

## Today's issue of TD

**Travel Daily** today features six pages of news, including a photo page from **Viking** and our **Corporate Update**, plus full pages from:

- Helloworld
- Luxury Escapes

## Win a VA Bali famil

**VIRGIN** Australia has introduced a new incentive to book flights to Bali, with the winners to score free trips to Australia's top leisure destination.

Running from today until 07 Sep, agents will be in the running to win if they issue at least one eligible VA flight ticket departing from Australia to or via Denpasar during the period.

The prize includes a hosted famil from 27 Oct to 02 Nov, return economy flights from several major cities, four nights' accommodation, two nights' hotel stay at Labuan Bajo, as well as return economy flights from Bali to Labuan Bajo.

See **HERE** for more details.

## HLO thanking you

**HELLOWORLD** Travel is thanking the industry for its support, following eight separate NTIA nominations - **page seven**.

## Lux Escapes famil

**WIN** your spot on an exclusive Vietnam famil thanks to Luxury Escapes - more information on **page eight** of today's issue.

## Virgin happy with share

**VIRGIN** Australia's new boss Dave Emerson believes the airline's current market share is "about right", and that its existing strategy would not get them to a 50% slice of Aussie bookings.

Speaking with Oriel Morrison, CEO of APAC Network at the CAPA Airline Leader Summit in Cairns, Emerson asserted that the current strategy was sound and VA could deliver the best product and service for its core customers through its present blueprint.

"When we reset the business, we had a very clear vision of who we were, how we thought we could win, and what we thought our place in the market was going to be," Emerson said.

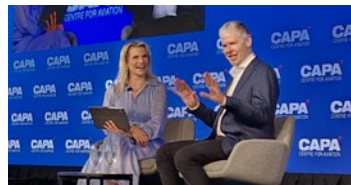
"We said we believe we can win in the value segment, we think they are underserved in small business, and we value corporates and premium leisure."

Emerson added those pax make up about a third of the Australian market, and therefore the strategy is based on achieving that target rather than diversifying too much.

"When we look at the Australian market, we think that means we can win about a third of the work, and that is the way we designed the plan right from the beginning, and we still think that is the case."

Emerson added that this was how VA would not just add value to its customer base, but to the Australian economy as well.

When asked if he could ever see VA having 50% of the market,



Emerson said it was unlikely.

"We would have to find a different growth avenue - you never say never in business, but it is not something that is in our near-term plan." *DF*

## Demand grows 2.6%

**DEMAND** for air travel only grew by 2.6% in Jun, slower than in previous months, due to disruptions around conflict in the Middle East, according to latest figures from International Air Transport Association (IATA).

"With demand growth lagging the 3.4% capacity expansion, load factors dipped 0.6 percentage points from their all-time record-high levels," observed Willie Walsh, IATA's Director General.

"At 84.5% globally, however, load factors are still very strong - and with a modest 1.8% capacity growth visible in Aug schedules, load factors over the Northern summer are unlikely to stray far from their recent historic highs," he pointed out.

Meanwhile, international revenue passenger kilometres (RPK) growth reached 3.2% in Jun year-on-year, although load factors fell across all regions as capacity outstripped demand, noted the IATA report.

## FCTG shares drop

**INVESTORS** saw a significant drop in the price of Flight Centre Travel Group shares in the wake of its flat preliminary FY25 results released yesterday (**TD** 31 Jul).

FLT prices fell 7% from a high of \$13 to close last night at \$11.94, near its 52-week bottom of \$11.64.

Wendy Wu Tours

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## Marketers shift to high value

EXCLUSIVE

**TOURISM** marketers in Australia plan to target niche and high-value travellers in order to evolve their value proposition with visitors next year.

The interesting insight was gleaned from a new study conducted by creative and marketing agency Scooter, the results of which have been shared exclusively with **Travel Daily**.

Aussie tourism marketers were asked how they plan to keep their destinations top-of-mind in the face of rising competition for the travel dollar, with four in five indicating they would be pursuing higher yield or niche tourists, such as those seeking wellness.

Around half also indicated they plan to develop new, limited-time or seasonal experiences to stay ahead of competitor destinations, while a similar amount said they need enhanced digital touchpoints to improve planning.

Updating or rebranding key product and marketing assets was also high on the agenda for around 40% of respondents, while just shy of 30% of marketers plan to launch new offers that respond to current consumer trends.

Only 10% said the plan was to



"hold steady" in 2026 and make little to no marketing changes.

Reflecting on the results, Scooter's Misha Horsnell said the focus on new audiences and tailored products is pushing marketers to move faster and think smarter, driving a dynamic shift she is excited to be part of.

The pursuit to do more with less by targeting higher value visitors has been a theme for tourism marketers around the world.

Less than a fortnight ago, the United States revealed it would focus on high-value travellers to buttress a short-fall in visitation of six million tourists (**TD** 23 Jul). **AB**

### Philippines promo

**A NEW** Philippines promotion has launched this week from Entire Travel Group, Philippine Airlines and Melbourne Airport.

The limited-time offer includes savings of up to \$1,000 per couple on bookings made by 22 Aug 2025, and features nine packages, including flights ex-Melbourne, accommodation, private airport transfers and immersive local experiences.

Prices start from \$3,396pp twin share for the five-day 'Manila City Package'.

Guests can save \$500pp on the '10-day Luxury Island Combo at Siargao, Cebu & Boracay', which is now priced from \$5,999pp.



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Travel Daily

### BNE secures a first

**BRISBANE** Airport has become the first airport in the world to complete an assessment under a new global program developed by the International Air Transport Association (IATA).

The hub achieved the highest Security Management Systems certification following an on-site visit in Jun and a full audit of its approach to aviation security, which reviewed six key areas.

### Seabourn is grand

**SEABOURN** has announce first-ever expedition Grand Voyage, visiting 14 countries and territories across 94 days in 2027.

The 94-day 'Pole to Pole: Grand Expedition' on board *Seabourn Venture* will chart a course from the High Arctic to Antarctica, offering remote landings, expeditions, and wildlife sightings.

Guests will enjoy multiple days in Antarctica, South Georgia, the Falkland islands and the Northwest Passage, as well as a new three-day experience to the remote Ellesmere Island.

Reservations open 13 Aug 2025.

### JQ Bali flash sale

**JETSTAR** has launched a 24-hour flash sale in celebration of its first flight from the Gold Coast to Bali, which takes off this evening (**TD** 17 Apr).

Aussie travellers can secure one-way flights to the Indonesian hot spot for \$215 when they book before 10am AEST tomorrow, unless sold out.

Operating three times a week, the service will add more than 58,000 low fare seats between the Gold Coast and Bali each year.

Travel Daily  
ON LOCATION



CAIRNS

Today's issue of **TD** is coming to you from day two of all the action at the **CAPA Airline Leader Summit**.

**AFTER** Virgin Australia and Air New Zealand took the stage yesterday, it is now time for Qantas to have its moment in the Cairns' sunshine with Markus Svensson, CEO of Qantas Domestic first up.

Delegates will enjoy a half day of sessions before wrapping up and heading home after another night of networking drinks yesterday evening.

Thankfully, the tropical rain which has threatened many times has held off.

### Roam the world

**NEWS** Corp Australia's *Escape* masthead has combined with Inspiring Vacations to discover its next roaming travel reporter.

The recruit will join the *Escape* team in Sydney on a six-month contract, with the successful applicant earning paid travel to a variety of locations to create content and capture their adventures through video.

"We're seeking a relatable and visual storyteller, who is confident both in front of and behind the camera, with the creativity and technical skill to bring *Escape's* travel content to life," News Corp Australia's Head of Travel Kerrie McCallum said.

The roaming travel reporter comp will run until 31 Aug - for more details, see **HERE**.

### SAA P-class update

**SOUTH** African Airlines has modified its P-Class business class fare band (**TD** 30 Jul), repositioning the class to cover regional services in Africa.

With a revised business class fare structure coming for flights to JNB from Perth, the carrier has advised agents can still book business class using C, J, Z and D.

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## A look in the Mira

**VIKING** has floated out *Viking Mira* in preparation for her debut next year sailing itineraries in the Med and northern Europe.

The vessel can host up to 998 guests and will feature the staple of Manfredi's Italian Restaurant, a Nordic spa area, and more.

## Hamilton changes

**HAMILTON** Island has unveiled a new national campaign called 'A Little Island Can Do Wonders'.

The latest push launching today aims to reintroduce the tropical destination to Australian and international travellers, and will run across outdoor, cinema, broadcast, digital channels.

Travellers are invited to experience Hamilton Island after a raft of recent developments, including new design-led stays, refreshed dining, and immersive nature and cultural experiences.

"Whether it is your 40th visit or your first, Hamilton Island has a way of drawing people back," Hamilton Island Chief Executive Officer Nick Dowling said.

"We wanted to capture the balance this island offers - adventure and serenity, seclusion and connection - and remind people that you don't have to travel far to experience something extraordinary."



## Air NZ eyes London return

**AIR** New Zealand is serious about a return to London and it is more a matter of when, not if, according to Jeremy O'Brien, CCO at Air New Zealand.

Speaking at the CAPA Airline Leader Summit in Cairns yesterday, O'Brien said the biggest challenge was how to get to London, rather than whether to go or not.

"The market dynamics have changed in terms of the amount of capacity that has come in, where demand is sitting, and the operating commercials are different as well," he told Adrian Schofield, Senior Transport Editor - Asia-Pacific at *Aviation Week* in a fireside chat.

"That means that it is a market that is worth reappraisal for us, and it is definitely a high priority."

Air New Zealand was previously the only airline which could circumnavigate the world, connecting Auckland to London moving westward via Hong Kong, and eastward via LA.

But there were no givens when it came to which city the airline would choose as its one stop to the UK capital.

"There is a greater efficiency of use than the aircraft we used to fly on that route before we pulled out, and we have been able to have a look at what we have seen in the travel flows in terms of traffic into London via the various different ports we could do that through," O'Brien explained.

"The reality is that there is



significant opportunity for capacity to grow on whatever stopover we take into London out of Auckland."

When quizzed about whether that meant LA was off the cards as the stopover, O'Brien stopped short of suggesting it was, but asserted there were other options for New Zealand's national carrier.

"It is definitely in the mix, but there are other options as well."

"You have to think about customer journey and customer experience, and other considerations, like how we work with alliance partners like United Airlines and Singapore Airlines, so we are considering a couple of different transit points into London," O'Brien concluded.

Air New Zealand confirmed to *Travel Daily* last year that it was "exploring" new network options in direct response to reports that the carrier was in discussions to secure slots at London Gatwick (TD 20 Nov 2024).

According to data from Airport Coordination Limited, Air New Zealand had unsuccessfully applied for 420 slots at Heathrow, and was awarded 236 at Gatwick instead, a suggestion the carrier has never confirmed. *DF*



## Window Seat

**THE** thoroughly bizarre trend of people eating banana exhibits has continued in ravenous fashion in France.

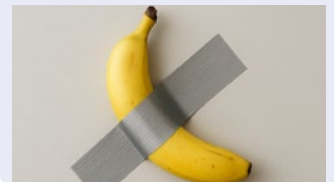
A visitor to the Pompidou-Metz Museum recently bit into a fresh banana worth millions of dollars taped to a wall - the creation of Italian artist Maurizio Cattelan.

Believe it or not, the tasty installation is worth around US\$6.2 million, but before you think a member of the public taking a large bite out of the feature must be an economic disaster, think again.

"As the fruit is perishable, it is regularly replaced according to instructions from the artist," the museum said.

"The visitor just consumed the fruit and confused the fruit for the work of art," Cattelan said, adding he was left quite disappointed the person did not also eat the skin and the tape as well.

Cattelan had previously explained the banana is a commentary on the art market, which he has criticised for being speculative and failing to help artists.



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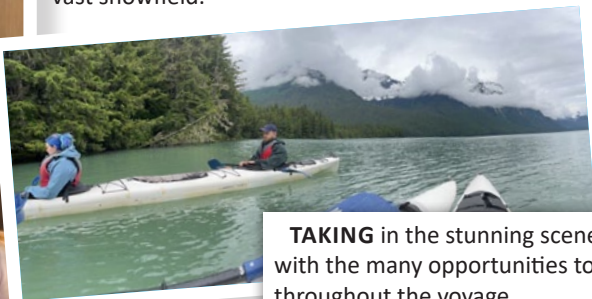
## Viking hosts first-ever Alaska fam!

**VIKING** recently welcomed eight travel advisors and their companions on its popular 11-day 'Alaska & the Inside Passage' itinerary, marking the cruise line's first fam in this beautiful region. It was a fantastic opportunity for agents to experience Alaska "The Viking Way", aboard the award-winning small ship, *Viking Orion*. Highlights of the journey included kayaking on the Chilkoot Lake in Haines, surrounded by stunning

scenery, and the unforgettable 'Helicopter Flightseeing with Glacier Dog' shore excursion. This once-in-a-lifetime experience featured a scenic flight over glaciers, followed by a thrilling dogsled ride across a vast snowfield.



**JOANNE** Cullen from Viking (centre), enjoying dinner with agents in the private dining room at Manfredi's Italian aboard *Viking Orion*.



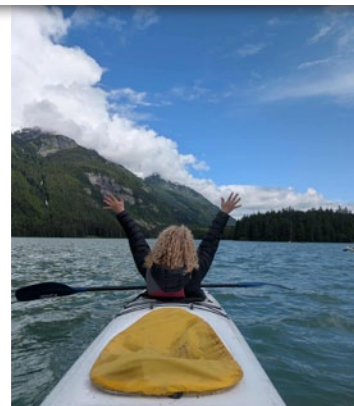
**TAKING** in the stunning scenery with the many opportunities to kayak throughout the voyage.



**VIKING'S** Kirsty Hill and her travelling companion Anna Di Bartolo with Sarah Butler and Camilla Roswall of Travel Directors posing at Chilkoot Lake.



**A GROUP** moment captured in the atrium aboard *Viking Orion*.



**KELLIE** Woodward from Ashmore, Harris & James Travel Associates experiencing the popular 'Helicopter Flightseeing with Glacier Dogsled' shore excursion.

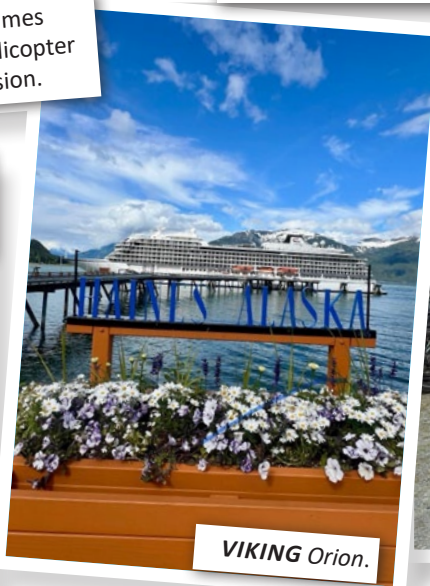


**THE** group were all smiles as they celebrated the 4th of Jul.



**HITTING** the dance floor in Torshavn on *Viking Orion*.

**ZIPLINING** high above the Tongass National Park, the largest U.S. National Forest, at 6.8 million hectares.



**VIKING** Orion.



**NICOLA** Sorenson from NZ Travel Brokers and husband Craig exploring Haines, Alaska, by e-bike.



## CORPORATE UPDATE

### Travel giant to go ahead

**THE** United States' Department of Justice (DOJ) has dismissed its case against American Express Global Business Travel's acquisition of corporate agency CWT (**TD** 03 Apr), clearing the runway for the two to merge.

The acquisition is now expected to close in Q3, Amex GBT said in a statement, following the lawsuit's dismissal earlier this week.

The DOJ filed legal action seeking to block the transaction in Jan, on the grounds the



acquisition would reduce competition among two of the world's biggest travel management companies.

The original price tag of the acquisition was US\$570 million, which was reduced to US\$540 million in Mar.

"We recognise the regulatory approval process has created uncertainty for CWT customers and employees," GBTA Chief Executive Paul Abbott said.

"We are excited to close the transaction and welcome them to Amex GBT.

"Together, we will offer customers unrivalled choice, value and experience."

CWT Chief Executive Officer Patrick Andersen added the acquisition offers "an exciting future ahead" for its customers and employees.

"Together we can provide a tech-enabled future for business travel, where people and technology combine to deliver an exceptional customer experience," he added. *MS*

### Klas jet flies in Asia

**PREMIUM** private jet operator KlasJet has expanded its services to the Asian market, with flights taking off by the end of 2025.

In response to market demand, KlasJet will base one of its Boeing 737-500 aircraft in Singapore, also establishing an office with regional sales capabilities.

KlasJet said the Asia Pacific private jet market has grown strongly over the past decade and is currently valued at \$1.7 billion and targets of hitting \$2.37 billion with a growth rate of 6.73%.

From Singapore, the company will offer a range of on-demand services, with its aircraft configured to carry between 56 and 104 passengers.



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### Mary marks 55 years



**MARY** Rossi Travel last week celebrated its 55th anniversary, with clients and business partners coming together to mark the memorable milestone.

Founded in 1970 by Mary Rossi herself - while also juggling the challenge of raising 10 children - the business has grown steadily over the following five decades.

Long-time former owner and now ambassador for Mary Rossi Travel, Claudia Rossi Hudson, along with the Rossi family, attended the birthday event at the Royal Sydney Yacht Squadron.

The owners and family were joined by current owners Sharyn Kitchener and Penny Spencer, General Manager Michael Schischka, and the current staff.

"This journey has been incredible, and we are truly grateful to our clients and partners for their ongoing support over the past 55 years," a spokesperson for the travel agency enthused. *AB*

**Pictured** are Kitchener; Schischka; Spencer; and Claudia Rossi-Hudson.

### G to lesser known

**G ADVENTURES** has launched its first trip to Moldova and new standalone trip in Romania, with both itineraries introduced in response to a growing appetite for lesser-known destinations.

The seven-day 'Moldova Discovery' tour takes in the architecture and parks of the country's capital, Chisinau; wine tasting in a vast underground limestone cave; a visit to the Monastery of Saharna; and more.

Guests on the eight-day 'Highlights of Romania & the Danube Delta' will explore castles, visit a remote village via boat, witness wild horses on the beach of Sulina, and more.

The trips can be combined to create an epic 14-day Eastern European adventure.

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## SPECIALS

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**All Nippon Airways** is offering a free domestic side trip in Japan as part of a new promotional fare on services ex SYD and PER to Tokyo. The 'Hello Blue Sale' can be booked until 05 Aug. [CLICK HERE](#) to view the fare flyer for full sale and travel validity dates.

**Tahiti Voyages AU** has released a new range of special offers, each inclusive of return Air Tahiti Nui airfares, valid for booking until 26 Aug. Offers include five nights in an overwater bungalow at The Westin Bora Bora Resort & Spa coupled with one night either side in Papeete and domestic flights from \$7,090pp twin share. [CLICK HERE](#) to book.

Fancy a quick break to New Zealand? Special fares are available for booking with **Air New Zealand** until 23:59 on 04 Aug. A range of destinations are on offer - for more details, [CLICK HERE](#).

Enticing earlybird deals are now on offer with **China Airlines** to 36 different destinations worldwide for bookings made by 31 Aug. Save up to 15% on departures from SYD, MEL and BNE to cities ranging from Taipei, Tokyo or even London. For full fare details, [CLICK HERE](#).

Book the 28-day 'Queenstown and Mawson's Antarctica: Along the East Coast' itinerary from **Scenic** and travellers can enjoy a bonus three-night stay in New Zealand's adventure capital. Savings of up to \$10,000 are also in market on this itinerary, along with a reduced deposit of \$2,000 for the 10 Dec 2025 departure, which travels from Queenstown to Hobart via the frozen continent. [CLICK HERE](#) to learn more.

Up to 20% can be saved on bare rates at Fiji's Castaway Island as part of a new sale from **The Celebration Travel Company**. Travellers can also enjoy 15% of all-inclusive packages plus F\$200 to spend on activities at any of the resort's owned and operated facilities. [CLICK HERE](#) for more.

**Cruise Traveller** has developed an 18-night 'Canadian Arctic Explorer' cruise and stay package which includes passage on Atlas Ocean Voyages' first polar expedition to the frozen region. Bookings made by 30 Sep will also include a choice of further bonuses including airfare credit, hotel stays and unlimited wi-fi, plus an overnight stay in New York prior to a charter flight to Greenland. [CLICK HERE](#) for more details.

Savings of between 20% and 40% on regular pricing are now available from **Regent Seven Seas Cruises** as part of its 'Oceans of Discovery' sale. Travellers booking by 31 Aug can secure their cabin with a reduced 7.5% deposit. Eligible itineraries include 17-nights between Tokyo and Vancouver or 14 nights between Lisbon and New York.

As part of its #Buladays Sale, **Outrigger Resorts** is offering up to 35% off stays at Outrigger Fiji Beach Resort for bookings made before 31 Aug, when booking the all-inclusive meal package. Travellers can also secure FJ\$200 on activities to use at the resort. The offer is valid for stays until 31 Mar 2026. [CLICK HERE](#) for more information on the sale.



## Stay Updated

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## Prison Island hits Brisbane

**WAITLIST** ticket opportunities are now open for popular Scandinavian escape-room style attraction Prison Island, which is soon set to debut in Brisbane.

The concept has already thrilled visitors in numerous cities across Europe and more recently dazzled locals and visitors in Melbourne.

Debuting on 04 Sep, Prison Island is an interactive adventure requiring teams to work together across more than 30 "cells", each putting forward a combination of action games, sports, logical thinking and dexterity.

The fast-paced team adventure presents a new mission in each room, with teams of between two and five players having 90 minutes to conquer as many challenges as possible to climb their way up the leaderboard.

Challenges may include tests of memory, coordination and team communication through



to solving colour-coded puzzles or physical challenges such as dodging laser beams.

"The various cells provide a dynamic and versatile experience that combines action, logic, and teamwork," said Prison Island founder, Mikael Bouteillon.

Games and challenges can also have multiple outcomes, making the experience new for returning visitors eager for another go.

Prison Island is aimed at visitors aged seven years and up and will be located at 162 Alfred Street in Fortitude Valley. [ML](#)

[CLICK HERE](#) for tickets, which go on sale at 6pm on 05 Aug.

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# WE THANK YOU FOR YOUR SUPPORT

VIVA Holidays, Cruiseco and Creative Crusing are thrilled to be nominated for the following categories:

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WHOLESALE - PRODUCT/SERVICE

## CATEGORY 32

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### CATEGORY 07

MOST OUTSTANDING  
SALES EXECUTIVE - CRUISE

### CATEGORY 09

MOST OUTSTANDING  
SALES EXECUTIVE - WHOLESALE

### CATEGORY 19

MOST OUTSTANDING  
BRANDED TRAVEL AGENCY GROUP

### CATEGORY 20

MOST OUTSTANDING  
TRAVEL AGENCY NETWORK

### CATEGORY 33

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To qualify, an individual agent must have made at least three bookings during the incentive period, including at least one tour booking. Only bookings that are paid in full and not subsequently refunded will qualify. Vietnam famil departs 12 May 2026. All prizes include return international flights for one person, and agents will travel as a group on the set tour itinerary — no extensions permitted. Single rooms are provided for all agents on the tour. Any tax implications are the responsibility of the prize winner. Only bookings made within the incentive period (1 Aug – 30 Oct 2025) will count. There will be no compensation offered if a winner is unable to attend. Prize is not transferable or redeemable for cash or credit. Any prize is subject to Luxury Escapes' full terms and conditions: <https://luxuryescapes.com/au/terms-and-conditions> Luxury Escapes may withdraw the incentive at any time without notice. Winners must receive approval from their own network before prize confirmation. Winners must be employed as front-line retail travel staff at the time of travel. Only hotel and tour bookings count toward the incentive tally. (Tour bookings will receive double weighting.)