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Travel Daily

First with the news

Thursday 23rd June 2016



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Survey going off!

AROUND 700 travel industry personnel have entered the *Travel Daily Group's* 2016 Travel Industry Salary & Employment Survey.

Don't miss out on your chance to be part of this online study that takes just 5 mins - **CLICK HERE**.

QF top Aussie travel site

FLIGHT Centre has been rated as the only bricks-and-mortar travel retailer in a study of the top 15 travel and tourism websites being used by Australians.

The latest Roy Morgan Research findings identified Qantas as the number one website used by consumers in the field, at 13.7% of the population, for the 12 months to Mar 2016.

Results are based on an average of four-weekly website visits by Australian consumers.

Qantas was by far the most used travel and tourism portal, ahead of online accommodation aggregator Booking.com (9.7%), however the amount of visitors to the Australian carrier's website were down 2.5 percentage points since 2014, the figures show.

Visitor traffic to the website of Qantas' budget sister carrier Jetstar was also 9.7%, while Virgin Australia was slightly less at 9.6%.

Review site TripAdvisor has seen almost 45% uptick in website views, jumping from 6.1% to 8.8% and fifth place on the poll.

Online travel companies Webjet (6.2%), Wotif (5.6%) and Expedia

(4.9%) circled the nation's largest retailer Flight Centre (5.5%), while rival Helloworld missed the list.

Other websites in the top 15 included news.com.au/travel (5.3%), Airbnb (3.9%), Traveller (3.8%), Hotels.com (3.3%) and Stayz & Lastminute (both 3.2%).

Roy Morgan Research's industry communications director Norman Morris this week said travel and tourism websites have become "an integral part of Australians' holiday-planning and booking process".

Morris added that the research firm's findings also indicate there is a very high level of cross-visitation across all websites.

"Take the two most popular non-airline sites for example: 37.2% of Aussies who visit TripAdvisor in an average four weeks also visit Booking.com, and 33.6% on Booking.com users also visit TripAdvisor," Morris said.

To view the summary, go **HERE**.

Luxperience update

THE latest 'Luxury Update' from Luxperience provides insight on how ultra-high end suppliers can maintain a level of distinction to stay ahead of "standard luxury packages that are available to the mass market" - details on **page 9**.

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Today's issue of TD

Travel Daily today has eight pages of news and photos, plus full pages from: (**click**)

- Luxperience
- AA Appointments jobs
- JITO

Air NZ EZE incentive

AIR New Zealand is reminding travel agents they have a chance to win return flights to Buenos Aires (EZE) when booking flights to the South America gateway and registering PNRs online at www.buenosagents.com.au.

Each week in Jun, two agents will win return flights with Air New Zealand for two people to the Argentinian capital.

For more details, see **page four**.

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80 Emirates A380s

DUBAI-BASED carrier Emirates has this week taken delivery of its 80th Airbus A380, showcasing the jet at an event in Vienna ahead of regular superjumbo services to the Austrian capital, which are set to commence daily from 01 Jul.

Vanuatu 'better than ever'

VISITOR numbers to Vanuatu are unlikely to return to Q1 2015 days for another 12 months, the head of the country's tourism office has estimated.

Vanuatu Tourism Office general manager Linda Kalpoi admits the road to recovery following the devastation of Mar last year has been long, but remains optimistic numbers will bounce back.

Making matters more difficult for the South Pacific Island's recovery has been the airline capacity reduction from NZ and Australia, relating to concerns about the state of Port Vila's runway.

In late Jan, Air New Zealand and Virgin Australia suspended flights over safety worries.

However phased work to rectify the tarmac at Bauerfield Airport has been completed to VA satisfaction, which resumed flights to Port Vila recently.

"We are targeting by mid-next year we will see a return to the pre-Cyclone Pam days," she told *Travel Daily* yesterday.

The re-opening of Holiday Inn Port Vila on 01 Jun) and Irikiki on 01 May, as well as the restart of Virgin Australia flights has "brought back confidence".

"Things have started to kick along. We are starting to see smiles on the face of operators," Kalpoi remarked.

"Numbers are still low. We can only go upwards."

Kalpoi, in Sydney for VTO's

Australian roadshow (see **page five**), said her underlying message has been to reiterate Vanuatu is 'fully open for business'.

"We are stronger and better than ever," she said.

The revamped Vanuatu Specialist program has garnered "lots of interest" from agents, while VTO's advertising campaign - in market now for four weeks - has generated new business.

AA Auckland launch

AMERICAN Airlines will induct new daily services between Los Angeles and Auckland tonight, the US carrier's third transPacific route since expanding its alliance with Qantas 12 months ago.

The daily LAX/AKL service will be operated using AA's Boeing 787-8 *Dreamliner*, adding 1,600 seats per week to the market.

Qantas International ceo Gareth Evans said the strengthened pact with AA has already seen a "fantastic response" from Kiwis.

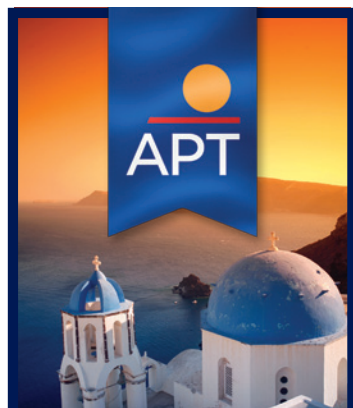
"We're expecting it to give a boost to inbound tourism and trade, and we're working with American to encourage visitors from the US to spend time exploring both sides of the Tasman," Evans commented.

AA vp global marketing Fernand Fernandez said the partnership with Qantas and Jetstar enables American Airlines to provide a strong triangular network across the Tasman to Australia.

AUD\$ at 7-week high

THE Australian dollar reached a seven-week high against the US dollar, the Euro and China's yuan overnight as concerns over the Brexit vote tonight dissipated.

The AUD peaked at US\$0.751 and now sits around US\$0.749.



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Inside Cabin from **\$1,248*** pp including
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* Conditions Apply.

CLICK HERE for further details

Platinum, Signature alliance

PLATINUM Travel Corporation has joined forces with Signature Travel Network to provide special privileges for Platinum clients at more than 900 hotels, resorts, lodges and spas.

Under the new deal, Signature clients can now receive up to \$450 worth of special benefits during their stays including daily complimentary breakfast, room upgrades, early check-in/late check-out and \$100 dining or spa/resort credit.

Similar bonuses will also be available across thousands of luxury cruises.

The pact will also give Platinum clients access to dedicated Signature accredited leisure travel specialists whom they can access via telephone, email or in person.

Customers will also receive a Platinum and Signature branded hotel and resort directory detailing exclusive offers.

Platinum's md Greg McCarthy said the alliance shows the company's "commitment to raising the bar with enhanced services and benefits that provide clients greater value and more rewarding travel experiences".

The pact is a first for Signature Travel Network in Australia.

VAH HNA deal done

VIRGIN Australia Holdings Ltd (VAH) has confirmed today it has completed the \$159m placement to HNA Innovation having received a regulatory green light from Chinese authorities.

VAH expects to launch its fully underwritten A\$852 million non-renounceable pro-rata entitlement offer (**TD** 15 Jun) around 06 Jul.

QF HBA refreshed

QANTAS has unveiled its refurbished contact centre in Hobart which manages bookings and enquiries from Qantas' Frequent Flyer members.

Enhancements include new workstations with sound proof panels, revamped meeting rooms and work pods, ergonomic sit or stand desks and floor to ceiling windows with views over the Derwent River.

The facility provides jobs for more than 300 people in Hobart making Qantas one of the biggest employers in the region.

oneworld to Kyushu

ONEWORLD has added an alliance fare for travel around Japan's Kyushu region.

Buy the **oneworld** Visit Japan Kyushu Pass in conjunction with an international return flight to Japan on any **oneworld** member airline and receive up to five flights between Tokyo Haneda or Narita or Osaka Itami and any of these seven airports in the Kyushu for \$US52 (AU\$69) per sector.



Window Seat



IF YOU'VE ever longed to taste water from a diamond-encrusted waterbottle -

now's your chance.

A Dubai expat has unveiled designs for the world's most expensive waterbottle (**pictured**), which is fashioned in the shape of Dubai's iconic tower, Burj Khalifa.

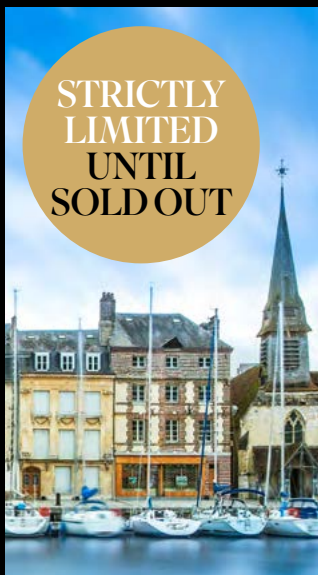
The 750ml container will be priced at DH700 (AU\$253.48) and will be constructed of K9 crystal, platinum, diamonds and will feature LED lights to give the liquid inside a blue glow.

Inventor, Tayseer Hadi, said it took almost three years to create as factories were reluctant to take the ambitious project on.

The bottles will stand at around 50cm in height, but Hadi hopes to also create a larger crystal bottle for display at the Dubai Mall.

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TIE seminar program set

JUST a few weeks shy of the 2016 Travel Industry Exhibition being staged in both Melbourne (11 & 12 Jul) and Sydney (18 & 19 Jul), seminar programs have been finalised.

Attendees will be treated to a wide range of educational programs providing valuable, interactive and informative sessions reflecting topics at the

forefront of the travel industry.

Some of the topics experts will discuss include the future of the Australian travel sector, developing content for social media, the digital world and how to navigate it and a robust look at salary and employment conditions within the travel industry lead by independent firm StollzNow Market Research.

The latter topic dissects findings of the *Travel Daily Group's* Salary & Employment Surveys from 2015 and 2016 designed to bring attendees the cold hard facts when it comes to salary negotiations and knowing how much you are worth.

Time is running out to participate in the 2016 salary survey which ends tomorrow.

CLICK HERE to enter and for the chance to win Fitbit watches and cinema passes.

To register to attend the Travel Industry Exhibition, **CLICK HERE**.

VLM goes bankrupt

BELGIAN carrier VLM Airlines has gone into bankruptcy, with all flights now cancelled.

The Antwerp-based airline began operation in 1992, offering flights from Deurne to Hamburg and Southampton, between Waldorf and London and Friedrichshafen, Dusseldorf, Hamburg and Berlin.

The carrier operated a fleet of Fokker 50s, but last year recorded a financial loss of €13 million.

VLM's website is now closed.

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Mobile Messenger

AMADEUS has rolled out a new tool designed to assist employers in Australia/NZ & Travel Management Companies better manage and comply with Duty of Care obligations for travelling employees.

Mobile Messenger is a complete Duty of Care solution, enabling employers to locate, communicate and assist staff, which is crucial when travel disruptions, such as natural disasters or man-made crises occur, Amadeus said.

Key features include the instant traveller location, automated real-time data and filtering, one and two-way communication and optimised workflows.

"Duty of Care is a critical issue for all companies involved in employee travel, and never has it been more important to have a travelling workforce who feel safe, informed and supported," said Amadeus IT Pacific managing director Tony Carter.

Marvel rail expands

MORE than 30 rail itineraries around the world are featured in TravelMarvel's newly dispatched Great Rail Journeys 2017 guide.

Initially launched last year and focused solely on Europe, the program has been expanded to now include product in the USA, India, China, Japan and NZ.

TravelMarvel says what makes its program stand-out with Aussie and Kiwi travellers is that each trip is fully escorted.

Exec general manager David Cox said broadening the product range outside of Europe was "inevitable" due to its popularity.

Options include the 14-day Across the Roof of the World trip through China and Tibet, priced from \$6,495ppts, and the 13-day Tracks of the Deep South in the US, which leads in at \$5,245ppts.

An earlybird offer of free return Economy class flights (including air taxes) is available to guests booking a European rail journey and cruise combination.

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VTO roadshow strikes a chord



VANUATU Tourism Office's Australian travel agent roadshow wound up in Sydney last night, following events already held in Brisbane and Sydney this week.

This year's showcase features 23 operators from Vanuatu, including hoteliers, tour operators and Air Vanuatu.

General manager Linda Kalpoi told *Travel Daily* attendees have been impressed with the format of the event and entertainment, which included a troupe of traditional Vanuatu dancers.

Kalpoi said attendance and the level of engagement from frontline agents compared to previous years was up, with agents keen to learn more.

"Vanuatu is quite unique and separate from other South Pacific islands because even though we are a tropical paradise, we also have active volcanos, diving sites

and traditional villages."

"Vanuatu is just at your doorstep from here. Within 2.5hrs you could be standing at the rim of the world's most accessible volcano," she added.

The VTO boss also told *TD* there has been a high level of interest for the Tok Tok travel show, being held 22-24 Aug, with the firm currently compiling registrations for the buyers.

Kalpoi is pictured above (right) with Vanuatu Tourism Office's marketing mgr Allan Kalfabun surrounded by Vanuatu dancers.

Pretoria office open

THE Dept of Foreign Affairs & Trade advises the Australia High Commission in Pretoria, South Africa has now returned to "normal business hours" following its temporary closure this week (*TD* yesterday).

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Perth hotel outlook

CBRE Hotels senior director David Kennedy has expressed his thoughts surrounding the perceived Perth hotel oversupply at a recent Perth Hotel and Venue Development seminar.

Kennedy explained that more than 50% of the current 6,710 existing rooms in the Burswood, Perth and West Perth areas were over 30 years old and 32% were over 40 years old.

In his view the new surge of development under construction across the city will address this old hotel problem.

"Rather than an oversupply issue, we're seeing a market shift – with new projects offering a range of high quality accommodation options across the city," he said.

This will take Perth in line with the other main capital city markets across the country".

Fraedom down under

GLOBAL payments, expense and travel technology company Fraedom has launched its Online Travel & Expense solution in the Australian market, pitched at small & medium enterprises.

The online solution, dubbed Fraedom OTE, gives businesses the ability to book and manage all their travel and expenses (T&E) through the one provider.

"This simple, packaged T&E management offering is targeted at companies that have straightforward travel and expense requirements, who want to keep things simple as well as reduce costs," the company said.

Fraedom Australia managing director Colin Keating said, "We firmly believe there is a market for SME clients who do not want the complexity of the larger enterprise products, and this is what we've aimed to cater for".



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Leisure Consultant – Southside

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Serko Administrator – Head Office

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Please kindly email career@spencertravel.com.au before COB 10 July, 2016

Mastercard study

SYDNEY, Melbourne and Brisbane have been revealed as the top destinations in Oceania according to the MasterCard Asia Pacific Destinations Index.

The report which looks at tourism trends estimates 20.1m international travellers will spend 327.1m nights in the Oceania region this year.

Results revealed the most popular destination as Sydney with a projected 3.7m visitors, followed by Melbourne with 2.7m and Brisbane with 2.6m.

The three destinations are expected to rank 21st, 27th, and 30th on the full 167 Asia Pacific destination list in terms of overnight arrivals.

The Index shows visitors landing in Sydney will spend an average of 25.1 nights Down Under, while visitors in Melbourne will stay approximately 24 nights while those disembarking in Brisbane will spend 22.7.

easyJet strikes

EASYJET pilots based in the Netherlands will strike for a second time tomorrow in a bid to secure better working hours, pensions and sick pay.

The strike is planned to last for a full 24-hours compared to the eight hour stop work action last week.

MEANWHILE, easyJet and rival LCC Ryanair are warning if the UK leaves the EU it could see the end of super cheap airfares between the areas.

Langkawi tourist fee

TOURISTS travelling to Langkawi will be charged a tourist fee when checking into hotels starting 01 Jul.

The payments between 0.30c and \$3 will vary depending on the star-rating of the property.

Funds raised will be given to local authorities to help support tourism initiatives.

Air Serbia BEG-JFK

AIR Serbia relaunched its BEG-JFK service today on an A330-200 named after legendary Serbian scientist Nikola Tesla who spent much of his life in New York.

Kooralbyn reopens after 8 years



NYC specialist training

NYC & Company is giving 30 Australian travel agents the chance to win a Brooklyn gift pack to celebrate the release of *Brooklyn* on DVD.

To be in the running simply complete the NYC & Company Travel Training Academy and become a New York City Specialist at nyctrainingacademy.com before 08 Jul.

Valued at \$150, the prize pack includes a Macy's mug, leather luggage tag from Trump International Hotel & Tower and Trump SoHo, entry to the Statue of Liberty-Ellis Island Foundation including a complimentary session with a genealogist, a Royalton New York fireplace sachet & a copy of the DVD.

IT HAS been eight-years and 8 million of dollars in the making, but the revitalised Ramada Resort Kooralbyn Valley in the Gold Coast Hinterland officially re-launched today.

The opening date was pushed back several times with a debut announced for Dec 2015 then Feb & Mar 2016 (**TD** 16 Feb).

Formerly known as Kooralbyn Resort, the 102-room property is located on 333 hectares of picturesque countryside.

Highlights include pools, a kids' club, an 18-hole golf course, tennis courts, gym, sauna, conference space & dining.

The resort offers activities such as sky-diving, mountain biking, natural hot springs, day spa and wellness centre.

See more **HERE**.

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Singapore Airlines is now accepting applications for Customer Service Officers on a Full-time and Part-time basis for its new Canberra Traffic Office.

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- Monitor and report on customer handling procedures performed by the handling agent and report on ways to further enhance our customer service standards.
- Oversee and work closely with service partners in ensuring obligations are met by the handling agent to ensure a smooth, high quality, customer experience.

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- Strong service ethic, good time management/organisational skills and ability to work flexible hours, when required, in a busy environment.
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- A strong team player who promotes team spirit and team unity.
- Working knowledge of personal computers and common office software programmes.
- Be able to offer assistance, when required, in other interstate/overseas Stations during times of crisis.

The starting salary is from \$49,327 (full time salary) plus 10% superannuation contributions. The position also attracts a package including free and concessional travel and subsidised medical benefits.

Candidates must have Australian citizenship or permanent residency (PR) status and the ability to obtain security clearance for an ASIC Pass.

Please submit your written application (cover letter and resume) addressed to Mr. Greg McJarrow, Manager NSW/ACT via email to Charlotte_Koong@singaporeair.com.sg by **COB Thursday 30 June 2016**. Please specify whether your application is for full-time or part-time employment.

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AirCalin MEL special

AIRCALIN has a seven-day flash sale for flights between Melbourne and Noumea starting from \$499 return, including taxes. **CLICK HERE** for full details.

Skippy's 50th year milestone



SYDNEY'S Featherdale Wildlife Park celebrated the 50th year anniversary of beloved Aussie kid's television show *Skippy the Bush Kangaroo*.

"As home to the largest collection of native Australian animals in the world, including many species of kangaroo, Featherdale Wildlife Park is honoured to host this event to commemorate the 50th anniversary of the enduring TV series, *Skippy the Bush Kangaroo*," said Glenn Willis, ceo of Elanor Investors Group who own Featherdale Wildlife Park. Joining in the festivities was

Tony Bonner - best known as flight ranger Jerry King on the show - who appeared as a guest speaker at the event.

Bonner was later recognised by Featherdale for his role in bringing awareness to Australia's many native critters, and he was given the 'Keys to the Park' ensuring free lifetime entry.

Also honoured at the event were Bruce and Margaret Kubbere who opened Featherdale back in 1972.

Pictured above holding a furry little native friend is Featherdale's general curator Chad Staples (left) with Tony Bonner.



Industry Appointments

WELCOME to Industry Appointments, *Travel Daily's* Thursday 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 email appointments@traveldaily.com.au.

Melanie Tchakmadjian has joined *Travel Daily* as the new Advertising and Marketing Coordinator for **BEN, PD and CW**, having last spent the last four years at Helloworld as a Trade Marketing Executive.

Devdutta Banerjee has been named **Movenpick Hotels & Resorts** new Area Director of Revenue Management for Asia.

Buffalo Tours has appointed **Greg Martin** as the new Sales Office General Manager in Australia where he is tasked to support the growth of the destination management company with new wholesale partners.

USSportsTickets.com, a subsidiary of Keith Prowse Travel, has announced the appointment of **Katrina South** to the role of National Business Development Manager.

Moana Sands Beachfront Hotel & Villas, Rarotonga has appointed **Wayne Sheard** to the position of General Manager.

Kyle LaMonica will fill the role of General Manager at **qualia** where he will oversee the resort's collection of special events throughout the year.

Anna Pritchard has been named as Company Secretary for **Qantas**, taking over the role from Sarah Udy who resigned.

Air Mauritius has named **James Blake** as the new Manager for Australia and New Zealand, responsible for the airline's operations in Australia.

Complete Travel Marketing is this week welcoming **Michael Thomson** to the fold, who will take the position of Account Director - Boutique, MICE and Corporate.

Ex **Helloworld** Chief Marketing Officer, Kim Portrate, has been appointed as **ThinkTV's** new Chief Executive Officer.

Melvin Lim will join the **Marina Mandarin** in Singapore as its new General Manager, having formerly been the VP for Park Hotel Group.

Randall signs Hua Hin

RANDALL Marketing (RM) Asia Pacific has added Thai resort Evason Hua Hin to its books.

RM founder and director, Randall Lui, said the new move was the first step of a new business development plan for China and Greater China.

"Evason Hua Hin is a unique sanctuary of eight hectares of tropical gardens, lotus ponds, scenic views and luxury spa accommodation," said Lui.

RM APAC has sales teams in Beijing, Chengdu, HK & Shanghai.

Blue Train schedule

SOUTH Africa's Blue Train Hoedspruit departure dates for 2017 have been unveiled.

The Pretoria to Hoedspruit route will depart on 17 Mar, 07 Jul and 11 Aug, with the return service due to operate 18 May, 08 Jul and 12 Aug.

Departure times for both services are from 1500 to 1000.

Capacity for the routes range from 50-80 guests.

For more information or to view the available Blue Train services for 2017, **CLICK HERE**.

Travel Partners Is Growing

If you think you have what it takes to be part of a fast growing dynamic team of travel "Go Getters" contact us

We currently have some exciting opportunities for experienced sales people in one of Australia's fastest growing travel networks -

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- Travel Partners Franchise Agencies
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For a confidential discussion call Simon Bernardi on: 0418 111 484. See full position description and more details: www.travelpartners.com.au/careers



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Lufthansa is giving **TD** readers the chance to win a Famil Trip for two to Frankfurt, valued at over \$5,000. The prize includes:

- Two return Economy Class to Singapore and Lufthansa Premium Economy class ticket to Frankfurt
- 5 days within 1 month German Rail Pass in First Class
- 2 Nights at Best Western Hotel Macrander in Dresden, a City Tour, and 2 Day Dresden Public Transport Card
- 2 Nights Hotel accommodation in Frankfurt, a City Tour, and 2 Day Frankfurt Public Transport Card

Click **HERE** to learn more about Lufthansa Premium Economy Class and visit **www.Germany.travel** for more information.

To win, have the most correct answers and the most creative entry to the final question. Send them to **lufthansa@traveldaily.com.au**

Q16. What is the Lufthansa Group website for Australian travel agents where you can find more information about Premium Economy fares and product?



Aloft streaming

STARWOOD Hotels & Resorts Worldwide is piloting RoomCast, a new in-room streaming solution.

The trial will kick off from today at Aloft New Orleans Downtown with a plan for all 188 rooms to be fully outfitted with RoomCast by late summer.

The technology allows guests to securely stream their favourite content, from their smartphones directly to the hotel's in-room televisions.

Anantara Kalutara

A SECOND Anantara resort is set to open in Sri Lanka in Oct.

The 141-room resort about an hour from Colombo features private pool villas with ocean and Kalua River views.

There are four dining options, two outdoor pools, a water sports centre and a kids club.

MH370 search goes on

THE search for Malaysian Airlines flight MH370 will be extended until Aug with inclement weather delaying the recovery operation.

More than 105,000 km² has already been covered in the 120,000 km² search zone.

Japan limo service

A NEW limousine service has launched in Japan, targeting wealthy, international tourists.

Japan Limousine Service sees tourism professionals accompany the guests as tour concierges, leading private tours.

Clients will be able to visit restaurants and sightseeing spots, or take optional tours which will highlight traditional culture, performing arts, sports, entertainment, martial arts and spa treatments - **CLICK HERE**.

HNA blasts NH Hotels

SPAIN'S NH Hotels has booted out a board members appointed by its largest stakeholder HNA.

Shareholders voted earlier this week to remove a co-chairman and three other board members due to a possible conflict of interest with Chinese conglomerate HNA.

It comes after HNA's recent takeover of a rival hotel group Carlson-Rezidor which competes with NH in European markets.

Following the decision, HNA sent an open letter to NH Hotel shareholders blasting the company for its decision.

"We are disappointed to have been disenfranchised of our fundamental rights as a shareholder under the Spanish Good Governance Code, which provides large shareholders with the right to proportional board representation," they said.

HNA believes that the sudden change in management will "destabilise the company".

HNA also has vested interests in Virgin Australia, **see page 3**.

Travel Daily

First with the news

Thursday 23rd Jun 2016

HWT Duncan tour

AUSTRALIAN photographer Ken Duncan has teamed up with Helen Wong's Tours to lead a photographic journey to China.

The 13-day Discover China through the Lens tour will take place from 11 to 23 Oct, priced from \$9,200ppts including return Cathay Pacific airfares, accommodation and meals.

Phone 1300 788 328 for more.

AS adds PDX/MCO

ALASKA Airlines is launching daily nonstop flights between Portland, Oregon, and Orlando, Florida from 16 Mar.

The new route, which will be operated by utilising Boeing 737, will be the first and only service directly linking Portland and Orlando.

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TRENDS Maintaining exclusivity in the face of 'mass luxury'

Over the past five years the luxury travel market has grown by almost 5%, outpacing the growth of travel as a whole. Objectively, this sounds like a positive trend for the industry. But it also raises questions around quality versus quantity.

The new Shaping the Future of Luxury Travel report from Amadeus Travel Intelligence, Connections Luxury Events and Tourism Economics predicts that what is considered luxury today will continually shift to become considered mainstream. Experts agree. Travel futurologist Dr Ian Yeoman says "with the rise of middle classes in developing economies, luxury becomes less exclusive as more people are accessing it."

Emily Segal from trend forecasting agency K-Hole identifies the contradictions that the new market has created - how can you offer 'luxury' in the traditional sense and 'mass' at the same time?

One way to create a distinction – and ensure ultra luxury clients don't feel lost in the crowd – is to focus on experiences over material items. Ultra high-end travellers want access to undiscovered, unbelievable and unavailable travel experiences, well beyond the standard luxury packages that are available to the mass market. They are looking for authentic, immersive, one-off adventures that they know can't simply be booked online or found in a brochure.

In practical terms, it's the difference between having dinner at the best (and most expensive) restaurant in town and having dinner at a private villa with a personal chef creating a menu of regional delicacies tailored perfectly to your tastes. Between buying a VIP pass for an historic site and taking an in-depth, after hours tour with a local elder who can explain the significance of the site and its place in the community today.

The new breed of luxury isn't about 'having', it's about feeling, learning, experiencing and immersing. It's the kind of value that can never be overtaken by a material object but will always remain exclusive and inherently valuable for the discerning consumer.



EXHIBITOR NEWS

Uniworld takes river cruisers on adventures

River cruising is working hard to change its image, embracing adventure and immersion to appeal to a new kind of traveller. First-time Luxperience exhibitor Uniworld Boutique River Cruise Collection is leading the way with a new range of biking cruising along the Danube, golf cruises along the Seine where passengers can play at some of France's great courses, and a kayak expedition on the Gardon River.

New luxury for Australian rail legends

Australia's iconic rail journeys, The Ghan and Indian Pacific, have announced their first major refurbishment in almost a decade with the introduction of the Platinum Club. The deluxe bar, lounge and dining area will be available only to Platinum Service passengers and is designed to evoke a sophisticated luxury akin to that of a first-class lounge. The Ghan and Indian Pacific will be first time exhibitors at Luxperience 2016.

LUXPERIENCE NEWS

Expert insights exclusive to our Lux Community

Luxperience is pleased to announce the introduction of a series of thought provoking professional development seminars exclusively for the attending buyers during the exhibition. The seminars on technology, wellness/ mindfulness and styling will focus on current trends influencing the business world and will be given by renowned experts such as style guru Henry Weinreich Roth, social media master Annabelle Smith and hotelier Anne Biging.

Travel hotspot Peru leads at Luxperience

Peru has made 2016 travel hot lists around the world, from Harpers Bazaar to The Guardian. We will have a huge Peru contingent at Luxperience 2016 exhibiting alongside tourism board Promperu, including Coltur Peru, Domiruth Travel Services, Jungle Experiences, JW Marriott Hotels Peru and Viajes Pacifico.





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This iconic hotel group is looking for a talented Sales Manager to manage their trade partners and leisure portfolio. Reporting to the DOS, your role will involve identifying new partners, retaining and building upon existing relationships, working with the marketing division to identify trade specific campaigns and present at major trade events, including escorting educationalists. Interested? Want to know more? Call us now.

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