

It's Meatball Friday!

THE latest development in the wildly popular meatball mania sparked by *Travel Daily's* Jenny Piper has led to our newest creation - a special Spotify playlist of meatball-related songs.

The collection of music to make you spin right round the world is the ideal accompaniment as you create your mince and meatball recipes - listen now at open.spotify.com and let us know any ideas for additions to the list via meatballs@traveldaily.com.au.



Hawai'i Lei Day

HAWAI'I Tourism Oceania (HTO) is celebrating its annual Lei Day today, along with a special new regular *Travel Daily* feature.

HTO's Giselle Radulovic said until the destination can welcome visitors again "we will continue to share the spirit of Aloha with Australians" - see the **last page**.

HLO COVID-19 survival plan

HELLOWORLD Travel Limited has batted down the hatches, significantly cutting expenses amid expectations that its TTV will be down 95% until Sep this year (*TD* breaking news).

The company is forecasting the re-opening of the domestic travel market in Australia in Sep, followed by trans-Tasman travel in Oct or Nov 2020 - but doesn't expect other international travel in the corporate or leisure markets to resume with any material volume until 2021.

Based on current expectations the company will incur cash losses of \$1.2m-\$2m per month, move towards a break-even position in the Dec quarter and a small profit in the six months to 30 Jun 2021.

There are no plans to raise capital, with Helloworld having sufficient liquidity to maintain operations for a period of 12 months or longer.

The company noted that many suppliers including airlines, cruise operators, tour operators and other providers had "unilaterally changed their cancellation conditions and are offering future travel credits rather than cash refunds.

"Many customers are agreeable to accepting credits for future travel, particularly on the basis that any applicable cancellation fees are fully waived, however we are working with suppliers on behalf of our customers who are seeking a cash refund where such a refund was a term of the original booking," Helloworld said.

The company also noted the voluntary administration of Virgin Australia, with HLO owed about \$3.7 million in override and marketing income.

"We are awaiting further details as to the recoverability of that amount in due course from the Administrators," the firm said.

Today's issue of TD

Travel Daily today has five pages of news including our PUZZLES, plus a full page from:

- Hawaii Tourism Oceania

Viking 2022 open

VIKING Cruises has today opened up a wide selection of ocean and river cruises for sale, with departures until Dec 2022.

The program features several new itineraries, including the 13-day Amazon & Caribbean Adventure which sails between San Juan in Puerto Rico and Manaus, Brazil along the Amazon River.

There's also a 15-day Canada & New England Scenic Shores from Montreal to Fort Lauderdale, and the 10-day Christmas along the Elbe between Berlin & Prague.

"We continue to work hard to support our guests, staff and travel partners during these turbulent times," said Viking MD ANZ, Michelle Black - 138 747.

TASTE OBSESSION

SINGAPORE

HOME EDITION - FRIDAY COCKTAIL

Singapore may be well-known as a 'Foodies' haven, but its bar scene has steadily come to rival its culinary offerings too.

A dream destination for 'Socialisers', did you know that Singapore is also known as the 'Cocktail Capital of Asia', with six bars in the 2019 "World's 50 Best Bars" list.

A suggestion for your Friday night drinks is this Singapore-inspired cocktail from one of our best local bartenders.

FORAGER'S GARDEN

Inspired by Singapore's garden city setting, this cocktail uses urban foraged wild torch ginger, with gin from local distillery Brass Lion that champions craftsmanship. It is then combined into a refreshing cocktail with pandan kombucha.

Now it's your turn to share your creations with your colleagues, and tag us at #VisitSingapore.

www.visitsingapore.com

[RECIPE HERE >](#)





What has been the impact of the coronavirus pandemic on land and air operators? Read more in the April issue of *travelBulletin*.

CLICK to read
travelBulletin

Some agents getting the love

MESSAGES of community support for Australia's beleaguered travel agent community seem to be few and far between at the moment - but they are not non-existent.

Jenni Davis from Travel Associates in the Sydney suburb of Beecroft posted this pic on social media after a passer-buy dropped in some snacks.



"We are truly blessed to be a part of this community," she said. "A lovely Beecroft local just stopped in to see us here at Travel Associates to say 'I've seen you in here still working and it must be so hard so I've brought you some snacks to say hang in there, it will get better!'.

"To this genuinely lovely and incredibly thoughtful lady, thank you. It's a particularly difficult time to be working in the travel industry and as I sit here in quiet tears writing this post, I know that she can't even begin to know just how much that small gesture meant to us...but I am so incredibly grateful she took the time to stop by," Davis added.

Aeronology TravelSky deal

MELBOURNE-BASED travel technology firm Aeronology has announced a new global API/GDS distribution relationship with China's TravelSky.

TravelSky is the largest GDS in China, and has direct connections to all carriers within the country along with "huge transactional volume in the APAC region," according to Aeronology CEO Russell Carstensen.

"Building a relationship with TravelSky at such an early stage of Aeronology's development is strategically very important.

"To have a commercial relationship with TravelSky, which we can leverage globally, is something most travel companies

simply haven't contemplated."

Carstensen noted that China has its own IATA BSP, which means Aeronology is able to transact in that market on certified, owned and operated IATA numbers.

"The bookings will be 'married'; the PNRs are controlled by the travel consultant, even the schedule changes, cancellations, revalidations or reissues, and all on one screen," he said.

Travel agents without direct access to TravelSky will be able to use Aeronology's connection to book all Chinese carriers into and out of China, including all Chinese internal flights 24/7.

"The service provides 'like for like' booking behaviour, no different to Sabre, Travelport or Amadeus," Carstensen added.

"What Aeronology will be able to achieve is to allow our global corporate, OTA and leisure travel agent customers to book with some of the largest airlines in the world via direct, instant connection," he said.

QF CEO forecast

QANTAS CEO Alan Joyce says that while there's lots of uncertainty about the resumption of flying in Australia, three things are certain: it will be competitive, there will be lots of low fares, and domestic travel will start well before international.

In a LinkedIn post yesterday Joyce said that with the huge potential for the Australian domestic aviation sector "this is never going to be a one airline town - or it won't be one for long".

He cited a recent survey of QF Frequent Flyers which found 85% are keen to travel again once they're able to".

DNSW gets puzzlin!

DESTINATION NSW is taking its COVID-19 lockdown initiatives to the next level, inspiring potential visitors with a new collection of 18 digital jigsaw puzzles.

The "free, mind-soothing distractions" provide a way to revisit some of your favourite spots, or take a virtual trip somewhere new while keeping your mind active in #iso, according to DNSW.

Check them out online at visitsnw.com.

Podcast episode 5

THE fifth weekly episode of the new *Travel Daily* "News on the Fly" podcast is now live on Spotify, Apple iTunes and wherever you get your podcasts.

The 10-minute commentary on some of the week's biggest travel industry stories is also available at traveldaily.com.au/podcasts.



Window Seat

FORGET strict lockdown measures aiming to halt the spread of coronavirus - authorities in the Swedish university town of Lund have come up with a much more practical solution.

Gatherings and events might be totally banned in Australia, but the Swedes have a somewhat more relaxed attitude - as evidenced by a significantly higher rate of COVID-19 infection and deaths.

Groups of over 50 are banned, but shops, restaurants and gyms have remained open and physical distancing is advised rather than compulsory.

However even the Swedish were concerned about traditional Walpurgis Night celebrations, which normally see about 30,000 people descend on the city's central park.

"Lund could very well become an epicentre for the spread of the coronavirus on the last night in Apr," said Gustav Lundblad from the local council.

Accordingly a decision has been made to dump 1,000kg of fresh chicken manure in the park, in a two-pronged effort to discourage the celebrations.

"We get the opportunity to fertilise the lawns, and at the same time it will stink and so it may not be so nice to sit and drink beer in the park," he said.

The metric tonne of chook poo may have some side-effects.

"I am not a fertiliser expert, but as I understand it, it is clear that it might smell a bit outside the park as well.

"These are chicken droppings, after all...I cannot guarantee that the rest of the city will be odourless," he told the local *Sydsvenskan* newspaper in a story reported under the headline "Chicken s**t should stop the party in the City Park".

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VA sale "achievable" by Jun

SALE of Virgin Australia is "achievable" by Jun, administrators say, confirming a large number of parties have expressed an interest in taking over the carrier (**TD** breaking news yesterday).

Yesterday Deloitte Restructuring Services, the administrators of Virgin Australia held the first virtual meeting of creditors, revealing Morgan Stanley and Houlihan Lokey had been appointed to run the sale process.

Eight interested parties have so far signed non-disclosure agreements and negotiations are continuing with a further 12.

Administrator Vaughan Strawbridge said indicative offers are expected to be received in mid-May, to be followed by binding offers in Jun.

"We remain confident that our target of achieving a sale by the end of Jun is achievable.

"We remain strongly focused on restructuring and refinancing the business, creating a viable operation that will appeal to prospective new owners and

bringing Virgin out of external administration as soon as possible in an outcome that will retain jobs and the airline's contribution to Australia and its economy."

Strawbridge said voluntary administration would allow acceleration of a "transformational plan" put in place by management to enhance profitability.

"Our objective is to restructure and refinance the business so it emerges stronger on the other side of the COVID-19 crisis."

The carrier continues to operate during the voluntary administration process, with 64 return domestic services each week, contracted domestic charter flights and Federal Govt-supported international flights to Hong Kong and Los Angeles.

The administrators are looking to seek an extension of the convening period of three months due to the scale and scope of their work, which would take the second meeting of creditors to approximately 22 Aug.

Eclipse II work

WORK has begun on *Scenic Eclipse II* last week in Croatia's 3. Maj shipyard.

Like her namesake, *Eclipse II* will carry 228 passengers, but is being constructed at a different shipyard.

The 3. Maj shipyard is located in Rijeka, which is also where *Eclipse* will remain docked during COVID-19, with the plan to see *Eclipse II*'s keel fitted by the start of the northern summer.

Hunter on air

TRAVELLERS Choice MD and AFTA Vice Chairman Christian Hunter yesterday spoke on ABC Radio Perth, explaining the impact of COVID-19 on Australian travel agents.

The segment saw Hunter reiterating key points of AFTA's "The Facts" campaign (**TD** 29 Apr) aiming to debunk some of the widespread misinformation and negative mainstream media reports - listen at abc.net.au.

Cathay adds flights

CATHAY Pacific will add more flights in Jun.

The increased schedule will see CX operate five flights per week from Hong Kong to London, Los Angeles, Sydney and Vancouver; three flights per week to Amsterdam, Delhi, Frankfurt, Melbourne, Mumbai and San Francisco; and daily flights to a number of Asian destinations.

Qantas Dreamer

QANTAS is introducing a Frequent Dreamer scheme, offering its Frequent Flyers more ways to earn points while grounded.

In an e-mail, Qantas advertises earning points by, "filling up at BP and walking the block with the Qantas Wellbeing App," and even "stocking up on wine", with six categories available: Frequent Driver, Earner, Insurer, Shopper, Sipper and Walker - **CLICK HERE**.

TECHNOLOGY UPDATE

Today's Technology Update is brought to you by Stuba Pacific

Top lock down tips for productivity

The web is awash with hacks about working from home, managing teams remotely, interacting digitally. Written by people with no experience.

Let me share with you not just my past 15 years of managing several thousand man days off shore, but how we modified that in the past 2 months. Here goes my top lock in tips for productivity.

Stop saying the C word. 'Nuff said.

Aim to be better. Emerge as butterflies, not bears, from hibernation. The muscle to work on the most is willpower. Every day.

Don't rely on bandwidth. A Pre-recorded video can download any time. A Voice call to discuss a video you all saw works amazingly well.

Turn on empathy. EVERYONE has a story, none are fun. Someone a bit grumpy? You are too.

Don't say "hi", say why you are saying "hi". Don't monologue on skype, bullet point on email. Tell someone what you need by when.

Don't say to anyone in the travel industry "Gee it must suck right now" or "don't worry, I am sure your international travel business will emerge unscathed..."

Challenge your beliefs. The world and everything in it changed.

What do you REALLY know?

Mark Luckey,
CIO, Stuba



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Travel Daily

NEW EPISODES WEEKLY

Travel Daily

NEWS ON THE FLY

How are airlines facing the challenge of the flight shaming movement? Find out in the April issue of *travelBulletin*.
CLICK to read
travelBulletin

The travel industry refund crisis explained to a paver

OPINION

Mark Brady, owner of Travellers Choice member Cruise & Travel Ballina, Byron Bay and Tweed Coast, posted this article as a response to recent



anti-travel agent stories on TV..

Got an opinion to share? Let us know in up to 400 words via email to feedback@traveldaily.com.au.

I HAVE a neighbour who has a paving business ask me how travel is going last week, as he is travelling to London in Sep and just wanted to know if he is going or not. My reply:

Let me try and explain this through the eyes of a paver.

You get a call from a prospective customer for a new and large backyard paving job.

You meet with them on several occasions giving all your years of advice and knowledge until such time as they receive a detailed

quote and make the decision to go ahead with the job - a long but very worthwhile process.

Once finished you are both very happy with the outcome. Your customer even shouts you a couple of hard earned beverages.

Then out of the blue you receive a call from the customer that was so happy, just advising you that the Government no longer is allowing those pavers to be there as they are a health issue.

You now need to come back and pull them all up and return the space back to the way it was, and by the way they want a full refund. You then advise them that the paver company will only offer you the wholesale refund price and not the retail price that you had sold it for on their behalf.

On top of that, they will only give a credit for the ones you had laid prior to the 13th, and the ones laid on the 14th can be refunded, but any laid after

that date they haven't yet made a decision and you will just have to wait. You then advise the customer that as most of the pavers were laid on the 14th you will be able to offer a 90% refund for those, but as you are advising them you have just received an email letting you know that this new email supersedes any others you may have received and they are now only offering a credit for the 14th as well.

You then do all the work again, and more, as the deconstruction was actually more time consuming than the initial build, and at the end of it you are asked to return your original labour charge for the first job as well, as it was not their fault that you have to come back at tear the job up and return it back to its original state.

Your customer then advises you that that have a mate, Muzza, who once laid some pavers for himself, and he tells me that A

Current Affair has said that you have to give me all my money back or I can do a charge back on my credit card.

You have somehow navigated all this confusion and the paver company changes its mind again and will now provide you a full refund for the 12th only, but as you didn't put them down that day it does not apply to you, so you will now have to apply for a refund and this may take three months – and you have to decide by this afternoon.

All the while you are being told by your customer that *A Current Affair* has advised them yet again, that we are stealing their money, supposedly have it in my bank account and must by law give it back or they will go the to ACCC.

This all happening while Dan Murphy's puts a limit on your medicinal purchases.

Now are you sure that you want to know how travel is going?

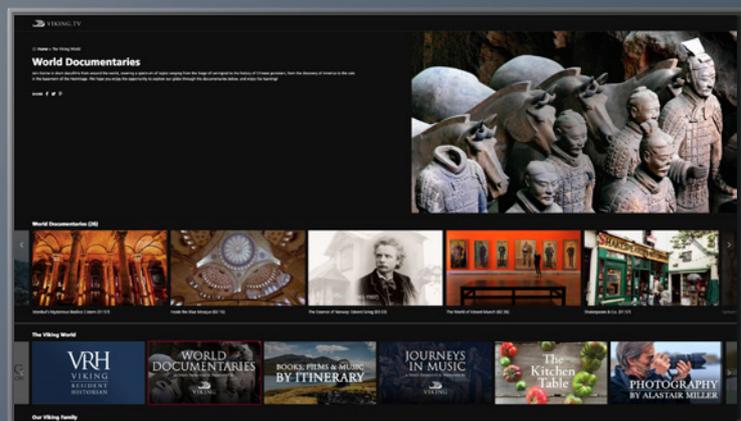
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We've been busy using the time in self-isolation to create and launch our brand new digital destination, *Viking.TV*.

It's a way for us to unite our community and inspire our culturally curious guests from their own homes, until we are able to explore the world together again.

It's also a great tool for you, our trade partner, to see all that's happening in the world of Viking through inspiring, informative and enriching content in one location.

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CORPORATE UPDATE

Quest Robina ready to open



QUEST Apartment Hotels will next week open its first property on the Gold Coast in anticipation of an economic boom for the region post lockdown.

Set to open on Mon, the \$32m Quest Robina will cater to both business and leisure activity, offering 80 serviced apartments, a gym, lap pool and conference facilities.

“When domestic travel is reinstated, we will undeniably

see a surge in both corporate bookings, and as the newest hotel on the Gold Coast located in a key business precinct of Robina, we anticipate Quest Robina will be the pick of places to stay”, said Quest Chief Operations Officer, David Mansfield.

The hotel (**pictured**) has already begun securing long-term bookings of three months plus for business professionals later in the year.

Hotel RFP season delayed

THE Global Business Travel Association (GBTA) has urged hotels to roll over all 2020 rates into 2021, endorsing the postponement of the annual Hotel RFP (request for Proposal) season this year.

The decision follows several weeks of discussions among GBTA’s US and European accommodation committees, top travel buyers, suppliers and more than 50 hotel companies representing thousands of hotels across the globe.

“GBTA usually does not get involved in the Hotel RFP process, but we made a special exception this year in light of the widespread effects of the pandemic,” said GBTA CEO Scott Solombrino.

“We got involved at the request of top travel buyers and the top

50 hotel brands.

“Our hope is that all parties can agree to roll rates for this year and then negotiate new rates in 2021, once we all have a better sense of the pandemic’s longer-term impact on the industry.

“With so many people furloughed or laid off, and with so much uncertainty about when travel can truly re-start, buyers and sellers have neither the resources nor the knowledge right now to develop a mutually beneficially Hotel RFP.

“We hope that by pressing the pause button we can have a more fruitful negotiation in 2021,” Solombrino added.

GBTA has also released the results of a survey of members, with a third of companies planning for a recovery in three months or less - see gbta.org.

CORPORATE CHATTER

with Alex Kaluzny

Travel tech trends in 2020

EGENCIA puts the travel industry under the microscope, pondering some of the ways technology is changing the way we do business.

1. Predictive personalisation takes off.

Personalisation in the travel sector has begun to take off thanks to Artificial Intelligence (AI) and Machine Learning (ML).

The predictive analytics we have seen in consumer apps like Netflix begin to show signs of progress in business travel. Imagine a trip to a new location and a TMC suggesting a dining option when you land, tailored to your food preferences from other trips or restaurant receipts entered. In 2020, we may start to see the seeds of innovation planted with companies who have the right mix of data to integrate.

2. AI/ML ushers in global negotiations.

AI and ML began to offer new savings in 2019, as features like automatic re-booking when prices drop, to hotel and air search optimization by policy.

In 2020, technology will see global contract shifts as travel managers see

AI and ML embedded – even deeper – into travel management platforms.

Expect contract re-negotiations to become more sophisticated as technology uncovers and recommends new areas to optimize by region, and at global back-end scale.

3. More channels emerge, without significant consolidation.

Travel booking has evolved from phone calls to websites, and mobile to apps. All the while, no channel has fully disappeared.

In 2020, communication channels will continue to increase, with bots and voice AI increasing in adoption, and consumers expecting the ability to adjust travel and communicate needs in real-time – in whatever channel they prefer – without skipping a beat. Information will need to carry over, a traveller will expect to be able to start on the phone, hop on online to a website and pick a flight, then adjust a booking through a voice enabled app – minus the friction.

End-to-end will be the end all, be all, for 2020.

“ In 2020, technology will see global contract shifts as travel managers see Artificial Intelligence (AI) and Machine Learning (ML) embedded - even deeper - into travel management platforms ”



Alex Kaluzny is Senior Vice President and Chief Product & Technology Officer at Egencia, where he heads up worldwide product and technology with a mission to create game-changing web, mobile and customer service solutions to make business travel better.

Sudoku

DIABOLICAL

THE aim of Sudoku is to complete the entire grid using the numbers 1-9. Each number can only be used once in each row, once in each column, and once in each of the 3x3 boxes.

			6			7		
7	1	6				8		
			1				3	
	6	8	4		5		1	
			6		1			
5			9		3	8	4	
8					2			
	4					5	3	8
	7			3				

www.sudokuoftheday.com - visit them and get a new Sudoku every day!

Pub quiz

- Which country has the most UNESCO-listed sites in the world?
- In which country did stroganoff originate?
- What is the other name for Ho Chi Minh City?
- The iconic Bungle Bungle Range in Western Australia is located in which national park?
- Which animals are considered the 'Big Five' to spot on safari?
- What is the most commonly spoken language in South America?
- In which country is the highest mountain in Europe located?
- Name the mountain range that extends along most of the length of New Zealand's South Island.
- In which country can Roquefort cheese only be made?
- What is the most populated city in the United Arab Emirates?
- What place does this collection of pictures spell out?



+



+



shout out to...

SUPPLIERS, have you had an agent go above and beyond? Agents, maybe one of your clients has recognised your hard work? Or have you had a supplier pull out the stops for you? In these tough times we want to give recognition to those who are working so hard through it all. Send us your shout outs to shoutouts@traveldaily.com.au. The person who has gone the furthest above and beyond each week will win a \$50 voucher (as will their the person who nominates them) thanks to Quark Expeditions.



Wendy McLaughlin from Travel Partners has nominated Rebecca Holmes from Travel Partners Portland. Wendy says: "I would like to nominate Rebecca Holmes from Travel Partners Portland. Rebecca has provided a lot of support and guidance to me, a new to the industry and newly operating self-employed travel agent.

Rebecca has selflessly provided hours of training on GDS and other systems and has guided me through the COVID-19 policies and procedures. Rebecca has also fought for me to receive support and guidance from particular departments. Although I offered remuneration for her time, she denied it and kindly responded with "We are a team and we support each other".

I truly don't know where I would be right now both mentally and physically if it wasn't for Rebecca's selfless support, and for this reason I would like to nominate her for the 'Shout Out'."

Whose flag is this?



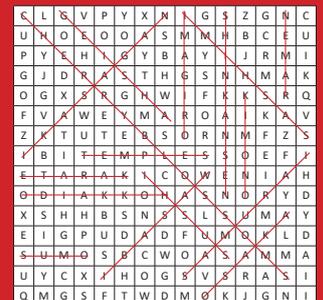
WE'RE taking a break from all the exciting flags with coats of arms and fun symbols. This country's flag takes it back

to basics with three solid colours, tried and tested for flags. Do you know whose flag it is? Check Monday for the answer.

ANSWERS 30 APR

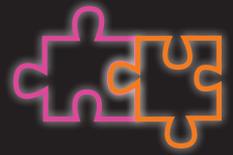
Unscramble: aced, arced, cadre, caked, caned, card, cared, cedar, ceded, craned, cranked, creaked, cred, creed, dace, dance, dancer, dank, danker, dare, dark, darken, darn, dean, dear, deck, deer, denar, drake, crank, eared, earned, ecad, eked, endear, KNACKERED, knead, kneader, kneed, naked, nard, narked, neared, necked, need, nerd, raced, racked, raked, rand, ranked, read, redneck, reed, rend

Where in the world: Cosmonaut Museum, Moscow, Russia



**NEED A DISTRACTION
AMID THE DOOM
AND GLOOM?**

Check out our daily puzzle page.



Travel Daily

It's mince time with Austria!



AUSTRIAN chefs Astrid Gruchmann-Licht and Kathrina Denk from the Austrian National Tourist Office rolled up their sleeves this week to tackle one of Austria's most loved home-cooked meals, the "Faschierter Braten".

Inspired by *Travel Daily's* Travel the World with Mince and Meatballs project, the team even put together a video to share how



to make the dish - [CLICK HERE](#).

Self confessed "expert eater, but amateur cook" Gruchmann-Licht and Faschierter Braten master, Denk are **pictured** getting stuck into the cooking.

The delicious finished product is **inset**.

NCL correction

NORWEGIAN Cruise Line is allowing guests to rebook sailings using its future cruise credit offer on any sailing embarking 01 Oct 2020 to 31 Dec 2022, not 2020 as originally reported yesterday.

Guests who access the credit will receive an additional 20% discount off their cruise fare, with the offer available until 15 May.

Tas Recovery Council

TASMANIA'S tourism industry will be represented on a new Recovery Council announced by the State's Premier Peter Gutwein yesterday.

Accommodation operator and developer Brett Torossi will be a member of the board, along with Kym Goodes, the former CEO of TasCOSS and Chair of East Coast Tourism.

Hawaii campaign

HAWAIIAN Airlines has been running a digital content series across its social channels to "share the spirit of Aloha" to those across the globe who are unable to visit Hawaii right now.

The month of Apr "all about food" and May will be able sharing cultural content.

The series is running across Instagram, YouTube and Facebook and on the airline's website [HERE](#).

Thai trivia challenge

THE Tourism Authority of Thailand (TAT) Sydney Office has launched a new marketing campaign, called "Amazing Thailand Trivia Challenge" across the Oceania region.

There will be four challenges, to sign up to play, head to www.amazingthailandtrivia.com.

TRAVEL SPECIALS



WELCOME to Travel Specials, *Travel Daily's* Friday feature. If your firm has released a travel special you'd like to make the industry aware of, send the details to specials@traveldaily.com.au.

Victory Cruise Lines is offering earlybird savings of up to US\$2,000 per couple on its 26 cruises visiting the Great Lakes and Niagara Falls between Apr and Nov in 2021. Book before 30 Jun to avail the offer, for more call Cruise Traveller on 1800 507 777.

Fiji's Toberua Island Resort is busily preparing for when it can welcome back visitors, offering a full island charter from NZ\$13,500 (AU\$ 12,718) per night. Available for up to 36 adults and with a minimum five-night stay. Visit www.toberua.com.

Paragon 700 Boutique Hotel & Spa in Puglia, Italy, is running a "Buy One, Give One" initiative, seeing one night contributed as a gifted stay to a healthcare worker for every two nights guests book to stay in the future. See www.buyonegiveonestay.com.

Apartment-hotel operator **Nesuto** is offering a "Stay Longer and Save" deal across the brand's Australian and New Zealand properties with up to 25% off stays of a minimum of 14 nights. Head to www.nesuto.com.

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Aloha Friday

HAWAII TOURISM
OCEANIA



Celebrating Lei Day



Across the Hawaiian Islands, Lei Day is celebrated on May 1st, annually recognising Hawaiian culture and the traditions of kindness and hospitality. A lei is a garland of fresh flowers, shells or nuts that is shared as a token of love, congratulations, welcome and farewell. This day is an annual tribute to this a culturally iconic symbol of Hawai'i's aloha spirit.

Aloha can be created in an instant through a decision to act with kindness or generosity. Hawai'i Tourism Oceania invites you to celebrate lei day with us and brighten up someone's day through an act of aloha.

A message from the Hawaiian Islands



Hawai'i has a long tradition of welcoming visitors from around the world. At this time, we are focusing on the health and safety of our community. While we don't know what tomorrow will hold or when we'll be able to welcome you back to the Hawaiian Islands, one thing is for certain. We will never stop sharing love, compassion and aloha. It's at the heart of who we are, and we will continue to share aloha with our travel industry family. To discover what sharing aloha means to us [click here](#).

Hawaiian Airlines fun new Lei Day filter

Show your family and friends, colleagues and clients that you're still dreaming about travel by creating your very own Lei Day look. Hawaiian Airlines has developed a Lei Day filter for Instagram and Facebook to help you share aloha and celebrate Lei Day. To try it out [click here](#).



Online inspiration

- Chef Chai Chaowasaree, a key innovator of Hawai'i Regional Cuisine, is giving away some of his culinary secrets with a series of videos and recipes. To learn how to make his signature dishes that combine the flavors of Hawai'i and Asia [click here](#).
- The Polynesian Cultural Center is offering a new Education & History website that provides a number of resources including easy recipes, how-to videos from traditional dancing to coconut tree climbing, and so much more. To visit the site [click here](#).
- To celebrate the commemoration of the 75th anniversary of the end of World War II, Pearl Harbor Historic Sites has developed a Learning Center. Online visitors can find out timelines, facts and stories. To visit the site [click here](#).