# Travel Daily First with the news

Thursday 1st May 2025



### Today's issue of TD

**Travel Daily** today features eight pages of news including a photo page from Abercrombie & Kent and our Business Events News page plus a full page from Infinity Holidays.

### Parra Marriott push

MARRIOTT will open a 279-room five-star hotel in Parramatta's CBD in 2027.

According to the SMH, Sydney Marriott Hotel Parramatta will be located on Church Street in a construction space that was originally planned as a fully residential block.

"Parramatta has been a strategic priority for us for many years and we've been waiting for the right opportunity," said Marriott International ANZ VP of Hotel Development, Richard Crawford.

"Parramatta is the second CBD of Sydney and it's underrepresented [for hotels]," Crawford added.

Pictured: A render of the hotel.



### **Unlock Hong Kong**

**INFINITY** Holidays has launched a range of new packages covering the city's highlights including Disneyland - details on page nine.

# 'Too Great' wins big for Qld

### EXCLUSIVE

**NEW** Tourism Events Queensland CEO, Craig Davidson, has labelled the \$3 million budget 'Too Great to Wait' campaign a success with "instant impact".

Aimed at increasing the state's tourism after suffering from a spate of natural disasters, the two-month campaign was active in NSW, Vic, and Qld to drive bookings to Easter and beyond.

The campaign employed strategic partnerships with Qantas, Expedia, Booking.com, and Luxury Escapes, offering a range of discounts and bonuses.

"Anecdotally, the numbers we're seeing, it's been a positive response to the campaign," Davidson told Travel Daily on the sidelines of ATE this week.

"That's about us being more commercial and getting the conversion piece going, and that's something that I'm very passionate about, particularly coming from both sides of the industry in my past."

Davidson, who has been in the role leading TEQ for five weeks, said that major metropolitan areas like Brisbane, as well as rural areas, have seen a lift in tourism.

"It's been well-funded and a great response by the government to assist, and it's worked strongly in areas around the state," Davidson added.

"I think the weather impact has probably made it more difficult in certain areas to get that conversion piece going, but it

definitely had a direct and instant impact and we've had really good feedback about it," he said.

The state also recently launched its new 'That Holiday Feeling' brand platform into market and although Davidson didn't play a large role in its creation, he is confident it could have long legs.

"As a brand platform, we'd like it to be around for a while - our consumers will be the judge." DF

### Thai entry card live

**AUSSIES** heading to Thailand are required to submit travel information online up to three days prior to entering the country under a new digital arrival card system that has gone live today.

Initially flagged for a Dec 2024 launch (TD 04 Sep 2024), the Thailand Digital Arrival Card can be filled out **HERE**.

Exceptions apply to travellers in transit who do not pass through immigration control.





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### US gets a message

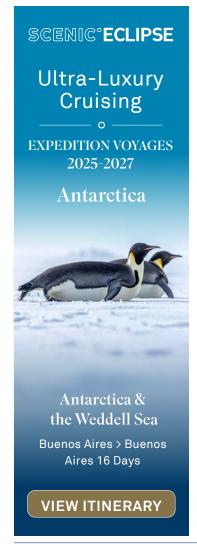
US TRAVEL Association CEO Geoff Freeman has called on the Trump administration to help the country create a new national tourism strategy to reverse a dramatic decline in arrivals.

During an interview with CNBC, Freeman said the US\$50 billion travel trade surplus the US had a decade ago has now swung to a \$50 billion deficit.

Freeman argued a new welcome message to international travellers is needed to arrest the negative trend.

"What are we doing to send a message that we want you to come to the United States? That's what's been missing," he said.

Softer air travel, fewer TSA screenings, and smaller booking windows indicate there is an issue with US visitation, he added.



# Air NZ's green guidance

AIR New Zealand has released its first 2030 Emissions Guidance, which will provide "a regular and transparent assessment" of its progress towards its 2050 netzero carbon emissions target.

Every Aug, the guidance will be updated, reflecting the airline's journey, based on detailed modelling of its decarbonisation progress, external market conditions and global and domestic policy developments.

The airline expects to reduce its net well-to-wake greenhouse gas emissions from jet fuel by 20 to 25 per cent by 2030, replacing its 2030 science-based target which it scrapped last year.

At the time, Air New Zealand claimed its withdrawal was due to challenges outside of its control, such as the availability of new aircraft and the affordability and availability of alternative jet fuels.

"Air NZ remains committed to net zero carbon emissions by 2050 and we are taking practical steps today towards achieving that ambition," said Chief Sustainability and Corporate Affairs Officer Kiri Hannifin.

### Dawes signs Sabre

**GRAY** Dawes Group has appointed Sabre as its exclusive distribution partner, as part of a multi-year partnership.

The travel management company will work with Sabre to accelerate its next phase of growth, prioritising investments in innovation to enhance operational efficiency.

Advanced capabilities in Al and automation will enable Gray Dawes' travel advisors to focus on high-value interactions, while Sabre's multi-source content approach will streamline tech management, ensuring comprehensive travel options.

Gray Dawes Travel opened in Melbourne earlier this month, following its acquisition of Verve Travel (*TD* 02 Apr).



"Rather than setting an emissions target that remains static, regular emissions guidance will give our investors and customers an up-to-date and clear view of our expected emissions trajectory, including the impact from external risks and opportunities."

Alongside the guidance, Air New Zealand's plans also include continually renewing its fleet to replace older aircraft with more fuel-efficient aircraft and using carbon credits to meet international regulatory requirements.- JHM

### JQ inks catering deal

**JETSTAR** has expanded its partnership with dnata to include the carrier's Asia's operations.

The new deal also marks a fouryear extension of its previous agreement with the airport services company, which will see the continuation of pre-order and buy-on-board options supplied to Jetstar for its in-flight menu.

"The ever-changing inflight retail trends make data analysis crucial for developing and evolving menus based on customer feedback and sales," commented dnata Chief Retail Officer, Catering & Retail Australia, Lou D'alessio.

"We look forward to continuing to support and deliver on Jetstar's ambitious growth plans as a key partner in Australia," he added.

Dnata recently partnered with Melbourne Airport to expand its existing facility, increasing annual capacity to over 25 million meals, in addition to a \$17 million investment at the new Western Sydney International Airport's catering centre.

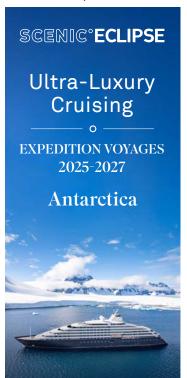
### JetBlue UA alliance?

**SEVERAL** sources in the United States have suggested United Airlines is in negotiations with New York-based JetBlue.

Following on from being blocked by the Federal Court to form an alliance with American Airlines in 2023, the latest mooted partnership will likely not involve coordination on schedules and pricing, insiders have claimed.

If it ends up going ahead, the alliance with United Airlines is expected to focus on connectivity and loyalty benefits.

Earlier in the week, JetBlue President Marty St George confirmed the airlines were in talks with an unnamed domestic airline with a larger network, and that an announcement is expected to be made by the end of the current quarter.







# Fogg reunites with Bratton

SARINA Bratton's new venture Pearl Expeditions now has more support on the ground with the appointment of Mick Fogg as GM and Head of Sustainability.

Fogg (pictured alongside Bratton) has been brought on board from this week to help the new boutique operation curate itineraries in a range of remote, and rarely visited destinations.

"I am thrilled to have Mick join us at this important stage as we fine-tune our expedition experiences," Bratton said.

"Having successfully led over 350 expeditions across some of the world's most...captivating regions, his expertise is second to none and he is a great addition to lead the team," she added.

Fogg's role will include managing deployment and itinerary planning, negotiating with government authorities, destination and cultural stewardship, oversight of



commercial and marketing, as well as handling sustainability.

The recruitment marks a reunion for Bratton and Fogg, who worked together for seven years at Orion Expedition Cruises, a brand Bratton founded in 2005 and sold in 2013.

A revitalised Paspaley Pearl expedition cruise business exploring northern Australia and southeast Asia was announced earlier this month (TD 16 Apr).

Pearl Expeditions will launch in Jul, deploying a 30-passenger boutique luxury ship. AB



### HA 'Lei Day' promo

**HAWAIIAN** Airlines is marking 'Lei Day' with a special airfare of \$921 return between Sydney and Honolulu, inclusive of all taxes.

The fare includes 23kg checked bag allowance and 11kg carry-on and covers Main Cabin seats.

Bookings can be made online until 21 May for travel dates from 10 May 2025 to 31 Mar 2026.

### EY business benefit

TAILORED benefits designed for business travel are now available from Etihad Airways in its new 'Etihad for Business' corporate travel program unveiled this week.

The program features scaling benefits to suit the needs of individual businesses including a dedicated travel platform with expense management, automated reporting and booking tracking.

Businesses can also access special corporate fares, priority service and account management for larger, higher volume clients.

### Win trip to Dunedin

**OFFICIALS** from Enterprise Dunedin will visit the Gold Coast to meet with trade partners ahead of the start of direct Jetstar flights between the two cities.

Agents can learn more about the NZ city and go into the draw to win a trip for two to Dunedin packed with experiences by attending one of five 90-minute presentations on 27 or 28 May.

Events will be held in Southport and Coolangatta - CLICK HERE.

### Gold Scotland tour

**LUXURY** Gold has introduced a new small-group sustainability itinerary in partnership with Visit Scotland, which is now on sale for departures beginning in 2026.

Designed with a focus on combating overtourism, the 10-day tour features a visit to a wildlife conservatory in Glencoe, insights into marine protection on the Isle of Mull and routing to avoid crowded areas - CLICK HERE.





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## Window Seat

**THEY** say the gift of life is the most precious one can receive, but American Airlines is attempting to make someone's birthday even sweeter.

The Texas-based airline is set to gift 100,000 AAdvantage miles to the first baby born in the United States on 01 May, which is Frequent Flyer Day.

The promotion is a sneaky way to ensure AAdvantage is the first loyalty program a child enrols in, with parents and legal guardians able to sign up their child online.

Parents giving birth on 01 May are invited to post a photo to X with their exact time of birth and time zone, and tag @AmericanAir with the hashtags #AAdvantage, #FrequentFlyerDay and #promotion.

"You're never too young to start exploring the world," American suggested.

"We are excited to expand our AAdvantage family with the addition of this little one into our program as we celebrate the millions of members making a lifetime of family memories."



# Long weekend bonanza

consecutive long weekends encompassing Easter and Anzac Day has generated a boom period for tourism experiences, according to Big Red Group data.

Bookings in regional Australian centres across Apr spiked by 6.5% year-on-year, the data shows, with the Great Ocean Road recording a 2,156% surge in activities and experiences booked.

Elsewhere, experiences in the Barossa Valley were up 300%, with Byron Bay up 223.1%.

The data suggested Aussies were capitalising on the chance to prioritise rest and rejuvenation,

### ATE's festival show

**TOURISM** Australia has today unveiled Adelaide as the host of Australian Tourism Exchange in 2026 - the event's first time in the city since 2018.

Taking place from 10-14 May at the Adelaide Convention Centre, the event will attract thousands of international buyers & exhibitors.

The event will be hosted in partnership with the South Australian Tourism Commission.

"Australian Tourism Exchange offers a powerful platform to showcase South Australia's unique offerings to the most influential national and international tourism stakeholders, inspiring them to promote our wonderful destination in their markets," said South Australian Minister for Tourism, Zoe Bettison.

with Big Red's wellness category climbing 27.7% and spa day bookings up 15.6%.

The start of whale watching season helped Big Red record a 56.8% jump in tours to see the giant mammals, with wild animal encounters in general up 23.7%.

After a rocky period owing to recent inclement weather, travellers again flocked back to Queensland, with the Sunshine Coast, Brisbane and Gold Coast all recording double-digit gains. *ML* 

#### Oceania entertains

**OCEANIA** Cruises has unveiled its reimagined entertainment across its fleet, which is set to debut aboard its new ship *Allura* in Jul (*TD* 09 Apr).

Part of the new entertainment program is The Blue Horizons Party, inspired by the elegance of a private yacht soiree.

The celebratory evening, which debuted on *Marina*, will invite guests to dress in hues of blue as they sip signature cocktails, enjoy live music, gourmet canapes and mingle with fellow travellers.

This will be rolled out alongside an array of original productions, wellness-led experiences, and themed evenings.



### **Dominant norovirus**

A NEW dominant strain of norovirus has driven an increase in outbreaks aboard ships in the US in recent months, the Centers for Disease Control and Prevention (CDC) has warned.

The CDC said there have been 12 norovirus outbreaks this year.





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# Infrastructure falling behind

**SIGNIFICANT** growth in tourists visiting Australia has helped to fuel around 364 infrastructure projects across a range of regions, according to Tourism Australia MD Phillipa Harrison (**pictured**).

Speaking at the Australian Tourism Exchange (ATE) this week, Harrison said that over the next few years, Australia is expecting an additional five million visitors, a positive growth marker that will require significant investment in infrastructure to keep pace.

"This is from Tourism Research Australia - they have quantified all

### **Rediscover ATIA exit**

**BURGEONING** wholesaler Rediscover Travel is among 10 travel businesses to voluntarily withdraw from ATIA accreditation in the past month.

The group's business partner Walter Nand told *Travel Daily* the decision was made as each of its four partners retain accreditation for their other businesses and keeping Rediscover in the scheme was purely "duplication".

Nand stressed the company has every respect for ATIA and the accreditation program and it looks forward to engaging with the association in other ways.

Rediscover's withdrawal from the scheme was one of 10 businesses to also opt out since 31 Mar, an update on the association's website reads.

ATIA is constantly assessing accredited members to ensure full adherence to its rules and regulations are maintained, with businesses placed on probation if any transgressions or concerns are identified.

The latest withdrawals also include The Adventure Specialists, Soulful Concepts Group, Christina Musgrove Travel, Sri Travels, Handpicked Holidays, Wild Africa Travel Company, Transair International Travel, Travelpro and Wall Street Travel.



of the infrastructure development that is going to cater for all those new arrivals and new routes coming in, and there [are] around 364 projects," Harrison shared.

"About half of those are in experiences, arts and culture and about half are accommodation projects as well."

One of the reasons ATE was in Brisbane was to mark the recent opening of "an incredible piece of infrastructure" in the form of The Star Brisbane at Queen's Wharf, Harrison said, but reiterated the infrastructure investment was being spread far and wide across all states and territories.

"[There] is a lot of growth and that is why we need that infrastructure capacity," Harrison said in her presentation.

Growth was coming from across the board but especially from Asia (**TD** 28 Apr).

"You can see that Asia, being close to us, is really growing quite fast, but our markets are going to still largely be the same markets that are currently important for Australia," Harrison added.

According to the Global Travel Service from Oxford Economics, projected visitation from Tourism Australia's 15 core markets has Greater China at 2.48 million, New Zealand at 1.99 million, the USA at 1.13 million, and 13.19 million international visitors total for the year ending Dec 2029.

### Cathay off to Dallas

NON-STOP flights between Hong Kong and Dallas Fort Worth are now available from Cathay Pacific - the sixth new destination launched by the carrier this year.

Cathay will fly four weekly flights using Airbus A350-1000 aircraft.

# PONANT EXPLORATIONS FAMIL: ANCIENT WONDERS OF THE MEDITERRANEAN



**HOSTED** by Kristina Sambaher, Ponant Explorations' State Manager NSW & ACT, the Mediterranean famil continued to showcase the best of luxury small-ship cruising aboard *Le Dumont-d'Urville*, discovering Rhodes, Delos, and Mykonos over 48 extraordinary hours, with the enrichment of daily included shore excursions.

On day three, the group embarked on an expert-led shore excursion in Rhodes, enjoying the freedom to explore the medieval UNESCO-listed city thanks to convenient port-side access, before visiting the Acropolis of Lindos and uncovering the island's fascinating history.

After a relaxed poolside lunch, partners gathered for an exclusive cocktail evening hosted by Kristina, joined by Captain Pascal Goger, Cruise Director Julien Martins Da Costa, Hotel Manager Sami Saidi, and Travel Ambassador Marcia Rovella, during which many inspiring

travel stories were shared and relived over glasses of luxurious champagne.

The following day included two enriching excursions: including a panoramic hike of the iconic archaeological site of Delos and an expert-led walking tour of Mykonos.

Mild, sunny weather and fewer crowds have made this season especially memorable, allowing guests and partners to truly embrace the authenticity of each destination.

Stay tuned for part three tomorrow to discover the magic of Santorini and Nafplion, the Ponant way.

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**TOP:** Welcome cocktails shared with the Captain and his team. **MIDDLE:** *Le Dumont-d'Urville* in Mykonos.

**BOTTOM:** Lindos Acropolis, Lindos.



Famil IN FOCUS is our feature showcasing some of the photos from recent industry famils. If you want your famil to be featured, email advertising@traveldaily.com.au

# Travel Daily

Thursday 1st May 2025



### A celebration with A&K and Crystal ABERCROMBIE & Kent Travel Group (AKTG) recently celebrated its Connoisseur Club Members

and hosted VIP partners on the first A&K and Crystal combined famil.

Members experienced A&K India, before sailing from Mumbai to Colombo on board Crystal Symphony, then received VIP treatment with A&K Sri Lanka.

Top performing partners were also flown into Melbourne for the annual AKTG Connoisseur Club summit, mixing business and pleasure.

Highlights included a day in the Yarra Valley, complete with a helicopter transfer and degustation lunch at Levantine Hill, a visit to Worowa College, A&K's newest philanthropic initiative, a hidden gems walking tour with an A&K guide and a celebration dinner at renowned restaurant, Society.



Travel, Lisa Hunt and AC Jones, SmartFlyer dressed to impress.

A LUNCH to remember - unforgettable flavours at Ministry of Crab, Colombo.



**ROBERT** Thornberry, Signature Travel and AC Jones, SmartFlyer celebrating Holi in Delhi.



THE Connoisseur Club enjoying a guided walk through Melbourne.









of the Taj Mahal in India.

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# VISITATION SOARING IN BRISBANE

**VISITOR** numbers to Brisbane are set to soar as the city gets set for a mega May of events.

Brisbane's upcoming events line-up is set to attract hundreds of thousands of visitors to the destination and drive an estimated \$100 million economic impact into the city.

The schedule kicks off tonight, with the Women's State of Origin Game I, leading off the NRL's four-day Magic Round at Suncorp Stadium this weekend.

Other major sports events include the AFL's QClash between the Brisbane Lions and the Gold Coast Suns at The Gabba, as well as The Star Stradbroke Season, which will see six horse racing days across Eagle Farm and Doomben racecourses.

The Brisbane Truck Show will continue the flow-on economic effect for the city's hotels, restaurants, and tourism experiences, with a predicted



45,000 industry professionals and enthusiasts from around the globe gathering from 15-18 May.

The month also spotlights Ballet Preljocaj's reimagining of *Swan Lake*, direct from France as part of the QPAC International Ballet Series at Queensland Performing Arts Centre from 31 May.

Other highlights of the month include the Affordable Art Fair (pictured) and the Brisbane Comedy Festival.

"We're ecstatic to see so many world-class events coming to Brisbane and boosting our economy this May," Mayor Adrian Schrinner said. MS

### BEA treats international travel advisors

FIVE incentive agent planners from North America arrived in Sydney this week to participate in Business Events Australia's (BEA) famil program, hosted alongside IHG Hotels & Resorts.

Planners enjoyed an up close encounter with Australian wildlife at Taronga Zoo; took a private, behind-the-scenes tour of the Sydney Opera House; and dined on oysters straight



from the Pacific Ocean.

They also climbed the Sydney Harbour Bridge, before heading to Hayman Island.

### **Bastille expands**

**SYDNEY'S** Bastille Festival is expanding this year, taking over even more of Circular Quay across four days in Jul.

The free festival celebrates French food, wine, art, and more, from 17-20 Jul.

This year's festival will feature more than 120 exhibitors and more than 80 dishes, including sweet treats and inventive fusions.

### Accor scores a try

ACCOR has recorded a surge in bookings in Brisbane and a major spike in performance ahead of the NRL's Magic Round, taking place this weekend.

The hotel company counts almost 20 properties in Brisbane, and is welcoming thousands of visitors to its brands in the city, including Sofitel, Pullman, The Sebel, Novotel, Mantra, Mercure, and ibis Styles.

"Magic Round is more than a sports event - it's a city-wide celebration that puts Brisbane on the national stage," Accor's Chief Operating Officer Pacific Adrian Williams.

"The strong performance we're seeing across our hotels this week highlights the incredible pull of live sport as a tourism and economic driver.

"Our teams are going all out to deliver unforgettable experiences for every guest." Accor recently re-signed as

the official accommodation partner of the NRL.







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## **APPOINTMENTS**

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Unforgettable Croatia has added a new member to its European Travel Specialist team, with Carmela Pascuzzi coming onboard to help Aurore Bertomeu with trade enquiries. Pascuzzi brings more than 20 years' industry experience from roles with Qantas Holidays and Flight Centre.

Candace Efstratiou has returned to Qantas in the role of ACT Regional Manager, after five years away from the airline due to the pandemic. Efstratiou spent the previous 15 years with the carrier in a range of ground handling and duty manager roles at Canberra Airport.

Brisbane's new Queen's Wharf Residences, managed by Minor Hotels, will be overseen by Yun Bai as General Manager. In her new role, Bai will oversee operations and performance and set the strategic direction for the property, which is the only apartment-style hotel in the city's new riverside precinct. Yun has been with Minor Hotels for eight years.

Popular airline representative Heather Jeffrey has been reappointed by Hawaiian Airlines to continue promoting the brand in Australia. Now part of the Alaska Airlines Group, HA's local rep brings extensive communications experience, having worked with or consulted to Qantas, Virgin Australia and the former Ansett Australia.

Design-led hotel Artyzen Singapore has welcomed Marcel NA Holman as its new General Manager. Holman holds over 35 years of hospitality experience and brings a strong track record in operational excellence and driving strong rate growth.

Veteran fomer Qantas communications executive Amanda Bolger has joined Luxury Escapes as its new General Manager of Global PR and Communications, based in the company's Sydney office.

Ahead of the unveiling of a \$50 million transformation this month, veteran hotelier Rens Breur has taken on the General Manager post at Pan Pacific Perth, bringing more than 30 years in hospitality to the role. Well-known in the Australian industry, Breur has held senior roles at luxury properties including The Langham Melbourne and Sofitel Gold Coast, and returns to Australia after a stint working in the Netherlands.

Five new Destinations Managers have joined Hawaii Tourism Authority to help promote the 'Islands of Aloha'. The tourism body now features Kui Adolpho (Molokai), Blane Andrade (Oahu), Meagan Degaia (Maui and Lanai), Patti Ornellas (Kauai) and Matt Sueda (Hawaii Island). The organisation has also bolstered its ranks with Kendrick Leong as its new Planner, Milton Lafitaga as Sports Tourism Brand Manager and Amalia Clower as Contracts and Administrative Manager.

The Hoff is now working at Munich Airport, with the gateway recruiting Thomas Hoff Anderson as its new Chief Operating Officer. Beginning his newly-created position today, Hoff will oversee the airport's handling processes and shape the overall passenger experience.



# Ceduna agency doing all-white



TRAVEL and Cruise Ceduna recently marked 40 years serving its South Australian community with a weekend of festivities.

The agency brought together key suppliers, clients and fellow local businesses to share in its success and longevity.

The Travellers Choice agency first opened its doors in 1985 and has since become an invaluable member of the small community of 4,000 on Murat Bay, just west of the Eyre Peninsula.

Pictured above is the team from Travel and Cruise Ceduna - Ryan Irvine, Montana Freeman, Tullie Seneca and Alana Collins, with Travellers Choice BDM Tim Bolton.

### Holiday Inn returns

**HOLIDAY** Inn is returning to Townsville as part of a new partnership between IHG Hotels and Resorts and Luxora Hotels.

The property currently operates as Madison Plaza Townsville, which will undergo a refurb and rebrand as Holiday Inn Townsville in early 2026.

### Air travel climbs 3%

TOTAL air passenger demand grew by 3.3% in Mar, according to figures from the International Air Transport Association (IATA). Year-on-year capacity was up

5.3% and domestic demand grew 0.9% compared to Mar 2024. International demand rose 4.9% compared to Mar 2024, leading

"There remains a lot of speculation around the potential impacts of tariffs and other economic headwinds on travel.

to a 1.6% drop in loads to 80.7%.

"While the small decline in demand in North America needs to be watched carefully, Mar numbers continued to show a global pattern of growth for air travel," observed IATA's Director General, Willie Walsh.

"That means the challenges associated with accommodating more people who need to travel - specifically alleviating supply chain problems and ensuring sufficient airport and air traffic management capacity - remain urgent," he added.

# Travel Daily

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