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# DISNEY DAYS

— 2014

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# Travel Daily

First with the news

Tuesday 20th May 2014

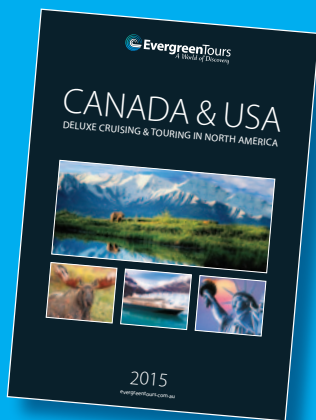
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## Etihad stake rise in Virgin

**ABU** Dhabi-based carrier Etihad Airways has bumped up its equity stake in Virgin Australia Holdings (VAH) above 20%, taking its slice of the Australian carrier to 21.24%.

The move sees Etihad hone in on its current full equity entitlement with VAH of 22.9%, as authorised by the Foreign Investment Review Board earlier this year.

Yesterday, Virgin Australia

informed the Australian Security Exchange of the latest transaction, which took EY's stake up from 19.9% that was approved last Jul.

"This follows a decision by the airline to convert its cash-settled equity swap to a physically-settled equity swap and take delivery of the shares," a spokesperson for Etihad Airways told *Travel Daily* this morning.

"The swap was entered into as part of the institutional component of the VAH Entitlement Offer made in Q4 2013," he added.

Other stakeholders in VA include Singapore Airlines & Air NZ.

### Win an iPad with JC

**WHOLESALE**R JC Holidays is giving away iPad minis to agents who pay in full for five bookings of a minimum of three nights in the Gulf States and Jordan.

The incentive is valid for new bookings made between 14 Apr & 30 Jun - more on the **back page**.

### Today's issue of TD

*Travel Daily* has ten pages of news today, incl a front cover page for **Disney Destinations** plus full pages from: (**click**)

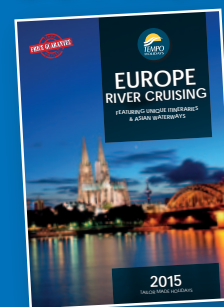
- AA Appointments jobs
- inPlace Recruitment jobs
- South African Tourism
- JC Holidays iPad incentive

### Incredible Disney

**DISNEY** Destinations is inviting all "super agents" to attend a series of events in Melbourne, Sydney, Auckland and Brisbane, in order to make their jobs "even more incredible".

The sessions, taking place next month, will provide the latest news and offers from Disney products including theme parks, resorts and Disney Cruise Line - for details see the **front full page** of today's issue of *Travel Daily*.

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# Travel Daily

First with the news

Tuesday 20th May 2014



## Win a trip to the Emmy Awards flying with United Airlines.

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## Air NZ lays down gauntlet

AIR NZ says it must adopt a ruthless focus on converting opportunities if it's to continue to succeed in the competitive aviation environment.

Speaking at TRENZ in Auckland, ceo Christopher Luxon outlined his airline's 'go beyond' plan with two key goals.

"Firstly, how can we be more significant by super-charging New Zealand's success and secondly, how do we put profitability growth at the heart

of the organisation, so that we can improve our commercial performance and enhance the customer experience?" he asked.

"We've got four missions. We call them Customers at the Core, Marketplace Execution, Fighting Fit and Cost Control," Luxon said.

"And, we've got real strength in our tourism numbers, we're also working collaboratively like never before and starting to hunt and work in a pack, and our 2025 ambition of \$41 billion in tourism revenue (TD 24 Mar) is incredibly exciting and is the thing that will pull us together with clear goals to go after," he added.

Luxon said the airline is investing heavily in upgrading that customer experience with a big set of hardware investments in aircraft, a new fleet and upgraded lounges.

"We are the global launch customer for the B787-9 coming in July which is incredibly exciting for us, and we are training our customer-facing staff which will see highly-engaged, skilled people that we believe will lead to happy customers."

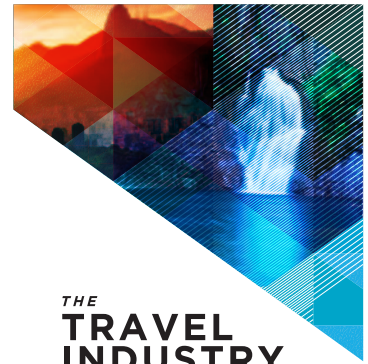
## Infinity Cruise change

FLIGHT Centre's Infinity Cruise wholesale operation has announced it will be aligning its sales teams to Flight Centre Travel Group brands, after the success seen from relocating its Vic/Tas team to Melbourne.

From Aug, there will be two new teams in Sydney looking after NSW/ACT agents, both only servicing the Flight Centre brand.

Two teams in Brisbane will be designated to look after Escape Travel, Travel Associates and Student Flights stores nationally.

More in **TD Cruise Update** today.



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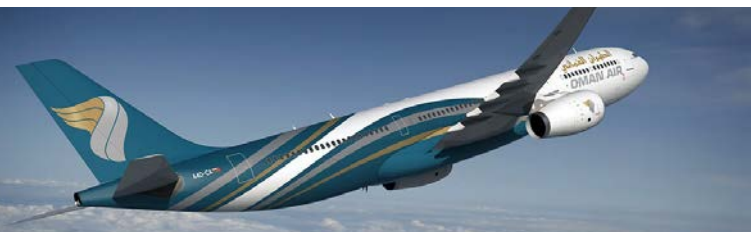
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Tuesday 20th May 2014

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## AI plans Moscow

AIR India has confirmed work on obtaining approvals for it to operate flights from Delhi to Moscow in the coming months. A spokesperson said the service would commence with 747s but shift to 787 Dreamliners as AI takes delivery of new aircraft.

## Lufthansa fare restructure

LUFTHANSA'S Australian office has announced significant changes to the carrier's fares, with the move a response to "travel agent calls to simplify and enhance its product offer".

Effective immediately, LH has introduced new routing fares published in the GDS which will allow agents to offer more routing selections with greater stopover options.

At the same time Lufthansa is phasing out the mileage fare system, with Lufthansa Group country manager Anil Rodricks saying the move offers improved availability, less risk of ADMs and improved support to the trade.

There are now just two zones which cover 164 destinations in Europe, and domestic Australian

sectors have also been built into the new structure.

Lufthansa connects from Australia to Europe with partner carriers via 18 gateways across Asia, Africa and the Americas.

Additional surface sectors allow even more LH online connecting points en route to Europe, with Rodricks saying "the possibilities to create multi-stop or around the world itineraries are endless."

The new LH fare offer starts with \$1150 gross year-round entry level fares for Economy Class, detached from mileage checks and validated as per the routing booked.

All Lufthansa published fares can also be combined with any Austrian or SWISS fare on a half round-trip basis.

## Thailand martial law

A STATE of martial law has been declared in Thailand by the nation's army to "restore peace & order," Reuters is reporting.

Australian travellers are advised to follow the instructions of local authorities & "avoid any protests, protest sites and political events."

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## Travel Daily on location in Dubai

Today's issue of *TD* is coming to you courtesy of Dubai Tourism and Emirates, which are hosting their agent 'giga famil'.

**YESTERDAY** the top achievers group in the Dubai familiarisation started their visit with two unique experiences.

Some headed to the Dubai Mall for an appointment with a 'personal shopper' who showed them just where to find that special something.

The rest of the group opted for a dolphin interaction at the Atlantis resort, where they got up close and personal with some of the aquatic mammals.

They wrapped up the day with dinner at the Armani Hotel in the Burj Khalifa, and tomorrow will relax with spa treatments at the fabulous Jumeirah Zabeel Saray.

## Air NZ, TNZ marketing MOU

**AIR** New Zealand & Tourism New Zealand have announced a NZ\$20 million extension to their marketing partnership.

The airline signed a Memorandum of Understanding with Tourism New Zealand last year to undertake joint marketing activity promoting travel to NZ in key international markets.

Today's announcement - which will see the partnership continue through financial year 2015 - will extend marketing activity to include Singapore and South East Asia, in support of Air New Zealand's proposed alliance with Singapore Airlines.

Under the MoU, each will invest \$10 million over the next 12 months in the key markets of Australia, China, Hong Kong, North America, the UK and Europe as well as increased activity in emerging markets such as India, Indonesia & Latin America.

"Working together is a natural

progression that will positively impact New Zealand's tourism industry and is a wonderful example of collaboration which supports the Tourism Industry Association's Tourism 2025 framework for growth," Air New Zealand chief executive officer Christopher Luxon said.

## Azamara charter off

**CRUISECO** chairman Phil Hoffmann has confirmed that the group will not be proceeding with its proposed Australian charter of *Azamara Quest*.

Azamara Club Cruises ceo Larry Pimentel revealed the plans during a visit to Australia two months ago (*TD Cruise Update* 25 Mar) but Hoffmann said CruiseCO will not go ahead because of concerns about overcapacity in local waters in 2016.

Full details in today's issue of *Travel Daily Cruise Update*.



## Window Seat

**TRAVELLERS** wanting a taste of summer should head for Dubai this week, where participants in the Dubai Tourism "giga famil" (see **page 9**) have enjoyed balmy conditions.

It's not super-hot yet, with coolish evening breezes, but during the day it's plenty warm enough to enjoy activities such as the Aquaventure theme park, where *TD* noticed that the sprinklers along the path seem to have been placed incorrectly.

But no - it appears that as well as an automated watering system for the lush gardens, there's another thoughtful set of sprayers which periodically wet the pathways around the resort.

It's so visitors with bare feet can walk on the concrete - but if you're wearing jeans when they go off you get wet legs!



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## Check out this Sunlux collection



**THREE** Flight Centre delegates at last week's Indaba trade show in Durban, South Africa joined the team on the Sun International stand to help promote the new Sunlux 'Golden Triangle' collection (**TD** 30 Apr).

The new umbrella branding covers Sun's three five-star establishments - Cape Town's The Table Bay Hotel; The Palace of the

Lost City in Sun City; and Zambia's The Royal Livingstone.

The Flight Centre group, including FC Africa product contracting manager Lisa Nel, is **pictured** above with Royal Livingstone gm Joanne Selby; Lianne Kelly-Maartens, Sun International marketing manager; and Jonica Paramor of the Unique Tourism Collection.

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## Venture Interlude

**WHOLESALE** Venture Holidays has partnered with small group touring specialist Interlude Tours to offer a series of fully escorted tours from Australia.

Participant numbers are capped at a maximum of 15 guests & are promoted as "unique itineraries," utilising boutique accom, and including many local sightseeing tours, activities and meals, while avoiding optional extras.

Trips are escorted by Interlude Tour's own Jeanette Savage.

The debut package is a 22 day itinerary to Indochina which will visit Ho Chi Minh City, Phnom Penh, Siem Reap, Hanoi & more.

Slated to depart Sydney on 22 Oct, An Interlude with Venture Holidays to Vietnam & Cambodia is priced at \$6,850ppts which includes a four-day Pandaw cruise on the Mekong River.

For details on the full itinerary, see [interlude-tours.com/tours](http://interlude-tours.com/tours) or call Venture on 1300 303 343.

## Cambodia air MOU

**THE** Australian and Cambodia Governments have signed a Memorandum of Understanding for a new air services arrangement between the two countries.

The MoU will enable airlines from both countries to operate up to seven weekly services to and from Australia's major gateway airports.

Over the last five years, pax traffic between the countries has nearly doubled, reaching 108,000 in 2013, the Australian Govt said.

## Chirpy Cicada rates

**NEW** shoulder season rates have been launched at the Northern Territory's Cicada Lodge priced from \$550 per room/night.

Included is accom in a luxury king room, champagne on arrival & gourmet brekkie at the Nitmiluk National Park based lodge.

Packages are valid for a limited period, for stays between 01 Oct & 30 Nov - phone 1800 242 232.

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## OETG welcomes ATAS

**ORIENT** Express Travel Group would like to adopt ATAS Accreditation across the broader group, but ceo Tom Manwaring said he wouldn't force each agency into joining the scheme.

"We don't want our members to go rushing in to what we see at the moment as very expensive insurance policies for something which we don't believe they have to do," Manwaring told **TD**.

"When we get all the facts in a very short time, including our insurance quotes from QBE and some of the other insurance companies – not just from Gow-Gates – then we'll be in a position to tell our members what the options clearly are," he added.

**MEANWHILE**, Manwaring also said that discussions about increasing the engagement of his VFR-focused Select Travel Group with AFTA were ongoing.

Possible initiatives could see AFTA collateral translated into other languages so the agents can be better informed, Manwaring confirmed.

## Oman agent incentive

**TRAVEL** agents booking flights with Oman Air have the chance to win a trip to the Sultanate of Oman as part of a brand new incentive.

Oman Tourism and Sun Island Tours have joined forces with the carrier to promote and boost awareness of Oman as a holiday destination.

Oman Air currently flies to Bangkok and Kuala Lumpur, connecting via interline agreements with several online carriers into Australia.

Peak season fares lead in at \$1690 to Europe including taxes, and agents who make bookings between 20 May and 30 Aug and complete an entry form by 15 Sep will have the opportunity to win a trip for two flying Oman Air to Muscat, including accom, tours and transfers.

Oman visitor numbers from Australia grew 35% in 2012/13 and 71% the previous year.

## Scenic signs BLOKE

**SCENIC** Tours has appointed Sydney ad agency BLOKE to oversee its TV, print and digital platforms across the "competitive international tourism market".

It's the first time that Scenic has appointed a creative agency.

## On yer bike, says Tourism NZ

**TOURISM** NZ has a message for the fit and active tourist - On your bike!

The NZ government has invested heavily in a range of different cycle routes around the country, and with the completion of new cycle ways, it is now starting to promote cycling as one of the best ways to explore the nation.

"It's for those looking for a more active holiday," says Tony Saunders, gm Australia for Tourism New Zealand speaking to **TD** at TRENZ.

He says you can take in the scenery, stay in small towns and enjoy the hospitality of the locals at your own pace.

"It's not just for hard-core cyclists, it's also for those who want to experience the country in a slightly different way."

"I've just ridden the Otago Rail Trail, five days of cycling at your own pace and it was an incredible experience," added Saunders.

He says it's safe and a lot of the area is flat, and you don't need



to go as quickly as you can, just take it nice and easy and enjoy the ride.

Saunders is pictured above in Auckland with Air New Zealand gm Australia Leanne Geraghty.

## QR A380s to Paris

**QATAR** Airways will debut A380 operations on the Doha-Paris route from 03 Jul 2014, with the superjumbo to operate one of QR's three daily CDG services.

Paris will be Qatar Airways' second A380 destination after it launches the aircraft on Doha-London Heathrow from 17 Jun.

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## Daydream recruits

**DAYDREAM** Island Resort & Spa has appointed marine biologist John Gaskell as the new manager of the Living Reef team - a man-made living coral reef lagoon.

## Evergreen enhances Americas

A RANGE of new itineraries taking in the Fall foliage, wineries, Hawaii and less travelled routes in North America have been introduced this week by Evergreen Tours in its newly released Canada & USA 2015 program.

Ten new trips have been built into the brochure, boosting the company's offering to 41 escorted itineraries.

GM Angus Crichton told *Travel Daily* Evergreen has upped the ante for clients keen to combine land touring with a cruise.

Among the itinerary highlights for 2015 are Snake & Columbia River seven-night sailings on the *American Empress* steamboat, sold as a 13-day itinerary with pre & post stays in both Seattle and Portland, or a new one-off 18-day Culinary Adventure departure which also includes a visit to the International Rose Test Garden.

As the name suggests, the tour also has its fair share of culinary hot-spots, with 'You're Invited' experiences to vineyards, wineries, creameries and more.

Norwegian Cruise Line's *Pride of America* will debut in the program as part of the North America 29-day Ultimate Western USA & Hawaiian Cruise itinerary.

Evergreen is also putting on a dedicated departure on 29 Sep to coincide with New England's



spectacular Fall foliage, which is available with an add-on Holland America Line cruise.

The 26-day Ultimate Canadian Wilderness & Alaska Inside Passage Cruise tour is new to the market, Evergreen product manager Justin Ewin told *TD*.

It explores Vancouver Island and features a stay at Painters Lodge where guests can view bears, eagles & sea lions, as well as a stay at the West Coast Wilderness Lodge in BC's Sunshine Coast - exclusive to Evergreen Tours.

A Rockies & Canyonlands tour takes in the Rocky Mountains of both countries and includes two night stops in the stunning Waterton, Glacier, Yellowstone and Grand Canyon national parks.

Key features of the 18-day tour include a night at the authentic 320 Guest Ranch in Montana - also exclusive to Evergreen Tours - & a jeep tour to the awe-inspiring Antelope Canyon at Lake Powell.

Crichton and Ewin are pictured displaying the new program.

## SCL VIP check-in

A NEW "Preferential Check-in" zone at Santiago International Airport is to be launched by LAN & TAM in the first half of 2015.

Located on the 4th floor at SCL, the area will offer 18 counters, self check-in kiosks, direct access to gates and connect to the new LAN & TAM Lounges.

The carriers say the facility will be the largest in Latin America.

It will be accessible to LAN and TAM pax travelling in First Class, Premium Business, Business & Premium Economy, high tier members of the LANPASS & TAM Fidelidade frequent flyer schemes as well as respective oneworld categories (Ruby, Emerald and Sapphire).

## Taipei hotel opening

**MANDARIN** Oriental Hotel Group has this week unveiled the brand new 303 room & suite Mandarin Oriental, Taipei.

The hotel features six restaurants & bars, a 12 treatment room SPA at Mandarin Oriental and a Grand Ballroom that seats up to 936 guests for a formal banquet.

The addition boosts the Group's portfolio of hotels in operation or under development to 44 in 25 countries, 20 of which are in Asia.

Today's issue of *TD* is coming to you courtesy of Tourism New Zealand, which is hosting its annual TRENZ trade show.

WITH a second Sydney Airport in the offing, Auckland Airport is investing big time in expanding and upgrading for the future.

It's estimated that in the next ten years, the number of pax flying in and out of Auckland each year could double to 24m, and in the next 30 years, this could triple to 40 million.

Adrian Littlewood, ceo of AKL Airport says his target is to be the number one holiday market in Australasia.

"Actually, we're pretty close to that already - we're only 14,000 arrivals a year behind Sydney Airport in terms of all the other airports in the region."

He says his plan is to have a combined international and domestic terminal by 2020, with a new second runway by 2025, plus a new rail and road link.

There are 120 int'l flights a day, plus 300 daily domestic services.

## Wilderness Australia

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To maximise sales for Wilderness Australia through offering a bespoke travel consulting service above and beyond what is available elsewhere in Australia. Responsibilities include:

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Please forward your expressions of interest to [info@wildernessaustralia.com.au](mailto:info@wildernessaustralia.com.au) including a cover letter and full resume. Applications close 23 May 2014.



### Sales Representative - SYDNEY

Malaysia Airlines State Sales Division requires the services of an experienced Sales Representative. Primary responsibilities include: Conducting Sales Calls to all Assigned Accounts, Establish Growth Plans for Individual Accounts and Monitor Revenue Performance, be Responsible for the Development of Corporate/Incentive Traffic and Group Movements, Monitor and Manage Market Share for Key Accounts and Conduct Monthly Performance Reviews with Key Accounts.

Please email your application to the HR & Administration Manager [syahr@malaysiaairlines.com](mailto:syahr@malaysiaairlines.com) Applications close 27 May 2014.



## AYTE 2014 underway

THE three-day 2014 Australian Youth Tourism Exchange has kicked off today, connecting int'l buyers from 13 countries with Aussie youth tourism suppliers.

# P&O to add two HAL ships

**TWO** ships currently operating in the Holland America Line fleet - *MS Ryndam* and *MS Statendam* - will transfer to the P&O Cruises Australia fleet in Nov 2015 in a major expansion of the line's local operations (**TD** breaking news).

The mid-range ships will be completely refurbished to match that currently on offer with P&O's *Pacific Dawn*, *Pacific Jewel* and *Pacific Pearl* ships, including features tailored to local clients.

Today's announcement marks the line's biggest fleet expansion in history and comes on the back of booming growth in passenger numbers in the Australian and New Zealand cruise industry.

More than 800,000 passengers cruised last year alone, most with P&O Cruises, while Australian passenger numbers increased 130% over the five-year period from 2007 to 2012.

Carnival Australia ceo Ann Sherry said new itineraries to destinations not previously sailed including Papua New Guinea and Asia would be evaluated for the two new vessels.

"We face a very busy time in preparing for the arrival of the two ships and their integration into the existing P&O Cruises fleet and look forward to announcing the exciting new itineraries, onboard features and other great additions over the coming months," Sherry said.

Her comments were echoed by Carnival Corp ceo Arnold Donald.

"Australians know a good thing when they discover it, and that speaks to why taking a cruise has become the most popular vacation

experience in the Australian tourism industry," Donald said.

Home-porting arrangements for the expanded fleet are currently underway, with announcements due in the coming months.

Once the transition is complete, Australia will have 12 ships sailing year-round across the fleets of P&O Cruises, Carnival Cruise Lines and Princess Cruises.

**MEANWHILE**, the Tourism & Transport Forum and the Tourism Accommodation Australia lobby groups both welcomed the move.

"Guests stay before departure and after arrival so this is terrific news for our members," TAA managing director Rodger Powell.

"Cruise passengers have an important multiplier effect on the domestic economy, spending money on restaurants, shopping and sightseeing," Powell added.



**Being green in Dubai**

**THE** "vertical garden" behind Christophe Schnyder, gm of the luxury Sofitel The Palm hotel in Dubai (**above**) may look familiar.

The sumptuous resort property has many of these stunning indoor arrays of plants, and they were created by Patrick Blanc - the same innovative designer behind the vertical gardens which adorn the Qantas First lounges in Sydney and Melbourne.

The Sofitel The Palm is hosting an elite group of top selling Australasian agents this week, with Schnyder saying it's part of a strategy to grow Aussie guest numbers.

Key features include The Sofitel The Palm's stunning beachfront setting, an extensive spa, a huge pool and great family facilities.



## AFTA UPDATE

The latest updates from AFTA's Chief Executive, Jayson Westbury

**LAST** week, AFTA was very fortunate to be able to host the Greek Minister for Tourism who was on an official visit to Australia.

The Hon. Olga Kefalogianni, Minister of Tourism led a delegation to Australia in which she signed an agreement with the Australian Government to trial a working holiday-maker visa arrangement between the two countries.

While in Australia, the Minister took the time to meet with a small delegation from the travel industry to talk openly about the marketing activities and ways in which Greece can better engage with the Australian people and the travel trade. Several members of AFTA's board, along with tour operators who specialise in Greece, were able to speak very candidly with the Minister.

Greece has very big promotional plans as it finds ways to boost its economy as it returns from some of the past history of financial trouble. Australia is one country that has been identified as an important source market for Greece. With the 2015 Centenary at Gallipoli not that far away, Greece also sees itself well placed to welcome Australians on pre and post tours around the centenary.

Interaction with international delegations is one of the roles AFTA takes in supporting a broader engagement across the globe and it was very rewarding for all involved to do this in such an open and frank way directly with the Minister responsible.

The Minister informed us that Greece will be working on many improvements to allow a more detailed engagement with the Australian travel trade and I am sure we will see details of this in the not-too-distant future.

The experience and exchange in talking on a broad range of topics, and understanding first hand how a Minister from a foreign government recognises, acknowledges and respects travel agents and the role they play was refreshing.

For more information about Greece, you can visit [www.visitgreece.gr](http://www.visitgreece.gr) and of course there are many fantastic tour operators who would welcome your enquiries about trips to Greece for your clients.



## Harvey seminars

**ITRAVEL** will hold seminars for franchise agents this month to be frontlined by brand ambassador and original founder of Harvey World Travel, Scott Harvey.

The 'Key ingredients needed for a Successful Franchise' seminar is specifically tailored for franchise owners "who have a desire to work with likeminded people and are seeking greater financial benefits."

Founder Steve Labroski said Harvey will share his journey through travel with attendees, and pass on his opinion on what he believes are the "key ingredients" of ittravel's success.

Labroski will also speak to franchisees about "how to put more money in your pocket."

Key Ingredients sessions will be held between 4:30pm-7:00pm in Sydney at Macquarie House on 04 Jun, at Novotel Melbourne on Collins on 12 Jun & Mercure Hotel Brisbane on 17 Jun - RSVP by 28 May to [admin@itravel-au.com](mailto:admin@itravel-au.com).

## AAX market leader

**LOW-COST** long-haul carrier AirAsia X has reported its highest ever load factor for the quarter ending 31 Mar 2014, with a 1.6% year-on-year jump to 85.8%.

The result comes despite a flood of new capacity and routes into the market last year.

The carrier has now overtaken Malaysia Airlines as having carried the highest number of pax between Malaysia and Australia.

In its quarterly results, the carrier posted a loss after tax of RM11.3m (AUD\$3.8m), a massive reversal from a RM50.2m profit for the same period last year.

## Flight Centre Fiji Golf

**FLIGHT** Centre has joined forces with the PGA Tour of Australasia to be named as the Official Travel Partner and Gold Sponsor of the Fiji International Golf Tournament.

Packages to the 14-17 Aug event will be promoted in Australian FC stores in a month-long campaign.

# From one extreme to another

IT WASN'T quite a "Song of Ice and Fire" in Dubai on Sun, but participants in the Emirates/Dubai Tourism "giga famil" certainly experienced both ends of the thermometer. They started their final day by rugging up to visit Ski Dubai, with many donning skis and snowboards to ride the slopes while others had a whale of a time on toboggans, bobsleds, giant "zorb" balls, looking at penguins and just enjoying some snowplay.

After being thoroughly frozen they then prepared for their next challenge, which was a visit to the Aquaventure water park at the Atlantis The Palm resort where some floated lazily down the meandering rivers.

More adventurous types enjoyed the high speed exhilaration of the waterslides, with the park featuring the Tower of Poseidon and the Tower of Neptune which offer an array of adventurous activities.

Some of the Melbourne agent contingent are pictured right in one of the Ski Dubai grottos.

These photos were taken during the day, with lots more online at [facebook.com/traveldaily](https://www.facebook.com/traveldaily).

**BELOW:** Kylie Boyle from Bunnik Tours rugged up with Kimberley Kraehe of Venture Holidays.



**BELOW:** Andrea Swan, Helloworld Geelong Market Square; Jenny Shanahan, Albury Travel and Sarah Campisi, Helloworld Mildura Central.



**BELOW:** This massive "family ride" takes up to six adventurous passengers on a giant tube.



**BELOW:** Languidly enjoying the lazy river at Aquaventure are, from left: Jackie MacWilliams, Meridian Travel; Melissa Squillace, Emirates; Andrea Swan, Helloworld Geelong Market Square; Veronica Rainbird, Dubai Tourism and Annette Schaub from Jetset Toorak.



Entrance into Aquaventure is free for Atlantis guests, but the resort also welcomes day visitors, with activities including dolphin experiences, a zip line, sea lions and more.



**LEFT:** Summery outfits for the sunshine at Aquaventure.

# Brits eyeing regional Aus

**SMALLER** and independent travel agency groups in Australia will be targeted by VisitBritain as part of a new "Great Tourism Week" promotional initiative.

The program will allow its airline partners and agent groups to work on gateway-specific promotions such as "Manchester Plus", "Newcastle Plus or Edinburgh Plus".

VisitBritain regional manager Asia-Pacific Middle-East Sumathi Ramanathan told **Travel Daily** it was crucial to tap into regional connectivity its airline partners had with regional Australia.

"I think really bridging the gap in terms of regional information and also product development is really quite critical so we'll be stepping up our work in Australia".

Ramanathan said a series of agent roadshows was the most likely option for the promotion.

**MEANWHILE**, Ramanathan said the second year of a three-year partnership between VisitBritain and the three major Middle-East airlines: Emirates, Qatar Airways and Etihad Airways will also be used to tap into regional Australia.

She added the first year of the tie-up in promoting to Sydney & Melbourne had been a success.

"Now we want to tap into the regional market sources in Adelaide, Perth and Brisbane.

"And with these airlines having direct flights from these cities, it really helps us to promote Britain," Ramanathan added.

**FURTHER**, VisitBritain will also launch a promotional assault on the most wealthy & upper-class Australian market segments with a new focus on unique and ultra-high end experiences in the UK.

Dubbed "The Millionaires Club", VisitBritain regional manager Asia-Pacific Middle-East Sumathi Ramanathan said high-net yield individuals could be targeted with "uniquely British experiences" such as castle stays with their own helipad or designer shopping.

"I think this is a very discerning audience and we've got some very strong products in terms of personalisation and customisation."

Ramanathan added the high-end product offerings could be offered through credit card firms to their highest-tier cardholders.

Britain's top offerings include Royal Warrant shops, exclusive spas, high-end hotels and Michelin star eateries, she said.

## CX back to Zurich

**CATHAY** Pacific has opened reservations for a new route between Hong Kong and Zurich, with 777-300ER aircraft set to debut on 29 Mar 2015.

The carrier hasn't operated to Zurich since 2001.

## Tourism fraud case

**THREE** men have been sent to prison in the UK after attempting tax fraud worth £1.9m by falsely purporting to represent Dubai Tourism.

The trio set up a business called Wilnecote Hall Marketing and approached various companies to purchase advertising space, saying they had a £15m budget.

They asked for invoices which were never paid, but were used as supporting documentation for fake VAT claims.

Suspicious were aroused when the firm submitted a massive VAT claim in 2011, and a subsequent probe led to formal charges.

After a long-running case which was finalised last week, they were all sentenced to up to 6 years.

## UA adds Embraers

**UNITED** Airlines' regional offshoot United Express has begun operating new Embraer 175 aircraft, with the small jet now flying from Chicago to both Washington and Boston.

The planes are configured with 76 seats: 12 in United First, 16 in United Economy Plus and 48 in United Economy.

More Embraers will roll out on other routes next month, with further expansion in Sep as further aircraft are delivered.



### CONGRATULATIONS

**Matt Inman**  
from *Maxim's Travel*

Matt is the top point scorer for Round 10 of **Travel Daily's** NRL industry footy tipping competition, and has won a NRL jersey for the team of their choice, courtesy of **inPlace Recruitment**.



### Major Prize Sponsors

**1st Prize:** two return flights to Dubai, courtesy of Emirates



**2nd Prize:** 5-night holiday to Vanuatu, courtesy of Air Vanuatu & The Grand Hotel and Casino Vanuatu



## WIN A TRIP FOR TWO TO HAWAII

Throughout May, **Travel Daily** is giving readers the chance to win a fabulous holiday to the island Oahu, courtesy of **Hawaii Tourism, Outrigger Reef on the Beach and Hawaiian Airlines**.

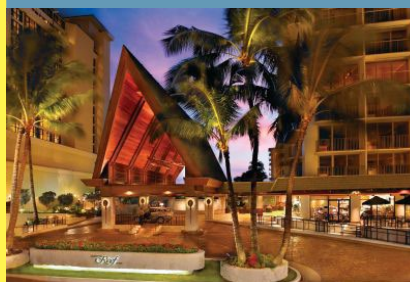
The prize includes:

- Two return economy tickets on Hawaiian Airlines between Sydney or Brisbane to Honolulu, Oahu;
- Five night stay at Outrigger Reef on the Beach in Ocean View Room plus breakfast for two;
- Round-trip shared transfers between Honolulu Airport and Outrigger Reef on the Beach.

Every day **Travel Daily** will ask a different Hawaii-related question – just read the issue and email us your answer. There will be 22 questions in total, which will also be posted on our website.

At the end of the month the subscriber with the most correct entries and the most creative response to the final question will win this fantastic holiday to Hawaii.

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



**Q.14: What are the 2 Outrigger resorts on Waikiki Beach that has No Resort Fees?**

Hint: [www.outrigger.com](http://www.outrigger.com)

[Click here for more info and terms & conditions](#)



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Part of the **Travel Daily** group of publications.

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**Editor:** Guy Dundas

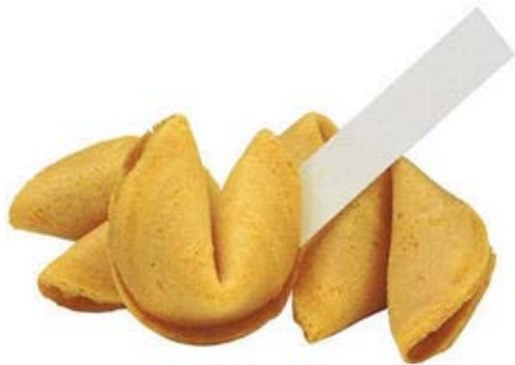
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