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# Travel Daily

First with the news

Tuesday 9th September 2014

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## Adv World sold for a steal

NRMA Motoring & Services has disclosed its 2014 financial results, with figures revealing the group sold Adventure World to The Travel Corporation for just a fifth of the business' value seven years ago.

According to NRMA's annual report, the group disposed of its Tourism & Leisure wholesale division "to a third party for cash consideration of \$6.0m."

The sale price is 25% less than the most recent market value announced by NRMA, with the wholesale arm comprising NRMA Tourism & Leisure, Adventure World, Creative Cruising and Value Tours as well as Coral Seas.

The agreement with The Travel Corporation included a \$2 million payment on settlement of the deal in Nov last year, with two other instalments of \$2 million to be

made in Nov 2014 and Nov 2015.

NRMA became a stakeholder in Adventure World in early 2007 when it bought a 70% slice of the firm from Peter Newsom, prior to fully taking over a year later while also acquiring 100% of Creative Cruising for \$4.6m and Value Tours Australia for \$11.9m.

Along with its investment in Coral Seas, NRMA spent around \$30 million on its wholesale travel division, however an "impairment charge" of \$14.5 million in 2011/12 saw the travel segment revalued at \$8 million two years ago.

NRMA spokesman Peter Khoury told **TD** the wholesale travel sector had experienced "sustained and accelerated structural change post the GFC."

He said the group had offloaded the wholesale portfolio to focus on businesses that gave it face to face involvement with members.

"The performance of our retail travel arm - NRMA Travel - has been particularly pleasing, with revenues growing year-on-year and the service fast becoming one of our most popular member benefits," Khoury added.

### Today's issue of TD

**Travel Daily** today has seven pages of news, incl a front cover page from **travelBulletin** plus full pages from: (**click**)

- inPlace Recruitment jobs
- South African Tourism
- Club Med



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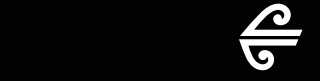
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## MH hails industry support

**MALAYSIA** Airlines says it is bouncing back from the MH17 tragedy in Jul, recording average load factors above 70% on flights departing Australia and NZ.

MH regional senior vice president Australia, Lee Poh Kait, says the resurgence in bookings

is "a result of travel agents' unrelenting support, together with outstanding fare deals" and positive community sentiment towards the carrier.

"We are determined to rebuild confidence in Malaysia Airlines as one of the best full-service carriers in the world," he said.

MH continues to operate 81 flights a week from Australia and NZ to Kuala Lumpur.

## Qantaslink e-OK

**QANTASLINK** has received approval from CASA for the gate-to-gate use of personal electronic devices.

The move is an extension of the new policy already available on Qantas mainline domestic and international flights (**TD 26 Aug**).

Devices must be in flight mode as soon as the plane doors close.

## HA boss to ITG Forum

**HAWAIIAN** Airlines ceo Mark Dunkerley and AFTA chief Jayson Westbury have been confirmed as key note speakers for Independent Travel Group's Business Forum in Hawaii in Nov.

The four-day conference will include a meeting for italktravel franchisees to learn more about new marketing plans.

## South Africa shows

**SOUTH** African Tourism and South African Airways have set the dates for a four city roadshow in Australia, visiting Brisbane (13 Oct), Melbourne (15 Oct), Sydney (21 Oct) and Perth (23 Oct).

Events will be held from 6pm to 9:30pm, with a trip to South Africa up for grabs - see **page 9**.

## Club Med earlybirds

**CLUB** Med is offering savings of up to 40% on resorts in Mauritius, Indonesia and the Maldives.

There's just ten days left to book these deals - see **page 10** for info.

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## Inspiring Journeys excelling

**BOOKINGS** on AAT Kings' luxury small group touring product have soared in the past year and are destined to increase further once distribution has been fine-tuned, says md Anthony Hayes.

Inspiring Journeys was launched in 2011 complete with its very own standalone brochure, offering unique touring trips in Australia and New Zealand.

About 18 months ago, Inspiring Journeys was merged into the AAT Kings brochure alongside the firm's core guided holiday product, short breaks & day tours and Aussie Adventures.

That decision paid off, Hayes told *Travel Daily*, with "numbers up dramatically on last year.

"But quite frankly that is not saying a lot. We have a long way to go," Hayes commented.

"I am a real believer in Inspiring Journeys. I think it is going to be a fantastic part of our overall story, and by incorporating it into the full section of the 2015/16 guide [*TD* yesterday], you'll now find the product in Tasmania, in the Northern Territory and other sections.

"I think agents will be able to find it and I believe that will make

the difference," he told *TD*.

Hayes said passenger sales for Inspiring Journeys were "probably double" compared to the corresponding period 12 months earlier.

"I think we are starting to get the story right for Inspiring Journeys & there is a real calling for that top quality, small group touring within Australia, but I think it is about listening to what the travel agents want, because they are the ones selling it."

Hayes added feedback for the product has been "fantastic, it is now just a matter of ensuring the distribution buys into it, which is where we haven't been able to nail it, until now, which means we are heading in the right direction."

### Three types of sites

**MTA** - Mobile Travel Agents has begun phase two of the rollout of fully integrated and supported websites to its member network.

Three different types of site - Leisure, Luxury & Corporate - are now available, designed to appeal to members' individual business types, co-md Karen Merricks said.

Sites have been optimised for usability on all viewing platforms.

## Skywards on Jetstar

**MEMBERS** of Emirates' loyalty program Skywards are now able to earn and burn miles on Jetstar flights in the latest development of the Dubai-based airline's alliance with the low-cost carrier.

The pact extends to Jetstar Airways (JQ), Jetstar Asia/Valuair (3K/VF) and Jetstar Japan (GK), with miles accrued on int'l routes and domestic services in Australia & New Zealand when they connect to an international flight.

Skyward Miles are available on Jetstar Economy 'Starter Plus' and 'Starter Max' fares, as well as 'Business 'Max' fares.

Reward fares include 30kgs baggage allowance in Economy and 40kgs in Business on Jetstar operated services only.

The move follows a tie-up between the carriers enabling Emirates customers to codeshare on Jetstar flights (*TD* 14 Feb).

**MEANWHILE**, Jetstar today confirmed it was launching two new transTasman routes from the Gold Coast to Wellington and Queenstown.

The low-cost carrier will operate each service on a thrice weekly basis, commencing 12 Dec to WLG and 13 Dec to ZQN.



**Window Seat**

**MANY** marketing experts will tell you that if you're promoting a major global sporting event, not to omit the defending world champions from the advertising.

Late last week, organisers of next year's Rugby World Cup in England sent out new promo material to email databases pushing the sale date for match tickets at three weeks to go.

Unfortunately, the graphic (pictured below) included a world map which accidentally omitted New Zealand entirely.

Further ignominy was caused when a new TV advertisement for the tournament failed to include any Kiwi players.

If it's any saving grace, New Zealand wasn't the only nation missing from the map, with Japan, Ireland and all the Pacific island nations also absent.



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**malaysia airlines**



**Sales Manager WA – PERTH**

Malaysia Airlines Perth Sales Division requires the services of an Experienced Sales Manager. Primary Responsibilities include; be responsible for the Results and Activities for WA; Manage a team of Staff; Manage Agreements and Fare Negotiations for State based Travel Organisations and Accounts; Develop Sales and Marketing Strategies to Achieve Sales Targets; Develop/Grow and Manage Key Distribution Channels and Targeted Market Segments; Manage and Source New Business Opportunities.

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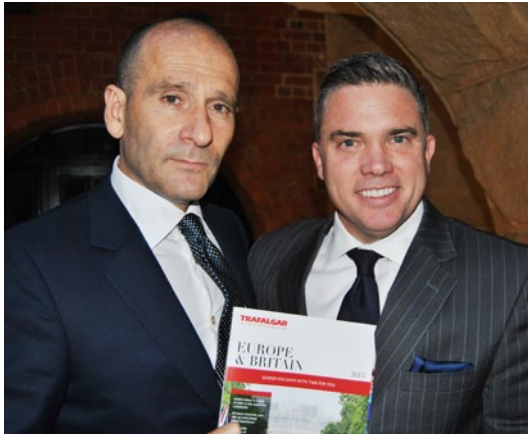
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## Trafalgar seeks the truth

**TRAFALGAR** ceo Gavin Tollman is urging the industry to dig deeper when looking at guided holidays, saying that many agents still aren't aware of how the company has "fundamentally disrupted" the touring segment.



Tollman, **pictured** with Trafalgar md Matthew Cameron-Smith and the company's new Europe & Britain 2015 brochure, is currently in Australia, and told **TD** that many competitors are trying to emulate Trafalgar's success.

"Our product has radically changed...every element has been totally pulled apart and re-engineered," he said.

A key part of the change has been the extensive rollout of "authentic local experiences

- things that our guests just couldn't do on their own," with Tollman claiming Trafalgar's range is more than twice as big as its nearest competitor.

However "the majority of travel agents are still disbelievers," he said, despite the product providing a significant opportunity for the trade.

"It's just a fantastic way to holiday," he said, with initiatives such as the introduction of solo traveller-friendly departures and the new 'hidden journeys' products (**TD** 02 Sep) examples of how Trafalgar is responding to industry feedback.

## Garuda London link

**GARUDA** has launched its new five weekly 777-300ER service from Jakarta to London via Amsterdam as part of the SkyTeam carrier's 'Quantum Leap' transformation program.

## Another Moran venue

**CELEBRITY** chef Matt Moran has announced he is beefing up his restaurant empire to include a venue at Barangaroo on the Sydney Harbour foreshore.

Moran has teamed with Peter Sullivan from MorSul and Bruce & Anna Solomon of Solotel to develop the three level facility.

"We intend to deliver a truly Australian experience at this world-class waterfront venue," Moran said yesterday.

"Whether you are looking for a casual bar and restaurant, a more premium restaurant or a rooftop garden bar, we will have it all."

## QVH Accor dyno link

**QANTAS** Holidays & Viva! Holidays have reported a strong uptake from the trade for its dynamic link to Accor hotel rates.

The helloworld wholesalers introduced the dynamic link in May, enabling trade partners to access multiple rate options, such as BAR rates and pre-negotiated rates on allotment.

"Our agents love this innovation as it guarantees them the opportunity to connect with available inventory without having to wait for product on request to be turned around," general manager global product Lindy Christian said.

The Accor dynamic link has been supported by WEX as the provider of the Virtual Credit Card.

## Goldie triathlon coup

**THE** Gold Coast's positioning as a world class sporting destination has been boosted after the city was named as a host city for the 2015 ITU World Triathlon series.

Gold Coast Mayor Tom Tate said the region has a great record of hosting major sporting events.

"Our long term vision is to continue to host sporting events of this calibre to ensure a legacy following the Gold Coast 2018 Commonwealth Games," he said.

The race will be held 10-12 Apr.

## InterCon bonus points

**MEMBERS** of Qantas Frequent Flyers will earn triple points when booking the InterContinental Sydney Double Bay for stays from its Nov opening up until 30 Jun.

For every dollar spent, nine points will be awarded.

As an added incentive, QFFF members can earn triple points on 26 IHG hotels and resorts incl InterContinental, Crowne Plaza & Holiday Inn hotels in Australia.

The promo is running for three days ending midnight 11 Sep.

## DWC expansion plan nod

**DUBAI'S** ruler His Highness Sheikh Mohammed bin Rashid Al Maktoum has given the thumbs up for a planned expansion of Dubai World Central to become the world's biggest airport.

The AED120 billion (AU\$35b) project will see DWC's capacity expanded to cater for up to 200 million passengers annually, tripling the airport's current traffic levels.

Phase One of Dubai Airport's 'Strategic Plan 2050' will include developing two satellite buildings with a collective capacity of 120m pax, slated to be delivered in the early 2020s. It will accommodate mostly

Airbus A380 aircraft and covers an area of 56km<sup>2</sup>.

The project consists of adjacent triple "plus-shaped" concourses (**pictured**) with automated people movers linking to a multimodal ground transportation facility that will be accessed by five runways.



Dubai Airports said the further development at Dubai World Central was a "vital step" forward to "paving the way for Emirates to relocate its intercontinental hub by the mid-2020s."

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## Kenya, China MoU

**THE** governments of Kenya and China are reportedly planning to sign a Memorandum of Understanding aimed at luring more Chinese travellers to the East African country.

The move follows a visit by a Chinese delegation to Kenya this year to talk up the two-way partnership, and a follow up mission by Kenyan tourism officials to China this month.

Cabinet secretary East African Affairs, Commerce and Tourism Phyllis Kandie last week said if the deal is inked, "both nations will engage in joint promotion of tourists on the ground."

Currently, Kenya is seeking to increase the number of direct flights and destinations that Kenya Airways operates to in China beyond Guangzhou - the same hub KQ codeshares with China Southern Airlines on to Nairobi (**TD** 04 Nov).

## DNSW calls to sellers

**TOURISM** operators in Sydney and around the state are being invited by Destination NSW to express their interest in pushing their businesses to int'l buyers for Australian Tourism Exchange.

Itineraries for delivery pre and post ATE will be developed by DNSW and will take place in Jun next year around the show.

## Accor luxury growth

**HOTEL** giant Accor has set its sights on growth targets of opening one new luxury property in the Asia-Pacific region every month for the next five years.

Accor Asia-Pacific chairman and ceo Michael Issenberg said the company's pipeline in the region was currently set at 70 properties.

To facilitate the growth, Accor will relocate its Global Luxury and Upscale marketing offices from its Paris headquarters to Singapore.

## Sala Phuket sign CTM

**COMPLETE** Travel Marketing has been engaged by the five-star 79 villa Sala Phuket Resort and Spa to become the resort's rep in the Australia and NZ market.

## Agents over a barrel for Niagara



**NORTH** America's East Coast offers an abundance of natural and man-made highlights and attractions, as were discovered by this group of NSW agents during a recent famil trip to the region.

The week-long trip was sponsored by Qantas Holidays, with airfares provided by Qantas.

Cities visited included New York, Toronto and Boston, staying at luxurious Fairmont properties in both of the latter two.

Sports fans were well catered, with a visit to the hallowed Fenway Park to see the Boston Red Sox meet the LA Angels.

The group also partook in some high tea at The Langham, Boston and marvelled in the natural spectacle that is Niagara Falls.

**Pictured** above in the back row from left is Greg Jones, Dapto Travel; Leah Temple, helloworld Macarthur Square; Lauren Stuchbury, Qantas Holidays; Natalie Heuston, itravel Warners

Bay; Greg Higginbottom, itravel Raymond Terrace and Andrea McMillan from Jayes Travel.

Front row: Kristy Freeman, Travel Team and Erin Beckford from Holiday World.

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### Corporate Sales Manager - Sydney

In this new role, you will be formally managing our new business development process, strategically targeting new clients and securing business leads. Experience in a similar previous role is required as you will be taking the lead in conducting client meetings, submitting client proposals and responding to tenders. Good communication skills are essential and individuals should also have a sound understanding of the travel industry.

### Manager - Events - Sydney

This sales-focussed role requires a lot of experience and understanding of the events industry. Essentially, you will become the face of our highly respected events division – The Events Authority and will manage the sales process, as well as the day-to-day operations of the team, being solely responsible for the growth and profitability of The Events Authority. As a leader, you must focus on solutions and manage the whole range of relationships from clients to suppliers to co-workers. But, of course, you knew that. This role also requires an individual who is prepared to travel, targeting new clients and conducting client meetings – but you knew that too.

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[www.ttagroup.com.au](http://www.ttagroup.com.au)

## Win tickets to the new Aztecs exhibition

Everyday this week *Travel Daily* is giving away a double pass to the new *Aztecs* exhibition opening 13th Sept at the Australian Museum.

The exhibition features more than 200 priceless artefacts and multimedia touchscreens that tell the story of the spectacular and ultimately tragic rise and fall of the Aztec empire. Explore Aztec daily life with gods, demons, warriors, slaves, nobles, and human sacrifice. Discover more [HERE](#).

To win, be the first to answer the question correctly each day. Send your answers to: [aztecs@traveldaily.com.au](mailto:aztecs@traveldaily.com.au)

What other Australian city has been host to the Aztecs Exhibition?

**AZTECS**

## Star md takes to post

**GREG** Hawkins has commenced duties this month in his post as the new managing director at Sydney's The Star.

Hawkins has over 20 years management expertise in the gaming & entertainment industry and was most recently the ceo at Crown Melbourne.



**EY boost KHI services**

**FREQUENCIES** between Abu Dhabi and Karachi will be boosted to double-daily by Etihad Airways from 18 Nov, with the extra flight to operate on a 136-pax A320 jet.

**Choice pushes sport credentials**



**SUPPORTING** sports deep at a grassroots level has always been of importance to Choice Hotels Australasia, so much so that it led to the formation last year of its Choice Sports program.

The hotel group celebrated the program last week by hosting a

Choice Sports Forum at the MCG, hosted by Channel 7 television star Hamish McLachlan.

In attendance were reps from over 100 sporting organisations all set to benefit from the program including PGA Australia and Football Federation Victoria.

The Choice Grassroots Sports Program allows sporting clubs to manage their accommodation costs when travelling to compete and also opens up a new revenue stream when members travel.

Clubs receive a 15% discount off the Best Available Rate as well as a rebate paid by Choice Hotels from bookings made by members and team supporters.

The rapidly growing program currently has over 200 members.

**Pictured** above from left is former AFL ceo Andrew Demetriou, former Geelong AFL captain Cameron Ling, Choice Hotels Australasia ceo Trent Fraser and Hamish McLachlan.

**“Geh weg” to Uber**

**EXPANDING** ride-hail service Uber has been served with a temporary injunction from operating in Germany in the first nationwide ban for the operation.

A state court in the country has imposed the ban ahead of a hearing to determine whether the company is unfairly competing against local taxi services.

Uber said it will be appealing the decision and has defiantly said it will continue to operate in Germany in the interim.

**AFTA UPDATE**

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



**BY NOW** the travel industry may be aware of the changes to the travelling documents required for minors headed to South Africa.

From the 1st of October this year, any child heading to South Africa is required to have an original birth certificate along with their passport, otherwise the airline will deny boarding.

There has been a little splash of trade press about this, but so far not a great deal of communications has gone about this change. I have recently been contacted by my colleague who runs ASATA, the equivalent of AFTA in South Africa and he informs me that the industry in South Africa is completely up in arms about this change as it is feared it will have a very big impact on the decision to travel to South Africa.

As a policy position it is a rather odd one given the amount of money that has been invested by governments around the world to introduce appropriate internationally recognised design features on a passport as the singularly recognised travel document.

For Australians we don't need a visa to travel to South Africa so we can travel easily and freely.

But if this policy does get implemented in less than a month, the ramifications for the travelling public with children is significant.

For any travel agent with families or clients travelling to South Africa after the 1st October, it would be a very good idea to inform them now that they will need an original birth certificate for children in addition to the passport.

Interestingly, this applies to all minors going to South Africa regardless of the origin of their passport.

So if you have clients who hold a passport for the child and the child was born overseas, they will need time to source the original birth certificate unless they just happen to have it in the desk drawer at home.

This is a serious issue as remember, the airlines will deny boarding and clearly there are all sorts of cost and awkward ramifications should this happen.

In the meantime, the South African travel and tourism industry is attempting to find a more suitable solution with the South African Government. Let's hope they have some success.



**NRL Rd 26 Winner**

**CONGRATULATIONS Peter Monaghan from Flight Centre**

Peter is the top point scorer for Round 26 of *Travel Daily's* NRL footy tipping competition, and has won a double admission pass with Koala Encounter to Taronga Zoo, courtesy of Taronga Zoo.



**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



**Pinpoint seek 'LOLs'**

**VOTING** is now open for agents to choose their favourite 'Client Funnies' from a Top Ten list put together by Pinpoint Travel Group as part of its 'LOL' promotion.

Submissions can be read at [www.pinpointtravelgroup.com.au](http://www.pinpointtravelgroup.com.au), with the most votes received by 17 Sep declared the winner.

**Hello to TMC success**

**MAXIMISING** the advantages available as part of the growing Helloworld network formed the focus of the inaugural 'helloworld for business' conference held in Sydney over the weekend.

The gathering of independent business & corporate-focused travel agents looked at future market challenges and how other companies were preparing.

Sessions were held on boosting margins & increasing productivity.

The company also announced its 2015 conference would be held in Hong Kong from 01-02 May.

**Southwest has heart**

**AMERICAN** low-cost carrier Southwest Airlines has revealed a new aircraft livery, logo & overall brand image for the company.

While retaining the core blue element of its livery, Southwest aircraft will see a new tail paint scheme, while a 'Heart' logo will also feature prominently to represent its 46,000 employees.

Southwest Airlines chairman Gary Kelly said the new look aims to promote the carrier's staff and dedication to customer service.

"Our collective heartbeat is stronger and healthier than ever, and that's because of the warmth, the compassion, and the smiles of our people."

Further changes will see a new website launched, new airport branding and inflight magazine.

To learn more, **CLICK HERE**.



## Cebu touches down in Sydney



**SYDNEY** and Australia today welcomed the country's newest airline as Cebu Pacific Air landed for the first time in the NSW city. The Manila-based carrier will operate four services each week (**TD** 17 Jun), increasing to five weekly from 10 Dec. Cebu Pacific's arrival was given a water cannon salute by airport

authorities (**pictured**).

The carrier became the fourth long-haul LCC serving Sydney.

Visitor numbers from the Philippines continue to grow, with arrivals up 16% year-on-year over the last twelve months.

The carrier's 226,800 seats per year are tipped to add \$66 million to the NSW economy.

## Airport curfew under review

**THE** Federal Government has opened the consultation process to assess if business jets may be able to operate during the night time curfew periods at Sydney and Adelaide airports.

The review is based on aircraft weighing less than 34,000kgs, currently banned from operating to/from the cities.

Minister for Infrastructure and Regional Development Warren Truss said new, quieter and more efficient small business jets have come on the market since embargoes were enforced in 2005 and 2000 respectively.

"The existing provisions for Sydney are out-dated," he said.

"By definition, they only allow older, noisier aircraft to operate during the curfew."

The Deputy Prime Minister on Thu said the public consultation "will be an important signal for commercial operators to upgrade their fleets."

"The Australia Government is proposing to enhance protections for surrounding communities by introducing a stricter aircraft noise standard during the curfew, while also providing flexibility to business aviation about which aircraft can fly," he added.

Truss reiterated the government was committed to maintaining current curfews at Sydney and Adelaide - from 11pm to 6am.

The Sydney Public Consultation proposal document says the govt does not expect an uptick in the number of flights during curfews, "but the measure could decrease the aircraft noise of those flights currently permitted to operate during the curfew."

Submissions on the proposed new arrangements can be made through the Department of Infrastructure and Regional Development's website, and are open until 31 Oct.

**CLICK HERE** for more details.

## TIME Silent Auction

**TRAVEL** Industry Mentor Experience (TIME) management have thanked suppliers for their support in generously donating products and experiences for its 2014 Silent Auction fundraiser.

The organisation said over \$8,000 was raised by the auction which will be put towards further development of the program.

## New Bunnik program

**FEATURING** smaller group sizes capped at 20 passengers per departure, Bunnik Tours has released its 2015 programs for Europe and South America.

New European tours visiting Italy, Malta, Turkey, Spain and Eastern Europe as well as cruising options debut in the new guide.

In South America, further new trips in multiple nations including Peru & Panama have been added.

## Introducing Somerset

**A NEW** tourism brand detailing the range of sights & experiences located just west of Brisbane has been launched by Queensland's Somerset Regional Council.

The tagline 'Somerset. Real Country. Real Adventure. Really Close to Brisbane' will accompany the brand in its promotions, along with a guidebook for visitors.

More than \$35,000 was spent on the brand and associated marketing plan, developed by an independent consultancy firm.

Somerset Acting Mayor Dan Hall said the region will work closely with tourism operators, investors & developers to boost the brand.

## WIN A TRIP TO VANUATU

In September, **TD** is giving readers the chance to win a holiday to Vanuatu, courtesy of Vanuatu Tourism Office.

The prize includes return economy class airfares to Port Vila with Air Vanuatu, airport transfers, five nights accommodation at Grand Hotel and Casino and a Glass Bottom Boat Trip, for two.

Every day this month **TD** will ask a different question about Vanuatu. The subscriber with the most correct entries and the most creative response to the final question will win this holiday.

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

Q7: True or false? All rooms at Grand Hotel and Casino have harbour views.



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DISCOVER WHAT MATTERS

**Air Vanuatu**

**Vanuatu**  
Adventures in Paradise

**GRAND**  
Vanuatu

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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:** Sean Harrigan and Lisa Martin

Email: [advertising@traveldaily.com.au](mailto:advertising@traveldaily.com.au)

**Business Manager:** Jenny Piper

Email: [accounts@traveldaily.com.au](mailto: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

Email: [info@traveldaily.com.au](mailto:info@traveldaily.com.au)

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**Sandra Chiles**

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Federation  
Square

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Aotea  
Centre

## **Sydney**

**Tues 21 Oct**

Australian  
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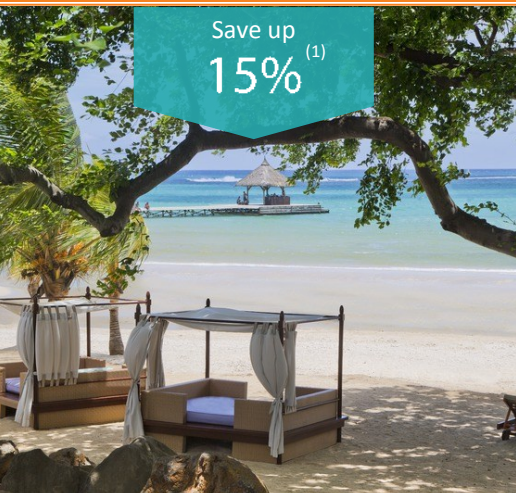
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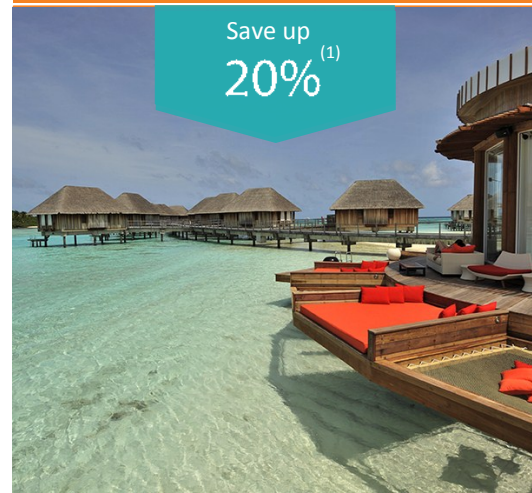
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