

Travelbulletin

Giving agents the edge

Africa

The beauty of the Mother Continent comes to life.

MORE IN...

Australasia and Pacific

The latest headlines from the other side of the world. (Pg. 18)

Indian Ocean

Help your clients relax and rejuvenate in paradise. (Pg. 20)



This agent shares why Australia should be on everyone's bucket list. (Pg. 10)

Jetset



The Magnificent 7

Reinforced with a new rider

★ THE BONUS TIER ★

Each month a guest star joins the ride



A STAR ALLIANCE MEMBER ★



A STAR ALLIANCE MEMBER ★

**This September offers a bounty of £75
when booking any UA/AC package**

***min 3 nights**



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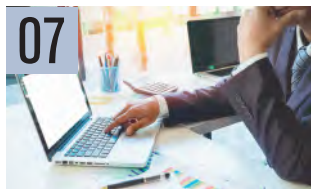
THIS
WEEK

04

DAILY NEWS
**BREAKING
NEWS!!!****NEWS**

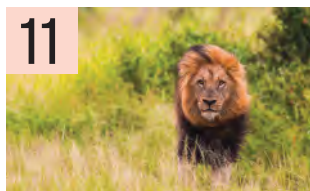
The latest headlines from across the travel trade.

07

**AGENT BULLETIN**

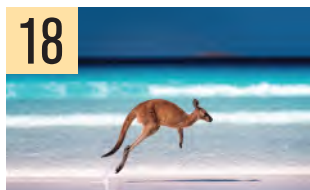
It's all about the incentives this month, with plenty of exciting awards up for grabs!

11

**AFRICA**

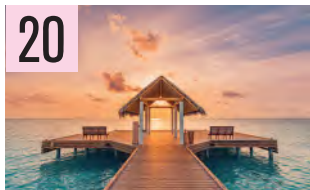
Everything you need to know about selling the oldest continent.

18

**AUSTRALASIA & PACIFIC**

The other side of the world has never felt closer.

20

**INDIAN OCEAN**

Island gems that promise a luxurious break for all.

ITS TIME FOR A RETHINK

The Advantage Travel Partnership has released its Booking Trends update for 2026 and 2027, with calls to reshape the summer season.

BRITS REMAIN determined to travel despite rising costs, extreme summer temperatures and ongoing disruption, but new data from the Advantage Travel Partnership suggests the UK's traditional six-week summer holiday is becoming out of step with modern travel habits.

Advantage's 2026 trading update reveals that 142 million passengers travelled through UK airports during the first half of the year – one million more than in the same period for 2025. Holidaymakers are considering more about when and where they travel, while booking further ahead and seeking greater value.

Advantage and UK Outbound Travel Group are calling for greater flexibility around school holidays, arguing that redistributing part of the summer break could ease pressure on airports, airlines and destinations while helping families avoid Europe's increasingly intense summer temperatures.

Short-haul remains strong, with average

booking values up 8%. Tenerife, Mallorca, the Costa Blanca, Lanzarote, the Costa del Sol and Antalya were among the leading destinations. Long-haul booking values rose 5%, with the USA, Caribbean and Far East benefiting from travellers shifting away from the Middle East.

Touring is another standout performer, with revenue up 22%, reflecting growing demand for immersive experiences over traditional beach holidays. Cruise is also booming, with overall cruise revenue rising 14%, while luxury increased 22% and expedition cruising surged 41%.

Value remains crucial, but travellers are not abandoning holidays. Instead, they are adapting how they spend, with all-inclusive accounting for 35% of bookings and bed-and-breakfast 25%.

Looking ahead, major sporting events and experiences are expected to drive demand in 2027, while Albania, Hong Kong, Egypt, Vietnam and Africa are among destinations to watch.

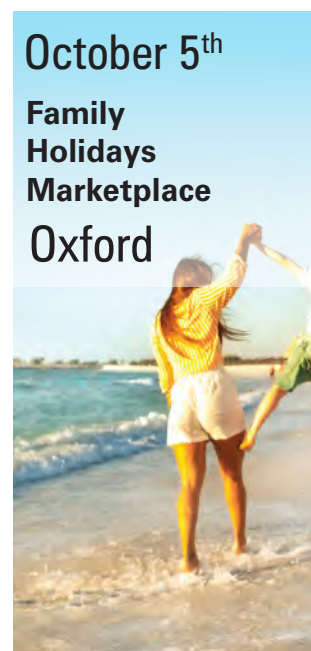
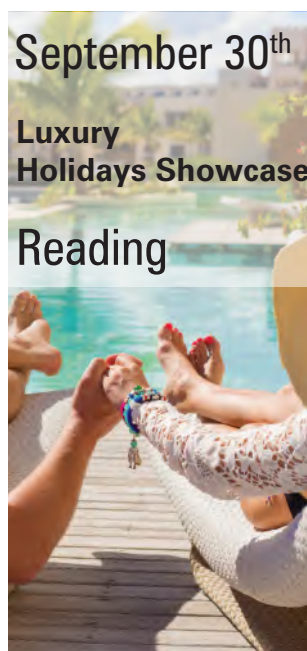
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The Wizarding World is coming to Abu Dhabi

THREE NEW *Harry Potter* themed-lands will be joining Warner Bros. World Abu Dhabi.

Visitors will have the chance to wander the streets of Diagon Alley, explore the Forbidden Forest, and have their own magical moments in Hogwarts.

Scheduled for completion in 2029, the lands will offer world-exclusive *Harry*

Potter themed rides, bringing the wizarding world to life through immersive storytelling and innovative design.

HE Mohamed Khalifa Al Mubarak, Chairman of Miral, said, "The introduction of the three new lands represents a significant milestone in the continued evolution of Yas Island and the emirate of Abu Dhabi."



Last chance to save on Qantas' fares

UNTIL SEPTEMBER 22nd, UK travellers can make the most of discounted return fares to Singapore and Australia.

This comes as Qantas prepares for the launch of 'Project Sunrise' - the first non-stop flight between Sydney and London in October 2027.

The sale covers the twice-daily services from Heathrow and covers Economy, Business and First classes, as well as offering reduced 'Qantas Explorer' fares.

Return fares to Singapore lead in from £629, and those to Australia start at £939.

Club Med redefines all-inclusive travel with global campaign

'THE ART of Free Time' is a global brand campaign aimed at combatting modern mental overload by empowering guests to reclaim the luxury of unscripted enjoyment.

The initiative stems from a partnership with BTEC and rolls out across an expansive, multi-format global platform. The media mix features a 63-second cinema film, a 30-second TV spot, two 20-second edits, and 10 display images that showcase spectacular destination experiences ranging from the turquoise shores of Punta Cana to the snow-covered peaks of La Rosière.

Stéphane Maquaire, President and CEO of Club Med, said the campaign is a modern expression of experiencing the luxury that is free time, and will play an important role in Club Med's next chapter of growth.

Travelsphere revives Page & Moy

THE HIGHLY-regarded brand is back in business as Travelsphere announces the first tours will begin in autumn 2027.

The 'Page & Moy' collection will provide small-group, adult-only premium tours focused on culture, authenticity, comfort, and enrichment.

Itineraries will span across a range of destinations, including Italy, Canada, India, Croatia, and South Africa.

Tom Morgan, trade sales director, said, "The introduction of the 'Page & Moy Collection' gives travel agents an exciting opportunity to offer clients a premium small-group touring experience. Our first-hand feedback from the trade has demonstrated there is strong demand for this type of touring, and it's particularly exciting to revive a name that has such strong links with the trade."



VIVA CRUISES has unveiled a lucrative 'Autumn Getaway' flight credit offer designed to significantly enhance the customer experience.

Valid on new flight-inclusive packages booked via travel agents or tour operators by September 30th, 2026, the promotion rewards guests with a £100 credit on three- or four-night sailings, scaling up to a £200 credit for voyages of five nights or more.



Silversea launches expanded 2027 voyages

SILVERSEA HAS successfully wrapped up its deeply immersive 2026 Alaska season and unveiled its highly anticipated 2027 itineraries.

The 2027 season will run from May 27th through early September with 29 planned sailings that introduce scenic cruising through Tracy Arm and Sawyer Glacier, all complemented by seamless, community-integrated embarkations at the newly opened Dale R. and Carol Ann Lindsey Alaska Railroad Terminal. Bert Hernandez, president of Silversea, said, "As we look to our 2027 voyage offering, we remain committed to delivering unforgettable experiences throughout this remarkable region."

Celestyal unveils new winter campaign

THE WINTER campaign, 'Uncrowded, Unforgettable, Authentically Med', is designed to showcase the Mediterranean beyond the summer months.

Running until November 2nd, 2026, the campaign offers seven-night cruises leading in from £419 per person, and features Celestyal's winter



programme for 2027/2028, including *Celestyal Discovery's* first dedicated Western Mediterranean programme.

Birmingham Airport Update

Update from Tobias Morter

Birmingham Airport Business & Travel Trade Executive



Welcome to September's edition of our travel trade update.

It's been a busy summer with passenger numbers continuing to grow alongside new connectivity, expanded travel options, and ongoing investment in the overall passenger experience.

EGYPTAIR to Cairo

We are preparing to welcome EGYPTAIR to BHX this October, with four weekly direct flights to Cairo. The new service will strengthen connectivity to Egypt and offer onward connections across EGYPTAIR's wider network.

Jet2.com continues to grow

Further growth is on the horizon with Jet2.com, as the airline launches its largest-ever Summer 2027 and Winter 2027/28 programmes from BHX, providing even greater choice for customers travelling from the Midlands.

Enhancing the experience

The experience at BHX continues to be enhanced, with Aspire's new Luxe and Suite lounge concepts now open, complementing the refurbishment of the existing Aspire Lounge. The opening of wagamama further strengthens the airport's food and beverage offering, providing passengers with even greater choice before they fly.

easyJet reaches 10 million

Another significant milestone has been achieved with easyJet, which has now carried 10 million passengers through BHX, reflecting the airline's continued growth at the airport.

Written by
Tobias Morter
Business & Travel Trade
Executive

/tobiasjm



www.birminghamairport.co.uk

Azamara gives first look at 2029 World Cruise Collection

SPANNING FIVE continents, 40 countries and 126 ports, the 2029 World Cruise Collection will offer more time in a destination than any other World Cruise.

The collection includes a marquee 195-night cruise, and two shorter options of 179 and 139 nights. Bookings for the full 195-night sailing will open on September 23rd, 2026, with additional journeys opening on October 14th, 2026.



ITC HAS revealed a luxury travel rebrand, redefining its portfolio by 50% and bringing Inspiring Travel and Spectate together. It has also launched ITC Elite — a combination of Elite Travel Concierge and ITC Private Clients — to form a stronger ultra-high-net-worth proposition for clients. Agents will have access to the same level of expertise and support.

Last chance to save up to 20% on Peru tours with Explore Worldwide

EXPLORE WORLDWIDE'S new 'Just Peru It!' promotion is delivering value to adventure-seeking travellers, offering up to 20% off all Peru itineraries.

Ending on September 24th, 2026, the promotion encompasses a total of eight small-group tours across the Andes, including three itineraries discounted by 20% and five by 15%. Standout experiences feature the nine-day

'Inca Trail Trip' with prices leading in from £1,012; the 14-day 'Walk Peru's Inca Trail and Palccoyo Rainbow Mountain' tour priced from £1,936; and the comprehensive 18-day 'Upgraded Discover Peru' journey with prices leading in from £3,512.

These exclusive savings are available for departures spanning from January 1st to December 31st, 2027.

American Airlines adds new trio to 2027 European summer season

THE AIRLINE is adding three more European hotspots to its destination portfolio for next summer, set to launch early next year.

From May 27th, 2027, American will return to Reykjavik, with flights operating to Iceland from Philadelphia. It will also be the first US airline to connect directly to Vienna from May 6th, and is adding Porto as a second Portuguese destination alongside its daily Lisbon service from Philadelphia.

The airline is also adding new routes to popular cities, offering more than 80 peak daily trans-Atlantic flights from the US throughout the summer. 2027 will also see the reintroduction of a fourth daily flight between Heathrow and JFK, expanding its presence at London Heathrow.



HX marks 130th anniversary with limited-time offers

GUESTS CAN enjoy discounts for cabins and suites until November 9th, as well as free economy flights and 50% off premium economy and business flights on the 'Ultimate Norway - Arctic Expedition' under the 'Northern Lights' sailing until January 31st, 2027.

MOVERS & SHAKERS



RIVIERA TRAVEL has appointed Craig Randell as Chief Technology Officer as the company continues to invest in its digital

transformation and trade-facing technology. Craig will support the rollout of a new booking platform.



LORRAINE ADAMS has been appointed as the new Regional Sales Manager for the South and South East of England at JTA Holidays. In her new role, Lorraine will focus on supporting and developing agent relationships and driving sales across the region.

AGENT INCENTIVES

- **RIVIERA TRAVEL** is giving three agents the chance to win a Christmas Markets or Discovery river cruise for two. The lucky winners can choose from seven river cruises, including three festive Christmas Market sailings and four Discovery cruises, including the 'Enchanting Rhine and Yuletide Markets River Cruise' aboard the new *Riviera Resplendence*, and the 'Spring in the Netherlands: Amsterdam & the Tulips Discovery Cruise'. Agents who book any Riviera holiday before September 30th, 2026, can enter by registering their bookings via The Riviera Vault on Riviera Explorer.
- **RUNNING UNTIL** the end of the month, Intrepid Travel celebrated National Travel Agent Day with an incentive programme designed to reward the trade with exclusive giveaways. Agents who secure three Premium bookings will earn a £1,000 voucher valid across over 900 global trips, while other rewards include a £50 voucher for a single booking, an agent-exclusive £400 client discount on any Premium trip, and a chance to win a two-night stay for two at Intrepid's new riad in Morocco.
- **ROYALTON HOTELS & Resorts** is offering agents up to £60 per room when logging select bookings before September 30th, 2026. The triple rewards apply for bookings made to Royalton Vessence Barbados, Royalton Antigua, Royalton CHIC Antigua, Royalton Grenada, Royalton Saint Lucia and Hideaway at Royalton Saint Lucia. Agents will earn £30 per room for the first 10 bookings, and then £60 per room for any further bookings. Stays must be for seven nights or longer to earn the rewards.

AGENT BULLETIN



JOHN LEWIS and Audley Travel have announced a new partnership that will see the tailor-made tour operator launch its first-ever physical retail presence within 12 John Lewis stores across the UK. Richard Hodgson, CEO of Audley Travel, said, "Crucially, this initiative complements - rather than replaces - our steadfast commitment to travel agent partners, who remain central to our growth strategy."

Travelbulletin

COMPETITION

Win a five-star escape to Cyprus at the new Imperial Island Resort in Paphos with Louis Hotels and Imperial Island.

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

...AND MORE INCENTIVES!

- **LUXURY TOUR operator If Only** has officially launched its 2026 mini-peaks cruise campaign, aiming to drive significant industry growth by empowering travel agents with show-stopping offers. Operating until November 30th 2026, this promotional campaign features curated Cruise and Stay itineraries across Europe, Southern Africa and beyond. During the campaign, travel agents can secure a qualifying booking and enter the draw to win a £500 luxury spa break.
- **APT TRAVEL Group's 'Book it. Bank it!'** incentive is giving one lucky agent the chance to win £1,000 worth of Love2Shop vouchers each week. Running until October 4th, 2026, each eligible booking will be automatically entered into a prize draw, meaning the more bookings made with APT Luxury and Travelmarvel, the greater the chance of winning. The incentive coincides with Travelmarvel's Worldwide 2027 Sale, where travellers can take advantage of a range of exclusive extras, including free cabin upgrades and up to £200 per person in onboard credit on select river cruises, as well as up to £300 in bonus savings per couple on worldwide small group and rail journeys.
- **UCL HAS** launched 'Case Closed', a new booking incentive running in tandem with its expansive sale, designed to significantly boost agent engagement while driving value for luxury Caribbean travellers. Running until September 30th, 2026, agents who secure new bookings of seven nights or more to any Sandals or Beaches Resort will earn an entry to win one of five premium, cabin-sized Sandals suitcases. Agents can double their chances of winning by booking the eagerly anticipated, reimagined Sandals Montego Bay, Sandals Caribbean Cay, and Sandals South Coast, which all make their grand debuts in Jamaica this November and December.



Just Go! adds new Flying Scotsman tour

JUST GO! Holidays has expanded its heritage rail portfolio with an additional Autumn 2026 Flying Scotsman tour, offering travellers an opportunity to experience the golden age of steam through the picturesque Dorset countryside.

The two-day 'Flying Scotsman & Delightful Dorset' tour departs on October 27th and 28th, 2026, and features a historic journey on the Swanage Railway alongside free time to explore Bournemouth's historic pier and the Swanage seafront. Prices lead in from £219 per person.

Head to the Great White North for less with Air Transat

THIS IS your last chance to secure savings for your clients in Air Transat's new sale.

Bookings made before September 22nd, 2026, can take advantage of a range of discounted fares to key Canadian gateways including Toronto, Montreal and Ottawa, from London Gatwick Manchester and Glasgow.

Instant savings and elevated agent awards with Virgin Voyages

THE NEW booking offer will see guests save up to £750 alongside a 70% discount for second sailors when booked before November 2nd, 2026.

The offer spans all itineraries across the brand's four-vessel fleet, while First Mates stand to double their standard rewards to £10 for September bookings logged via First Mate Loot.

Select Caribbean voyages of 10 nights or more will earn agents a special rate of £50 per booking.

SJ Walker, UK Director of Sales at Virgin Voyages, said, "September is a natural moment for customers to move from thinking about this summer to planning their next big holiday, giving First Mates a valuable opportunity to open conversations with both new and existing Sailors."



Image Credits: Left: Just Go! Holidays, Right: Canva Pro

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Inclusive
COLLECTION

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SAVE UP TO 50%

BOOK BY: 30 SEP 2026 · TRAVEL BY: 31 OCT 2027

Valid at participating resorts across Mexico,
the Caribbean, Central & South America

CONTACT YOUR PREFERRED TOUR OPERATOR
FOR MORE INFORMATION AND TO BOOK



PLUS Earn 1,000 Extra Points per booking with

CONFIDANT REWARDS

1000 BONUS POINTS ON ALL HYATT VIVID & DREAMS BOOKINGS MADE 01 SEP - 30 SEP 2026 FOR TRAVEL BETWEEN 01 MAY - 31 OCT 2027

IMPRESSION

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SECRETS

DREAMS

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SUDOKU

WIN A £20 M&S VOUCHER IN THE *Travelbulletin* 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, October 1st. Solution and new puzzle will appear next week.

September 4th Solution: A=4 B=7 C=9 D=8

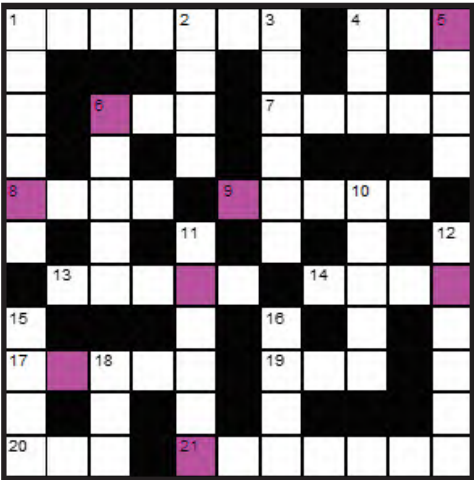
A		4	1	9			7	3	6
	7		9						
	5	3							4
B	9		3	5	8			4	1
		2	4		3		5	8	
C	6	5			4	9	2		3
	4							1	8
							4		7
D	8	9	7			4	3	6	



WHERE AM I?

SITTING AT the base of Mount Wellington, this Australian city is the second-oldest in the country, and houses the oldest theatre in Australia.

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

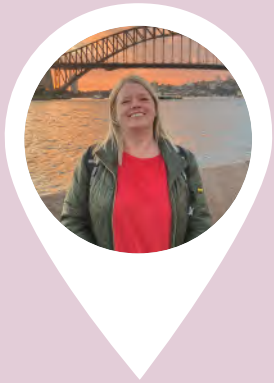


- Across**
- 1 Hotel brand, sounds like a spiky plant (7)
 - 4 Australian state, in short (3)
 - 6 Charles de Gaulle international airport code (3)
 - 7 Popular Spanish holiday island (5)
 - 8 Muscat is the capital (4)
 - 9 Iconic flat-topped mountain overlooking Cape Town (5)
 - 13 South American country, sounds cool (5)
 - 14 Havana is the capital (4)
 - 17 Don't Look Back in ____, is now an Oasis film documentary (5)
 - 19 Amsterdam Schiphol international airport code (3)
 - 20 Venue using mineral-rich water for therapeutic baths and treatments (3)
 - 21 Capital of the Isle of Man (7)

- Down**
- 1 ITV game show with yellow crates and celebrities facing challenges (3,3)
 - 2 Lomé is the capital (4)
 - 3 Airline with HQ in Abu Dhabi (6)
 - 4 Multinational leisure, travel and tourism company (3)
 - 5 Historic ferry operating between Hong Kong Island and Kowloon (4)
 - 6 Shearings specialise in holidays using this transport (5)
 - 10 Tourism, travel, and hospitality group based in Cyprus (5)
 - 11 He may have burnt the cakes, but this King is still called Great (6)
 - 12 P&O Ferries operate from Dover to this port (6)
 - 15 Davina McCall appears in the ads for this travel agent (4)
 - 16 Hawaiian island, home to Waikiki Beach (4)
 - 18 Indian state with past links to Portugal (3)

CROSSWORD

Across: 1 THISTLE, 4 TAS, 6 CDG, 7 IBIZA, 8 OMAN, 9 TABLE, 13 CHILE, 14 CUBA, 17 ANGER, 19 AMS, 20 SPA, 21 DOUGLAS.
Down: 1 THE BOX, 2 TOGO, 3 ETIHAD, 4 TVI, 5 STAR, 6 COACH, 10 LOUIS, 11 ALFRED, 12 CALAIS, 15 HAYS, 16 OAHU, 18 GOA.
Mystery Word: SCOTLAND



AGENT INSIGHT

LEANNE TOMLINSON

HAYS TRAVEL

THERE ARE some destinations that you enjoy, some that you love, and then there are destinations that leave a lasting imprint on your heart. For me, Australia sits firmly in that final category.

It's a place where every day brings a new adventure, a new perspective and memories that stay with you long after you've returned home. What struck me most was the sheer variety of experiences on offer. One day I was climbing the iconic Sydney Harbour Bridge, overcoming my fear of heights and feeling an overwhelming sense of achievement as I reached the summit. The next, I was attempting to surf on Bondi Beach, followed by snorkelling at Tangalooma, something I never imagined I would do as someone who doesn't even enjoy putting their head under water!

Yet, Australia isn't just about adrenaline-fuelled adventures. Some of my most treasured memories came from the quieter moments. Watching the sunrise in Byron Bay felt almost spiritual, as though I was completely connected to the natural world around me.

One lesson I share with all my customers is that Australia is not a destination to rush. The flight is significant, so if your budget allows, upgrading to Business Class can transform the experience and ensure you arrive refreshed and ready to explore from day one. The biggest challenge with Australia is deciding where to start. Even after visiting two states, I feel I've only scratched the surface. From vibrant cities and golden beaches to incredible wildlife and meaningful cultural experiences, it offers something for every type of traveller. Australia is far more than a holiday destination. It's a collection of experiences that inspire, challenge and stay with you for a lifetime. For me, it was truly a trip of a lifetime, and one I hope to repeat again someday.



SeaDream III to debut in 2029

SEADREAM HAS announced *SeaDream III*, the first new yacht to join the fleet in the company's 25-year history, will make her debut in July 2029.

SeaDream III will embark on her maiden voyage from Hong Kong on July 10th, 2029, sailing through the Ryukyu Islands and along Japan's Pacific coast before arriving in Tokyo for her official christening on July 21st.

Atle Brynstad, founder and owner of SeaDream Yacht Club, said, "*SeaDream III* will carry forward the same DNA as *SeaDream I* and *SeaDream II*: personalised service, exceptional cuisine, a relaxed and friendly atmosphere, and the genuine feeling of being on your own yacht."

News Bites

- RIVIERA TRAVEL has officially launched its expanded 2027 dedicated solo holiday programme, allowing agents to capitalise on early demand and drive industry growth following a 45% year-on-year surge in trade bookings.
- EASYJET HOLIDAYS welcomed more than 200 retail and homeworking agents to its annual Big Orange Party on September 7th, making this year's iteration one of the biggest to date.



BARBADOS TOURISM Marketing Inc's new campaign highlights the personal connections and warm welcomes that keep visitors coming back to the memorable island. Director of marketing, Anderson King, said, "'Barbados Remembers Your Name' gives us a platform to tell many different stories about the destination, but with that same idea of familiarity and connection running through all of them."

WILD LOCAL LUXURY

A host of new expert-led exploration experiences await across some of the world's most sought-after locations.



NATIONAL GEOGRAPHIC Signature with G Adventures is turning up the dial on experiential luxury, adding 17 new expeditions across five regions and taking its portfolio to 67 trips in 48 destinations.

The latest additions span Africa, Oceania, Europe, South America and

Asia, with the focus firmly on experiences travellers can't easily replicate on their own. A key factor of the launch is to bring community tourism into the luxury sphere, creating opportunities for travellers to connect with local people and cultures.

In the 'Signature: Kenya's Wildlife & Cultural Heritage' eight-day tour, travellers can visit the Reteti Elephant Sanctuary, the first community-owned elephant sanctuary in Africa, where they will meet local naturalists and learn about the Samburu community's role in conservation. The itinerary also includes the Samburu and Masai Mara, with

opportunities to connect with local hosts over an Amani ya Juu meal. Prices lead in from £8,649.

Rwanda is another standout, combining some of the continent's most sought-after wildlife experiences with deeper cultural and conservation encounters in the eight-day 'Signature: Rwanda's Primate Kingdoms' itinerary. Travellers will visit the Kigali Genocide Memorial and join a community weaving initiative before heading into Nyungwe to track chimpanzees and the Volcanoes National Park for gorilla and golden monkey experiences. Prices for this tour lead in from £13,499.

Luxury safaris with an urban twist

UNFORGETTABLE LANDSCAPES meet urban chic in ITC's 10-night 'Luxury Botswana with Belmond Safaris and Cape Town' itinerary, where guests will enjoy game drives through some of Africa's largest elephant populations, meander through watery landscapes on a makoro canoe, and take to the skies in a cable car adventure.

The 10-night itinerary leads in from £7,199 per person, including luxury accommodation stays at Belmond Savute Elephant Lodge and the iconic 'Pink Lady' Belmond Mount Nelson, international and domestic flights, and all meals.

Somewhere over the Rainbow

RAINBOW TOURS has launched its exclusive Madagascar brochure, featuring immersive experiences and accommodation options. Derek Schuurman, product manager for Madagascar and Alternative Africa, said, "Our trips encourage visitors to explore it in all its depth and variety, and I hope our new brochure proves to be a valuable resource and source of inspiration for travel agents in understanding the richness and opportunity of this incredible destination."





First look at AmaNubia

AMAWATERWAYS HAS revealed its newest ship — *AmaNubia* — is set to make its debut on the Nile River this November.

Carrying just 76 guests in 38 staterooms, *AmaNubia* will sail AmaWaterways' 'Secrets of the Nile' itinerary, which combines a luxury river cruise with hotel stays in Cairo.

"The Nile is one of the most beautiful rivers on earth," said CEO Catherine Powell, "We're thrilled to see such strong renewed interest in Egypt."



easyJet holidays launches winter programme

HOLIDAYMAKERS CAN now choose destinations across Northern Africa for winter sun holidays in 2027/2028.

Between November 1st, 2027 and March 31st, 2028, city and beach breaks are available across Egypt, Morocco, and Cape Verde. Paul Bixby, CCO, said, "Combined with our low deposit and flexible payment options, it just makes sense to start planning next winter's holiday today."

Travelmarvel offers free upgrade in Worldwide 2027 Sale

THE PREMIUM arm of APT Travel Group is offering a range of exclusive extras across its new sale.

Guests aboard the 11-day river cruise, 'Treasures of Egypt and the Nile,' can enjoy a free cabin upgrade on their return flights from London.

Prices lead in from £2,995 per person, covering flights, three nights in Cairo, seven nights aboard *Travelmarvel Sirius*, as well as all meals and select drinks on board, and excursions throughout the trip.

Highlights include a visit to the Great Pyramids, Karnak Temple, and the Valley of Kings and Queens.

The sale runs alongside 'Book it. Bank it!', a new APT incentive that gives one agent the chance to win £1,000 worth of Love2Shop vouchers weekly for four weeks until October 4th.

Brad Bennetts, head of sales for APT



Luxury and Travelmarvel for UK & Europe, said, "We've made it easier than ever for agents to offer their customers a compelling reason to book, while giving them a chance to win this fantastic prize."

Offers are available to any new bookings made by October 31st, 2026.

Sleep beneath Saharan skies

WITH INTEREST in dark sky tourism on the rise, Wild Frontiers has expanded its Eclipse collection.

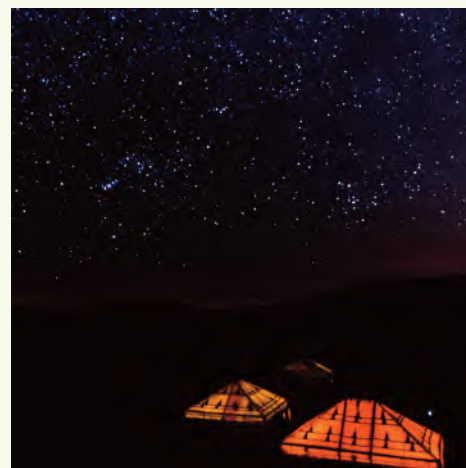
The 10-night 'Algerian Saharan Desert Adventure' gives guests the chance to travel deep into the Sahara, sleeping in remote camps with vast horizons and minimal light, creating optimal conditions to see some of Northern Africa's darkest skies.

Prices for the 11-day group tour start at £3,150 and includes meals, accommodation, domestic flights, as well as

road travel in Algiers and an 4WD experience in the desert. Tour groups can house up to 12 people, along with Tuareg guides, drivers, and a cook to introduce guests to the no-signal desert way of life south of Djanet.

With an increase in Google searches for 'dark sky locations' and 'solar eclipse dates' reflecting a growing interest in the appeal of star bathing and astrotourism, Wild Frontiers is giving guests the opportunity to switch off from screens and seek new experiences in nature.

Clare Tobin, CEO at Wild Frontiers, said, "Interest in the sky reflects a growing appetite for experiences that leave us genuinely awestruck. Remote landscapes make these moments especially memorable." Tours until November 2028 are currently available to book, with waitlist options for the two remaining 2026 trips.





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you remember
all your life

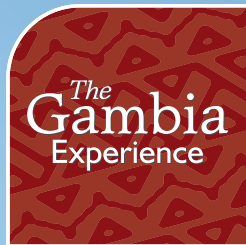
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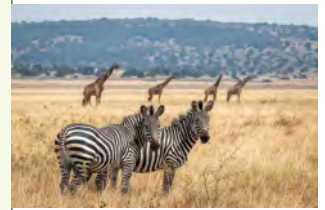
Newmarket Holidays expands premier collection safaris

NEWMARKET HOLIDAYS is expanding its luxury Premier Collection with the launch of two exclusive, highly anticipated villa-style South African safari tours, a strategic enhancement designed to directly capitalise on a 66% year-on-year surge in trade bookings.

Introducing an innovative, high-yield villa concept to the African travel market, the carefully crafted 10-day 'On Safari in South Africa – Babanango & Zululand' itinerary accommodates a maximum of 18 guests. This immersive tour features 11 game drives traversing the renowned 'Big Five' Babanango Reserve and a guided bushwalk. Further enriching the cultural experience, guests are treated to a full-day historical excursion exploring the Anglo-Zulu battlefields at Isandlwana and Rorke's Drift, complete with a picturesque picnic lunch and an authentic Boma dinner experience.

Prices lead in from £4,000 per person. For clients seeking a deeply personal and intimate wilderness retreat, the parallel 10-day 'Kingfisher Villa Suites' itinerary is strictly limited to just 10 guests.

This premium travel package includes 11 comprehensive game drives exploring the diverse landscapes of the Mabula Game Reserve, complemented by a guided bush walk. Prices for the itinerary lead in from £3,757 per person.



New luxury openings elevate Rwanda's tourism circuit

THE LUX Collective's debut of LUX Lake Kivu and SALT of Akagera elevates Rwanda's status as Africa's premier luxury destination.

Having launched in June 2026, this expansion introduces a 14-key lakeside retreat and a 60-key eco-lodge in Akagera National Park. They create a highly marketable twin-centre itinerary combining Big Five safaris with gorilla trekking. Travel agents can book these new Rwandan itineraries via the dedicated partner portal today.



Elewana Collection Expands Kenyan Eco-Tourism Portfolio

ELEWANA COLLECTION'S launch of the ultra-luxury Little Elephant Pepper Camp and the comprehensive restoration of Lewa Safari Camp elevate Kenya's eco-tourism offerings while protecting delicate wildlife corridors.

After opening in June in the Mara North Conservancy, the four-suite Little Elephant Pepper Camp joins the newly reopened Lewa Safari Camp.



Great Plains launches Zamara Private

GREAT PLAINS has officially launched Zamara Private, an exclusive safari residence in Kenya's Maasai Mara that offers private family experiences in one of Africa's most celebrated ecosystems. Following the opening last month, this private villa accommodates up to 12 adults

across six suites. Guests can enjoy customised daily safari drives, a wellness space with an infinity pool, and local community experiences. Stays at this new Réserve-Collection property are priced from \$32,500 (approx. £24,110) per night on an all-inclusive basis.



Shiviko Kruger puts families first

SHIVIKO KRUGER puts families firmly in the driving seat, with private guides, chefs and completely flexible itineraries across its four exclusive-use villas. Children can become filmmakers for the day, capturing their own safari adventure before taking home a professionally edited film.

From tracking wildlife and making fires to beadwork, marimba lessons and tree planting, experiences are designed to engage younger travellers.



New Kenyan safaris on offer

WINDOWS ON The Wild has launched new Kenya itineraries with Gamewatchers Safaris, giving agents distinct ways to sell the destination. One highlight is the 'Wild Elegance Safari', from £6,679 per person, which combines boutique luxury with nine nights across Amboseli, Ol Pejeta Conservancy and the Mara Naboisho Conservancy. Highlights include Kilimanjaro views, elephant-rich Amboseli, northern white rhino experiences and the chance to witness the Great Migration.

Abercrombie showcases Africa beyond the safari

FOR TRAVELLERS looking for a luxury African adventure, Abercrombie & Kent offers plenty of ways to go beyond the traditional safari. With roots in Kenya dating back to 1962, the operator now covers 13 African countries, combining wildlife, culture, landscapes and high-end accommodation.

Kenya remains at the heart of the portfolio, with the Great Migration and A&K Sanctuary properties providing a strong starting point. Tanzania brings the Serengeti and Ngorongoro Crater, while Botswana offers the Okavango Delta and Chobe's elephant-rich wilderness.

For something different, Namibia delivers desert landscapes and desert-adapted wildlife, while Rwanda and Uganda offer the chance to track mountain gorillas.

For agents, flexibility is a key, and A&K offers private tailor-made journeys alongside small-group itineraries, with options ranging from family safaris and Great Migration trips to private air journeys linking multiple



destinations. The operator also puts local connections and conservation at the heart of its African offering, with A&K Philanthropy projects providing opportunities for travellers to engage with communities and conservation initiatives.

Seabourn readies for remote exploration

SETTING SAIL from Miami to Lisbon from January 7th to May 26th, 2029, *Seabourn Quest* will visit 58 destinations across 31 countries and territories on the '2029 World Cruise: Iconic Islands & Remote Horizons' voyage, including 20 extended stays and eight overnight calls.

During the 138-day sailing, guests will have an overnight stay in Zanzibar, providing time to explore Stone Town and its UNESCO-listed heritage, while Cape Town gets an overnight call and an exclusive after-hours evening at the Zeitz

Museum of Contemporary Art Africa, complete with regional cuisine, live entertainment and views of Table Mountain.

The itinerary also calls at Antsiranana in Madagascar, while optional Seabourn Journeys can take guests deeper into Africa with curated safari experiences.

The cruise also includes more than 25 UNESCO World Heritage Sites, including the Stone Town of Zanzibar, and balances major destinations with less-visited ports that larger ships often cannot reach.

President of Seabourn, Mark Tamis, said, "Our 2029 World Cruise exemplifies the type of extraordinary travel experiences that define Seabourn. This voyage combines globally celebrated destinations with some of the world's most remote and fascinating places, creating opportunities for deeper discovery and meaningful cultural connection."





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TO INFINITY AND BEYONDER

Journey Beyond is bringing back its popular Mega fam trip for agents looking to experience the ultimate getaway Down Under.



AGENTS HAVE another chance to earn a place on a Mega fam through Australia as Journey Beyond brings back its popular Become a Beyonder trade incentive.

Following a record-breaking 2026 campaign, which saw sales rise 40% year-on-year, Journey Beyond is offering 14 top-performing agents the chance to experience a bespoke nine-day Australian adventure in March 2027.

The prize combines three of Journey Beyond's signature experiences — Rottnest Island, Margaret River with Outback Spirit, and the Indian Pacific—with flights, premium accommodation,

meals, drinks and touring included.

The itinerary starts in Perth, with time on Rottnest Island before heading into Margaret River for a three-night Outback Spirit experience. Agents will then board the Indian Pacific for the epic journey from Perth to Adelaide, finishing with a farewell dinner at Seppeltsfield Estate in the Barossa Valley.

Agents can win from one of five ways. Six places are available through bookings, while three will go to agencies achieving the highest year-on-year revenue growth. Agents can also qualify through campaign

webinars, a creative agency activation or the 'Golden Ticket' prize draw.

Eligible bookings made before October 31st, 2026, for travel in 2027 will count towards the campaign across Journey Beyond Rail, Outback Spirit, Vintage Rail Journeys and Grand Pacific Tours.

Pegasus and AirAsia partner up

PEGASUS AIRLINES has launched a codeshare partnership with AirAsia Group, allowing Pegasus guests to book flights between Istanbul Sabiha Gökçen and Kuala Lumpur operated by AirAsia X. AirAsia guests can also connect at Istanbul onto Pegasus flights to destinations including London Stansted, Moscow Vnukovo, Zurich, Athens and Ankara, marking the first time Pegasus' network has been linked to Southeast Asia in a single ticket.

Güliz Öztürk, CEO, Pegasus Airlines, said, "That AirAsia's first-ever codeshare is with Pegasus Airlines is a source of pride: it reflects the network we have built from Istanbul over two decades, and a hub that continues to grow."

Cunard offers bucket-list experiences for 2027

THE LUXURY cruise line has revealed its standout shore excursion programme for its 2027 World Voyages, offering guests unique ways to discover some of the world's most iconic destinations. One of the experiences on offer during the 109-night World Voyage aboard *Queen Victoria* is the chance for guests to spend an evening climbing the Sydney Harbour Bridge.



NSW unveils landmark aviation and luxury tourism pipeline

NEW SOUTH Wales is launching an ambitious suite of strategic infrastructure and luxury tourism developments across the state, unlocking seamless regional connectivity and commercial opportunities for the global travel industry.

From 24-hour aviation gateways to world-first conservation retreats, this extensive expansion positions the destination for sustained visitor growth and enriched guest experiences across both urban hubs and regional corridors.

Key upcoming milestones include the October 2026 opening of the 24-hour Western Sydney Airport, providing immediate domestic and international access to the region, alongside the December 2026 debut of the world's first Ritz-Carlton Lodge at the \$50 million refurbished Emirates Wolgan Valley.

Additional upscale expansions feature the late-2026 launch of the luxurious 20-villa Grand Saddles Lodge on the Central Coast and the recent £29.52 million transformation of the beachfront Elysium Manly.

Travel advisors and industry partners are encouraged to access official operator booking portals and trade resources at wsairport.com.au and elysiumhotels.com to start packaging these high-demand itineraries today.



Journey the world with Uniworld

UNIWORLD BOUTIQUE River Cruises has launched its 2027 Spectacular Journeys of the World brochure, seamlessly integrating its signature river cruises with Luxury Gold's small-group land journeys to provide the trade with its most cohesive, high-value portfolio of immersive global itineraries to date.

Marking a strategic expansion into premium guided travel, the newly released brochure introduces 'The Long White Cloud'—an exclusive 21-day New Zealand itinerary designed to drive agency sales by delivering an enhanced, deeply immersive customer experience.

The journey guarantees once-in-a-lifetime experiences, featuring an exclusive overnight nature cruise on Doubtful Sound, a private vessel glide across Lake Mapourika to explore the Franz Josef Glacier, and acclaimed Pinot Noir tastings in the Gibbston Valley.

AAT Kings launches 2027/28 short-break programme

AAT KINGS has launched its 2027/28 programme featuring 10 new short-break itineraries, delivering flexible touring options designed to drive industry growth.

This expansion includes curated Small Group Tours like the 13-day 'Icons of

Australia' from Melbourne to Sydney, with prices leading in from £6,635 per person, and the nine-day 'Outback New South Wales Adventurer', priced from £3,444 per person. Travel agents should register for September webinars and access A-LISTERS resources at www.aatkings.com.



INDIAN OCEAN

THE BEST OF BOTH WORLDS

Sunlife's exclusive new private villa portfolio breathes new life into Mauritius' east coast.



SUNLIFE IS giving agents a fresh luxury offering in Mauritius with the launch of the Anahita Private Villa Collection, combining the privacy of a villa with the service and facilities of a prestigious resort.

For agents targeting high-value families, groups and special-occasion travellers, the new collection offers a flexible alternative to traditional hotel stays. Located within the exclusive Anahita estate on Mauritius' east coast, the multi-bedroom villas are well suited to multigenerational holidays, family celebrations, golf breaks and longer escapes steeped in elegance.

Guests can enjoy their own spacious accommodation and private pool while accessing The Bay Club at Anahita, including championship golf courses, a private beach on Île aux Cerfs, signature GLOW wellness experiences, restaurants and a range of leisure activities. Tailored concierge support and pre-arrival dining arrangements are available that allow for a personalised experience suitable for every visitor.

The launch of the collection also taps into the growing appetite for luxury villa holidays, giving agents another way to package Mauritius beyond the traditional resort experience.

The collection features the Villa Dodo rouge, Villa A&J, Villa Anaya, Villa Monticello, Explorers Lodge, and Villa Paradise, with prices leading in from €600 per night (around £515).

The collection launch marks another milestone in Sunlife's ambition to deliver experiences that combine luxury, authenticity and flexibility.

Legendary acquisition by Cara

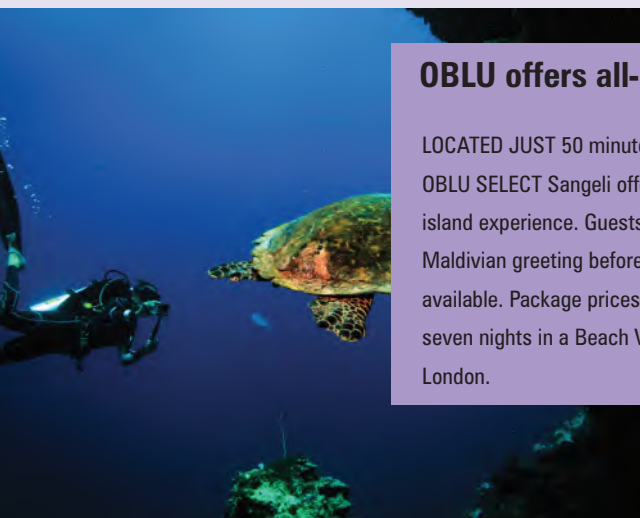
CARA GLOBAL Sales & Marketing is the new representation for Legend Hill Residences & Spa, an exclusive five-star property on Mauritius' west coast.

Cara will build relationships with tour operators, travel agencies and trade partners across the UK, bringing more than 10 years of experience across the Indian Ocean to its strategy.

Edouard Maindon, joint MD, said, "With its distinctive concept blending luxury lifestyle, wellness, gastronomy, and its spectacular location, we see a strong opportunity to work with the travel trade, build awareness, grow marketshare and deliver results across our source markets."

OBLU offers all-inclusive luxury

LOCATED JUST 50 minutes from Malé International Airport, OBLU SELECT Sangeli offers guests the ultimate all-inclusive island experience. Guests will be welcomed with a traditional Maldivian greeting before diving into the array of activities available. Package prices lead in from £2,521 per person for seven nights in a Beach Villa, including return flights from London.



Invites you to a

LUXURY HOLIDAYS SHOWCASE

Monday 28th September
Chester

Tuesday 29th September
Kidderminster

Wednesday 30th September
Reading

Agent networking evening

Travel Bulletin is delighted to invite you to an exclusive and engaging evening, offering a unique insight into the luxury holidays industry from leading suppliers, and the opportunity to connect with industry experts and like-minded professionals. The evening will feature informative presentations and valuable networking opportunities, complemented by a delicious dinner and drinks. To round off the evening, enjoy our free prize draw, with an array of fantastic prizes to be won.

TIMINGS:

5:45pm
Registration

6:10pm
**Travel Bulletin
Welcome**

6:15pm
**Supplier
Presentations**

7:30pm
Hot Dinner

8:30pm
**Supplier
Presentations**

9:10pm
**Product Quiz &
Prizes**

9:30pm
Event Ends

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THESE EVENTS ARE BY INVITATION ONLY
and will be booked on a first come first served
basis with limited space available.

Vakkaru adds new villa category

VAKKARU MALDIVES is giving agents another luxury selling point, with the launch of a new Overwater Villa with Pool, available for stays from October 22nd, 2026.

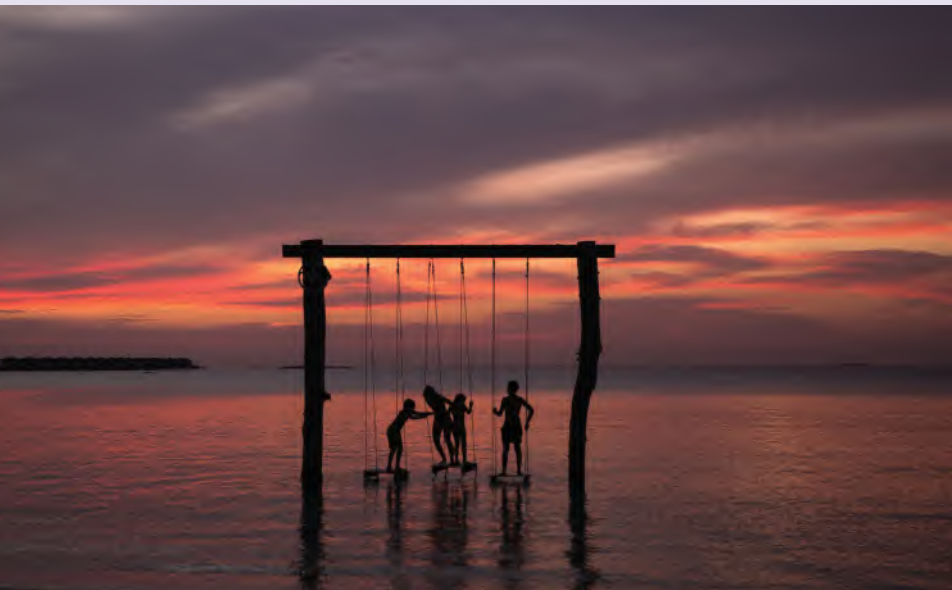
Set within the UNESCO Biosphere Reserve of Baa Atoll, the new villas combine direct lagoon access with a private pool, offering clients more space and privacy while keeping the Indian Ocean at their doorstep.

The new category comprises 18 villas, and sits alongside Vakkaru’s existing Overwater Deluxe Pool Villa. It is designed for travellers looking for a more private overwater escape, with light-filled interiors, outdoor space and uninterrupted ocean views.

Introductory rates start from

US\$1,650 per night (approx. £1,220) in the low season, rising to US\$1,950 (approx. £1,442) in the shoulder season and US\$4,500 (approx. £3,329) in the festive season.

Rates can be combined with current seasonal offers, giving agents flexibility when packaging the resort.



A Maldivian playground this October

KANDIMA MALDIVES is turning October into a month-long playground with its Oktober Adventures programme, giving agents a strong sell for active and family-friendly escapes. The line-up combines live music, Oktoberfest celebrations, art, wellness and a packed sports programme, including tennis coaching, football and motorsport workshops. Families can also enjoy water sports, beach activities and a Halloween finale featuring crafts, treasure hunts and a themed party. Rates lead in from £238 per night,

If you could visit any time period for 24 hours, when would you go?

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23rd June 2016 ... somehow to get the vote to go the right way this time.



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June 2016 - Remain!



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Regency era just to test the historical accuracy of Bridgerton.



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1995 - when I had no bills to pay.



Holly Hopkins
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Yesterday.



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2009, a great year for music.



Molly Farrell
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The day before the Pompeii eruption.



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SHOWCASES

INVITES YOU TO A

FAMILY HOLIDAYS MARKETPLACE

AGENT NETWORKING EVENING

Monday 5th October, Leonardo Royal Hotel Oxford, Oxford

Tuesday 6th October, voco® Manchester - City Centre, Manchester

TIMINGS

5.45pm - 6pm: Agent Registrations and Welcome Drinks

6pm - 8.30pm: Marketplace Style Supplier Presentations

8.30pm: Hot Dinner

9.15pm: Prize draw

9.30pm: Event ends



Travel Bulletin is delighted to invite you to our Family Holidays Marketplace Event! Connect with top family travel suppliers in a dynamic, marketplace-style setting. Enjoy light appetisers, drinks, and dinner as you explore a wide range of premium holiday offerings. With free-flowing presentations, networking opportunities, and exciting prizes, this is your chance to discover the latest in family travel all in one place.

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