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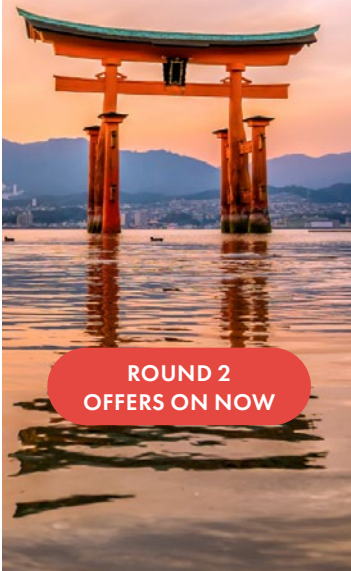
Travel Daily today features six pages of the latest news including our **Luxury** feature with all the latest updates from Virtuoso Travel Week in Las Vegas, plus a full page from **The Travel Junction** in partnership with Tourism Fiji.



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Magellan's "new" new logo

EXCLUSIVE

MAGELLAN Travel Group has rolled out a revised version of its logo (**right**), in response to "external feedback" to a previous iteration released two weeks ago.

The overall strategy is part of a "significant rebranding initiative", which is "geared towards harnessing the affiliation with industry leader Helloworld, amplifying reach and credibility of Magellan's members through enhanced brand recognition", according to GM Andre Moten.

"We've been working diligently to re-evaluate and establish a new, inimitable value proposition based on valuable feedback from our members," he said.

The development of a new logo "is the first step in delivering on that promise," Moten added.

"The rebranding marks the start of a journey to revitalise the Magellan Travel Network...it represents a commitment to re-

Magellan Travel

Member of the Helloworld Travel Group

engage members and strengthen collective growth," he said.

The previously released new Magellan Travel logo (**below**) is believed to have attracted some robust commentary after being unveiled to members, leading to what the brand described as a "complete reiteration".

After launching the now defunct revitalised "red" logo (**below**), Magellan said "thanks to valuable external feedback, we promptly refined the logo further to a more sophisticated and prestigious navy and gold design".

Consultation with the Magellan Advisory Council and a poll of members saw over 90% prefer the revised version.

Magellan Travel

A helloworld Travel Group Member



Club Med

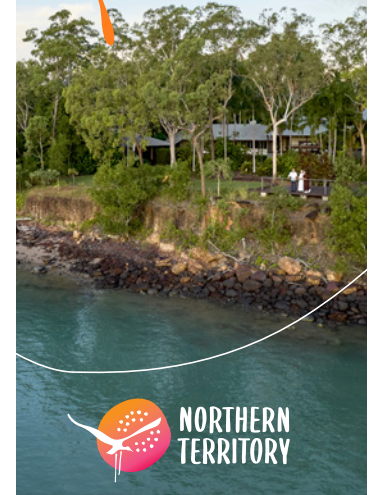
Endless Summer
SALE 2024

Win a trip to Fiji!

THE Travel Junction (TTJ) is allowing agents to earn up to 15% commission on selected Fiji accommodation, as well as giving them the chance to win a Fiji holiday package.

To learn more about TTJ's Fiji Tourism campaign, see **page 7**.

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Deb Fox now live

THE latest episode of *TD's The Chat with Jenny* podcast is now available on all platforms, featuring a one-on-one catchup with Abercrombie & Kent Managing Director Australasia and Crystal Cruises EVP of Trade Sales, Debra Fox.
See traveldaily.com.au/podcasts.



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QF urges NDC adoption

QANTAS believes traditional EDIFACT fare distribution is approaching "end of life", with the carrier putting all of its technology investment into NDC according to QF Senior Manager Distribution, Nathan Smuelders.

Speaking on a panel yesterday at the BTTB Corporate Travel Conference in Sydney, Smuelders noted the widely varying rates of development among other parts of the travel ecosystem.

After years of work on the Qantas Distribution Platform, "as far as we're concerned, our capabilities are pretty mature... we've got a few gaps that we're working on at the moment".

"The NDC standard and our airline capability, in our view, is pretty good, we're ready and we're trying to encourage the industry to come along," he said.

Smuelders noted that parts of the industry were very engaged with NDC development, saying while QF was doing its bit, "we

require our partners to build NDC and be able to distribute those offers; we require online booking tools to be ready, back office systems too...we need a continuous view of readiness across the industry," he said.

While "the transitional period will be challenging" ultimately the result will be "extraordinary benefits for customers", Smuelders enthused.

The panel also included Kaylene Shuttlewood from Amadeus, who noted rapid growth in NDC connections which will shortly number about 30 airlines - including a "large Middle Eastern carrier" by the end of the year.

"Within five years we will see some airlines that are 100% NDC," Shuttlewood said.

Aeronology's Russell Carstensen said he believes NDC can provide significant opportunities for small to medium TMCs because of the ability to more efficiently service customers and boost productivity.

Festive package

CRUISE Traveller has announced a new package with Azamara for the 2024/25 festive season, featuring a 15-night voyage from Perth to Melbourne.

The package starts from \$7,445ppts, with bookings made by 30 Sep to get a complimentary mini stay - **CLICK HERE**.

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Aircalin MEL return

AIRCALIN will resume commercial flights between Melbourne and Noumea for the first time since early 2020.

Effective 08 Dec the carrier will operate thrice weekly services on the route using its brand new Airbus A320Neos.

Aircalin is also codesharing with Air Caledonie for onward services across New Caledonia, allowing bookings to destinations such as Isle of Pines, Lifou and Ouvea on a single itinerary.

TEQ: Qld is calling

TOURISM and Events Queensland (TEQ) has confirmed the launch of a major new "Queensland is Calling" campaign in the next couple of weeks.

Partners will include Accor, House of Travel, Luxury Escapes, MyQueensland and Helloworld, aiming to convert travel intention, drive dispersal and deliver incremental bookings - [CLICK HERE](#).

Cruise360 program

NEXT month's sold-out CLIA Cruise360 conference in Brisbane will feature more than 20 high-profile speakers and panellists, with the event's full program released this morning.

Visiting international presenters will include Avalon Waterways chief Pam Hoffee, Patrice Willoughby from Azamara Cruises, Seabourn's Robin West and Craig Upshall from Qatar Tourism, while the annual CLIA Industry Leaders Panel will feature Marguerite Fitzgerald from Carnival Australia, Royal Caribbean's Gavin Smith and CLIA Australasia Chair Ben Angell from Norwegian Cruise Line.

Themed *Riding the Wave*, "everything we offer at Cruise360 has been designed to help delegates reach the crest and fully capitalise on cruising's renewed prosperity," said CLIA Australasia MD Joel Katz.

More from CLIA in today's issue of **Cruise Weekly**.

Rex "prioritising" WA routes

REX Airlines Executive Chairman, Lim Kim Hai, has pledged to put "maximum priority" on the carrier's flights in Western Australia, after being re-awarded State Government contracts for regulated routes from Perth to Albany, Esperance and Carnarvon-Monkey Mia.

The new contracts reflect strong ongoing demand due to Rex's "success in growing passenger numbers" according to Lim, with a 38% uplift on Monkey Mia and 22% on Esperance compared to the current arrangements.

The Rex chief admitted that the airline's recent service levels had not matched its pre-COVID performance due to skilled labour shortages and supply chain issues.

"We will repay the trust of the WA State Government," he said, committing to lead a delegation of Rex board members and senior management this weekend "to develop plans with the local team

to achieve much better service delivery, including a strategy to leverage the considerable local resources of National Jet Express" which Rex acquired last Oct.

The WA contract win is the fifth time since 2010 that Rex has been awarded the right to operate state regulated routes.

SIA loads hit 89%

SINGAPORE Airlines recorded a further improvement in load factors during Jul, with figures released today indicating its flights were 89% full.

SQ Australian services were even busier, with the South West Pacific region recording a 92.3% passenger load factor, while Scoot services were 92.7% full - up almost seven points year-on-year.

Overall capacity was up 28.1% on Jul 2022, although cargo loads declined 7.1% year-on-year due to weaker demand.

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Window Seat

IN WHAT can only be described as a 'Seinfeldian' encounter in the sky, 'to recline or not to recline' was the burning question running through the minds of many travellers this week.

During a flight from Paris to LA, a woman was filmed pushing back on the seat in front of her with both hands in a bid to prevent the pax in front from reclining her seat.

The titanic struggle continued for many minutes, as the woman in front attempted to jolt the seat back against the strong-armed tactics of her fellow passenger, with the tense scene eventually ending with the passenger in front admitting defeat.

But the incident has unleashed a firestorm of mixed opinions online, with travellers divided on what the best etiquette is when a passenger initially requests for a seat not to be reclined.

For what it's worth this humble scribe believes if the option is there, you're entitled to use it.

For the record I also believe that George Costanza is right too, the parking spot belongs to the reverse parker.

Aussie F1 takeover

AUSTRALIA is set to be the leading source market for Singapore during F1 week in mid-Sep, comprising 14% of int'l flight bookings and overtaking East Asian countries that usually dominate during normal weeks.

Overall, Singapore recorded a 63% increase in international flight bookings during the first week of Aug in the lead-up to the Grand Prix, compared to the same period in 2022.

Kakadu closures

A NUMBER of sites in Kakadu National Park's East Alligator and Mary River districts will be closed this week due to aerial program work.

Sites including the Manngarre rainforest walk, Badbong Wodjmeng sandstone river walk, and the Bardedjilidji walk will be closed for part of the week.

More information on site closures is available [HERE](#).

Volocopter gears up

AIRCRAFT manufacturer Volocopter has received its first aircraft, a Diamond DA62, marking another pivotal milestone on its journey toward commercial operations.

Volocopter plans to gear up for commercial flights in Paris next year, according to a LinkedIn post from former professional racing driver Nico Rosberg, one of the company's investors.

A350s our new pride and joy



FIJI Airways CEO Andre Viljoen hailed the airline's growing fleet of A350s as its "new pride and joy", as it embarks on a rapid expansion strategy.

Addressing a welcome event for its third A350 (pictured inset) in Fiji yesterday afternoon, the airline's chief also revealed that a fourth A350 will join the fleet in around nine days' time, as FJ looks to ramp up the number of overseas markets it flies to.

The latest jet to arrive, leased for a minimum of 12 years, provides an additional 60 seats for every flight the carrier undertakes, adding around 30,000 seats on average per month from the start of the fourth quarter of this year.

Fiji Airways has configured its new A350 planes to carry up to 33 Business class passengers and 301 in Economy, with the planes capable of flying up to 15,000km with a full complement of guests on board, opening up a broad range of expansion options.

Viljoen (pictured) also revealed FJ now offers 33% more seats than it did pre-COVID thanks in part to its fleet modernisation strategy, and by Dec, that number is predicted to surpass over 40%, while Australian bookings are doing even better than the rising average, on track to be 47%



ahead of 2019.

Speaking more broadly about efforts to attract more travellers to Fiji, Viljoen revealed that the airline will spend more than FJ\$61 million on destination marketing, a large portion in Australia, more than any other operator in Fiji.

"As a national airline, we recognise our strategic role and that it's not just to be a bridge to and from the world but to support the growth of tourism," Viljoen said.

"We are also banking record amounts, [and] we are forecasting that by Dec 2023 we will reach FJ\$2 billion...I'm also please to confirm that we are forecasting a record profit for the full year 2023."

When speaking with *Travel Daily*, Viljoen added that while the carrier would love to expand to more Australian ports beyond Melbourne, Sydney and Brisbane, it is currently restricted by a seat limit of 6,900 seats.

However, the airline's chief said they are "looking at" a number of Aussie markets, including Cairns, but could not confirm when any progress would take place.

The Chat

with
Jenny

A Conversation with
Debra Fox

of Abercrombie & Kent

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Travel Daily



In Pursuit of luxury

SEABOURN Cruise Line's second ultra-luxury, purpose-built ship *Seabourn Pursuit* has embarked on her first voyage.

Pursuit departed Valletta on Sat, welcoming her first guests on board for an eight-day voyage to Rome.

The ship will sail five voyages in the Mediterranean and on two voyages across the Atlantic and through the Caribbean between Aug and Oct.

Pursuit will then arrive in Barbados on 10 Oct to begin her expedition journeys, taking guests to remote corners of the globe, before she heads south for expeditions exploring coastal South America, the Amazon, and Antarctica.

LUXURY AT THE TRAVEL FOREFRONT

LUXURY travel is continuing its relentless post-pandemic recovery, with figures released this week at Virtuoso Travel Week (VTW) in Las Vegas indicating sales for the six months to 30 Jun up a whopping 69% on the comparative period in 2019.

Thousands of Virtuoso-affiliated advisors are attending the annual event, with CEO Matthew Upchurch yesterday unveiling key trends such as top destinations (Paris, London and Florence) and increasing demand for "exclusive use experiences" such as private aircraft and yachts.

More high-net-worth travellers are also seeking out activities that require "greater mental and physical exertion" with rising interest in scientific expeditions, while other key priorities include cuisine and wellness.



Another emerging trend among luxury-seeking travellers is a focus on food and wine, with Portugal, Copenhagen, Croatia and Colombia poised to become culinary capitals.

Wellness travel is also on the rise, with creative and performance art, sleep programs and sustainable experiences at

the forefront, with Mexico, the US and Europe among the top destinations - see Virtuoso's complete findings [HERE](#).

Nicola Veltman from 1000 Mile Travel Group, who is leading the group's largest ever VTW delegation, is **pictured** with Upchurch (middle) and her colleague & co-founder Ben Ross.

Virtuoso tips hat to cruise

SEVERAL cruise lines were honoured during Virtuoso Travel Week at the "Best Cruise Line" awards on Mon.

Silversea Cruises was declared the 'Best Ocean Cruise Line', while Uniworld Boutique River Cruises took home the gong for 'Best River Cruise Line' and Quark Expeditions was awarded as 'Best Expedition Cruise Line'.

Virtuoso's top cruise partners celebrated with cruise-focused advisors at Cruise Night Out, a by-invitation-only celebration - for more, see today's issue of **CW**.

Iconic Kiwi luxury lodge to be transformed

THE luxurious Huka Lodge in New Zealand will close for seven months as it undergoes a major renovation under the watchful eye of new owners Baillie Lodges.

While the temporary closure from 30 Apr 2024 to 01 Dec 2024 might disappoint some in the short-term, the end product will herald a "new era of luxury", Baillie believes.

Changes will include a new entrance and floor-to-ceiling



windows for most interior spaces to take advantage of the surrounding riverside.

There will also be an extended dining room, as well as a new River Room, which will serve as a communal drinks area in front of a double-sided fireplace.

Geelong winery pods

GEELONG winery Mt Duneed Estate has opened eight boutique pods at the vineyard, after receiving a \$259,000 investment from the Victorian State Govt.

Offering breathtaking views of the estate's rolling green hills and surrounding farmlands, the one-bedroom luxury pods have their own balcony, a king-sized bed, kitchenette, TV, mini-lounge area, and modern bathroom.

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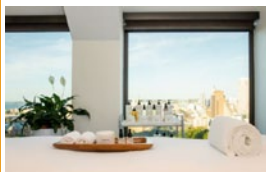
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ACCOMMODATION

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Sheraton Grand Sydney Hyde Park has relaunched On The Park Rejuvenation Day Spa on the 22nd level of the property. The new rejuvenation arena now boasts products from Codage Paris, as well as an array of mind, body and spirit treatments meticulously curated by Aromatherapy Associates. The spa is also home to a rooftop swimming pool, jacuzzi, sauna, steam room, and a fitness centre.



In a bid to boost guest experience and to elevate the property's aesthetic, the **Eichardt's Private Hotel** is undergoing an extensive refurbishment. The famous Queenstown hotel, which first opened in 1861, will boast floor-to-ceiling makeovers of each luxury private apartment, a newly designed exterior deck at the Penthouse and interactive guest itineraries in partnership with a helicopter tour company and the hotel's yacht *Pacific Jemm*.



Emporium Hotel South Bank in Brisbane has unveiled the soon-to-be-opened The Reserve Cellar and The Reserve Wine Bar. Opening this month, the haven of fine wines will bring discerning wine aficionados into a new world of wine appreciation, featuring over 3,000 varieties of wine from over 100 of the world's best winemakers including Marchesi Antinori, Armand Rousseau, Chateau d'Yquem, Chateau Lafite Rothschild and more.



Wyndham Hotels has announced the reopening of **Waynesville Inn & Golf Club** after a renovation on its amenities and guestrooms, as well as reconceptualised dining spaces with new culinary experiences. Situated within the USA's North Carolina landscape, the hotel also boasts a comprehensive 18-hole golf course and practice facilities for golf endeavours.



After a US\$2.5 million renovation, Best Western Hotels & Resorts has announced the reopening of **Best Western Belmont Shadow Mountain Inn** in Arizona, United States. Guests can now enjoy new flat-screen TVs, microwaves and mini-fridges in a guestroom with modern finishes. The suites have also been upgraded, now featuring new couches and additional seating areas.

Hawaiian Airlines helps out



HAWAIIAN Airlines has donated US\$150,000 to the Hawai'i Community Foundation, as part of a series of new initiatives undertaken by the airline to assist the Maui community following the devastating wildfires (**TD 14** Aug).

The funds will go towards food collection and distribution, while the carrier is also sending volunteers to Hawai'i Foodbank to sort and package donations.

"Food access on Maui is an urgent issue and this work will help our nonprofit partners meet the critical need to deliver food and essential supplies to people affected by this devastating event," President and CEO Peter

Ingram said.

Hawaiian Airlines has also set up a support service to respond more efficiently to the many organisations and individuals seeking flight, cargo or volunteer support, along with a new web page dedicated to providing Maui relief information **HERE**.

The airline is also flying in artists, event organisations and participants, and providing volunteers for Maui Ola, a live concert and broadcast fundraiser on 20 Aug in Honolulu.

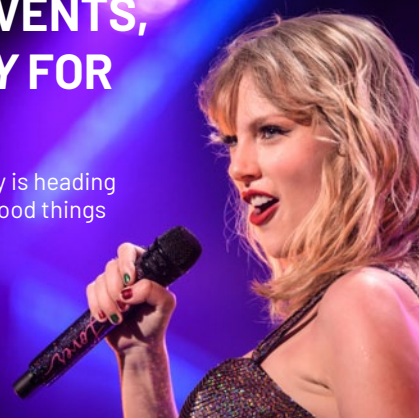
Pictured: Team Kokua, Hawaiian's employee volunteer group, packing donation boxes at the Hawai'i Foodbank.

TOURISM & EVENTS, A LOVE STORY FOR THE AGES?

Taylor Swift's Eras economy is heading to Australia, and it means good things for travel.

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