

## Ride the k-wave!

**THE** Korea Tourism Organization is currently inviting travellers to ride the 'Korean wave'.

Also known as Hallyu, the phenomenon describes the outflow of Korean culture to other countries.

Cultural exports such as K-pop, K-drama, and Korean food and pop culture have increased in popularity recently - find out more about the country's charms in today's profile on **page seven**.

## Haut-er than ever!

**HAUTS-DE-FRANCE** Tourism and Convention Board has released two new modules for its training platform.

Module 7 takes a look at the city of Arras, while module 8 explores the region's many sites of remembrance - **CLICK HERE**.

## CTM gains momentum

**CORPORATE** Travel Management (CTM) has revealed that as of last week its client activity in Australia and New Zealand has risen to 85% of FY19 booking levels.

New Zealand has been the standout performer in terms of business travel resurgence, with CTM's financial update released yesterday showing the country is now trading above its FY19 booking levels by 160%.

The report also revealed CTM was confident of reaching a positive underlying EBITDA in Q4 2021, spurred on by the rebound of Europe and the ANZ region.

The company also boasts a strong cash position of \$104.8 million with no debt, while also recording a revenue of \$52.4m

for the quarter ending 31 Mar.

Despite the optimism about returning to profitability by the end of 2021, CEO Jamie Pherous claimed Australia risks being left behind in the global recovery unless it can improve in key areas.

"Whilst govts have done an incredible job at managing the virus...there is a real risk that Australia & NZ companies will be left behind in the global recovery if we...can't compete with the rest of the world," he said.

Pherous lists the key drivers for recovery as keeping borders open, fast-tracking the vaccine rollout and govt clearly communicating a framework for the reopening of int'l travel.

## Contiki cuts carbon

**THE** Travel Corporation's Contiki brand has announced that it will become a completely carbon neutral business from 01 Jan 2022, revealing all unavoidable emissions from trips departing after that date will be offset.

The announcement accompanies a new five-step Climate Action Plan from The Travel Corporation to achieve carbon neutrality by 2030 - see the full report **HERE**.

## Today's issue of TD

**Travel Daily** today has six pages of news including our **PUZZLE** page plus a product profile from **Korea Tourism Organization**.

## Petition goes live

**A PETITION** has gone live on the Parliament of Australia website to help lobby the government for more wage support in the travel agent and tour operator sectors.

Its launch was spearheaded by Goldman Travel Corporation's Michael West, who only last month joined Savenio advisor Lori Rogers in meeting with key politicians in Canberra, including Shadow Tourism Minister Don Farrell, to put the industry's case forward (**TD** 26 Mar).

Access the petition **HERE**.

## Jetstar CNS-NTL

**JETSTAR** Airways has announced flights between Cairns and Newcastle, the only direct link between the two cities.

The airline will operate the service from 23 Jun, with three weekly flights to provide around 6,000 seats per month.

## Masters reborn

**CRUISE** Lines International Association's (CLIA) Masters Program has returned in a new online format, having previously been offered at sea.

The conference has been redesigned to become a six-week online course offered to CLIA member agents twice a year.

The program provides an opportunity to obtain CLIA Cruise Master status, the highest qualification for the Association's cruise specialists, and is open to members who have achieved Ambassador status.



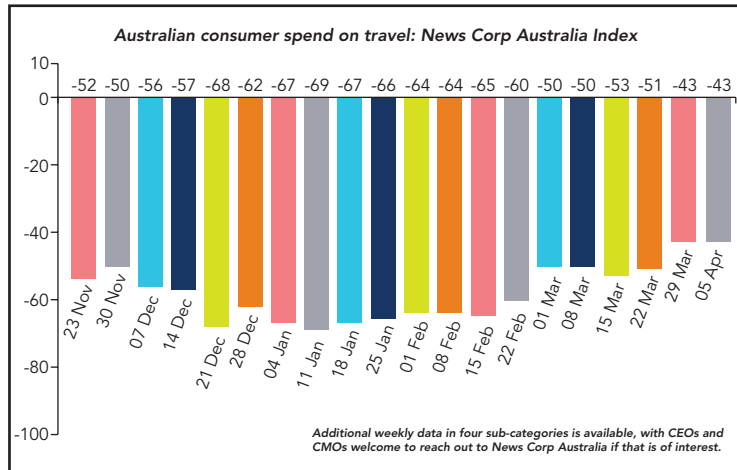
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THE SERIES

## THE JOURNEY TO RELAUNCH BEGINS

Want to see how Norwegian Cruise Line is gearing up for its return back to sea?  
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**WATCH NOW**

## Agent sales up 3 points



**WHILE** travel spend over the last week has levelled off at around -43% of pre-COVID volumes, the period did see a healthy 3% rise in the travel agent sector, according to new figures from News Corp Australia.

The touring and accommodation sectors also jumped by the same margin, which is encouraging news for the industry as the

period covered the week towards the end of school holidays.

"Within the next reported week it will be very interesting to see if the airline category over \$350 sees some improvement off the back of New Zealand flight bookings, and further improvements for the Travel Agent sector," said News Corp's Head of Travel Dwayne Birtles.



## Rex reinforcements

**REGIONAL** Express (Rex) has this week taken delivery of another Boeing 737-800 NG aircraft which will be deployed to the airline's growing domestic network which now extends to Melbourne, Sydney, Adelaide, Gold Coast and Canberra.

Rex Deputy Chair John Sharp was this week pushing the carrier's domestic credentials, calling on Aussie cities to consider partnering on more routes.

"We welcome expressions of interest from all major cities as we are determined to bring our unique premium reliable services at affordable fares to the four corners of Australia delivered with our trademark country hospitality," he said.

Rex has also confirmed that it will take delivery of two additional aircraft in Jul and holds ambitions to further grow its fleet of Boeing 737-800 NG aircraft by the end of the year.



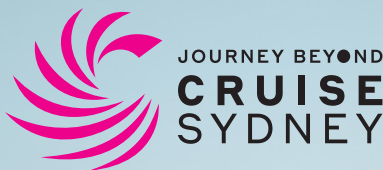
## Window Seat

**EVER** wondered what it would feel like to be a First Class 1970s air traveller?

Well folks, now you can with Qantas this week unveiling a replica of the airline's 1970s Boeing 747-200 First class in-flight lounge at the Qantas Founders Museum in Longreach, Queensland.

The new installation is now featured inside the museum's main exhibition hall, alongside an original Qantas 1970s uniform designed by Emilio Pucci and onboard products from the era including menus, silverware and crockery.

The lounge had space for 15 passengers, a cocktail bar and included seats that swivelled 360° - now that's totally groovy baby, pass me the flares!



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## Holiday Inn Sydney Airport refurb

**THE** Holiday Inn Sydney Airport has undergone a major \$4 million renovation which has seen half of its guest rooms upgraded (**pictured**) and a revamp of the Biggles Bar and Grill restaurant.

Led by architectural firm A+ Design Group, the refurbishment included new furnishings and bathrooms for the rooms and the introduction of a new junior suite, featuring bronze light fixtures, wooden panels, leather headboards and earthy tones.

The Biggles Bar and Grill now offers guests a fresher look with tiled flooring, new seating, layout and new artwork.



## Kiwi slopes are on fire

**BOOKING.COM** has revealed Australian travellers are looking to New Zealand, with demand spiking considerably since the opening of the trans-Tasman bubble - particularly for ski destinations.

Top Australian search increases for destinations in New Zealand included Queenstown (approximately eight times greater than the prior month), Auckland and Christchurch (nearly seven times greater), Wellington (approximately five times greater) and Wanaka (nearly seven times greater).

Top New Zealand search increases for destinations in Australia include the Gold Coast (approximately five times greater), Sydney (more than 3.5 times greater), Melbourne (approximately 4.5 times greater), Brisbane (approximately 3.5 times greater) and Noosa Heads

(approximately 4.5 times greater).

The research also uncovered that two-thirds of Australians feel more hopeful about travelling this year, however, the same number of those surveyed aren't willing to travel internationally until they have been vaccinated.

Almost the same amount (63%) stated that not being able to travel extensively in 2020 has made the appetite to travel in the future even more desirable.

## Airnorth Kimberley

**AIRNORTH** has announced 10 new services between Darwin, Broome, Kununurra and Perth from 26 Apr, adding an extra 1,100 available seats.

The move will see the carrier operate return services from Mon to Fri between Darwin, Kununurra, and Broome, with two nonstop Darwin to Broome same day return flights on Sat and Sun.

## Good bang for Whitsundays' buck

**TOURISM** Whitsundays is celebrating a massive 11 to 1 return on its recent marketing investment which saw multiple campaigns launched to lure back travellers following the long period of travel suspension.

"Keeping The Whitsundays at the front of every Australians mind, even when they were unable to travel, was challenging but rewarding and the results speak for themselves," said Tourism Whitsundays CEO Tash Wheeler.

"The Wonders of The Whitsundays and Airlie Campaigns have generated more than \$17 million in bookings for our operators across the region in a time where we have had to continually pivot and adapt to the changing environment."

The over \$1m in campaigns were delivered in partnership with thirteen local operators.

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## It's a Cunard event

**CUNARD** has unveiled its 2022 line up of Event Voyages scheduled to take place on board *Queen Mary 2* and *Queen Elizabeth*, from literature events to major concerts.

Highlights include performances by the UK's National Symphony Orchestra & an art themed cruise called *Beatles and Beyond* which celebrates the best of the British.

Call 13 24 41 for more details.

## EY carbon neutral

**ETIHAD** Airways has flown its first ecoFlight for 2021, a carbon neutral trial designed to test engine optimisation initiatives, as well as the reduction of weight and single-use plastics.

The flight, which departed Abu Dhabi for Rome on 17 Apr, was the fourth of its kind to date and will be used as a trial for more permanent green policies.

## AlUla launches to the trade



**THE** north-western Saudi city of AlUla held a trade launch dinner last night at middle-eastern restaurant Nour in South Sydney, taking attendees on a "journey through time" to the destination, which is being marked as The World's Masterpiece.

Around a dozen travel industry partners were on hand to be

introduced to one of the world's oldest civilisations and its 200,000 years of human history, as it begins to open up to visitors.

Attendees also heard from esteemed Classics & Ancient History Professor David Kennedy from the UWA.

**Pictured** are Etihad Airways' Melissa Borgo, Arcadia Expeditions' David Adams, Greece & Mediterranean Travel Centre' Halina Kubica, Arcadia's David Mannix, Academy Travel's Stuart Barrie, The Walshe Group's Antonio Khattar, UWA's David Kennedy, Walshe's Sonia Holt, Law & Turner Travel Associates' Kylie Gorst, Renaissance Tours' Evan Petrelis, World Expeditions' Sarah Higgins and Crooked Compass' Lisa Pagotto.

**MEANWHILE**, Saudi Arabia's new Public Investment Fund-owned cruise development business Cruise Saudi has signed a landmark agreement with MSC Cruises, which will bring its ships to the country - more info in today's **Cruise Weekly**.

## Delta back in Oz

**DELTA** Air Lines will be back flying from Australia seven days a week from 01 May, according to a post released by the airline's public relations agency The Walshe Group this week.

The agency added the resumption would be subject to government travel regulations.



## SUSTAINABILITY MATTERS

Today's Sustainability Matters is brought to you by **PONANT**

Supported by the **PONANT Foundation**, Conservation International Antarctic whale study documentary wins award!



You may recall I mentioned in this column in January this year, that humpback whale research in the Antarctic is part of a wide ranging partnership

between our PONANT Foundation and NGO Conservation International - the shared goal being to protect biodiversity and raise awareness of its importance to sustainability.

And so I am delighted to advise that New Zealand-based wildlife filmmaker Richard Sidey, joined PONANT's team of naturalists and six scientists on a 20 day Antarctic voyage aboard our small luxury expedition ship *L'Austral*, in order to document this humpback whale research mission aimed at gathering and analysing information on the distribution, genetics and acoustics of whales. One of the outcomes is his compelling documentary, 'Whales in a Changing Ocean'.

This film, which resulted in Richard Sidey receiving the prestigious Director's Award at the 2021 International Ocean Film Festival (IOFF), is currently being shown in San Francisco at the 18th IOFF, an international festival of independent ocean-related films screening from 15 April to 2 May 2021. I invite you to find out more about this important humpback whale preservation mission in this short six minute summary film full of stunning photographic images and information.

**Deb Corbett**

**General Manager Sales & Marketing Asia Pacific.**



## Club Med

Club Med operates 70+ Premium to Luxury all-Inclusive beach and snow resorts worldwide.

### Trade & MICE Marketing Manager

**"The purpose of life is to be happy... the time to be happy is now and the place to be happy is here"**

Club Med Founder Gerard Blitz 1950

The Club Med Pacific team are looking for our next superstar to join their dynamic team as **Trade & MICE Marketing Manager** based in the Sydney corporate office.

- This role will report directly to Head of Marketing with a functional reporting line to the Head of Sales
- The successful applicant will be responsible for defining, coordinating and implementing the Trade and MICE marketing strategies
- We are looking for an experienced marketer that can drive effective and sales driven marketing, advertising and promotional activity for our Trade and MICE sales team
- If you are an exemplarity team leader, have a rich understanding of the market and industry and a huge passion for travel, we want to hear from you!

All potential applicants must be a permanent resident of Australia

Sound like you? Email [hr.australia@clubmed.com](mailto:hr.australia@clubmed.com)

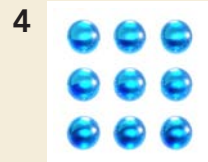
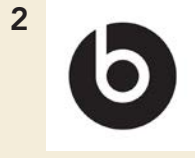
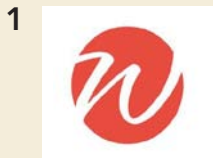
[Click here for a full description >](#)

Applications close May 3



## Know your brands

**LOGOS** are the main way that companies distinguish themselves, and some logos are so famous that you don't even need to see the company's name to know who it is. See if you can identify these four logos.



## Whose animal is this?



**AS OF** 2015 the cow was adopted as the national animal of this country.

The cow has a close association with Hinduism, and the majority of the inhabitants of this country follow that religion, particularly because the nation is the birthplace of Buddha.

Cows are protected by law, with the slaughter of the animal prohibited and their milk is an essential part of the daily lives of most households in the nation.

Do you know which country celebrates the cow as its national animal?

### ANSWERS 21 APR

Pub quiz: 1 Jacksonville, 2 a) Shanghai, 3 United States', 4 True – just over 25,000, 5 Eureka Tower, 6 Billionaire's Row, 7 2016, 8 Golden Highway, Mitchell Highway and Newell Highway, 9 Israel, 10 Oahu  
Seen it at the movies: Pretty Woman

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

## Whose flag is this?



**IN THE** late 11th century this island nation was supposedly granted a white and red coat of arms, on which this flag is based. This has been hard to substantiate but it is well known that the knights of this nation who ruled for many hundreds of years used a red flag with a white cross. In 1943 the unofficial flag of the country (which was then ruled by

Britain) had a blue canton added to it with the George Cross on it. It was given to the island's residents by Britain's king for their defence of their country during WWII. In 1964 the country became independent and the blue canton was dropped, but they kept the George Cross. Do you know whose flag this is?

## Greek word search

U	O	S	D	U	B	X	Z	N	A	E	G	E	A	X
M	Z	B	E	F	H	H	S	O	N	O	K	Y	M	E
S	T	D	O	D	I	S	I	L	O	P	O	R	C	A
K	P	R	A	P	A	Y	H	V	C	D	X	T	Q	T
Q	Y	A	O	D	Q	M	N	W	N	M	Y	Z	R	G
G	X	W	R	V	U	B	L	M	R	G	S	A	W	L
A	P	A	R	T	H	E	N	O	N	Q	U	T	S	R
C	K	Q	E	R	A	C	T	J	D	B	T	Z	E	C
A	O	A	I	N	I	R	O	T	N	A	S	I	D	O
T	V	G	S	N	E	H	T	A	Q	Y	Y	K	A	R
E	E	S	S	S	O	J	R	X	Q	E	F	I	L	I
F	W	L	X	T	U	L	B	L	Z	Q	G	U	C	N
R	Q	D	M	D	I	O	V	P	N	C	R	S	Y	T
P	A	R	O	E	T	E	M	R	R	T	P	K	C	H
I	X	Z	X	M	V	N	A	L	Q	J	P	P	Q	G

**SEE** if you can find these words. They are hidden horizontally, vertically and diagonally, forwards and backwards.

ACROPOLIS  
AEGEAN  
ATHENS  
CORINTH  
CYCLADES  
DOLMADES  
FETA  
GYRO

METEORA  
MOUSSAKA  
MYKONOS  
PARTHENON  
SANTORINI  
SPARTA  
TZATSIKI

## Ride Yamba's wave

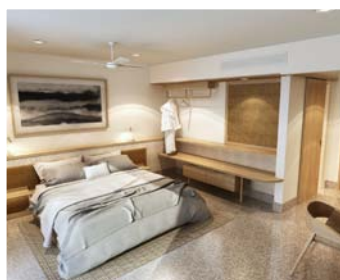


A NEW 12-room surf hotel is close to opening its doors to guests in Yamba, offering an authentically local experience in a private space where travellers can "check in and chill out".

The Surf Yamba on NSW's north coast offers a range of unique accommodation delights, including a rooftop terrace and plunge pool where guests can take in 360° views of the ocean.

Situated opposite Yamba's Main Beach, the upcoming hotel also features large wedding, private function and meeting spaces, with companies having the option of hiring out the corporate retreat Club Room and rooftop Pippi Deck area in combination packages starting from \$2,500.

When the property opens in late May, guests will be welcomed by industry veteran and General Manager Garry Snodgrass, who has previously held senior roles at the luxury



Six Senses Soneva resort in the Maldives, Anantara Resort in the Maldives, Thailand and Vietnam and Fiji's Castaway Island.

"I'm excited to welcome guests to The Surf Yamba and show them what a special place Yamba is," Snodgrass said.

"There's something for everyone here, whether guests want to retreat and relax at the hotel, or head out and explore the local beaches, and we look forward to delivering a personalised service to create a memorable experience."

Rates start from \$275 per night.

**Pictured:** The pool deck and inset, one of the rooms on offer.

**Catch up on the news of the week**

[CLICK HERE TO LISTEN](#)

## Crystalbrook plants

**TO CELEBRATE** Earth Day, Crystalbrook Collection has announced it will be planting a tree for every guest who is staying at its portfolio of properties today.

The environmental initiative is being run in partnership with One Tree Planted, which will see a variety of native Australian trees seeded, including acacia, banksia, eucalyptus & melaleuca species.

Guests staying at Crystalbrook Byron will also be gifted a complimentary HuskeeCup, a reusable coffee mug made from coffee husk waste material which is designed to keep beverages hotter and be more comfortable to hold than disposables.

## S Hotels & Resorts divests UK hotels

**S HOTELS** and Resorts Public Company Limited has flagged its intentions to divest a selection of its underperforming hotel assets in the United Kingdom, as part of a new strategy to optimise its portfolio of properties in the European country.

Hotels on the chopping block include the 73-room Mercure Newbury Elcot Park, in addition to at least five other British locations which have been identified as "non-core assets".

"We believe the optimal number of hotels in this portfolio should be around 20 & in the long run we wish to uplift the EBITDA performance," the company said.

## 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](mailto:appointments@traveldaily.com.au).

**Cora Cora Maldives** has named **Martin van der Reijden** as the General Manager of the new resort, set to open on Raa Atoll on 01 Oct. Van der Reijden has decades of experience with major hotel projects, including Crossroads, Lux North Male Atoll, Per Aquum resorts, and more than 16 years with Hilton International.

**Air New Zealand** has appointed **Paul McLean** as its new General Manager Sales Australia. He has rejoined Air NZ after a previous stint with the airline, during which he was its Country Director Canada.

**Martin Clapham** has taken on a new role as Director of Business Services with **ICC Sydney**. He joins from Cliftons Group, where he was the Global Chief Financial Officer. He is also currently a Director on the Global Board of the International Association of Conference Centres.

**Marriott International** has announced the appointment of **Sandeep Walia** as Chief Operating Officer for the Middle East and **Jerome Briet** as Chief Development Officer for Europe, Middle East & Africa. Walia will oversee Marriott International's portfolio across the Middle East, as well as Egypt and Turkey, while Briet will lead his region's growth.

For confidential tip offs, connect with *Travel Daily* via our secure WhatsApp service on +61 2 8007 6760 or click [HERE](#)







## Ride the Korean Wave - 'Hallyu'

The Korean Wave, also known as Hallyu, describes the outflow of Korean culture to other countries. Cultural exports such as K-pop music, K-drama along with Korean food and pop culture have increased in popularity. Korean films have new audiences since South Korean movie, Parasite's win for Best Picture at the 2020 Oscars, which was the first time a non-English language film had won the award. However most cannot forget (even if they wanted to) the viral music hit 'Gangnam style' a song that first brought K-pop to the masses.

Since then a 'new wave' of K-pop bands has risen to popularity such as Blackpink, BTS and EXO. When the borders open again for K-fans you can get your fix of culture whether it's visiting your favourite K-drama studio or hang-

ing with fans outside a K-pop singer's recording studio, taking a K-movie tour or visiting one of the many restaurants and cafes that have acted as backdrops for album covers and photoshoots for the stars.

K-Star Road acts as the gateway to Gangnam, the heart of the K-pop industry in Seoul and features a series of K-pop statues devoted to South Korean music superstars.

Head to Starfield COEX Mall to dance to Psy's 2012 song, 'Gangnam style,' under the Gangnam style statue located outside the mall's east gate.

There are plenty of Hallyu tours in Seoul in order to really experience K-culture. Try Hallyu Star Makeup Classes, Hallyu K-Food Cooking Classes or a K-Musical Tour.

### JOIN OUR KOREA FRIENDSHIP SERIES

As part of South Korea's 60th anniversary of diplomatic ties with Australia, Korea Tourism Organization (KTO) Sydney Office will be hosting a series of conversations, with interesting Australians who all share a special link to the destination. Watch our second conversation with the Singer Songwriter, Dami Im on 29 April 6:00PM (AEST) and win a return flight to Korea!

Register [here](#).