



Today's issue of TD

Travel Daily today features six pages of industry news including **Business Events News**, plus a Product Update from **TBO**, and a full page from **Infinity Holidays**.

Infinity chases sun

TWELVE exciting itineraries showcasing California as the 'ultimate playground' have been launched in a new tactical partnership between Infinity Holidays and Visit California.

Alongside campaign partners Visit Anaheim, LA Tourism, San Diego Tourism Authority and Visit Greater Palm Springs, the 'Let's Play' itineraries invite travellers to explore the Golden State's wine scene, near-endless coastline and the theme parks in the south.

Now available to book through Helio, itineraries include theme park tickets, accommodation, car hire and much more - find out more on **page seven**.

Visa reform key to unlocking US\$336b

STREAMLINING visa processes and improving air connectivity will be key levers to activate if the Oceania region is to unlock a record-breaking US\$336 billion economic contribution by 2034, according to a new report published by the World Travel & Tourism Council (WTTC).

The *Unlocking Opportunities for Travel & Tourism Growth in Oceania* report released in Perth yesterday contends "strategic investments" must be made in order to accelerate the region's appeal as a premier international travel market.

A crucial part of the investment mix should be spent on simplifying the visa application process across the region, particularly for Pacific Island countries.

WTTC's report advocates for a collaborative approach that could process visas for multiple Oceanic nations in the one place, reducing bureaucratic barriers and

promoting regional integration, tourism and business travel.

"One big hurdle for Oceania's travel and tourism sector is the convoluted visa facilitation processes across the region," according to the report.

"Each country has its own set of visa requirements, creating barriers for both tourists and business travellers, and these varying regulations not only complicate business mobility, but also make it harder for airlines to establish efficient and accessible routes, further limiting the region's already sparse air connectivity," the report said.

Another key pillar to achieving the US\$336 billion target will be building a stronger aviation framework in the region to support the growth of long-haul routes and grow passenger volumes and seat capacity.

The report argues that mainline carriers need to be made more

financially reliable through the fostering of joint-venture partnerships, while efforts to liberalise the aviation market would also pave the way for the co-existence of low-cost carriers, which would grow long-haul connections to Oceania.

Investing in sustainable infrastructure to mitigate and adapt to the impacts of climate change and promoting eco-friendly tourism practices that protect indigenous communities are also key to meeting travel and tourism targets. **AB**

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PCEC refurb a step closer

THE long-awaited redevelopment of the Perth Convention and Exhibition Centre (PCEC) received a significant boost yesterday, with WA Premier Roger Cook announcing a new \$16.6 million investment to progress the development planning.

The PCEC is the oldest major convention centre in the country to have not undergone a major redevelopment, with concerns from events stakeholders growing louder over lack of modernisation for the facility, which was built in 2004.

Under the Swan River waterfront proposal, the PCEC would be overhauled to increase capacity, incorporate a new premium hotel, as well as a range of new mixed residential and



commercial spaces at the site to enhance its appeal as a world-class events hub.

Perth's marquee events venue is currently leased by Wyllie and Brookfield until 2039, with the developers to work in a joint-venture capacity with the WA Government to make the redevelopment a reality.

A concept proposal is already before the WA Govt, with further work now required through the project definition phase to ensure the next decision is properly scoped and costed before a new agreement is reached.

"Our goal is to make the most of this stunning location," Premier Cook enthused.

"We have the opportunity to create a new tourism and economic hub for Perth and the redevelopment can showcase Kings Park and the Swan River while providing new waterfront facilities, housing, tourism and hospitality venues, and thousands of new jobs," he added.

Perth has made great strides in recent years to position itself as the 'gateway' to Australia, and the business events segment has been flagged as a major pillar in its visitor attraction strategy.

Speaking at the WTTC Global Summit yesterday, Business Events Perth Chair, Bradley Woods, said that delegates are increasingly looking for greater efficiency, connection with local businesses, and more opportunities for Indigenous engagement.

The same session focusing on large-scale gatherings also revealed that a growing number of Gen Z and Millennial travellers are making booking decisions based on the appeal of sports and entertainment events. **AB**

See **page five** for more business events news.

HLO hits 10,000 trainees



MORE than 10,000 agents have participated in the Helloworld Travel Academy since its launch in Australia in May 2022, with 560 of those achieving a Certificate III in Travel.

Thousands of advisors of all experience levels have attended the Academy for training in product, destination, technical and human skills, via both virtual and face-to-face sessions, in addition to masterclasses in cruise, touring and air.

"I am so thrilled with the level of passion, commitment and success we are seeing from our recent graduates and rookies to the industry," said Kelley Matson, HLO GM of Training.

The Academy will soon launch a selection of detailed learning pathways for all stages of travel advisor careers.

Also in the pipeline are comprehensive owner, manager and emerging leader training programs that will aim to future-

proof the travel agency network at Helloworld. **JM**


Pictured: Helen Clarke, Kelley Matson and Jake Hilbert of the HLO Travel Academy.

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Embrace for reform

SYDNEY Airport has welcomed moves by the Albanese Govt to reform its take-off and landing slot system, praising the benefits it will deliver to passengers through greater reliability.

“This is an important and positive step that will deliver better results for passengers by reducing cancellations and delays,” said CEO Scott Charlton.

Australian Airports Association Head of Policy and Advocacy, Natalie Heazlewood, said the reforms were vital for a sector that has already seen the collapse of two airlines this year alone.

“The current slots system has provided an unfair advantage for the airline duopoly at Sydney Airport, so these reforms are going to help level the playing field,” Heazlewood said.

Aus punches above weight

AUSTRALIA is playing a key role in the tourism recovery of the Asia Pacific region, according to new figures from travel analyst ForwardKeys delivered at the WTTTC Global Summit yesterday.

Introduced by Director of Intelligence and Marketing Oliver Ponti, the report noted that increased local air connectivity had led to surges in visitation from key markets such as the United States, with American family bookings to Australia growing by 43% alone compared to last year.

The recovery is also predicted to continue, with the Oceania region expected to enjoy a 10% upswing by the end of the year, with arrivals to New Zealand and Australia listed as key drivers.

Another major factor in Australia’s recovery is the falling price of airfares, and while tickets are still more expensive than they were in 2019, ForwardKeys’ data shows prices have been falling over the last 12 months.

In 2022, the price of air tickets to Australia was 55% higher than they were pre-pandemic, however with greater air capacity that figure dropped to +37% last year and +26% for the period between Jan and Aug this year.

“While air prices are still high and are hampering the overall recovery, as you can see from the figures, the situation is improving and hopefully with more and

more air connectivity, it will boost the overall numbers for the destination,” Ponti said.

Globally, the tourism economy continues to make solid strides in its recovery, with international arrivals up 16% between Jan and Aug compared to the same period last year. *AB*

Big on First Nations

BIG Red Group has partnered with not-for-profit Welcome to Country to make Australia’s Aboriginal and Torres Strait Islander tourism experiences more accessible for domestic and international visitors.

Coinciding with the 10th annual ‘Indigenous Business Month’ this Oct, the two organisations have launched 48 Aboriginal experiences on the RedBalloon website, which are now available to book, with more to come.

The collection, which includes guided tours, storytelling sessions, and hands-on workshops highlighting traditional art forms, will enable visitors to immerse themselves in First Nations culture, while also supporting the economic empowerment of Aboriginal and Torres Strait Islander businesses.

David Anderson, co-founder and Chief Executive of Big Red Group, said he was thrilled to announce the partnership.

“Offering ‘stories over stuff’ is a key mission of ours at Big Red Group - and we’re thrilled to be making stories from the world’s oldest continuous culture more accessible to Australia’s domestic and international visitors.”

Anderson also revealed plans to expand the range to one of Big Red Group’s domestic marketplaces, Experience Oz, later this month.



SUSTAINABILITY and alcohol don’t always go hand in hand, especially if you’re planning a big night out, but a new venue in London will change that.

Uber has opened the doors to ‘55k Tonnes’ a carbon-negative pub in London serving carbon-neutral beers.

The pub also features a range of carbon-saving technology including Pavegen flooring which turns footsteps - or bad dancing - into electric power.

Along with happy hour starting at 5:50pm, patrons can also enjoy discounts on Uber Green fares to get home.

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PERTH

Today's issue of *TD* is coming to you from the World Travel and Tourism Council Summit in Western Australia.

TODAY is the final day of the WTTC Global Summit, with the early morning session to see guests learn more about the Japanese tourism sector from the country's peak travel and tourism association.

Later in the morning, WTTC will formally launch its SME platform (*TD* 09 Oct) with the help of Virtuoso Chief Executive Matthew Upchurch.

The initiative aims to empower more SME businesses in travel and tourism to better leverage the global recovery.

Additionally, wildlife warrior Bob Irwin will also make his highly anticipated appearance today to discuss the sector's role in protecting wildlife.

Trillion for space tourism

ONGOING development in space tourism means the sector is on a trajectory to become a US\$1 trillion dollar industry by 2030, an industry think-tank suggests.

According to new analysis from GlobalData, the wider space economy will become increasingly important as leisure adventures into the final frontier become more affordable and achievable.

GlobalData Thematic Analyst Patrick Mridha said the space market economy is on track to rise from US\$450 billion in 2022 to \$1 trillion by 2030.

"While we aren't yet at the

point where we can build hotels in space, investment in things like carbon nanotubes (CNTs) and launch vehicles will be important stepping stones," Mridha said.

One challenge standing in the way of space tourism is sustainability, with GlobalData pointing to a survey showing 62% of respondents preferring brands that prioritise the environment.

"One drawback is that CNTs cannot reliably be connected to metal surfaces, limiting their current use cases," Mridha added. "However, scientific research in this area is developing quickly, and these issues may be resolved as early as 2035."

Mridha referenced a fanciful proposal of using CNTs as a towering "space elevator" instead of rockets to travel into space. *ML*

Adele meets Roy

WIDELY respected tourism industry analyst Adele Labine-Romain has joined Roy Morgan as its Head of Travel and Tourism.

Labine-Romain brings more than 20 years' experience to the role and is well-known in Australia as an authority in tourism market research from her role with Deloitte Access Economics.

Her appointment comes as Roy Morgan Research has been commissioned by Austrade and the Australian Government to provide official domestic and international tourism statistics.

Speaking of her new role, Labine-Romain said she is eager to work alongside industry leaders and stakeholders.

"Together, we have an incredible opportunity to deliver the data and insights the sector needs and shape the policies and strategies that will enable the tourism sector to evolve, innovate and thrive."

For more of the latest industry appointments, see **page six**.

Azamara enhances

AZAMARA Cruises has unveiled a new global reservation system, Reza, designed to streamline and improve the booking process for travel agents.

The updated platform features the ability to send payment links to clients, expedited commission payments via a 'Pay in Full' option, advisor recognition at the booking level, and more.

The new system can be accessed through Azamara's dedicated travel advisor portal, **HERE**.

FL hurricane update

MAJOR theme parks across Florida have closed their gates ahead of the imminent arrival of Hurricane Milton today.

Cruise lines are also responding by rerouting ships further out to sea away from the storm, cancelling planned port visits and amending subsequent itineraries.

Central Florida airports have closed, with airlines cancelling 1,900 flights yesterday and another 2,100 for today.

Travel booking businesses have also issued waivers to help visitors end their holiday early.

Sunshine for \$59


JETSTAR'S \$59 sale is expected to boost the Sunshine Coast's interstate arrivals in late 2024 and the first half of 2025.

Flights are on sale from destinations around Australia until 12 Oct - more **HERE**.

Hilton family rooms

HILTON Melbourne Little Queen Street has introduced a new family room category with design features ideal for travellers bringing kids along for the ride.

The 10 newly designed and interconnecting Family Rooms feature character bed sheets, a kids in-room dining menu, kids robe and slippers, plush toys and a star projector and a golden ticket for a surprise at Luci, the hotel's main restaurant.




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BESYDNEY'S BIG BUDGET BOOST

EXCLUSIVE

CORPORATE events are set to play a key role in growing NSW's visitor economy, with the State Government announcing a \$1.5 million increase in funding for Business Events Sydney (BESydney) in FY25.

The budget boost was announced earlier this week as part of the State Government's strategy to boost annual visitor expenditure to \$91 billion by 2035 - a 40% increase on the previous goal.

"We thank the Premier, Minister Graham and their cabinet colleagues for backing business events in their ambitious drive to grow tourism to become a \$91 billion industry for the state by 2035," BESydney Chief Executive Officer, Lyn Lewis-Smith (pictured), told *Travel Daily*.



"This \$1.5 million injection into BESydney through to 30 Jun 2025, will help improve our competitive position in the Asia Pacific region."

The budget increase was declared alongside a number of recommendations following a government review of the

NSW Visitor Economy Strategy 2030, which included a call for more business event facilities throughout Greater Sydney, as well as priority regional areas.

The review, which will inform the new NSW Visitor Economy Strategy 2035, also suggested the state should leverage leisure events to grow seasonal visitation and showcase NSW's strengths.

"We also welcome the commitment to taking a whole-of-government approach to deliver the tourism growth enablers: more hotels, workers and airline seats and improved transport connections," Lewis-Smith added.

"All these elements, along with more business event facilities, particularly in Western Sydney, are vital if this visionary commitment is to be achieved."

MICE a priority

MORE than a quarter of businesses are allocating half their travel budgets to the MICE sector, according to FCM Meetings & Events' new State of the Market survey.

The global survey shows that 28% of Flight Centre Corporate customers spend more than 50% of their budget on travelling for MICE, with 11% allocating between 25-50%, and 10% dedicating 15-25%.

The findings come as FCM M&E targets global expansion, with North America, Asia and Europe tagged as key growth regions.

"Globalising the FCM M&E business will allow us to add consistency and scale for customers looking for a global meetings and events provider, with hub offices in all four regions, global consistency but with local nuance to understand specific client needs," said Global General Manager, Simone Seiler.

As part of the global relaunch, the Flight Centre brand has appointed Joanne Shaw as its new Global Director of Enterprise Sales.

Based out of FCM M&E's London office, Shaw brings extensive experience in both sales and account management, and a wealth of MICE knowledge.

Incentive to grow

THE incentive travel industry is expected to grow by 2026, with activity and per person spending projected to rise above current levels, according to the new 2024 *Incentive Travel Index*.

A joint initiative of the Incentive Research Foundation and the Society for Incentive Travel Excellence, the annual study also looks at challenges such as rising costs, attracting talent to the industry, and safety considerations.

Using AI to plan sustainable events

NET Zero Carbon Events (NZCE) has launched a new platform to help simplify sustainable event planning.

Developed by Gevme in collaboration with the Strategic Alliance of National Convention Bureaux of Europe, the Sustainability Hub for Events (SHE) offers actionable, AI-powered insights.

Event planners can access educational content on topics like carbon offsetting, measurement, and eco-friendly travel planning, as well as

guidance on event legacy planning to help ensure long-lasting sustainability impacts.

SHE, which launched in its beta phase at IMEX Frankfurt earlier this year, has already been tested and refined with input from users in more than 25 countries.

Available in over 30 languages, the new tool is now accepting contributions from multiple stakeholders, while a road map for broader stakeholder engagement and continuous updates is in the works.




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Holding more than 25 years of high-level industry experience, **La Vie Hotels and Resorts** has named **Marcus Hanna** as its new Chief Operating Officer. In his new role, Hanna will continue to advance the company's growth objectives beyond the 11 countries in which it already resides. Hanna moves from Accor where he spent the last two decades, recently as Vice President Operations - Pacific, Sofitel, MGallery and Emblems.

Airline and tourism representation force **Aviareps** has welcomed **Nadia Giusti** to the company's sales team. Giusti will oversee clients including Air Mauritius, Airlink, Bangkok Airways and a plethora of state tourism boards. She brings experience with Excite Holidays and Pinpoint Travel Group to her new role.

Rachel Wilton has swapped air for sea in her new role with **Celestial Cruises** as Vice President of Revenue, Product and Shore Experiences. Moving across from Virgin Atlantic, Wilton brings many years of senior commercial leadership experience to her new role, which will see her drive development of pre- and post-cruise experiences for agents to sell, as well as executing the brand's revenue management strategy.

One door opens as another closes at **Windstar Cruises**, with the line promoting **Stijn Creupelandt** to Chief Operating Officer at the same time as long-serving Vice President of Marine & Technical Operations, **Paul Barrett**, heads into retirement from Apr next year. Creupelandt holds more than 20 years in the cruise industry, climbing through the ranks from an onboard waiter with Seabourn to his current C-Suite role. His new duties will include overseeing the leadership, management, and operation of the Windstar guest experience.

Digital passenger compensation payments provider **Swiipr** has hired **Kirk Nagy** to lead its expansion into the US market as VP of Sales Americas. Nagy joins from Cirium, where he oversaw the launch of the company's data platform to support the digital transformation of airlines.

TIA's reduced hours

TRIBHUVAN International Airport in the Nepalese city of Kathmandu will close for 10 hours between 10pm and 8am daily for runway and infrastructure works.

The project is expected to run from Nov 2024 to Mar 2025, potentially impacting Nepal's peak tourist season, with local authorities warning of higher fares and possible delays.

Vale Tata chair

FORMER Tata Sons Chairman Ratan Tata has passed away in a Mumbai hospital at the age of 86, with cause of death not known.

Tata Sons is a dominant player in Indian business, operating the country's largest carmaker and steel producer as well as owning national airline, Air India.

Indian PM Narendra Modi led tributes to Tata on social media.

'X' marks the spot for Princess



THE arrival of *Diamond Princess* as the first international cruise ship into Sydney signifies the start of cruise season for 2024/25.

To celebrate, Princess Cruises invited 60 agents onboard for a special occasion, which included a ship tour for product familiarisation.

Among the group were agents from Flight Centre, Clean Cruising, Travel Associates, Helloworld and many other consortia.

Agents were escorted to see the Princess Theatre, Skywalkers Night Club, Wheelhouse Bar, the Kids Club and six cabin categories including the palatial Grand Suite.

The tour concluded in the Izumi bath house - a traditional Japanese onsen and one of the most popular aspects of the ship, which spends the other half of her year sailing in Japan.

The group also explored Sabatini's Italian and Kai Sushi Japanese restaurants before enjoying lunch at the Pacific Moon Restaurant.

The highlight of the day came as

each agent received a gift bag full of merchandise and resources, with one lucky agent picking up a bag containing a special prize of a free Seacation Princess cruise to help plan their next holiday. *ML*

The group is **pictured** onboard with Stanley the Bear and Sydney Swans mascot, Cyggie.

Travelmarvel 25/26

TRAVELMARVEL has unveiled its 2025/26 Vietnam and Cambodia trips, which includes a brand-new experience and a premium hotel stay.

Guests can now witness the sunrise at Angkor Wat, alongside a luxurious stay at the Grand Mercure Hanoi, while also being able to take advantage of earlybird savings of up to \$3,800.

Itineraries for the season include the 12-day 'Essential Vietnam & Cambodia' tour; the 16-day 'Discover Vietnam & Cambodia' journey; and the 23-day 'Natural Wonders of Vietnam & Cambodia' trip.



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