



MR PHIL HOFFMANN, MANAGING DIRECTOR,
PHIL HOFFMANN TRAVEL

B.SC.(HONS) Dip Ed., M.A.C.E., M.A.I.T.T., T.M.

Recently resigned as Chairman to the Board of the South Australian Tourism Commission, Phil Hoffmann is a graduate of the University of Adelaide and after an early career as Senior Lecturer for Staff Development, he has managed and owned large retail and corporate travel agencies over the past twenty-five years. Phil's management techniques constantly embrace global market research, product development, leading edge technology and focusing on a one-to-one basis with his customer base. His strengths lie in identifying new markets, destination trends and packaging these to the experiential traveller.

Phil Hoffmann has sustained a professional commitment to the development of standards in the travel industry from education and training, through to political and economic issues. Phil has been a Member of the Australian Federation of Travel Agents (AFTA) State Committee for 20 years, 11 of which as Chapter Chairman. Nationally, Phil was appointed AFTA Director for 13 years, was the National President of AFTA for six years and was awarded Life Membership in 2000.

To pursue his particular "Quality Customer Care Philosophy" that would be second to none in the travel industry, he founded Phil Hoffmann Travel in September 1990. Previous experience in the Travel Industry was gained as Managing Director of Stewart Moffat Travel (SA) from 1974-1990.

Whilst not actively seeking awards, it was with much pleasure that Phil Hoffmann Travel received many accolades from the industry over the past 14 years, including (for the eighth time) the AFTA Travel Award for Excellence - South Australian Agency of the Year in 1999/2000.

Phil Hoffmann Travel was voted National Agency of the Year Award in 1993, 1995, 1999 and again in 2004 and 2005 and has won numerous American Express Agency of The Year Awards together with the SA Small Business Regional Awards in 1999, 2000 and 2001. Phil Hoffmann Corporate Travel was voted Australia's No.1 Corporate Agency at the National Travel Industry Awards in 2001 and recently inducted into the inaugural Qantas Platinum Club.

Phil has been an active Member of the ACTA (Adelaide Convention & Tourist Authority) Board for the past four years and actively promotes Australian Inbound Tourism. He was presented with a Legend Award in recognition of his outstanding service and support to the National Tourism Industry Training Committee in 1999. Phil is a Life Member AFTA (Australian Federation of Travel Agents), the Port Adelaide Football Club (both Power and Magpies) and The Grange Tennis Club. He is also Company Director of Travel Management Services which is a National Network of Personnel Offices based in Sydney with offices throughout Asia, and a Company Director of CruiseCo - a Sydney based wholesale fly/cruise company.

Phil Hoffmann Travel was founded by Mr Phil Hoffmann in September 1990, who with over 20 years experience within the travel industry, wanted to pursue his particular “Customer Care Philosophy”; that is to place the interests of customers first, plus a quality of service that would be second to none in the travel industry.

Since its inception Phil Hoffmann Travel has built an impeccable reputation among the travelling public for quality, value and personalised service. Dedication to the specific needs of the traveller has quickly earned an enviable reputation from its competitors.

Since those early days Phil Hoffmann Travel has grown to an annual turnover of close to \$50 million and employs a total dedicated staff of 78 at its Head Office based at 3 Gordon Street, Glenelg and Branch Office at 89 The Parade, Norwood, both premier suburbs of Adelaide.

Leisure Travel divisions at Glenelg and Norwood have teams of specialist staff with first-hand experience. This experience has placed Phil Hoffmann Travel as South Australia's No. 1 Travel Agent for sales for most of the leading wholesalers and principals and National ‘Number One’ status has been gained with many high profile travel providers.

A specialised **Group Tours** division has developed the ‘Phil Hoffmann Travel Touring’ Collection providing the largest range of quality escorted tours offered in South Australia. In addition to escorted groups, in February 2002 Phil Hoffmann launched Conference and Convention group travel in addition to School and College education group travel.

A dedicated **Cruising** division caters for this rapidly growing holiday choice of the discerning traveller and compliments the Leisure Travel division of Phil Hoffmann Travel. Specialist Consultants are trained and strongly committed to providing the customer with information that comes from first hand cruise experience.

Phil Hoffmann's **Corporate Travel** division look after the travel arrangements of over 100 corporate companies and 2 universities. Being a specialist area Phil Hoffmann Travel have developed a corporate team that is well versed in managing domestic and overseas travel requirements with a National Sales Manager and Corporate Sales Executive ‘on the road’ winning new business and maintaining existing business.

Our **Rail Travel** division offers exclusive operational rights in South Australia to sell directly into the various Australian and Overseas rail systems.