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A new Approach

SILVERSEA has launched Approach Guides, a new marketing tool designed to assist travel advisors in growing their web presence, driving leads directly to them.

Head to the **back page** to find out more.

MU to link ADL and PVG

CHINA Eastern Airlines has announced it will launch direct flights between Adelaide and Shanghai beginning 21 Jun.

Tickets are now on sale for the route, which will be operated by an Airbus A350-900, offering 286 seats across economy and business classes.

Flight MU782 will depart Adelaide three times each week until 02 Aug, with the airline set to return in early 2027 to complete its first season.

SA Premier Peter Malinauskas, as well as state Minister for Tourism Zoe Bettison and Trade Minister Joe Szakacs, all welcomed the announcement.

"China is South Australia's most valuable international visitor market, and the launch of direct flights to Shanghai is a major boost for our visitor economy," commented Bettison.

"Latest data shows that in the year to Sep 2025, China was worth \$305 million to the state's visitor economy, making it our largest international market for expenditure, with 51,000 visitors travelling to South Australia over that period."

China Eastern's ADL-PVG route marks Adelaide's second direct connection with China, with China Southern Airlines confirming last year it will move to four weekly services in the second quarter of 2026 (TD 22 Dec 2025).

One-way economy fares start from \$716, while one-way business fares are from \$3,366, with same-day connections available to most Chinese domestic destinations. JM

100% pure famil

NEW Zealand's tourism board is inviting agents to join its Explore Programme, which allows them to create a tailored self-famil.

Trips can be built using the 440-plus discounts on offer from Tourism New Zealand - see the **cover page** for details.

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Today's issue of TD

Travel Daily today features seven pages of industry news, plus a cover wrap from **Tourism New Zealand**, our **Sustainability** feature, and a full page from **Silversea**.

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Qantas scraps MEL routes

FEDERAL Opposition Leader Sussan Ley (pictured) has expressed her “deep disappointment” at Qantas’ decision to scrap flights linking Melbourne with Wagga Wagga and Albury from 01 Mar.



“[The Liberal Party] will be writing to Qantas to express our concern about the axing of these routes, which will certainly have a detrimental impact on Wagga Wagga, Albury and the wider region we represent,” Ley said.

“This announcement is a clear reflection of the worsening economic conditions being felt by industries and households across the nation - particularly in the Riverina and Farrer electorates - with many people conducting their business virtually due to ever-tightening margins.”

The carrier reportedly made the decision because the routes were poorly subscribed, with Wagga Wagga to Melbourne operating with less than 50% load factor,

and Albury to Melbourne with even fewer pax, at just 40%.

Ley said she had been assured that demand is strong for the Wagga Wagga to Sydney, Wagga Wagga to Brisbane, Albury to Sydney and Albury to Brisbane services, and there was “no indication” that these routes will be adversely affected by Qantas’ latest network decision.

One Nation Senator Sean Bell also chastised the move, stating that Qantas “must answer” for the cancellations.

“I’ve spoken with Qantas and I will be meeting senior management next week to demand answers.” AB

QF econ plus live

QANTAS customers can now book the airline’s new economy plus seats, offering 40% more legroom, faster boarding, and priority access to overhead bag space.

Unveiled in Nov last year (**TD** 07 Nov 2025), the first flights incorporating the new class will take off on Fri aboard B737, A321XLR and A220 aircraft, operating across domestic and short-haul int’l. AB

Lelystad open for biz

THE Netherlands’ aviation sector has taken a significant step toward being more competitive, with the Dutch Govt agreeing to open Lelystad Airport to commercial passengers.

Located 70km north-east of the major Amsterdam hub of Schiphol Airport, Lelystad previously only operated as a port for private charters, flight training, and smaller aircraft.

The target date for the first commercial passenger flights is set for early next year, with nearby tourist attractions being the Aviodrome Aviation Museum, the Nieuw Land National Park, and the causeway of Houtribdijk. Reacting to the news, Airports Council International Europe director Olivier Jankovec said the move sends a key signal to other European countries that they need to boost air capacity and keep pace with demand. “Europe has been squeezing the lemons for too long,” he said. AB

VA goes the extra leg

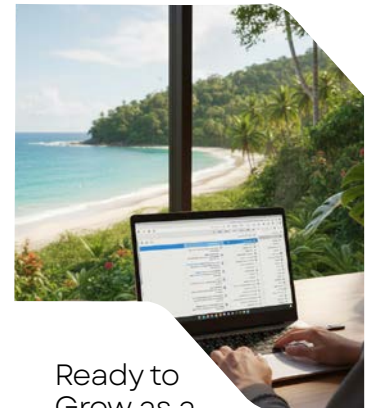
VIRGIN Australia has launched a domestic sale on premium extra-legroom economy x tickets, with upgrades on offer from \$15 per person, per sector.

Running until 03 Mar, the promotion is intended to highlight the comfort and price competitiveness of the class. AB



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Win an Alaskan cruise

CRUISEHQ has partnered with Seabourn to offer its top-selling agents a chance to win a luxury voyage to Alaska.

Running from 01 Feb to 30 April 2026, the incentive will see a select group of advisors earn a spot aboard *Seabourn Encore's* seven-day 'Glaciers & Alaska Inside Passage' voyage, sailing from Vancouver to Juneau and departing on 24 Jul 2026.

The trip will also include two nights of five-star luxury accommodation in Vancouver. **AB**

Martin makes return

SHELLEY Martin has returned to Uniworld Boutique River Cruises after close to a year in a senior sales role with Windstar Australia.

Uniworld MD for Australia and New Zealand Alice Ager made the announcement on LinkedIn, stating Martin will be looking after the Queensland and Western Australia markets. **AB**

AAA sends SOS to govt on regional

THE Australian Airports Association (AAA) has called on the Federal Govt to increase its commitment to strengthening regional aviation infrastructure.

In a recently tabled budget submission, the AAA argued the Regional Airports Program and Remote Airstrip Upgrade Program should both be shifted to a minimum \$50 million funding model on an annual basis.

The Regional Airports Program was set up to upgrade airside infrastructure, such as capacity and accessibility, while the Remote Airstrip Upgrade Program aims to improve the safety of airstrips and aerodromes in remote areas of the country.

In order to foster better regional air connectivity, the advocacy group also wants to see the government make it easier for remote councils to access Commonwealth funding for crucial airport upgrades.



By better funding remote councils' ability to keep airports up to code, the AAA believes it will ultimately prevent the scourge of air service withdrawals and the risk of exorbitant airfares.

"Of the 35 regional airports in the BITRE dataset that published financial information or budgets, almost half reported an operating deficit," the body stated.

"This highlights the structural funding challenge facing regional airports, in many cases, the cost of operating regional services would require airfares well beyond what passengers or airlines could sustain.

"Without local councils

subsidising these airports, it is highly possible there would be service withdrawal and the loss of essential connectivity."

The AAA also wants to see government establish permanent funding to support mandated security and regulatory costs at regional and remote airports.

"Current arrangements often require local governments and regional communities to shoulder costs incurred in delivering national security and safety requirements," the AAA said.

"Without reform, increasing regulatory and security costs will continue to erode the financial sustainability of regional and remote airports and place essential air services at risk."

The suite of funding requests follow a turbulent period for regional connectivity, with the downfall of Rex and Bonza adding extra stress for regional residents travelling to metro hubs. **AB**



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ATCC spotlights river growth

THE Australian Travel Careers Council (ATCC) has delivered the first of five Travel Skills Taskforce (TST) forums as part of a review of the National Certificate III in Travel qualification.

Held in a hybrid format, the inaugural workshop focused on the cruise, international airfares and reservation systems competency units, bringing together a broad cross-section of industry stakeholders.

Among the key takeaways from the session was a consensus around the increased importance of river cruising, which ATCC deputy chair Phil Hoffmann said

reflected its rapid expansion in Australia and valuable inclusion in the cruise competency unit.

Participants included CLIA, IATA and Amadeus; it was chaired by ATCC CEO Rick Myatt and run by Corporate Travel Management's Kellie Stanbury. *AB*

EY upgrades MEL

ETIHAD Airways has upgraded its Melbourne to Abu Dhabi service by deploying B787-9 aircraft on all flights.

The decision increases total seats on each flight from 290 to 303, including business class growing from 26 to 32 and economy from 262 to 271.

Passengers will also benefit from better in-flight technology on the newer aircraft.

Ethihad now operates daily B787-9 services from Melbourne, alongside 10 weekly A350-1000 services from Sydney. *AB*

Commission change

EFFECTIVE 07 Feb, Batik Air Malaysia will revise its current BSP commission structure to 3% across all fare brands.

The carrier operates several services from Australia to KL. *AB*

Ireland with Aspen

COLLETTE has introduced "a touch of Blarney" with its latest tour to Ireland, led by entertainment reporter Nelson Aspen (**pictured**).

The 12-day 'Shades of Ireland' tour this Oct will take travellers to the famous Blarney Castle, explore Killarney by jaunting car, and much more.

Also visited will be Waterford, Ennis, Sligo, and Derry, with the tour departing from Dublin and arriving in Belfast.

Travellers who book early can save \$200 per person when booking before 14 Apr - **HERE**. *MS*



Cruising expertise

CRUISE Lines International Association (CLIA) has released new "off-the-shelf" resources designed to help member agents better promote themselves as cruise specialists.

The new marketing toolkit for 2026 includes CLIA-branded items such as logos, flyers, video reels, graphics and social media tiles to demonstrate expertise.

CLIA has also included resources on the various styles of cruise holidays available to different market segments - including the increasingly popular river space - as well detailing the advantages of booking via a specialist agent.

"A key message throughout is that CLIA-certified travel agents have committed to specialist training, which makes them expert advisors when it comes to cruise holidays," CLIA executive director Australasia Joel Katz said.

The toolkit is available exclusively to CLIA members via the Members Hub **HERE**. *AB*

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UK entry still a challenge

THE Australian Travel Industry Association (ATIA) has recognised that ongoing gaps in consumer awareness around recent UK entry changes (**TD** 15 Jan) have placed added pressure on frontline agents.

Members have been navigating “complex and uncertain customer conversations” as a result of a rushed decision by the UK Government, which has sent dual British/Irish and Australian citizens scrambling to renew UK passports and thrown thousands of booked itineraries into chaos. “We know this situation has created challenges for travel



businesses, particularly where traveller awareness has lagged behind policy changes,” ATIA CEO Dean Long said.

“I want to thank our members for the professionalism they’ve shown in managing these conversations and for the care they continue to take in supporting travellers while clarity continues to emerge.”

ATIA said it has been working directly with the UK Home Office and VisitBritain on the issue, and has also reviewed advice from the British High Commission to cut through confusion and give members confidence in the guidance they share with clients.

The body has also published a dedicated guidance page on the ATIA website to assist **HERE**. **AB**

Expedia trims jobs

EXPEDIA has cut more than 150 jobs, according to financial news website *TheStreet*, with the roles based mostly at its Seattle HQ.

A number of remote staff have also been axed amid Expedia’s ongoing transformation, which is seeing it invest further in AI-driven experiences.

Recent layoffs mainly affect engineering, product, and leadership positions; meanwhile, open tech roles being advertised by the company are focused on data and AI expertise.

The layoffs come despite Expedia’s strong financial growth, with the company in Nov posting US\$4.4 billion (A\$6.3 billion) in revenue, a 9% YOY increase.

Booked room nights grew 11%, mainly due to overseas sales. **MS**

KLM turns on wi-fi

KLM Royal Dutch Airlines has introduced free wi-fi on all its European routes.

The service began rolling out two weeks ago, with half of its Europe-based aircraft now equipped with free wi-fi.

KLM said the service will be available on all A321neo, Embraer 195-E2, and a portion of the Boeing 737-800 variants in the coming years. **MS**

Charity wheels in motion



INTREPID Travel has partnered with World Bicycle Relief to launch a fundraising cycling trip across the Colombian coastline.

The Buffalo Ride Colombia Trip will run from 28 Aug through to 04 Sep, traveling from Cartagena to Santa Marta with stops including Minca, Sierra Nevada, Buritaca and Camarones.

Each traveller will raise \$2,500, which can provide 10 Buffalo Bicycles to rural communities.

The bicycles are designed to withstand rugged terrain which will allow rural communities greater access to food and healthcare supplies.

“Nearly one billion people living in rural communities remain so isolated they’re forced to walk hours to access essential services - yet something as simple as a bicycle can be life-changing, opening up access to healthcare, education and livelihoods,” said Di Mason, managing director World Bicycle Relief Australia.

“We’re excited to continue

working with The Intrepid Foundation to launch these initiatives and put more bikes into the hands of people in low-income rural communities around the world,” she added.

In addition to the Colombia trip, Intrepid will also bring back its Kenya trip which last year raised over \$40,000.

The trip will run from 27 May to 04 Jun. **JB**

Fuel switch concerns

AN AIR India flight operated by a Boeing 787 Dreamliner yesterday reported a defective fuel control switch, forcing the carrier to ground the aircraft.

Air India made the report to India’s aviation regulator upon landing in Bengaluru following a flight from London.

A fuel switch defect was at the centre of last year’s Air India Dreamliner crash in India’s Gujarat state, killing 260 people (**TD** 13 Jun 2025). **JB**

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Fund's green key

PRO-INVEST Group has announced a significant sustainability milestone, with its three New Zealand fund hotels becoming the first properties in the country to gain green key certification.

The voco Auckland City Centre, Holiday Inn Express Auckland City Centre, and Holiday Inn Express & Suites Queenstown, operated by EVT Connect Hospitality have achieved the certification.

They join Pro-invest Group's 12 Australian fund hotels that have already achieved green key status.

It marks the completion of the group's sustainability goal set under its 'One Earth, Countless Experiences' strategy, to ensure all 15 Pro-invest Group fund hotels across Australia and New Zealand achieved third-party sustainability certification by the end of 2025.

Jason Sabin, portfolio GM, EVT Connect Hospitality New Zealand, explained, "Our teams across all three properties have embraced the green key framework with genuine enthusiasm.

"This certification validates the hard work and dedication our staff demonstrate every day in implementing sustainable practices that benefit both our guests and the environment." *DF*

SIN to trial pooled demand for SAF

SINGAPORE has announced it will trial its first voluntary initiative that will allow businesses to pool demand for sustainable aviation fuel (SAF) to promote a scalable environment moving forward.

The trial, along with eight other initiatives, was launched during the third Changi Aviation Summit, which finished today.

Signed between the Civil Aviation Authority of Singapore (CAAS) and its wholly-owned, not-for-profit subsidiary, Singapore Sustainable Aviation Fuel Company, the trial aims to "aggregate voluntary sustainable aviation fuel demand".

The agreement comes after the recent instigation of a SAF levy on passengers departing from Changi Airport on tickets sold from 01 Apr this year, varying from S\$1 to S\$41.60, based on distance and



class, for flights from 01 Oct.

Singapore Sustainable Aviation Fuel Company was set up with the mandate to supply sustainable aviation fuel to Changi and Seletar airports, and will also support the implementation of Singapore's sustainable aviation fuel policy.

MEANWHILE, CAAS will sign eight other agreements with various partners across the

Changi Aviation Summit as well as the Singapore Airshow.

CAAS director general Han Kok Juan said, "We are investing in new capabilities in sustainability, innovation and human capital, and strengthening global and public-private partnerships".

While the Changi Aviation Summit wraps up today, the Singapore Airshow will take place from 03 to 08 Feb. *DF*

Madeira hikes fee

HIKING fees in Madeira, an archipelago of four islands in Macaronesia, 400km north of the Canary Islands, have increased to keep the activity sustainable and maintain the various trails.

The €3 fee has gone up by 50% to €4.50, and the access price for Vereda do Areeiro, the famous three-peak hike carved into a steep ridge, is now set at €10.50. *DF*

AAA urges govt action on Aussie SAF

SETTING a clearly defined ambition for Australia's low carbon liquid fuel market, establishing an optimal mix of demand-side and supply-side policy mechanisms for SAF, and grants for airports to invest in SAF infrastructure have all been named by the AAA as important for the Australian Government to act on in its recently released Federal Budget submission.

The organisation also urged

the government to "make improvements in airspace efficiency and flight path optimisation" to complement the SAF transition.

It noted that these initiatives, among others suggested, will not only align with Australia's climate goals but also enhance the national aviation sector's global competitiveness.

The full submission is available to read **HERE**. *DF*



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MONEY

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

AU\$1 = US\$0.695

THE soaring Australian dollar is acting as a natural brake on inflation, according to the *Australian Financial Review*, with bond investors arguing the RBA should consider how much the appreciating currency will affect economic growth.

The dollar's leap to a three-year high, sitting just under \$0.71 last week, is providing a vital economic pressure valve.

This morning the USD sat at \$0.69, and even though traders believed there will be at least two interest rate increases this year, a stronger AUD could temper further rises.

The news was welcome for Australians still travelling to the United States - a number which has dropped starkly since the country re-elected Donald Trump as President just over 12 months ago.

However other nations which firm as value picks at present include Japan, Sri Lanka, Vietnam, and Indonesia, *9Travel* reported last week. *MS Wholesale* rates this morning.

US	\$0.695
UK	£0.510
NZ	\$1.157
Euro	€0.590
Japan	¥108.2
Thailand	฿21.92
China	¥4.831
South Africa	11.19
Canada	\$0.951
Bitcoin	A\$0.000088

Not another boring prize



INSIDE Travel has revealed this year's edition of its 'Not Another Boring Prize' incentive, giving travel agents the opportunity to win a trip worth over \$40,000 across its InsideJapan and InsideAsia brands.

In addition to the major prize, there are 10 complimentary spots on offer for small group tours to either Japan or Korea.

The incentive has been launched alongside the new Inside Travel Agent Hub, designed to help agents brush up their knowledge of Inside Travel's products before selling them.

For agents to enter the giveaway, they must attend at least one agent-focused webinar and make at least one booking before the end of the year.

ANZ trade partnership manager for Inside Travel Shane Voss said, "After the amazing response to last year's first-ever incentive, we're thrilled to keep the momentum going.

"Our trade partners are such a big part of what we do, and we want to continue offering opportunities for them to

experience an Inside Travel cultural adventure firsthand.

"This incentive is about deepening our partnership with agents and giving them the chance to better understand what their customers experience - immersive cultural adventures delivered with the care and personal touch we're known for."

Inside Travel announced Elyse Palmer from TravelManagers as the winner of the 2025 incentive, which will see her embark on a personalised cultural adventure.

Reflecting on her win, Elyse enthused: "I still can't quite believe it - It honestly still feels like a dream".

"I'm so incredibly grateful and excited - I'm already dreaming up ways to turn this into a truly once-in-a-lifetime trip and can't wait to start planning something special," she added.

"What I love most about Inside Travel is that their itineraries go beneath the surface - they really help travellers connect with local people and culture."

This year's incentive runs until Dec 2026 - learn more **HERE**. *JB*

Window Seat

IT'S one thing to steal an airplane, but it's quite another to do it while high on methamphetamine.

The aviation thief - a 38-year-old man from California - must have experienced quite the rush when he managed to abscond with a single-engine aircraft from Auburn Municipal Airport in Washington State last week.

While planes usually have a transponder unit broadcasting their signal to air traffic controllers, the stolen jet's transponder "had been manipulated during the flight in order to conceal where the plane had been over a three-day period", the FBI explained.

Authorities located the aircraft more than 1,600km away at an airport in Corona, California, three days after it had disappeared.

Suspecting they were dealing with an experienced pilot, FBI agents staked out the Corona Municipal Airport for weeks.

On 27 Jan, 38-year-old Christian Estoque arrived at the airport and started up a different aircraft, which hadn't been registered since 2017.

The FBI reported, "At that time, agents concluded Estoque was in the process of stealing the plane and took him into custody".

He admitted to stealing the first plane, despite not having a pilot's license, and also to operating it while under the influence of meth. *JM*



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