

Uniworld launches its first trade partnership program

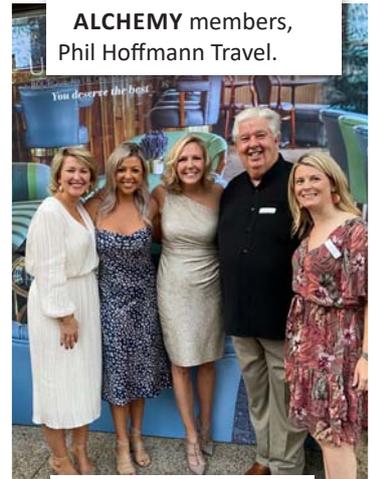
LAST Fri night, 14 Feb, Uniworld Boutique River Cruise Collection, the world's most luxurious all-inclusive river cruise line, invited its top-producing and most engaged trade partners from around Australia for an evening of celebration at the Deckhouse in Woolwich. Hosted by Uniworld's President & CEO Ellen Bettridge, the evening began in style with guests boarding a vintage Sydney ferry which transported them to the exclusive secret location. The agency partners were inducted into Uniworld's new partnership program, Alchemy, which is designed to support and reward top agents through priority access to reservations, access to local area marketing funds, stateroom upgrades for industry rates, and famil opportunities. The program will run on a calendar year basis with the next intake of Alchemy members to be inducted in Jan 2021, giving all agents the opportunity to participate. When asked what Alchemy means, "for us it's the perfect word that describes the magical moment when the right client is recommended the right cruise," said Bettridge.



PREFERRED partners from Travel Associates from across Australia.



BARBARA Whitten, Anywhere Travel; Alice Ager from Uniworld; and Julie Primmer from Helloworld Travel.



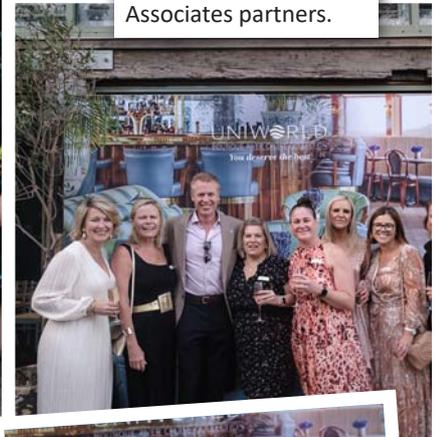
ALCHEMY members, Phil Hoffmann Travel.



GRACIELA and Pru from Travel Managers on board the Uniworld vintage Sydney ferry.



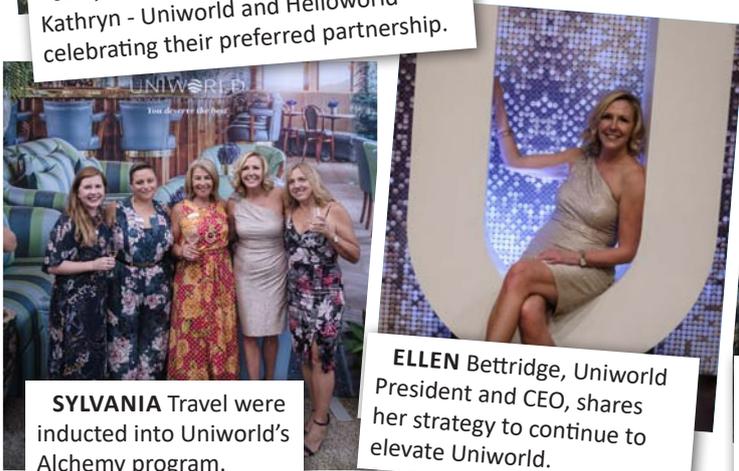
ELLEN and some happy Virtuoso agents from across Australia.



JOHN Veitch, CEO of TTC Australia and Travel Associates partners.



JEN, Alison, Vanessa, Karen and Kathryn - Uniworld and Helloworld celebrating their preferred partnership.



ELLEN Bettridge, Uniworld President and CEO, shares her strategy to continue to elevate Uniworld.



HEIDI, Gai, Jen and Anu celebrating The Travel Corporation's Centenary Year Anniversary.



AILEEN, Nicole and Renaye from Uniworld Australia.