

## Today's issue of TD

*Travel Daily* today features seven pages of news, including our **Sustainability** feature, plus full pages from:

- CruiseCo
- Norwegian Cruise Line

## QF domestic sale

**QANTAS** has launched its biggest domestic sale in more than five years, releasing 1.9 million discounted fares.

Travellers can secure one-way economy fares from \$99 and one-way business fares from \$299, for travel on select dates between 14 Oct-20 Dec 2026.

The sale ends midnight 16 Feb.

## Four join ATIA committee

**THE** Australian Travel Industry Association (ATIA) has refreshed its Accreditation Advisory Committee (AAC) with the appointment of four new members (**TD** breaking news).

Stephen Brady (**pictured**), Helloworld Travel's group general manager cruise, has been welcomed aboard the committee for a two-year term.

Joining him are Rebecca Day, Stuba's regional head of sales; Kylee Ellerton, owner/director of Frank Ford Travel; and Judy Tanner, Aurora Travel Services managing director.

The new additions will work



alongside Scott Darlow, Chad Carey, and Gina Norman, who have been reappointed for a second term.

Meanwhile, Debra Fox and Steve Hui have departed.

"I want to thank our outgoing members for their incredible service and welcome our new appointees," stated AAC chair David Walker.

"Their willingness to step forward and volunteer their expertise ensures our accreditation remains fit-for-purpose for businesses of all sizes, from independent agencies to major corporate players."

With three meetings scheduled for 2026, the committee will play a key role in progressing the A30 Industry Led Protection Scheme and ensuring accreditation remains fit-for-purpose in a rapidly evolving market. *JM*

## Cruise deals ahead

**CRUISECO** has launched its exclusive 2026 wave season offers across ocean and river voyages.

Travellers can also take advantage of international flight deals and bonus onboard credit.

Offers are available for a limited time - for more information, see **page eight**.



### The view's better from the top - and Stuba helps you get there.

Make 2026 the year your bookings work harder for you. With Stuba, every booking takes you one step closer to the top!

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## Last chance to win

THE Tonga Tourism Authority is reminding agents that entries for its online training portal prize draw close at COB tomorrow.

Enter by completing any training module **HERE** before the deadline to potentially win one of three gift hampers - each module equals one entry.

**Back-Roads**  
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Sale ends 18 February\*

**Save \$200PP**  
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## AirAsia X set for LGW?

**MALAYSIAN** low cost carrier AirAsia X is set to announce the return of flights connecting Kuala Lumpur and London this week, if media reports are correct.

*Simple Flying* has stated that it expects an official announcement on Feb 12, with the carrier allegedly set to reveal Airbus A330-operated flights that connect the two capitals via the airline's new middle eastern hub of Bahrain.

AirAsia X previously operated a non-stop flight between Kuala Lumpur and London Stansted from 2009 to 2011, making it possible for Australians to fly the Kangaroo Route entirely on a low cost carrier, with one-way flights recorded as low as \$260.

The expectation is that the first flight will take off in June and fly into London Gatwick rather than Stansted on this attempt to make the route work.

It comes after AirAsia X returned



to Europe late last year, launching flights to Istanbul Sabiha Gökçen Airport in the middle of Nov.

Earlier this month Reuters also reported that the re-launch of a London route was high on the agenda for the carrier, and that Air Asia Group had targeted US\$500-\$600 million of debt restructuring after former parent company Capital A had shifted its entire airline business to the newly formed group.

At the time, a press release stated that the consolidation under Air Asia Group would allow it to make "additional aircraft orders to scale our reach, connecting the world to Asean and Asean to the world". *DF*

## WA's Dream deals

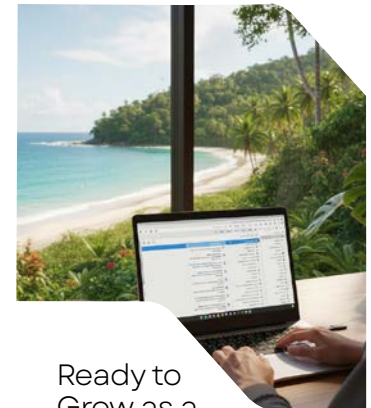
THE WA Government has launched the WA Dream Pass - a direct-to-consumer digital platform featuring exclusive deals and value adds.

The initiative includes offers from more than 70 of the state's tourism and hospitality businesses - find out more **HERE**.



## out and about travel

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## Window Seat

THE prospect of going on an overseas holiday just got even better, with jet lag potentially becoming a thing of the past.

Scientists from Kanazawa University have developed Mic-628, a drug that can 'reset' your body clock.

It works by inducing a gene called Per1, which plays an important role in maintaining a person's circadian rhythm.

In tests conducted on mice, a single oral dose of Mic-628 shortened the internal clock's readjustment period from seven days to just four.

According to the researchers, the drug could be used to manage jet lag or shift work, offering a more effective alternative than light therapy or taking melatonin.

## ATEC calls for action

THE Australian Tourism Export Council is urging the Federal Government to invest in boosting the country's tourism export recovery efforts by strengthening aviation access, rebuilding inbound distribution capability and improving visa efficiency.

In its pre-budget submission, the organisation outlined the need for Tourism Australia's international marketing efforts to be sustained, as well as the rebuilding of inbound distribution capability to help support trade conversion and the improvement of industry competitiveness through capability and digital uplift initiatives.

"Australia remains a desired 'bucket list' travel destination for many markets, but interest in the destination alone does not deliver jobs, regional dispersal or export income," managing director Peter Shelley said.

"To secure long-term growth,



we need the right settings in place to convert awareness into visitation and economic return."

According to ATEC, aviation and tourism policy need "a stronger alignment" to manage capacity and affordability constraints that limit access to long-haul and regional markets.

Investment in destination marketing is also needed to drive demand, as well as in inbound distribution networks which help conversion for small businesses.

ATEC also argued that the visitor visa system needs to be reformed in order to reduce friction. *JHM*

## NT air promotion

TRAVELLERS to NT have the chance to score up to \$1,800 in air credits per couple, thanks to a new partnership between AAT Kings and Tourism and Events NT.

The credits are available on select NT AAT Kings tours for new bookings made by 31 Mar for travel from 01 Apr 2026 to 31 Mar 2027 and are redeemable against the cost of select NT small group tours with the operator.

Travellers will receive \$900pp off tours of 12-15 days, \$650pp off tours of 9-11 days, or \$350pp off tours of five to six days.

"We have a long track record of successful collaborations with Tourism and Events NT, and this limited-time small group offer continues that momentum, inviting travellers to experience the NT's unforgettable adventures in a closer, more personal way," enthused Ben Hall, chief executive officer at AAT Kings Group.

For more info, click [HERE](#).

## Boost your New Zealand North Island knowledge for the chance to win\*

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\*Competition ends 22 Feb 2026. T&Cs apply.



LEARNING HUB



## SAA still in the black

**SOUTH** African Airways (SAA) Group has recorded a R\$155 million (A\$13.8 million) net profit for the year ending 31 Mar, with the airline reporting a R\$30 million (A\$2.6 million) profit for the same period.

Meanwhile, the Group generated revenue of R\$8.9 billion (A\$710 million), a 35.89% year-on-year increase on the R\$6.5 billion (A\$578.5 million) in revenue generated in FY23/24.

During FY24/25, SAA boosted its fleet to 21 planes, 14 of which were in service by the end of the year, serving 16 destinations - it now flies with a fleet of 19 aircraft.

The carrier is also ramping up its presence in Australia after it resumed its direct Perth-Johannesburg route in early 2024, now competing with Qantas, which launched that same route in Dec.

The results come in the airline's second year that it has recorded



a profit since it "exited business rescue" in Apr 2021.

SAA Group CEO Professor John Lamola noted that despite its challenges, the airline is "on course for a bright future".

"We have entered a period of structured and strategic stabilisation of the business, focusing on institutionalising robust governance and agile management systems.

"We are continuing to implement plans on aircraft fleet modernisation and route network expansion," he added. *JHM*

## Consular help hike

**THE** Department of Foreign Affairs & Trade (DFAT) provided consular assistance and crisis support in more than 26,000 cases, the office revealed as part of its *Consular State of Play 2024-25* report, released yesterday.

Nearly one in three cases in 2024-25 came from Southeast Asian countries, while more than 17,000 emanated from the Middle East conflict and the earthquake in Vanuatu.

The number of cases in 2024-25 was slightly higher than in 2023-24, however, the time spent on each case went up by 10%, reflecting the growing complexity of cases.

DFAT answered more than 61,500 calls for help over the year, fielded through the Consular Emergency Centre.

This equates to one call every eight-and-a-half minutes, with DFAT handling around 1,500 active consular cases worldwide at any one time.

## Emerald unveils '27

**EMERALD** Cruises and Tours has released its 2027 Canada and Alaska Early Access program, with 'Earlybear' savings of up to \$2,800 per couple available for a limited time.

Two of the operator's most popular itineraries now have an extra day added, including the 19-day 'Rockies Grandeur and Alaska Inside Passage Cruise', featuring two-night stays in Banff, Emerald Lake, Victoria and Vancouver.

Meanwhile, the brand's luxury 23-day 'Spectacular Rockies & Alaska Inside Passage Cruise' itinerary now includes a third night in Vancouver.

"Now is the ideal time to take advantage of our exceptional offers, with prices set to increase upon the full release in May 2026," commented Angus Crichton, director of sales, marketing and product at Emerald Cruises and Tours.

Click [HERE](#) for more information on the line's 2027 program.



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Nagoya (NGO)	Okinawa (OKA)	Kumamoto (KMJ)
Sapporo (CTS)	Ishigaki Island (ISG)	

*Valentine's Day Sales On*

\*T&C Apply, Sales end on 23FEB26



## GFOB kicks off new year



**GLOBUS** Family of Brands (GFOB) last week gathered together its tourism body partners, travel advisor partners, industry associations, and airline partners to showcase its products and strategy to the industry.

The entire GFOB team (pictured) gathered in Sydney to put on the event, which was also attended by one of the company's longest-tenured cruise and tour directors, David Romanov.

Managing Director Chris Hall said education and brand

awareness, particularly when stacked up against FIT, are key focuses for GFOB at present.

"We know that there's a plethora of options online these days," he explained.

"I'm not saying FIT is wrong for everyone, but it's certainly not right for everyone, and we know that there's so much touring product that we have that is perfect for those travellers.

"Whatever the budget is, whatever the experience they want, we definitely have it." *MS*

## Playing the loyalty game

**SAVVY** loyalty customers are now "gaming" how they use programs to leverage the points on offer, according to consumer research from Phocuswright.

In fact, 84% of leisure travellers have engaged in at least one loyalty "gaming" behaviour in the past year, such as booking specific trips or properties to maintain elite status or leveraging credit cards, gift cards and third-party purchases.

Meanwhile, one in five airline loyalty customers flew on a trip they otherwise would not have gone on, just to maintain their status, and one in four hotel loyalty members stayed at properties for the same reason.

Thirty-nine percent of respondents purchased gift cards to earn points, while 27% opened credit cards to reduce their spend or closed the account after receiving a welcome bonus and 16% used their cards to spend on



behalf of others to earn rewards.

"When we talk about loyalty in travel, the conversation often gets reduced to points and miles, but that misses the bigger picture," explained Madeline List, manager, research and special projects at Phocuswright.

"Travellers are highly engaged with these programs and they are gaming them in very intentional ways, yet engagement alone does not equal loyalty," she added.

"True loyalty is the result of consistently delivering value, reliable experiences and fair pricing over time." *JHM*



## Incredible Valentine's Day offers

This Valentine's Day, your clients can turn shared moments into lasting memories with our companion fares starting from \$1,709\* per person return to Europe, the United Kingdom, and more.

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\*Terms and conditions apply. Advertised fares are correct as of 10 February 2026. Offer valid until 19 February 2026, for travel from 10 February 2026 until 30 November 2026, unless sold out earlier.





### A sense for sustainability

SIX Senses Fiji has reported on its sustainability progress and partnership initiatives.

In 2025, the resort achieved a 16.43% reduction in total energy consumption, a 35.89% reduction in total water consumption, and diverted 71.5% of all waste from landfill through recycling, in-house composting, and livestock feeding initiatives in the nearby local village.

Six Senses Fiji also successfully completed its first independent third-party audit, achieving compliance with Global Sustainable Tourism Council (GSTC) standards through verification by Control Union.

Its marine conservation efforts gained significant momentum, with 31,080 coral fragments growing across three coral nurseries, 3,912 mature corals outplanted to restore degraded reef areas, and the introduction of sea temperature monitoring devices to track climate stress and bleaching risks.

Guests also got in on the action, with 500 of them participating in reef education and restoration activities as well.

Local villagers made up 34% of the resort's staff. *DF*

## UN creates path to sustainable 2027

WITH the International Year of Sustainable and Resilient Tourism approaching in 2027, the United Nations (UN) has officially announced its roadmap towards the pivotal year.

The roadmap was the product of a collaborative process and was welcomed by UN Tourism's Committee on Tourism and Sustainability (CTS).

It signalled a shift from dialogue to structured implementation planning across multiple regions.

The plan was presented earlier this month during the Committee on Tourism and Sustainability meeting in Madrid, where support for the transition towards more responsible travel systems was agreed to by delegates.

Significant points of the plan included a focus on linking tourism with climate mitigation and adaptation goals; measures



to make destinations more resilient to environmental pressures; and an emphasis on inclusive development that benefits communities.

The International Year of Sustainable and Resilient Tourism allows UN Tourism to support member states in making tourism a transformative sector within the post-2030 agenda.

Chair and Minister of Tourism of Costa Rica William Rodriguez

Lopez said, "As leaders of tourism, we consistently highlight the sector's transformative potential and its critical role in national and global development agendas, including climate action and reflections beyond 2030".

"The International Year offers a unique opportunity to translate this shared understanding into more concrete and coordinated action," he added. *DF*

*Image credit: UN Tourism.*

### Green is the key

OUTRIGGER Fiji Beach Resort and Castaway Island Fiji have announced their Green Key Certification after auditing and documentation.

They are the first properties in the South Pacific to earn the recognition and also the first South Pacific resorts to earn Green Seal Certification.

Outrigger wants to achieve Green Key certification for all 31 properties.

### MSC deploys first MMO on cruise ship

MSC Cruises has announced a partnership with marine conservation organisation ORCA, deploying the first dedicated ORCA-trained Marine Mammal Observer (MMO) aboard a ship during the cruise line's inaugural Alaska season for summer 2026.

As part of the partnership, an ORCA MMO will sail on board *MSC Poesia* for a month during the peak whale season

from late Jul through late Aug 2026 - one of the most whale-populous periods.

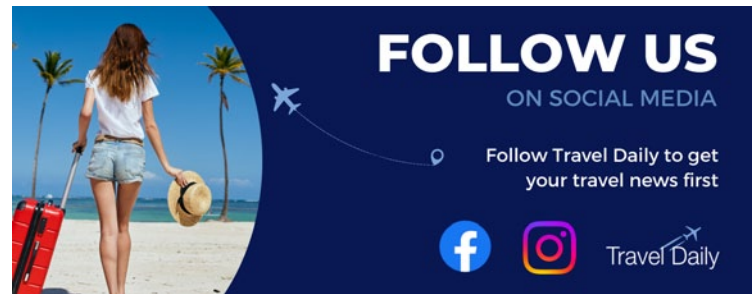
The extended observation period enables statistically significant data collection on whale behavioural responses to vessel presence and activity.

ORCA's MMO will also be using this time to study whale behaviour and collect data, notably their reaction to the presence of cruise vessels. *DF*

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## Faster bookings

**GLOBAL** technology platform Sabre has launched Cache-powered Intelligent shopping, a new AI-led solution that helps agents serve clients faster with “accurate, bookable results while controlling the operational cost and risk associated with high-volume flight shopping”.

The new offering promises to reduce failed bookings, manual fare checks and re-shopping cycles for agents.

“As agencies grapple with fragmented air content and rising traffic costs, our goal is to deliver bookable offers at scale,” said Garry Wiseman, chief product and technology officer at Sabre.

“Cache-powered Intelligent Shopping pairs smart AI [decisionmaking] with continuous offer validation so agencies can reduce look-to-book ratios, protect against airline penalties, and convert more shoppers without hand-tuning rules.”

## Paddling for good

**APT** Luxury Travel, through its charitable fund OneTomorrow, will support Tony’s Trek 2026 - Paddle for Awareness, which aims to raise awareness around the mental health and wellbeing of Australia’s emergency service workers.

The initiative will see Emergency Services Foundation (ESF) head Tony Pearce undertake a 2,400km solo paddle along the Murray River in Apr, generating funds for the foundation’s early intervention programs.

As part of APT’s support, Pearce will share firsthand insights with guests aboard *PS Australia Star*.

## LE brings Cali to Bondi



**LUXURY** Escapes (LE) has partnered with Visit California to create its first marketing activation at the newly opened Westfield Bondi store in Sydney.

The activation will run between 11-15 Feb and aims to help travellers to get the best out of a potential trip to California.

“As the number-one destination in the United States, and a top pick for bookings by Luxury Escapes, this week-long taste of California in Sydney will showcase California’s diversity and abundance, and inspire visitors to put the Golden State on their bucket list for 2026”, said Jodie Collins, senior manager, tourism partnerships at Luxury Escapes.

Each day will be dedicated to a different aspect of what the Golden State has to offer, including a day dedicated to Disneyland, as well as several

of the state’s iconic locations, including Los Angeles, Greater Palm Springs, Huntington Beach and West Hollywood.

The store will also serve food and beverages synonymous with the state, such as green juice shots, gelato, and superfood iced lattes to give customers the full Californian experience.

The gastronomic initiative aligns with the store’s retail experience since opening in Nov last year, providing a champagne bar, barista-made coffee and choc-chip cookies on a full-time basis.

Agents will also have the opportunity to win a \$1,000 gift card when booking clients on a trip to California with Luxury Escapes this month. *JB*

**Pictured:** Eva Huezio, Visit California tourism development manager and Alana Avallone, LE customer service agent.

## MONEY

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

**AU\$1 = US\$0.70**

**THE** RBA’s decision to raise interest rates has boosted the value of the Aussie dollar, which has now risen among several major currencies.

Most notably, the Australian dollar now sits right on US\$0.70 following speculation that the Federal Reserve would cut interest rates.

Travel Money Group general manager Scott McCullough told *TD* that, as the Australian dollar continues to rise, it is important to maintain a mix of cash and quickly accessible digital currency when travelling.

“Aussies are still very much reliant on cash when they travel,” McCullough said

“On average our customers take out the equivalent of \$1,000 in cash.

“We always recommend that customers take out a mix of cash and load up their currency card to cover all bases when travelling,” he added.

*Wholesale rates this morning.*

US	\$0.70
UK	£0.51
NZ	\$1.17
Euro	€0.59
Japan	¥110.6
Thailand	฿22.07
China	¥4.90
South Africa	11.27
Canada	\$0.96
Bitcoin	0.00001008

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12-DAY AUSTRALIA & NEW ZEALAND  
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11-DAY SOUTH PACIFIC  
FROM SYDNEY TO LAUTOKA  
22 APR 2026

12-DAY SOUTH PACIFIC  
FROM PAPEETE (TAHITI) TO HONOLULU  
15 MAY 2026



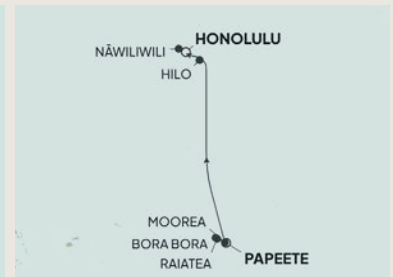
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