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TRAVELDAILY
traveldaily.com.au
Tuesday 24th Nov 2026

## Today's issue of *TD*

*TD* today features seven pages of travel industry news, including our **Sustainability feature**, plus a cover wrap from **Silversea** and a full page from **Tokyo Tourism.**

## Save with Silversea

**SILVERSEA** has kicked off its Black Fri sale, which offers savings of up to 45% .

See the **cover page** for more.

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# SQ delivers on WSI deal

**SINGAPORE** Airlines has delivered on its commitment to Western Sydney International (WSI), launching its daily Singapore service as the airport continues to build its international network.

WSI CEO Simon Hickey (**pictured**) said the arrival marked a "massive milestone" for the airport and Western Sydney, with the service leveraging its 24-hour operating capability to offer new travel options.

"For the first time, passengers can leave just before midnight, arrive in Singapore for breakfast, and connect through the award-winning Changi hub to dozens of destinations worldwide," he said.

Singapore Airlines is set to play a major role in WSI's international growth, with the airport expected to connect travellers to more than 250 destinations globally in the next year.

"Just a year from now, WSI will connect travellers to more than 250 destinations across the globe with Singapore Airlines playing a major role in that reach," Hickey explained.



Singapore Airlines SVO marketing planning Dai Haoyu added the carrier had been the first international airline to commit to WSI.

"Singapore Airlines was the first international carrier to commit to WSI and we are proud to fulfil that commitment today," he said.

The launch coincided with the unveiling of WSI's first international lounge - The Rayleigh Lounge - and its digitally enabled arrivals experience (***TD*** 19 Oct 2026). *ZH*

## Win a trip to Tokyo

**AGENTS** can go in the running to win a trip to Tokyo when they complete the updated Tokyo Tourism Expert e-learning program - details on **page eight**.

## Celestyal appoints

**CELESTYAL** has appointed Brad Hanna as its new national sales manager for Australia and New Zealand, effective immediately.

Hanna joins the cruise line after two years as a BDM at Norwegian Cruise Line, bringing a total of 20 years' experience in the industry, including a stint at Flight Centre.

Reporting to country manager ANZ Brenton Reidy, Hanna is tasked with supporting trade partners and driving awareness of Celestyal's new winter seasons.

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## Royal Jord update

**ROYAL** Jordanian Airlines has issued a reminder to trade that its standard agency BSP commission will be reduced from 9% to 0% from 01 Dec 2026.

The revised commission rate will apply to all tickets issued on or after 01 Dec. *JM*

# Club Med big on Borneo

EXCLUSIVE



**CLUB** Med is banking on its new Borneo resort to attract a broader customer base, with incoming Pacific general manager Marc Letourneau describing the destination as a significant opportunity to reach travellers beyond the brand's established repeat clientele.

The property has already secured 17% of 2027 summer bookings, despite having been open for just one week, ranking third behind Bintan (24%) and Bali (23%).

Letourneau (**pictured**) said Borneo was attracting a near-even split of returning and first-time Club Med guests, with its natural attractions helping put the destination on the map.

"People have Borneo as a bucket list destination," he said

"And now that we are there, we are attracting new customers that wanted to go there and now they can choose Club Med."

The 2027 summer season has also opened strongly, with sales up 29% on the same period last year, reflecting demand for all-inclusive escapes.

The growth follows a strong 2026, led by Tomamu (20% of sales) and Kiroro Grand (15%), while Phuket topped the sun resort category with 11%.

Letourneau will assume the Pacific GM role as Michelle Davis, who held the role for six years, relocates to Kuala Lumpur with the brand (***TD*** 02 Nov 2026). *ZH*

## Webjet's Black Fri

**NOW** live, Webjet's Black Fri sale offers savings on flights to Byron, the Whitsundays, Bali, Auckland and more until 30 Nov.

Travellers can also score up to $300 off select package holidays in Australia, NZ, Asia and the Pacific Islands - details **HERE**. *JM*

## A new *Dawn* rises

**SILVERSEA** has unveiled several enhancements on board *Silver Dawn*, which will begin sailing again tomorrow from Rome following a dry dock.

The ship now features Riviera, the line's new poolside dining, bar, and lounge concept, which was introduced on *Silver Spirit* earlier this year (***TD*** 13 May), as well as new outdoor experiences, including a pickleball court and golf-putting area. *JM*

## Japan rail in demand

**INTERNATIONAL** Rail is encouraging Australian travel agents to secure their clients' Japan winter rail bookings earlier, with the wholesaler announcing a second daily direct train service between Tokyo and Hakuba for the 2026/27 ski season.

Due to strong demand, the additional service will operate from 19 Dec 2026 to 28 Feb 2027, excluding 02-03 Jan.

Agents are advised to submit bookings a minimum of 37 days prior to travel to help maximise their clients' chances of securing preferred services. *JM*









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## Trafalgar giveaway

**TRAFALGAR** has launched a major agent incentive, offering the chance to win a share of US$100,000 in prizes globally.

Running until 18 Dec 2026, the 'New Era Agent Incentive' will consist of eight weekly draws and a grand prize draw on 21 Dec, with a cabin on a Trafalgar river cruise up for grabs, plus more.

Agents can earn entries for each qualifying passenger booking once the required deposit has been received, as well gain a bonus entry when they complete the Trafalgar New Era Masterclass e-learning session.

For full details, click **HERE**. *JM*

# New Supercars packages

**THE** Supercars Championship has unveiled a new program combining general access and grandstand race tickets, premium hospitality and immersive access under one dedicated offering.

Dubbed Supercars Experiences, the new offering will launch in 2027, replacing Supercars Travel and marks the biggest evolution of the championship's hospitality product in more than a decade.

Packages will bring together tickets or hospitality with a range of exclusive experiences, including pit lane access, garage race viewing areas, track tours,




driver appearances, trophy photo opportunities, podium celebrations and other behind-the-scenes opportunities.

Designed for a broad range of guests, from casual fans and families to passionate supporters and corporate clients, the packages also include VIP functions and selected destination and tourism activities, and are available across Sydney, Tasmania, Christchurch and Taupo.

"This is much more than a new hospitality offering," Supercars executive chairman and interim CEO Barclay Nettlefold said.

"It brings travel, hospitality and exclusive experiences together under one Supercars brand, giving us a platform we can continue to build." *JM*

## QR back to Malta

**QATAR** Airways is set to resume flights to Malta from 22 Mar 2027, with three weekly services between Hamad International Airport (DOH) and Malta International Airport (MLA).

The carrier will operate an A320 aircraft on the route. *JM*










## QF seeks capacity

**QANTAS** has requested three frequencies per week on the South Africa route for a period of five years, according to a notice posted by the International Air Services Commission.

The airline plans to launch new non-stop seasonal services between Sydney and Cape Town from 19 Oct 2027 (***TD*** 06 Nov). *JM*

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Tokyo Tokyo Old meets New

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TRAVELDAILY ON LOCATION

## SINGAPORE

**Today's issue of *Travel Daily* is coming to you from Singapore, where we are exploring the city with the Singapore Tourism Board and Singapore Airlines.**

**AFTER** an action-packed Mon evening at Western Sydney International Airport, ***Travel Daily*** boarded the inaugural Singapore Airlines flight from WSI, enjoying the carrier's business-class offering.

We have this morning checked into the new DoubleTree Robertson Quay, after which a small media group had time to explore the nearby riverfront before visiting the Peranakan Mansion and then heading for dinner and drinks in the Chinatown area.

# AI key in travel planning

**ONE** in four Australians now use AI to plan their vacation, with adoption nearly doubling in 12 months, new research from travel insurer Redion's *2026 Holiday Barometer* has revealed.

Australia's uptake is on par with Europe and North America (both 24%), but behind India (69%), the United Arab Emirates (60%), Malaysia and Saudi Arabia (both 54%), where AI is fast becoming a standard part of planning a trip.

Among those who have used AI for travel planning, the majority have put it to practical use, with 91% having used it to plan their itinerary, 88% to choose a destination, and 53% to book at least part of their trip.

Users most want quick access to information (53%), followed by an all-in-one platform (47%) and better deals (43%).

However, the *Holiday Barometer* also revealed where Australians draw the line, with 72% saying



they wouldn't trust AI to plan their trip without checking other sources, while 63% are not ready to let it handle their bookings.

Reasons for reluctance included wanting to personally make a travel decision (52%), as well as enjoyment of the planning process (44%).

"This is now mainstream behaviour for one in four Australians, and the adoption curve is steep," chief executive Justin Sebire (**pictured**) said.

"Travellers are using AI the way they would use a search engine or a guidebook - to gather information fast, not to hand over the decision entirely." *MS*

## Window Seat

**TRAVEL** agents will soon need to get in touch with moon-tourism operators, as holidays in space may be available sooner than expected.

NASA astronaut Winston Scott explained that advancements in the field are currently speeding ahead.

"We're going to see hotels in orbit, and eventually hotels on the moon - there will be research facilities, first of all, but pretty soon, you're going to have schools, hospitals, recreation facilities," he said.

"I think the first tourist sites will probably be in low Earth orbit, and there will be habitats of some kind - they may be inflatable," Scott predicted.

Keep an eye on Smartraveller for moon travel advice.

QANTAS oneworld

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TRAVELDAILY ON LOCATION

## Volos, Greece

**Today's issue of *TD* is coming to you from aboard *Viking Vela* cruising in the Aegean.**

**OUR** first port of call is the city of Volos, and like most of Greece, it is deeply immersed in ancient myths and artefacts.

A local museum contains items of almost unimaginable age, many uncovered during civil construction works, while the city's hilly surroundings provide great village viewpoints of the Pagasetic Gulf.

It is also the gateway to nearby Meteora, home to monasteries perched on rocky pinnacles where hermit monks lived more than 1,000 years ago.

Regional folklore also hails Jason, seeker of the Golden Fleece, as a mythical local hero.

# Aussies max out on travel

**THE** emerging trend of 'travelmaxxing' is taking off, new data from multi-currency digital wallet YouTrip has revealed, as Aussies turn their overseas travels into multi-country adventures.

Travelmaxxing sees travellers take what might traditionally have been a single-country holiday and combine several destinations into one departure for a multi-stop adventure.

The data reveals that 87% of its Australian users who travelled overseas in 2026 visited multiple countries in a single trip, while 66% visited two countries and 17% visited three.

Half of YouTrip's Australian users also took more than one overseas trip this year, with travellers increasingly looking beyond flights and accommodation to monitor exchange rates and build up foreign currency before they took off.

This gives travellers greater control over their budget once they arrive, YouTrip said.

Asia remains the clear favourite among the app's users, accounting for 65% of trips, followed by Europe (19%) and North America (6.6%).

Japan, Singapore, Indonesia, Malaysia, Vietnam and Thailand featured among the most popular destinations across Asia, reflecting the region's continued appeal for Australian travellers, and the ability to combine multiple nearby destinations into one trip. *MS*

## CATO goes on tour

**TOUR** brands G Adventures, Intrepid Travel, Trafalgar, Contiki, Globus and Cosmos have been named the major sponsors of the sold-out CATO Christmas Lunch, taking place next week.

Set to be hosted at Le Montage in Sydney, this will be the first CATO Christmas Lunch held since the organisation merged with the Australian Travel Industry Association (ATIA) earlier this year (***TD*** 11 Jun).

The event is set to be the largest in CATO Christmas Lunch history, with close to 500 attendees. *MS*

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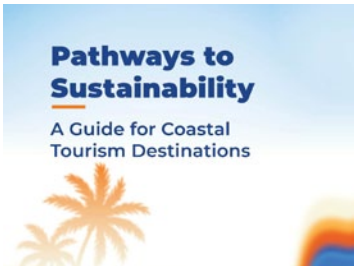
# PATA PAVING SUSTAINABILITY PATHWAY

**THE** Pacific Asia Travel Association (PATA) has launched a new report highlighting practical pathways to sustainable tourism development, presenting 15 case studies across natural, cultural, urban and resort destinations.

Unveiled at the 2026 Coastal Tourism Destination Exchange Event in Sanya, the *Pathways to Sustainability - A Guide for Coastal Tourism Destinations* paper offers approaches to balancing tourism development with environmental protection and community wellbeing.

The report's case studies examine how different destinations are addressing the challenges of sustainable tourism development, with those establishing appropriate management measures early found to be better positioned to protect their resources than




those responding after pressures have intensified.

Natural destinations demonstrate the importance of managing visitor flows, conserving ecosystems, and strengthening climate resilience; while cultural destinations highlight the importance of community ownership, cultural authenticity, and ensuring that tourism benefits reach the people who safeguard local heritage.

Meanwhile, urban destinations examine how they can improve resource efficiency and manage visitor demand without continually expanding their environmental footprint; while resort destinations demonstrate how sustainability can become an integral part of business operations, property design and the guest experience.

"Tourism destinations are built upon natural ecosystems, cultural heritage and local communities, which are not simply attractions for visitors but the foundations upon which tourism economies depend," chief executive officer Noor Ahmad Hamid said.

"As tourism continues to expand, destinations must look beyond visitor numbers and consider how to create greater economic value while safeguarding the resources and communities that sustain the industry," he added - read the report **HERE**. *MS*

## India's SAF push

**AIR** India has partnered with Airbus to create a framework for India's first voluntary corporate sustainable aviation fuel (SAF) program.

The study focuses on establishing a program that allows businesses to reduce lifecycle emissions associated with air travel, enabling them to voluntarily adopt SAF and boost decarbonisation. *JB*

## New taskforce to save coastal travel

**TOURISM** stakeholders including The World Travel & Tourism Council (WTTC), Iberostar Group and Intrepid Travel have announced the launch of the Ocean Catalyst Group at a COP31 Spotlight Event in Turkiye.

Announced on COP31's Ocean Day, the group brings together the private tourism sector to help protect coastal destinations, integrating emissions reduction, restoring ecosystems and maintaining thriving communities.

During 2023, coastal and marine tourism generated around US$3.3 trillion in global GDP and supported approximately 100 million jobs.

The launch coincided with the introduction of the *Coastal & Marine Tourism Public-Private Sector Playbook*, outlining the group's goals. *JB*

## New ways to win

**RESEARCH** from the World Travel & Tourism Council (WTTC) has revealed that tourism businesses with strong sustainable practices are becoming more attractive to investors.

According to the WTTC, tourism investors no longer look at arrival numbers as the sole metric of success, instead considering ethical tourism practices that both protect the environment and reduce over-crowding, in addition to valuing visitor spending as a means to support local businesses and attractions.

In light of these findings, the WTTC has released seven principles for attracting tourism investment, including legal certainty and regulatory stability; one-stop-shop for tourism investment; tourism strategy with full stakeholder alignment; competitive fiscal and investment incentives; strong head of state commitment; comprehensive destination master plans with a visible project pipeline; and sustained demand growth and market potential.

By the end of 2026, travel and tourism is expected to generate US$11.9 trillion, making up 9.8% of global GDP and 11% of all jobs, with APAC and Africa expected to see the largest growth. *JB*



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## MONEY

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

### AU$1 = US$0.66

**THE** AUD woes continue as it hits US$0.66c for the first time since Dec last year.

However, there may be light at the end of the tunnel, as a strategist from Morgan Stanley has tipped the Aussie dollar to be a standout among the developed-market currencies, predicting it will benefit from the boom in AI infrastructure to hit US$0.73 by Q4 2027.

*Wholesale rates this morning.*

| | |
|---|---|
| **US** | $0.66 |
| **UK** | £0.50 |
| **NZ** | $1.21 |
| **Euro** | €0.60 |
| **Japan** | ¥105 |
| **Thailand** | ฿24.66 |
| **China** | ¥4.41 |
| **Canada** | $0.95 |
| **Bitcoin** | ₿0.00001084 |
| **Jet fuel** | US$154.76/bbl |

# Brand USA's triple treat




**BRAND** USA has continued its 2026 Brand Ambassador Program (***TD*** 08 Jul 2026), sending 28 Australian and New Zealand advisors on a famil to the States.

Running from 03-12 Nov, the agents embarked on three separate multi-state itineraries, with the first group exploring the Great West (Wyoming, Montana and Texas), the second enjoying southern hospitality in Mississippi and Alabama, while the third were taken on a Route 66 itinerary through Missouri and Illinois.

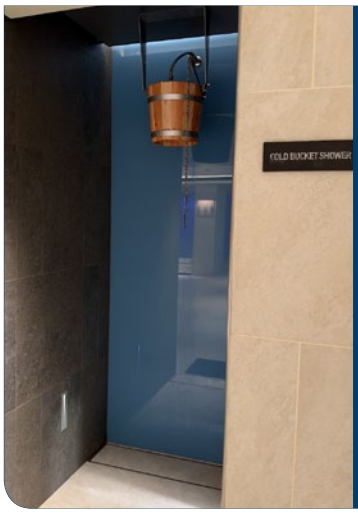
The goal of the famil was to demonstrate how different tours could be combined to create unique experiences for clients.

In the west, agents enjoyed a mix of outdoor experiences in national parks, as well as cultural immersion in nearby towns, including hat making in Bozeman, Montana.

The south offered agents an insight into the region's connection with the Civil Rights movement, while giving them a glimpse of coastal experiences such as oyster shucking and dolphin spotting on Mississippi's Gulf Coast.

Brand USA's Route 66 trip allowed agents to familiarise themselves with the history of the road and the towns along it, as well as make the most of all there is to do in the big cities.

The famil ended with a reunion of all the advisors in LA. *JB*




TRAVELDAILY

### On Board: Viking Vela
### The Nordic Spa

Open to all guests at no extra cost, the Nordic Spa is a haven on Deck 1, replete with a snow room, steam room, sauna and even an icy "bucket shower" (**pictured**) for the ultimate in shocking bodily refreshment.

It features a heated pool and hot tub, his and hers cold plunge pools, along with thermal suite facilities, making this the perfect place to relax after a busy day of onshore activity.

A full variety of spa treatments are also available.

## Snow starts now

**THE** Whistler Blackcomb ski resort has officially begun its 2026/27 season, introducing a series of new skiing and gastronomic experiences.

Making its debut this winter is a new ski lift in the Showcase Quad, replacing the Showcase T-Bar.

The new lift will provide seamless access to Showcase and Blackcomb Glacier terrain, improving guest flow into advanced alpine areas.

Showcase Quad will officially open 19 Dec.

The resort has also introduced a range of new culinary offerings, including a Pacific Northwest-inspired menu at Steeps Grill & Wine Bar, an alpine bar experience with On The Rocks, as well as new enhancements to the Pika's dining concept.

Whistler Blackcomb opened the season with a traditional welcome ceremony, led by delegates from the Squamish Lil'wat Cultural Centre as well as COO and VP Belinda Trembath. *JB*

## A new way to KUL

**TRANSNUSA** will launch a new service between Bali (DPS) and Kuala Lumpur (KUL), taking off 10 Dec.

The flight will operate four times per week, allowing travellers from Melbourne and Perth to get to Kuala Lumpur via Bali on a single ticket.

From Bali, Aussie travellers can also connect to destinations such as Lombok, Wakatobi, Bima, Surabaya and Manado.

Fares for the new service start at US$83 (A$125.18), with each fare tier including through-checked baggage. *JB*

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