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Travel Daily

First with the news

Friday 13th December 2013




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McEvoy trade send off

TOURISM Australia's managing director Andrew McEvoy will conclude his tenure today after four successful years leading the national tourism organisation.

Travel Daily today features an exclusive trade column from McEvoy, where he reflects on his achievements and the exciting future direction for Australia's tourism industry.

See **page five** to read McEvoy's farewell to the trade.

QF Points on hotels

QANTAS Frequent Flyers are now able to burn Qantas Points at over 100,000 hotels worldwide through its online hotel booking engine offshoot, Hooroo.

Members can use points for the entire booking or a combo of QFFF Points Plus Pay, in a similar way to how flights are booked.

Qantas Points can also be accrued at partner hotels.

Etihad to Perth from July

VIRGIN Australia partner Etihad Airways has finally confirmed the launch of long-rumoured services to the West Australian capital.

Effective 15 Jul, EY will begin a new daily two-class Airbus A330 service to Perth, becoming the Gulf carrier's fourth Australian hub and the only non-stop flight between WA and the UAE capital.

President and ceo James Hogan said the Perth route offered a "significant business opportunity" and would cater for the expanding demand for travel between the cities and onwards to Africa, the Middle East and Europe.

Average annual growth rates from the WA market have been at 8.5% over the past three years, he said, identifying a large chunk

of Aussie companies with HQs in Perth having commercial interests in Africa and the Middle East.

"We anticipate that this will translate to strong demand for our new services," Hogan said.

The flight schedule out of Perth has been timed to connect with EY's global network via Abu Dhabi.

Hogan said the partnership with Virgin Australia and its codeshare flights to 14 destinations in WA "adds immensely to the strength of the business case for the route and the appeal of our consumer offering."

MEANWHILE, Dallas/Fort Worth will become EY's fifth destination in the USA, effective 03 Dec 2014.

The thrice weekly service will operate using ultra-long range Boeing 777-200LR aircraft.

3K into QF/EK alliance

QANTAS has rejected rumours that meetings between it and Emirates in Dubai this week were concerning an enhanced tie-up with QF offshoot Jetstar Asia (3K).

It follows a *Financial Review* report suggesting EK was looking to codeshare on 3K services.

QF & EK have previously flagged the addition of Jetstar Asia into its partnership (**TD** 24 Oct 2012).

650 Helloworld shops

HELLOWORLD Ltd ceo Rob Gurney says uptake of the new brand "continues to exceed expectations" with more than 650 locations in the pipeline.

Up to ten "Ambassador" stores featuring interactive technology and spacious consulting areas will be completed by the end of Mar.

Sixty stores have been fitted with new helloworld full branded interiors, with 50 more coming by the end of Feb, Gurney added.

"Following our consumer launch and our Frontliners Conference last weekend, helloworld's momentum continues to grow".

Today's issue of TD

Travel Daily today has five pages of news & photos, plus full page from: (**click**)

- AA Appointments jobs

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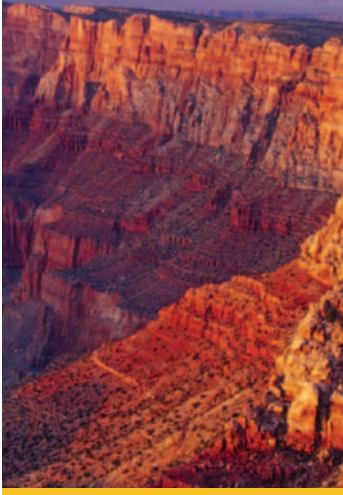
Mercure Sanctuary

ALL Seasons Golf Resort in Bunbury, WA has repositioned under Accor's 4-star Mercure brand following an evaluation of where the resort best fits within the accommodation juggernaut's portfolio of hotels.

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Travel Daily
on location in
Vienna, Austria

Today's issue of *TD* is coming to you from Vienna courtesy of the Star Alliance, which is holding its annual Chief Executive Board meeting here.

THE Chief Executive Board is the controlling body of the Star Alliance, with each member airline represented by its ceo. They've gathered in the Austrian capital for their annual meeting, and Vienna has put on a great welcome, hosting events including a briefing by Vienna Tourist Board md Norbert Kettner, tours of the city's highlights and a performance of the Vienna State Opera.

Tomorrow the various airline ceos will provide updates on their businesses, while the trip will also feature a visit to the new Austrian Star Alliance terminal at Vienna Airport.

More in Monday's *Travel Daily*.

More FQ upkeep concerns

REGIONAL carrier Brindabella Airlines has been forced to suspend all air operations after being formally grounded by the Civil Aviation Safety Authority.

CASA has ordered the carrier to conduct urgent maintenance reviews on its six remaining aircraft, after first grounding four jets late last month (*TD* 20 Nov).

From these four, two have been approved to return to service, however further concerns over engine overrunning has led to the latest grounding of the carrier's Jetstream and Metroliner aircraft.

The CASA-enforced review saw Qantas suspend its codeshare partnership with the carrier soon

afterwards (*TD* 21 Nov), pledging to assist passengers by rebooking on FQ flight numbered services.

No mention of the suspension appears on the official Brindabella Airlines website, however queries on many routes return no availability for the next few days.

The grounding has been met with dismay by a number of local councils served by Brindabella including communities in Mudgee, Moree and Cobar, with the latter's Mayor calling for the airline to explain itself.

Rumours that the carrier has gone into administration have however been quashed by chief commercial officer James Blake.

New terminal for AKL

AUCKLAND Airport has today announced the int'l search for a new integrated terminal has begun "to ensure that both our arriving & departing passengers have a quality experience."

The airport says it hopes to award the contract by mid-Apr.

'Small group' defined

TRAVEL Indochina md Paul Hole is advising agents to be wary of the definition of 'small groups' used by tour operators, with the term being "liberally thrown around these days."

Speaking to *TD* yesterday, Hole said agent feedback to the Indochina specialist indicates they are copping backlash from clients post-tour when a group size has been sold as "intimate" but ends up anything but small.

"Companies are claiming small sized groups are those of 25-30 people, but our research shows once you get past 18 they don't consider it as a small group.

"Our absolute maximum group size is 16," Hole commented.

QF Mindpearl pact

QANTAS has outsourced South African firm Mindpearl to handle correspondence and calls for the carrier's European market, based out of Cape Town.

WIN TICKETS TO THE OPERA

This week *Travel Daily* and **Opera Australia** is giving away two A Reserve double passes to *The Magic Flute* at Sydney Opera House, valued at \$450-490.

The Magic Flute is a bright, colourful production featuring larger-than-life puppetry and suitable for all the family and all cultures.

This opera features designs by Julie Taymor (Disney's *The Lion King*).

For your chance to win, email your answer to the question below by COB on Friday 13th December to:

opera@traveldaily.com.au.

In 25 words or less tell us why you think *The Magic Flute* is a great family opera

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ACT strategy requires int'l airlines

AUSTRALIAN Capital Territory Tourism Minister Andrew Barr has announced details of the key pillars it will focus on to double overnight tourism expenditure to \$140 billion by 2020.

The ACT's 2020 Tourism Strategy was released this week by Barr, and hones in on where growth opportunities are greatest.

Over the next six years, the ACT will invest in destination marketing activities to drive domestic and overseas interest in the nation's capital, support business events & major tourism events, encourage investment and work harder on industry

development and partnerships.

One of Canberra's pillars is to secure daily direct international services from two overseas destinations "which will secure the city's long term future as a key business and tourism hub."

New Zealand and Singapore are priority international markets, the latter due to its connections with Asia (particularly China) & Europe.

Domestically, the introduction of a low-cost carrier will also aid competition, the strategy outlines.

AA golden handshake

OUTGOING American Airlines ceo Tom Horton will exit day-to-day management of the carrier with a severance payment of nearly US\$17m in cash and stock.

Horton will serve as chairman of the new American Airlines Group - the entity encompassing the former AMR Corp and US Airways.

He and his wife will also receive free travel on AA for life.

IATA profit reforecast

GLOBAL net profits of US\$12.9bn are now being forecasted by IATA for the full 2013 calendar year, the airline governing body said.

The latest revision comes after an assessment on lower jet fuel prices as well as improvements to efficiency and continued strong passenger markets worldwide.

Brazil World Cup visa

VISAS will be issued free of charge to Australians travelling to Brazil and holding tickets to FIFA World Cup matches - for more info, see www.bit.ly/brazilwcvisa.

Perisher accom finder

VISITORS to the Perisher snowfields in 2014 can now view & book their accommodation via a new online booking system.

Lodges and hotels located both in Jindabyne and on-mountain are available, along with special rates and earlybird offers.

Cat in a hat on a ship

CARNIVAL Cruise Lines has entered into a partnership with Dr Seuss Enterprises which will see the iconic children's brand & characters introduced aboard the line's fleet of 24 Fun Ships.

The Carnival Seuss at Sea program will incorporate dining & entertainment experiences such as green eggs & ham and moose & goose juice served in the main dining room for breakfast on the first day of each cruise.

Dr Seuss films including *The Cat in the Hat* and *How the Grinch Stole Christmas* will be shown on giant outdoor screens.

Seuss-a-palooza Story Time and the Seuss-a-palooza Character Parade will give guests a chance to interact with characters.

The program will be gradually introduced fleet-wide over the next two years, beginning with *Carnival Splendor* in Feb.

Carnival Freedom and *Carnival Vista* (coming in 2016) will also be fitted out with dedicated Seuss-themed play spaces, dubbed Dr Seuss Bookville.



Window Seat

A MAJORITY of travellers suffer from a case of sticky fingers when in hotel rooms, according to the latest TripAdvisor Truth in Travel Survey.

More than half of Australian hoteliers have reported guests taking a range of items from the room at the end of their stay.

These range from minor items such as toiletries and tea/coffee to towels, bathrobes, light bulbs, coathangers and even batteries from television remote controls.

DESTINATION NSW has thrown its support behind PLONK, a new online comedy series promoting the state's wine industry.

Debuting in Feb next year, the series is set in many of NSW's scenic wine regions and follows the hilarious misadventures of an incompetent television crew trying to make a credible TV show about wine, starring Chris Taylor and Nathan Earl.

Voyager's Supplier of the Month

TWO tickets to Thailand flying in Business class from Australia were the major prizes taken out by two lucky winners in Voyager Travel's Supplier of the Month festivities.

Taking home the tickets were Alice Hermine Chamoun from Voyager's office in Melbourne and Stephen Titcombe of the Sydney office.

Alice is **pictured** above centre with TG corporate sales executive Brad Crawford and Joy from the Sydney office (dressed in traditional THAI Airways cabin crew uniform).



FJ CHC supplementary

FIJI Airways is introducing a second weekly supplementary service from Nadi to Christchurch on Tue during Jul 2014, which ceo Stefan Pichler says he is confident will "prove popular."

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Creative
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\$2.4b Hilton IPO

HILTON Worldwide has raised US\$2.34b from its initial public offering this week (**TD** 04 Dec), with the firm intending to use funds to repay debts of \$1.25b.

CH agents do time on The Rock



ALCATRAZ was one of several highlights of a recent educational to San Francisco enjoyed by this group of agents recently.

The group were hosted by Creative Holidays on the famil.

An entertaining experience of the trip saw the group dodging traffic in a fleet of Go Cars, seeing Aussie athlete Andrew Bogut in action on the basketball court against the Utah Jazz and delving into some tasty clam chowder.

No experience to the Bay City would be complete without a visit to the iconic Alcatraz prison for an up close taste of hard time.

Pictured above arriving for their stint on The Rock, from left

is Harley Cameron-Smith, Flight Centre Altona; Kelly Hanafee, Creative Holidays; Lisa Martino, Creative Holidays; Brianna Edwards, Hastwell Travel & Cruise; Tanya Kerr, HWT Eltham; Janne Pannach, Travelworld Blackwood; Jacqueline Belcourt, East Burwood Travel; Rosalie Stott, Inflight Travel and Jessica Lander from Jetset Waurn Ponds.

Longer rail window

EUROSTAR has lengthened its booking window for rail services in the busy northern summer from four to six months in an effort to compete better against airlines.

Services to Paris, Brussels and Lille are now available to book well into Jun, with the entire summer able to be reserved by the beginning of Mar.

Trains to Disneyland Paris and Avignon along with ski services in the French & Swiss Alps will keep existing nine-month windows.

Business fares slide

AVERAGE Business class airfare prices dropped by more than ten points according to the latest government fare index report.

Fares for the pointy end of the plane fell to 71.6 from 82.2 last month, indicating cheaper seats for the front of the plane, but were still more expensive than the 62.9 level set in Dec last year.

The peak travel season saw the usual Best Discount bounce-back to 82.8, although average levels are still cheaper than last year's index level of 94.3.

More hotels for TMCs

A NEW partnership with Sabre Pacific will see online travel firm Booking.com boost its hotel offering two-fold to TMCs in Australia and New Zealand.

Available via Sabre Online, the new properties are on top of the thousands already on offer through the Sabre GDS.

Products manager at Sabre Pacific Duncan Waterman said travel management companies require access to comprehensive and efficient tools & the seamless integration of Booking.com hotel reservations delivers.

Corporate travellers will have a greater choice of hotels in rural and regional towns.

Integration of Booking.com will also significantly reduce manual processing time for bookings and opens up new revenue streams.

Fiji cruise incentive

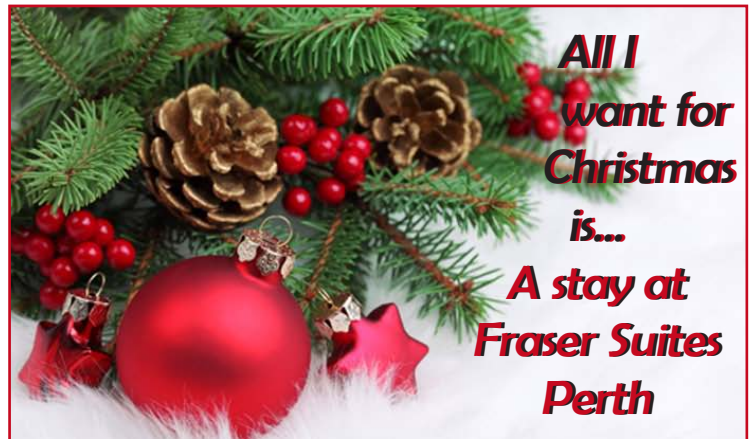
TRAVEL agents can enjoy three- or four-night Captain Cook Cruises Fiji sailings for free aboard the *MV Reef Endeavour* under a newly launched incentive.

Sales of a minimum of ten passengers on any CCC Fiji cruise, including tactical special offers, will earn an agent a free cruise, while sales of 20 pax will enable a friend or partner to accompany.

Discounted rates are available for agents wishing to extend their free cruise to a 7-night departure or take their partner with them.

The incentive is open for eligible sales from 26 Dec to 31 Mar, with free cruises able to be taken from 01 Apr 2014 to 31 Mar 2015.

Agents must have completed the Captain Cook accreditation program and be front-line travel sellers to be eligible.



Travel Daily's popular Christmas photo competition is back! **Fraser Suites Perth** want to celebrate the festive season with the travel industry, and are asking you to send in your work Christmas party photos throughout December.

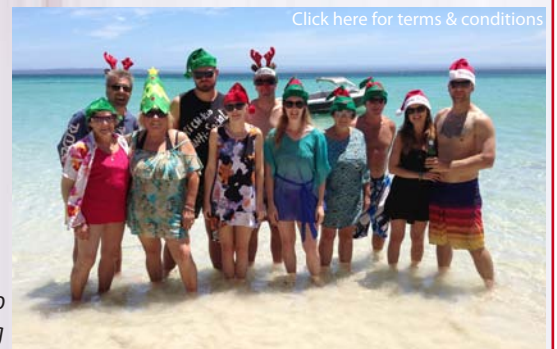
At the end of the month, the judges will select the most creative photo and the person who submitted this will win two nights

accommodation for two guests at Fraser Suites Perth, including daily breakfast and complimentary Wi-Fi.



BELOW:

Helloworld at Stockland Nowra held their Christmas Party at Longbeach, Jervis Bay on Sunday 8th December. After a 1 hour standup paddle boarding lesson, too



much food and drinks we finished off with a game of beach cricket. Front Row: Maureen Andersen, Jennie Dicker, Brittany Pont, Rachel Baker, Julie Goodsell & Karen Nicolson Back Row: Designated drivers :)

Email your festive photos (including names of the people pictured) to: xmasphotos@traveldaily.com.au.

FAREWELL COMMENT TO TRADE from Andrew McEvoy



Today the travel industry bids farewell to Tourism Australia's managing director Andrew McEvoy after four rewarding years at the helm of the national tourism organisation. In a **Travel Daily** special opinion column, McEvoy reflects on his time and achievements with Tourism Australia, including the roll out of *'There's Nothing Like Australia'* and building global awareness of our country.

IT'S with mixed emotions that I bow out at Tourism Australia, after four highly successful years leading what I consider to be one of the world's best national tourism organisations and accumulating plenty of great memories along the way.

I will certainly miss the industry and the passion of the people who work in it, including the team I've had such fun and reward leading at Tourism Australia. Your parents always tell you that if you want to enjoy life, do something you are passionate about. Well, this has certainly been it.

I think our industry has come of age. Australian tourism is performing much better, with a clear sense of purpose and direction. In the Tourism 2020 plan, we have a credible blueprint for growth for Australian tourism that is now backed by all our states and territories. That's no mean feat.

The vision under the plan is to grow overnight spend in Australian tourism to between A\$115 billion and A\$140 billion by 2020. In 2009, when we launched the plan, we were told this goal was 'ambitious' – normally a euphemism for 'unrealistic' or 'unachievable'. But we are actually on track. There's still a long way to go, but we've established the foundations and can now really kick on from here.

One of the things I've tried hard to do in my time at Tourism Australia is demonstrate that Australian tourism is an industry of significance and one which matters. I think we are winning the battle and can see an industry now which is clearly demonstrating itself to be a major driver of economic growth and job creation.

Despite ever intensifying global competition and the high dollar, we've hit a record 6.4m international arrivals this year, the third straight year of growth in inbound arrivals - alongside a sustained bounce-back in domestic travel. These are solid achievements, for which the industry deserves credit.

When I took over the reins at TA, a key priority for me was developing the agency's credentials as a genuine partnership marketing agency. I've always believed that we can be a much more effective national tourism organisation by developing strong partnerships to make our marketing dollars go further.

I'd argue we've made good strides in this area, that our industry is more joined up than ever before. A measure of the success we've achieved in this area is the fact that this year, Tourism Australia will invest a record A\$200m marketing Australia to the world - through expanding partnerships with the states and territories, industry and international airlines.

This partnership approach is typified by our global 'There's Nothing Like Australia' campaign - backed by more than 200 industry partners. The campaign continues to perform well at home and abroad is a campaign that I believe will be central to Australia's tourism message for years to come. You'll see the same partnership approach taken up a notch next year, when Tourism Australia rolls out its new international food and wine campaign, 'Restaurant Australia'.

Those who know me, know that I'm a passionate believer in the power of story-telling. In my time at Tourism Australia, I hope I have helped provide the framework and created stronger platforms to do this, and to do this well. Story-telling is as old as the people on the planet, but technology is changing the way we are able to bring these stories to life. As a marketing organisation, we have enthusiastically embraced the shift from traditional disruptive advertising to the more engaged digital and social approach preferred by today's consumer.

We have reshaped our marketing budgets and activities to reflect these changes, through digital programs which include mobile applications and even our very own YouTube television channel. We also have extensive social media programs, which include the most popular destination Facebook site on the planet, but also record-breaking numbers of Instagram, Google+, Twitter and Weibo followers. We've set a goal of creating the world's biggest social media team, by making the fans the hero. We seek to engage them and also celebrate the advocacy others do on our behalf.

Tourism Australia has continued to evolve its role in other areas too, notably playing a more active role in investment attraction and aviation development. This includes working more closely with all levels of government – including Austrade and the States and Territories - to increase tourism investment and develop a more strategic and long-term approach. Better tourism infrastructure is vital to growing our industry and the good news is that the investment community share our view that there is value and commercial gain from backing Australian tourism.

I'm particularly proud of the work we've led in strengthening Australia's global aviation links. We now have airline marketing agreements in place with 24 separate international airlines, with landmark MoU agreements signed in the past three years with some of the largest carriers in the world. The recent best destination marketing award we picked up at the World Routes Conference in Las Vegas is testament to the fact we have pioneered an approach which adds value and, importantly, is working.

Tourism gets into your blood and under your skin, and one outgoing promise I can confidently make is that I'll be as passionate an advocate for Australian tourism outside of the industry as I have been from within. I'm also pleased to say I'll still enjoy more than passing association with the industry, through my new role at Fairfax which includes playing in the events space, an increasingly important part of our visitor economy.

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Postal address: PO Box 1010, Epping, NSW 1710 Australia
Street address: 4/41 Rawson St, Epping NSW 2121 Australia
P: 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

Advertising and Marketing: Christie-Lee Lachance, Lisa Martin and Magda Herdzik
Email: advertising@traveldaily.com.au

Business Manager: Jenny Piper
Email: accounts@traveldaily.com.au

Part of the Travel Daily group of publications.

Publisher/Managing Editor: Bruce Piper
Editor: Guy Dundas

Assistant Editor: Matt Lennon
Contributors: Jenny Piper and Barry Matheson
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RETAIL MANAGER**

GOLD COAST – \$\$ EXCELLENT PACKAGE \$\$

Are you a natural Motivator, Initiator and Trailblazer? Do you dream of leading a team to success, whilst providing support & encouragement? Well here is your chance to call the shots. A Retail Store Manager is required to step in and immediately get this show on the road! As a previous Manager, Supervisor or Team Leader you will be responsible for providing support & motivation, ability to communicate effectively & ensuring performance & sales targets are achieved. This will be a highly rewarding career move.