

AUSTRALIAN DMC • BUILT FOR TRAVEL ADVISORS

The Australia Planning Guide for Travel Advisors

Practical routing, seasons, destination timing and client qualification guidance for building a better journey Down Under.

YOU KEEP THE CLIENT. WE HANDLE AUSTRALIA.

2026 EDITION

1. Australia rewards realistic timing

Australia is almost the size of the continental United States. Treat its major regions as distinct destinations connected by flights—not neighbouring stops on a driving holiday.

Region	Suggested stay	Best for
Sydney	3-4 nights	Harbour, beaches, city culture, Blue Mountains
Melbourne	3-4 nights	Food, design, laneways, regional Victoria
Uluru	2-3 nights	Red Centre landscapes, culture, sunrise and sunset
Cairns / Port Douglas	4-5 nights	Great Barrier Reef, Daintree, tropical downtime
Whitsundays	3-5 nights	Island resorts, Whitehaven Beach, premium reef access
Tasmania	7-10 nights	Wild landscapes, produce, heritage, intimate lodges
Western Australia	7-14 nights	Perth, Margaret River, Ningaloo, regional journeys

Advisor rule of thumb

For a first visit, three regions in 12-14 days usually creates a stronger trip than five rushed stops. Add nights before adding destinations.

2. Seasonal planning

There is no single Australia season. Review the climate of every region in the proposed route.

DEC-FEB | SUMMER

Best for southern cities, beaches and Tasmania. Hot in the Red Centre; the tropical north is wet and humid.

MAR-MAY | AUTUMN

A strong shoulder season for cities, wine regions and many multi-region journeys.

JUN-AUG | WINTER

Excellent for the Red Centre and tropical north. Cooler in Sydney and Melbourne; alpine snow is possible.

SEP-NOV | SPRING

A versatile window for cities, nature and cross-country routes, with warming tropical conditions.

Weather-sensitive planning

- Build alternatives around reef, aviation and marine experiences.
- Review tropical cyclone and wet-season implications for northern travel.
- Check school holidays, major events and festive periods before setting expectations.
- Use seasonal daylight when planning self-drive distances and outdoor touring.

3. Domestic travel and routing

Distance, flight schedules and recovery time are the foundation of a good itinerary.

- Use open-jaw international tickets where possible to avoid backtracking.
- Confirm remote and island flight schedules before locking the wider trip.
- Allow meaningful connection time after long-haul arrivals.
- Avoid one-night stays unless they solve a genuine transport need.
- Match self-drive plans to daylight, road conditions and client confidence.
- Treat Australia-New Zealand travel as an international flight day.

Before you quote

- Check the operating days of regional flights.
- Confirm luggage allowances across every sector.
- Allow for transfer time between airports, islands and resorts.
- Identify experiences that need advance bookings, permits or weather alternatives.
- Ensure the international arrival point works with the domestic sequence.

Client comfort matters

A technically possible connection is not always a good client experience. Consider jet lag, mobility, family needs and the value of an unstructured afternoon.

4. Four sample itinerary frameworks

Each route is a starting point. Accommodation, experiences, transfers and pace should be rebuilt around the individual brief.

14-Day Australian Essentials

Sydney 4 nights • Uluru 3 nights • Cairns / Port Douglas 6 nights

First-time visitors wanting the harbour, Red Centre, reef and rainforest.

18-Day Ultimate Australia

Melbourne 4 nights • Sydney 5 nights • Uluru 3 nights • Cairns / Port Douglas 5 nights

Clients seeking greater city depth with Australia's defining natural icons.

14-Day Luxury Australia

Sydney 4 nights • Hamilton Island 5 nights • Melbourne 4 nights

Luxury, romance and special-occasion travel with private and premium experiences.

21-Day Australia + New Zealand

Sydney 4 nights • Queenstown 5 nights • Christchurch 3 nights • Rotorua 4 nights • Auckland 4 nights

Long-haul clients combining two countries without attempting every region.

See the complete day-by-day versions at adostravelco.com/ados-australia

5. Qualify the client before you route

- 01 What are the client's three non-negotiable experiences?
- 02 Is the budget inclusive of international flights?
- 03 How comfortable are they with domestic flights and early starts?
- 04 Do they prefer depth in fewer regions or a broad highlights trip?
- 05 What accommodation style and room configuration do they expect?
- 06 Are mobility, dietary, sensory or medical considerations relevant?
- 07 Would private touring materially improve the journey?
- 08 Are Australia and New Zealand both essential on this trip?

Useful budget conversation

Ask what the total trip budget needs to cover and in which currency. Clarify international air, domestic flights, accommodation category, private touring, meals and insurance before building the proposal.

6. Experience themes

Choose fewer, better-matched experiences rather than filling every day.

Indigenous-led culture

Prioritise respectful experiences that provide genuine cultural context.

Wildlife and conservation

Match the encounter to the client's ethics, mobility and preferred level of activity.

Reef and marine life

Choose the vessel, island or aviation experience around confidence in the water, time and budget.

Food and wine

Build around regional identity: Melbourne, Tasmania, Margaret River, Barossa, Yarra Valley and beyond.

Rail and scenic journeys

Use rail as an experience in its own right, not merely as a transfer.

Luxury and private access

Private guiding, lodge stays, charter aviation and premium transfers can transform limited time.

Family discovery

Balance educational experiences, pools, downtime, room configuration and realistic travel days.

Accessible and inclusive travel

Share requirements early and verify each component rather than assuming accessibility is consistent.

7. Australia + New Zealand

Combine with purpose, not simply because both countries appear on the same long-haul ticket.

- Allow at least 18–21 days for a meaningful first two-country journey.
- Pair a focused Australian route with one or two New Zealand regions.
- Sydney connects naturally with Auckland, Queenstown and Christchurch.
- Build around international check-in, border processing and baggage rules.
- Do not underestimate New Zealand road distances or weather variability.

Strong combinations

- Sydney + Queenstown + Rotorua + Auckland
- Melbourne + Sydney + South Island highlights
- Sydney + Great Barrier Reef + Queenstown
- Luxury Sydney + premium New Zealand lodges

Keep a reason for every stop

The strongest itinerary has a clear rhythm: city, landscape, culture and restoration. Remove any destination that duplicates an experience without adding genuine value.

8. Common planning mistakes

Trying to cover too much

Trade airport time for longer stays and stronger experiences.

Underestimating climate differences

Check every region—not one national forecast.

Leaving reef plans too late

Book the right vessel, island or flight for the client's comfort and expectations.

Ignoring recovery time

Long-haul arrivals deserve breathing space before fixed touring.

Quoting before checking logistics

Remote flight days can reshape the route and budget.

Treating accommodation as interchangeable

Location, room type and service style materially affect the trip.

Failing to protect weather-dependent experiences

Build alternatives and explain operating conditions before travel.

9. Send Ados Australia the right brief

A clear brief lets us spend time improving the itinerary rather than chasing foundational details.

- Advisor and agency details
- Traveller names or profile, party size and ages of children
- Exact or flexible travel dates
- Total trip budget and currency
- International flight status
- Must-see destinations and must-do experiences
- Accommodation level and room configuration
- Preferred pace and appetite for domestic flights
- Mobility, dietary, sensory or medical considerations
- Special occasion details
- Commercial arrangement required

READY TO BUILD?

Send the client brief at adostravelco.com/ados-australia

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Trade-use disclaimer

This guide provides general planning guidance only. Recommendations, schedules and conditions can change. All arrangements are subject to availability, final quotation, supplier terms, weather, operating schedules and applicable entry requirements. International flights are excluded unless expressly quoted.