

# TABS ON TRAVEL TODAY

Incorporating Tabs on Travel

Thursday 11 July 2013

Issue 2645

**FIJI AIRWAYS**

**BULA! A330 NOW FLYING AKL TO FIJI AND BEYOND**

## Tasman Pre-flight X-ray Screening

The Ministry of Primary Industries is claiming a 'world first' with a new system which would see baggage x-rayed and inspected before passengers arrive in New Zealand.

The trial, which is being carried out with Air New Zealand, will see aviation security baggage x-rays taken at Melbourne Airport and sent to Auckland. Biosecurity staff will assess the x-rays while the passengers are in flight, and any bags containing biosecurity risk items will be matched with the passenger, who will face further scrutiny on landing.

An MPI spokesperson says they are investigating the benefits such a system could have, including whether it would mean faster processing times at airports as well as improving biosecurity.

If the trial is successful, MPI would look to extend the system to other major Australian airports, and in the longer term it could be applied to routes with higher biosecurity risk such as those from South East Asia, parts of Europe and the Pacific.

"New Zealand is leading the game here. A number of countries, airport companies and airlines are keen to see if this technology provides biosecurity benefits," says Primary Industries Minister Nathan Guy.

The trial commences later this month.

### ... Sound Familiar?

*Travel Today* reported in Jul 2010 that the Ministry of Agriculture and Forestry (now part of MPI) was looking at a trial from early 2011 that would allow MAF officers to assess checked baggage from x-rays taken at departure airports, before the flights arrived in New Zealand.

The system was to be trialled on flights ex Brisbane to New Zealand, and was to include an 'express exit' for passengers whose baggage was deemed low risk.

An MPI spokesperson says these trials did not eventuate for various reasons.

### 7 Pages This Issue

News.....	p1, p2, p4, p5
Cruising Today.....	p3
Brand USA 101.....	p6
World of Accor.....	p7

TABS ON TRAVEL TODAY **Instant Poll**

**IATA's NDC: Opportunity or threat?**

**CLICK HERE TO VOTE**

STAY COVERED THIS WINTER WITH A SUDIMA UMBRELLA PACKAGE

**P** PARKING **I** INTERNET **J** TRANSFERS **N** NEWSPAPER

**BREAKFAST**

Auckland Airport.....	From NZD 155 inc
Hamilton.....	From NZD 115 inc
Rotorua.....	From NZD 135 inc
Christchurch Airport ..	From NZD 180 inc
Brisbane.....	From AUD 185 inc

Bookable via GDS and comm @ 10%  
**CLICK HERE** or ph 0800 783 462

**SUDIMA HOTELS**  
NEW ZEALAND | AUSTRALIA

**CATHAY PACIFIC**

**NOW FLYING**

**AKL to**  
**VVO**  
**KHV**  
**LED**

**Click Here**

### No Rat In My Smalls

An American Airlines flight attendant is reportedly suing the carrier after it accused her of smuggling a pet rat onto a flight in her underwear.

Colleagues said they saw a lump in her pocket and witnessed her feeding the rat, but she was thoroughly searched on arrival in Florida and no rat was found. She claims she can no longer work as she is now harassed every time she passes through Customs.

### CHC Hedges Its Bets

Christchurch Airport and the Airways control tower will alternately light up in pink and blue each night until the birth of the future king or queen of England—and then stick to one colour once the baby is born. The airport is one of around 30 landmarks across the country which will light up in pink or blue to mark the baby's arrival.

### Intrepid Movie Space

Intrepid Travel still has some places left at its free family movie screenings of *Epic* in Wellington and Christchurch this Sat. Designed to highlight its family tour packages, agents are their families are invited to attend, subject to availability. To RSVP see [intrepidtravel.com/epic-movie-screenings](http://intrepidtravel.com/epic-movie-screenings)

### Koru Club = Spy Hub

One of New Zealand's top spies says that the best way to get an idea of what's going on in Wellington is to hang out in the Koru Club on a Thu or Fri night.

Speaking at a forum for NetHui yesterday, the former boss of the Government Communications Security Bureau Sir Bruce Ferguson reportedly said there is a whole raft of politicians and businessmen passing through the lounge who 'are so important they must talk to either the person next door or very loudly on the phone'.

**China** ♦ **Private Cycling Tours**

**STOPOVER PACKAGES AVAILABLE NOW!**

- ♦ Beijing
- ♦ Shanghai
- ♦ Guilin
- ♦ Yangshuo

**4 Days/3 Nights from NZD658pp**

**Click Here**

**0508 4 China**

**ACROSSIA**  
Your gateway to China



## Qantas Global Take-Off Sale

Great destinations at amazing prices.  
Fly Economy return to Singapore from **\$1099\***

\*Other destinations on sale. Sale ends 11.59pm 15 July 2013, unless sold out prior. Conditions and selected departure dates apply.

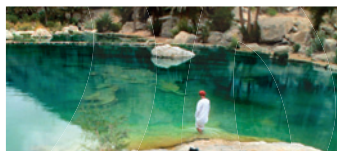


### HKG Incident Explained

Metal fatigue has been blamed for the collapse of an air-bridge at Hong Kong International Airport in Apr. The Airport Authority of HKG says it will adopt the recommendations of a report following the incident, and will invest more than HKD80 million to overhaul the air bridges at Terminal 1, which will be complete by 2015. Four air bridges remain out of action following a review of air bridges after the incident, and a manufacturing defect has been blamed.

### Octopus Agent Winner

Mike Hood from United Travel Hamilton has won five nights at any Starwood property in Octopus Travel's recent Asia On Sale promotion.



### Oman Online Training

Be one of  
40 agents to  
experience the  
Oman Sidetrip  
of a Lifetime  
Famil in  
November



[Click here for more](#)

ISSN 1176-5275

Travel Today (incorporating Tabs on Travel) is published by Tabs on Travel Ltd, New Zealand. Ph +64-9-415 8111. [news@traveltoday.co.nz](mailto:news@traveltoday.co.nz) [tony@traveltoday.co.nz](mailto:tony@traveltoday.co.nz)

[Click Here to Subscribe](#)

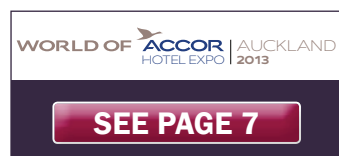
© All contents are copyright, and must not be transmitted or copied without specific approval.

PO Box 305-167, Triton Plaza, North Shore City 0757, New Zealand.  
Bld F, 14-22 Triton Dr, Albany, North Shore City 0632, NZ.

## WLG To Review Airline Charges

Wellington Airport says it will consult with airlines over its terminal and runway charges for pricing from 01 Apr 2014 onwards, following the release of its performance results to the Commerce Commission today.

WIAL says it remains under the 8% benchmark for the third year in a row, with 6.23% return on its aero-



### Closer Taiwan Air Ties

New Zealand and Taiwan have signed an economic cooperation agreement (ECA) which includes encouraging 'better and more frequent air services' between the two countries, says Trade Minister Tim Groser.

The ANZTEC ECA includes an open skies agreement between the two countries, says local China Airlines sales manager Gareth Williamson. Currently there is provision for seven flights a week by a Taiwanese carrier and seven by a New Zealand carrier, and CI uses the full capacity from Taiwan's end.

"From our point of view it doesn't change our plans to maintain current frequency but what we're excited about is the potential for deeper trade ties," says Williamson.

The agreement will be sent to Parliament for examination and, if the necessary legislation is passed, will come into force next year.

### Mrs Brown's Demand

Showbiz says demand for the 2014 season of Mrs Brown's Boys in Australia has been 'mad'. There's still availability for VIP packages which include a 'Feckin' Good' pre-show function in Sydney from AUD351.95 or ticket only in Wollongong from AUD139.

### EY, SAA On Sale

Etihaad and South African Airways codeshare services have commenced following regulatory approval. Effective immediately, EY passengers can now travel from Johannesburg to four major destinations on the SAA network, and SAA passengers can travel onwards from Abu Dhabi to four destinations. Code-sharing to other destinations are pending approval.

nautical assets—but acknowledged the Commission's concerns about 'possible returns from 2015.

It says the average airline charge per passenger is \$11.59, which is forecast to increase on average 70c each year over the next three years. The airport company says it plans to invest \$200 million in new infrastructure over the next five years, including expanding the main terminal, improving gate lounges, refurbishing toilets, replacing fire trucks, expanding the baggage hall and improving airfield engineering and compliance.

Auckland Airport says the fact WIAL is responding to feedback from the Commission shows that the regulation that monitors airport pricing is working in the interests of New Zealand consumers.

### Mercure Agent Rates

Mercure Melbourne Treasury Gardens is offering travel agent and PCO rates this winter, starting from AUD99 room only for a City View Room, available for stays from now until 26 Sep. Travellers need to quote industry rate at time of booking, e-mail H2086@accor.com

### EK Cairo Advice

Emirates has released its rebooking and cancellation policy for clients travelling to Cairo who wish to change their plans because of the current political situation in Egypt. Rebooking, reissue and cancellation charges for tickets issued on or before 08 Jul will be waived for passengers booked to travel 08-21 Jul, however EK notes that its liability is limited because the situation is beyond its control and clients should also contact their travel insurance providers. For full rebooking and cancellation conditions, see emiratesagents.com

### EK Ticket Winners

Emirates has drawn the winners of its 'Spend a day with EK' competition for agents who attended the Emirates travel agent seminars in Auckland, Wellington and Christchurch recently.

The winners, who each receive a return economy trans-tasman flight, are Pam Cowley from Mondo Travel Hamilton; Agota Watt, Business World Travel Wellington; and Rachel Johns, Flight Centre the Palms in Christchurch.

**GLOBUS**

2014  
USA &  
CANADA

OPEN  
FOR SALE

Book early  
& Save 10%\*

[Click here for deals](#)

\*Terms & conditions apply

**Hahn Air**

Service Desk  
now available  
**24h, Mon-Fri**

toll-free: 0800 747 380  
e-mail: [service@hahnair.com](mailto:service@hahnair.com)



## APT's Luxury Small Ship Cruising

### Carnival's AusAID MoU

Carnival Australia has become the first private company to partner with AusAID to encourage 'sustainable economic development' in the Pacific region in particular Vanuatu and Papua New Guinea.

The three-year Memorandum of Understanding, signed in Australia yesterday, outlines priority areas for cooperation between the two entities in Vanuatu and Papua New Guinea. The deal covers training packages aimed at recruiting Ni-Vanuatu staff for Carnival's ships, mentoring and courses for community-based businesses, direct sourcing of artwork and handicrafts and support for tourism product packaging in niche areas such as diving, bushwalking and cultural events.

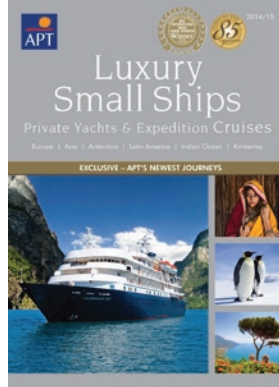
Carnival chief executive Ann Sherry welcomed the initiative, which she says provides a pathway to transform the surge in growth the region is experiencing from cruising into 'lasting benefits from sustainable cruise tourism'.

### Captain Cook SA

Captain Cook Cruises has two, one-way departures of its seven-night Loxton Cruise on the Murray River in Nov and Dec. Priced from AUD-1799pp s/t, inside, the Mannum-Loxton or vv sailing onboard the Murray Princess visits ports along the river including River View Lodge, Sunnydale, Waikerie and Kingston-on-murray. Clients can save 10% as part of an early bird sale. Wholesalers have details.

APT has released its 2014/15 programme for **Luxury Small Ship cruising in Asia, the Indian subcontinent and the Spice Islands on a range of one-off sailings.**

Ranging from 10 to 28 days in length on seven luxury small ships, itineraries include Colours of Sri Lanka and India, from \$16,245pp s/t over 20 days on the MS Island Sky. Highlights include a circumnavigation of Sri Lanka, with excursions into the hills to visit temples, and points in India including Trivandrum, Cochin (and the backwaters of Kerala), Mangalore, Goa and Mumbai. There's also an 18-day Spice Islands



and Beyond cruise on the MS Caledonian Sky, departing 19 Aug 2014 and priced from \$15,595pp s/t from Coron Island to Puerto Princesa, taking in Palau, Indonesia and Papua New Guinea.

New additions to vessels include 16 sets of scuba gear and dive instructors on the MS Caledonian Sky.

Clients that book before 31 Aug can get up to \$2000 per couple off any itinerary in the programme, and a further \$2000 off any consecutive cruises booked. See aptouring.co.nz

### Ponant First Timers

Ponant Cruises is offering first-time cruisers 5% off their fare when they book before 31 Aug, says Francis Travel Marketing. The offer is valid on new bookings and can be used with the Ponant Bonus fare, but not any other promotion.

### Variety Reminder

Discover the World Cruising reminds agents that its summer specials on Variety Cruises end 15 Jul. Offers include two-for-one fares on the eight-day Romantic Rivas, and 25% off the eight-day Classical Greece trip. Capacity is limited for the special fares, adds the GSA.

### MSC 96-hour Sale

MSC Cruises will have a 96-hour clearance sale with up to 46% off Mediterranean, Northern Europe and Grand Voyages from 23 Jul. A seven-night Med cruise is from \$639pp s/t, and clients on Europe Grand Voyages can save up to \$830pp s/t. Cabins are limited and the fares are only valid on selected departure dates.

### Bhaya Excellence

Bhaya Cruises has been awarded a TripAdvisor Certificate of Excellence for the third consecutive year. "We strive to offer our guests more than just a cruise but a lifetime experience in Halong Bay with impeccable service and a broad range of culture and leisure activities," says Bhaya chairman Tran Thanh Nam.

### New Regent Ship

Regent Seven Seas Cruises will build a new luxury cruise ship from Italy's Fincantieri shipyard, scheduled for delivery in time for the 2016 northern summer. The 738-passenger Seven Seas Explorer will be the largest vessel in the cruise line's fleet, boosting its capacity by 40%. The ship will boast Regent's signature nine-deck atrium, a two-level theatre, boutiques and a large Canyon Ranch SpaClub.



## ASIA 2014

aboard ms Rotterdam

**\$1,539\***  
from per person share twin



**NEW**  
reduced rates  
on selected Asia sailings



For booking information  
**FRANCIS TRAVEL MARKETING**  
09 444 2298  
0800 422 784

\*CONDITIONS APPLY - CLICK TO VIEW FLYER FOR FULL DETAILS

## eBrochures 14 DAY FREE TRIAL

Try the Digital Press eBrochure technology for 14 days **ABSOLUTELY FREE.**

Live URLs, email and video links



12 pages from \$120 plus GST

Multiple brochure rates available

Digital Press Ph 09 309 0065  
peter@digitalpress.co.nz

### Peregrine's Arctic Offer

Peregrine has unveiled its 2014 Arctic programme, with discounts of up to 25% off voyages booked before 31 Jul.

New itineraries for the programme include Greenland to Churchill, which travels high into the Arctic, Greenland and Canada's High Arctic, or the Baffin Island Explorer via Fury and Hecla out of Toronto to Montreal and covering the history, wildlife and culture of the far north islands between Canada and Greenland.

Peregrine's most popular trip is the 11-day Spitsbergen Explorer, which takes in the unique wildlife in the region, from polar bears to beluga whales and reindeer, or the 14-day Spitsbergen, East Greenland & Iceland tour, taking in Iceland's capital Reykjavik, the Greenland Sea and the Denmark Strait.

### Rhapsody In Tasmania

Royal Caribbean International has a seven-night cruise to Tasmania priced from \$1049pp s/t, inside for sales to 31 Jul or sold out. The cruise onboard Rhapsody of the Seas departs Sydney 12 Dec, and also visits Melbourne on the journey south. Outside cabins are from \$1239pp s/t, and balcony cabins are from \$1549pp s/t.

**Excite Agent Rewards**

Excite Holidays is calling its agent rewards programme a success just one month since its launch—and Kiwi agents are among the top points redeemers. “We have seen so much enthusiasm for the Rewards Programme and it’s still going strong a month on,” says Excite chief executive George Papiroannou. The company says 77% of its travel agent clients have signed up to the programme so far, and it is working on new features and promotions to improve it ‘in the future’.

**Giason Leaving TTNQ**

Tourism Tropical North Queensland chief executive Rob Giason is stepping down after almost eight years in the role, during which time the region experienced events like Cyclone Yasi. Giason, who leaves the RTO in Dec, has had a 39-year career in tourism marketing and management roles.



**Top Hotties In Tahiti**



**House of Travel sent its top 12 consultants and their partners to Tahiti for the chain’s annual top achievers trip recently.**

The group swam with dolphins at the Moorea Dolphin Centre at Intercontinental Moorea Resort and Spa and experienced a half-day shark and stingray encounter with a motu picnic and a 4WD island adventure. “There were so many highlights from our trip but the 4WD experience is a must-do, everyone participated and we had a great laugh all dressed in our ‘how Kiwis see the world’ t-shirts,” says top consultant Judy Harkness from Calder and Lawson House of Travel in Hamilton. “The lookout point across Moorea was magnificent. What a way to celebrate our year.” Pictured (back) are

Billy Ballantine, Ranee McDougall, Caro Smith, Craig Hopley and Leesa Loffhagen with (front) Cathy Alden, Morwenna Williams, Judy Harkness, Casey Hodgkinson and Howie Yee.

**Cape Town Bath Butler**

&Beyond’s Twelve Apostles Hotel and Spa in Cape Town now offers a ‘bath butler’ service with B Africa products in-suite. There’s a milk or essential oils bath available and additions including heated bath robes, towels and rose petals—plus Champagne, strawberries and chocolate at an additional charge. The service can be combined with a private picnic at a site within the hotel gardens bordering Table Mountain National Park, says the luxury hotel and lodge operator.

**New JTG Marketing Boss**

JTG is Australia has appointed Kim Portrate as its new chief marketing officer.

Portrate, who previously led Tourism Australia’s corporate marketing team, will report direct to JTG chief executive Rob Gurney.

“Kim comes to us with an extensive strategic planning background, stakeholder management and travel industry experience,” says Gurney. “This will be leveraged to direct and manage JTG’s marketing presence which will make a real presence in the industry. A key component of our business transformation is to build consumer insights and add capabilities in terms of the development and execution of our marketing strategy...” he adds.

**Gourmet Air Adventure**

Air Adventure Australia has a new four-day tour from Melbourne that’s sure to appeal to food lovers, says Hogan and Associates. The all-inclusive tour takes clients to the home of McLeod’s Daughters—Kingsford Homestead—for two nights, where they enjoy wine, visit Maggie Beer’s Pheasant Farm and have the chance to make and bottle their own wine to take home. Details see hoganreps.co.nz



**One size does not fit all**

We understand that every business is different. That’s why, when it comes to Mid Office, we don’t force a choice on you.

Get the right fit

Australia  
1800 060 537  
sales@au.amadeus.com  
www.au.amadeus.com

New Zealand  
0800 949 009  
sales@au.amadeus.com  
www.nz.amadeus.com



**Fiji's World Heritage Site**

Fiji's first colonial capital, Levuka, has officially become the country's first World Heritage Site says UNESCO's World Heritage Committee. The committee described Levuka as an 'outstanding example of late 19th Century Pacific port settlements', says the Fiji Tourism Minister Aiyaz Sayed-Khaiyum. The combination of the British influence and the development of the local community has led to a 'unique landscape', it says. The country is now expecting a spike in visitors to Levuka.



**HOUSE OF TRAVEL**

**Ticketing Consultant**

House of Travel is a unique Kiwi success story. Our high standards combined with a strong entrepreneurial spirit see us deliver innovative product and service solutions to customers across the country. Central to our success are dedicated people who take pride in being the best in the business. We are currently seeking an experienced and passionate Ticketing Consultant to jump on board and join a team that are known and respected for their outstanding product knowledge.

Based at Tangihua Street, Auckland CBD, you will be a vital part of the Ticketing team. You will provide a professional standard of ticketing advice to the House of Travel Retail outlets along with fast and accurate ticketing services. In addition, you will actively create and take opportunities to increase sales and margin for HOT Product and the Retail Travel customer group and look for and implement continuous improvements to the way HOT Product Air operates.

The key to your success in this role will be:

- Strong written and oral communication skills
- A standout team member with a desire to share ideas
- Industry experience of ideally two years
- Amadeus trained
- Knowledge of all aspects of ticketing including reissues of Nett fares/IT fares
- The ability to work under pressure and meet deadlines
- Excellent attention-to-detail
- Bucket loads of initiative
- The desire to learn and develop your skills and knowledge
- An out there kind of personality!

**Opportunities like this don't come along every day – so if you think you have what we need, apply now by sending a covering letter and CV to Lisa McDonald, Team Leader at [lmcdonald@hot.co.nz](mailto:lmcdonald@hot.co.nz)**

**Only applicants with New Zealand residency or a valid working visa will be considered.**

**Applications close Friday, 19 July 2013.**

[houseofftravel.co.nz/careers](http://houseofftravel.co.nz/careers)

**News & Product**

**Intrepid 2014 Tour Price Guarantee**

Intrepid Travel has announced a price guarantee on its 2014 tour departures, for deposits paid by 29 Sep—allowing Kiwi travellers to secure their ideal travel dates and tours and save money.

"People often fixate on waiting for last minute travel deals, while there are considerable savings to be had on advanced bookings," says Alison Mead, Intrepid's regional sales and marketing manager "While passengers may save on the land portion of their trip, they often face increased airfare rates, which ultimately offset the savings."

Intrepid says the deal presents saving

opportunities for those looking to secure a spot in the most sought after and up-and-coming destinations, such as Burma, Sri Lanka and Croatia. "As annual price increases have become commonplace in the industry, this will be beneficial to budget conscious travellers," it adds.

Clients must pay a \$250 deposit by 29 Sep to secure the price guarantee offer and those requiring trip kit-ties can still be confirmed at current rates, however the kitty may be subject to change—it adds. See [intrepidtravel.com](http://intrepidtravel.com)

**Chat Tours Brochures**

The 2013 Chat Tours brochures can now be downloaded from the Hogan and Associates website. Chat Tours have a range of tours operating throughout Greece, Turkey, Egypt and Croatia along with Louis Hellenic Cruising, gulet cruising, stopovers, tailor made touring and the popular Greek island hopping pass. See [hoganreps.co.nz/chat-tours/](http://hoganreps.co.nz/chat-tours/)

**NZ/CX HKG Promo**

Air New Zealand, Cathay Pacific and Tourism New Zealand have launched an inbound tourism campaign to entice Hong Kong visitors to New Zealand. "This joint campaign seeks to tap into the buoyant Hong Kong market and take advantage of the opportunities available to attract more high value visitors to New Zealand," says NZ regional gm Asia Sandeep Bahl.

**CX Confirms 787**

China Southern Airlines has confirmed that it will deploy one of its Boeing 787 Dreamliners on the Guangzhou-Auckland route from 04 Dec, increasing its services to 10-times-weekly from daily. "We think the 228-seat Dreamliner is ideal for the AKL route and have decided to bring it on line on Dec 04 to see how it goes," says CX regional gm Australia New Zealand Henry He.

**Hilton Pattaya Honours**

The Hilton Pattaya has been named the best hotel in Thailand at the inaugural Asia Pacific Hotel Awards, says the hotel group. The new regional awards are part of the International Hotel Awards competition, which is held annually in regions including the Americas, Europe and the UK, Arabia and Africa and the Caribbean.



**The Niue Experience**

**Are You Rrrrrready To Rrrrrrock???**

Forget 'rumble in the jungle', put the call out for those looking to ride, run and swim the rock. Niue's adrenalin filled events calendar has the call out for those looking to banish the winter blues and be rewarded for their winter training with a great event in the tropics.

The Rockman and Rockwoman is a multi sport event where competitors can select a single stage, the full tri – or should that be try?. Team entries are also welcome, so if you have any corporate clients looking for the ultimate team building exercise with a tropical twist, then this could be the ultimate solution.

The event puts to great use, the island's unique, and at times challenging terrain as well as jungle trails which are then rewarded with a deep water swim in some of the clearest water on the planet. And the best bit – any and all efforts will be rewarded with the great island spirit that tops many visitor experiences to Niue and the holiday can begin as soon as you step over the finish line!

For further information on this unique event and many more, click onto [www.niueisland.com](http://www.niueisland.com)



For product or packages, contact your preferred South Pacific wholesaler.

Hayden Porter  
Tourism Development

CLICK HERE to follow my experiences on the island

### New US Trade Website

As a part of yesterday's launch, the NTO has launched a New Zealand Brand USA website for the Kiwi travel industry.

The new website offers fact sheets around Brand USA's offering, a document covering frequently asked questions, news updates, images, logos and more. For more details, see [industry.thebrandusa.co.nz](http://industry.thebrandusa.co.nz)

### Brand USA Week In Feb

Working in conjunction with the New Zealand Visit USA committee, Brand USA hopes to launch New Zealand's first Brand USA week next Feb.

The initiative would be tied into the annual Discover America trade show and include a series of industry training seminars for agents.

Announcements on the project will be made in the coming months, adds the NTO.

## Industry Diary

### JULY

#### Explore Samoa & Its Amazing Treasures

**Tauranga:** Tue 23, Trinity Wharf, 1715-1930.

**Wellington:** Wed 24, James Cook Hotel Grand Chancellor, 1715-1930.

**Christchurch:** Thu 25, Riccarton Park Event Centre, 1715-1930.

#### World of Accor

**Auckland:** Tue 30, at the Pullman, 1600-2000.

### AUGUST

#### Mamanua Islands Fiji Mini Roadshow

**Hamilton:** Mon 12, Novotel Tainui, Fairfield room, canapes and drinks, 1730.

**Auckland, North Shore:** Tue 13, Rendezvous at The Pumphouse, Kilarney Park, breakfast, 0715.

**Auckland, Central:** Tue 13, The Heritage, canapes and drinks, 1730.

**Auckland, East:** Wed 14, Pakuranga Golf Club, breakfast, 0715.

#### Australian Tri-state Workshop

20-21, Melbourne Victoria.

#### South America Sales Mission Argentina, Chile, Colombia & Venezuela

**Auckland:** Thu 22, Pullman Auckland, b2b session, 1500-1700, Travel Agent Expo, 1730-2030.

# Brand USA's Plans To Grow Kiwi Travel To The US Outlined

Brand USA held its official New Zealand launch in Auckland yesterday and outlined how the tourism agency wants to work with the trade to grow awareness of and travel to the US.

Stressing that it will build on the successful US promotion already in the market, Brand USA's Joe Ponte says the NTO is looking to position the US as 'the world's leading travel destination for New Zealand visitors'.

"...we want to change the perception of going two to three times in your life, to a lifetime of possibilities," he told those at the launch, adding that there's a huge range of product 'that's just not known about in New Zealand'.

Brand USA says the growth of Kiwi arrivals to the US has been 'slow but steady' with the bulk of Kiwi visitation heading to four main states—California (over 60%), New York, Hawaii and Nevada. While Ponte admits the dispersal has a lot to do with the airlift, he says Brand USA is looking to work with its trade partners in New Zealand to get more Kiwis to travel to lesser known destinations in the US.

### ... Positive Response

The Brand USA funding and promotional concept has been welcomed by the retail chains.

"We are really excited to have Brand USA launch in New Zealand opening up a number of opportunities that we just haven't seen before," says House of Travel's Lisa Paulsen. "Brand USA will assist in driving and amplifying the USA destination presence in the [Kiwi] market, and in a way that the New Zealand consumer hasn't seen before."

While Brand USA notes the promotion of lesser known US experiences and destinations won't be at the expense of the traditional gateways, Flight Centre says the NTO will open up new opportunities and destinations at a consumer level. "It's all very positive, Brand USA will allow the trade to showcase more of the US to Kiwi consumers," says Flight Centre marketing manager Jodie Burnard. "There's the opportunity to show people that have done the gateways before that there's so much more of the US to see."

Growing niche markets is also seen as a key opportunity for some. "We already have a focus on niche markets such as cruise, ski and luxury, so to hear those niche segments identified by Brand USA as growth areas from New Zealand is encouraging," says

Stella Travel Services' Andie Smith.

Airlines at the event also welcomed 'any initiative' that would boost awareness and appetite for US travel.

### ... Branding

The Brand USA campaigns centre around four experience pillars: Great outdoors, urban excitement, indulgence and culture. In the Kiwi context, the NTO has identified five key segments: Ski, luxury, cruise, gay and shopping. Brand USA's 'Land of Dreams' commercial offers an insight into the 'feel' of its international brand campaign, which urges travellers to 'discover this land like never before'. To watch the ad, [CLICK HERE](#)

### ... The Funding

The NTO yesterday outlined its funding structure to key airline, retail and wholesale industry representatives—which covers a wide range of promotional opportunities and potential co-operative funding. To 'unlock' the funds, industry stakeholders must put together proposals with their planned media buy. Brand USA may then contribute up to 30% of the campaign costs.

The NTO also offers an in-kind model, where stakeholders contribute good and services, promotion or owned assets and research, content or assets.

### ... US Mega Famil

Increasing agent awareness of the US outside those four main states by Kiwi

visitations (California, New York, Nevada and Hawaii) is a focus for Brand USA moving forward.

Local representative Wayne Mitcham will offer training for both retail and wholesale consultants, in addition to collating the US trade training programmes already in the market.

Ponte stressed the importance of giving Kiwi agents the resources to sell US destinations beyond the traditional gateways.

Brand USA also plans to offer a US mega famil for Kiwi agents in the future.

## CONSULTANT

**We are looking for an experienced travel sales consultant to join our team at our office in Remuera.**

Do you have a minimum 3 yrs experience in the outbound travel and want to further develop your skills in this fun environment and contribute to the continued growth of our small independent agency?

Full and part time position available.

Hours and attractive salary package by negotiation.

**The Cruise Club.  
Email resume and cover letter to:  
[darren@travcorp.co.nz](mailto:darren@travcorp.co.nz)**

TABS ON  
**TRAVEL  
TODAY**  
Incorporating Tabs On Travel



THE NEWS  
BREAKER

CLICK  
HERE

for Travel Today  
Destinational Features






Go to our new website to access the latest  
and previously-published Travel Today  
Destinational Features

These Destinational Features can  
be branded for consumer use.  
E-mail [tony@tabsontravel.co.nz](mailto:tony@tabsontravel.co.nz)

TABS ON  
**TRAVEL  
TODAY**



Your exclusive chance to

**WIN A BRAND NEW PEUGEOT ALLURE 208**

Join us for **World of Accor Auckland** – the most respected hotel exhibition in Asia Pacific, featuring Accor hotels and resorts from around the world.

Experience world class hospitality, unique networking opportunities and a chance to **win the new Peugeot Allure 208**. The event will be hosted by **Brooke Howard Smith** and **Amber Peebles** plus there are **great travel prizes** up for grabs!

**World of Accor Auckland**

Pullman Auckland  
Princes Ballroom  
Cnr Waterloo Quadrant & Princes Street, Auckland

Register online today at

[www.worldofaccor.com/register/client](http://www.worldofaccor.com/register/client)

**WORLD OF ACCOR**

TUESDAY, 30<sup>TH</sup> JULY 2013

4PM - 8PM

**REGISTER & ATTEND**  
AND YOU COULD WIN  
A BRAND NEW  
**PEUGEOT ALLURE 208**



**REGISTER NOW >>**