HARTMANN
Advisory

Representation.

Representation overview

Senior representation for international travel brands in Australia and New Zealand.

A senior presence in Australia and New Zealand, selling your brand through the trade alongside your own team.

MARKET REPRESENTATION

Representation.

Hartmann Advisory represents international tourism bodies, hotel groups, cruise lines and travel brands that sell through the trade, with the relationships and commercial discipline that turn interest into bookings. Each market is led by Matt Endycott, with the support of senior market representatives.

MANAGEMENT CONSULTING

Consulting.

Our second arm helps leadership teams decide where to grow, how partnerships should pay and how the business should run. Some brands need advice on the move before they need a presence in market, and the Market entry and expansion practice covers those decisions, from market evaluation to local partnerships.

MANY BRANDS BEGIN WITH THE CONSULTING WORK AND CONTINUE INTO REPRESENTATION

"An experienced in-market representative with a clear mandate can build relationships, test the proposition and open partner conversations before an entrant commits to a full local operation."



Trade.

Built for brands that sell through the trade.

Tourism bodies

National and regional tourism organisations growing their share of travel from Australia and New Zealand.

Hotel groups and resorts

Luxury and lifestyle hotel groups building distribution with advisors, consortia and wholesalers.

Cruise and expedition lines

Lines building awareness and conversion through the retail and specialist channels that sell them.

Tour operators & travel brands

International operators entering the market, or resetting a distribution model that has stalled.

Representation suits brands whose product is sold through travel advisors, consortia and wholesalers, where trade relationships shape demand and a senior presence in market changes the result.



Access.

A concentrated market, where a handful of relationships decide most of the outcome.

Relatively small populations across a handful of major cities support a limited number of national groups rather than a long tail of regional players. Access is built through commercial trust, credible governance and long-term alignment, and it compounds, because the first well-structured partnership becomes the reference for the second.

HOW ACCESS WORKS

Retail groups and networks

Owned stores, franchises and affiliated agents under a common banner, usually negotiating supplier terms centrally.

Wholesalers and agency networks

The route by which many international travel brands reach the advisors who sell them.

Airlines, cruise and online

Airlines, cruise lines, loyalty programs and online platforms hold the customer at the moment of booking.

Two markets, not one

New Zealand has its own regulators, distribution groups and customer behaviour, and deserves its own plan.



Trusted.

In Australia and New Zealand, high value travel is still sold through people the traveller trusts.

Retail groups, consortia, wholesalers and specialist advisors explain, recommend and sell complex itineraries on a brand's behalf. The brands that win here invest in those relationships from inside the market, with someone who knows the networks, speaks the commercial language and is accountable for the result.

THE SOURCE MARKET

12.7m

overseas trips by Australians in FY26, only 4% more than the year before

ABS, AUGUST 2026

105%

growth in Australian trips to Japan against FY19, while the United States fell 37%

ABS, AUGUST 2026

3.09m

short-term overseas trips by Australians from May to July 2026

ABS, MAY TO JULY 2026

A senior presence in market.

Led by Matt Endycott with the support of senior market representatives, representation gives an international brand a presence in Australia, New Zealand or both, working from Perth and Sydney.

01

Trade strategy

A market plan built around the retail groups, consortia, wholesalers and online partners that sell your product in Australia and New Zealand.

02

Trade engagement

A dedicated in-market presence that trains, supports and activates the advisors who sell your product, week in and week out.

03

Trade events and famils

Your brand at the trade events that matter in each market, and famils hosted with the advisors and partners who sell you.

04

Executive relationships

Senior engagement with the leadership of the major retail groups, airlines and wholesalers, so commercial agreements are negotiated at the right level.

05

Reporting and accountability

Activity and results reported against agreed promotional and commercial goals, with a clear view of where demand is coming from and what it is worth.



SCOPE

Mandates cover Australia, New Zealand or both. Each is scoped individually to your goals as an annual program and reviewed with you every quarter.

NO COMPETING BRANDS

We don't operate on an exclusive basis, and we never represent two brands that compete with each other.

CONFIDENTIAL BY DEFAULT

Client names, mandates and numbers stay confidential, during the work and after it.

One program, reviewed against the result.

01 Market assessment

Where your product fits, which partners matter most and what a realistic first year looks like.

02 Annual program

An agreed program of trade activity, promotional goals and partner targets, scoped as an annual mandate.

03 Quarterly review

Activity and results reviewed each quarter, with the program adjusted to where demand is actually moving.

WHAT WE MEASURE

Measures are agreed with you at the start, typically trade partners activated, advisors trained, famils hosted, and the bookings and leads that come through the trade.

WHAT YOU RECEIVE EACH QUARTER

A report of trade activity, partner engagement and results against the agreed goals, with a clear view of where demand is coming from and what it is worth.

Annual.

Results from 25 years inside airlines, travel retailers, tourism boards and insurers.

25+

years in travel distribution with retail networks, airlines, tourism boards and insurers

97%

of an acquired partner portfolio retained through an integration, with revenue held

12%

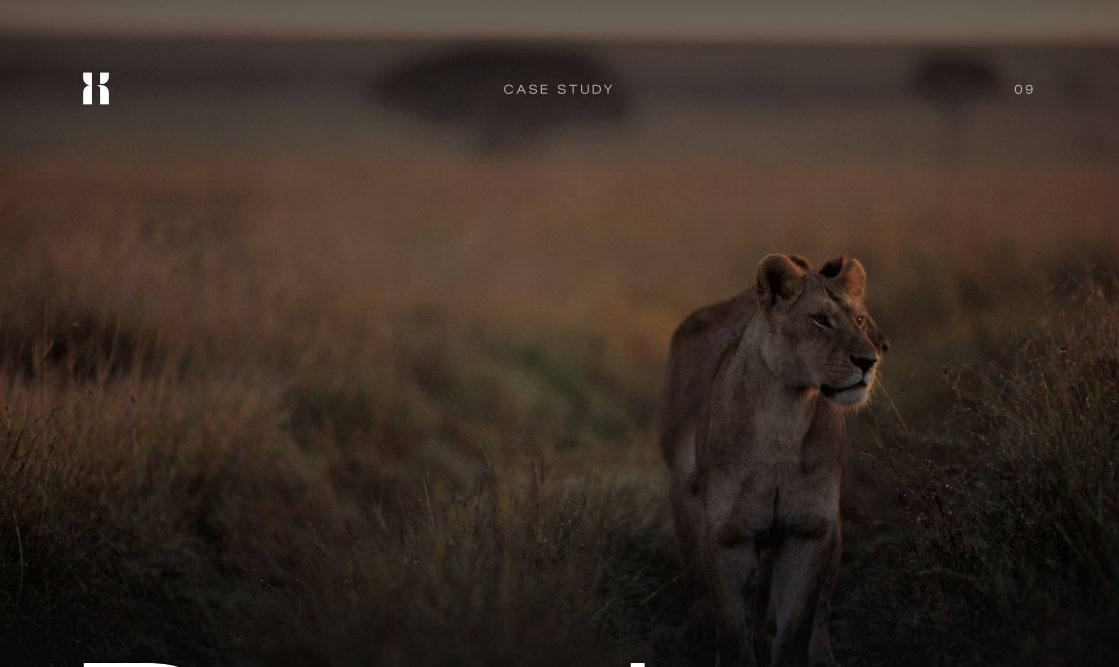
lift in the share of travellers buying cover in New Zealand, against 4% in Australia, across a six market program

6

markets led across Australia, New Zealand, the United States, Canada, the United Kingdom and Europe

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Premium.

YEAR
2018

MARKETS
Australia and New Zealand

PRACTICE
Commercial strategy and growth

Repositioning a specialist travel brand after acquisition and channel dislocation.

THE PROBLEM

A specialist tailor-made brand drifted after acquisition by a larger group. Retail distribution weakened as channel focus shifted, and its premium position blurred. The issue was not awareness but misalignment between brand, product, channel and execution.

THE WORK

A transformation in several phases across distribution strategy, commercial frameworks, brand positioning, product architecture and trade engagement. Retail was re-established as a strategic growth channel, and trade engagement was rebuilt across the key retail networks and consortia.

THE OUTCOME

National retail distribution was restored and the brand won multiple national travel industry awards, including Best Product and Best Wholesaler in three consecutive years, re-establishing it as a leading premium tailor-made brand.

The same trade relationships, retail networks and consortia now sit at the centre of every representation mandate. Before founding Hartmann Advisory, Matt Endycott led the work behind this turnaround.



Entry.

What it takes to enter Australia and New Zealand.

Our analysis of why a familiar market catches international entrants out, and the five recalibrations successful entrants make before they land. Each has a warning sign, which makes it possible to test an entry plan before the market does.

	RECALIBRATION	THE WARNING SIGN
01	Distribution architecture	The business case is built on market size rather than on named routes with owners and economics.
02	Partner economics	The proposed partner terms are the home-market rate card with a currency conversion.
03	Governance and regulatory design	Local compliance appears in the entry plan's last phase rather than its first.
04	Proposition localisation	The marketing has been translated while the proposition itself remains untouched.
05	Presence and trust	Nobody in the entry team is someone the local market can call.

IN THE MEDIA

International Travel & Health Insurance Journal
OCTOBER 2026

KarryOn
JUNE 2026

COVERED by ANZIIF
JUNE 2026

Built on 25 years inside travel distribution.



INNER MONGOLIA, 1980S

THE NAME

"Hartmann is my mother's maiden name."

Long before I worked in travel, I grew up listening to stories of distant places, different cultures and lives lived far beyond Australia.

In the 1980s, Mum was part of building a pioneering business that helped make travel to China accessible for Australians as the country began opening to Western tourism. This photo was taken in Inner Mongolia during that time.

What she didn't know sitting on the back of this Bactrian camel was that there was a baby on board too. That baby was me.

Twenty years later, after living in Japan, I returned home and joined the same travel business she had helped build.

Hartmann Advisory isn't named after me. It's named after where my journey started, and is a small tribute to the person who first showed me how big the world could be.



Matt Endycott

Founder and Managing Director

Matt founded Hartmann Advisory after 25 years in travel distribution with major retail networks, airlines, tourism boards and insurers, in senior partnership and distribution roles on both sides of the table. He has built partner programs from the insurer side and adopted them from the distribution side, across Australia, New Zealand, North America, the UK and Europe.

WHO LEADS EACH MARKET

Each market is led by Matt Endycott, with the support of senior market representatives, working with the major retail groups, airlines and wholesalers of Australia and New Zealand.

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Talk to us about representation in Australia and New Zealand.

The first conversation is with Matt directly, and every enquiry is answered within 24 hours.

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HARTMANN Advisory

HARTMANN ADVISORY IS A TRADING NAME OF HARTMANN GROUP HOLDINGS PTY LTD, ABN 42 697 667 600