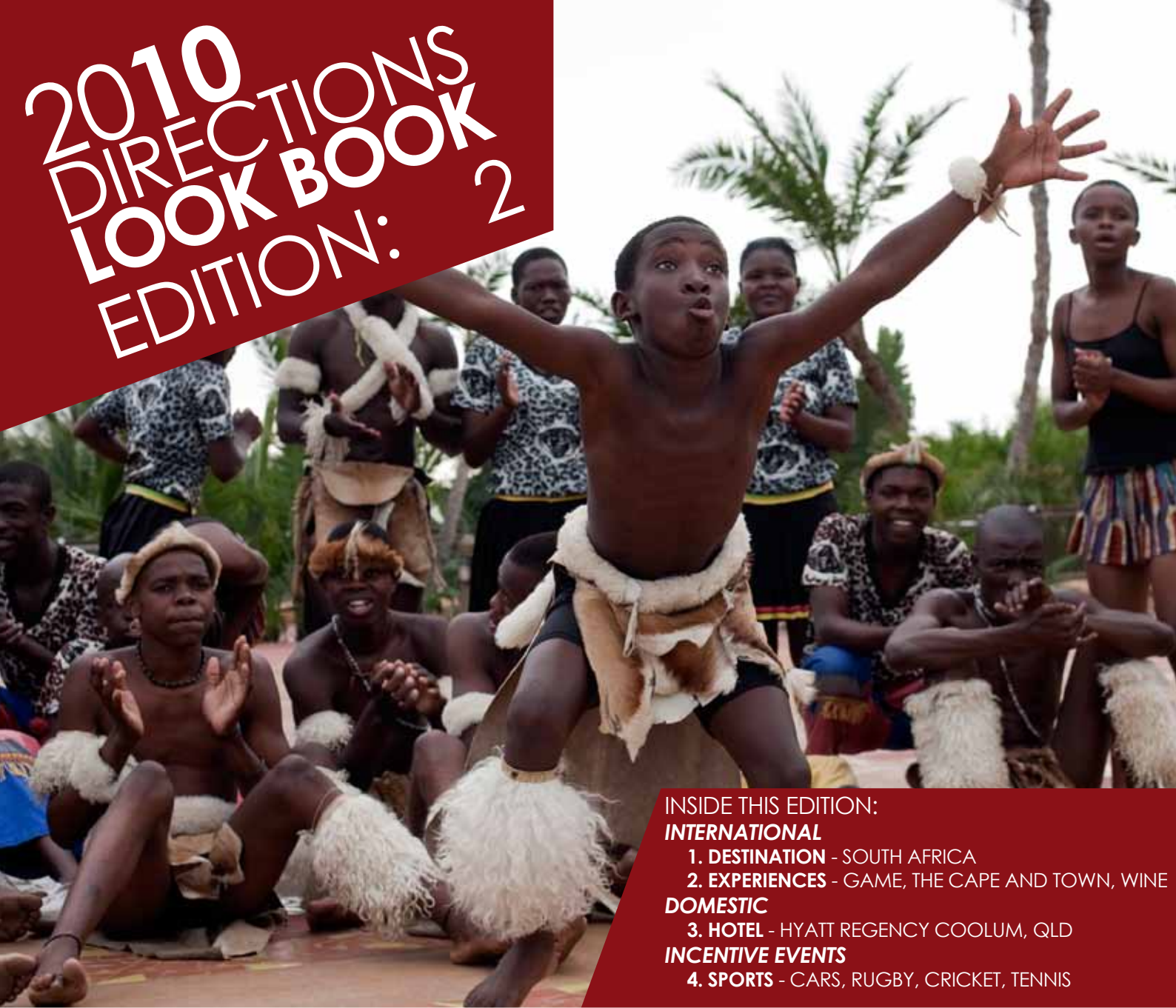


2010 DIRECTIONS LOOK BOOK EDITION: 2



INSIDE THIS EDITION:

INTERNATIONAL

1. **DESTINATION** - SOUTH AFRICA
2. **EXPERIENCES** - GAME, THE CAPE AND TOWN, WINE

DOMESTIC

3. **HOTEL** - HYATT REGENCY COOLUM, QLD
- ### **INCENTIVE EVENTS**
4. **SPORTS** - CARS, RUGBY, CRICKET, TENNIS

A VISUAL DIARY OF DIRECTIONS FAVOURITE INTERNATIONAL AND DOMESTIC PRODUCT





INTERNATIONAL - DESTINATION
SOUTH AFRICA **CAPE TOWN**
SEASON: SAME AS US! (SPRING/SUMMER)
MUST SEE: TABLE MOUNTAIN AT SUNSET
TRY: WATERFRONT SEAFOOD
BEST: CITY BEACHES

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INTERNATIONAL - DESTINATION
SOUTH AFRICA DAY TRIP FROM CAPE TOWN
TRAVEL: HARVEST IN WINE COUNTRY
TAKE: YOUR APPETITE
AVOID: BABBOONS AT THE CAPE
BEST: DIVING

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INTERNATIONAL - DESTINATION
SOUTH AFRICA EVENT VENUES
PLACE: THE BUSH
VIBE: OUTDOOR CHIC
HAVE: SUNDOWNERS (G&Ts)
CAUTION: NO TAXIS

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INTERNATIONAL - DESTINATION
SOUTH AFRICA EVENT VENUES
PLACE: THE CAVES
VIBE: NOCTURNAL
HAVE: TORCH
CAUTION: INTIMATE CREVICES

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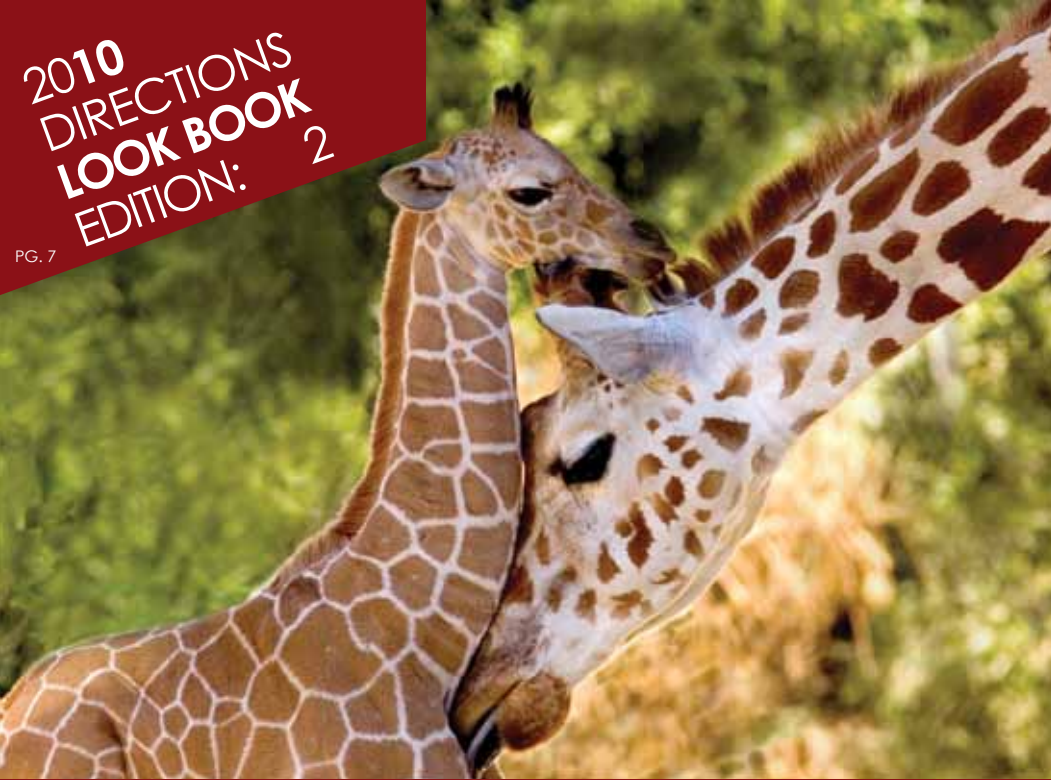




INTERNATIONAL - DESTINATION
SOUTH AFRICA PRIVATE GAME RESERVE
SEASON: ALL YEAR ROUND
MUST SEE: THE BIG 5
TRY: TO OUT RUN THE LEOPARD
BEST: LIFE CHANGING EXPERIENCE

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INTERNATIONAL - DESTINATION
SOUTH AFRICA PRIVATE GAME RESERVE
TAKE: BINOCULARS/CAMERA
STAY: INSIDE THE VEHICLE
KEEP: YOUR EYES OPEN
LEAVE: A CHANGED PERSON

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INTERNATIONAL - DESTINATION
SOUTH AFRICA PRIVATE GAME RESERVE
STAY: PRIVATE GAME LODGE
MUST: 6AM SAFARI
DO: 4PM SAFARI
BEWARE: ELEPHANTS AT YOUR DOOR

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INTERNATIONAL - DESTINATION
SOUTH AFRICA PRIVATE GAME RESERVE
WATCH: MOTHER NATURE AT TWILIGHT
TAKE: A LANTERN
DO: A BOMA DINNER
LISTEN: TO THE AFRICAN DRUMS

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DOMESTIC - CONFERENCE HOTEL
HYATT REGENCY COOLUM, QLD
CAPACITY: 1500 THEATRE MAX
MEET: HEAPS OF MEETING SPACE
FEEL: RESORT GLAM
COOLEST: TEAM BUILDING ACTIVITIES

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DOMESTIC - CONFERENCE HOTEL
HYATT REGENCY COOLUM, QLD
SLEEPS: 324 ROOMS, SUITES AND VILLAS
TRY: REFURB'D VILLAS
FEEL: ALL THE SPACE
COOLEST: PRIVATE BEACH AND CLUB

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DOMESTIC - CONFERENCE HOTEL
HYATT REGENCY COOLUM, QLD
BEST: AUST. PGA GOLF COURSE
TRY: TO BEAT THE PRO
FEEL: LIKE A WINNER
TRICKY: WATER HAZARDS

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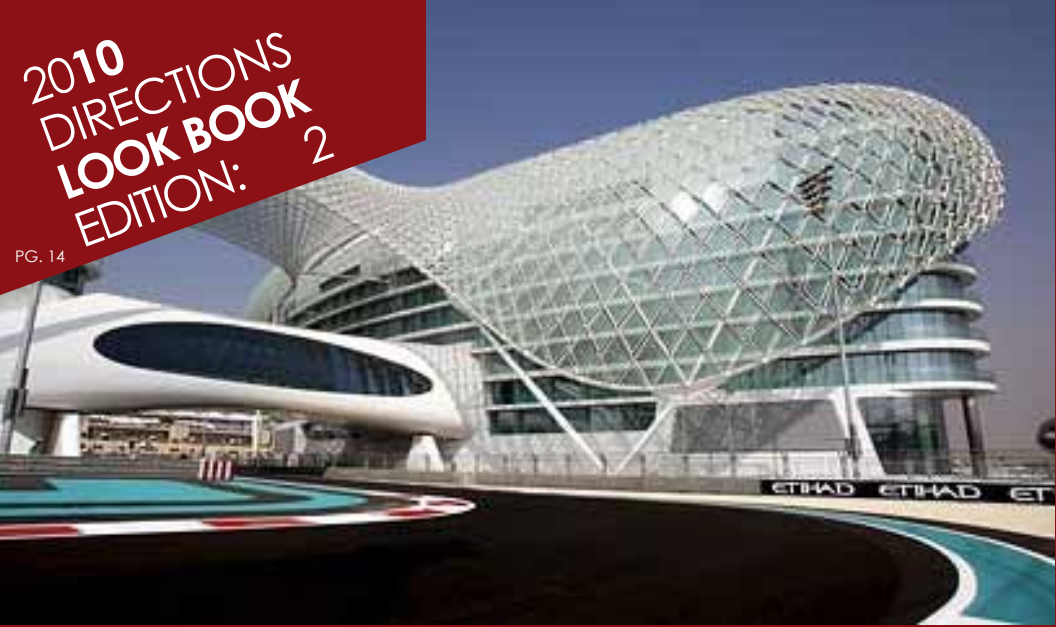




DOMESTIC - CONFERENCE HOTEL
HYATT REGENCY COOLUM, QLD
BEST: SPA ETIQUETTE
TRY: HAHANA STONE MASSAGE
FEEL: LIKE A PRINCESS
TRICKY: TO EVER LEAVE

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INCENTIVE EVENT - INTERNATIONAL
V8 SUPERCAR RACE, ABU DHABI
WHEN: 3-5 MARCH 2011
PACK: YOUR EAR PLUGS
COOLEST: MARINA - DOCK 'N WATCH

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INCENTIVE EVENT - INTERNATIONAL RUGBY WORLD CUP, NEW ZEALAND

MONTH: SEPT. - OCT. 2011

PACK: YOUR GREEN 'N GOLD

COOLEST: PLACE TO SEE A HAKA!

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INCENTIVE EVENT - LOCAL
THE ASHES 2010 - 11
MONTH: NOV. 2010 - JAN. 2011
PACK: YOUR SUNNIES
COOLEST: CLASSIC CATCHES!

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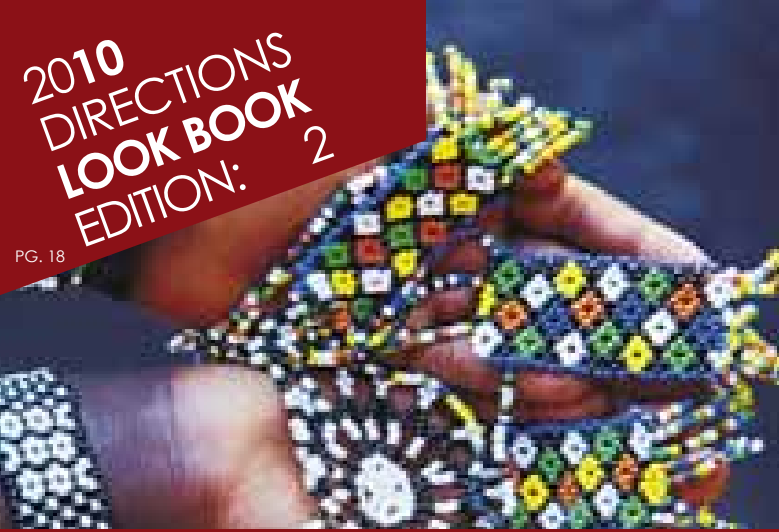




INCENTIVE EVENT - LOCAL
THE 2011 AUSTRALIAN OPEN
MONTH: JAN, 2011
PACK: TIGHT TENNIS SHORTS
COOLEST: CORPORATE BOXES

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1. DESTINATION - SOUTH AFRICA



2. EXPERIENCES - GAME, THE CAPE AND TOWN, WINE

FOR MORE INFORMATION ON ANY OF THE INTERNATIONAL / DOMESTIC PRODUCT FEATURED HERE PLEASE CONTACT FIONA PASCOE, DIRECTOR OF SALES, DIRECTIONS T: + 61 2 9565 6500 OR E: fiona@dcim.com.au



3. HOTEL - HYATT REGENCY COOLUM, QLD



4. SPORTS - CARS; RUGBY; CRICKET; TENNIS

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