

Travel bulletin

Giving agents the edge

Family Holidays

Generational gems to satisfy the entire family.



MORE IN...

Africa

The latest news and offers across the Mother Continent. (Pg. 15)

USA

Stateside staples ahead of this landmark year. (Pg. 19)



This Travel Counsellor goes beyond the basics when it comes to selling the states. (Pg. 10)

INVITES YOU TO A

LUXURY HOLIDAYS SHOWCASE

AGENT NETWORKING EVENING

Monday 18th May,
Wokingham

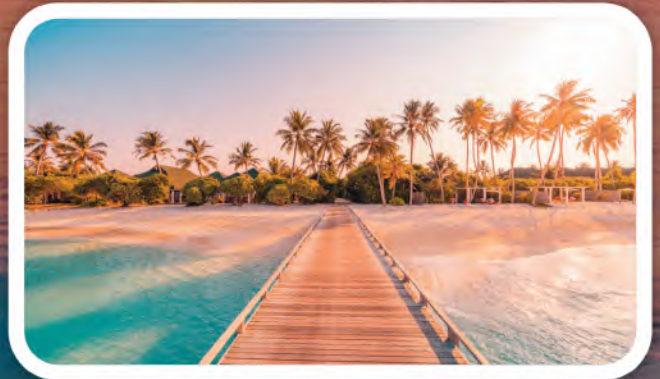
Tuesday 19th May,
St Albans

Wednesday 20th May,
Royal Leamington Spa

Travel Bulletin is delighted to invite you to one of these informative and fun events, enabling you to learn more about the luxury holidays industry from leading luxury suppliers. These evenings will involve networking and presentations along with a delicious hot dinner, drinks, exciting entertainment, and a free prize draw with prizes galore!

TIMINGS

- 5:45^{PM} - Registration & Drinks
- 6:10^{PM} - Travel Bulletin Welcome
- 6:15^{PM} - Supplier Presentations
- 7:30^{PM} - Hot Dinner
- 8:30^{PM} - Supplier Presentations
- 9:10^{PM} - Product Quiz & Prizes
- 9:30^{PM} - Event Ends



FEATURING:

ABERCROMBIE & KENT



CRYSTAL
EXCEPTIONAL AT SEA



LOUIS HOTELS



Sandals



To confirm your place at one of these amazing events, email the name, company and contact details by Thursday 14th May 2026 to: events@travelbulletin.co.uk or Telephone: 020 7973 0136

THESE EVENTS ARE BY INVITATION ONLY

and will be booked on a first come first served basis with limited space available.

THIS WEEK



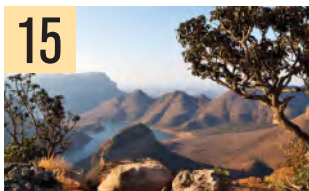
NEWS
New offers, updates and developments across the travel trade.



FAMILY HOLIDAYS
Our top picks of generational gems across the world.



ROADSHOW ROUNDUP
We celebrated all things Australia with a host of agents.



AFRICA
Discover all the world's oldest continent has to offer your clients.



USA
Excitement is building for the region's landmark celebration year.

HOLIDAYS REMAIN A PRIORITY

Travellers remain resilient in the face of global challenges according to AITO's 2026 Travel Insights Report.

NEW DATA from the 2026 AITO Travel Insights Report has revealed a resilient and robust market that continues to prioritise expertise and high value experiences on their holidays.

The data has reinforced the dominance of the over-50s market, with 93% of AITO travellers falling into this demographic. Despite a turbulent time for the UK economy, 85% of respondents stated they still categorise holidays as an essential part of their lifestyle, with nearly 80% willing to pay more for a high-quality experience. In terms of spending, the majority of respondents said they will continue to spend above £2,500 per person on their holidays, with the £2,500-£5,000 band remaining the largest share of bookings.

The data highlights the apparent shift across the industry in the type of activities holidaymakers are searching for while abroad. Travellers are trading beach loungers for more active exploration activities, with nearly 35% now opting for city breaks and

30% actively searching for deep cultural immersions.

Travellers are also seeking a break from the European heat: while destinations such as France, Spain and Portugal remain a popular summer choice, 21% of respondents are heading instead into the cooler climates of Norway, Finland and Iceland. From a long-haul perspective, North and Central America remain popular regions, with Southeast and East Asia following behind. Interest in Africa continues to rise, while the Indian subcontinent remains on travellers' radars.

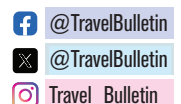
AITO executive director, Martyn Sumners, said, "For 2026, the value of a holiday is being measured by the depth of the experience and the peace of mind that comes from booking with a trusted expert. Whether they are seeking deep cultural immersion in Asia or slow-travel rail adventures across Europe, our travellers are choosing the security and nuance of a specialist professional over AI-generated alternatives."



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Spend more onboard P&O Cruises

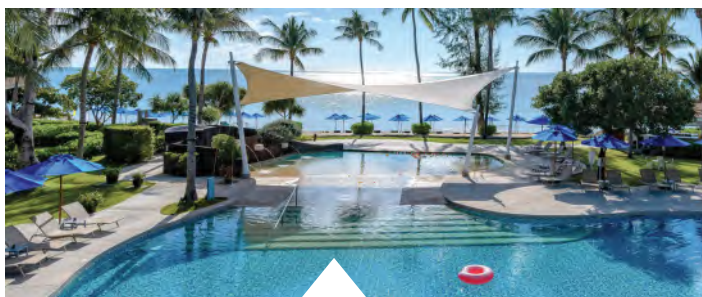
P&O CRUISES is offering up to £850 onboard spending money for select fly-cruise itineraries in the Canary Islands, Mediterranean and Caribbean departing between April 2nd, 2026, and March 18th, 2028.

The bonus spend is available on more than 400 Select Price itineraries, with the amount varying by cabin types, cruise

duration and the date of sailing.

The offer is applicable for bookings made by April 13th, 2026. Onboard spending can be used for a variety of experiences including speciality dining, spa treatments, retail shopping, shore excursions and more.

P&O Cruises offers year-round fly-cruise packages, featuring dedicated flights from regional UK airports.



ONYX Hospitality Group reports strong UK growth

THE ASIA-Pacific hospitality group has reported a strong performance from the UK and Irish markets in 2025, boasting a 13% increase in room nights and a 16% increase in revenue compared to 2024. The growth reflects the sustained demand and growing brand awareness

across the region.

Andrea Hogg, UK sales director, said, "We are delighted to see such a strong uplift in bookings from the UK and Ireland market, which reinforces the continued appeal of our portfolio across Thailand and beyond."

Advantage reveals full details of flagship conference

IT IS that time again where the Advantage Travel Partnership reveals its full conference schedule for its flagship event.

This year, under the theme of 'Powered by People', the conference will take place in Madrid from May 11th-14th, 2026. The programme for this year's edition has been designed to serve the full community with a blend of keynote speeches, practical breakout sessions and relationship-building experiences. Technology journalist, broadcaster and former co-host of The Gadget Show, Georgie Barrat, will moderate the conference.

CEO Julia Lo Bue-Said, OBE, said, "Our time together will be dedicated to exploring and advancing the themes that define our industry's future: the power of people, the potential of technology and the profound difference travel can make when it is done well."

SeaDream to explore hidden harbours and remote isles

SEADREAM IS charting new horizons with new, niche voyage destinations.

The cruise line is exploring new harbours with a multi-year collection of rarely-charted voyages that embody its intimate yachting ethos.

2026 holds many maiden calls for the cruise line, but 27 additional ports will be accessed for the first time in 2027, and 28 more will follow in 2028.

Itineraries include secluded Mediterranean harbours, remote North Atlantic isles and Caribbean hideaways. In 2027, SeaDream will visit Arendel & Bronnoysund in Norway for the first time, alongside Capraia, Italy.

In 2028, Portonovi, Montenegro and Visby & Fjallbacka, Sweden are some of many new ports SeaDream will venture to in the coming years.



Earn Triple Rewards in March with First Mate Loot

March keeps the momentum going. From 27 February through 31 March, First Mates will earn triple rewards, £15 on every booking, across all Virgin Voyages product. It's a focused, one-month boost designed to help you capitalise on post-Wave demand and keep your sales energy high.

Three times the reward means three times the reason to log every booking. Whether you're securing last-minute sailings or locking in future voyages, every sale adds more to your Loot.

HOW TO CLAIM

1. Make any Virgin Voyages booking between 27 February and 31 March.
2. Log it at www.firstmateloot.co.uk.
3. Earn triple your usual reward on every eligible sailing.



VISIT FIRSTMATES.COM FOR MORE DETAILS

Ambassador launches 2028/2029 season

MARKING THE earliest launch in the brand's history, Ambassador Cruise Line has released its 2028/2029 programme which will feature sailings from London Tilbury, Newcastle, Dundee, Liverpool, Belfast and Portsmouth.

The season will encompass 74 sailings: 35 aboard *Ambience* and 34 on *Ambition*. In total, both ships will call at 108 ports across 30 countries. To mark the launch of the season, the cruise line is offering a series of promotions, including 'Buy One Get One Half Price'; 15% off Premium Drinks Packages; 25% off Single Fares; and discounts for large group bookings.

Railbookers partners with America250

RAILBOOKERS GROUP and Amtrack Vacations have partnered with America250, the organisation established to lead the nation's 250th anniversary.

To celebrate the partnership, Railbookers will send one lucky winner and a guest coast-to-coast on an Amtrack Vacation 12-day once-in-a-lifetime journey.



There is still time to enter, travellers must head to the Railbookers website before March 27th, 2026, and fill out the form.

LEGER HOLIDAYS has announced its brand new battlefield-oriented brochure. 'Battlefield Tours – Walk in the Footsteps of Heroes' is the escorted tours company's latest brochure for 2026 and 2027. The collection includes 10 new WW1 and WW2 tours, with 55 fully escorted battlefield experiences. Prices start from £429 per person for a four-day tour.



Image Credits: Top: SeaDream, Bottom Left: Leger Holidays, Bottom: Railbookers

Luxury on the water: Scenic adds new ships

SCENIC GROUP has revealed it will launch three new luxury river ships in 2027 and early 2028.

One Emerald Star-Ship will join the Emerald Cruises' fleet, whilst two ultra-luxury Scenic Space-Ships will join Scenic's portfolio.



Emerald Nova will launch in June 2027, when she will set sail for her maiden voyage on the Douro. The vessel will hold 112 guests and offer two itineraries: the 11-day 'Douro Highlights: Porto, Salamanca & the Wine Valley' and the eight day 'Secrets of the Douro'.

The ultra-luxury *Scenic Aria* will hold 96 guests and will join the *Scenic Azure* in Portugal to offer two luxurious itineraries: the 11-day 'Unforgettable Douro', and the eight day 'Delightful Douro'.

Scenic Spirit II will thrive along the Mekong River, travelling between Vietnam and Cambodia. The ship will hold 68 guests and call at Phnom Penh, Ankor Ban and Ho Chi Minh City.

By early 2028, Scenic will have a river cruise fleet of 15 ultra-luxe ships, while Emerald's total will be brought up to 11.



Agents can book boutique holidays to France more easily than ever before, thanks to the introduction of full package options to the destination courtesy of Simpson Travel. Flights, ferries and train journeys are now bookable, along with car hire options. The operator offers a choice of nearly 80 villas across mainland France.

Celebrity savings this spring

FOR A limited time this spring, agents can save their guests up to 30% off the first and second guests sailing with Celebrity Cruises as well as up to \$500 onboard credit and discounted return flights.

Spanning across a wide range of sailings departing from now until April 2028 in the Mediterranean and the Canary Islands, the sale will help agents convert interest into bookings during the key sales window.

Some of the itineraries featured in the sale include the seven-night 'Italy, Spain and French Riviera' aboard the new *Celebrity Xcel* departing from Barcelona on August 22nd, 2026, from £1,649.50 per person; and the 11-night 'Greece, Turkey and Italy' voyage aboard *Celebrity Ascent* departing from Rome on July 6th, 2026, from £279.50 per person. Both itineraries feature return flights from London Gatwick.

Windstar unveils new itineraries and offers

THE SMALL ship cruise line has launched its most valuable season to date with the addition of 30 new voyages and the chance to save up to one third off sailings.

Not only can guests save more than 30% on select sailings, they will also enjoy a complimentary all-inclusive package worth up to the equivalent of £74 per guest per night on voyages sailing until March 31st, 2027.

The new offers form part of Windstar's 'Beyond Inclusive' wave season promotion, which is available on new bookings made before March 31st, 2026, so there is still time to help your clients save their money and enjoy complimentary packages.



easyJet launches £200 trade savings

EASYJET HOLIDAYS is offering exclusive savings for the trade.

Valid for bookings made before March 30th, 2026, agents can save their clients up to £200 when travelling between November 1st, 2026, and October 31st, 2027 on any package holiday.

AGENT INCENTIVES

- **NATIONAL GEOGRAPHIC** Lindblad has announced a brand new booking incentive for UK agents, 'Sell Three, Expedition Free'. The new booking incentive rewards travel agents with a complimentary cruise for themselves and a guest on select sailings by making three qualifying 2026 expeditions in the Arctic, Europe and the Mediterranean before April 30th, 2026.
- **ROYALTON REWARDS** will now focus on the number of rooms agents book, rather than the number of overall bookings: multi-room bookings will supercharge their earning potential with £10 per room available on the first 10 bookings logged, and £20 per room from booking number 11 onwards. A double reward offer is currently live on every room booked at Royalton Grenada, An Autograph Collection All-Inclusive Resort. Agents will bank £20 per room for the first 10 bookings, and £40 per room thereafter. The incentive will run until March 31st, 2026
- **ANY AGENTS** who make a horticultural-themed break booking departing this summer will be entered into a draw to win a short break to a flower show of their choice. The winning agent can choose from a range of packages, each including return coach travel, overnight accommodation, and entrance to the show of their choice. The incentive period will end on March 31st, 2026. The more bookings made, the more entries into the draw.
- **THERE IS** still time for agents to earn double points for all new river cruise bookings made for 2026 itineraries under both Scenic and Emerald brands. The incentive booking period ends on March 31st, 2026.

AGENT BULLETIN



VISIT VICTORIA, together with Tourism Northern Territory, successfully hosted more than 160 agents at its two-day sales mission events last month. Held in London and Manchester, the events gave the two regions the chance to showcase the destinations to agents firsthand. Some lucky agents also won a holiday to both Victoria and the Northern Territory with return flights, and a spot on a June fam trip to both regions. Becca Spear from Audley Travel is pictured above after winning a fam spot place.

Travel bulletin

COMPETITION

Win a stylish four-night escape for two to the Costa del Sol courtesy of Melia Pro!

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



AGENT TRAINING

- **TRAVEL NEVADA** welcomes agents to discover the quirky and quaint experiences found only in the Silver State via the Travel Nevada Trailblazers Program. Through this programme, agents will gain the tools and knowledge they need to best promote, match and sell Nevada products to their clients.
- **AT ITS RiverView** event earlier this month, CLIA unveiled its new initiative: Opportunity Docks, a new online platform aimed at broadening its agent members' knowledge on CLIA products. The platform will feature videos covering cruise brands and ships, destinations and itineraries, and key people across the industry, as well as downloadable factsheets covering additional information.
- **PALLADIUM PRO** rewards agents with points and benefits including individual stays. Points obtained with the PRO programme can also be transferred to a Palladium Rewards account, allowing agents to use their points for discounted rates, and longer stays. Participants will benefit from rewards points for bookings and increased engagement on the Palladium platform which can be redeemed for gift cards or hotel stays; special rates; and access to Palladium's extensive online training system.
- **HYATT Inclusive Collection's** Confidant Collective platform serves as a resource to empower agents to become experts in everything the Inclusive Collection offers. Agents can explore an expanded advisor site, learning platforms, marketing assets and a dedicated rewards programme which will unlock a wealth of benefits.
- **NYC TOURISM + Conventions** has bolstered its NYC Travel Trade Academy with a dedicated luxury module and committed to upgrading its B2B NYC Luxury Guide regularly.

Celebrate Christmas with Wendy Wu

WENDY WU Tours has curated a selection of itineraries to celebrate Christmas across the world in its latest Christmas Brochure.

Travel through the beauty of Southeast Asia by starting at the temples of Angkor before celebrating Christmas by



cruising along the Mekong river for seven nights, and wake up on Christmas Day to a sunrise over the famed waters.

Continue the adventure through Vietnam before finishing with a serene cruise through Halong Bay. This 19-day 'Christmas on the Mekong' itinerary starts from £6,290 per person and includes all flights, hotels, meals, and fees.

Get lost in Japan for Christmas for a 16-day itinerary from £7,890 per person. Explore Japan's winter charm from the snow-capped Mount Fuji, to the bustling, beautifully lit streets of Kyoto. Take part in traditional tea ceremonies, learn how to make wagashi sweets, and see the history of the city through the Golden Pavillion and the Torii gates of Fushimi Inari Shrine.

Other options in the Christmas brochure include tours in Morocco, South Africa, China, and India.



National Geographic-Lindblad Expedition has reported an exceptional start to 2026 by achieving 63% of its total 2025 sales in the first two months of the year. Trade sales played a huge part in this achievement, as bookings through agents have doubled. In January and February 2026, 40% of UK sales were made via travel agents, up from 20%.

2026 PATA Exchange event success

THE PACIFIC Asia Travel Association (PATA) held its flagship annual trade event, PATA Exchange, on February 26th.

The single-day event offered appointment-based workshops to connect UK and Irish buyers with leading suppliers from across the Pacific Asia region. The event provided a valuable platform to enable networking, contracting, product development, and marketing opportunities.

Over 140 attendees were present, including first-time PATA Exchange members Norse Atlantic Airways, Path DMC, and Beppu Tourism Board.

ML Representation represented Twin Lotus Resort & Spa, Koh Lanta, and Nora Beach resort among others, and Chapter & Compass represented Kimpton Maa Lai Bangkok and InterContinental Danang Sun Peninsula Resort.

Undiscovered Destinations celebrate women

TO MARK International Women's Day earlier this month, women-centred tours have been curated for culturally curious women who seek an authentic connection with discovery. The Bhutan itinerary is a 12-day escorted tour from £3,595 per person. This tour explores the heart of the Himalayas by travelling across Bhutan, with visits to ancient dzongs, beautiful valleys, and the chance to immerse in Buddhist traditions. Female travellers will attend the vibrant Nalakhhar Festival in Bumthang, to enjoy sacred masked dances and ritualistic music in a deeply spiritual setting.



'Your Sweetest Summer Escape'

BARBADOS TOURISM Marketing Inc. has partnered with BookBarbados.com for the launch of their new summer campaign, 'Your Sweetest Escape'. The collaboration aims to create a seamless booking experience while supporting the island's tourism ecosystem.

SUDOKU

WIN A £20 M&S VOUCHER IN THE *Travel* bulletin 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, April 2nd. Solution and new puzzle will appear next week.

March 6th Solution: A=1 B=5 C=3 D=8

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



WHERE AM I?

DUBBED THE 'White City' of Morocco, this city has become one of the largest in Africa and shares its name with an Academy Award-winning film from the 40s.

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

1		2		3				4		5
6						7				
		8						9		
10				11						12
13						14		15		
16										17

Across

- 1 Airline with HQ in Amstelveen (3)
- 3 Kent seaside resort, home to the Turner Contemporary gallery (7)
- 6 City of temples on the east bank of the Nile (5)
- 7 Historic Venetian landmark, Bridge of ___ (5)
- 8 One of the colours in the flag of Portugal (5)
- 9 West End musical about the wives of Henry V111 (3)
- 10 Miami international airport code (3)
- 11 Capital of Tibet (5)
- 13 TV detective drama set in Brighton and Hove (5)
- 14 Large body of water (5)
- 16 Call sign for the third letter of the alphabet (7)
- 17 Edinburgh international airport code (3)

Down

- 1 Lioness Chloe, recently honoured with her own barbie doll (5)
- 2 Formula 1 driver, ___ Verstappen (3)
- 3 France's oldest city (9)
- 4 State capital of Maine (7)
- 5 English county (5)
- 7 Asian island country, popular for long-haul stopovers (9)
- 8 City home of the Alhambra (7)
- 10 Disney cruise ship, sounds spellbinding (5)
- 12 Capital of Vietnam (5)
- 15 Major tourist attraction, London ___ (3)

CROSSWORD

Mystery Word: MALAGA
 Down: 1 KELLY, 2 MAX, 3 MARSEILLE, 4 AUGUSTA, 5 ESSEX, 7 SINGAPORE, 8 GRANADA, 10 MAGIC, 12 HANOI, 15 EYE.
 Across: 1 KLM, 3 MARGATE, 6 LUXOR, 7 SIGHS, 8 GREEN, 9 SIX, 10 MIA, 11 LHASA, 13 GRACE, 14 OCEAN, 16 CHARLIE, 17 EDI.



AGENT INSIGHT

MARIE ROWE

TRAVEL COUNSELLOR

LET'S ADDRESS the elephant in the brochure rack. The USA currently feels like a tough sell, right? Headlines are relentless, and clients are hesitant. But I think the real challenge isn't risk, it's a lack of inspiration.

It's easy to think that the USA sells itself. But when you look at what is happening across the wider travel landscape – clients want more. More depth, more originality, more authentic experiences, and more adventure. The USA isn't exempt from that shift. The predictable itineraries like NYC breaks and Orlando theme parks are the ones most likely to be deferred. When a trip is merely a nice idea rather than something you'd crawl over broken glass for, it doesn't take much for a bit of media driven anxiety to win.

This is our opportunity to inspire clients by aligning the USA with today's trending niches: wildlife encounters in vast National Parks; eco-lodges; stargazing under desert skies; and epic rail journeys. When we look beyond the basics, the USA transforms from an obvious product choice into an extraordinary proposition.

In May, I'm taking the Rockies to the Red Rocks route between Denver and Salt Lake City on the Canyon Spirit. I'll be immersing myself in the epic landscapes and cultures of Colorado and Utah. That isn't just a trip; it's a narrative a client can emotionally invest in – one that makes the news cycle feel small by comparison.

From the Great American West to the Deep South, we have access to landscapes that simply don't exist elsewhere. If we want to grow USA sales, we can't rely on recycled ideas. We need to swap the obvious for the unforgettable.

We have a real opportunity to suggest itineraries that inspire our clients to get excited about all that the USA has to offer beyond the basics.



MultiPass fixed rates return to UK travellers

WIZZ AIR has reopened sales of its WIZZ MultiPass subscription in the UK, allowing travellers the opportunity to fix the price of their flights and optional baggage for a full year.

Now available across all international routes to and from the UK, the subscription is designed for travellers who plan ahead and fly regularly on selected routes. It provides one confirmed one-way or return flight per month, with the option to add WIZZ Priority and a 20kg checked bag.

After a one-time First-Month fee, MultiPass subscribers will pay a fixed monthly amount for the remaining 11 months.

News Bites

- CLIA'S ANNUAL river cruise conference, RiverView, reported attendance from agents and cruise partners hit a record high as the consortium announced new events and training opportunities.
- VALAMAR HAS announced the launch of Pical Resort alongside major renovations across its other properties.



MT MULLIGAN Lodge has launched a new 'Into the Wild' package which offers a unique opportunity for guests to discover rare types of flora and fauna, as well as enjoy diverse birdwatching. The package leads in from approximately £6,299 for two guests, including three nights in Outback Retreat accommodation, gourmet meals and daily excursions.

CAYMAN CATERS FOR KIDS

The Cayman Islands is proving why it should be your clients' first choice this Easter period.



WITH MULTI-GENERATIONAL travel on the rise, families are seeking destinations that offer something for everyone. According to recent trends emerging in the market, families are prioritising meaningful time spent together and shared experiences which create memories that last a lifetime.

Road trip in style this Easter

TRANSFORM THIS Easter break into an unforgettable family adventure with a self-drive road trip through Baja California.

Driving south from La Paz to San José del Cabo, families can explore the colourful streets of Todos Santos before embarking on an adventure through Los Cabos' diverse landscape. Quad biking in the desert, watching humpback whales on a private tour and kayaking in calm bays, there is something for every member of the family. Latin Routes is offering a seven-night stay from £3,999 per person (£2,399 for children under 12), including international flights.

This Easter, the Cayman Islands is offering the ultimate family escape: from unforgettable wildlife experiences and adventure for all ages to a range of accommodation types all within a relaxed atmosphere.

Stingray City provides families the opportunity to wade through shallow waters and snorkel among the stingrays in this bucket-list experience. The sandbar provides a shallower area, perfect for the little ones who want to join in the experience.

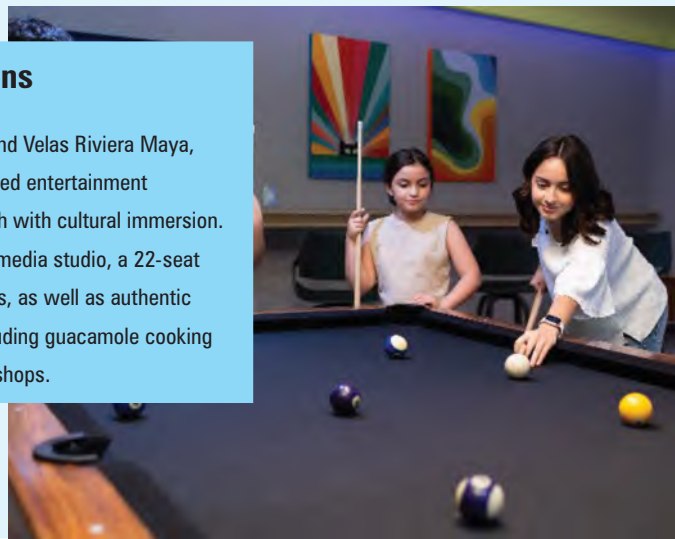
For a more adrenaline-filled adventure suitable for all ages, the Sister Islands offer unparalleled

experiences. Cayman Brac is home to dramatic limestone cliffs with climbing routes available for all skill levels. On Little Cayman, families can enjoy a slower pace of life with ample snorkelling spots and scuba-diving sites to explore.

From cosy apartments to spacious luxury villas and family resorts, there is accommodation to suit every traveller type. Whether it's a private villa for extended family gatherings or a resort equipped with a kids' club and daily activities, the Cayman Islands ensures each family can create a 'home-away-from-home' that fits their needs.

A modern haven for Teens

A NEW Teens' Club has arrived at Grand Velas Riviera Maya, providing older children with an elevated entertainment experience that combines modern tech with cultural immersion. The club features air hockey, a social media studio, a 22-seat cinema and PlayStation 5 gaming pods, as well as authentic Mexican interactive programmes including guacamole cooking classes and Huichol beading art workshops.



Celebrate Australia!

Cheltenham
Wednesday 4th
March



Celebrate Australia

WE SAID 'G'day' to Cheltenham earlier this month with our Celebrate Australia event in partnership with Tourism Australia!

Agents were trained by the best Down Under has to offer thanks to our wonderful suppliers: Australia's Northern Territory, Entrada Travel Group, Qantas, Prestige Travel, Travelsphere, Feel New Sydney, Journey Beyond, THL, and Zest Car Rental.

Thank you to everyone who attended!



Want more Australian action? Our next Australasia & Pacific Islands event will be taking place in Southampton on July 1st. To confirm your place or find out when we will be hosting our next event near you contact events@travelbulletin.co.uk

Splash around Virginia Beach

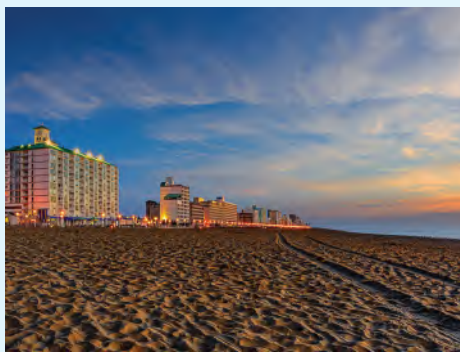
WITH A temperate year-round climate, 255 parks and recreational areas, plenty of waterways and miles of beaches, Virginia Beach is an ideal family long-haul holiday adventure.

One of the latest attractions is Atlantic Park, which opened last summer, and gave North America its first Wave Garden Surf Lagoon. The lagoon produces up to 1,000 surfing waves per hour, from gentle one-foot waves to seven-foot swells for more experienced surfers. Visitors can relax in the premium beach club environment.

In addition to the Atlantic Park, the region houses several educational attractions such as the Nautilus Lookout Tower at Owl Creek Landing, which provides treetops views with interactive nature exhibits. The Virginia Aquarium & Marine Science Centre allows visitors to experience touch pools, a jellies gallery, and hands-on learning zones.

Other family-fun activities include kayaking with dolphins and guided cycling trails with hiking opportunities at the site of the first English settlers in 1607. Families are also encouraged to visit historical landmarks such as Cape Henry Lighthouse.

Furthermore, family-friendly dining, arts venues, and enchanting museums provide a more relaxed and less energy-intensive way to enjoy the variety that Virginia Beach offers.



Hop over to Ireland this Easter

RADISSON BLU is inviting families to embrace spring with fun and thoughtfully curated Easter breaks across a number of Irish properties.

In the heart of the Irish countryside, Radisson Blu Hotel & Spa in Limerick has curated an Easter family escape. The package includes overnight accommodation with breakfast and dinner. Parents can enjoy €20 credit when spending €70 on spa treatments, and children can indulge in a plethora of easter-themed activities.



Adventure awaits at Sandos

SANDOS CARACOL Eco Resort in Playa del Carmen, Mexico provides families with an immersive nature-oriented experience rich in Mayan history.

The eco-resort focuses on exploring nature's beauty.

The Eco Superior room for two adults and two children for a booking in May starts from \$2,161.25 (approx. £1,611) including all-inclusive access to the on-site waterpark.



Explore the galaxy at LEGOLAND

THE NEW expansion of LEGOLAND Florida Resort has opened with a never-before-seen rollercoaster. LEGO Galaxy is an immersive space-themed experience to enhance family fun.

The Galacticoaster is LEGOLAND Florida's first indoor space-themed family coaster.

Families will blast off for an indoor adventure with speeds of up to 40 mph.

LEGO Galaxy includes a variety of activities for families, such as Junior Astronaut Training, the space-themed shop 'Orbital Outpost' and galactic-themed food and drinks to refuel between missions.



Family adventures wherever, whenever

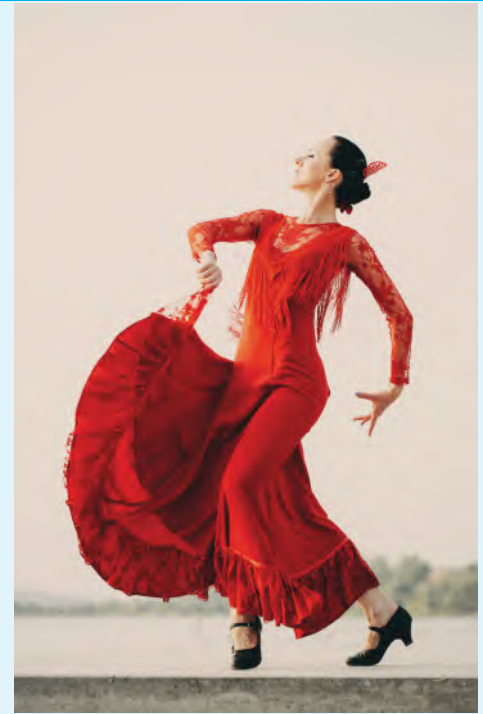
LEONARDO HOTELS prides itself in offering a property for every generation. In the capital, Leonardo Hotel London Watford is located near the magical Warner Bros. Studio: The Making of Harry Potter, while the brand's Edinburgh options place guests within reach of the Castle and the Royal Mile.

Musical duels, robotics and more hit the high seas

MSC CRUISES has expanded its award-winning entertainment offerings for 2026 with new activities for all ages.

These activities range from interactive game shows, soulful parades, and live music. AI-powered robot dogs from Unitree Robotics will also be piloted onboard *MSC Bellissima* as she sails through Asia. Guests can enjoy meet-and-greets with the robots, alongside parades and workshops for children aged seven and above to introduce them to robotics and educate them on future technologies in a creative way.

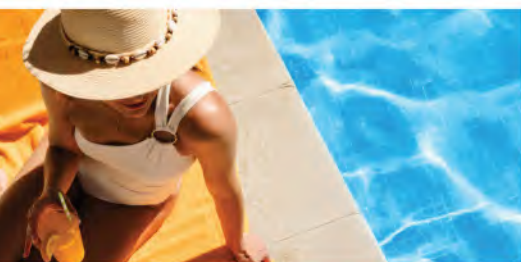
20 new Big Band performances will debut on the *MSC Poesia*, which will feature the highly anticipated 'Dirty Dancing: In Concert'. *MSC Seaview* and *MSC Grandiosa* will launch a complete refresh of



its main production shows and guest-favourite Flamenco show, Paz.

Duelling Pianos, popular with guests, will be introduced aboard *MSC Seascape* later this year.

Image Credit: Adobe Stock



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LUXURY SAFARI: UNTAMED

Kruger Untamed offers guests a highly-exclusive experience deep in the National Park.



ONE OF the most exclusive experiences in South Africa is returning to Kruger National Park this summer: Kruger Untamed offers guests hidden sanctuaries deep within the park from May 1st to September 30th, 2026, with two exclusive camps offering comfort without compromise, complete with a soundtrack of bird calls and crackling

fires.

Tshokwane River Camp offers slow-safari experiences for guests who value depth and connection to the landscape. With 20 tents set within one of Kruger's most wildlife-rich areas, Ripape River, this intimate-style safari offers daily activities including game drives, walking safaris with expert trackers and dining experiences in the tranquil sanctuary.

The Satara Plains Camp is the larger and more social option with 30 tents located across the open savannah in Kruger's famed 'Cat Country'. Perfect for families and group gatherings, the

base rate includes one daily game drive with the option to add additional drives or walking safaris for the chance to see lions and cheetahs.

The accommodation includes a fully-serviced Cottage Tent with a king bed in luxury white linen, hot water bottles, a vanity, beside electric lamps, clothing racks, mosquito nets and chairs under the outside canopy. The tent is complete with en-suite facilities, including a toilet, a safari shower, amenities and a luxury robe.

Each camp features a communal fireplace lounging area for sharing memories around the campfire.

Choice announces African expansion

CHOICE HOTELS has announced a bold growth commitment in the world's oldest continent, with a plan to launch 100 new hotels in sub-Saharan and southern Africa regions by 2035.

The initial expansion will be marked with the opening of three hotels in Kenya; La Maison Royale Westlands and La Maison Royale South C in Nairobi will be converted into Clarion Hotels while the upscale safari lodge La Maison Royale Masai Mara will join the Ascend Collection.

Further properties will be developed in Rwanda, Mauritius, Seychelles, Botswana, Namibia and Tanzania.

Private reserve undergoes transformation

VIRGIN LIMITED Edition has reimaged its private game reserve, Ulusaba, to create a 20-bedroom retreat featuring spacious all-suite accommodation with private plunge pools in the heart of Sabi Sands, South Africa. Both the Rock Lodge and Safari Lodge closed at the end of January, and reconstruction work is currently underway. Bookings are now open for when Ulusaba reopens on April 1st, 2027.





Minor Hotels expands in Africa

THE HOTEL group has strengthened its presence on the continent with the arrival of its high-end brand in two new locations

Minor Hotels has a portfolio of over 640 properties in 59 countries, and are welcoming two new hotels under the NH Collection Hotels & Resorts brand. In Tanzania, the NH Pemba Island Resort and, in Ghana, the NH Collection Accra.

The new additions are set to open in 2030.



South Africa's overseas market

ARRIVALS DATA exhibits that more than 400,000 UK visitors travelled to South Africa in 2025, which is the strongest performance since before the 2020 pandemic.

The market recorded an 11% year-on-year growth in December, which underlined sustained momentum and continued recovery driven by robust demand from UK travellers.

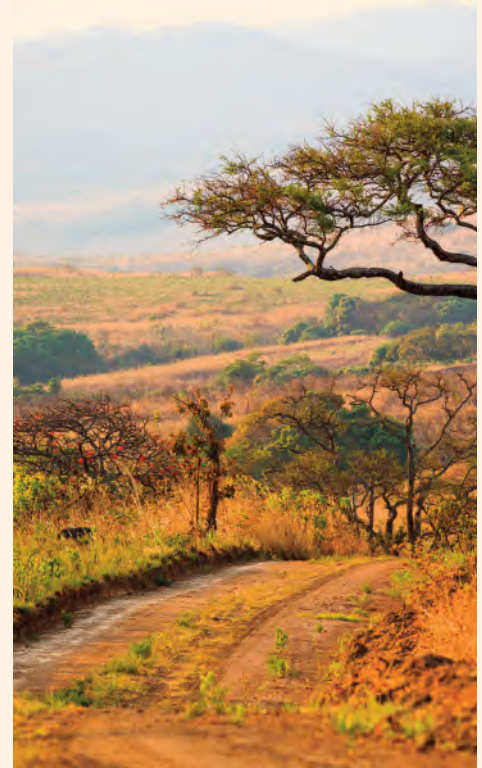
Malawi as a complete destination

MALAWI IS becoming notable for its status as a complete tourist destination in Africa, with an array of outstanding local tour operators, game parks, and safari lodges.

Liwonde National Park has enhanced its accommodation and safari services. Chinguni House gained upgraded solar power, and Chimwala Bush Camp underwent major renovations, such as kitchens, reception areas, and expanded safari tents. Chimwala introduced full-board dining, and a brand-new guest property opened to visitors – Ligulo House.

Tongole Wilderness Retreat reintroduced guided canoeing on the Bua River, alongside new guided walking trails for guests to explore the diverse flora and fauna.

Community engagement remains central to operations as guests are offered opportunities to participate in community visits and conservation activities.



2026 plans point towards continued growth and refinement across Malawi's safari sector. Highlights include additional wildlife introductions, expanded guided activities, the return of volun-tourism groups and new safari itineraries.

Marriott's Cape Town Venture

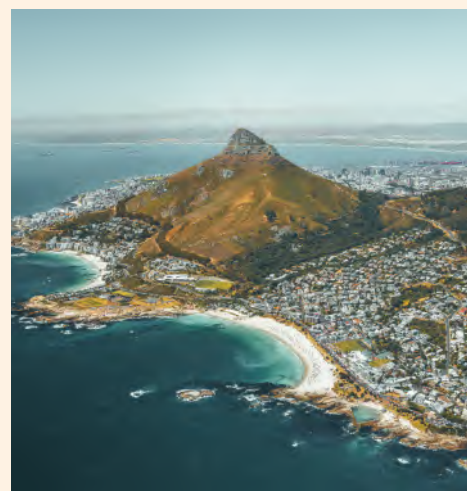
WITH OVER 230 signings, collating 31,000 rooms, 2025 has been Marriott International's most robust year of growth. The company's EMEA region ended the year with a pipeline of over 600 properties and nearly 113,000 rooms: a 7.8% net growth. Marriott signed a record number of residential deals across EMEA, which is more than double the volume signed in 2024.

A standout of Marriott's 2025 growth is the acquisition of the citizenM brand, which

is known for its tech-savvy in-hotel experience, highly efficient use of space, and focus on art and design. The citizenM portfolio was integrated on Marriott's platforms in Q4 2025, adding 19 hotels and nearly 4,000 rooms to the company's EMEA portfolio.

Significant signings in 2025 solidified the company's luxury leadership with a record 40 signed luxury deals. One of these significant signings was 'The Cape Town EDITION' luxury hotel, within the V&A Waterfront. The property, which houses 142 rooms, is ideally located and gives Cape Town more luxury hotel option with six private residences, a rooftop bar, a spa, and a pool. The hotel is set to open mid-2026.

Satya Anand, President EMEA, Marriott International, said, "We continued to grow our portfolio with purpose by expanding into new destinations."





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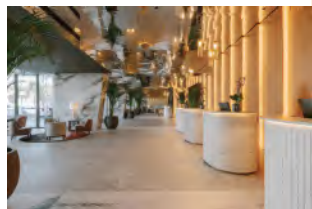
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A first for the African continent

THE BARCELO Hotel Group is continuing its Moroccan expansion with the grand opening of Royal Hideaway Casablanca in December last year, marking the arrival of the Royal Hideaways Hotels & Resorts brand on the Africa continent.

Described as an urban oasis in the heart of Casablanca, the 310-key property is located a few minutes from the city centre and major points of interest, including the Hassan II Mosque and Ain Diab Beach.



Eswatini joins the global stage

FOR THE first time in five years, Eswatini has launched a destination brochure for the trade, highlighting the renewed interest in the destination and its elevated presence on the tourism stage. To coincide with the launch, a new Accommodation & Tourism directory has been created to provide agents with essential information including a comprehensive accommodation list across the country.

Save up to 25% on Adventure tours with Acacia Africa

TRAVELLERS LOOKING for an expedition in the wilderness can save up to 25% off Adventure Camping tours courtesy of Acacia Africa.

The discount applies to tours departing before April 30th, 2026. One of the standout offers is the 12-day 'Durban, Lesotho & Cape Town' itinerary now leading in from £1,189 per person with no single supplement and the additional Adventure Pass costing £60 per person. The price includes transportation, eight nights camping accommodation, a one-night stay in a dorm and two nights in huts.

The journey will begin in Umhlanga and end in Cape Town. Highlights include village visits in Lesotho, encounters with Basotho shepherds, and pony trekking to view waterfalls. Guests will also have the chance to visit Addo Elephant National Park and the caves of Oudtshoorn.



Other offers are available, including up to 20% off Adventure Accommodated tours departing before April 30th, 2026, and up to 10% off Small Group Safaris departing before June 30th, 2026. The discounts are applicable when booked before March 31st, 2026.

Contiki celebrates rich wildlife offering

THE LEADING travel brand for the youth is celebrating its extensive range of wildlife experiences, from zebra and lion spotting in the Serengeti to whale watching off the South African coast.

Contiki's 14-day 'Sea, Safari, South Africa' itinerary offers guests a once-in-a-lifetime adventure through the heart of the country. The tour will begin in Cape Town with a guided tour of the Addo Elephant National Park and Private Game Reserves before heading out on a marina safari in

Plettenberg Bay in search of whales and dolphins. Game drives in Kruger National Park and hippo spotting in Lake St Lucia are also included. Prices lead in from £1,641 per person for departures until August 2026.

The six-day 'Tanzania Adventure' ticks off the Serengeti, Ngorongoro Crater and Lake Manyara. In addition to daily game drives, travellers can walk among the treetops, visit local villages and embark on a night safari for the rare opportunity to see the Big Five after dark.

Other tour highlights include a stroll through the vibrant stalls of the Maasai Market to buy world-class goods from local vendors. Prices for the itinerary lead in from £1,248 per person, including accommodation, select meals and experiences. Departures are penned from April to December 2026.



THE TRUE MAGIC OF FLORIDA

Punta Gorda bills itself as Florida's best-kept secret and an easy add-on for those looking to combat queues and shake the theme park stresses.



ADVENTURE WITHOUT the waiting lines, as much or as little to do as your clients please, and a tropical pace of living ripped straight from a Jimmy Buffett song await less than three hours from Orlando's theme park gates, making Punta Gorda the perfect centrepiece or complement to any Florida itinerary.

Newer developments, like Fishermen's

Village, have been designed to fit in seamlessly with that old Florida charm. That development, home to more than 30 shops and dining spots, is the jewel in the city's tourism crown. The all-suite resort that occupies its second storey, The Suites at Fishermen's Village, gives guests a perfect home base in the heart of many of the city's attractions.

Outside of hotel gates, the destination boasts a whole host of outdoor activities that make the most of Florida's tropical climate. It is home to more than 500 miles of coastline, best explored by paddleboard, kayak or one of several sightseeing boat operators that promise

the chance of close-up encounters with dolphins and manatees that call the Gasparilla Sound home.

The destination is an easy win for agents: commissionable product extends from attractions and properties like Sunseeker (looped in with Hilton's wider loyalty and commission structure) to entire packages bookable with the likes of Ocean Holidays, which offers seven nights' villa accommodation and flights from £1,000 per person.

Head over to

<https://travelbulletin.co.uk/news/true-florida-magic-sits-a-few-hours-from-the-theme-park-gates> to read the full story.

Football fans to Wizz across the Atlantic

THE AIRLINE has announced it has obtained regulatory approval to operate charter flights to the US for European football teams and supporters ahead of the FIFA World Cup.

While the airline has no plans to introduce commercial routes to the US, it is still a significant achievement.

Wizz Air MD Yvonne Moynihan said, "[The regulatory approval] opens the door to incredible opportunities, particularly for European football teams and supporters travelling across the Atlantic this summer. We are ready to deliver exceptional charter experiences and bring fans closer to the action."

Korean Air brings lounge luxury to LAX

KOREAN AIR has officially opened its brand-new flagship lounge in Los Angeles International Airport which will be open for all Business and First Class passengers flying with any SkyTeam member airline, including Delta, Air France, KLM, Virgin Atlantic, SAS and China Eastern. The lounge itself spans two floors, offering panoramic views and decor that embodies 'modern Korean luxury'.





Double the fun in Florida

AS THE Port of Tampa Bay welcomed a record number of cruise passengers in 2025, St. Pete Clearwater is shining the spotlight on the benefits that can be had for guests to enjoy a stay & cruise holiday on Florida's west coast.

Travellers can combine St. Pete Clearwater's white beaches and vibrant arts scene with a relaxing cruise to the Caribbean and Mexico. Ocean Florida is offering a 14-night Stay & Cruise package from £1,449 per person, including return UK flights.



Sonoma County embraces accessibility

SONOMA COUNTY has announced a region-wide commitment to accessibility and inclusive hospitality in its long-term approach to making the region a welcoming place for all.

A new accessibility landing page has been added to the region's website, featuring clearer planning tools for travellers and a growing network of partners who prioritise offering transparent, reliable information.

The cities that never sleep ahead of America250

TO CELEBRATE the milestone moment in US history, City Experiences is offering a series of standout tours and activities to highlight the country's cities, landscapes, wildlife and history.

Over in the Big Apple, travellers can enjoy an unforgettable evening of dining and dancing along the Hudson and East Rivers on a 2.5 hour cruise. The experience includes a chef-prepared buffet and a live DJ set while sailing past the Statue of Liberty and Empire State Building. Prices lead in from £63 per person.

In the seas of San Diego, travellers can set sail on a 3.5/4 hour adventure to spot grey, blue, minke and fin whales alongside dolphins, sea lions and marine birds. Guests will listen along to the expert narrators from the San Diego Natural History Museum who will create an educational experience for families and wildlife enthusiasts from £50 per person.



In the nation's capital, travellers can enjoy the views of the city at their own pace with the Hop-on Hop-Off 24-hour ticket from £44 per person. The tour takes guests on an immersive journey through the country's history including stops at the White House and Lincoln Memorial.

A musical odyssey: solo style

EXPLORE THE musical scene of the Deep South on a solo-style adventure with Just You's 12-day 'America's Musical Heritage' tour.

Guests will have the chance to explore the country musical capital of the world in Nashville by stepping foot into the city's most famed venues that have welcomed industry giants including Dolly Parton, Aretha Franklin and Elvis Presley.

Speaking of the King of Rock 'n' Roll,



guests will also visit his birthplace of Tupelo and see the sights that inspired his legacy before heading to Graceland in Memphis.

While in Memphis, Just You is offering the opportunity for guests to hear a performance from Stax Music Academy's graduates: a venue set up by the Soulsville Foundation to provide music education to at-risk youths in the city.

Finally, the tour cumulates in the cultural melting pot of New Orleans, including a walking tour of the French Quarter with a jazz brunch and an optional Louisiana Swamp and Bayou tour which leads in from £60 per person.

Overall, the tour leads in from £5,049 per person, including return flights to London, overseas transfers, 11 meals, all accommodation, and the services of a Just You Holiday Director and specialist local guide.

Befriend a moose with HAL's latest shore excursion

HOLLAND AMERICA Line has teamed up with the Alaska Wildlife Conservation Centre to bring a brand-new, unique shore excursion for cruise guests. The 'Exclusive Eland & Friends Moose Discovery Tour' will launch during the upcoming Alaska cruise season, and it will include a scenic drive along the Seward Highway alongside a guided behind-the-scenes visit to the conservation centre. During the tour, guests will learn how the AWCC supports and cares for all the moose in their care.

Guests will have the chance to encounter Eland the moose, who arrived at the conservation centre in June 2025. His name translates to 'moose' in Dutch and was selected by Holland America Line to reflect the company's Dutch heritage.

The cruise line's care for moose goes deeper than just an excursion, as the company donated \$150,000 to AWCC to

support ongoing animal care initiatives and the development of the Holland America Moose Promenade, which is a scenic elevated boardwalk overlooking the moose habitat.

Furthermore, Holland America Line donated repurposed wooden benches from the deck of *Noordam* and reclaimed mooring ropes from *Westerdam*, to add a touch of authentic nautical decorations to the conservation centre.

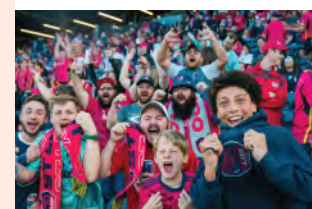


Memphis: the only 'Ten-I-See'

WITH ACTIVITIES for all ages, Memphis, Tennessee, offers a variety of low-cost experiences for the whole family to enjoy.

A private canoe experience from Mississippi River Expeditions is the perfect way to try out a new skill on the world-famous river and paddle alongside your loved ones on calmer stretches of the water.

For younger travellers, the Memphis Botanic Garden offers a dedicated children's garden with interactive features alongside the peaceful area.



Fly Directly from London to St Louis

WITH MISSOURI'S only direct flight from London, St Louis is the state's most accessible destination for overseas travellers. As thousands of British football fans flock to the state to watch the men's England team play in Kansas City for the FIFA World Cup, the new British Airways route has arrived at an ideal time. The route will launch next month on a four-times weekly basis.

Take to the stars at Kennedy Space Center

NEW ATTRACTIONS and exhibits provide a galaxy's worth of fun at Florida's very own Kennedy Space Center Visitor Complex.

The latest addition to the complex is a new, original, live show called 'Fraggle Rock: A Space-y Adventure', which debuted December 22nd, 2025.

Guests can also enjoy the unforgettable experience of watching a live rocket launch behind NASA's gates with live commentary from space experts. Kennedy Space Center is on-track for a record-breaking number of launches in 2026, including NASA's return to the moon with *Artemis II*.



Image Credits: Top: Holland America Line, Top Right: Adobe Stock, Bottom: Kennedy Space Center, Bottom Right: Explore St Louis

Stay sporty in Pittsburgh

IF HEATED Rivalry has sparked an interest in ice hockey and all other sport rivalries, Pittsburgh is the city where the sporting season never truly ends. All year round, sports take centre stage in the City of Champions.

Major League Baseball takes to the green from March through to September, and the Pittsburgh Pirates are a must-see as their homepark is widely regarded as one of the USA's most iconic ballparks.

Visitors can follow the Pittsburgh Penguins onto the rink for Ice Hockey from October to April. The atmosphere, the dramatic player introductions, and the fast-paced play will capture sporting heartstrings.

NFL's draft will take place in Pittsburgh for the first time ever this

year, taking place on April 23rd to the 25th. More than 500,000 fans will descend upon Point State Park, the North Shore, and Acrisure Stadium to attend the free football festival. The festival is presented by Bud Light and the city will be packed with all 32 NFL teams, and their fans, to indulge in the beginning of the new Football season.



Explore Alaska with Audley Travel

SET ON the shores of Judd Lake and the Talachulitna River, accessed by floatplane, is the Tordrillo Mountain Lodge in Alaska. The remote lodge overlooks two volcanoes and combines rustic charm with elegance.

Audley Travel offers an 11-day tailor-made itinerary to Alaska that includes three nights at Tordrillo Mountain Lodge with prices leading in from £13,500 per person, and includes all international flights, transfers, excursions and accommodation.

What would you win your Oscar for?

Jeanette Ratcliffe
Publisher

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Longest serving team member.



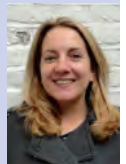
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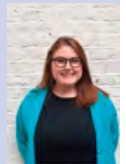
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TIMINGS:

2pm
Start

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Presentations

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SUPPLIER PARTNERS



TIMINGS

9.30am
Agent registration,
coffee and pastries

9.30am - 10.15am
Marketplace
networking

10.15am - 11.15am
Presentations from
3 leading suppliers

11.15am - 12noon
Marketplace
networking

12noon - 1pm
Presentations from
3 leading suppliers.

1pm
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To confirm your place at this amazing event, email your name, company, and contact details by **Thursday 9th April 2026** to events@travelbulletin.co.uk or telephone:

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