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NGV art showcase

TOURISM Australia's Cultural Attractions of Australia has launched a VIP showcase of First Nations art at the National Gallery of Melbourne.

Led by experts in conservation, groups of between two and 10 will visit parts of the gallery closed to visitors to learn how fashion, textiles, print and painting work to preserve some of Australia's most culturally sensitive and important artworks.

Visitors on the tour will also enjoy a bespoke viewing of the Wurrdha Marra exhibition at The Ian Potter Centre, led by a expert curator at the gallery.

Tours are customisable to suit larger groups and can even be conducted outside normal hours, allowing visitors to gain exclusive access to the attraction.

For travel agents, all cultural Attractions of Australia activities are fully commissionable, with the collective offering over 30 culturally significant experiences.

Airport profits take off

INCREASING revenues amid stable costs has led Australia's four biggest airports to record \$1 billion in profit from aeronautical operations for the 2023-24 financial year.

According to the ACCC's *Airport Monitoring Report 2023-24*, the result is a 75% profit jump on the prior year and comes as passenger numbers climbed 13.7%, but still fell 4.7% short of pre-pandemic volumes.

Brisbane and Melbourne both saw 64.1% increases in aeronautical profit, while Sydney ended the financial year 126.7% in front of the prior period.

However, the ACCC said

Sydney's profit was inflated by back payments made by airlines for services during the pandemic.

Surveys conducted by the ACCC saw passengers rate airports favourably, contrasted by airlines, which complained about issues such as inadequacy of baggage processing.

The four airports also enjoyed a lucrative year for car parks, with BNE, MEL and PER all posting higher profits than before COVID.

Services provided to landside transport including taxis, buses and rideshare companies grew by 17.9% to \$69.6 million. *ML*

Today's issue of TD

Travel Daily today features five pages of the latest news, plus a front cover from **Home Ex**, and full pages from:

- Tourism New Zealand
- Viva Holidays
- Singapore Airlines

Take a bite of NZ

TOURISM New Zealand is inviting agents to expand their skills with new bite-sized courses.

Learn more about the revamped training program on [page six](#).

Silversea finds more

SILVERSEA has unveiled a new brand platform the cruise line believes will establish fresh codes of luxury and acknowledge the innate curiosity of its guests.

Promoting themes such as emotion and authenticity, the new 'To Finding More' brand positioning also aims to make Silversea guests the creators of their own stories aboard sailings.

"[The marketing shift] embodies the joy of travel as a tribute to our guests, whose curiosity leads them to the farthest corners of the Earth," Silversea President Bert Hernandez said.

"It embraces the spirit of immersive discovery, engaging travellers as they uncover hidden wonders with us - all in uncompromised comfort."

The change follows major moves by Silversea to attract luxury travellers among the Gen X and Millennial demographics through the launch of its Nova-class vessels, *Nova* and *Ray*.

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Ski towards a famil

SNO'N'SKI'S famil incentive for 2026 will formally launch at 12pm AEDT on 25 Mar, with the operator holding a special live webinar to unpack all the details.

Travel advisors can register to attend the session and hear from Sno'n'Ski's Emily Porter and Jono Edwards, as well as several ski resort representatives.

Topics to be covered include updates on ski attractions and destinations, as well as how to earn a spot on the famil trip departing in Mar next year.

Agents who attend live will also earn one bonus incentive point to earn their place - register **HERE**.



Scenic grand in '26

SCENIC has launched its 2026 Grand Journeys Collection, featuring 15 itineraries combining land, ocean and river travel to create a seamless holiday.

The range includes holidays from 41 to 86 days and combining Scenic Eclipse Discovery Yachts, Scenic Spaceship river cruises and handcrafted land journeys in one.

Highlighted itineraries include a 'Treasures of Europe' from Portugal to Switzerland; an 'East to West' adventure from Istanbul to Bordeaux and a 'Grand Voyage' from Machu Picchu in Peru through the Caribbean and onward to the Mediterranean, each with a range of VIP benefits.

Scenic says the new range has been crafted to meet growing demand for "ultimate life changing journeys".

Luxury detours on the rise

FROM the next generation of wealth to detour destinations, the future of luxury was explored in great detail at Luxury Travel Collection's Product Showcase in Brisbane over the weekend.

Danielle Galloway (**pictured**), Global Managing Director Luxury & Independent at Flight Centre Travel Group, kicked off the festivities on Fri with a keynote presentation outlining the major trends in luxury on the radar.

"Move over destination dupes, detours are 2025's hottest trend," Galloway declared.

The FCTG executive added 63% of travellers are keen to add lesser-known stops on trips such as Laguna Beach from Los Angeles or Lucca from Florence.

Meanwhile, there will be more innovative collaborations on the horizon, as reflected by Aman Hotels' new partnership with former Russian tennis star Maria Sharapova, who was recently named the global wellness ambassador and will co-create a series of wellness retreats across the group.

Galloway also pointed to the new pockets of wealth that are showing up around the world.

"Post pandemic, we saw a reshaped global migration.

"Many of the high-net worth individuals actually left their urban hubs for smaller lifestyle focus cities," Galloway explained.

For example, she said Milan and Mexico have attracted new populations, as well as Madrid, which is hosting the Formula 1 next year and has become a magnet for affluent travellers.

"There are new pockets of wealth that are coming outside of



where we've traditionally seen," she added.

Off the back of that, the fast-growing rise of the luxury Gen Z traveller can no longer be ignored, Galloway claimed.

"[This generation] is young and buying luxury travel.

"We have to prioritise these new travellers," she said.

Last year, there was a 410% increase in searches for travel on TikTok, she added.

In less positive news, global conflicts were predicted to continue to disrupt travel, and risk assessments will impact the choices consumers make.

Despite this forecasted rise, it will not stop people from going on holidays, Galloway said.

Instead, they will find new alternate ways of exploring the world, whether it's chartering private yachts or changing destinations, she concluded. *JHM*

Disneyland is 70

VIVA Holidays is highlighting a special offer from Disneyland Resort to celebrate its 70th anniversary - see **page seven**.

SIA adds more BNE

QUEENSLANDERS will soon enjoy better connectivity, with Singapore Airlines increasing its BNE flights - more on **page eight**.

Sample some Puglia

TRAVEL agents have a chance to win a gourmet 'Taste of Puglia' hamper worth \$250, thanks to a tie-up with Travel Puglia and Travel Agent Finder.

To be eligible to win, advisors need to complete an entry form and answer three questions (answers can be found on the TAF promotion page), with entries to close at midnight on 31 Mar.

Questions are designed to help agents learn about Puglia's coastline & cuisine - enter **HERE**.

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Window Seat

BRITISH pranksters have taken aim at American tourists by pushing a fake social media campaign that insists refusing to drink tea on command will attract a hefty fine.

Content creators in the UK have got behind the satirical tourism awareness push, with hundreds posting about the supposedly austere tea measures in place for visitors.

A siren that sounds multiple times a day to command tea consumption throughout the UK is part of the ruse, leaving many concerned Americans to ask questions about how to avoid trouble when they visit.

One of the fake TikTok campaigners claimed there are "different alarms for different districts and councils".

"If it is in summer and you're drinking tea, you can have herbal teas and stuff like that but it is preferred to have a British tea," the prankster said.

Even Brits not directly involved in the practical joke have chimed in, with one user posting that she once tried to opt out of tea time via a sick note written by her mother, but it didn't work.

One vexed American named Brandy asked, "when the tea time alarm goes off, if you're in the bathroom what do you do? Do you have to go to a cafe or have tea in your bag?"

Stars shine bright for LTC



LUXURY Travel Collection's (LTC) Product Showcase took place over the weekend in Brisbane, inspiring key connections for its members and partners.

Taking place at The Star, travel agent members had the opportunity to stroll through "a gallery" of offerings from luxury partners, including Ponant, Tauck, Viking, Back-Roads Touring, Railbookers, Adventure World and many more.

Partners also had the chance to share business updates with agents via presentations throughout the weekend.

Every night, guests were treated to vibrant events, from the Festival of Travel with Brazilian dancers and live music on Fri evening, to a black tie Nordic feast sponsored by Viking.

On Sun, the Flight Centre Travel Group division hosted an Outback Soiree for global luxury business owners, which took place in the regional town of Longreach.

Guests were gifted hats from local brand Will and Bear, before hopping on a chartered private flight to Longreach.

From there, they visited the Qantas Founders Museum, where they toured several legendary aircraft, and even had the chance to do a wing walk.

Other highlights of the day included enjoying an Australian feast at Longreach Tavern, which was also attended by Outback CEO Denise Brown, a visit to the luxury glamping accommodation Mitchell Grass Retreat, as well as the Stockman's Hall of Fame.

Guests also enjoyed an operatic performance, as well as a visit by local mayor, Tony Raynor, followed by a light show. *JHM*

Pictured: The LTC team.

USA winners named

NICOLE Young, Helloworld Burpengary; Jennifer Jones, TravelManagers; Sarah John, Where2travel; and Rachele Evans, Eastern Hill Travel are the first winners announced for the United Airlines, Brand USA, and Linkd Tourism famil.

The 12-day adventure around the United States will see two groups visit Arizona and Colorado.

Rex sells simulators

NAVINCI Group has acquired Rex's Sydney simulator centre for an undisclosed sum, a site which includes the carrier's Boeing 737 full flight training tools.

Navinci MD David Tozer said it will likely lease the centre out to a flight training companies or airlines in need of 737 training.

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Travel Daily

Three trips planned in '25

FOUR in five Australians plan to take up to three holidays this year across both domestic and international destinations, a new trends report from American Express has showed.

Top priorities for travellers in 2025 include managing a tight budget (68%), followed by places that match interests such as food, sport and fashion (42%).



Almost two-thirds of Aussie parents said children are now helping to inform travel plans, while another insight showed 70% of travellers are using generative AI to assist bookings.

A third are using AI specifically for activity recommendations.

The Amex report supports another study released by Allianz Partners Australia today, which showed that 70% of Aussies plan to push ahead with travel plans this year despite feeling a greater financial pinch.

Asia was listed as the most popular region by Allianz, especially for those aged between 18 and 29, with 23% of the demographic intending to travel to the continent for their next international trip.

For Aussies aged over 50, Europe was the most desired destination, while New Zealand tested well across all age groups.

Getting sick while overseas was listed as the biggest travel concern for 2025, with almost half of respondents expressing worries around health.

The anxiety was even higher for those over 50, rising to 57%.

Budgets funding the entire trip was the next biggest concern for 45% of Aussies, with the skew seeing women more concerned about money than men. *AB*

Smartvisit in Vegas

AUSSIE travel tech company Smartvisit is preparing to unveil its app at the eTourism Summit in Las Vegas next month.

Designed to help destination marketing companies and tourism operators offer immersive and revenue-generating visitor experiences, the app features geolocation notifications and customisable packages.

Users can also access self-guided multimedia tours, an all-in-one digital wallet, and 24/7 customer support.

"In an increasingly digital world, travellers expect instant access to information, personalised experiences, and on-the-go engagement," said Smartvisit co-founder and CEO, Ryan Rieveley.

"The app addresses these expectations by consolidating everything a traveller needs into a single, intuitive interface."

Tourism professionals, DMCs, and operators attending the summit will be able to experience Smartvisit's capabilities firsthand.

The company expanded into its home market last year (**TD** 29 Oct 2024), after already having gained traction in various international markets.

The Cali 2.0 is coming



THE founders behind The Cali Villas, one of Bali's key boutique accommodation offerings, are preparing to open their second property in Jun 2025.

The Huntley is coming to Canggu, a resort village on Bali's south coast, where The Cali Villas is also located.

The luxury accommodation will offer an array of wellness features, including on-site spa treatments and ice baths.

"Canggu has become one of Bali's fastest-growing travel destinations, and we're excited to continue being part of its evolution," said Tess Keddie, co-founder of The Cali Villas.

The property will expand on

the success of The Cali Villas, which - despite receiving no paid marketing support - has maintained 90% occupancy rate since launching in 2022, and has become a favourite among Australian influencers.

The second property will see the founders' staff grow from 25 to 75 employees. *JM*

Pictured: A render of a villa at The Huntley.

Malta flies with EK

EMIRATES has partnered with the Malta Tourism Authority to increase awareness of the Mediterranean island as a premium leisure destination.

An agreement between the two will see joint marketing efforts and collaborations with travel agents and tour operators to promote Malta's culture, history, landscapes and culinary offerings.

Remote walk boom

MORE Australians are embracing walking tours in Europe, according to UTracks, which has seen a surge in demand for its remote hikes.

Albania in particular is becoming a popular pick, thanks to its rugged terrains and rich history, and iconic walking tracks like the Peaks of the Balkans Trail.

"Travellers are increasingly drawn to destinations that offer a greater sense of discovery on trips," said Kate Baker, General Manager of UTracks.

"Places like Albania deliver that in spades, offering pristine nature, deep history, and warm local hospitality.

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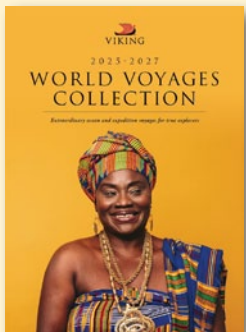
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50 Degrees North - 2025 Nordic Tour Brochure

50 Degrees North has released its new 2025 brochure 'Small Group Tours & Authentic Nordic Experiences', offering a comprehensive guide to exploring the Nordic region, featuring a variety of travel options and helpful insights. The brochure includes detailed itineraries for small group tours, including a number of new tours, along with destination guides for Norway, Finland, Sweden, Denmark, Iceland, the Faroe Islands, Greenland and Svalbard, each with maps and travel tips. Special sections, such as Norwegian Coastal Voyages, are also included, alongside details on temperature ranges and daylight hours to help with planning. Access the brochure online [HERE](#).



Viking - 2025-27 World Voyages Collection

Travel advisors can discover Viking's range of extended itineraries in the cruise line's latest brochure. The 108-page digital publication showcases new overland excursions in Africa, India and South America, including the three-day Masai Mara Overland safari in Kenya, where travellers will connect to nature, wildlife and local cultures. A highlight of the brochure is the World Cruise 2026-2027, a 142-day voyage visiting 31 countries with 62 guided tours. Readers can also learn about the new 69-day Longitudinal World Cruise VI, which spans the waterways and oceans from the Americas to Antarctica. See the brochure [HERE](#).



MW Tours - Wellness Retreat Package

Ideal for travellers seeking a beach escape, MW Tours has published a guide showcasing an exclusive six-day package at Victoria Hoi An Beach Resort & Spa. Situated along the pristine Cua Dai Beach, guests will enjoy a luxurious stay at the resort, including several dining experiences and relaxing spa and wellness treatments. Additionally, travellers will receive a guided tour of Hoi An Ancient Town, daily yoga classes, and complimentary use of kayaks and bicycles, as well as discover artisanal crafts, savour local cuisine, and witness Chinese, Japanese and European-influenced architecture. Check out the brochure [HERE](#).

Anantara enjoys Lotus lift



MINOR Hotels is reaping the benefits of the 'White Lotus effect', with three of its Anantara properties that starred in the hit HBO series experiencing a surge in online interest and bookings.

The show's third season, which is set in Thailand and premiered in Feb, has driven a 104% rise in web traffic YoY for the month for Anantara Lawana Koh Samui Resort, Anantara Bophut Koh Samui Resort and Anantara Mai Khao Phuket Villas.

The three properties also reported a 41% YoY rise in direct online bookings made in the same period, with notable spikes recorded on 17 and 24 Feb, corresponding with when the show's first two episodes aired.

"We're thrilled to see travellers around the world inspired by the stunning settings in The White Lotus," said Dillip Rajakarier, Group CEO of Minor International, the parent company of Minor Hotels.

"We own and operate more than 30 hotels, resorts and residences in Thailand, and we

expect this will not only boost interest in Thailand globally, but also enhance its positioning as an international luxury leisure and wellness destination. JM

Zel's latest opening

TENNIS superstar Rafael Nadal has expanded his Zel-branded social lifestyle hospitality network to Central America, with the first property opening in the Dominican Republic.

The new Zel Punta Cana is located 30 minutes from the airport and features 190 rooms and suites, multiple restaurants, a wine bar and all-day beach club.

Guests can enjoy a weekly rotation of Mediterranean-themed holistic fitness, wellness and entertainment offerings, along with social interaction with fellow guests at the Zel Club.

The Zel brand is a joint venture between Nadal and Melia Hotels International, with openings so far in Mallorca and Costa Brava and new locations slated for Madrid, Albania and Mexico.

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*Accurate as at 11 March 2025 and based on the following flight connections from Brisbane - SQ266/SQ306 to LHR, SQ266/SQ346 to ZRH and SQ266/SQ366 to FCO.