceptional. Their ‘can do’ attitude and knowledge of current trends proved invaluable at every stage and their reliability and rapid response time meant our questions were never left unanswered. We would have no hesitation in recommending *em* to anyone.”

Rohan Gull /
Hamilton Island Weddings



“World Cruise 2019 was the biggest booking day on record for Princess Cruises. By working across all touchpoints for this release, *em creative* was able to assist in the coordinated and integrated delivery of these assets to both consumers and travel agents, ensuring a successful launch day and continuing to stimulate demand for this voyage. Presently it is over 70% sold, with more than 14 months to departure.”

Chloe Jones /
Marketing Manager,
Princess Cruises

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