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Monday 4th June 2012

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## Hilton MICE website

**HILTON** Worldwide has launched a new portal for Australasian MICE markets aimed to make searching, planning and booking meetings & events easier at its 15 properties in Australia, NZ, French Polynesia & Fiji - [www.HiltonEvents.com.au](http://www.HiltonEvents.com.au)

## TNLA launches in Shanghai

**TOURISM** Australia will this afternoon officially unveil the next phase of its 'There's Nothing Like Australia' (TNLA) campaign, which will see Australia marketed globally to the tune of \$180m in TA spending plus an expected \$70m more from the industry.

At a preview last night, Federal Tourism Minister Martin Ferguson said it was vital that Australia lift its marketing in China, with many other countries also eyeing the fast-growing Chinese middle class.

It's estimated that by 2020, more than 100 million Chinese tourists will be travelling each year, and Ferguson particularly cited a renewed interest in tourism driven by US President Barack Obama as a reason for Australia to work hard to promote in China.

"There's stiff competition on the way, so we need to get in and do the hard work now," he said.

As well as a centrepiece TV commercial, the campaign includes a world first tablet App for both iPhone and Android, which will evolve and expand to allow consumers to explore, dream and plan Aussie holidays.

And it's not all about inbound tourism, with Tourism Australia also set to use the campaign to promote domestic visitation.

\$5m will be spent domestically, with feedback from focus groups showing that the ads made Aussie consumers proud to be Australian and reconsidering their country as a holiday destination.

More from Shanghai on **pages four and five**, and see **page six** for Andrew McEvoy's exclusive **TD** column on the campaign launch.

## Ethiad global TV push

**ETIHAD** Airways has premiered a new TV commercial that will air in key global markets, including Australia, which reinforces the message of 'Why' to fly with EY.

The 1-minute video can be viewed online by clicking **here**.

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## TA pushing ADS

**TOURISM** Australia is working closely with officials in China on the evolution of the Approved Destination Scheme, with Australia set to be in the forefront of any changes to the program.

The scheme, which currently allows Chinese tour operators to bring groups to approved countries, debuted with Australia and NZ but is now applicable to over 130 destinations.

This year marks the 10th anniversary of ADS, while Australia's relationship with China will also be celebrated on 22 Dec 2012 which marks 40 years since diplomatic relations between the countries were normalised.

Tourism minister Martin Ferguson said the success of the scheme shows that Australia is "very serious about making sure we look after Chinese tourists".

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## Travel Daily on location in Shanghai, China

Today's issue of TD is coming to you from Shanghai, courtesy of Tourism Australia.

**TOURISM** Australia has chosen Shanghai for the launch of the next phase of its new global marketing campaign - the first time an Australian national promotion has debuted offshore.

The launch this week coincides with the annual International Luxury Travel Market, which is also being held in Shanghai and which includes a delegation from a number of Australia's premium tourism properties including Southern Ocean Lodge, Wolgan Valley Resort, Hayman Island, The Louise Barossa Valley, Crown Hotels, Cape Lodge, Spicers Retreats, Hamilton Island, Silky Oaks Lodge, Palazzo Versace Gold Coast and Voyages.

Other Australian tourism products also featured at ILTM includes The Travel Corporation's Inspiring Journeys upmarket experiential Australian touring product, along with Experience Tours Australia and North Star Cruises.

And Tourism Australia is also working on its new approach to attracting investment in Aussie product, with Toga Hospitality among other participants in a TA/Austrade delegation in Shanghai to speak to investors.

## QH confirms price rises

**THE** continuing decline of the Australian dollar has seen a rapid reaction from Qantas Holidays, which has advised of price rises to a range of destinations effective 8pm last Sat 01 Jun.

The wholesaler had previously warned of possible increases (**TD** Thu) but had initially flagged a further update in two weeks time. However, a trade notice

distributed this morning, applicable to both the Qantas Holidays and Viva! Holidays brands, cites the "continued weakening of the AUD exchange rate" for price increases on existing bookings ranging from 0.75% to 3% depending on the destination.

Affected products include USA, Mexico, Hawaii, Canada, Hong Kong, UK, Singapore, Bali, Fiji and Thailand.

In order to avoid the increases, customers with existing bookings now have 14 days to pay in full, with all current bookings to be repriced at 8pm AEST on Fri 15 Jun to avoid the imposts.

"Bookings will recalculate to the higher price level prior to Saturday 16 June 2012," the update said, and all agents with impacted bookings will receive an Automated Passenger Notification to confirm the payment deadline.

## China growth up 21%

**THE** China market continues to show the highest percentage of growth opportunities for Australia with government stats revealed today showing a 20.7% year-on-year spike to a trend figure of 51,200 in visits from China in Apr.

Short-term visitor arrivals across all markets were up 0.5% to 508,300 movements, led by New Zealand which accounts for about one-fifth of all visits.

The Japan market has shown its resilience, bouncing back 13.5% with 30,000 visits, & Hong Kong, India and Korean markets were all stronger, up between 8%-9%.

Thailand showed the highest percentage rise in departures, up 14.1% to 51,600 movements.

## Birdstrikes sky high

**THE** ATSB has revealed today that there were 1,751 birdstrikes reported in Australia in 2011, with domestic Boeing 737s & Airbus A320s most commonly involved.

## Hahn Air adds 7J & B5

**E-TICKETING** platform Hahn Air has added Tajikistan's national airline Tajik Air (7J) & East African Safari Air (B5) as new partners.

Hahn also offers e-ticketing services for Hainan Airlines which is resuming Sydney flights (**TD** Fri).

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**Royal Caribbean INTERNATIONAL**

## QF 747s back to PER

**GDS** displays have been updated to reflect the reintroduction by Qantas of internationally-configured 747-400 aircraft on Sydney-Perth flights.

The jumbos will operate as QF581/582 every day except Sat effective 09 Jul, departing Sydney at 10.10am and arriving into Perth at 1.15pm, while the return service departs Perth at 2.45pm and arrives into Sydney at 8.45pm.

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## Canada pulls out of global body

CANADA has formally withdrawn its membership of the United Nations World Tourism Organization, over claims that the global body had honoured Zimbabwean dictator Robert Mugabe as a global tourism leader.

88-year old Mugabe is a pariah in many countries over alleged human rights abuses, having led Zimbabwe through a decline in massive unemployment and

hyperinflation - not to mention shrinking tourism infrastructure.

The UNWTO cited Mugabe in an Open Letter on Travel and Tourism which recognised the joint hosting by Zimbabwe and Zambia of the 20th session of the United Nations General Assembly at Victoria Falls.

The organisation downplayed the issue, saying that the recognition in the letter "implies no legal commitment or official title attribution to the country or the recipient".

However, Canada's foreign minister John Baird said UNWTO praise for Mugabe for his role in tourism was the "last straw" and announced his country's resignation from the global body.

Zimbabwe's tourism minister, Walter Mzembe, responded by claiming Canada was a "small player in the global tourism industry" which was trying to "leverage on the Mugabe brand".

"We do not even use their currency," Mzembe said.

Australia is a member of the UNWTO, having rejoined in 2004 after previously being a member between 1979 and 1990.

The government said being part of the body allows Australia to "directly influence the policy direction of world tourism".

## Qatar-Japan pact

A NEW bilateral air service agreement between Qatar and Japan has been finalised, with the pact allowing one daily passenger service between Doha and Tokyo Haneda and a doubling of Doha-Narita capacity to two daily flights effective from Summer 2013.

## Ethiad to Sao Paulo

ETIHAD Airways chief James Hogan has revealed the carrier will add Sao Paulo, Brazil to its global network within 12 months.

"Brazil is a logical next step for us and we will mark the sixth continent we serve and our coming of age as a truly global airline," Hogan said yesterday.

EY will offer a daily non-stop service from Abu Dhabi to Sao Paul from 01 Jun 2013, using triple-class A340-600 aircraft.

Brazil is one of four high growth nations Etihad is targeting.

Hogan confirmed the launch of services into South America three months ago (TD 16 Mar).

## QF Outrigger winner

QANTAS has announced that the winner of its Search for Summer Sale incentive is New Century Holidays in NSW.

The incentive ran 21 Apr-04 May, with the agency winning two return flights between Australia and Hawaii or Thailand plus ten nights twin share accom at an Outrigger hotel at the selected destination.

## Greener Peregrine

PEREGRINE and Carbon Neutral are establishing a carbon reduction program which aims to offset the emissions created by its tours, offices and staff, with the view to providing totally carbon neutral travel for Australian customers.

The project will see Peregrine support biodiverse tree planting in Australia and a renewable wind farm project in India.

The move builds on 'green' initiatives Peregrine has already had in place for the past 4 years.



## Window Seat

**TOURISM** Australia chairman Geoff Dixon was in fine form last night during a media preview of the new Tourism Australia advertising campaign.

The video ads, which will officially go public at 2pm AEST today, were unveiled in Shanghai.

Without giving too much away, the commercials highlight some of the best of Australia's tourism product, including wildlife, nature and cities - so naturally there's a kangaroo in there along with Melbourne's South Yarra waterfront outside the Crown complex.

Dixon said it had been a fine balance deciding what needed to go into the ads to appeal to a wide range of markets.

"I tried to get the kangaroo playing the poker machines at the Crown Casino, but we thought that was going a bit too far," he quipped.

A **THEME** park in the UK is offering staff claustrophobia counselling, after a number of employees raised the issue after the opening of a new attraction.

Nemesis Sub Terra at the Alton Towers Resort consists of a "network of airless catacombs, endless tunnels and dark, cramped cages designed to terrify visitors" - and it's clearly working well on everyone.

Contortionist Pixie Le Knot will run a series of workshops for staff in the attraction, aiming to train them to become comfortable working in confined spaces deep underground.

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## TA team in Shanghai

**ABOVE:** Tourism Australia last night previewed its new advertising campaign at a media briefing in Shanghai, prior to its official launch this morning (p1).

As well as viewing the new video commercials, attendees were also able to look at the stunning world-first tablet App which is a key part of the digital

component of the campaign.

**Pictured** above at last night's event at the Portman Ritz Carlton Hotel are, from left: Tourism Australia md Andrew McEvoy; Federal Tourism Minister Martin Ferguson; Tourism Australia chairman Geoff Dixon; and Tourism Australia regional gm for North Asia and China, Johnny Nee.

## Chic \$10K Jubilee deal

**THE** Chic Tourism Collection has introduced a new four-night Royal Diamond Jubilee package that incl Business Class China Southern Airlines flights to London & accom at either The Hempel or 45 Park Lane, priced from \$10,090ppts.

Flights operate on CZ's new 'Canton Route', operating via Guangzhou in China.

Also included are return airport transfers, Michelin-star dining at Alain Ducasse at The Dorchester, afternoon teas at The Ritz and Brown's Hotel, daily brekkie and passes to the Tate Gallery, Victoria and Albert Museum and 'Diamonds - A Royal Jubilee Celebration' exhibition at Buckingham Palace.

The deal is available departing from Brisbane, Melbourne, Perth or Sydney, and is valid for travel between 30 Jun and 07 Oct.

Pre/post touring in Scotland or Europe is also offered - more info at [thechictourismcollection.com](http://thechictourismcollection.com).

## Uniworld Asia focus

**UNIWORLD** Boutique River Cruise Collection is expanding its focus on Asia, announcing new deals with Pandaw and Century River Cruises to offer additional departures on the Mekong (Vietnam & Cambodia) and Yangtze (China) rivers in 2013.

GM John Molinaro said demand for Vietnam & Cambodia had exceeded expectations, quickly selling out of its 2012 offerings.

Uniworld launched the *River Saigon* vessel on the Mekong in Jan and will introduce the *River Orchid* in Asia next year.

It's partnership with Century River Cruises will see Uniworld guests able to choose from a range of departures on the five-star *Century Legend* or *Century Paragon*.

Onboard *Legend* and *Century*, UBRC guests will stay in Uniworld Signature Suites and have access to exclusive VIP benefits available only to them.



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## TA site within China

**TOURISM** Australia is currently developing a version of its Australia.com website which will be hosted within China, to ensure that tourists from the fast-growing market are not blocked from accessing the site by the country's strict internet firewall.

## Youth promo planned

**ALTHOUGH** the new *There's Nothing Like Australia* launch in China focuses strongly on premium tourism product, Tourism Australia also plans to use the same theme to attract the more budget-conscious youth market.

TA md Andrew McEvoy confirmed a separate global youth campaign which will utilise the same concept and imagery to inspire backpackers and working holidaymakers.

He said that the youth market was the "one bright spot" in visitation from UK and Europe hit by economic ill-winds.

## Dixon urges "one voice" for tourism

**TOURISM** Australia chairman Geoff Dixon says he's been thrilled at the support from the states and territories for the organisation's new ad campaign (see p1), with State and Territory Tourism Organisations strongly backing the campaign.

Speaking in Shanghai last night, Dixon said it makes sense for Australia to be marketed under a single banner, and the new campaign had seen an evolution of the relationship between the various parts of the country and Tourism Australia.

"When people overseas hear us talk about Queensland's Great Barrier Reef they don't understand - they don't even know that Australia has states.

"But when we market it as Australia's Great Barrier Reef it all makes sense," Dixon said.

Federal tourism minister Martin Ferguson also echoed Dixon's statements, saying that there had been a shift in the attitude of states from the bickering of some years previously when particular parts of the country thought they weren't getting exposure.

"We need to showcase quality and the rest will follow," he said.

## JTN top achievers shine



**NORTHERN** Territory's Bungle Bungle Wilderness Lodge in Kununurra was the setting for the recent Jetset Travelworld's top achievers banquet.

Flying into the Bungles on a private aircraft, the top achieving agents said they felt like "rock stars" as they experienced the best the outback had to offer.

Five of the seven top achievers are pictured above celebrating their win - from left are: Misha Howlett, Cathie Rice Travelworld, WA; Nicole Howard, Seniors Travel, Queensland; Andrew Wellington, Travelworld Coffs Harbour, NSW; Tammy Alp, Northam Travel, WA and Hillary Packer, Jetset Travel Mitcham, SA.

Absent from the photo are Kylie Lees, RACQ Brookside Queensland and Joanna Koffman, Jetset Travel Toorak Victoria.

## Counsellor Gold

**TRAVEL** Counsellors says it expects to see its number of Gold status consultants in Australia swell this year after the launch of a new 'Going for Gold' program.

The scheme offers a tailor-made marketing plan for each agent, focused on their key strengths and goals, TC says.

To achieve a Gold ranking, the home-based agent needs to achieve commission of \$119,500 or more within 12 months.

There are currently seven Gold Travel Counsellors among its 90+ agents in Australia.

TC also reports it's seen a 42% increase in sales so far this year.

## Sunsail Vancouver Is.

**ISLAND** Cruising of Vancouver Island in British Columbia, Canada has joined Sunsail as its new preferred partner, effective May.

## Dana Air crash at LOS

**153** passengers and crew on a Dana Air flight were killed when an MD-83 aircraft they were aboard crashed into a suburb in the outskirts of Nigeria's capital city, Lagos yesterday.

Reports suggest scores of people on the ground were also killed.

The aircraft was understood to have been flying from Abuja to Lagos when the crew reported an engine problem.

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## WIN A LUGGAGE SET



To celebrate the launch of Hawaiian Airlines new service from Sydney – New York via Honolulu, **Hawaiian Airlines** this week is giving five **Travel Daily** readers the chance to win a 3 piece Platinum luggage set from **American Tourister**, valued at \$723 per set.

For your chance to win this great prize, simply be the first person to send in the correct answer to the question below to: [atcomp@traveldaily.com.au](mailto:atcomp@traveldaily.com.au).

**When will Hawaiian Airlines Honolulu – New York service begin?**

Hint! Visit [www.hawaiianairlines.com.au](http://www.hawaiianairlines.com.au)



## SPECIAL COMMENT from Andrew McEvoy

Writing exclusively for *Travel Daily* from Shanghai, China, Tourism Australia's Managing Director shares his views on the launch of the next phase of the "There's Nothing Like Australia" campaign.

Travel Daily

Monday 4th Jun 2012

**MOST** Australians will proffer a forthright view of how their country should be portrayed to the rest of the world. And I'm sure this will be no different today when we launch the next phase of our global marketing campaign, "There's nothing like Australia".

For Tourism Australia, we have the important job of helping foster a positive and appealing image of Australia to the global consumer. It has played an essential role in helping develop what has become a A\$96 billion industry for the Australian economy. The current campaign is doing a good job for Australia. It has been built to last, and will be with us at least for the next decade and possibly beyond.

Since we launched it two years ago, "There's nothing like Australia" has proved a flexible and compelling way to communicate that Australia is a must-see destination with some of the world's best and most unique tourism experiences. And research demonstrates that it's hitting the mark with our target audience in those key international markets that offer the greatest growth potential for Australian tourism, including China and the broader Asia region.

It is also resonating well in Europe and the Americas – even if these economies are dampening consumers' long haul travel plans. The campaign was designed to be something that could evolve and the next version being launched in China today will do exactly that. The new creative - which includes a new broadcast advertisement - will continue to have a strong digital focus. But what it won't do is represent a change in direction.

The objective remains the same as when we first launched the campaign in 2010 – to positively prove just why there really is nothing like Australia as a must see place to visit, using new creative to showcase distinctive and high-quality Australian tourism products and experiences that are amongst the finest in the world. All that has changed is a greater focus now on quality and also on targeting our key growth markets – led by Asia, where Australian tourism's future growth undoubtedly lies – and also those travellers likely to spend most and travel most widely when they visit.

This evolution of the campaign is about putting our best foot forward and showcasing those distinctive tourism products and experiences that can compete with the finest in the world. Promoting 'world's best in Australia' is core to this. Leading with Australia's best creates a positive ripple effect for Australian tourism more broadly.

Whilst the campaign will feature examples of Australian tourism's most distinctive accommodation, the real starring role will be Australia's best natural and man-made attractions as they are, allowing the country to speak for itself. You'll see the Kimberleys, Kangaroo Island, Tasmania, and more. Our great cities, wineries, beaches and Australia's inimitable personal style. And yes, Sydney, Uluru, and the Great Barrier Reef will feature as the powerful images and incredible global drawcards they are. Whether Uluru is enjoyed from the luxury surrounds of Longitude 131° or under the stars in a swag in one of the nearby camping grounds, the experience of watching the sun rise or set over the Rock remains a uniquely Australian one, and unquestionably a world best. This will be the point of the creative. It will show some of the best ways to enjoy our country, but how people actually do engage will come down to their own travel budget and style. Our imagery must compete with more than 120 other global destinations seeking to engage the same travelling consumer – so it must be distinctive.

This campaign will have an even stronger focus on the growth markets of Asia - where Australian tourism's medium-term future undoubtedly lies. It is Asia - led by China, India, Indonesia, Singapore and Malaysia – that is growing and will continue to do so in this, the Asian Century. This is reflected in the application of Tourism Australia's resources, with more marketing dollars going into China and the east. It with this firmly in mind that we have taken the decision to unveil the latest phase of the campaign in Shanghai, at the heart of our fastest growing and most valuable inbound market.

Another feature of the way Tourism Australia engages with a global audience is that much more of our marketing is done in the digital space, including social media and through advocacy. Australia's popular appeal has seen us grow our global Facebook fan site to more than 3 million people (*TD Fri*), the largest site of its kind in the world. Beyond Facebook, Tourism Australia has a strong presence on a myriad of other advocacy and social media platforms.

This will also be the largest domestic campaign that we've executed - with the support of the State Tourism bodies and our industry partners, including the all-important airlines. We're investing our marketing dollars in core periods where Australians are planning their next holiday, building upon the previous three quarters of positive growth in our domestic tourism industry.

"There's nothing like Australia" was originally built upon two premises – that the world travels to experience difference and that Australia is different and compellingly so. I can assure you that how we present Australia to the world will remain distinctly Australian – a global invite to the world to come and discover Australia for themselves.



### Supplier Updates

**WELCOME** to *Supplier Updates*, *Travel Daily's* new regular feature.

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### DFAT warns on Egypt

**CIVIL** unrest in Egypt surrounding public dissatisfaction over the trial of ousted former President Mubarak has led to revised DFAT warnings on travel to the country.

In an update issued yesterday, DFAT warned of further protests and demonstrations expected in coming weeks during Presidential elections slated for 16-17 Jun.

While monitoring the situation, DFAT has kept its overall warning level for the country unchanged at "Reconsider your need to travel".

### No Avalon single supp

**AVALON** Waterways has waived its single passenger supplement on its range of more than 30 European river cruises in addition to releasing a single traveller special on 11 of its itineraries operating between Jun and Oct.

The waiver means single cruisers will save nearly a third of the cost of twin share while still occupying a cabin to themselves.

Nearly \$4,000 can be saved on a 17-day Jewels of Central Europe sailing on 12 Jul, priced at \$7,225.

### Swing towards ski hols

**FALLS** Creek Resort is reporting forward booking for this year's winter season are ahead of the same time last year as a result of the devaluing Australian dollar and competitive package offers.

"We feel there's a strong swing toward the Australian snow holiday, which is a unique holiday," Falls Creek pr manager Debbie Howie said.

The Victorian Alps resort has a snow base of around 15cm and will open this weekend.



**TAAP USA incentive**

THE first 20 agents completing a California Expert Online Training Module and make three bookings for the state will be eligible for a \$100 Expedia credit - [bit.ly/expcal](http://bit.ly/expcal).

**Sunlovers really do love the sun**



**SUNLOVER** Holidays recently whisked this group of Victorian agents on a whirlwind famil trip to the Whitsundays.

The group spent one night on Hayman Island, one on Hamilton Island and one on Daydream, also

enjoying a visit to the reef courtesy of Cruise Whitsundays.

The group, **pictured** above on a coffee break after a long morning "inspecting" the living reef area on Daydream Island, from left consisted of Kristina Zawadzki, HWT Elsternwick; Susan Grigg, Trans Otway Travel Corio; Tara Morgan, Travel Counsellors; Chloe Smith, Jetset Vermont South; Melissa Whelan, HRG Melbourne; Melanie Webb, Travelbug Wantirna; Hannah Tabak, Sunlover Holidays bdm; Carolyn Harwood, Custodian Travel & Cruise and Joy Thomas, HWT Dandenong.

**Virgin pax loads slide**

**VIRGIN** Australia has reported a 7.9% increase in domestic passenger traffic in Apr compared to the same time last year, with 1.39m passenger movements.

Revenue passenger kilometres spiked 9.4% and available seat kilometres surged 15.1%.

Virgin's international pax traffic slipped 1.4% to 197,900.

Revenue load factors fell 4.1% to 77.1% domestically and 3.4% internationally, to 76.9%.

**PGA's FNQ hole-in-one**

**HAMILTON** Island Golf Club in the Whitsundays has been confirmed as the new host of an Australian PGA golf tournament.

The Professionals Championship will be held from 12-15 Nov.



**Brochures of the Week**

**WELCOME** to *Brochures of the Week*, *Travel Daily's* Mon feature. If your firm is releasing a new brochure you'd like to make the industry aware of, send a brief description summarising its features and itineraries, including a PDF of the front cover, and contact details to [brochures@traveldaily.com.au](mailto:brochures@traveldaily.com.au).



**Visit Macarthur - 101 Things to do in Macarthur**

Aerobatic flights, hot air balloon trips, ghost tours and many other exciting activities is what you will find in the 101 things to do in Macarthur brochure for 2012. Launched by Visit Macarthur and supported by Camden and Campbelltown councils, the free 12 page booklet showcases what you can see and do in the southwestern Sydney region.



**Infinity Holidays 2012 Europe Essentials**

The first edition of the Europe Essential brochure highlights hotels, tours and experiences in France, Italy, Germany, Spain and Greece. The Essentials booklet will be followed by a larger 2013 edition to be released later this year. For more information on the brochure visit [www.infinityholidays.com.au](http://www.infinityholidays.com.au).



**Sno 'n' Ski - Ski the Northern Hemisphere 2012/13**

The 2012/13 Ski brochure for Sno 'n' Ski features accommodation in the Northern Hemisphere as well as transport, activities, lift, lesson and rental car options in Japan, Canada, USA and Europe. There are a number of Earlybird specials in the brochure. To get a copy of this selling tool, order through TIFS or visit [www.snonski.com.au](http://www.snonski.com.au).



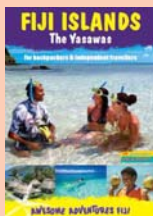
**TasVacations - Tasmania 2012/13**

Not since the days of Tasmania's Temptations Holiday has such a vast range of products been offered in one Tasmanian wholesale brochure. The 84 page booklet for TasVacations includes all major statewide accommodation chains, a range of hotels, attractions, tours, suggested itineraries, car hire, campervan options and Spirit of Tasmania details.



**AAT Kings - New Zealand Best Buys 2012/13**

Hassle free value for money holiday experiences throughout New Zealand are available in the new AAT Kings 2012/13 Best Buys program. Guided tours range in length from eight to 17 days and includes comfortable accommodation and free time to enjoy the destination. Early payment savings of up to \$380 per couple are on offer when tours are booked and paid six months prior to travel.



**Awesome Adventures - Fiji for Backpackers 2012/13**

The stunning Yasawa and Mamanuca Island groups, and the resorts they boast form part of many packages varying in length from 5-12 days. All packages include accommodation ranging from budget to upmarket, transfers, meals and many activities. Travellers have the option of "free-styling" bits and pieces to form their own package, or going with an existing itinerary.



**APT - Alaska & Canada 2013**

Smaller group journeys - a maximum of 40 guests per tour - form the focus of the 22nd annual edition of APT's guide on the far north of the American continent. The 128-page brochure provides comprehensive coverage of 11 spellbinding itineraries encompassing the Rocky Mountains, Alaska and two new Discovery and Air Tours of the United States, and a number of deals including free return flights to Canada and exclusive tours for Aus and NZ clients.



**CONGRATULATIONS**

**Melissa Pointon**  
from *Concierge Business Travel*

Melissa is the top point scorer for Round 10 of *Travel Daily's* AFL industry footy tipping competition, and has won two bottles of wine, courtesy of **Compass Car Rental**.



**Major Prize Sponsors**

**1st Prize:** 4-night holiday to Dubai, courtesy of **Emirates** and **Holiday Inn**



**2nd Prize:** 5-night holiday to Vanuatu, courtesy of **Air Vanuatu** & **Iririki Island Resort & Spa**





Monday 4th Jun 2012

## Indonesia roadshow

**VISIT** Indonesia Tourism Office Australia has announced its 2012 Indonesia Australia Sales Mission.

Events are planned for Perth on 25 Jun, Melbourne on 27 Jun and Sydney on 28 Jun, from 5:30-9pm, with 28 suppliers attending.

For details and to RSVP email [visitindonesiaAU@aviareps.com](mailto:visitindonesiaAU@aviareps.com).

## NCL MoU to buy Sky

**NORWEGIAN** Cruise Line has signed an agreement to purchase the *Norwegian Sky* from Genting Hong Kong Ltd's Ample Avenue subsidiary for US\$260 million.

## Goulburn Valley rail

**NEW** job opportunities are expected to be created following the opening of a new rail link between the country towns of Mansfield and Tallarook in Victoria's Goulburn Valley.

Regional Australia minister Simon Crean opened the 134km link on Fri, constructed with the help of \$13.2m in Govt funding.

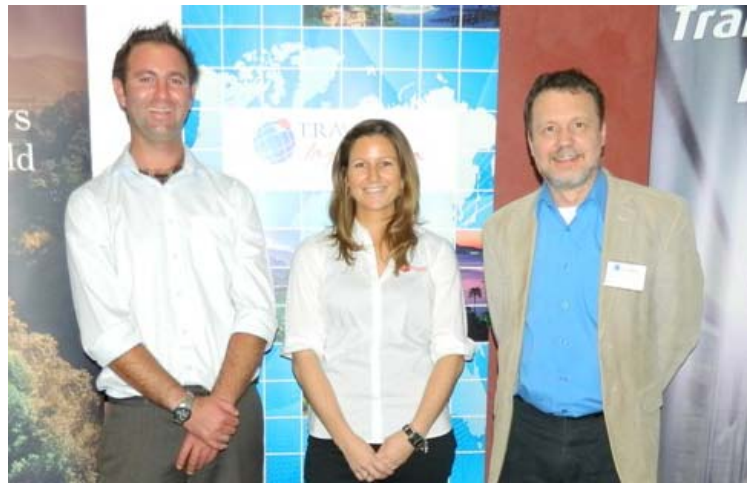
The line is expected to be utilised by up to 130,000 people annually.

## Two new KQ routes

**KENYA** Airways has announced new services to Kilimanjaro in Tanzania and the domestic port of Eldoret, commencing 02 & 04 Jul respectively, ex Nairobi.

**MEANWHILE**, KQ has rolled-out SkyPriority Service across its network in conjunction with its SkyTeam alliance partnership.

## Travel by Design ride the rails



**SPECIALIST** rail travel agency Travel by Design in Sydney's Pennant Hills recently organised and ran a dedicated rail mini-expo in conjunction with Sundowners and RailPlus.

Hundreds flocked through the doors on the day, keen to learn more about the excitement and

constantly changing landscapes available with a rail holiday.

**Pictured** above from left is Matt Symmonds from RailPlus, Amanda Williams, Sundowners and Voytek Lasek, Travel by Design.

## WIN A TRIP TO GREECE

Throughout June, **Travel Daily** is giving one lucky travel consultant reader the chance to win an amazing 7-day escorted "Highlights of Greece" tour, courtesy of **Sun Island Tours**.

The prize includes two return economy airfares to Athens with Etihad, airport transfers, six nights' accommodation, six breakfasts, three dinners, tours with licensed guide as per itinerary, entrance fees and local taxes.

Every day **Travel Daily** will be featuring a photo of a Sun Island Tours' staff member enjoying a different destination from their brochures. You just have to identify the city or landmark and email us your answer. There will be 20 questions in total, which will also be posted on our website. In the final (20th) day you will be asked a creative question.

At the end of the month the subscriber with the most correct answers and the most creative response to the final question will win.

Email your answers to: [sunislandcomp@traveldaily.com.au](mailto:sunislandcomp@traveldaily.com.au)

Hint! Go to Sun Island Tours' Facebook page or visit [www.sunislandtours.com.au](http://www.sunislandtours.com.au)

Click here for more information



Photo 2

Where is Brooke today?

## AA YQ/YR conversion

**AMERICAN** Airlines late last week announced it has amended its fuel levy from a commissionable YQ surcharge to a YR carrier-imposed miscellaneous fee.

The amended fee will apply on AA Trans-Atlantic and Trans-Pacific services, effective on tickets issued from last Fri.

American Airlines Country Manager AU/NZ Michael Fletcher said the carrier has requested IATA to apply an exception to its normal standing policy, meaning the adjusted fee will remain commissionable for all tickets issued on 001 paper in Australia.

## Regional apt check-in

**QANTAS** is recommending pax with checked baggage travelling from regional airports should plan to arrive at the airport 60 mins prior to departure, from 01 Jul.

The new recommendation comes ahead of enhanced federal govt aviation security requirements being adopted next month at regional gateways.



**CONGRATULATIONS**  
**Shana Lamont**  
from Cobdolga Station  
Caravan Park

Shana is the top point scorer for Round 15 of **Travel Daily's** Super 15 Rugby industry footy tipping competition, and has won a complimentary pass for two people to Sydney Tower Eye, courtesy of **Merlin Entertainments Group**.



## Major Prize Sponsors

**1st Prize:** 3-night holiday to New Zealand, courtesy of **Emirates & Novotel Hotels**



**Travel Daily** is Australia's leading travel industry publication. Produced each weekday since 1994, the newsletter is first with the latest industry news and is available by paid subscription to people within the travel industry. Sign up for a free 14 day trial subscription at [www.traveldaily.com.au](http://www.traveldaily.com.au).

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## TRUST THE MOST EXPERIENCED EXECUTIVE TEAM AT AA APPOINTMENTS

### RAISE THE BAR IN DIGITAL MARKETING MARKETING MANAGER BRISBANE – SALARY PACKAGE OTE \$100K++

This new role is looking for someone experienced in consumer and digital marketing to produce and implement a marketing plan that achieves the key objectives for the brand. You will be well versed in all forms of digital marketing, leading a small team and delivering innovation and energy to all activities. Budget management and the ability to manage multiple projects with flair is essential.

### A NEW WAVE OF SUCCESS IN THE WEST CORPORATE BUSINESS DEVELOPMENT PERTH – SALARY PACKAGE \$120K + +

Here is an exciting opportunity for an experienced Sales professional to join a company where you will be in charge of kicking off their WA development. As a Corporate Travel BDM you will be actively involved in developing and growing corporate travel business strategies across the WA market. We're looking for a highly driven "hunter" who has the ability to stamp their mark in a competitive environment.

### REGIONAL TECHNOLOGY FOCUSED ROLE HEAD OF REGIONAL PRODUCT SUPPORT SYDNEY – SALARY PACKAGE OTE \$150K+

Managing a team of Product Managers across the region, this new role requires someone with an understanding of stakeholder requirements and the ability to translate these into strategic plans and priorities. If you have detailed knowledge of GDS products, highly developed leadership skills and a passion for being a positive brand ambassador, this new senior level role is available now to reinvent your career.

### ACCOUNT MANAGEMENT AT ITS FINEST CLIENT RELATIONSHIP MANAGER – CORPORATE PERTH - SALARY PACKAGE OTE \$80K - \$100K +

Do you have the ability to go over & above for your clients? Your knowledge of corporate travel account management strategies will be paramount for this role along with your negotiation skills and ability to offer solutions that can improve your clients travel policy. An attractive salary package is on offer for the right candidate and you will not want to miss out on the chance of joining this great team.

### ON THE ROAD TO SUCCESS BUSINESS DEVELOPMENT MANAGER MELBOURNE - SALARY PKG \$70K + CAR ALLOWANCE

Looking for a PREMIUM brand name to add to your CV? This newly created expanding opportunity will see you working from home alongside another regional BDM. The right candidate will be able to nurture and develop relationships and sales within the retail travel market. As a strong presenter you will enjoy being in front of a crowd and be able to tackle a busy sales role that at times will be challenging.

### YOU'LL LOVE THIS DYNAMIC PRODUCT ROLE PRODUCT EXECUTIVE SYDNEY – SALARY PACKAGE NEGOTIABLE ON EXPERIENCE

This new role is responsible for ensuring competitive pricing across all products with a key focus on airfares, and ensuring that the right product at the right price is available at all times for sale in the market. Working in a dynamic and fast-paced online environment you will have solid local product knowledge and a keen understanding of airlines/airfares and GDS. A top salary package is available for the right person.

### MAKE AN IMPACT ON THIS EVOLVING TMC ONLINE CHANNEL MANAGER SYD, MEL OR BNE – SALARY PACKAGE TO \$90K

This new role requires an energetic and inquisitive person with strong GDS and Online knowledge and the ability to drive a major project. With a focus on the efficiency of the fulfilment of bookings through the online channel, you will work across the business, including regular interstate travel, assessing existing processes and making recommendations which will improve efficiencies & maximize revenues.

### INDUSTRY SALES – ROLES TO CHOOSE FROM BDM/ACCOUNT MANAGERS SYDNEY – SALARY PACKAGES OTE \$90K

Bring your selling skills and travel industry background to these sales roles and stretch your wings out on the road looking after an existing portfolio of clients, ensuring their business is retained and achieving growth targets. If you have great skills in sales, trade relationships, GDS and product knowledge race in for your choice of great sales roles that will offer you top salaries & benefits.

## CONTACT AUSTRALIA'S MOST EXPERIENCED EXECUTIVE RECRUITMENT TEAM

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Ph: 03 9670 2577

OR EMAIL YOUR APPLICATION TO [executive@aaappointments.com.au](mailto:executive@aaappointments.com.au)

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New Travel Job Vacancies - 4 June 2012

Follow us on Twitter



Join us on LinkedIn



### Special Interest Consultant - Part time

- ▶ Selling soft adventure travel
- ▶ Part time - 3 days per week
- ▶ Earn up to \$50K + super

Does the Galapagos Islands, Gorillas in Rwanda and the spiritual experience in Bhutan ring bells? Sell fantastic travel products that attract the more sophisticated traveller.

Call or [email Sandra Chiles](#) for more details

### Multi Skilled Corporate Consultant - Nth Syd

- ▶ This company offer Reward, Recognition & \$\$\$
- ▶ Real opportunity for development and progression
- ▶ Salary up to \$65K OTE

Work on large accounts in a fun & social team environment. Ambitious and driven people who want to develop, progress to management and earn top \$\$\$ should apply!

Call or [email Kelly Wellmore](#) for more details

### Groups Inbound Consultant - Sydney

- ▶ Market leader in Australian Inbound Travel
- ▶ No second language required, Sydney CBD
- ▶ Salary up to \$55K + super

This role involves selling Australian land content including accommodation, tours, transfers and activities to overseas markets. Tourplan & knowledge of domestic suppliers ess.

Call or [email Kristi Gomm](#) for more details

### Corporate Multi-skilled Consultant - Sydney

- ▶ Salary to \$60K + super negotiable
- ▶ Work on premier accounts - team based
- ▶ Award winning TMC for the 3rd year!

Join this growing TMC - large enough to attract top clients but still has the 'family' culture. Known for keeping their staff, security and career advancement are just some of the benefits.

Call or [email Sandra Chiles](#) for more details

### Customer Service Advisor - Sydney

- ▶ Mid office helpdesk support
- ▶ Accounting knowledge essential
- ▶ Salary to \$55K + super

Troubleshoot things like Accounts Payable, Accounts Receivable, Reconciliations and General Ledger entries and help support the clients that use this system. Sabre knowledge preferred.

Call or [email Ben Carnegie](#) for more details

## Ben's Top Job Calling all Retail Consultants!



Ben Carnegie

- ▶ Positions in Syd, Melb, Bris & ACT
- ▶ Get a good base salary + bonuses
- ▶ Great locations with solid clients

Retail Travel is still one of the best ways to book your travel requirements in Australia. Who wouldn't want an expert in global destinations to tell you about all the amazing places that you could be jet setting off to. Even better you could be that person!

Come and join a company that believes in delivering a great customer experience whilst providing expertise in everything from unique travel ideas to who to fly with and what to do once you arrive.

Your hard work will not go unrewarded either! Families are offered along with an allowance when you go! You also have an achievable bonus structure which is uncapped so the sky is the limit! Apply now!

Call or [email Ben Carnegie](#) for more details

### Finance Operations Manager - Brisbane

- ▶ Manage a small team
- ▶ Brisbane CBD
- ▶ Salary to \$70K + super

Motivate the Operational Finance Team by promoting and engaging a positive and productive team culture. You'll be identifying areas to improve workflow & team efficiency.

Call or [email Ben Carnegie](#) for more details

### TEMP - Events Travel Manager - Sydney

- ▶ Based right near Sydney Central station
- ▶ Assignments 18 June - end of July
- ▶ Sabre and Tramada

This is a position covering the holidays for this company's Senior Travel Manager. Groups experience with large no.s will be helpful as will knowledge of Canada and the USA.

Call or [email Ben Carnegie](#) for more details





## Finding talent within the Australian Travel Industry

### Corporate Groups Flights Coordinator Sydney - Up to \$65K + Super - Ref 2011

Want a new challenge in your travel career? An experienced travel industry professional is needed with solid experience handling group travel. This is a fantastic opportunity to step away from repetitive reservations and to move into an exciting and diverse position. A competitive salary is available depending on experience and the chance to work with a stable, secure and growing corporate company where your efforts are recognised with realistic career progression.

For more information call Cliff on (02) 9113 7272 or email [cliff@traveltraderecruitment.com.au](mailto:cliff@traveltraderecruitment.com.au)

### Groups Travel Consultant Sydney - Up to \$50K - Ref 149

Sick of normal reservations in a busy call centre? Have an interest in sports? A well-known niche travel company are looking for an experienced Groups Travel Consultant to join their small team. You will book worldwide tour packages for clients, ensure group rates are competitive and process bookings from beginning to end. The ideal candidate will have experience booking group bookings, use of Galileo and have excellent customer service skills.

For more information call Lisa on (02) 9113 7272 or email [lisa@traveltraderecruitment.com.au](mailto:lisa@traveltraderecruitment.com.au)

### Retail Consultant Sydney - \$DOE - Ref 2023

If you're looking for a new challenge, this could be it! Working as part of a team you will be offering the complete package with excellent customer service and wonderful time keeping skills. Our client will have a variety of product to fit all budgets, so you will make your targets. We are looking for someone who has amazing product knowledge with exceptional fares & ticketing knowledge. Ideally you will be well travelled and be passionate about what you do!

For more information call Natalie on (02) 9113 7272 or email [natalie@traveltraderecruitment.com.au](mailto:natalie@traveltraderecruitment.com.au)

### Retail Travel Consultant Canberra - \$Competitive + Super + Incentives - Ref 3115

Travel professionals are needed in the Canberra region to join a much loved & award winning travel agency. If you enjoy tailor making the dream holiday, using your own personal travel experience & working with a loyal & repeat customer base, contact me today! You will ideally have at least two years' experience in the travel industry with strong product knowledge. In return a great package is offered and a friendly team environment in central Canberra branch.

For more information call Sarah on (02) 9113 7272 or email [sarah@traveltraderecruitment.com.au](mailto:sarah@traveltraderecruitment.com.au)

### Corporate Travel Consultants Sydney - Packages up to \$70K DOE - Ref 1546

We have a number of roles across Sydney's CBD & suburbs within leading travel management companies & niche independents. If you are an passionate & experienced travel professional with an international or corporate travel background, then we want to speak with you. Each opportunity offers something unique and different, so you'll be spoilt for choice when deciding which opportunity would be the right career step for you.

For more information call Cliff on (02) 9113 7272 or email [cliff@traveltraderecruitment.com.au](mailto:cliff@traveltraderecruitment.com.au)

### Wholesale Consultant Sydney- \$DOE - Ref 2022

If you have a love for South East Asia, this could be the job for you. Working within a small but very friendly team, you will offering amazing hotels, tours and day trips. Previous travel industry experience and exceptional customer service skills will see you succeed in this new role. Excellent rewards and fam trips offered. An amazing role for someone with extensive experience and personal travel in this area. Part time will also be considered.

For more information call Natalie on (02) 9113 7272 or email [natalie@traveltraderecruitment.com.au](mailto:natalie@traveltraderecruitment.com.au)

### Retail Travel Consultant Melbourne - Up to \$50K - Ref 1414

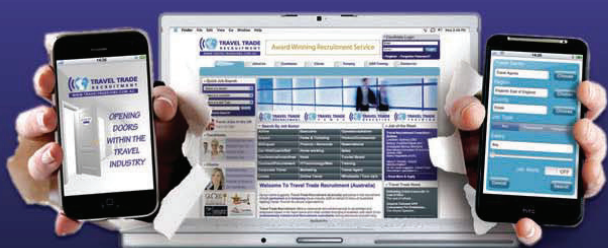
Calling all Senior Travel Consultants! A reputable and awarding winning Travel Agency on Melbourne's outskirts is looking for an experienced Retail Travel Consultant who is a high achiever, self-motivated and ready for a challenge. Earn top dollar with your repeat clients! The ideal candidate will have minimum 3 years retail experience and solid Galileo CRS. So if you are an enthusiastic travel professional looking for a new and exciting position - call today!

For more information call Lisa on (02) 9113 7272 or email [lisa@traveltraderecruitment.com.au](mailto:lisa@traveltraderecruitment.com.au)

### Senior Travel Reservations Consultant Gold Coast - \$40-50K + Super + Incentive - Ref 4667

Would you like to specialise in high end, off the beaten track itineraries and spend the time needed to piece together lucrative bookings? A niche travel agency is looking for a senior travel consultant to join their experienced team in the Gold Coast. You will ideally have five+ years in the industry, be extremely well travelled, and be able to provide the skills & experience necessary to flourish in this position.

For more information call Sarah on (02) 9113 7272 or email [sarah@traveltraderecruitment.com.au](mailto:sarah@traveltraderecruitment.com.au)



Find your ideal travel job at [www.TravelTradeJobs.com.au](http://www.TravelTradeJobs.com.au)  
or download your FREE Travel Trade Jobs App  
(Available on Apple & Android Smartphones)