

Travel bulletin

Giving agents the edge

Caribbean

New experiences and openings
from the island group unlike any other



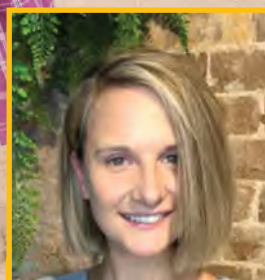
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More island marvels, but a little closer to home! Pg. 13



Aligning luxury tastes
with Australia's
sustainable travel boom
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We've got a little favour to ask...



A big thank you to everyone who
nominated us for Star Rail Company
at the Travel Bulletin Awards 2025.

Please keep us on the right track by
voting for us to win.



Scan to vote



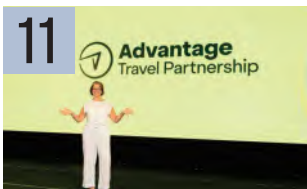
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WEEK

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**CARIBBEAN**

Record-breaking visitor numbers continue to make headlines in this summer hotspot.

RISE OF THE DUPES

easyJet Holidays has found that Brits are favouring so-called 'dupe destinations' over the popular holiday hotspots this summer.

NEW RESEARCH conducted by easyJet Holidays has found that two in five Brits are breaking from familiarity and striving to explore somewhere new this summer, away from the typical summer holiday staples.

Considering this new desire to explore lesser-known destinations, searches for Malta have increased by over 120% in 2025, while searches for Sardinia are also up 200%. Travellers searching for 'hidden gems' have increased by almost 50% over the last decade, and while city locations such as Barcelona and Rome remain popular with holidaymakers, nearly two-thirds are considering spending their holidays visiting a 'twin destination' of their well-known favourite getaway.

The research has found that the top 10 destinations for a holiday with a twist in 2025 are Malta; Sardinia, Italy; Seville, Spain; Budapest, Hungary; Oslo, Norway;

Munich, Germany; Gibraltar; Bordeaux, France; Zurich, Switzerland; and Marrakesh, Morocco.

Matt Callaghan, chief operating officer at easyJet Holidays, said, "As a nation, we love to travel abroad, and our research shows that many Brits are keen to try something new this summer. In fact, 63% said they'd be more likely to book a holiday to a lesser-known destination if more information were available – highlighting a real appetite for something a little different."

When it comes to booking a destination that sits outside the spotlight, 41% of Brits feel they have a lack of information at their fingertips and almost of quarter (24%) don't know where to start searching for alternative destinations to their favourite holiday hotspots. 73% of Brits admit to turning to AI to help with their bookings, with 41% stating AI is a strong source in finding 'dupe destinations'.

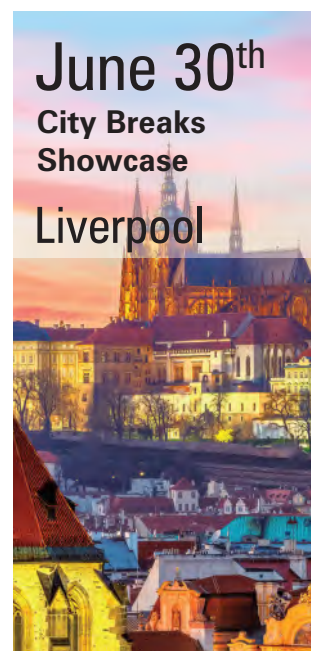
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A free day at PortAventura World

DOSOMETHINGDIFFERENT.COM HAS launched a price match on two-day, two-park tickets, meaning they now start from £45 (the cost of a one-day ticket) for visits until January 6th, 2026.

The offer spans multi-park, dated visits to PortAventura World, Ferrari Land and Caribe Aquatic Park.

With the price match, two-day tickets to

PortAventura and Ferrari Land start from £45 per adult and £39 per child, with three-day tickets from £63 for adults and £57 for children.

Three-park, two-day tickets (adding Caribe Aquatic Park entry) start from £54 for adults and £48 for children, with three-day options from £65 per adult and £60 per child.



Railbookers invites guests to the Vatican

GUESTS ON three new Railbookers itineraries will be given exclusive access to the Vatican after hours. The doors will open exclusively to Railbookers guests on September 8th, 2025, when two uninterrupted hours will allow guests to explore the halls of

the Vatican just months after a historic conclave. Frank Marini, Railbookers Group's president and CEO, believes the experience shows Railbookers is "breaking the mould for independent travel... to enjoy the Vatican after hours is a rare, unforgettable experience."

Magari Tours unveils agent-exclusive departures in 2026/27

MAGARI TOURS' five-region-centric programme includes a bolstered number of exclusive departures for agents to manage their own tours.

The operator empowers agents with control over passenger numbers, departure airport (depending on flight routes) and deposit requirement only after advance promotion. Agents are also invited to join their clients on the tours.

Magari Tours' director of product & sales, Tony Flanagan, celebrated the programme's launch. "Based on the positive feedback from our inaugural exclusive tour, we are delighted to provide the same opportunity for other agents.

"Being able to offer the flexibility to manage their own tour and tailor flights puts agents in a strong position."

Trip.com has its say on Disneyland Abu Dhabi

AFTER MIRAL Destinations and Disney announced the first Disney resort in the Middle East, Trip.com Group's head of tours and attractions has reported "strong double-digit growth in theme park ticket bookings," declaring 2025 as "THE year for theme parks."

Disney holds six spots in the top 10 of Trip.com's family-friendly 'Global 100' rankings. Alain Chen, head of tours and attractions, said Disney's dominance in the

rankings "mak[e] theme parks the defining attraction of the moment... mega-parks, such as Disneyland and Universal, continue to draw families and thrill-seekers..."

"Disneyland California, Walt Disney World (Florida), and Disneyland Paris remain top choices illustrating a strong appetite for Europe's first Universal theme park, set to open in Bedfordshire in the UK in 2031, and Disney's new Middle Eastern theme park."



Shearings heads behind the scenes

SHEARINGS HAS unveiled six 'set-cations' which bring guests to the real locales behind shows including *Coronation Street*, *Emmerdale* and *Vera*. Head of retail sales Ashley Dellow believes the collection is "sure to attract fans keen to visit TV sets and locations... agents would do well to chat to customers about their favourite TV programmes and they could secure an easy sale!"

Ashley invited agents to reach out for dedicated social media and marketing assets to promote the new breaks.



Secret Atlas streamlines trade booking process

SECRET ATLAS celebrated the start of its Arctic cruise season with a new brand identity and website, which co-founder Michele D'Agostino hopes "inspire[s] and inform[s], making the journey to joining an Expedition Micro Cruise as exciting as the voyage itself."

The new website embeds an upgraded trade booking system, which streamlines booking and managing reservations.



Palmer celebrates 40th

THE ANNOUNCEMENT of Palmer Holidays' new festive 2025 brochure saw confirmation that the operator will set sail into the river cruise space from 2026.

The 2025 Autumn & Festive brochure and 2026 River Cruise Collection drop as the Yorkshire-based company honours its 40-year anniversary.



Manchester Airport sets new April record

AFTER 2.6 MILLION passengers passed through the terminal gates at Manchester Airport last month, marking the best April on record for the airport, it has now turned its attention to a multi-million revamp of Terminal 3.

Passengers last month were among the first to use the new check-in area at Terminal 2, which has been refurbished to bring it up to scratch with its recent extension. That extension and new check-in area are key aspects of the airport's £1.3 billion 'reimagination'.

Terminal 3 will now be extensively refurbished and is expected reopen in all its glory next year. The terminal entrance, security areas, and departure lounge will all be significantly upgraded.

Canterbury adds Lapland duo to NY departure

STRONG DEMAND has been attributed to the addition of Ruka and Suomu to Canterbury Travel's six-night 'New Year Lapland Arctic Adventure'. Nicola Blair, Canterbury Travel's general manager, said, "We are delighted to be in the position to increase our New Year's departures this season... in January, we



expanded our programme of regional departures, so demand is even stronger for our high-quality holidays this year."

Celestyal doubles down after inaugural Gulf season

MULTI-YEAR AGREEMENTS with Qatar and Abu Dhabi DCT, the latter confirmed at Arabian Travel Market in Dubai last month, will see Celestyal homeport both of its ships in the Arabian Gulf in 2025/26, after last year's inaugural one-ship season exceeded occupancy targets.



If the extension of Celestyal Journey's Gulf season earlier this year was not testament enough to the cruise line's confidence in the region, the 30% capacity boost in the form of *Celestyal Discovery* joining its sister ship in the Gulf later this year certainly is.

Lee Haslett, Celestyal's global chief commercial officer, was quick to attest to the success of the inaugural season. "The season was essentially mission complete... we over-delivered on our passenger number targets by nearly 34% from an occupancy perspective.

"The season was really well-supported by our global travel agent partners, but support was especially strong from the UK trade... it was an incredibly successful first season." Read our full exclusive interview with Lee at: www.tinyurl.com/e4vmsn27



PICTURED WITH Travel Bulletin's Matt Hayhoe is Abdulla Yousuf, Abu Dhabi DCT's director of international operations. Abdulla highlighted an over-40% year-on-year increase in UK hotel guest numbers, delivering an overall hotel occupancy rate of 79% for the year overall. "Being at Arabian Travel Market means, for us, building new relationships and new trust beyond what has been established in previous years."

Expedia TAAP launches in UAE

ROBIN LAWOTHER, Expedia TAAP VP, was on-stand to celebrate the platform's launch in the UAE. He described the market as "a core gap" in TAAP's global strategy, with early interest strong from agents.

The platform's launch in the UAE follows shortly on from TAAP's agency service charge integration. Robin said the team "is aware that there are many agents out there that have customers who are less price-

sensitive and want to increase their earnings."

At agents' discretion, they can apply up to 30% of the booking value on top of TAAP's usual commission structure. "People have been asking for [the agency service charge] for a long time; the more flexibility we give to agents, the happier they generally are."

Another recent development now sees the platform accept bank transfer payment, "to give more flexibility to agencies."

Jamaica makes a mark in the Middle East

JAMAICA TOURIST Board was the only Caribbean destination with a full stand presence at Arabian Travel Market. Elizabeth Fox, the UK regional director, was at the show to wave the Jamaican flag alongside Torrance Lewis, district manager. Elizabeth said, "We are showing our dedication to the Middle East here, we are really committed to growing the market here."

The relatively recent arrival of Jamaica on the Middle Eastern scene contrasts to its UK presence, where the tourist board has had an office for over 60 years. 2024 saw record-breaking UK visitation, but director of tourism Donovan White still believes "there is an opportunity to grow in the UK market."



UK consumers are "missing a trick"

ADDRESS HOTELS' residential-hotel model guarantees the hotels "feel like home," and invites guests to not just visit but live Dubai. Gaizka Fraser, sales lead, "think[s] UK consumers are missing a trick," by not opting for a more authentic Dubai experience.

AGENT INCENTIVES

- **EVERY FLIGHT-ONLY** booking via JETS or Jetset's UK-based call centre is rewarded with a Spin to Win token, with every spin guaranteeing a prize reward. From cinema nights (Cineworld tickets) to long-haul flights for agents, the Spin to Win campaign marks Jetset as the only operator rewarding all flight-only bookings.
- **COCOON COLLECTION'S** new loyalty programme, the Cocoon Circle, not only elevates the guest experience, but also sees exclusive all-inclusive agent rates offered from US\$250 per day.
- **PRESTIGE TRAVEL** is celebrating Gary Barlow's Aussie-centric ITVX series with a trio of themed incentives and continues to reward all new bookings with Love2shop vouchers. Each Australia booking with Prestige Travel which includes three or more nights in either South Australia or Western Australia, will include a bottle of premium wine. Agents joining the Prestige Travel Agent Friends Facebook page and engaging with Aussie-themed posts and itineraries (liking and commenting) could win a pair of VIP tickets to Gary Barlow's show at Thetford Forest next month. All new bookings will continue to earn Love2shop vouchers on all bookings, paid out at confirmation.
- **AGENTS CAN** exclusively benefit from a 25% discount on Amadeus River Cruises' brochure rates for themselves and a plus one, as the river cruise line bolsters support for agents. The discount is limited to one cabin per sailing and one cabin per agent per season.

AGENT BULLETIN



VN AIRLINES & Sailing Club Resorts Phu Quoc & Mui Ne (represented by **Anand Collection**) hosted agents at the **Sailing Club Signature Resort Phu Quoc** this month. Pictured above are (from left to right) Jo Peacock from **Premier Travel**, Reece Clifford from **Flight Centre**, Jas Anand (UK rep for **Sailing Club Resorts**), Jo Gardiner from **Travel Counsellors**, Kelly Bennett from **eShores** and Claire Bodie from **Kuoni**.

Travelbulletin

COMPETITION

Win a luxury journey to Amsterdam with Eurostar!

Find out more at

www.travelbulletin.co.uk/competitions

AGENT TRAINING

- **AGENTS COMPLETING** Canyon Spirit's training programme could win a themed merch kit and US\$150 gift cards, with all graduates unlocking exclusive agent rates to go full steam ahead and experience the Rockies to the Red Rocks route firsthand. Those who complete the course before June 4th, 2025 could win an exclusive Canyon Spirit-themed goodie bag and a US\$100 gift card, with two runners up earning a US\$150 gift card each (all gifts rewarded in agents' local currency).
- **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.
- **EXPEDITION CRUISE** Network celebrated its second anniversary last month and unveiled the Expedition Cruise Academy, a training platform to help agents boost their sales in the expedition sector, to celebrate. Agents can choose from free or premium memberships; the latter will upgrade the experience with exclusive destination training opportunities and features that help match client expectations or wishes with the ideal operator or vessel.
- **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 reward 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.

HX puts community first on new Arctic excursions

STARTING THIS summer, HX will debut community-led excursions in Arctic Canada. Co-created with Inuit Elders and locals, the expedition will offer a 26-day Northwest Passage sailing, enabling immersive experiences inclusive of guided hikes, storytelling, traditional fishing, and cultural exchanges in Gjoa Haven, Pond Inlet, and Cambridge Bay, promising an authentic glimpse into Inuit life and traditions.



UK VISITATION to Orlando reached 88% of pre-pandemic levels in 2024. Casandra Matej, Visit Orlando's president & CEO, celebrated the "strong rebound in UK visitation... we continue to actively invest in the market through strategic marketing, PR and travel trade initiatives to help travellers discover all that Orlando has to offer."

Travel Counsellors celebrates top talent

TRAVEL COUNSELLORS recently honoured its top-performing agents with two exclusive Gold trips to Québec and Türkiye; senior events coordinator Dan Walsh said "both destinations offered the perfect backdrop... to show our appreciation for the dedication and drive that defines our community."

The first took place in Québec at Club Med Québec Charlevoix.

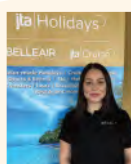
Nestled at the scenic backdrop of St.

Lawrence River, guests enjoyed a winter-themed retreat with skiing, snowshoeing, après ski evenings, and a gala dinner at Camp Boule overlooking Le Massif.

A few weeks later, a second group of Gold Travel Counsellors traded snow for sunshine at Hillside Beach Club in Fethiye, Türkiye.

The itinerary included private boat cruises, spa sessions, cultural excursions, and a sunset cocktail and dinner at Llull Tersane.

MOVERS & SHAKERS



SAMANTHA LYNCH has joined JTA Travel Group as regional sales

manager for the Midlands, South Wales and the South West.



JAMIE RUDLAND has joined APT & Travelmarvel as BDM for

the South of England.



EXPEDIA TAAP'S UK team has expanded with the appointment

of Myesha Alom as account manager for the Midlands.

Icelandair celebrates 80th with new route

FROM SEPTEMBER 12th 2025, Icelandair is launching a new route to Edinburgh, Scotland to mark its 80th anniversary of flights to Scotland. Operating until April 12th 2026, the airline will operate three to four weekly flights using a Boeing 737-MAX8, with a 2.5-hour flight time, connecting seamlessly to its global network.

Famous for its historic castle, festivals like the Fringe, and vibrant arts scene, Edinburgh becomes Icelandair's second Scottish destination, alongside Glasgow. Icelandair president and CEO Bogi Nils Bogason highlighted the new route's benefits and the stopover program in Iceland before onward connections.



Northern Lights for less with Havila

HAVILA VOYAGES is offering up to £220pp off on Norwegian coastal sailings from October 2025 to January 2026, applicable on bookings confirmed until June 15th, 2025.

Prices start at £906pp for a 12-day round voyage.

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, June 12th. Solution and new puzzle will appear next week.

May 16th Solution: A=7 B=8 C=1 D=2

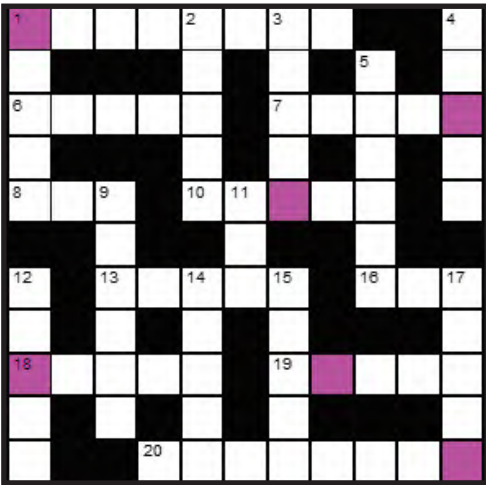
| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| A | 5 | | | 4 | | | 6 | | 7 |
| | | | 5 | 7 | | | 9 | | |
| | 7 | | 4 | | | 6 | | 2 | 3 |
| B | 8 | | 1 | | 4 | | 2 | | |
| | 9 | | | 7 | | 8 | | | 1 |
| C | | | 2 | | 5 | | 7 | | 9 |
| | 4 | 5 | | 2 | | | 1 | | 8 |
| | | 3 | | | 9 | 5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



WHERE AM I?

THIS ARUBAN capital is renowned for its colourful Dutch-inspired facades, multilingual society and its status as the aloe vera capital of the Caribbean!

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



- Across**
- 1 Independent travel agent with 50 years experience (8)
 - 6 The tallest building in London (5)
 - 7 Quiz show hosted by Bradley Walsh, The ____ (5)
 - 8 Currency of Bulgaria (3)
 - 10 Month of the year (5)
 - 13 Currency of Nigeria (5)
 - 16 Flag carrier with a Lisbon hub (3)
 - 18 Castries is the capital of St ____ (5)
 - 19 Apple drink synonymous with Somerset (5)
 - 20 The Chelsea Flower Show dog-friendly garden was designed by this man (5,3)

- Down**
- 1 Swiss city which recently hosted the Eurovision Song Concert (5)
 - 2 Car-free Greek island, looks idyllic but sounds like a multi-headed serpent (5)
 - 3 Major hotel company (5)
 - 4 Flows through Nottingham (5)
 - 5 Shakespearean play about the Prince of Denmark (6)
 - 9 Popular Italian city-break destination (6)
 - 11 Perth international airport code (3)
 - 12 He founded Butlins in 1936 (5)
 - 14 Boise is the state capital (5)
 - 15 Royal racecourse, famous for smart attire and ladies hats (5)
 - 17 Surname of the woman featured in the musical Evita (5)

CROSSWORD

Across: 1 BARREHEAD, 6 SHARD, 7 CHASE, 8 LEV, 10 APRIL, 13 NAIRIA, 16 TAP, 18 LUCIA, 19 CIDER, 20 MONTY DON.
Down: 1 BASEL, 2 HYDRA, 3 ACCOR, 4 TRENT, 5 HAMLET, 9 VENICE, 11 PER, 12 BILLY, 14 IDAHO, 15 ASCOT, 17 PERON.
Mystery Word: BERLIN



AGENT INSIGHT

LAURA O'CONNOR

NOT JUST TRAVEL

AUSTRALIA IS leading the way in sustainable, Indigenous-led eco-conscious tourism, with an increasing number of travellers seeking ethical, immersive experiences, while still enjoying luxury. The intersection of high-end travel and responsible tourism is reshaping how visitors explore this vast and diverse country.

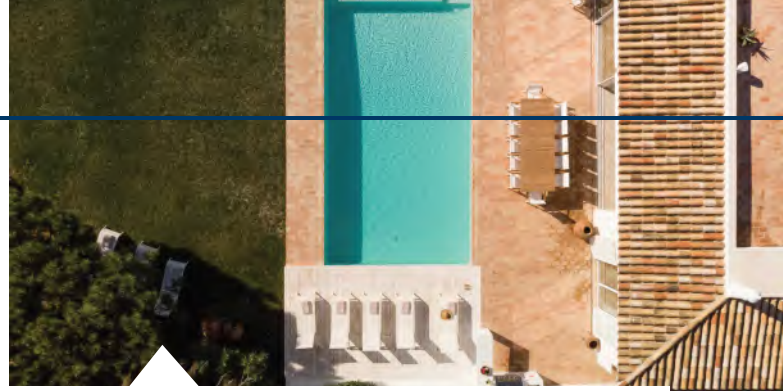
Travellers are looking for meaningful, low-impact experiences that celebrate the country's natural beauty and Indigenous heritage. From conservation-driven tours at the Great Barrier Reef to immersive stays at eco-resorts, sustainability is a major draw.

The motto 'Take nothing but photos, leave nothing but footprints' is deeply ingrained in Australian culture and is a guiding principle for travellers. Indigenous-led travel experiences, such as guided cultural walks and storytelling tours, are offering visitors an authentic and respectful way to connect with Australia's First Nations heritage.

The demand for luxury escapes that harmonise with nature continues to grow. Acclaimed destinations such as Longitude 131° near Uluru provide guests with five-star comfort while championing environmental sustainability and Indigenous culture. Similarly, Eco Beach Resort in Broome blends barefoot luxury with eco-friendly principles, offering secluded oceanfront villas powered by renewable energy.

Travellers are increasingly willing to invest in high-end experiences that also contribute positively to local communities and conservation efforts.

For travel agents, these trends present an opportunity to curate bespoke, high-end itineraries that align with clients' values. As Australia continues to innovate in sustainable and luxury travel, there's never been a better time to promote eco-conscious yet indulgent escapes Down Under.



CV Villas unveils Positive Impact Collection

HOPING TO reinvent the traditional villa rental experience with the opportunity to make an impact, CV Villas' Positive Impact Collection collates rigorously-assessed accommodation which meet sustainable benchmarks.

Pete Brudenell, CV Villas' managing director, said the collection "aim[s] to showcase some of the positive and sustainable initiatives happening at our villas as well as offering less impactful ways to travel to our customers."

Properties are certified on their support for local communities, conservation efforts, resource efficiency and conscious travel promotion.

News Bites

- THE BRITISH Music Experience has unveiled a temporary exhibition celebrating the 40th anniversary of Live Aid. Live Aid 40: Music, Power & Unity will run at the Liverpool attraction from June 5th, 2025 to January 4th, 2026.
- TITAN TRAVEL has unveiled a 15% discount, worth up to £700, on select Middle Eastern and African departures, bookable until June 1st, 2025.



SEADREAM II made its maiden call in London this month, picturesquely sailing past Tower Bridge ahead of its arrival in dock next to the HMS Belfast.

The ship called in London to begin its Norway and Northern Europe season.

ADAPTABILITY & RESILIENCE

Julia Lo Bue-Said emphasised the industry's resilience at her opening keynote at Advantage's flagship conference in Malta.

Journey Reimagined

THE TRAVEL industry has shown exceptional resilience and adaptability over the last few turbulent years, according to Julia Lo Bue-Said in her keynote speech at the Advantage Travel Partnership conference.

"Despite ongoing challenges, including global political uncertainty, operational disruptions such as air

traffic control strikes, extreme weather events and cost-of-living pressures, the industry demonstrated exceptional resilience and adaptability, and UK outbound travel led the way in consumer spending, outperforming many other service sectors."

As for the consortium itself, the last year witnessed expansion on all fronts with a further £550 million of turnover growth and the addition of more than 50 new branches to the network.

"During the year our members continued to thrive, with many expanding into new locations and sectors, and driving growth in a positive

trading environment. The resilience of our membership base was also exemplified by numerous milestone anniversaries [...] achievements that underscore the enduring value and adaptability of travel agents in an ever-changing marketplace – and choosing Advantage as their Partner of choice."

In the current travel sphere, Julia highlighted how "all signs point to a strong lates market" in regards to mass market holiday sales as "value continues to be king", especially as the definition of 'value' is now led by experience and quality rather than the price.

Streamlined payment solutions

THE PARTNERSHIP confirmed an agreement with MasterCard, unlocking a suite of smoother payment processes across both pay-in and pay-out for its members and customers.

Advantage members will also be able to unlock virtual card solutions; central billing products; procurement cards; pre-paid co-branded cards; and buy now, pay later solutions.

Managing director of global business travel for Advantage, Andrea Caulfield-Smith, said the initiative "represents a strategic milestone for us, supporting our ambition to drive meaningful value..."

Advantage's bold new look

FOLLOWING EXTENSIVE market research conducted through its members, business partners and consumers, the Advantage Travel Partnership has chosen to develop a new style that encompasses 'sophistication, forward-thinking and innovation'. The rebrand introduced a new tagline – 'We're here for your journey' – as well as new aesthetics, an updated set of brand values, and a newly-developed digital platform.





50 new members join the party

IT HAS been a year of considerable growth for the consortium as during the conference it was announced that over the last financial year, more than 50 new branches were welcomed to its network, significantly strengthening its market presence.

CEO Julia Lo Bue-Said stated the Partnership is “thrilled with the remarkable expansion of our UK network.

“While traditional high street presence remains strong, with 52% of new joiners operating from physical shops, there is clear diversification in operational models. More than a quarter (29%) of new members are now home-based, with a further 19% choosing office spaces rather than customer-facing retail environments.

“This pattern demonstrates the flexibility and adaptability of The Advantage Travel Partnership’s business model in accommodating various operational preferences while delivering comprehensive support across the travel spectrum.”

Celebrating 75 years of the all-inclusive

THE ADVANTAGE Travel Partnership’s commercial director, John Sullivan, has shared his insights into the shifting travel landscape, including the celebration of the all-inclusive.

While traditionally the all-inclusive holiday package was marketed for consumers following a strict budget, over the past decade it has evolved and diversified to encompass premium brands and began appealing to the luxury market.

Brands have started to offer more comprehensive on-site experiences, including destination-specific activities, branded beverages and five-star services. The all-inclusive product is now attracting the most diverse range of clientele in its history as the lines continue to blur around the pre-conceived notion of an ‘all-inclusive holiday’. Advantage’s data has shown that all-inclusive bookings through its network have doubled every three to four years



since 2018. In that year, 7% of all bookings made by Advantage agents were for all-inclusive holidays; by 2022 that figure had grown to 15% and by 2025, the figure is now reaching the 30% mark, showcasing consistently strong demand for the ever-changing product.

Digging deep into spending sacrifices

DATA REVEALED at the Advantage Travel Conference states that Gen Zers are forgoing everyday pleasures to afford their holidays, while older generations delay big-ticket purchases to protect their travel budgets.

New consumer research has found that 86% of the younger generation are cutting back on those Just Eat orders and limiting their spending when it comes to hobbies and recreational activities in favour of saving for their dream holiday. For the older

generations, their key to saving is putting home improvements on the back burner, with 35% of 45-64-year-olds stating they are putting off renovations to afford a holiday.

In terms of where people are travelling with their savings, destinations such as Spain, France and Greece remain staples, but new emerging destinations that offer affordability and follow the rising ‘destination dupe’ trend include Montenegro, Slovenia and Albania. Within the Gen Z demographic, 57% feel a draw to holidays that allow for cultural immersion.

With recent travel disruptions still fresh in travellers’ minds, holidaymakers are increasingly turning towards travel agents for support. Among those travellers who have faced difficulties during their journey, 37% stated they turned to an agent for help, with 86% of those reporting their issues were successfully resolved.



REINVENTING IBIZA

Palladium's season has introduced a pair of new concepts to elevate the Ibizan experience.



PALLADIUM HOTEL Group's start to the 2025 season includes the European-inclusive debut of a new category, elevating the currently-available guest experience.

The Grand Palladium Select upgrade has debuted at the Grand Palladium Ibiza Resort & Spa following its launch in Cancun and ahead of its integration

in Punta Cana in December.

The Select experience, available on Junior Suite room categories and above, offers an elevated dining concept, spanning exclusive à la carte and themed options; a wider beverage selection; poolside fitness experiences; and a pool concierge service.

All-inclusive lead-in rates at the Grand Palladium Palace Ibiza Resort & Spa start from £239 per night.

The new Ibizan offerings do not end there, however. At the start of June, a new partnership with O Beach Ibiza will see the opening of the Bonito Ibiza Hotel.

Across 252 rooms, the hotel promises a sun-drenched taste of casual luxury, with design rooted in natural colours and 'retro-chic' touches.

The hotel's Mexican-inspired rooftop bar and restaurant embodies the principles of Palladium's partnership with O Beach, promising local talent and golden hour experiences.

Guests are also granted free entry to the iconic O Beach Ibiza before 3pm each day during their stay.

Bed-and-breakfast rates at the Bonito Ibiza Hotel lead in from £148.50 in Daydreamer rooms per night.

From Manchester to the Med

MANCHESTER AIRPORT has highlighted its direct connectivity to some of the world's most marvellous beaches—among which are some of the Mediterranean's finest.

TUI operates a direct flight to Olbia, on the doorstep of Cala Goriitze in Sardinia and other largely unspoilt beaches along with Gulf of Orosei, from £90 return.

Jet2.com's direct service to Catania, from £188 per person, allows easy access to the white cliffs of Scala dei Turchi, adored by locals but seldom on itineraries for international arrivals.

New booking system protects Malta's Blue Lagoon

EFFECTIVE FROM the start of this month, the Malta Tourism Authority has operated a booking system to 'Book, Protect, Enjoy' its Blue Lagoon, a much-beloved natural marvel.

The free system invites visitors to book one of three daily slots, allocating them one of a maximum of 4,000 wristbands at any one time—in summer 2024, up to 12,000 were recorded during the busiest times.





Just Go!'s new solo island-hopper

IN A brand first, Just Go! Holidays has unveiled a solo tour of the Greek islands as part of its inaugural programme to the destination.

With no single supplement, the tour promises an all-inclusive experience as guests travel via inter-island ferry between Rhodes and Leros.

As part of its 'Jewel' collection, the tour boasts that all-inclusive experience at a competitive price point, with the 14-night tour starting from £1,899 including flights.



Another jewel in Meliá's Med crown

A NEW all-day dining restaurant at Mallorca's five-star Hotel de Mar, Gran Meliá hopes to embody the spirit of a voyage aboard a Riva yacht.

The Riva Lounge reflects the lush interiors of a Riva speedboat, with striped mahogany counters and iconic Aquarama chairs. A Rivamare motorboat is available to rent for hotel guests from £2,325 for a half-day voyage.

Sani/Ikos sets course for Kassandra in 2029

SANI/IKOS GROUP has announced an investment worth over £330 million in Kassandra, Halkidiki to transform three existing properties into the first integrated Ikos Grand Resort, to be inaugurated as the Ikos Kassandra.

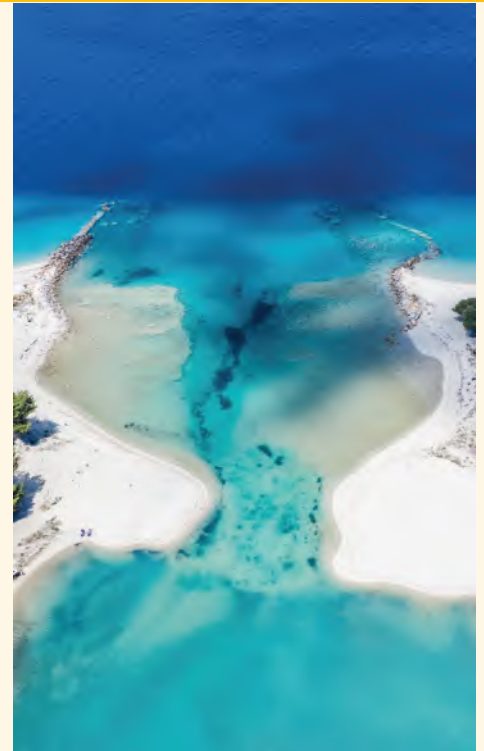
Upon its completion in 2029, the property will become the largest Ikos property yet.

Ikos Kassandra will sit around an hour from Thessaloniki International Airport with prime position on a 600-metre stretch of shoreline guaranteeing views of the Sithonia Peninsula and the island of Kelifos.

Almost 750 rooms, suites and villas will be available to book, alongside multiple public and private pools, spas, sport centres, and both family-friendly and adult-only spaces.

More than 30 food and drink spaces will hope to cater to almost all tastes, from beachside snacks to fine-dining plates.

The property will join Sani/Ikos Group's



12 existing properties across Greece and Spain, with Ikos Cortesia expanding the portfolio to the Algarve within the next few years.

By Ikos Kassandra's opening in 2029, the properties will span more than 5,600 keys across the portfolio.

City of Dreams tees up

CYPRUS' FIVE-STAR marvel, City of Dreams Mediterranean, has announced a partnership with Limassol Greens, the island's new 18-hole championship golf course.

The resort's senior VP said, "Partnering with such an exceptional golf course situated right next to our resort was a natural next step," after the Marcos Baghdatis Tennis Academy on-site added a sporty boost to the City of Dreams experience in September 2024.



"It adds another string to our bow, in our bid to make our resort the number one destination for business and leisure travel on the island of Cyprus, a goal to which we are well underway to achieving."

Limassol Greens is set to open in October, and has been designed by the same designer as the Troia in Portugal. It will also be home to a Golf Academy, expert PGA coaches, dedicated practice areas and a Pro Shop. Golf general manager Andrew Darker believes the site will be "a world-class golf and leisure experience, positioning Limassol as a must-visit destination for golf enthusiasts from around the world."

Golf packages for the resort are available to book from November 2025 onwards, with four nights' half-board and three rounds of golf starting from approximately £1,518 per person.



Newmarket
HOLIDAYS

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NEW FOR
2026

Little Trains of the Douro

- | 8 days departing June to October 2026
- | 14 meals, 6 excursions & visits included
- | Fly from 14 airports

Adriatic Discovery – Slovenia, Croatia & Italy

- | 8 days departing April to October 2026
- | 14 meals, 6 excursions & visits included
- | Fly from 13 airports

Ancient Greece Uncovered with Aegean Cruise

- | 12 days departing April to October 2026
- | 20 meals, 9 excursions & visits included
- | Fly from 14 airports

Hidden Italy – Trieste & Friuli Venezia

- | 8 days departing April to October 2026
- | 7 meals, 6 excursions & visits included
- | Fly from 13 airports

French & Italian Riviera

- | 8 days departing April to September 2026
- | 14 meals, 5 excursions & visits included
- | Fly from 7 airports



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Domes brings the class to Crete

LUXURY ACCOMMODATION, fresh cuisines and an elevated experiences await at Domes Noruz Chania, An Autograph Collection this summer.

Inspiring Travel is offering a seven-night stay at this Cretan luxury resort from £2,145 per person based on two adults sharing a Retreat Pool View Room for a departure on September 7th, 2025.

The package includes return flights to London Gatwick, bed and breakfast accommodation, and private transfers.



Serenade in the Med

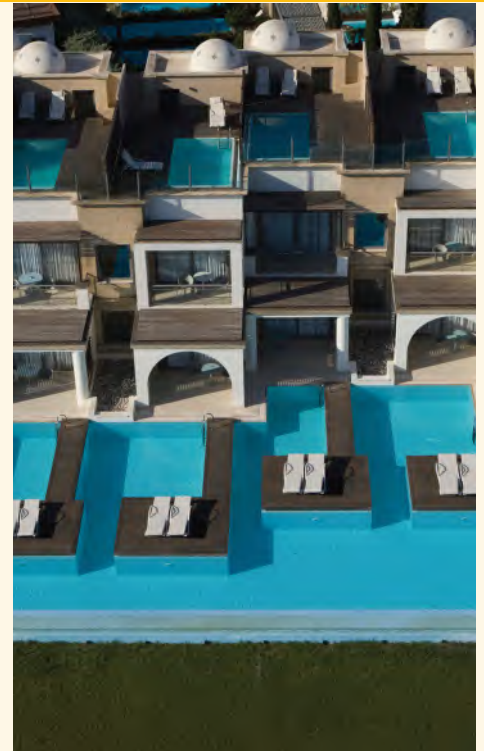
VARIETY CRUISES takes sailors around the Med's natural playgrounds on its eight-day 'Mediterranean Serenade' itinerary. Guests explore the Maltese and Sicilian peninsulas with stops in Valetta, Gozo, Syracuse, Lipari and Catania, with prices leading in from £1,456 per person. The cruise sails aboard *Variety Voyager*, with departures from May 31st, 2025 to July 25th, 2026.

Rejuvenating relaxation is Rhodes

WITH THE summer season just weeks away, the Ixian Grand & All Suites property promises guests an idyllic setting to soak up the sun on one of Greece's most popular islands.

The resort, located 6km from the UNESCO-listed Medieval City of Rhodes, offers its guests a tranquil stay in the cultural heart of the island. From active adventures through archaeological terrain to charming dinners on the waterfront, guests can explore and relax until their heart is content. Other popular excursions include visits to the Valley of the Butterflies, time to explore the ancient ruins of Lindos and its Acropolis, and enjoy a boat trip to Symi Island.

The resort itself offers an adults-only all-inclusive haven nestled in Ixia Bay, offering a perfect getaway for couples seeking serenity in a luxurious setting. Guests can unwind with a cocktail, enjoy



spa treatments and savour the flavours from the six on-site restaurants and bars.

Rates for the 348-key resort lead in from £136 per night. Agents can offer their clients an exclusive 8% off discount as well when using the code EXTRA8 at checkout.

Wander women solo in style

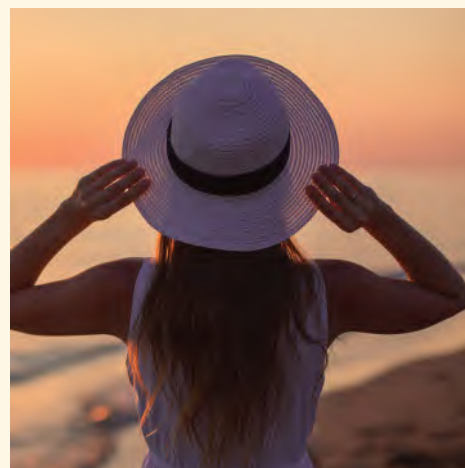
AS REPORTED by luxury consortium brand Virtuoso, women make up 71% of solo traveller—AMARA is capitalising on that market by introducing the new Wander Woman ultimate solo experience at its property in Limassol.

Guests can indulge in a solo dining experience at Ristorante Locatelli with a curated set menu that brings the heart of Italy to Cyprus. Solo travellers are also encouraged to take that indulgence to the

next level at the AMARA Spa, offering a 60-minute treatment, a thermal spa experience, heated pools, sauna sessions, a gym, a juice bar and even a library at their disposal.

Guided tours are offered to guests for the chance to discover the heart of Limassol by walking through cobbled streets, visiting iconic landmarks such as Limassol Castle and indulging in local market delicacies. Solo travellers have the opportunity to explore the city's charm and spirit in this personalised experience.

The Wander Woman package includes a 15% discount on room rates and for £375 guests can enjoy a solo dining experience at Ristorante Locatelli, a 60-minute spa treatment and a Limassol Town Tour. Packages must be booked by June 31st, 2025.



Pontant to offer new Med selection

PONANT HAS unveiled six new itineraries exploring the waters of Greece and Sicily, promising guests a glimpse into the treasures that lie throughout the Mediterranean.

One of the sailings on offer is the seven-night 'Ancient Jewels of the Mediterranean' priced from £4,100 per

person.

Guests will sail from Athens to Valletta between July 25th and August 1st, 2025, aboard *L'Austral*. Each port will offer sailors an excursion included with the price, including visits to picturesque villages and discovering ancient architecture.



Newmarket offers Maltese masterclass

NEWMARKET HOLIDAYS offers travellers a deeper insight into the historic sites of Malta in its eight-day 'Valletta, Mdina and the Wonders of Malta' itinerary.

Departures are available through September 2025, with prices leading in from £1,655 per person.

NH Collection makes Balearic debut

NH COLLECTION has expanded its Mediterranean presence with the addition of the NH Collection Ibiza resort, marking the brand's first property in the Balearics.

The hotel offers an ideal base for travellers eager to explore the island's renowned night-life scene as well as its flourishing gastronomy and cultural experiences.

Located a few steps away from a World Heritage Site – the Dalt Vila old town – travellers looking to explore the island's quieter side can do so from their doorstep. Those looking to party the night away, however, are just a 10-minute walk from some of the most exclusive nightclubs in Europe, meaning the five-star property is quickly establishing itself as a premium choice for those holidaying in the Balearics.

The hotel itself boasts a contemporary design, inspired by the surrounding marina's occupants, and offers 38 rooms to its guests, complete with stripped wooden floorboards retrieved from yachts. Holidaymakers will be treated to an outdoor workout area and full range of activities, including boat hires and in-room massages, and once the sun begins to set, they can head to one of the three premium on-site eateries: SLVJ Ibiza (Japanese cuisine) Arrogante (a 24-hour Italian-inspired restaurant) and Rhino Bar (a more relaxed dining experience offering SLVJ's snack menu poolside).



More flights, more options,
THE SAME AMAZING HOLIDAYS!

The Gambia is a unique holiday destination where sun seekers and nature lovers enjoy a harmonious experience. With breathtaking beaches, unforgettable adventures, and welcoming locals, it's clear why it's affectionately known as 'The Smiling Coast.'

We are delighted to offer a **NEW Saturday daytime flight** to The Gambia from London Gatwick, starting October 2025! Allowing our customers to swap the cold for a coastal paradise, just six hours from the UK and no jet lag!

Making life even better for your customers:

- Saturday, Tuesday and Friday flight options from London Gatwick, with Monday departures available over the Christmas period. Sunday and Wednesday flights available from Manchester Airport.
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LUXURY HOLIDAYS SHOWCASES

AGENT NETWORKING EVENING

Monday 19th May 2025
Lancaster

Tuesday 20th May 2025
Manchester

Wednesday 21st May 2025
Sheffield

FEATURING:



Luxury Holidays Roadshow

AGENTS IN Lancaster, Manchester and Sheffield got a true taste of luxury on our Luxury Holidays Roadshow this month.

We partnered with Sandals, Vincci Hoteles, Tunisia, Expedia TAAP, Ras Al Khaimah Tourism Development Authority, Abercrombie & Kent, Barut Hotels, Nassau & Paradise Island, Constantinou Bros. Hotels, Domes Resorts & Reserves, Lindos Hotels, Visit Seychelles, World of Hyatt Inclusive Collection and Sun Siyam Resorts to showcase the brands' luxurious offerings and gave away some incredible prizes!



The luxury #TBShowcases return in September! We'll be indulging agents in Taunton on September 29th and Plymouth on September 30th. To confirm your place or find out when we will be hosting our next event near you contact events@travelbulletin.co.uk

LAST CHANCE OFFERS

Time is nearly up for Sandals and Beaches Resorts May flash sale offering £300 discounts across its portfolio.



THERE ARE only a few days left to take advantage of Sandals and Beaches Resorts' May sale where travellers can earn up to £300 off for stays of seven nights or longer.

The promo code 'HOLIDAY' unlocks discounts to all Sandals' resorts for flight-inclusive packages and accommodation-only bookings

An ultimate St Lucian escape for Brits

THIS SUMMER, luxury St Lucia resort and spa is inviting UK travellers to indulge in the ultimate Caribbean escape with bespoke experiences and world-class service.

Cap Maison offers an intimate getaway where guests can unwind in style and explore the lush backdrops of St Lucia in luxury.

Those who choose to travel between now and December 19th, 2025, for eight days or more can take advantage of the 'Linger Longer' offer, complete with discounted rates and all-inclusive meal plans included in the price.

of seven nights or more until June 4th, 2025.

Discounted offers are tiered-based depending on departure dates:

£300 off bookings departing between May 15th to November 30th, 2025;

£200 off bookings departing between December 1st to 31st, 2025, or April 1st to June 30th, 2026; and

£100 off bookings for travel between January 1st and March 31st, 2026, or July 1st to December 31st, 2027.

Some of the top offers available

include a seven-night stay at the Sandals Grand Antigua Resort & Spa from £1,855 per person in a Mediterranean Club Level Suite, including return flights from London Gatwick.

Another package included in the May sale is a seven-night stay for two adults and up to two children at Beaches Negril Beach Resort & Spa, Jamaica, sharing a Grande Luxe Double Room.

Prices lead in from £2,665 per adult and from £885 per child, including all-inclusive service and return flights to London Heathrow.

A Caribbean mystery

AFTER SUCCESSFULLY completing its inaugural President's Mystery Cruise, which took place through the Mediterranean this April, Windstar Cruises is gearing up for its 2026 iteration which launched last week and is nearly sold out. Next year's mystery voyage is based in San Juan, Puerto Rico, and will take guests through the Caribbean on a mysterious whistle-stop odyssey.



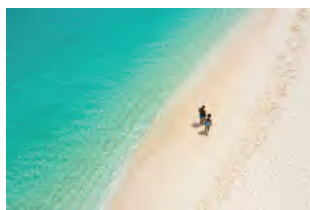


Star Clippers debuts Antigua trio

STAR CLIPPERS' winter 2026/27 programme starred new seven-night roundtrips from St John's, Antigua and a 10-night departure from Oranjestad, Aruba.

The inaugural Antigua departures visit St Barts, St Kitts, Iles des Saintes and Guadeloupe.

Fay McCormack, general manager of Star Clippers' GSA, said, "It is vital we refresh our sailings," but promised "the same truly unique sailing experience we have prided ourselves on for over thirty years."



Record Anguilla visitation

DECEMBER 2024 saw Anguilla report a near-25% (24.5%) increase against the previous year, with 23,871 visitors heading to the eastern Caribbean territory. That figure represents the highest December total since 1993. Director of tourism Stacey Liburd believes the results "confirm our status as a preferred choice in the Caribbean, particularly within the luxury sector."

Sell your way to Antigua with double rewards en route

DOUBLE REWARDS worth up to £40 are on offer with select Royalton Resorts bookings until June 30th, 2025, with the top booker in the same period earning a spot on an Antiguan fam trip.

Bookings for Royalton Antigua, an Autograph Collection and Royalton CHIC Antigua are eligible for the £40 cash rewards; £20 will be rewarded on the first 10 bookings logged, doubled to £40 for booking number 11, and each booking subsequently. The top booker for those resorts by June 30th, 2025, will automatically win their spot on the fam trip, visiting both resorts.

Paulina Grzelka, UK trade manager for Blue Diamond Resorts, vowed, "We are continually committed to the travel agent community and by offering the opportunity to boost an individual's earning potential with double rewards, we are demonstrating



just how important agents are... double rewards are available throughout May and beyond, so we encourage agents to get booking and logging every single Antigua holiday they confirm. If cash rewards weren't enough, the agent with the most logged bookings will win a place on our Antiguan FAM in October!"

Bookings must be logged via the Blue Diamond Rewards platform to qualify.

St. Kitts revamps agent platform

THE ST. Kitts Tourism Authority has revamped its agent training and rewards platform, which sees agents rewarded with a £50 Love2shop voucher with every booking to the destination.

Additional benefits on the platform include a refresh to the St. Kitts Yourway (SKY) initiative for travel agents, which offers exclusive rates and discounts across hotels, restaurants and tourist attractions to

offer unparalleled first-hand experience on your very own visits. Discounts are available with the SKY initiative apply until December 15th, 2025, for stays from August onwards.

Marsha T. Henderson, Minister of Tourism, explained how the continuation of SKY and revamp of the overall platform "reinforc[es] our commitment to strong partnerships with travel agents.

"This programme offers more than just exclusive rates and benefits—it provides agents with firsthand experiences that allow them to truly connect with the beauty and culture of St. Kitts.

"By immersing themselves in the destination, agents will be better equipped and inspired to share its unique charm with their clients."

British Airways offers two direct weekly flights from London Gatwick to St. Kitts.



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Let yourself be carried away by a relaxed atmosphere in Grand Palladium Jamaica Resort & Spa and Grand Palladium Lady Hamilton Resort & Spa. You can enjoy a swim in the warm waters of the Caribbean, sipping on a piña colada in one of our four crystal-clear pools, or relax yourself at Zentropia Palladium Spa & Wellness. Awaken your taste buds in one of our 10 gourmet restaurants with fresh fruit, meat, fish, and the spicy flavours of Jamaican jerk chicken.

It's ideal for families and couples alike, offering an extensive range of activities and facilities to suit everyone including a kids' club and 17 bars.

Upgrade your stay with The Signature Level at Grand Palladium Lady Hamilton Resort & Spa. Turn your holidays into a more exclusive experience and enjoy unique services and spaces reserved exclusively for members of the sophisticated The Signature Level.

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For more information, visit PALLADIUMHOTELGROUP.COM or contact your favourite travel agent.



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PALLADIUM
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FIESTA
HOTELS & RESORTS

45 TIMES
HOTELS

Strong overnight arrivals for BVI

FOR THE first time since 2017, overnight arrivals to the British Virgin Islands has surpassed the 40,000 mark. The first quarter of 2025 has seen a huge 106,750 overnight visitors be welcomed to the islands, representing a 6.4% increase compared to 2024.

Clive McCoy, the director of tourism for the BVI, credited the success to the tourism board’s strategic promotions, improvements to the infrastructure and a renewed perspective on guest experience.

“The BVI Tourism Board & Film Commission is pleased with the growth in overnight arrivals, continuing the upward momentum we experienced in 2024, when we welcomed over one million total

visitors for the first time since 2016. Overnight stays are a key indicator of the health of our tourism industry, benefitting both land-based and marine accommodations and driving economic activity across the Territory.”

In addition to overnight growth, day-trippers also surged by 60% to 5,799 during the quarter.



Scenic launches new discovery collection

A NEW era of discovery awaits cruisers as Scenic Luxury Cruises & Tours has announced its new 2027-2028 Worldwide Discoveries Collection, showcasing a diverse range of all-inclusive voyages across six continents from October 2026 to March 2028.

The new collection opens the door to more than 500 ports across 63 countries, and features a rejuvenating voyage from Antigua to Barbados and more of the Caribbean’s treasure trove destinations.

Who should have won Eurovision?

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Salerno Wonders!

TRAVEL BULLETIN was delighted to be hosted by Travel# and the Chamber of Commerce for Salerno along with several other journalists, and travel agents from the UK and France to experience the wonders of Salerno. With the re-opening of the Salerno's Costa d'Amalfi Airport in 2024, passengers can now fly direct from the UK with easyJet & British Airways to this region of Italy.

Salerno boasts fewer crowds and a better-value proposition than neighbouring areas. The region offers travellers a cultural and gastronomical delight, surrounded by breath-taking scenery — as well as being an idyllic hub for day trips to the islands of Capri and Ischia.



CAMERA DI COMMERCIO
SALERNO

INVITES YOU TO A

CITY & SHORT BREAKS SHOWCASE

AGENT NETWORKING EVENING

Monday 30th June 2025
Liverpool

Join us for an inspiring and knowledge filled evening of learning from city breaks specialist suppliers, enjoy dinner and drinks, and the opportunity to win some fantastic prizes.

TIMINGS

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

FEATURING



To confirm your place at this amazing event, email the name, company and contact details by Thursday 26th June 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.