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Travel Daily

First with the news

Wednesday 8th June 2011

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EK to St Petersburg

EMIRATES this morning announced its newest destination, with plans to commence daily flights from Dubai to St Petersburg effective 01 Nov.

St Petersburg will be EK's 28th European destination, and the sixth to be added this year.

TA to tap further into China

TOURISM Australia will focus on affluent Chinese travellers and expand the number of key cities it targets as part of its China 2020 Strategic Plan revealed today.

At the inaugural Australia China Tourism Summit in Cairns (see p2, p5), md Andrew McEvoy outlined five key strategic objectives for capturing a larger share of the massive Chinese outbound travel market over the next decade.

The steps to be taken include:

- getting to know the customer better through ongoing research, specifically the 30-49 age group;
- raising the scope of source cities from around 13, that represent about 4% of the target audience, to 30+ cities, lifting potential exposure to 22%;
- the development of quality tourism experiences, using consumer research to identify what products and where;
- an ongoing increase in aviation routes, with more direct China-

Australia services, new airlines (incl LCCs) and adding 'high priority new cities';

- fostering long lasting partnerships and relationships.

He said it was vital for Australia to "maintain a competitive march against competing destinations" which also recognise the importance of Chinese travellers.

Aussie Specialist training in key cities will assist with tapping into more geographic spots, he said.

McEvoy also emphasized that the apparent overnight success of the Chinese market to Australia is anything but that, and has been "12 years in the making."

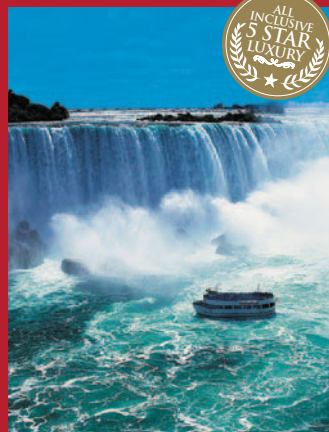
Seven pages of news

Travel Daily today has seven pages of news and photos, plus full pages from: (click)

- AA Appointments
- Qantas Holidays
- Renault Eurodrive

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Trip Jun bonuses

QANTAS Holidays is offering double Trip loyalty points on Qantas Airways domestic, Hong Kong, China, US, Fiji, UK/Europe, Singapore, Thailand and NZ air bookings this month, as well as bonuses for Vic and Tas packages - details on **page nine**.

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Photo: Jeff Busby

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Travel Daily
on location in
Cairns, FNQ

Today's issue of TD is coming to you from the Australia China Tourism Summit in Cairns, courtesy of Tourism Australia.

YESTERDAY marked the launch of the inaugural Australia China Tourism Summit.

The brainchild of former PM Kevin Rudd, the summit aims to strengthen tourism relationships between Australia and one of the nation's fastest growing inbound tourism sources, China.

It also follows the recently signed Memorandum of Understanding with the Chinese govt to develop tourism ties.

Last night in Cairns, delegates enjoyed an evening of both Australian and Chinese cultures at the Cairns Cruise Liner Terminal, with Chinese dancing dragons and performances from the Tjapukai Aboriginal Cultural Park.

Tomorrow delegates will visit Green Island and on Fri the China Tourism Research Symposium is being held at the University of Queensland, in Brisbane.

More booking via agents

THE pendulum appears to be swinging away from online bookings for overseas travel by Aussies, with a survey released yesterday showing a slight increase in the use of travel agents.

The Roy Morgan Travel Agents Monitor showed that for the 12 months to 31 Mar, 55% of Australians used a travel agent to book their last overseas holiday or leisure trip - up from 53% in the year to Dec 2010.

It's still a long way below the level of more than 70% in Jun 2007 - and the latest increase has come at the expense of direct hotel bookings, as well as

bookings via tour operators.

About 33% of travellers booked flights directly with an airline - up from 24% four years ago.

Direct accommodation bookings accounted for 24% of the total, down slightly from 26% in Dec, while bookings with tour operators comprised 6%, slightly lower than three months before.

Online only travel booking websites were used for 12% of bookings - a figure which has doubled since 2007.

Roy Morgan spokesperson Jane Ianniello said that long or medium haul holidays to the US, Europe or the Middle East still involved travel agents, while "those taking a holiday to a short haul destination such as Asia or the South Pacific continue to move away from travel agents as a channel to book their holiday".

QF domestic update

QANTAS has released a range of tariff changes on selected domestic markets for sale and travel immediately, including the adjustment of existing Flexi Saver fare levels and the introduction of a new 14 day advance purchase fare in K class.

The adjustments apply to both Qantas published and private fares, the carrier said.

CTM upgrades profit

CORPORATE Travel Management this morning boosted its full year profit expectations to \$8.5 million - 20% higher than initially forecast in its float prospectus late last year.

The company said that the Qld natural disasters have had "little ongoing impact on business performance," while the integration of the Travelcorp business purchased in Jan has been "highly successful".

"Despite the flat economy, CTM has performed well on all its key drivers," said md Jamie Pherous.

"In particular the transitional success and synergies created through the Travelcorp acquisition have been above expectations," he added.

DJ rejigs Velocity

VIRGIN Australia yesterday advised members of its *Velocity* loyalty scheme that Status Credits will now be reviewed on a rolling 12 month basis, rather than being reset to zero on the review date - meaning all credits now last a year.

The changes are in preparation for a relaunch of the program, with members also now earning Status Credits based on fare class purchased and miles flown, rather than dollars spent.



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QFFF gourmet epiQure launch

QANTAS Frequent Flyer this morning confirmed details of its new epiQure "premium wine and food community" (*TD* 17 May).

Accessible to all 7.8m members of the scheme, the online initiative offers the opportunity to "discover the Qantas cellar's diverse collection of wine, dine with globally renowned chefs, and be part of a community with a shared appreciation of the finer things in life," according to QFFF ceo Simon Hickey.

"While there maybe existing wine clubs, epiQure stands out as a program that offers much more than access to wine".

Members pay \$99 or 13,000 points to join, and are then able to buy wine selected by the

Qantas Wine Panel for first and business class, as well as other "limited release wine vintages".

Members earn three QFFF points per dollar spent, and there's no charge on wine delivery within Australia until June next year.

250 restaurants have also partnered with the program and offer four points per dollar.

Hickey said the program had been developed following research showing that apart from travel, food and wine was a "key area of interest" for Qantas Frequent Flyer members.

The program will officially launch at Rockpool Bar and Grill in Sydney and Melbourne with QF celebrity chef Neil Perry in Jul.

Quest Bondi Junction

QUEST Serviced Apartments has just opened a brand new property in Bondi Junction, NSW, and is claiming it's the first new accommodation brand to debut in the area for over five years.

Quest Bondi Junction has 82 studio apartments with separate living and dining areas, internet access, mini bars, Foytel and kitchenette facilities.

It's in walking distance to the Westfield shopping centre and Centennial Park - 1800 334 033.

SYD radar upgrade

AIRSERVICES Australia this morning announced the commissioning of an upgraded \$6m radar at Sydney Airport.

The system will provide "improved surveillance of air traffic up to 256 nautical miles (474km) around the city," according to Airservices gm Technology, Alastair Hodgson.

It's part of the national \$80m Mode S Terminal Area Radar (AMSTAR) project, which incorporates technology making it possible to selectively interrogate individual aircraft as well as receive Down-linked Aircraft Parameter (DAP) data.

Similar upgrades have already been done at Gold Coast, Darwin and Melbourne Airports.

Joyce to chair IATA

QANTAS ceo Alan Joyce is set to become the chairman of IATA, with a one year term from Jun 2012 following newly appointed chair, KLM chief Peter Hartman.

Former Cathay Pacific ceo Tony Tyler will also take over as head of IATA effective 01 Jul.

Window Seat

A **US** man is hoping to set a new world record by riding every single roller coaster in America.

30-year-old Karol Gajda kicked off his odyssey three weeks ago in Michigan, and has already ridden more than 30 coasters in seven amusement parks.

To limit the scope, he's only counting rides which have a minimum 100 foot drop and that go at least 50 miles an hour.

"My goal in life is to inspire people to dream big and do fun things," he said, with details of the adventure recorded online at www.rollercoastertour.com.

IT will soon be possible to get a close-up look at the Airbus A320 which made a miraculous emergency landing on New York's Hudson River in 2009.

The US Airways plane is currently en route on the back of a truck (below) to Charlotte in North Carolina, where it's going to become a permanent exhibition at the Carolinas Aviation Museum.

It's been in a warehouse in New Jersey since it was salvaged from the river in Jan 2009 after ditching following a bird strike which took out both engines.

It will arrive at the museum on Sat for a special ceremony also to be attended by hero pilot of the flight, Chesley Sullenberger.



Pricing Analyst



DriveAway Holidays is looking for a dynamic Pricing Analyst to work in the Pricing team. This is an outstanding opportunity for the right professional with vision and keen analytical skills.

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- Identify market segmentation opportunities to promote pricing systems

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Applications close 15 June 2011.



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Insight's Aussie gathering



INSIGHT Vacations recently held its annual domestic conference, with a huge turn out of sales and marketing staff, plus team leaders gathered from Australia and NZ.

This year the conference was held at Wisemen's Ferry in NSW, where the enthusiastic team was treated to a delectable array of wines and cheese from a local grower, as well as a meal at one of Australia's oldest pubs (and bkie hangout) - surely a fine place for product updates!

Pictured above back row from left: Rosie Green, Insight NZ; Merran Kenworthy, Insight NZ; Walter Delorie, Sally Plenderleith, Sally Gorringer, Lisa Kirwan, Mark Chamberlain, Steve Farrelly, Ray Hands, Lorraine Sharp and David Farrar, all from Insight Australia.

Front row: Maureen Van Metter, Andy Roberts, Sophie Weller, Jessica Wilson, Tennille Cairns, Joanna Dick, Anjali Chandra, Insight Australia; and Dave Salisbury, Insight NZ.

Virgin opposes QF/AA authorisation

VIRGIN Australia has made a submission to the ACCC enquiry into the proposed alliance between Qantas and American Airlines, suggesting that the carriers have not sufficiently justified their request for interim authorisation of the pact.

QF and AA have requested similar accelerated consideration of the deal to that granted to Virgin Australia and Etihad, which were given interim approval shortly after their alliance application was lodged.

However Virgin general counsel Merren McArthur said that in the case of DJ/EY, the V Australia flights between Sydney and Abu Dhabi were only possible if the Alliance was approved - in contrast to the Qantas-AA deal which builds on the already operating flights between Australia and Dallas-Fort Worth.

Qantas has responded to the Virgin submission, saying that the

“commercial imperatives” for interim authorisation are still applicable.

“The critical launch period for a new service is not limited to the months before the initial flight, but just as importantly, extends into the subsequent months of operating the fledgling service,” said QF's Brett Johnson.

“The ability to undertake a coordinated sales and marketing campaign in both Australia and the United States is necessary to generate the sustained level of demand required to ensure the success of the new service from each point of sale,” he added.

Johnson also warned that without the ability to cooperate, the current frequency of the DFW services “may not be sustainable, and expansion to daily services, which is important for many travellers, would be unlikely”.

Today is the closing date for submissions on the QF/AA pact.

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Wednesday 8th June 2011

Ferguson urges foreign investment

MARTIN Ferguson has urged "substantial new investment in the Australian tourism industry" in order to make the most of emerging markets such as China.

He said that strong occupancy rates in capital cities mean that the time is right for growth.

"Australia welcomes foreign investment," he told delegates as he opened the Australia-China Tourism Summit in Cairns.

He said outcomes of the meeting were likely to include improvements to the Approved Destination Scheme, to which the govt has committed another \$4m.

Online tourism focus

MINISTER Assisting on Tourism Nick Sherry says the government is developing a national online strategy for tourism to make it easier for operators to connect with travellers from emerging markets, including China.

Addressing the Australia-China Tourism Summit in Cairns, Sherry said that measures to boost tourism outlined at the event "are not being done in isolation."

The National Long Term Tourism Strategy includes a focus on tourism investment, with an Investment Roundtable to take place later in the week.

Sherry said the govt is committed to working with industry "to cut red tape and turn more proposals into new developments".

He also said new infrastructure planning now takes the "economic boost from tourism fully into account".

Cairns hosts tourism top guns



ABOVE: More than 300 tourism industry representatives including ministers, Chinese wholesalers, airlines, Qld tourism companies and members of the Qld Tourism Industry Recovery Group have converged in Cairns for the launch of the first ever Australia China Tourism Summit.

Last night at the Gala Opening Dinner Federal Tourism Minister Martin Ferguson announced the launch of a "strategic investment grant" for tourism businesses.

Called Lifting Quality in the China Tourism Market, "the program will provide up to \$1 million in grant funding and boost the industry awareness of the need for the China market," he said.

China is expected to become the single largest contributor to Australian tourism, generating as much as \$6.3 billion by 2020, and

doubling visitation.

The program focuses on tour guides, accreditation & technology with an emphasis on quality.

Ferguson said: "Chinese travellers will be seeking new products, new destinations and new experiences.

"For Australia, this represents a wonderful opportunity for jobs, investment and a higher GDP."

Pictured last night at the Cairns Cruise Liner Terminal, **from left** are: Andrew McEvoy, Tourism Australia managing director; Chen Yuming, Ambassador for China; Martin Ferguson, Federal Tourism Minister; Du Jiang, China National Tourist Administration vice chairman; Jan Jarratt, Queensland Tourism Minister; John King, Australian Tourism Export Council chairman and Daniel Gschwind, Qld Tourism Industry Council chief executive officer.

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Applications close on **Wednesday 22 June, 2011**

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TQUAL for Agri-food

TOURISM Minister Martin Ferguson yesterday announced \$446,010 in TQUAL funding to assist developing agri-food tourism in Tropical North Qld.

TNQ actively promotes its regional produce with "more and more farmers embracing tourism", Ferguson said.

"We have an opportunity to offer authentic, unique experiences, and this project will help to capitalise on the tropical agri-food theme."

CZ looking at Cairns?

CHINA Southern Airlines (CZ) is considering Cairns as a gateway to Australia, according to Tourism Australia boss Andrew McEvoy.

He made the comments this morning at the Australia China Tourism Summit, confirming that discussions are taking place.

McEvoy said a large number of Chinese carriers have huge aircraft orders, and "those planes will need to fly somewhere".

He also hinted at the possibility of CZ flights to Adelaide.

Australia to

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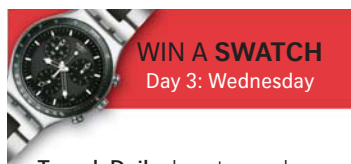
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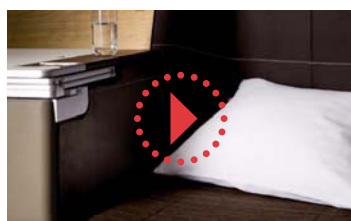
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Travel Daily has teamed up with SWISS to give a SWATCH —every day this week, to each of the two daily lucky winners.

Click on the YouTube video link and answer the question of the day. The first two correct entries received each day win.

Rush your answer by email to: swiss@traveldaily.com.au



Q. What is the caption below the SWISS logo at the end?

The world's first air-cushion seat technology: find it on board every longhaul SWISS Business flight by July 2011.



CONGRATULATIONS WINNERS DAY 2:

TIME networking

LAST night participants in the Travel Industry Mentor Program were given a different perspective, with guest speaker at the bi-monthly TIME gathering featuring guest speaker Karen Matthews, who was formerly the ceo of Ella Bache.

Matthews spoke about her career, advising the younger generation "not to be in too much of a hurry to climb the ladder".

TIME's next intake is in Sep - travelindustrymentor.com.au.

New QF 747 on sale

THE first Qantas Boeing 747-400 aircraft to be upgraded with A380-style seats and inflight entertainment went on sale in all agent booking systems today.

The refitted aircraft will operate Brisbane-Los Angeles from 19 Oct with a further nine 747s to be upgraded as part of a \$400m investment by the carrier.

Getflight upgrade

SUBSCRIBERS to the new GetFlight deal alert website (TD 25 May) are now able to customise preferences to receive emails about sale fares based on specific airline, destination and price requirements.

The company says its site has received more than 40,000 unique visitors in the last two weeks, with almost 3000 subscribers signing up for alerts.

More than 58,000 direct search referrals have been sent to airlines for travellers to book.

Horan alleges dodgy DJ/DL deal done

VIRGIN Australia and Delta Air Lines have been accused of cutting a "backroom deal" with the US transport regulator in their quest for antitrust immunity (ATI).

The claims were made by US aviation expert, Hubert Horan, who is determined to have details of the proposed alliance between Virgin and Delta clarified ahead of the US Dept of Transportation's expected authorisation.

Yesterday, Horan told TD the DOT had not provided "an iota of legitimate evidence" proving that approval of ATI would provide asserted Public Benefits.

Horan has additionally raised concerns that clauses in the document governing the capacity commitment (of three daily flights for two years), "effectively nullifies" conditions of ATI.

In his 9-page submission, Horan said that the document has one clause that's "a loophole large enough to fly a 747 through."

Trafalgar At Leisure in US

THE launch of Trafalgar Tours' new *At Leisure* product in Europe (TD 19 Oct) has been so successful that the operator's new America and Canada brochure features a total of four At Leisure programs.

MD Matthew Cameron-Smith, pictured right at a brochure launch last night, told TD the programs also have a strong focus on family itineraries which have been "immensely popular" in Europe this year.

The strong A\$ is driving interest in the US, with Cameron-Smith saying the new programs are the result of a "good hard look" at last year's brochure.

He said more of Trafalgar's specialist 'Be My Guest' experiences are now included - such as rodeos, country music sessions, wine blending and cooking schools - while hotels



have also been upgraded.

"We offer real experiences - not manufactured," he said, with Trafalgar focusing on "seeing the world from the inside" through its destination expertise.

Eight family itineraries are included in the brochure, which also offers tours in Hawaii, Alaska, Costa Rica and Mexico.

MEANWHILE the current deal-led market is seeing a strong trend to late booking, with Trafalgar still writing business for Europe 2011, Cameron-Smith said.

"Customers are looking for value," he said, with some late booking passengers responding to a number of tactical airline deals which have been in the market recently.

To view more details of the new Trafalgar program see traveldaily.com.au/brochures.

Webjet exclusive 25% Qantas discount

ONLINE agency Webjet this morning launched an exclusive offer of 25% off all Qantas international and New Zealand flights, with the deal valid until midnight on Fri night.

The OTA has also created a special new web page promoting NZ hotel ski deals.

A range of specials are on offer including pay 6 stay 7 and percentage off savings, valid for bookings by 15 Jun at webjet.com.au/newzealandski.



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AF A380s to DC

WASHINGTON Dulles airport yesterday became the latest scheduled A380 destination, with the DC debut of Air France's new Paris-Washington superjumbo.

DMS treats event planners



ABOVE: These lucky Aussie PCOs recently returned from the IMEX trade fair in Frankfurt, with a post famil taking them to Prague and Dubai courtesy of DMS Destination Marketing Services and Emirates.

Flying business class, the trip took in Prague where they are pictured in the historical old town during a walking orientation tour led by DMS' local partner Birgit Kraus of Invent Prague.

While in Dubai the group went sailing courtesy of Gulf Dunes and viewed a range of new product including the Meydan Hotel & Racecourse, the Jumeirah Zabeel Sarah Hotel, the Armani Hotel and the Burj Khalifa.

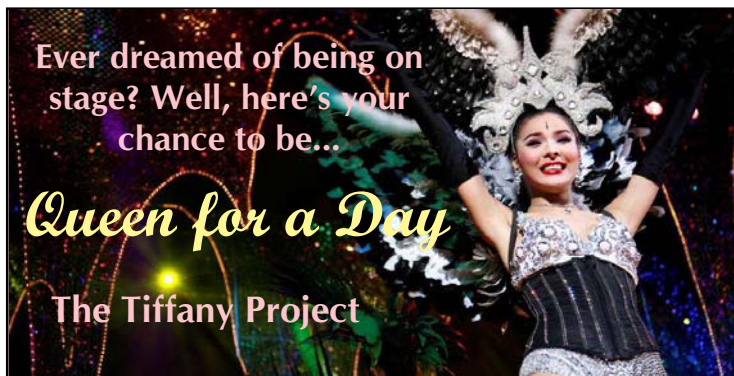
Group members pictured above include Joel Gleeson, BCD Travel; Janine Keating, Corporate Conference Solutions; Helena

McIntyre, The Conference Room; Kristy Moorehouse, Destination Event Management; Chris Neville-Smith, Australian Sports Marketing/Executive Travel; Rhonda Norman, Millbank Marketing; Michael Walker, Directions CIM; with the group led by Leila Fiedler of DMS.

eNett Hotelzon deal

TRAVELPORT payment provider offshoot eNett International has announced an agreement with corporate online hotel booking provider Hotelzon, which will see the vNett solution integrated into the Hotelzon system.

The move will allow TMCs and other corporations using Hotelzon to securely pay hotel suppliers using a single-use MasterCard virtual account number.



Ever dreamed of being on stage? Well, here's your chance to be...

Queen for a Day

The Tiffany Project

Can you hold tune? Shake your tail feather? Love to perform? Here's your chance to appear on stage in Thailand's famous Tiffany's Show, Pattaya.

Throughout the month of June, **Travel Daily, Tourism Authority of Thailand, Thai Airways International, Siam Hotels and Resorts** and **Tiffany's Show** invite travel consultants to join us for a once in a lifetime "Queen for a Day" experience.

Send your audition video and you could join our group on a special famil trip to Thailand that includes flights with THAI, 5 nights courtesy Siam Hotels & Resorts (two in Bangkok & three in Pattaya) and a makeover, dress up and performance at the famous Tiffany Cabaret Show in Pattaya.

To enter, simply send in an audition to the Tiffany Show as a short video clip of yourself (30sec-1min, .mov or .wmv file) lip syncing to your favourite song. You can use props and/or dress up if you wish.

All the clips will be uploaded to **Travel Daily's** YouTube page. At the end of the month five winners (a representative from NSW, VIC/TAS, WA, QLD/NT and SA) will be chosen by the judging panel..... and one additional.....as voted by the industry.

So grab your video camera or mobile phone and release your inner performer!

Send your entries to:

tiffanysaudition@traveldaily.com.au

Click here for more information



International Rail boom

INTERNATIONAL rail says its European bookings are up 50% in May - in contrast to reports that "some major wholesalers" had missed their targets (**TD Mon**).

MD Jonathan Hume said overall bookings were up 30%, despite Japan Rail Passes being down 70%.

Qld business boost

THE govt today announced a \$725,000 extension of its Enterprise Connect program in Qld to provide "free expert assessment" for small and medium sized tourism businesses affected by the state's natural disasters earlier this year.

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