January 10 2025 | ISSUE NO 4,260



easyJet holidays

# **SAVE UP TO ON PACKAGE HOLIDAYS**

easyJet holidays Big Orange Sale ends on 4th February





## easyJet holidays

# **PEAKS INCENTIVES**

#### #TeamOrange



#### **ORANGE AID**

Look out for our Trade Distribution Managers, who will be out and about during January and February with some unique 'Orange Aid' rescue packs to help you through the busy period. Homeworkers, we have something for you too!



#### £5 CASH PER BOOKING

For every easyJet holiday booking made £5 cash will be paid until 2 February!\*\*



#### PEAKS ORANGE PASSPORT\*

Make a booking to our weekly focus destination to boost your cash incentive to £7.50. Your booking will also be entered into a weekly draw, giving you the chance to win a holiday to our focus destination.

\*Winners will be selected at random (T&Cs apply) \*\* T&Cs apply. Visit the easyJet holidays - agents Facebook page for more information

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# Bis and the edge

Spain & Her Islands

Chase away those winter blues with the latest offerings under the Spanish sun.

#### MORE IN ...

Caribbean Make the most out of a wish-list trip to paradise Pg. 14

USA The latest openings, experiences and routes stateside Pg. 20



Craig Goodridge gears up for his 'favourite time of year' as peaks season begins (pg. 10)



# Stan's dread. Heath slow. John Len no!

## Arrivederci airpott

There's no airport chaos on a hassle-free coach holiday! Who needs the runway runaround when we take the wheel?

£379

Give us a buzz on 01709 249 692 or go online at shearings.com



#### NEWS

Everything you need to know to get back into the swing of things after the holiday season.



AGENT BULLETIN Start the new year on a positive note with a range of learning programmes and incentives.



**CARIBBEAN** Chase those January blues away with the latest news from the Caribbean islands.



**SPAIN & HER ISLANDS** Sun, sea, sangria and the latest updates from this winter sun destination.



**USA** Stateside staples that are starting the new year with a bang.

## **SUMMER IS CALLING**

The Advantage Travel Partnership reveals its top booking trends over the festive period and what lies in store for 2025.

IT WAS a merry Christmas for all at The Advantage Travel Partnership as the consortium saw a 12% rise in bookings across the festive period with the Canary Islands dominating the top booking spots, proving Brits prefer the warm winter sun over the traditionally gloomy UK weather.

Looking into the Partnership's booking trends across the festive period, Europe remained a strong favourite with Brits, however long-haul options have continued to rise in demand. Dubai, the US and Thailand have shot into the spotlight over the festive season, posing as the most sought-after locations for travellers.

Christmas in the city continued to be a popular trend as Advantage witnessed strong sales for the city break destinations that thrive during the festive season, including Prague and Budapest, as well as increased demand for some lesser-known breaks including Porto and Gdansk.

Looking ahead into the new year and

beyond, Advantage is already tracking 15% ahead of last year in bookings. Summer holidays are currently leading the way as 55% of all reservations are for a getaway during the summer months.

In terms of destination demand for the year, many of the top holiday spots reflect 2024, with Tenerife, Majorca and Costa Blanca holding the top spots for European getaways. Those wanting a long-haul break are setting their sights on the US, the Caribbean and Thailand.

Julia Lo Bue-Said, CEO of The Advantage Travel Partnership, said, "The appetite for travel continues to grow as consumers seek both value and experience, and we're excited to see this momentum continue into 2025. As the UK travel industry now enters one of the year's peak booking periods, when approximately 60% of Brits book a family summer package holiday by the end of February, our travel agency partners are gearing up for a busy period."

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**Toulletin** 

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#### showcase Calendar

JANUARY 10 2025 | travelbulletin.co.uk

Sign up to our showcases: www.travelbulletin.co.uk/events/agents



#### **APT & Travelmarvel go global this peaks**

APT & TRAVELMARVEL is going global this peaks with its Worldwide New Year sale which will see up to 40% off river cruises and £600 per person off fully-inclusive escorted tours.

Until February 28<sup>th</sup>, 2025, select river cruises across Europe and Asia are discounted by up to 40% and small ship cruises by up to 30%. On land, Small Group Journeys could see discounts of up to £500 per person and select fully-inclusive escorted options include savings worth up to £600 per person.

Brad Bennetts, head of sales and development, said "The trade is set for success during this key booking period." www.aptouring.co.uk





#### Cunard triples onboard spending for waves

TRAVELLERS CAN claim up to three-times the amount of onboard spending money across select voyages in Cunard's wave promotion.

Running until midnight on February 17<sup>th</sup>, 2025, the promotion is valid on more than 750 voyages departing between April 13<sup>th</sup>, 2025 and December 31<sup>st</sup>, 2026, ranging between seven and 43 nights. Guests can use their

additional spending money on onboard activities including retail therapy in Cunard's selection of boutiques and special treatments via the wellness programme. www.ShineRewardsClub.com

## Jet2holidays steps beyond to help agents during peaks

WORKING IN partnership with independent agents and homeworkers, Jet2holidays' 'One Step Beyond' campaign will allow agents to offer their clients £100 off across the operator's package holidays.

The offer means that agents can help a family of four save £400 on their next holiday. This promotion can also be combined with the operator's Free Child Place Holidays so families can save even more on their next getaway.

The operator will also run a competition for agents as part of the campaign. 'Book for a Break' gives agents the chance to win one of 200 places on a Destination Discovery trip in 2025, allowing them to experience firsthand a package holiday with Jet2holidays. *www.trade.jet2holidays.com* 

#### Newmarket unveils 10 new tours in 2025-2027 brochure

NEWMARKET HOLIDAYS has released its 2025-2027 brochure which features 10 new group holidays that are available in print for the first time.

The new itineraries include options in the Far East, from Indonesia to South Korea, as well as new options in the US where guests can explore the true American West and enjoy the glitz and glam of Las Vegas.

The new tours join 112 other itineraries

covering the UK, Europe and beyond, with dedicated sections for the operator's popular Exclusively Solo tours and new range of Premier Collection holidays which feature smaller group sizes.

The brochure launch is supported by a nationwide TV campaign and discounts up to 15% off on all tours which is available until March 13<sup>th</sup>, 2025.

www.newmarketholidays.co.uk





TAP AIR Portugal will resume flights to Porto Alegre from April 1<sup>st</sup>, 2025, after nearly a year hiatus. The service will operate thrice weekly.



MALAYSIA AVIATION Group has marked the arrival of its first A330neo aircraft, marking a significant step in its commitment to enhance operational efficiency and provide passengers with elevated comfort.



#### Southampton marked UK cruise capital

SOUTHAMPTON IS officially the cruise capital of the UK as data by cruise.co.uk has revealed that local residents booked more cruise holidays per head than any other city in 2024. Southampton is renowned for its bustling cruising scene, boasting the busiest port in the UK with five terminals which oversee around 2.6 million passengers per year.

Tony Andrews, managing director of cruise.co.uk, said, "There is no doubting the popularity of cruise in Southampton. With a wealth of ships departing from the city throughout the year, its residents are perfectly positioned to take advantage of everything a holidays at sea has to offer." www.cruise.co.uk

#### Ski Beat announces new self-drive and train options

SKI BEAT has added new options for guests who wish to explore the Alps by train or self-drive to their chalet.

Laura Hazell, sales and marketing director, said, "Our flight inclusive ski chalet packages are selling very well this season. On dates when we have fewer flight seats left, we can now offer savings of around £200 per



person for guests who want to make their own way to the Alps to spend a week in one of our high quality, high altitude catered ski chalets." www.skibeat.co.uk



Solmar Villas: Licence to Chill

DONNING A spy film pastiche, Solmar Villas has launched a new multimillion advertising campaign featuring a suave secret agent and a flamboyant host showcasing how the exclusive villas have resulted in thousands of positive reviews from travellers. Sharon Bradbury, sales and marketing director, said, "With so many travel campaigns swimming in a sea of same, we've made a big, bold effort with this one and are confident it will achieve the brand-recall that's so important in our industry." www.solmarvillas.com



#### Save £1,600 with Canadian Affair

CANADIAN AFFAIR has released details about its largest annual promotion throughout January with travellers able to save up to £1,600 per booking across its portfolio.

The offer includes vast savings, complimentary rail upgrades and booking discounts. The sale also includes a series of agent incentives in the form of £100 Love2Shop vouchers. www.canadianaffair.com 6



#### Windstar announces UK-first

WINDSTAR CRUISES is turning its focus back to the UK in 2026 with the introduction of its first-ever series of cruises home-porting in London. The first taster cruises will comprise of three- and four-night voyages to Belgium and France, with two longer cruises through the Norwegian Fjords following suit. Augustus Lonsdale, head of sales, said, "This is a first for Windstar and it clearly demonstrates the commitment to the UK market and our customers from both Windstar and our wider ownership group." www.windstarcruises.co.uk

#### Azamara debuts 66 new cruises in 2026/2027 calendar

AZAMARA CRUISES has announced its 2026/2027 voyage calendar, presenting 66



new cruises and eight pioneering Grand Voyages spanning 35 + nights. The programme will sail to 20 countries in total across five continents. mage Credits: Left: Windstar Cruises, Right: Azamara Cruises

#### Take advantage of Contiki's Big Travel Sale

CONTIKI HAS launched its 'Big Travel Sale' offering 20% savings on worldwide trips, as well as an extra discount for trade partners. With the discounts available between December 26<sup>th</sup>, 2024, and February 4<sup>th</sup>, 2025, travellers can save up to 20% on more than 80 trips, including European journeys and off-thebeaten-path adventures further afield. Contiki is also offering an extra 5% off on its European summer trips for its trade partners to help their customers make the most out of their holiday. Agents must enter the promo code 'AGENTS25BONUS' at checkout for the offer to be valid. The code will be active from December 26th, 2024, until February 20th, 2025. www.contiki.com



# code EB2526 for 15% OFF daily

Booking dates: **1Feb25 - 21Feb25** Travel dates: **1May25 - 31Mar26** Blackout dates: **20Dec - 7Jan** Vehicles: **All Star RV Motorhomes** Locations: **All** 

Something special awaits.



7

#### AGENT INCENTIVES

- CANADIAN AFFAIR is starting out the new year by offering agents £100 in Love2Shop vouchers per booking, with members of the newly-launched 100 Club loyalty scheme also receiving a dedicated British Columbia booking incentive providing up to £200 Love2Shop vouchers. www.canadianaffair.com
- AGENTS CAN be in with a chance of winning a place on Solmar Villas' first-ever FAM trip. Every booking made before February 28<sup>th</sup>, 2025, will be entered into a draw and five lucky winners will have the chance to explore Solmar's properties for themselves. www.solmarvillas.com
- GET READY to don your finest black tie attire as Titan Travel is offering agents the chance to join its trade team at the 2025 Brit Awards taking place in March. All bookings made by January 31<sup>st</sup>, 2025 will receive a voucher worth up to £30 and will be entered into a prize draw where a winner will be chosen each week throughout the sales period. www.titantravel.co.uk
- AUDLEY TRAVEL is giving back this January with the launch of a new charitable incentive. For every booking made during January and February, £50 will be donated by the operator to Audley's Travel for Good Fund, and every week any agent who secures a booking will be entered into a draw to win prizes such as an Ooni pizza oven, a spa day voucher, an Apple Watch 10 and a Dyson Hairdryer. www.audleytravel.com
- EIGHT SPOTS are up for grabs on Wendy Wu Tours' Japan FAM trip where agents simply have to confirm a booking to be entered into the draw.
   www.wendywutours.co.uk

# AGENT BULLETIN

EIGHT TRAVEL Counsellors toasted to a successful FAM trip in the Alentejo region hosted by Visit Alentejo in partnership with Visit Portugal and TAP Air Portugal. The immersive winefocused tour offered memorable experiences by blending cultural heritage, picturesque landscapes and world-class wine.

# COMPETITION

Win a £100 John Lewis voucher, courtesy of Royal Resort Nasu, by answering a few simple questions!

Find out more at www.travelbulletin.co.uk/competitions

#### AGENT TRAINING

- THIS YEAR will see the return of CLIA's Expedition Champion and the River Champion hybrid learning programmes which launched for the first time last year. The programmes offer space for 70 agents who can join the six-month modules in the second half of the year. *www.cruising.org*
- RIVIERA TRAVEL'S 'Primed for Peaks' training module includes a vast selection of tips and advice to aid agents during this busy time of year. Vicky Billing, head of trade and partnerships, noted that adding the module "will ensure [agents] are primed and ready to take full advantage of this key selling period." www.rivexplorer.co.uk
- VISIT CENTRAL Florida's new Tourism Institute platform blends classic e-learning opportunities with sales and marketing tools purpose-built for agents. The Visit Central Florida Tourism Institute stars two multi-modal chapters showcasing the region's attractions, accommodations and experiences as well as exclusive insights from topselling agents. Completing the training course earns agents certified Central Florida Insider status and access to the Sales Companion, a resource to maintain their expertise, find resources and assets to market, and confirm bookings. www.centralfloridatourismins titute.com
- THE 'CELESTYAL COMPASS' trade portal includes the 'Celestyal Campus' training platform, showcasing the brand, life aboard its two ships, excursion information and more. www.celestyalcompass.com
- JOIN ROCKY Mountaineer to learn more about the operator's inspiring rail journeys through the Rockies and American Southwest. Become a Rocky Mountaineer expert to gain access to discounted agent rates and experience the luxury yourself. www.rockymountaineer.com

#### ABTA releases Destinations to Watch report

ABTA IS supporting its members during peaks with a multi-channel marketing campaign and the launch of its Destinations to Watch 2025 report which aims to offer inspiration and ideas to explore lesser-known regions or take a different look at a familiar place.

Outlined in the report, the top 10 destinations to look out for are Belize, Denmark, Hokkaido, Hungary, the Cote d'Azur, Le Marche, Malawi, Oviedo, Quebec and Tasmania. www.abta.com





STAR CLIPPERS has appointed Emma Daines as the new sales

executive as part of the brand's trade team restructure.



NATALYA LEAHY will join Linblad Expeditions as chief executive

officer while Rick Goldberg is appointed to chief financial officer.



OLYMPIC HOLIDAYS has promoted Reeva Kingston to Acting

Managing Director after 25 years of service.



AMAWATERWAYS HAS revealed its range of New Year offers in time for peaks, including savings of up to £1,000 per couple across their collection of sailings. The 'Holiday Triple Savings' promotion also includes combined savings of up to £750 per person, and to celebrate the cruise line becoming the first major river operator to sail the Magdalena River, guests can enjoy up to £1,150 in savings per couple. All offers are valid until March 2025. www.AmaWaterways.co.uk

#### Fred. Holidays 'reimagines' travel

FRED. HOLIDAYS is undergoing a major rebrand to showcase the company's evolution, and in order to be peaks-ready, the company has unveiled a 52-page guide titled 'Re:imagine' to introduce the new look.

Not only does the guide debut the brand's new sleek appearance, but also encompasses the top eight travel trends set to stand centre stage throughout the year: Re:wind (rail and

#### Virgin Voyages rides wave success

SAILING FULL throttle into the new year, Virgin Voyages has launched its wave offer – buy one Sailor and get the second one 80% off. The offer also comes with up to \$300 in free drinks aboard any sailing.

Nirmal Saverimuttu, CEO of Virgin Voyages, said, "It's going to be an incredible year, starting with one of the most valuable wave offers out there [...] we're staying committed to delivering epic, kid-free vacations on our fleet of not too big, and not too small, boutique-sized ships that keep Sailors coming back time and time again." *www.virginvoyages.com* 



sea), Re:charge (wellbeing and wellness), Re:connect (culture and multi-generational), Re:act (last minute bookings), Re:wild (nature destinations), Re:invent (solo travel), Re:fine (luxury travel), and Re:align (stargazing).

Each section will feature a description of the trend alongside two sample packages to demonstrate Fred. Holidays' wide array of tours and journeys. *www.fredholidays.co.uk* 



#### Dusit announces soft Malaysia opening

DUSIT HOTELS and Resorts has announced the soft opening of its first property in Malaysia, the Dusit Princess Melaka, took place in December, marking a significant milestone for the brand as it enters into the Malaysian market for the first time.

www.dusit.com

#### WIN A £20 M&S VOUCHER IN THE **Moduletin** Sudoku Prize Puzzle

Fill in all the squares in the grid so that each row, column and each of the 3 x 3 squares contains the digits 1-9. Once you have completed the puzzle, simply identify the numbers that relate to the letters, A, B, C and D then e-mail the solution, with your name, company name, and full postal address plus phone and ABTA number if applicable to:

#### competition@travelbulletin.co.uk

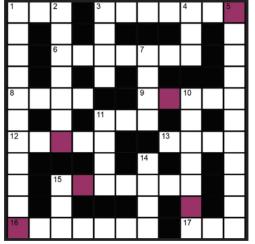
Closing date for entries is Thursday, January 23rd. Solution and new puzzle will appear next week.

December 13th Solution: A=6 B=8 C=4 D=2

A		6	5		4	7	8	9	1
	4	8	1						6
_		3	7		1	8	2	4	
B	7				5	3			
				9		2			
C				4	7				2
		4	6	2	9		1	7	
	5						9	6	4
D	3	1	9	7	6		5	2	

LOCATED ON Lake Michigan's western shore, 'Cream City' is famed for its breweries, German influences and a helping of midwest hospitality.

#### FILL IN THE CROSSWORD TO REVEAL THE MYSTERY LOCATION HIGHLIGHTED BY THE PURPLE SQUARES.



#### Across

- 1 European flag carrier (3)
- 3 The largest and deepest ocean (7)
- 6 Rabat is the capital (7)
- 8 Currency of Cambodia (4) 9 Acadia National Park is a r
- Acadia National Park is a popular tourist attraction in this New England state (5)
- 11 San Francisco international airport code (3)
- 12 Spanish holiday isle (5)
- Actor Johnny, forever known for playing Captain Jack Sparrow (4)
   City home of the Alhambra (7)
- City home of the Alhambra (
   Virgin Voyages first Lady (7)
- 17 Dusseldorf international airport code (3)

#### Down

- 1 BBC reality show where you don't know who to trust (3,8)
- 2 Italian city destroyed by a volcanic eruption in 79AD (7)
- 3 Lima is the capital (4)
- 4 Faro international airport code (3)
- 5 Operator offering family and short break holidays in forest locations (6,5)
- 7 Lombardy city and lake (4)10 Island country and supermarket chain (7)
- Company specialising in holidays, cruising and insurance (4)
- 14 Currency of Thailand (4)
- 15 Indian state on the coast of the Arabian Sea (3)

# CROSSWORD

Nystery Word: CAIRNS

Across: 1 TEP, 3 PACIFIC, 6 MOROCCO, 8 RIEL, 9 MAINE, 11 SFO, 12 IBIZE, 13 DEPP, 15 GRANADDA, 16 SCARLET, 17 DUS Down: 1 THE TRAITORS, 2 POMPEII, 3 PERU, 4 FAO, 5 CENTER PARCS, 7 COMO, 10 ICELAND, 11 SAGA, 14 BAHT, 15 GOA.



## CRAIG GOODRIDGE

#### **CRAIG GOODRIDGE TRAVEL, SHEFFIELD**

2024 WAS a year of ups and downs for the travel industry. We saw increased demand for travel, with last-minute bookings being particularly popular as people sought a bit of sun and relaxation to break away from the routine. More destinations opened up, and there was a significant increase in cruise options departing from the UK. Overall, I'd say it was a fantastic year in terms of the variety and choices available to customers. Another highlight was the growing number of travellers choosing to book through travel agents - a trend supported by data from credit agencies. However, 2024 wasn't without its challenges. We faced unrest due to protests across the globe. Such international events inevitably create an air of uncertainty, reminding us as agents to remain flexible and ensure that the products we book offer robust out-of-hours support and favourable terms in case of last-minute changes.

As we step into 2025, peaks are here – and I have to say, it's my favorite time of the year to be a travel agent. There's something exhilarating about managing 10 things at once in the office or shop while juggling home and social life.

This year also marks my second year of running a shop, and I'm hopeful that I've learned some valuable lessons from last year. My primary goal is to switch off at a reasonable hour in the evenings and stick to a set schedule of core working hours. Last year, I found that setting clear expectations with customers about when I'd respond worked wonders – I didn't lose any sales, and it helped me maintain a better work-life balance.

As I write this article, I'm reminding myself that I can do this. I've got the time, the skills, and the support to make peaks season a success. If you're reading this, I want you to know that you've got this too – you're going to smash it!

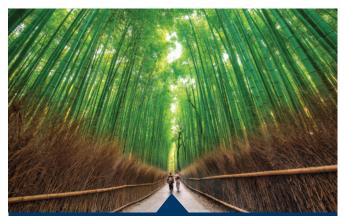


## CV Villas expands luxurious properties across Europe

CV VILLAS has announced the expansion of its portfolio with additional properties in Spain, Portugal, Greece and Italy to keep up with demand. In 2024, CV Villas witnessed a 25% increase in consumer demand in Portgual, with Spain seeing a 27% increase and Croatia witnessing a growth of 52%. The latest additions to the roster include the 10-person Villa Florescer property in the Algarve; the Benessere Rock House in Corfu which can accommodate up to 12 people; the six-person Villa Punto in Puglia; and the Spirit of Son Fuster manor house in Marjorca which offers the perfect setting for a 20-person celebration. *www.cvvillas.com* 



- UNIWORLD GEARS up for booking boom following its appearance on Susan Calman's 'Cruise of a Lifetime' show on Channel 5.
- TRANSYLVANIA OPENED the doors to its brand-new Hotel of Ice on Christmas Day, offering guests 12 standard igloo-styled rooms from £85 per night.



WENDY WU Tours is kicking off the new year with a bang by offering travellers up to £1,790 per person in savings across its entire tour portfolio. The sale includes a 'Partner Flies Free' offer on every group tour as well as 50% off solo airfares. Free and half-price single supplements are also on offer across select tours. *www.wendywutours.co.uk* 



#### SENEGAMBIA BEACH HOTEL

3.5 GRADE | KOLOLI, THE GAMBIA | BED & BREAKFAST DEPARTING LGW I I TH TO 28TH MARCH





serenity C

Call 01489 866 939 to book your customers now!

\*T'S & C'S APPLY

#### The Great Adventure Sale is now on

DON'T MISS out on unmissable deals by G Adventures as the operator has launched its Great Adventure Sale, featuring up to 25% off on over 500 trips. The sale is valid on all bookings made until January 31<sup>st</sup>, 2025, for departures up



until December 15<sup>th</sup>, 2025. Travellers can take advantage of the discount across a number of G Adventure's travel styles, including itineraries in Active, Classic, 18-to-Thirtysomethings, Local Living, Marine and the brandnew category of Solo-ish Adventures.

Savings are broken down into tiers of 25%, 17% and 10% depending on the chosen travel date and the type of travel.

Some of the trips included in the sale are the nine-day 'Golden Triangle' itinerary in India priced from £599; the 12day 'Amazon to the Andes' tour from £1,522; the eightday 'Morocco Kasbahs and Desert' itinerary leading in from £457; the 10-day 'Classic Vietnam: Hoi An to Ho Chi Minh City' from £846; and the 16-day 'Costa Rica Adventure' now priced at £1,376. www.gadventures.com



MINOR HOTELS is set to make its debut in the Alps with the opening of NH Collection Alagna Mirtillo Rosso. The upper-scale property will be located in the heart of the Pennine Alps and will open its doors in March 2025 after a renovation. Boasting 56 guestrooms, a wellness centre and spa, the property makes a perfect base for families and skiers to lose themselves in the majesty of the mountains. *www..minorhotels.com* 

#### Jules Verne honours heritage with new look

PLAYING ON the company's 46-year legacy, Jules Verne has launched its new brand identity, bringing a refreshed logo, updated colours and a more user-friendly website experience to its customers.

Debbie O'Neill, managing director at Jules Verne, said, "We are immensely proud of our heritage and our new brand identity reflects just that. As the pioneer of

#### **Explore launches Big Blue Sale**

SAY GOODBYE to those January blues and ready your customers for a once-in-a-lifetime adventure at a discounted price for 2025. Explore Worldwide is offering savings of up to 20% across 1,500 unforgettable adventures in its portfolio, spanning itineraries in Japan, Vietnam, the Baltic States, South Africa, Costa Rica and many more.

Bookings must be confirmed by January 23<sup>rd</sup>, 2025, to be entitled to the discounts, with a departure scheduled before December 31<sup>st</sup>, 2025. *www.explore.co.uk* 



small group tours to all corners of the globe, we wanted our brand look and feel to communicate our fascinating history and pioneering spirit, while also differentiating us from others in the travel space."

The rebrand has been designed to honour the heritage and roots of the brand while looking to the future and putting customer experience first. *www.vjv.com* 



#### Last chance to secure a Club Med deal

TIME IS ticking to take advantage of Club Med's New Year offers including a discount of 15% available across its portfolio of short and long haul summer holidays, as well as winter escapes, for bookings made by January 16<sup>th</sup>, 2025. www.clubmed.co.uk

# WE LOVE TO FLY YOU.

Early Bird Savings on Direct Flights from the UK to Antalya and Crete.





your holiday airline.

# <complex-block>

WANTING GUESTS to experience a genuine connection to the Caribbean islands, Sandals Resorts has unveiled its global multi-media campaign 'Made of Caribbean', ushering in a new brand direction focused on pure Caribbean expression and the soul of the destination.

The campaign is now live and spans across email marketing, social and highimpact digital displays, print advertising and out-of-home advertising and audio. The tone of the advert is set by the vibrant soul, rich traditions and the natural beauty of the Caribbean blended with Sandals' distinct approach to allinclusive holidays.

Tony Cortizas, chief marketing officer for Unique Vacations, said, "Sandals

pioneered all-inclusive resorts in the Caribbean and with over 40% of guests returning again and again, the brands enjoy unbelievable worldwide recognition [...] for a family-owned, regional hospitality company to have such a global impact is remarkable."

The campaign comes after Sandals announced it will debut a series of new accommodations across its portfolio – a selection of which are now bookable for arrivals from February 1<sup>st</sup>, 2025, and from March 1<sup>st</sup>, 2025.

The new accommodations include a four-bedroom butler villa at Sandals Ochi Beach Resort and a Skypool suite with a rooftop terrace at Sandals Royal Caribbean Resort and Private Island in Jamaica. There are also new rooms in

#### St. Kitts breaks new ground

THE ST. Kitts Ritz-Carlton Resort Hotel and Residences is set to break new ground this year with construction penned to begin in Q3 2025. This development is set to mark a new chapter for the island's luxury hospitality offering, positioning St. Kitts as a premier luxury getaway in the Caribbean. Featuring 125 guest suites, 10 branded villas and 15 condos, the highly anticipated property is scheduled to open in 2028. *www.visitstkitts.com*  Saint Lucia, including Sandals' signature Rondoval Villas and reimagined beachfront and bluff view rooms.

Adam Stewart, executive chairman of Sandals Resorts International, said, "From villas that encourage gathering among friends to suites that effortlessly merge the outside and in, these new accommodations match the natural beauty and vibrancy of the Caribbean." www.sellingsandals.co.uk

#### Cunard commits to Caribbean clean

COMMITTED TO preserving and protecting marine environments as best as they can, the crew of Cunard's Queen Mary 2 took to the sands of Salisbury Beach on the west coast of Dominica when the ship was in the Caribbean last month as part of its roundtrip Caribbean Celebration voyage from New York.

The two-hour effort saw the Cunard team along with 12 local volunteers sweep 20,000 square metres of beach front collecting 25kg of waste. The initiative complements a series of UK beach cleans that Cunard's shoreside team conducted during 2024. www.cunard.com

#### Take on the world with MSC

SALES ARE now open for the MSC World Cruise departing in 2027 aboard *MSC Musica.* The 121-night odyssey will visit 45 destinations in 25 countries across five continents, with two chances for guests to 'lose' and 'relive' a day after crossing the Equator.

Embarkation for the voyage is possible from four European ports – Civitavecchia for Rome, Genoa (Italy), Marseille (France), and Barcelona (Spain) before the ship will set sail to the west to begin the remarkable journey.

During the voyage, cruisers will return to Europe through the Panama Canal, stopping in the Caribbean for the day. The ship will dock in Ochos Rio, Jamaica, for a 10-hour stopover to allow guests to immerse in the colours and flavours of the island.

Known as a tropical haven for its lush rainforests and cascading waterfalls, guests

can explore the iconic Dunn's River Falls, offering a serene setting for climbing and swimming, or take a bamboo raft ride on the Martha Brae River for a more relaxed journey into the heart of the island.

As part of the World Cruise ticket, guests will benefit from a complimentary Dine & drink beverage package, 15 shore excursions included in the price, and a 30% discount on laundry services. www.msccruises.co.uk





#### Jakes slows it down in Jamaica

lmage Credits:Top: Visit Jamaica, Top Right: Visit Anguilla, Bottom Right: Adobe Stock, Bottom: Jakes Hotel NESTLED IN the heart of Treasure Beach is the vibrant Jakes Hotel which captures the essence of Jamaican culture with colourful villas and quirky suites designed to showcase local artistry and make any stay one to remember. The hotel aims to highlight the beauty of slow travel on the island with a series of community-based activities available to all guests as well as initiatives such as yoga on the beach and exploring nearby fishing villages to slow guests down and allow them a quiet moment to take in the natural beauty. www.jakeshotel.com



#### Anguilla begins airport upgrade

WORK IS expected to begin on Anguilla's Clayton J. Lloyd International airport this month, marking the start of an extensive expansion complete with a new passenger terminal scheduled for completion by autumn 2025.

The extension of the runway is expected to begin this month with an end date set for 2026. The aim of the expansion is to further bolster the island's capacity to welcome larger aircraft and more visitors. H1 2024 saw 116,143 visitors arrive on the island, surpassing 2019 figures.



#### The countdown to Carnival commences

IT IS just over 100 days until Carnival in Jamaica makes its return. Tailgate parties, concerts, dance sessions and the main event of the Road March all await both locals and tourists in April.

The festivities can be found in Ocho Rios and Montego Bay, with the major happenings ready to take to the streets of Kingston on April 27<sup>th</sup>, 2025. *www.visitjamaica.com* 



Zel makes Caribbean debut

HAVING OPENED its doors over the Christmas period, Zel's third property – Zel Punta Cana – invites guests to experience a seamless blend of the Mediterranean lifestyle with the unique charm of the Caribbean islands. Marking the brand's first entry into the Caribbean – and the Americas as a whole – the property hopes to build on the success of Zel Mallorca and Zel Costa Brava.

Situated 30 minutes from Punta Cana International Airport and a short walk from the white sands of Bávaro Beach, the hotel boasts 190 nature-inspired guest rooms including Suites, Master Suites and Swim-Up Suites. The property features an array of world-class amenities, including two pools, five tennis courts, a fully-equipped spa, six unique dining facilities and a vibrant beach club.

Gabriel Escarrer, chairman and CEO of Melia Hotels International, said, "The Caribbean is a destination with an abundance of its own special charm that perfectly complements the Zel brand, creating a holiday retreat unlike any other." www.melia.com

# The ultimate secluded getaway with Blue Diamond

BLUE DIAMOND has unveiled the latest in luxury with its new Private Island Diamond Experience available at Hideaway at Royalton Blue Waters in Jamaica.

Elevating the Diamond Club suite category to the next level, the experience allows guests to indulge in an exclusive, intimate escape on a secluded island. Guests staying in a select Diamond Club suite can book one of four luxurious beach cabanas on the 111-square-foot private island over the turquoise waters of Montego Bay.

Upon arrival, guests will be introduced to their private butler before sitting back and taking in everything the private retreat has to offer from cold towels infused with aromatherapy tonics to live daily entertainment. Guests can enjoy a rejuvenating treatment at the Royal Spa,



indulge in gourmet food and drink in their cabanas or simply relax by the pure waters.

For an even more immersive experience, guests staying for seven nights in the exclusive Diamond Club Chairman Beach Walk Out Swim Out Suite will receive fullday access to the private island, promising a completely secluded retreat. www.bluediamondrewards.com

#### **Scenic spotlights New Year offers**

SCENIC Group is ringing in the New Year with a series of promotional offers across its sailing categories for 2025, 2026 and 2027. Bookings made by January 31<sup>st</sup>, 2025, will be entitled to a range of discounts and savings across Scenic River, Scenic Ocean, Emerald Cruises River and Emerald Cruises Yacht offerings.

One of the highlight sailings within the Emerald Cruise Yacht class is the seven-day Caribbean Enchantment voyage. The yachting adventure will take guests on an island-hopping adventure through the Caribbean islands from Antigua to Saint Martin with stops in Guadeloupe and the British Virgin Islands.

The sailing includes airport transfers from the ship, 17 provided meals, a Welcome and Farewell Reception & Dinner, complimentary wine, beer, soft drinks and selected cocktails throughout the day, and a special BBQ on the beach with a live band to round of the holiday.

Prices for the cruise lead in from £3,418 per person for a February 22<sup>nd</sup>, 2025 departure in a Balcony Suite. The price includes the Emerald promotion of 25% off selected voyages, as well as all-inclusive drinks and the option for a half-price suite upgrade. *www.emeraldcruises.co.uk* 



# SPAIN & HER ISLANDS **SUMMER IS HERE**



TRAVELLERS LOOKING for an allinclusive escape to the European summer hotspots of Ibiza and Menorca are now spilt for choice as Wyndham and Palladium Hotel Group expand their long-term relationship.

Encompassing five new all-inclusive resorts across the two Balearic Islands, the properties join Wyndham's Registry

#### **Crystal reveals full 2026** programme

CRYSTAL HAS unveiled the highlyanticipated itineraries for the second half of 2026 aboard Crystal Serenity and Crystal Symphony. From July to December 2026, both vessels will visit a vast collection of destinations across Europe, Asia, South America, North America and Africa. Crystal Symphony will explore 32 countries and 79 ports, while Crystal Serenity will sail to 36 countries with 108 port stops. Some of the itinerary highlights includes visits to San Sebastian and Gijon in Spain during August, and a voyage from Barcelona in October featuring stops in Palma de Mallorca, Valencia and Cartagena. www.crystalcruises.co.uk

Collection Hotels and Trademark Collection Brands, Each of the seasonal resorts are now open for bookings from March through to October 2025.

The new collection includes the Grand Palladium Select Palace Ibiza, a 411room beachfront property promising customers a delectable taste of Spanish culture and cuisine with a choice from 12 bars and restaurants, nightly entertainment and a host of activities for all ages. The property sits nestled against the warm sands of Playa d'en Bossa with easy access to Ibiza Airport located 5km away.

Another new all-inclusive property is the Palladium Hotel Menorca, Trade Collection, located in a prime position to offer guests easy access to the Arenal

d'en Castell beach. The full renovated hotel offers bright guestrooms steeped in Mediterranean influences to make sure guests can feel those relaxing holiday vibes no matter if they are inside the resort or out. After sunbathing under the warm Spanish sun, guests can partake in a number of different activities suitable for all age groups, from a relaxing yoga session to getting into that party spirit with karaoke and dance classes.

Dimitris Manikis, president of Wyndham Hotels and Resorts, said, "We're redefining all-inclusive travel across Europe, blending Palladium's local expertise with Wyndham's global reach to create memorable, accessible luxury for all kinds of travellers." www.wyndhamhotels.com

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#### **Radisson makes capital debut**

MAKING ITS Madrid debut, Radisson Hotel Group will welcome its first Radisson Collection branded property into the heart of the capital in 2027, promising to redefine luxury hospitality in the city. The property will be located in the iconic Generali building situated on Alcala Street, where guests can expect high-end amenities including a rooftop bar and a state-of-the-art wellness centre and spa. www.radissonhotels.com 



#### JetBlue makes Spanish debut

JETBLUE IS taking its transatlantic offering to new heights with the introduction of a new route to Madrid.

Taking to the skies from May 22<sup>nd</sup>, 2025, the daily nonstop service will depart from Boston Logan International to Adolfo Suárez Madrid-Barajas Airport, marking the airline's debut in Spain and expanding its European footprint. Roundtrip fares lead in from £499 in Core class, and £2,199 in the Mint category. *www.jetblue.com* 



#### Start your journey right with HAL

HOLLAND AMERICA Line has launched its 'Start Your Journey Sale' campaign, allowing guests who have booked the 'Have it All' premium package to upgrade to a stateroom for free, as well as reduced fares. One of the sample itineraries which the offer features is the 14-day 'Canary Island Enchantment' which calls at Arrecife, Lanzarote and Santa Cruz in Tenerife.

www.hollandamericaline.com

#### Explore an 'ocean of new'

TRAVELLERS ARE encouraged to take on an 'ocean of new' as Explora Journeys reveals its summer 2026 programme aboard *EXPLORA I, EXPLORA II* and the highly-anticipated *EXPLORA III*.

The eagerly-awaited vessel will mark her debut by offering new itineraries and experiences across Northern Europe, lceland, Greenland, and the East Coast of the US and Canada. On August 3<sup>rd</sup>, 2026, *EXPLORA III* will set sail on her maiden voyage from Barcelona to Lisbon, before offering travellers a full season in Northern Europe with port calls in Ibiza and Mallorca before later sailing into the dramatic landscapes of Scandinavia and across the Atlantic to Quebec City and New York.

Onboard *EXPLORA III*, guests can expect an atmosphere steeped with elegance, inclusivity and comfort, complete with Queen Suites, Penthouses and Residences, offering guests a luxurious abode on the high seas.



Elsewhere, *EXPLORA I* and *II* will be taking guests for a summer underneath the Mediterranean sun, with both ships offering itineraries which call into popular destinations such as Santorini, Naples, Saint-Tropez, La Valletta and more. *www.explorajourneys.com* 

#### **Resolutions that matter with Ramble**

START THE new year off on the right foot and make a resolution that counts with Ramble Worldwide's selection of walking holidays. Gone are the days of broken promises to visit a gym during January, instead take one step further and embark on a walking adventure and discover new horizons across the globe.

Kick-start the 'New Year, New Me' campaign with a selection of itineraries under the Spanish sun. The six-night 'Walking the Camino de Santiago from



Sarria' self-guided tour challenges hikers with a transformative journey treading in the ancient footsteps of pilgrims on a 100km odyssey. Hikers will walk from the town of Sarria to the UNESCO World Heritage-listed Old Town of Santiago de Compostela, covering 18km to 29km per day. Prices lead in from £719 per person including accommodation.

For a more relaxed walking experience, hikers can enjoy the seven-night 'Walking from San Telmo' journey, covering a mix of terrains from unspoilt mountain ranges to coastal trails in the south-west of Mallorca. Walkers will hike along Archduke's Trail before spending some time on the uninhabited island of Dragonera.

Prices lead in from £1,429 per person including return flights and accommodation.

www.rambleworldwide.co.uk

#### Just Go! to the Costa Brava

BASK IN the Spanish summer sun along the coast with Just Go! Holidays' all-inclusive Costa Brava coach breaks which offer travellers a peaceful, relaxing journey along the rugged coastline.

With nine- and 12-day options, the itinerary offers something for everyone, whether travellers prefer to sit back and relax on the picturesque beaches, explore some of the charming resorts and towns that line the coast or enjoy the free bar offer in the hotel.

Two excursions are available on the nineday option to allow guests the chance to immerse into the destinations and explore in more depth. These include a morning visit to Tossa de Mar, a trip along the coast to the medieval town of Besalú, and a visit to the hometown of world-renowned artist Salvador Dalí in Figueres. The 12-day option has an additional excursion to Roses and Cadaqués. The tour is available on select dates from April through September 2025, with prices leading in at £749 per person for the nineday option and £1,049 per person for the 12-day journey. Prices include return coach travel, six or nine nights' accommodation on the Costa Brava on a full board basis, and a free bar between 3pm and 9pm. www.justgoholidays.com/agents





#### Palma praises successful year

Image Credits: Top: Just Go! Holidays, Top Right: Visit Barcelona Bottom Right: Adobe Stock, Bottom: Canva Pro

IT HAS been a big year for Palma as according to reports, the region has experienced a 17% increase in overnight stays by British tourists between January and October 2024 compared to the same time period the previous year.

During October alone, Palma Airport

recorded 1.3 million international arrivals, boasting an 8.6% year-on-year increase, cementing its position as a year-round destination and furthering its goal of counteracting seasonality in the Balearic Islands.

www.visitpalma.com/en



#### Classical music returns to Barcelona

THE WINDS in Barcelona will once again carry a classical tune with them as the Barcelona Obertura Spring Festival is set to return between March 23rd and April 11th, 2025. Lovers of classical music will be at home in the city during the festival as they have the chance to hear top performers from both Spain and around the world sing live at some of the city's most prestigious venues including Gran Teatre del Liceu Opera House, Palau de la Música Catalana and L'Auditori. www.barcelonaturisme.com



#### Fred. Holidays launches rail brochure

FOLLOWING A prosperous year of growth, Fred. Holidays has launched its new 2025-2026 Europe & Worldwide Rail Holidays brochure. The 60-page programme offers an insight into a wide variety of rail journeys, ranging from luxury trains to grand tours and short budget breaks. One of the itineraries featured is the 10-night No-Fly Mallorca by Rail & Sea itinerary priced from £1,899 per person. *www.fred.holidays.co.uk* 

## TRAFALGAR'S TOURING TRIO

Trafalgar's three new tours across the USA hope to unlock the best out west.

THE NATURAL beauty and cultural gems of the United States are well and truly on show with the three new touring options.

Beyond good views, each tour also features the brand's signature MAKE TRAVEL MATTER opportunities that bring guests closer to their destinations and the locals who live there while making a positive impact on their trip.

Western Discoverer offers a 14-day journey through the American West, including the Grand Canyon, Las Vegas, and Yosemite National Park. Highlights include a guided tour of the Grand Canyon's Rim Trail, a farm-to-table dinner at an organic ranch, and a vibrant exploration of Los Angeles and San Francisco. This tour starts at £4,163 per person, with the inaugural departure scheduled for May 29<sup>th</sup>, 2025.

Southwest Native Trails spans eight days, delving into the rich heritage of Native American tribes in Arizona and New Mexico. Travellers will explore Monument Valley, Canyon De Chelly, and Navajo Tribal Park with local guides. Unique experiences include meeting Navajo artisans and participating in cultural preservation initiatives. Prices start at £3,488 per person, with departures beginning May 31<sup>st</sup>, 2025.



#### A luxurious beginning in Palm Beach

PALM BEACH has welcomed its first new hotel in four years (and its first modern luxury property): Palm House. Guests can expect a lively and luxurious spin on Palm Beaches' modern and playful spirit from the 79-room property, which was described as "a pivotal moment" for L+R Hotels' lconic Luxury Hotels collection, of which it is the first US member. Rates start from £398 per night. *www.palmhouse.com*  Alaska Northern Lights tour, a sevenday winter escape, focuses on Denali National Park and the Aurora Borealis. Guests will get expert photography tips from professionals and explore Alaska's cultural history through local museums. Starting at £3,325 per person, the tour departs February 24<sup>th</sup>, 2025. *www.trafalgar.com/en-gb* 

#### Disneyland's platinum party

DISNEYLAND IN Anaheim marks its 70th anniversary in 2025, promising a celebration worthy of the milestone. Guests will experience dazzling fireworks displays, a whole host of nighttime spectaculars, and a party to rival past anniversaries. Adding to the excitement, Tiana's Bayou Adventure will continue to enchant guests, offering a perfect blend of nostalgia and new experiences. Agents are encouraged to brace for strong demand as fans of the House of Mouse eagerly plan trips to be part of this magical year of celebration. *www.disneyland.disney.go.com* 

#### America's River Roots coming to Cincinnati/NKY

AMERICA'S RIVER Roots, a celebration of inland river cuisine, music and culture to kick off America's 250th Anniversary, will bring hundreds of thousands of visitors to the banks of the Ohio River in Cincinnati, Covington and Newport from October 9<sup>th</sup>-12<sup>th</sup>, 2025. The festival will showcase the Ohio River and its vital role in the nation's history while promoting cultural tourism in what promises to be a unique and memorable four days for the Cincy region.

Nationally recognised and emerging artists will perform on multiple stages on both sides of the river. Tall stacks riverboat cruises and river culture will be highlighted through the River Cities EXPO. A River Roots Gospel Revival and education programmes will put a spotlight on The Freedom Journey and the National Underground Railroad Freedom Center. Cuisine attractions will include celebrity chef presentations, bourbon and craft beer tastings, multicultural food vendors, and regional food artisans.

America's River Roots has been endorsed as an official event of the Ohio Commission for the US Semiquincentennial or America 250-Ohio and is working with the US America 250 Commission, established by Congress, to secure designation as a national signature event. www.americasriverroots.com





#### **Elegance in Cali's Central Valley**

HOTEL BAYIT, nestled in California's Central Valley, is a boutique gem. 18 elegant suites, a private garden, a heated pool, a fitness centre, and a dining terrace opened their doors to guests last month.

The indulgence doesn't end with guests' waking experiences: Stearns & Foster mattresses, plush linens, blackout shades, and sound machines guarantee an equally indulgent rest.

Centrally located between San Francisco and Yosemite, Hotel Bayit offers a perfect base for exploring Modesto's farm-to-table dining, scenic parks, and vibrant murals. Stays lead in at £101 per night. www.hotelbayit.com



A galaxy (villa) far, far away (in Florida) OCEAN FLORIDA'S villa range goes far beyond your standard décor and games room; themed options with as many as seven bedrooms ensure the immersive world of Disney and Universal follows holidaymakers home. Little ones can live out their wildest dreams in a space station, treehouses and a palace. Rates start from £780 for

seven nights at a themed sevenbedroom villa with a private pool, spa and home theatre in Reunion Resort.

www.ocean-florida.co.uk



#### Seattle staples celebrate 25 years

THE USA'S largest single-region wine and food festival, Taste Washington, is celebrating its 25th anniversary this year, culminating in The Grand Tasting from March 15<sup>th</sup> to 16<sup>th</sup>, 2025.

The Museum of Pop Culture, celebrating Seattle icons like Nirvana and Jimi Hendrix, is also celebrating a quarter of a century. www.visitseattle.org

#### JFK Terminal 6 welcomes Norse

NORSE ATLANTIC Airways is making John F. Kennedy International Airport's world-class Terminal 6 into its new home from 2026, joining its current operation of services out of Terminal 7.

The new terminal is a key component of the Port Authority of New York and New Jersey's \$19 billion transformation of JFK into a world-class gateway from the States.

Beginning in 2026, Norse passengers will be among the first to experience Terminal 6's boutique guest experience, complete with 100,000 square-feet of NYC-inspired shopping and dining. Currently, Norse Atlantic operates out of Terminal 7 to Athens, Berlin, London Gatwick, Oslo, Paris and Rome, utilising its Boeing 747 Dreamliner.

Bård Nordhagen, chief commercial officer at Norse, said, "JFK remains a cornerstone in our network strategy [..] Establishing Terminal 6 as our main hub in 2026 will enable us to offer an even more seamless and modern travel experience to our passengers." www.flynorse.com





#### The hotel of Rock 'n' Roll

LOCATED ON the iconic Sunset Strip, Hotel Ziggy transports guests back into a timeline of West Hollywood's eclectic musical history. The 108-room property pays homage to the theme of 'free the music' through its décor, allowing guests to dive head-first into the world of music-making. Guests have access to a variety of musical instruments to find their tune within the hotel, as well as Walkmans with cassette tapes available to rent. Room rates lead in from £145 per night. *www.visitwesthollywood.com* 

#### What is one thing you want to achieve this year.

Jeanette Ratcliffe Publisher jeanette.ratcliffe@travelbulletin.co.uk Winning on the slots at Vegas!

Simon Eddolls Sales Director simon.eddolls@travelbulletin.co.uk Make someone smile at least once every day.



Sarah Terry Senior Account Manager sarah.terry@travelbulletin.co.uk So many to list! Action year for me!



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# AIMAL

Ajman is the hidden gem of the UAE, offering a sense of authentic Emirati history, steeped in culture, with its own, distinct charm. Whilst the smallest emirate, Ajman has a real diversity of experience from beautiful natural white sandy beaches, sprawling mangroves with a rich diversity of marine and bird life. Ajman local city life with a backdrop of the majestic Hajar mountains.

## **AJMAN** TOURISM ROADSHOW 2025

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#### Mallorca, Spain

- This expansive complex features four pools and sea views at every turn
- Great choice for families with two kids' pools and a children's club
- Buffet restaurant serving international and Majorcan cuisine and a snack bar



## ZAFIRO PALACE PALMANOVA \*\*\*\*\*

#### Mallorca, Spain

- Luxurious setting 100m away from the beach and swimming pools for all ages
- On-site spa & wellness centre with Turkish baths and an extensive list of treatments
- 4 à la carte restaurants specialising in international cuisine and a buffet restaurant



### VIBRA DISTRICT

#### Ibiza, Spain

- A hotel just for adults in the heart of San Antonio
- Just a two-minute walk from the beach
- Outdoor pool and wellness centre with jacuzzi and sauna



## CLUB HOTEL AGUAMARINA \*\*\*

#### Menorca, Spain

- Two main pools plus a fantastic kids' splash park
- Two buffet restaurants to choose from with show cooking demonstrations
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