



Wed 15 Dec 10

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EDITORS: Bruce Piper and Guy Dundas E-mail: info@traveldaily.com.au Ph: 1300 799 220



#### SAT country head

**SOUTH** African Tourism has named Ms Nobulali 'Lalie' Ngozi as its country manager for Australia/ NZ, effective immediately.

Ngozi was most recently chief marketing officer for the North West Parks & Tourism Board, and she replaces Bangu Masisi who was reassigned by SAT to Amsterdam.

Until her arrival next month, marketing and communications manager, Tommy Lindblad, will be the acting country manager.

# Mouse sells Tasmania

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# Oprah sells Oz to the world

"YOU have not lived until you've waltzed yourself into Australia".

This is just one of the powerful messages US TV talkshow queen Oprah Winfrey told the 12,000 strong crowd (including the 302 American travellers) and her worldwide audience, at the filming of 'Oprah's Ultimate Australian Adventure' at the Sydney Opera House yesterday.

The two live shows along with field footage from across the country will form the basis of four episodes of the show, with some of the highlights including Sydney Harbour, the Great Barrier Reef and Uluru, to air next month.

Oprah yesterday promised a global tourism wave following her whirlwind visit, saying: "It's immeasurable what four hours of a love festival about your country, broadcast in 145 countries around the world can do".

Tourism Australia md, Andrew McEvoy, praised the support of the 150 tourism partners that made 'Project O' possible.

"It's been an incredibly wellexecuted campaign and I'm so proud of how the Australian tourism industry banded together to make Oprah's visit happen," McEvoy told TD this morning.

"It's a real life example of the power of the Australian tourism industry when we work together," he said yesterday.

According to TA, the campaign had generated almost \$71m worth

#### Argentina entry fee

THE Dept of Foreign Affairs & Trade has announced today that visitors arriving into Buenos Aires, Argentina will now only need to pay the 'reciprocity fee' of US\$100 once every 12 months as it is now valid for multiple re-entries.

of publicity in Australia prior to Oprah's live shows, and estimates almost \$40m in global publicity.

He also told TD that TA has already been in discussion with Harpo Productions for the "honorary Aussie" to use footage from her Australian visit on her new network, OWN (launching 01 Jan 2011), generating additional exposure for our country.

Yesterday McEvoy revealed results of a Roy Morgan Research survey on the US celebrity's visit Down Under, which showed that 86% of Aussies threw their support behind TA's involvement with The Oprah Winfrey Show (TOWS).

Of those surveyed, 54% said they watched TOWS, and 98% said they knew who she was.

"This project has created news around the world, built new relationships both commercial and personal. It's a real demonstration of Ms Winfrey's influence and impact," McEvoy said.

Oprah's Australian episodes will air in the USA from 19-22 Jan, and in Australia on the days to follow.

See page five for more Oprah coverage and photos from yesterday's event.

#### Today's Travel Daily

Travel Daily today has seven pages of news, including a page of photos from a recent famil to France with a group of TravelManagers, plus full pages from: (click)

- AA Appointments
- Bentours/Finnair

#### Austria training tool

THE Austrian National Tourist Office is preparing to launch an all new online training platform for agents early next year.

Developed over the past year, the Austria Expert Program has been specifically tailored to the needs of Australian agents selling the destination, according to ANTO's local director, Astrid Mulholland-Licht.

The new online program, and an agent incentive, will debut in Jan.

#### **Bentours incentive**

**SCANDINAVIAN** specialist Bentours and Finnair are offering agents the chance to win one of 10 spots on a famil to Scandinavia in a brand new incentive.

To enter agents need to book a tour and land package valued at \$2,000 or more and two long-haul flights with AY - see page nine.





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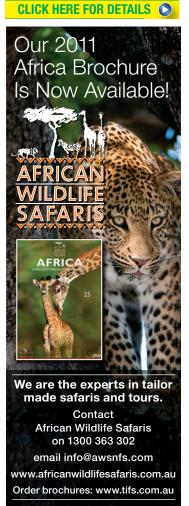
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# Domestic air stats up 5%

THE number of pax travelling on domestic airlines in the year ending Oct 2010 was up 5.6% to 53.13 million, compared to the same time last year, according to gov't figures released today.

The figure was fueled by a 7.4% year-on-year rise in passenger movements during Oct.

Double digit capacity growth, measured in available seat

#### **New TNZ Aus boss**

TOURISM New Zealand has this morning named Tim Burgess as the new Regional Manager, Australia, replacing Barry Eddington who is retiring after a 40 year career with the organisation.

#### VTO applauds govt

THE Vanuatu Tourist Office has welcomed the announcement of extra air capacity from Australia, which will see airline seat allocation boosted from the current 1,400/week to 4,000 by 01 Dec 2016 (*TD* yesterday).

"This joint agreement between the governments of Australia and Vanuatu shows a strong committment to tourism and recognises the huge potential of the destination," VTO General Manager, Annie Niatu told *TD*.

#### QH Malay product

QANTAS Holidays and Viva! Holidays is advising agents it has launched the respective Malaysia brochure product for each wholesale division for 2011/12.

#### **Rex applauds Govt**

REGIONAL Express has lauded the Australian government for its decision to have the Productivity Commission review airport pricing at major Australian hubs (*TD* Fri).

Rex managing director Jim Davis is also pushing the case for the govt to institute an ACCC inquiry into Sydney Airport, for greater transparency with its price setting.

kilometres, was recorded overall at 10.3% in Oct (to 6.93 billion), with revenue also up 7.2% to 5.68 billion

Airline industry wide load factors slipped 1.6%, to 81.9%, month on month, but numbers were only down 0.1% against the 2009 Oct year end result.

The Melbourne-Sydney route remains the most popular point-to-point service in the country, carrying close to 700,000 pax in Oct, up 4.9%, followed by the Brisbane-Sydney sector, which was down 1% in passengers to 403,204.

#### College drops AFTA

AFTA Travel & Tourism College NSW has officially changed its name to Australian Pacific Travel & Tourism.

Manager Pam Segal told *TD* the college changed its direction from that of AFTA on 01 Oct, having now commenced traineeship for Certificate III in Tourism, and now offering local students a 'Job Guarantee' of finding a role within six months of course completion.

#### TM record in Nov

TRAVELMANAGERS has reported a massive 49% year-on-year growth in sales for the month of Nov, fueled by a 69% spike in air sales & a 35% gain in leisure packages.

UK/Europe is leading the surge in 2011, with European rail figures rising 126% and direct hotel sales growing 113% for the home-based agency network.

#### **WC** ticket ranking

THE Australian market has been ranked as the 5th highest country globally in terms of ticket sales to the 2010 World Cup, according to South African Tourism.

Over 32,250 tickets were sold to Aussies at this year's Cup held in South Africa, with those tickets split between 12,210 visitors.

South Africa, the US, the UK and Germany were the highest sellers.



AUSTRALIA welcomes the world! Following the slight hiccup of Hugh Jackman's faceplant whilst mid-flying-fox stunt, he walked Oprah through a very special tourist tradition...the first taste of vegemite.

"Vegemite is like our peanut butter, right?" she asked Jackman, to which she was answered by a chorus of "No!!" by the audience.

Jackman then, having spread a thin layer of vegemite on a Sao cracker hands her the piece, and after tasting it she smiles, and makes her big mistake...she reaches for the knife to add a thick dollop of it to her already seasoned slice.

The next mouthful was followed up by a coughing fit, and then the choked words "I dig it".

FEDERAL Minister for Tourism, Martin Ferguson, was put on the spot at Oprah media conference yesterday, when he was asked what was his favourite episode of The Oprah Winfrey Show.

Ferguson's response - "The best episode is yet to come."

#### OPRAH'S big O!

The Intercontinental Hotel has such goods view of the Sydney Harbour Bridge that Oprah told her audience yesterday that "It's hard going home without seeing an O on the bridge".

"The sun's going down and my O's coming up soon.

"Every night I go to my room and wait for the O to come up," she added.

She was of course referring to the large red letter O afixed to

the SHB to celebrate her stay in the NSW capital city.





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QATAR 🎉

#### **PCB thumbs up for Crystal**

CRYSTAL Swan Cruises recently hosted the Perth Convention Bureau local and international staff for an early morning breakfast on the Crystal Swan.

Hosted by the Crystal Swan sales team, the PCB team enjoyed a sumptuous breakfast while enjoying a leisurely cruise down the Swan River on a fantastic summer's morning.

Crystal is an active member of the PCB, and is working closely to secure functions and events for Perth.



#### BA fuel surcharge

BRITISH Airways is bumping up fuel surcharges on long-haul services from Thu this week by £10 (AU\$15.80) per sector.

The surcharge will be £76 for World Traveller flights, £94.50 for World Traveller Plus flights and £108 for First and Club World First flights, over 9hrs flying time.

Long haul flights less than 9hrs will have their fuel surcharges revised to £63 for World Traveller flights, £73 for World Traveller Plus and £88 for First/Club World.

#### Hawaii stats up 27%

HAWAII Tourism Oceania has reported a 27% year-on-year rise in Australian visitors to the Aloha State from Jan to Oct 2010.

HTO says the figure would not have been achieved without the support of the travel industry, and in appreciation, has launched its Mahalo Month for 2011.

More than 100 special offers are available to travel agents, tour operator staff and reservation agents for travel between 01 Apr and 31 May - mahalomonth.com.



#### **NFS Poles brochure**

NATURAL Focus Safaris has combined its Antarctic brochure with its Arctic offering (which has previously been in an electronic format only) for the first time.

The 2011/12 program also covers the Russian Far East, Greenland, Spitzbergen, Iceland, the Russian and Canadian Arctic regions.

NFS marketing manager Praful Albuquerque said Arctic passenger numbers were flourishing, with a strong rise in enquiries compared to the past 12 months.

The niche wholesaler says the value of the Australian Dollar has put both Antarctica and the Arctic "within reach of more consumers."

#### **AANY to Tokyo**

AMERICAN Airlines has begun selling seats on its New York JFK to Tokyo Haneda route, scheduled to begin on 20 Jan 2011.

The route will be operated on a three class Boeing 777 aircraft, with First and Business Class fares as well as select Economy tickets able to earn bonus AAdvantage bonus miles for any roundtrip taken until 30 Apr 2011.

#### **HWT** voucher desire

A HARVEY World Travel \$1,000 gift voucher was the second most requested Christmas gift idea for shoppers, according to a Westfield Shopping Centre survey, pipped only by a Wii Sports Pack console.

#### Virgins exchange

VIRGIN Blue and Virgin America will shortly kick off stage two of their cross-continental cultural exchange program (*TD* 05 May), with three DJ cabin crew staff to relocate to the US for one year.

The program sees the select DJ cabin crew take to the skies over the United States on the sister airline as crew, once they have completed training courses.

The project aims to provide pax onboard VX flights the opportunity to to learn more about Australian culture, while giving the inflight team a "chance to grow personally and in their profession."

Cabin crew from VX will come to Australia for their stint of the cultural exchange program.

#### **Xmas photo comp**

TRAVEL *Daily's* travel industry photo comp has been rested today and will return tomorrow.



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#### MCVB/QF 25 years

THE Melbourne Convention and Visitors Bureau has renewed its strategic partnership with Qantas.

The renewal marks the 25th anniversary for the two firms working together to offer Business Events delegates for Melbourne.

#### **CX plots JFK-GRU** and GIG codeshare

**AMERICAN** Airlines has informed the US Dept of Transportation that it plans to allow Cathay Pacific to begin codesharing on additional routes into Brazil.

AA yesterday requested that it be permitted to place the 'CX' code on its services between New York's JFK Airport and both Sao Paulo and Rio de Janiero, from as early as next month.

#### Cox&Kings Burma

COX&KINGS has launched a new destination with the introduction of its small group journey through Burma.

According to the firm, the new 11-day Golden Land of Burma tour is part of its expansion of exotic destinations for 2011/12.

Priced from \$2,074ppts the tour is valid for sale and travel until 17 Mar 2012.

See www.coxandkings.com.au.

#### Scenic free airfare

SCENIC Tours is offering a free partner airfare to pax booking on its new 25-day Cradle of Civilisation tour.

The itinerary travels to Syria, Israel, Jordan and Egypt, and is priced for the first person from \$13,885 ex SYD, BNE, MEL and ADL, and \$11,545, including \$150 airline taxes for the second person - scenictours.com.au.

#### Travelex PR reps

FOREIGN Exchange firm Travelex has appointed Verve Communications as its public relations representatives in Australian and New Zealand.

The move follows the recent announcement of the sale of Travelex's prepaid Card Management assets to MasterCard.

#### **Eurail adds Bulgaria**

**EURAIL** is expanding its Eurail Global Pass from next month to include Bulgaria, raising the number of European national railways covered on the pass to 22.

The addition of Bulgaria is part of the country's vision to expand tourism and visitor numbers.

#### Bentours \$2000 off

BENTOURS is offering up to \$2000pp off its Footsteps of the Cossacks cruise, when booked and paid in full by 23 Dec, and valid for travel until 06 Oct 2011.

The 12 day cruise is now priced from \$2099ppts and takes in the highlights of Ukraine including a Cossack horsemanship show, Ukrainian tea, musical or ballet, and language lessons.

# Agents soar into Sth Africa

ABOVE: South African Tourism and South African Airways recently hosted eight Stella consultants on a 10-day South Africa Adventure.

The trip showcased the diversity of tourism offerings available in South Africa, with agents experiencing wildlife, history, culture, scenery and city life along the Garden Route.

Pictured here at Shamwari

#### P&O sustains print

P&O Cruises has released its first sustainability report to showcase its management of its environmental, economical and social footprint in the South Pacific.

The cruiseline says it's taking practical steps to make a tangible difference including an 18% drop in the amount of fuel used per person, a reduction in air emissions and the employment of 120 Ni Vanuatuans on P&O ships.

#### IATA profit forecast

THE International Air Transport Association has revised its Sep forecasts from US\$8.9 billion to US\$15.1b in net profit in 2010 and from US\$5.3b to US\$9.1b in 2011.

While the results are stronger than originally predicted, the strength has only been seen in the third quarter of the year "and the two speed nature of the recovery is unchanged with European airlines continuing to underperform other regions," said Giovanni Bisignani, IATA ceo.

#### Trump GDS code

TRUMP Hotels has announced a switch of its GDS code to TW, for its properties in Chicago, New York, Las Vegas and Honolulu.

The group's porfolio of hotels can also be accessed via Preferred Hotel Group's chain code of PV.

Game Reserve, back row from left are: Naomi Bailey, Merolas Travel Service; Kirsten Wallis, Journeys Worldwide; Susan Tan (SAA); and Rebecca Lucanus, Motive Travel.

Front row: Rob Gurr (SAT), Di Dempsey, DQ International; Natalie Maitland-Lauderdale, HWT Currambine; Darren Gross, Sabra Travel; Rob Nangle, Air Services and Renee Goffett, HWT Sylvania.



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EDITORS: Bruce Piper and Guy Dundas

# Sydney gets caught up in Oprah fever

OPRAH mania was on full display in Sydney yesterday with 12,000 fans including media, sponsors and special quests attending 'Oprah's Ultimate Australian Adventure' shows.

Amongst the crowd were some lucky travel industry staff who scored tickets in the public ballot, as well as fifty travel consultants who won tickets in a Qantas Airways competition where they were required to sell two international flights or five domestic flights to be eligible to go into the draw.

Travel Daily was amongst all of yesterday's Oprah action, and captured the pictures below.



**ABOVE:** These very lucky agents won tickets to Oprah's Sydney show after enterting the Qantas competition.

Pictured from left is Belinda
Felicissimo, FC Collingwood Vic; Kate
Bowler, Qantas Airways; Zara Henderson,
FC Toormina; Marica Salpietro,
Globetrotter Corporate Travel; Liliana
Cuk, HRG Australia Burwood East Vic;
Barbara Hannan, Harvey World Travel
Mosman; Amy Richards, Corporate
Traveller Brisbane; Elie Mteime, Qantas
Airways; Mark Kissas, FC Centre Point;
Adrienne Witteman, Trendsetter NSW;
Vanessa Galea, Carlson Wagonlit Travel
Melbourne; Allison Phillips, Travelscene
Berwick; Leanne Levett, Travel Studio;
and Nicole Noble, Eden Travel.



ABOVE: Oprah's Ultimate "Lizards" group travelled to Uluru during their visit Down Under.

Stacey Neilson from California (second from left) told *TD* yesterday "Uluru is a must-see destination for any visitor to Australia wanting to learn about the country's history and people".



LEFT: The shirts say it all!

Sami Daruby and Blake Overstreet from Oklahoma are already making plans to spend their honeymoon and anniversaries in Australia, following their surprise underwater engagement during their visit to the Great

during their visit to the Great Barrier Reef.

LEFT: Elie Mteime presents Sarah Campisi of HWT Mildura, VIC, with her ticket to Oprah's afternoon show.







ABOVE: The golden ticket!

A very excited Lauren Penfold from Abu





LEFT: The 'J' and the 'O' work up the crowd. Oprah, the most powerful woman currently visiting Australia interviews hiphop superstar Jay-Z during yesterday morning's show.



EDITORS: Bruce Piper and Guy Dundas

#### Hamilton trade site

HAMILTON Island has launched a new website for the trade, "in support of partners and agents."

It features training fact sheets, product manager manuals, brochures and more - for info go to hamiltonisland.com.au/trade.

#### Course reter

**AUSTRALIAN** Pacific Travel & Tourism is running a travel industry referral incentive for its certificate and diploma courses.

All travel industry personnel referring successful student applicants to Australian Pacific Travel & Tourism's certificate or diploma courses will receive a \$200 gift voucher as a gesture of the college's appreciation.

Pictured right is Pam Segal, Manager of Australian Pacific Travel and Tourism with Julianne Gazal-Rizk from HWT.

#### Lonyai leaves SQ

SINGAPORE Airlines is today farewelling senior ticketing officer Eve Lonyai, who is retiring after 36 years in the carrier's Sydney office.

#### Chernobyl tours?

THE Chernobyl nuclear power plant in Ukraine is scheduled to open early next year to visitors to learn more about the explosion of reactor No.4 in 1986, that spewed radiation over a large part of northern Europe.

Visitors will be able to access the sealed zone around Chernobyl reactor, with emergency situations ministry spokesperson saying the travel routes are both medically safe.

#### Alitalia & Amadeus

ITALIAN carrier Alitalia has extended its full content deal with Amadeus, to now run until the end of 2013.

The agreement gives Amadeus equipped travel agents globally guaranteed access to the airlines full range of fares, schedules and inventory from Europe.



#### Seaworld jet ski

SEAWORI D has announced the introduction of a new Jet Stunt Extreme Show for a limited season.

The jet ski stunt performers will entertain the crowds twice daily from 16 Dec to 23 Jan.

#### **CCC SA combo**

**CAPTAIN** Cook Cruises is combining cruise and land packages in South Australia.

The six night Murray Princess, Adelaide and Kangaroo Island trip is priced from \$1,874ppts.

#### Unique Cambodia

**UNIQUE** Group Travel has unveiled its 'Cultural Cambodia' package for 2011 as part of its Indochine program.

The package priced from \$2990ppts includes six nights accom, a deluxe tent stay at Wat Amphil, entrance fees and english speaking guides, and if booked by 31 Mar an earlybird saving of \$300pp is on offer -

uniquegrouptravel.com.au.

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WELCOME to Accommodation Updates, Travel Daily's Wednesday feature. If your property has undergone some recent changes you would like to make the industry aware of, send a brief description to accomupdates@traveldaily.com.au.



The Santai hotel in Casuarina in NSW on the Tweed Coast has been rebadged as the Grand Mercure Casuarina Beach. The Balinese inspired boutique kotel has 55 rooms and an extensive lagoon shaped

pool, the Santai Massage and Beauty day spa and conference facilities. The hotel is located 15 minutes from OOL airport.



The Courtyard Chicago Downtown/River North is in the process of upgrading its meeting space, with the renovation scheduled to be complete by 03 Jan 2011. The US\$900,000 project will include new carpeting, wall coverings, lighting fixtures, ceiling treatments, works of art, furniture and line-less tables.



Las Clementinas, has opened its doors in Casco Viejo, Panama City's UNESCO World Heritage Site. Six rooms are offered in the all suite hotel, which is set in a fully restored 1930s building and the sister hotel of The Canal House.



Muri Beach Club Hotel has added the Treddlecat to its Aqua Centre. The pedal boat has a revolutionary foilaction that generates more speed, and fun with no extra exerstion. The hotel offers the board for \$15 for two

adults for one hour & \$20 per hour for four guests.



Treasure Island Fiji and Air Pacific are giving Travel Daily readers the chance to win the perfect Christmas present.

One lucky reader will this month unwrap an envelope with two return 'Pacific Voyager' (economy) tickets flying Air Pacific from either BNE, SYD or MEL to Fiji and a voucher for five nights of relaxation at the beautiful Treasure Island Resort.

To be in the running, simply help to compose a Fijian version of the "Twelve Days of Christmas".

Every two days we will be asking you to complete (and email in) one of the 12 lines from the song.

Give us your best creative entry and make sure they encompass the treasures that Fiji has to offer.

Email your full entries by COB 31 December 2010 to fijicomp@traveldaily.com.au.

Click here for competition terms and conditions.

"On the sixth day of Christmas my true love gave to me in a palm tree."





## TravelManagers feast in snowy France

French Travel Connection, Rail Plus & Air Austral recently hosted a small group of TravelManagers on an exclusive Famil to France.

The agents enjoyed touring Paris and rural France, sampling the many sights and gastronomy of Paris, Loire Valley, Burgundy & The Somme during an eight-day journey through snowy France.

Participants included Camilla MacInnes, French Travel Connection; Ingrid Kocijan, Rail Plus; Aurelie Besnard, Air Austral and TravelManagers, Anita Medcalf; Corinne Mutz; Karen Christie; Michelle Michael

Pecora; Renee Williams, Heather Taylor and Pauliina Kelly.



EDITORS: Bruce Piper and Guy Dundas



ABOVE: A gastronomic dinner in Beaune, Burgundy at the beautiful Hostellerie Le Cedre



ABOVE: The group visits the Chateaux of the Loire Valley in the snow. They are pictured here in front of beautiful Chenonceau.



ABOVE: The first day of the trip included an Introduction to Paris tour with lunch at the Eiffel Tower, with a view!



ABOVE: Lunch in a wine cave in the Loire Valley. These caves are like underground cellars where wine is kept at a constant temperature all year round.



ABOVE: Final Farewell Dinner in Paris together with Rail Europe representatives at the Le Saut Du Loup Restaurant in the magnificent Museum of Decorative Arts.

Despite -5 degree temperatures in France and an unprecedented snowfall for late November, French Travel Connection, Rail Plus and Air Austral partnered to showcase a small group of agents that France in winter is fun and still has so much to offer clients travelling over the winter months.

The tip is to rug up warmly, enjoy the smaller crowds and indulge in the delights of the abundant patisseries and cafes.

Vive la France!



ABOVE: Experiencing the WW1 Battlefield's History in the Somme. The day included visits to Pozieres, Villers-Bretonneux and the Museum of the Great War in Peronne.

**LEFT**: Wine tour in Burgundy with a local wine specialist. The tour included a tour of local vineyards as well as the opportunity to visit the famous Clos de Vougeot and sample local red & white wines.













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