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First with the news

Friday 26th April 2013

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Tourism Aust quality push

TOURISM Australia will spend almost \$150 million marketing the country this year alongside 200 partners, with a firm focus on quality to help counteract the high Australian dollar.

Speaking this morning at the opening of this year's Australian Tourism Exchange in Sydney, McEvoy said the recent strong performance of the industry was the result of a targeted shift towards growth markets, a strategy of partnering with "leading international airlines and tourism organisations" and a greater focus on promoting 'best of Australia' experiences.

"The high dollar is not new, and is something our industry has had to adapt to, rather than hide behind," he said.

McEvoy said Australia had seen three years of solid growth, and the country is "showing little sign of losing its global appeal".

He outlined a range of new strategies, including highlighting Australia's quality food and wine

experiences which will "play a much more central role" in TA's international marketing activities.

"Food and wine is an area where we have a great opportunity to stand out - perhaps a missing ingredient we can use to reignite people's passion for our country and help overcome the over-familiarity which some overseas markets may have of Australia".

The initiative is still under development but will see a consortium of high-end wineries partner with the promotion.

McEvoy said this was a great example of the 'Team Australia' approach - notwithstanding the current Qantas tiff (see p2).

"I think Australian tourism has got much better at working together and speaking with a singular voice when it comes to selling Australia overseas," he said.

MEANWHILE TA also today encouraged tourism businesses struggling to fill temporary positions to upload the details to the Monster.com jobs board.

The partnership with the online jobs site (TD 06 Mar) allows temporary or casual roles to be advertised free until 01 Mar 2014 - workingholidayjobs.careerone.com.au

NZ/TK codeshare tick


US REGULATORS have given the thumbs up for Air New Zealand to being a new codeshare alliance with Turkish Airlines.

As revealed first exclusively by *Travel Daily*, Turkish will place its code on select Air New Zealand flights to Australia, incl the Auckland to Sydney and Melbourne routes (TD 18 Apr).


Afheldt to ATEC

INGA Afheldt is set to take up the role of gm Industry Education and Sector Development with ATEC, effective early Jun.

JTG announced her departure from ATS Pacific after 27 years earlier this week (TD Wed).

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VA LAX MCT longer

VIRGIN Australia's switch from Terminal 5 to the new refurbished Tom Bradley International Terminal at Los Angeles Airport will result in the minimum connection time (MCT) between flights being bumped up by 30 minutes to two hours.

Currently, VA pax transiting at LAX need a minimum of 90 min to make their connecting Delta Air Lines flight from Terminal 5.

However, due to renovations and affected gate availability at T5, Virgin Australia's arriving flights will be relocated to TBIT for "the foreseeable future", effective 01 Jun 2013, the carrier says.

VA's outgoing flights from LAX will continue to depart from T3.

Delta Air Lines flights, including those which VA codeshares on, will continue to arrive and depart from Terminal 5.

Guests booked for onward travel through VA or DL with a MCT less than 120 min will be required to alter their flights to ensure the new time allowances are met.

Agents with affected bookings will be notified via their GDS and a blanket waiver for re-ticketing is offered up until 31 May.

QF/EK regional benefits

REGIONAL centres such as Cairns, Launceston and Coffs Harbour are benefiting strongly from the Qantas/Emirates alliance, with a strong lift in new codeshare destinations available to inbound Emirates passengers.

Speaking at the opening day of Australian Tourism Exchange this morning, QF executive manager international sales Stephen Thompson said customers from the UK and Europe has purchased an average of three times more fares to these and other regional centres than in previous years through other partnerships.

"We have already seen strong bookings for new codeshare destinations across Australia including Townsville, Darwin, Launceston, Alice Springs, Devonport, Rockhampton, Broome and the Gold Coast," Thompson said, with the destinations being promoted to a "bigger audience than ever before".

He said that as well as making travel within Australia easier for codeshare passengers, the QF/EK pact is providing tourism operators with opportunities to tap into new markets.

MEANWHILE questioned about QF's fractured relationship with Tourism Australia, Thompson said the airline was promoting Australia with every flight, every day, and that it was continuing to explore prospective relationships with individual states such as that announced earlier this week with Destination NSW (**TD Mon**).

"We've moved on...this is about tourism for Australia and that is what we're focusing on," he said. "They're going their direction and we're going ours".

What's new at the Zoo

AUSTRALIA Zoo on the Qld Sunshine Coast has launched a new 'Zoo Crew Experience' which gives visitors the opportunity to join wildlife keepers on their morning rounds.

Available to visitors aged 15 and over, the back-of-house tour also includes a training session with one of the tigers as well as prepare the day for elephants, red pandas and binturongs.

See www.australiazoo.com.au.

787 grounding lifted

THE US Federal Aviation Administration has formally lifted its ban on Boeing 787 Dreamliner flights, telling airlines they can operate the aircraft again once they update battery systems.

The new aircraft have been grounded for three months after a number of incidents relating to their electrical systems.

The new arrangements encapsulate the lithium-ion batteries in a steel box which is vented to the outside of the plane, meaning that in the unlikely event of a fire any damage is fully contained.

Etihad booking glitch

ETIHAD yesterday warned booked passengers to ignore any notifications of cancellations, after experiencing some technical issues with its reservation system.

The carrier said it was working closely with its systems provider to resolve the situation, with affected bookings to be reinstated "and original flight plans will not be impacted".

Two months ago Etihad switched its reservation system from Amadeus to Sabre.

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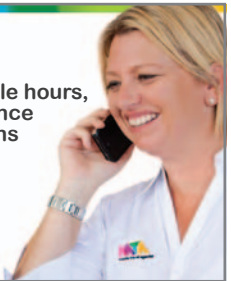
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Etihad Indian equity deal

ETIHAD overnight significantly boosted its ownership links with other carriers, with the announcement of a 24% stake in India's Jet Airways.

The US\$379m deal "will deliver wide-ranging revenue growth and cost synergy opportunities for both airlines," EY said, as well as bringing significant benefits to the Indian economy.

Earlier this year Etihad paid

US\$70m in a sale and leaseback deal for Jet Airway's three pairs of slots at London Heathrow, and will also invest US\$150m in the Jet Privilege loyalty program.

EY ceo James Hogan said the Indian market was "fundamental to our business model of organic growth partnerships and equity investments".

The new alliance is likely to see expanded codesharing on flights and reciprocal frequent flyer benefits, allowing Etihad to tap into India's rapidly growing travel market which is estimated to boom 10% per year to 42 million travellers annually by 2018.

MEANWHILE Etihad has also just signed a new Memorandum of Understanding with Air Canada, flagging a significant expansion of the carriers' existing interline relationship.

The MoU provides for reciprocal codeshare flights to Abu Dhabi and select points in North America via AC's Toronto hub.

AND EY offshoot Air Seychelles has entered into a new codeshare pact with South African Airways, seeing the SA code on Air Seychelles flights ex JNB.



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New TN A340 cabin

AIR Tahiti Nui will launch its revamped A340-300 aircraft (TD 05 Feb) into service from late next month, with GDS displays showing the upgraded aircraft operating on the Auckland-Papeete route from 05 Jun.

The changes will see the elimination of First Class and upgraded business and economy cabins, including seatback inflight entertainment.

A&K Egypt guarantee

ABERCROMBIE & Kent has launched a new 'Safety Net' initiative for bookings to Egypt, under which guests can postpone their travel there for up to two years at no additional cost "should any tension or disturbances be reported in the Australian press".

The Safety Net offer is valid for bookings made on or after 19 Apr 2013, with the company saying it's a "unique opportunity to experience the ancient past of Egypt at a defining time in its modern history - without the crowds, without compromise and with no risk".

A&K's 500-strong staff in Egypt includes a specialist unit whose sole purpose is to scout the key sites for any signs of tension.

"Such infrastructure means A&K is at the ready to act if necessary, provide up-to-date advice, make realistic recommendations and above all, give its guests certainty, reassurance and flexibility".

Netherlands update

THE Department of Foreign Affairs and Trade has reissued its travel advice for the Netherlands, detailing higher security and possible disruptions to public transport due to the coronation of Prince Willem-Alexander which takes place next Tue 30 Apr.

Strong Mar for Hawaii

THE Hawaii Tourism Authority has reported healthy figures for Mar, with arrivals up 7.6% to 769,000 & a 7.8% lift in spending.

One of the fastest growing sectors was arrivals from cruise ships, up 16.9% to 22,408.



Window Seat

THE latest innovation from Virgin America is a new "seat-to-seat" delivery system, which allows passengers to buy a drink for their fellow travellers.

Utilising the Red seatback IFE travellers can order food or beverages for that special person they had your eye on at the gate, after searching an interactive seatmap.

In typical Virgin style the new system was launched in a video titled "Sir Richard Branson's Guide to Getting Lucky," where he also advises "don't forget to seal the deal with a suggestive seat-to-seat chat."

"I'm not a betting man but I say your chances of deplaning with a plus one are at least 50%," he added.

To view it click on the logo or see traveldaily.com.au/videos.



SYDNEY'S funky new QT Hotel has launched an upmarket package for young families needing to take a luxury break.

The *designer baby package BabyQ* includes a QT King Deluxe Room complete with a special Leander cot, daily breakfast - including freshly made baby food of course - and a bottle of French Champagne for when the little one finally drops off to sleep.

There's also a his and hers SpaQ treatment and a complimentary high-tech "Iiamo Go" designer baby bottle valued at \$129 which incorporates a built-in warmer to get the milk to exactly the right temperature.



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Crystal butts out

CRYSTAL Cruises is the latest cruise line to introduce anti-smoking policies, with an announcement this week that it would ban smoking from all indoor areas of *Crystal Serenity* and *Crystal Symphony*.

Effective from the first 2014 sailings passengers will not be allowed to smoke in cabins, lobby lounges or nightclubs, but will still be able to light up in the Connoisseur Club smoking areas.

Velocity bonus

VIRGIN Australia is reminding members of its Velocity loyalty program that they just have a few days to receive a 15% bonus on credit card points transfers.

The offer is available for points transfers made before 30 Apr, from a range of cards including those offered by ANZ, St George, Westpac, Bank of Melbourne, BankSA and American Express Membership Rewards.

IATA NDC blog

THE International Air Transport Association has launched a blog to provide ongoing updates about its controversial New Distribution Capability "as a reference point to correct the numerous myths and misinformation" about the plan.

"Since the approval of Resolution 787 last October a vigorous public debate has evolved on how NDC - a new communications standard between airlines and travel agents - will impact the travel value chain.

"This includes considerable misinformation from entrenched interests in current distribution standards," IATA said.

See www.ndc-blog.iata.org.

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Gathering for The Gathering



ABOUT 220 invited travel buyers from around the globe are in Dublin this week for Tourism Ireland's 38th annual Meitheal event.

It's the biggest tourism workshop held in Ireland each year, and in 2013 is particularly highlighting The Gathering, which encourages anyone with Irish heritage to rediscover their roots.

The 'speed dating' format saw each supplier have about 65 ten minute appointments over two days, with about 400 Irish operators taking part.

Pictured above are Shaun Quinn, ceo of Failte Ireland; Diane Butler, manager Tourism Ireland Australia and NZ; and Brett Dudley from eCruising, one of the buyers at the event.

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SilverNeedle BKK pact

SILVERNEEDLE Collection hotels have partnered with Bangkok Airways as a new earning partner for the carrier's FlyerBonus loyalty scheme.

TRENZ 2013 signs off in style



HUNDREDS of delegates joined together to celebrate the week that was at TRENZ 2013, which wrapped up on Wed night in grand fashion.

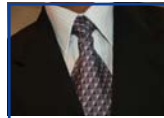
Attendees were treated to a lavish selection of local delicacies, with flowing beverages at a fabulous farewell function.

Pictured above kicking back and enjoying the festivities from left are Tourism Industry Association CEO Martin Snedden and Tourism New Zealand general manager Australia Tim Burgess.

DNSW China Bloggers

DESTINATION NSW ceo Sandra Chipchase today launched a series of three videos featuring twelve Chinese bloggers, promoting Sydney and NSW as a "premier adventure, food and wine destination".

DNSW promotions to mainland Chinese travellers will expand in 2013 with the launch of iKatch, an online fishing series filmed this month in Sydney, the Upper Hunter Valley and Coffs Harbour.



Industry Appointments

WELCOME to Industry Appointments, *Travel Daily's* feature which has the latest job appointments from across the industry. If you have just appointed someone to a new position and would like to update the industry, send us an email at appointments@traveldaily.com.au.

Pan Pacific Hotels Group has named Aussie **Andrew Donadel** as the new general manager of the shortly-to-open Pan Pacific Serviced Suites Beach Road Singapore. He moves to PPHG from Ascott Raffles Place.

Jim Petristsis has been appointed to the role of NSW Sales Manager with **Travel The World**. He moves from his previous role with TTW working in internal management and customer relations.

Austrian Airlines has appointed **Bernd Hartweger** as Vice President of its Product and Marketing Division.

Dominique Friedrich has been appointed to the role of Sales Executive for Western Australia with **Wildlife Safari**.

APT has announced the appointment of **Zoe Palmer** as its new in-house public relations executive. The move sees APT bring its PR in-house after previously being represented by Graeme Willingham.

Sofitel Fiji Resort & Spa has appointed **Simon Jinks** to the role of general manager, moving from his previous position as gm of the newly rebranded Pullman Hanoi. He replaces **Adam Laker** who has taken the position of gm at the Sofitel Philliping Plaza in Manila.

Tramada has signalled the next stage of its growth with several appointments including former Sabre Pacific staffer **Maree Young** as Head of Sales and Account Management, replacing **Leith Mills** who will take up a non-executive role with the company. **Andy Greves** has also joined Tramada's Business Analysis team from Sabre Pacific, which is now headed up by **Jane Parkomenko**, ex Orbitz Worldwide/HotelClub. And **Krystal Davidson** is also now part of the Product Management team.

Tassie Rainbow cred

TASMANIA'S tourism industry has teamed with the state's Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) community to launch a new 'gay friendly' accreditation program.

Minister for Tourism Scott Bacon said the initiative was a "fantastic" platform to promote Tasmania as a great place to visit to the LGBTI community.

"Its a way of telling potential visitors that these tourism operators will treat everyone with respect and in the same, non-discriminatory manner," he said.

To be rolled out from 01 Jan, tourism businesses will need to meet select criteria to be able to display the Tourism Industry Council of Tasmania's Rainbow Tasmania symbol.

Current gay-friendly listed firms on the TigerTOUR will be removed and replaced with those who met the new accreditation, which is free to register for.

Accreditation for the scheme is valid for two years.

"This is the first of its kind in Australia, and again sees Tasmania leading the way when it comes to this important tourism market," Bacon said.

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If you are the person we are seeking, please forward your resume and submit your vision and plans for THAI including appropriate sales and marketing strategies for revenue generation in the current market conditions.

Applications are to be emailed by 6th May 2013 to hr@thairways.com.au.

On the Go Tours out and about



MORE than 8 in 10 reservations made through Brisbane-based On the Go Tours (OTG) come directly from travel agents, the 15-year old niche tour operator says.

The boutique company has quietly gone about building its profile in Australia since setting up shop in the Qld capital in 2004.

Specialising in soft adventure & tailor-made group departures, the firm already has strong ties with Flight Centre and Travel Counsellors, along with a number of big name independent agents in Tasmania and South Australia, but is keen to expand its presence and "make a louder noise" now, says gm Australia, Natalie James.

OTG's core destinations include Egypt, Middle East, China, South East Asia, India, along with Africa, Eastern Europe and Russia.

With its core market aged 25-55 On the Go has a diverse selection of touring options that focus on cultural and local festivals.

Among the range are tours offering a unique blend of family, Christmas, Battlefield, cooking, health retreat, as well as "quirky" product, James told *Travel Daily*.

Oil wrestling in Turkey and a meteor show in Jordan are a sample of the unique product.

Custom built itineraries can range from 2-star budget accom up to 5-star luxury hotels, while options for private guides are available in India, Egypt & China.

OTG also prides itself on offering 100% guaranteed departures

across its tour range (based on a minimum of two passengers), with most tours operating at the 'mid-sized' group levels of 15-20 guests, to a maximum of 28.

Six brochures, including its latest release to Africa, make up OTG's current portfolio.

The range is complemented by the brochure of sister-brand First Festival Travel which On the Go Tours purchased three years ago & is pitched at the youth sector.

Head of business development Emma McInnes told *TD* 85% of OTG's business was driven from agents - a crucial factor behind the tour operator's local success, and annual passenger growth.

"Getting agents on-side rather than going direct to consumers has been a deliberate choice," James added.

"We don't do a lot of external promotion, we're not really about traditional press advertising.

"On the Go Tours is very well known with Flight Centre, but outside of that, we are only seen as a small player, and now we need a bigger presence," she said.

Agents can expect to see more promotion from the firm in the future, James predicted.

Consultants can book online through On the Go's agent portal at www.onthegotours.com.

Pictured at *TD*'s office on Wed, from left are On the Go Tours' Karen Peake, bdm NSW; Natalie McInnes, gm & Emma McInnes head of business development.

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Dorchester doubles

THE Dorchester Collection is offering a complimentary second room for children at selected properties including the fabulous Dorchester and 45 Park Lane in London and Coworth Park in Ascot.

Other properties in Paris, Geneva, Milan and Los Angeles have 50% off kids rooms, and there are also special offers for people travelling without children - www.dorchestercollection.com.

Conflict insurance

MEDICAL services provider Tangiers Group has launched a new subsidiary specialising in 'Conflict Zone Medical Insurance' for workers, travellers and volunteers living in or visiting dangerous places.

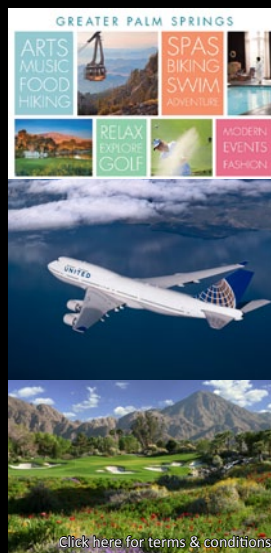
Products on offer include 'Battleface' for individuals, as well as a group plan for employers. See www.battleface.com.

AF A380s to Shanghai

AIR France will launch three weekly Airbus A380 flights from Paris to Shanghai from 02 Sep.

The move will see AF remove A380s from the Singapore route from the same date.

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This month we're giving *Travel Daily* readers the chance to win a trip to Greater Palm Springs which includes:

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Send your entry by COB on 30th Apr to: palmSprings@traveldaily.com.au.



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PRODUCER OF DREAMS

EUROPEAN PRODUCT MANAGER MELBOURNE - SALARY PACKAGE \$75K

This fantastic product management role will have you designing brochures, managing contracts and content for this premium luxury brand. Essentially you will come from a strong product management background and have experience in contracting Europe, including product development, negotiation, leaderships and contracting skills and the ability to work under pressure.

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AIRLINE REVENUE MANAGER SYDNEY - SALARY PACKAGE \$75K

Are you a talented Revenue Manager looking for a work life balance? Or are you a senior Revenue Analyst looking to step up? This popular airline is looking to employ your talents. You will be responsible for achieving revenue targets across assigned routes by developing and implementing revenue management strategies to optimise pricing and seat inventory. Previous airline experience essential.

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Working in partnership with the Australian Travel Industry

Group Travel Consultant

Brisbane - \$Competitive - Ref 506A

A unique role is available in Brisbane for a group travel specialist. This is more than just reservations. Be involved with sourcing and contracting airlines & accommodation to form the best travel package for 10 people up to 10,000. Travel experience from a reservation or product background is needed, as well as the drive for long term career progression. In return a competitive salary is offered with a great team environment.

For more information, please call Sarah on (02) 9113 7272 or click [APPLY](#)

Online Team Manager

Sydney - Circa \$70K + Bonuses - Ref 527

Are you ready to step into your next challenging role within the online/corporate travel industry? Come work with a large Global market leader in Corporate Travel. A Manager is sought for a friendly, fun & dynamic team of talented online corporate travel consultants. This role is a 12 month maternity leave contract. Bring your excellent people and leadership skills to the table here to help drive and motivate to provide 5 star service and operational excellence.

For more information, please call Lynsey on (02) 9113 7272 or click [APPLY](#)

Retail Travel Agent

East Victoria - \$DOE + Super - Ref 529

Are you sick travelling into the CBD? Are you looking for some flexibility, full time or part time? This leading agency located in the Eastern Suburbs of Victoria is looking for a Senior Travel Consultant to join their busy office. The ideal candidate will have a minimum 2 years experience, proficient in Galileo and is well travelled. You will offer exceptional customer service skills and work towards excellent targets. Looking for Full Time or Part Time - the choice is yours!

For more information, please call Patrizia on (02) 9113 7272 or click [APPLY](#)

Luxury Travel Consultant

Adelaide - \$DOE + Super + Commission - Ref 0505

Are you a high-end Travel Consultant looking for your next career move? We have a rare role available for a truly amazing Travel Consultant. If you are an experienced travel professional with fantastic customer service skills, amazing product knowledge and a taste for the high life, this is a role that will not last! Regain your work life balance, with this Mon-Fri role. This is a well-established agency with a fantastic reputation, its time to be part of the winning team!

For more information, please call Natalie on (02) 9113 7272 or click [APPLY](#)

Out of hours Online Travel Consultant

Brisbane - \$50k + Super + Uncapped OTE - Ref 376D

Step away from face-to-face sales and find the ultimate work life balance with this out of hour's role. If you have commitments during the day then the usual shifts between 5pm-5am could work perfectly for you! I am looking for an experienced travel industry professional as your main areas of responsibility will include assisting with online bookings, changes, cancellations and selling additional travel products. A generous base salary and uncapped OTE are on offer.

For more information, please call Sarah on (02) 9113 7272 or click [APPLY](#)

Travel Consultant - African Specialist

Sydney- \$Negotiable + Super + Incentives - Ref 477

Do you love planning African itineraries and find Africa's culture & history fascinating? We are looking for an African Travel Reservations Consultant, who loves selling Africa! You must have at least 1 year experience as a Travel Consultant and a passion for selling Africa. The ideal candidate will be outgoing and confident who can speak from their own personal experience and knowledge about African destinations to our clients! If this sounds like you, apply today

For more information, please call Briarna on (02) 9113 7272 or click [APPLY](#)

Media & Entertainment Corp. Consultant

Melbourne CBD - \$60K - Ref 550

Media & Entertainment Corporate Travel Consultants wanted for this busy office in the South East of Melbourne. Your excellent knowledge and previous experience in dealing with media & entertainment industry is a must for this role. You will be using Galileo and Tramada to make bookings, and have excellent ability in making constant changes whilst meeting deadlines. You will also have outstanding customer service skills, be well presented & have a passion for the travel industry.

For more information, please call Patrizia on (02) 9113 7272 or click [APPLY](#)

Retail Travel Supervisor

Perth - \$DOE+ Super + Bonus - Ref 5959

Are you an experienced travel industry Supervisor or a current Travel Agency Senior Consultant looking to make the next step in your career? This is a fantastic opportunity to be hands on leader, train your team in luxury product, offer assistance to meet and exceed targets and handle all day-to-day business in the office. This is a fantastic company that will support you and the implementations you will bring to the role, making this a smooth running travel office!

For more information, please call Natalie on (02) 9113 7272 or click [APPLY](#)



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