



Today's issue of TD

Travel Daily features six
pages, plus full pages from:

- TravelManagers
- Austrian National Tourist Office

JAL adds to SYD

JAPAN Airlines has confirmed plans to add two new flights a week from Tokyo International Airport to Sydney from Oct.

The decision was helped along by the NSW Government's \$60 million Aviation Attraction Fund, which has been set up to re-establish air connectivity to Sydney from key markets and reboot the city's visitor economy.

The NSW Government's Visitor Economy Strategy 2030 identified Japan as a top 10 core market, and prior to COVID-19, Japan was ranked fifth in the state for visitors, and seventh for spend.

This year marks the 53rd year of uninterrupted air services between Tokyo and Sydney.

FCTG plots global luxury push

EXCLUSIVE

FLIGHT Centre Travel Group's (FCTG) Premium and Independent Brands division is set to supercharge its growth, seeking to tap into huge opportunities in the luxury market globally.

Speaking to *Travel Daily* at Virtuoso Travel Week in Las Vegas overnight, Global MD Danielle Galloway said that while Australia and New Zealand are currently the major markets for the group's Travel Associates brand, "we're looking at how to grow our luxury footprint in the US and UK".

"We're not sure whether that's with the Travel Associates brand or some other play; we're looking at rapid expansion...it might be an acquisition," Galloway said.

The division is making significant investments in its luxury strategy, including bringing all of its Travel Associates business leaders to Las Vegas for the event this week.

"It's all about luxury leadership

in the industry...positioning ourselves in amongst luxury connections," she said.

Galloway highlighted the recent Travel Associates brand launch (*TD* 29 Jul) and the elevation of her team to global-facing roles.

"We really want to instil ourselves as that luxury brand, and Virtuoso allows us to have those connections in one place."

Anna Burgdorf, the division's Global Brand & Marketing Leader, also noted that while many suppliers are familiar with Flight Centre, the huge cohort of Virtuoso preferred partners also provides opportunities to make new relationships with those who don't necessarily know what Travel Associates represents in Australia and New Zealand.

"Being at Virtuoso Travel Week is also an important opportunity to bring the brand to those partners who don't know us," Burgdorf said.

Travel Daily on location in Las Vegas

Today's issue of *TD* is coming to you courtesy of Travel Associates and Virtuoso which are hosting its annual Virtuoso Travel Week luxury extravaganza here.

TODAY'S Virtuoso Travel Week sessions featured a special sustainability-focused Under One Sky luncheon.

A panel discussion featured Tourism Australia's Head of Sustainability, Penny Rafferty, who noted a real paradigm shift among operators from "why" to "how" in terms of implementing sustainability initiatives.

Virtuoso's sustainability lead Jessica Hall Upchurch also noted the rising importance of sustainability among some travellers who comprise a "powerful psychographic market".



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Window Seat

AUSTRALIA is flush with difficult-to-pronounce place names, many of which we owe to the original custodians of our land, but apparently, the relatively straightforward Bondi Beach is one which confounds many tourists.

Language learning app Preply has compiled a list of the most mispronounced places on the planet, with the popular beach in Sydney scoring a spot in the ranking for often being referred to as 'bon-dee' by mistake, while the same list cites Melbourne as regularly mispronounced as 'Mel-born' by visitors.

Brisbane is another Aussie city that gets tourists tongue-tied, often referred to as 'Bris-bayne' instead, while we all might be getting Dubai wrong, with 'doo-buy' labelled incorrect, with the list insisting it's 'Doo-bay'.

Rego dropped

TRAVELLERS no longer need to register trips with Smartraveller, with the Department of Foreign Affairs & Trade (DFAT) now asking tourists to subscribe instead to updates on the destination(s) they are travelling to.

Pre-trip registration with Smartraveller formally ended in 2019, with the decision made as many travellers were not providing accurate itineraries, updating their itineraries when plans changed, or advising if they left a destination they had been staying in, making it too difficult for DFAT to reach those in need.

Austria Collection

THE Austria Hotel Collection offers a handpicked selection of 15 premier hotels across Vienna, Tirol, Salzburg, and Carinthia.

The luxury selections are favourites among Australian travellers, each offering the highest quality of service and a unique experience, whether it's an Alpine or a city stay.

For more info, see [back page](#).

Off-season surge

OFF-SEASON travel demand is growing between Australia and Southeast Asia as borders across the wider region reopen, new data from Trip.com shows.

For Aussie travellers, short-haul travel to Southeast Asia remains perennially popular, especially after restrictions were gradually eased in the area this year.

Automation webinar

AUTOMATION in the travel industry is the topic of discussion for tomorrow's Travel Community Hub webinar, 'The Rise of the Digital Worker' at 4pm - registration available [HERE](#).

NT flights from \$15

WEBJET has announced a raft of earlybird summer deals, including one-way Economy flights to Uluru, NT from Melbourne starting from only \$15.

Travellers can also take advantage of discounted flights from Sydney to Uluru from \$19, Brisbane to Uluru from \$19, and Hobart to Uluru from \$28.

The offers run until 19 Aug and apply to travel from Sep 2022 to Mar 2023.

[CLICK HERE](#) for more details.

A new brand for Sydney

A NEW report published by Business Sydney argues that the Harbour City must create a new cultural brand to better attract tourists following the pandemic.

The report believes Sydney has a significantly "under-valued" arts scene which can be better marketed and promoted to international and domestic audiences, suggesting an historical overreliance on traditional attractions such as the city's beaches and Opera House.

Business Sydney's Executive Director, Paul Nicolaou, said a proposed 'Sydney Arts Precinct' would provide the "vital missing chapter in the Sydney destination brand story".

"As a definer of Sydney's brand, the Precinct will become a 'beacon to the city', connecting locals and visitors to the city's cultural communities - inclusive, accessible and relevant to all," Nicolaou said.

Key recommendations in the report include Destination NSW working in partnership with the Sydney Arts Precinct to create a 'Cultural Sydney' brand as part of the redefinition of Sydney's narrative under the NSW Visitor Economy Strategy 2030.

Tactical, events-based campaigns will also be key to promoting the new brand concept, the report noted, with the Cultural Sydney message to be focused strategically on Sydney's continuous and evolving cultural landscape, and using the Sydney Arts Precinct as a thematic hub, promoting the breadth of cultural experiences offered every day across Sydney's many artistic and cultural

districts, precincts, villages and communities.

Further suggestions include forming a centralised group of stakeholders to create programming to map out visitor experiences and tourism promotion through entertainment channels, as well as the NSW Government creating a pool of seed and ongoing funding to "establish, bed down, nurture and grow a Sydney Arts Precinct."



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Choice finalises deal

CHOICE Hotels International has formally completed the acquisition of Radisson Hotels Americas' franchise business, operations and intellectual property for US\$675 million.

The major property purchase was first revealed back in Jan of this year (**TD** 14 Jun).

Fiji creates a buzz in Canada



LAST week, Fiji Airways hosted a high level VIP delegation on a promotional direct flight from the Nadi International Airport to Vancouver, Canada.

The representatives included the Fijian Minister for Economy and Attorney General Aiyaz Sayed-Khaiyum, as well as executives from Fiji Airways, Tourism Fiji, Fiji Airports, the Civil Aviation Authority of Fiji and hotel industry partners.

Upon reaching Vancouver, the delegates and industry partners engaged with stakeholders to strengthen Fiji's position as an ideal tourist destination and a viable trade partner for various

Canadian businesses.

The national carrier's Managing Director and Chief Executive Officer, Andre Viljoen, said the promotional flight was intended to generate buzz in the Canadian market ahead of the direct non-stop service, which commences 25 Nov (**TD** 08 Jul).

Viljoen said that although Fiji Airways is already seeing a positive response from the Canadian market, the carrier "must make every effort possible to give our airline exposure, and to capture international travellers from Canada who may not be aware that they can hop on our modern A330 aircraft and literally wake up in paradise".

"Fiji is the ideal location with our tropical climate, the warmth of our people, and hospitality and service that is par excellence."

Pictured at the Fiji Airways Premier Lounge: Fiji's Attorney General and Minister of Economy Aiyaz Sayed-Khaiyum with Fiji Airways MD/CEO Andre Viljoen, Tourism Fiji CEO Brent Hill and key tourism stakeholders.

EK signs up Aegean

EMIRATES has inked a new codeshare deal with Greek carrier Aegean, allowing for easier access to Greek cities such as Kerkyra, Chania, Irakleion, Mikonos, Thira, Rhodes and Thessaloniki.

Aegean will also place its code on EK flights between Dubai and Athens as part of the agreement.



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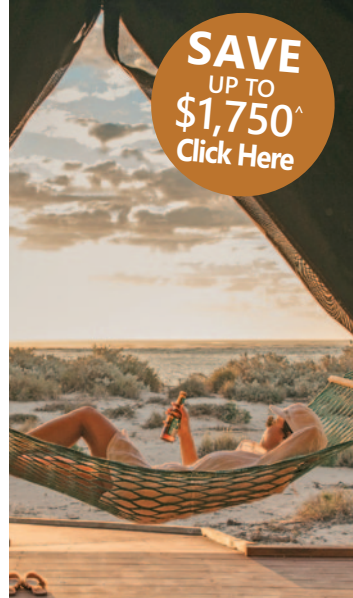
Experience Asia

SINGAPORE Airlines' new Experience Asia sales promotion offers travellers a range of destinations at cheaper prices.

In Economy, travellers can fly to Singapore from \$686, and Manila from \$739, while Business flyers can head to MNL from \$3,106 - **CLICK HERE** for a more details.

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Travel & Tourism Cert IV to stay

THE current training framework for Australian travel professionals, which specifies a combined Certificate IV in Travel & Tourism qualification is set to be retained, in accordance with a recommendation unanimously supported by the Travel Technology Advisory Group.

Previously a separate Certificate IV in Travel had been mooted as a standalone course (**TD** 20 Jul) but a meeting late last year comprising many travel industry leaders and the country's top travel educators strongly suggested this was unnecessary.

About a decade ago the creation of the separate Certificate III in Travel was intended to ensure that travel-centric competency units were included in courses, so that learners would obtain the necessary knowledge and simulated skills before entering the industry.

The Cert III in Travel

qualifications includes 14 core subjects and three electives - in contrast to Certificate III in Tourism which has only four core subjects and 11 electives.

However for supervisory roles there's an acknowledgement that students need a combined knowledge of both travel and tourism, so the current framework is structured as combined Travel & Tourism studies from Certificate IV level through to undergraduate degrees - in alignment with trends in other global markets.

Rick Myatt from the Australian Travel Careers Council said that after gaining experience as a consultant with a Cert III qualification, options are available for learners to undertake Certificate IV studies and above "which will progressively broaden their knowledge horizon of both travel and tourism sectors".



Rekindling Jiangsu interest



MW TOURS & Jiangsu Tourism were recently able to host some of the best retail and online travel agents in Queensland for a delicious dinner at the Donna Chang restaurant in Brisbane.

Jiangsu is a coastal Chinese province north of Shanghai, with the family-owned MW Tours offering tailor-made packages via fully inclusive escorted tours.

Te Moana webinar

TAHITI Tourisme will host an online session this week to update agents on the Te Moana Tahiti Resort, with the property's GM of Sales & Marketing Benjamin Archambaud to share his insights.

The webinar takes place on 17 Aug at 10am AEST - **CLICK HERE**.



Chief Executive Officer

South Australia is more than wine and churches. Yes, the wine is world class, food mouth-watering, but SA is home to truly epic landscapes, from pristine coastlines to endless swathes of ochre outback. Rich in culture, the state regions offer a wealth of memorable experiences from swimming with sea-lions to world-class dining to innovative events and festivals, immersive experiences. From vibrant Adelaide to pristine Kangaroo Island to the timelessness of the Flinders Ranges and Outback, there's something to appeal to everyone to share eloquent and meaningful, uniquely Australian stories about the Indigenous culture, wildlife, geology, food and lifestyle.

South Australian Tourism Commission (SATC) are seeking a **Chief Executive Officer (CEO)** that is a dynamic, strategic, collaborative leader who can drive growth, identify new opportunities, and expand our emerging markets. Like the rest of the team, you will not be afraid to roll up your sleeves to support SATC promote and develop the State as a tourism and events destination.

As an outcome focused, enterprising, entrepreneurial CEO, you will bring broad experience in national and international arenas as well as a proven track record in assessing the potential of tourism and event opportunities. Your ability to deliver marketing plans to build destination brand, products, and experiences is coupled with being sensitive to the wider social and political environment, including government priorities and imperatives.

A highly competitive and attractive remuneration package will be negotiated with the preferred candidate reflecting the importance of the role and contribution the CEO will make to South Australia and the Tourism industry.

Confidential enquiries can be directed to **Phil Morton** or **Delinda Kalic** at **Morton Philips** on +61 8 8210 8510. Applications can be made in Word format through SEEK.

Morton Philips



Europe driving EK sales

EMIRATES has revealed a strong increase in passenger bookings to and from Australia, citing significant demand across all cabins from Aussie travellers - particularly following the launch of its Premium Economy which was introduced on daily Sydney services on 01 Aug.

The carrier said that the European summer had been the biggest driver of demand from the Aussie market this year, with European markets making up eight of the top ten destinations for Aussies, including the UK, Italy, France, Greece and Ireland, Spain and Germany.

Emirates also confirmed its plan

to reintroduce its flagship A380 aircraft on 01 Dec to Perth (**TD 11** Aug) as part of its broader ramp-up of services to Australia.

When it arrives, the daily A380 service will replace the existing daily Boeing 777-300ER operation between Dubai and Perth, departing Dubai at 2.45am and arriving in Perth at 5.20pm the same day, while flights will also depart from Perth at 10.20pm and arrive in Dubai at 5.25am, the following day.

"It's exciting to be boosting our services in line with what can only be described as exponential demand," EK's Divisional VP Australasia Barry Brown said.

"This is in addition to our increased services in Sydney, Melbourne and Brisbane, as well as the debut of our Premium Economy product to Australia."

Marriott is 'Here'

MARRIOTT International has launched its latest campaign in the Asia Pacific for its travel program and marketplace, Marriott Bonvoy.

The 'Here' campaign features "playful, authentic and fast-paced" film and visuals shot in locations across Malaysia, Indonesia, Japan and New Zealand, such as the green rice terraces in Bali.

The new material will feature across several locations including Seoul's Gimpo Airport, Tokyo's Shibuya Metro Station and Melbourne's Central Station, as well as on select in-flight entertainment and across digital and social channels

Marriott International's Chief Sales & Marketing Officer, Bart Buiring, said the campaign shines a spotlight on "unexpected, spontaneous, and...less-than-perfect but memorable moments".

Three Irish charms

SMALL Luxury Hotels of the World (SLH) has added three Irish "charms" to its portfolio this month, spanning Cork City, Kenmare and Killarney.

The line-up includes the 48-bedroom Cahernane House Hotel, which dates back to the 1600s and is set on a private estate at the edge of the Killarney National Park, within walking distance of the city centre.

The Lansdowne Kenmare, which offers 28 rooms and several dining options for guests seeking to explore the quaint heritage town of Kenmare, and Cork City's 18th Century Montenotte Hotel, which has everything from a cinema to a swimming pool, also make up the new additions.

AFTA UPDATE

from Dean Long, CEO



WE ARE hitting the halfway point on an eight-week advocacy push to ensure the needs of the travel sector are considered

at the upcoming summit and subsequent white paper.

Our focus, following the outcomes of the AFTA National Taskforce on Skills and Careers, is re-establishing support for traineeships and apprenticeships for travel.

Travel has been incorrectly taken off the priority skills lists and this needs to be rectified.

On Thu, AFTA Directors will be meeting with the Minister for Immigration, The Hon. Andrew Giles to discuss the need to reform the visa system and allow travel consultants on the priority lists for immigration.

At this meeting, we will be making the case to expand and streamline the process to sponsor migrants in all skilled occupations, extend the refunding of visa fees to Working Holidaymakers, and maintain the temporary relaxation of student visa work limits.

Allowing international students to work more than 40 hours

a fortnight, given the current inflation rates and employee shortages, is essential.

Importantly, these requests will support all ATAS businesses, including domestic tour operators who still have workforce shortages of more than 50% in some locations.

More broadly on advocacy, AFTA maintains engagement at all levels of government through direct approaches but also through the Federal Labor Business Forum and the Nationals Corporate Program.

These programs allow AFTA to influence policy development in the political sphere.

Last weekend, I attended the Federal Conference for the Nationals, the first of the major parties' conferences.

One of the many motions accepted by the federal party was a resolution calling on the establishment of rules for border closures, which I am sure everyone in the travel and tourism sector would support.

While advocating for the sectors' current needs, Government and Industry must reflect and learn the lessons from COVID.

I look forward to working with Labor and the Liberals on making sure these hard learnt lessons are not forgotten.

MH selects A330neo

MALAYSIA Aviation Group (MAG) has announced it has selected the Airbus A330neo for the flag carrier of Malaysia Airlines' fleet renewal program.

The company signed a Memorandum of Understanding (MOU) for the delivery of 20 A330-900s, which will be divided between 10 direct purchases and 10 leases from Ireland's Avolon.

The new widebodies will join the airline's existing line-up of A330s, including six -200s, three -200 freighters, and 15 -300s.

WA culture centre

TERRACE Road has been selected as the preferred location for Western Australia's new Aboriginal Cultural Centre, following a cultural investigation and consultation process.

The Whadjuk Cultural Authority representative group, made up of six members of the Noongar community, chose the site due to its culturally significant connections, including the Swan River (Derbarl Yerrigan).

The \$102 million dollar Centre is anticipated to open in 2028.

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Solomons warning

SOLOMON Islands has issued a warning about the presence of unexploded bombs and flammable chemicals in the Bloody Ridge National Peace Park, located near the Honiara International Airport.

The Minister for Culture and Tourism, Bartholomew Parapolo, issued the caution at the 80th anniversary of the Battle of Guadalcanal on Mon.

Australia is one of the countries who has made a commitment to map out locations of the hidden explosives to safely remove them for visitors and residents.

MONEY

WELCOME to Money, *TD's* Tue feature on what the Australian dollar is doing.

AU\$1 = US\$0.702

THE Australian and New Zealand dollars have tumbled from near two-month highs this week as China's economy continues to suffer, despite the Chinese Central Bank's interest rates cut.

Meanwhile, the GBP/AUD is also ailing, with the exchange rate falling to an almost five-year low last week as the British market is subdued by cost of living concerns.

Wholesale rates this morning.

US	\$0.702
UK	£0.582
NZ	\$1.103
Euro	€0.691
Japan	¥93.54
Thailand	฿24.95
China	¥4.756
South Africa	11.54
Canada	\$0.906
Crude oil	US\$92.09

A frosty battle at Thredbo



THREDBO Resort hosted over 280 pro snowboarders last week for the eighth Annual Transfer Banked Slalom, considered among the snowboarding community as the best event on the calendar.

The impressive line-up of competitors included four-time Olympian Scotty James, Thredbo's 2022 Olympic Ambassadors Ben Tudhope, Tess Coady, Valentino Guseli, Josie Baff and Jye Kearney, as well as industry elites Robbie Walker and Nate Johnstone.

With sunshine and 10cm of fresh snowfall, it was ideal conditions for the racers, who each got two runs down the custom Banked Slalom Course, getting their speed up and being challenged by tight turns as the crowd cheered on.

Ahead of his race, Thredbo's 2022 Olympic Ambassador Valentino Guseli said, "it is the tournament of turns and I think we are going to see a lot of riders really going for it today...it will definitely be a battle".

After hitting the snow, the

competitors got to kick back at an after party and awards presentation at Merritts Mountain House, with the winners taking home a raft of prizes.

Pictured: Valentino Guseli, who placed second, competing in the transfer bank slalom.

NZ Minister lashes backpackers

NEW Zealand does not want to attract tourists who "travel around our country on \$10 a day eating two-minute noodles", the country's Tourism Minister Stuart Nash declared this week.

Speaking about the issue of worker shortages in the sector, Nash said the country would "unashamedly" continue to focus its marketing on "big spender" & "high-quality" visitors.

The Minister incited controversy after voicing similar sentiments in 2020, facing accusations at the time of "sounding snobby, elitist and out of touch".

Barranquilla opens

BARRANQUILLA Marriott Hotel has opened in the "Golden Gate of Colombia", featuring 191 guest rooms and nine suites, food and beverage outlets, an outdoor pool, and ample meeting spaces.

Travel Daily
Events

COMING EVENTS

TD Events is the new way to showcase your product or service to the travel industry.

Livn Group - details coming soon

Missed an event? Don't worry, you can catch up at any time.

RECENT EVENTS

Amadeus - the latest travel technology trends with Kaylene Shuttlewood and Lance Batty - [CLICK HERE](#) to view.

Switzerland Tourism "Winter Magic Tour" with Livio Goetz and Lisa Maroun - [CLICK HERE](#).

"The Tide Turns for Cruise" with CLIA MD Joel Katz and Jill Abel from the Australian Cruise Association - [CLICK HERE](#).

Norwegian Cruise Line "The Great Cruise Comeback" - [CLICK HERE](#).

Quark Expeditions showcase of *Ultramarine* - [CLICK HERE](#).

AFTA CEO Dean Long Executive Interview - [CLICK HERE](#).

Entire Travel Group with Brad McDonnell and Greg McCallum - [CLICK HERE](#).

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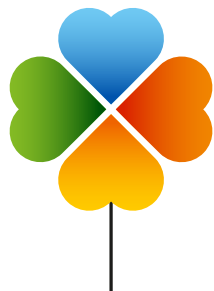
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