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Giving agents the edge





We're delighted to introduce luxury long-haul to our portfolio, featuring some of the world's most culturally diverse destinations.

All holidays are underpinned by our relationships with the finest hotel brands, our carefully selected destination management teams and the distinctly personalised service associated with the Classic Collection brand. All our private tours can be designed and tailored to suit your customers' requirements and come with:

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Giving agents the edge

AGENT BULLETIN

Incentives to motivate agents to sell more holidays

NORDIC TRAVEL

Food, fjords and festivals in Norway, Finland, Sweden, Denmark and Iceland

JAPAN

Incredible opportunities for Olympic year trips

TECHNOLOGY

How agents can use big data to boost business







Dubai is a unique holiday destination that delivers out-of-thisworld experiences and can offer something for everyone. Call the experts at Gold Medal today for the latest offers including FREE upgrades and huge savings.

Gold Medal presents

Dubai sale offers



Rixos Premium Dubai

3 nights half board from

£699pp





 Situated at the heart of Dubai's Jumeirah Beach Residence with direct beach access and nine restaurants

Flights with Emirates from London Gatwick. Valid for departures 01 - 18 Jun 2020.



Sofitel Dubai The Palm ****

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Includes reduced rates



Highlights

 Be transported to a Polynesian island at Sofitel Dubai The Palm Resort which boasts the Sofitel Spa and an array of dining options

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FIVE Palm Jumeirah ****

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£689_{pp}



Highlights

 The hottest hotel on Palm Jumeirah is a dare-tobe-different hotel capturing the glamour and vibe of Dubai. With a range of party and culinary hot spots including a variety of restaurants, bars and a nightclub

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Includes FREE room upgrade, six drinks per room, per day & two FREE tickets per room per night to Laguna Waterpark or Green Planet



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£1 £3 per economy flight £1 £3 per room night

£1 £3 per room night £1 £3 per car hire day

£10 per business or first class flight

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THIS WEEK



AGENT BULLETIN
Incentives and training
opportunties for motivated agents



EVENT BULLETINAll the fun of the Africa
Showcase in Southampton



AIR TRAVEL
Jet2 launches a bonanza of
destinations from Manchester



NORDIC TRAVEL How your clients can have fun in Finland all year round



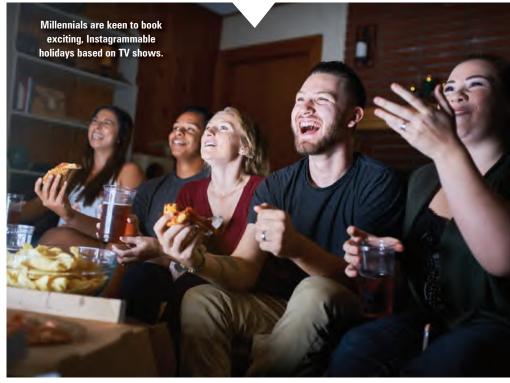
JAPANSelling holidays for the muchanticipated 2020 Tokyo Olympics



TECHNOLOGYTravel agents can use big data to gain a business advantage

TV TRAVELLERS

Popular television programmes, such as *Love Island*, are inspiring young British travellers to book holidays to destinations such as South Africa, according to research by Virgin Holidays.



AGENTS KEEN to tap into the millennial market might do well to watch more TV – a survey of 2,000 millennials by Virgin Holidays found that 10% of the young respondents booked a holiday to South Africa, after being inspired by the sunsoaked antics of the attractive contestants on Love Island, the popular ITV2 reality show.

Another programme which is driving up bookings among the younger demographic is *Keeping Up With The Kardashians*, with 14% of survey respodents being inspired by the show to book a trip to Los Angeles.

Meanwhile, I'm A
Celebrity, Get Me Out Of

Here moved 15% of respondents to visit Australia's Gold Coast.

As well as inspiring longhaul bookings, a bit closer to home, *The Only Way Is Essex* influenced 9% to jet off to Marbella.

And it's not just TV programmes that are leading to travel bookings. Movies play a role too. The survey revealed that 18% plan to book a trip to Croatia because of *Game of Thrones*, while almost a quarter (22%) said that watching musical romcom *Mama Mia* made them plan a trip to Greece.

Social media desirability is another powerful factor in determining where millennials will book their holidays. White sandy beaches (40%), crystal clear waters (33%), an infinity pool (24%) and glamorous bars (18%) were all holiday must-haves for millennials wanting to show off on Instagram.

Bucking the trend for intergeneration holidays, 35% of respondents were not interested in taking the same type of holidays as their parents. In contrast to their long must-have lists, four in 10 of the 2,000 23-to-38-year-olds polled said all their parents wanted was a good deal on the price of their holiday, and 22% said their parents just needed to have guaranteed sunshine for the holiday of their dreams.

travelbulletin

Published by : **Alain Charles Publishing (Travel) Ltd** University House, 11-13 Lower Grosvenor Place London, SW1W OEX Printed by: Buxton Press Subscriptions are £125 p.a. £195 overseas ISSN: 0956-2419



C 020 7834 6661



Emerald Yacht Cruises aims for new niche market

EMERALD YACHT Cruises is the latest product for Emerald Waterways – the concept is luxury small yacht cruising with the first departure scheduled for July 31, 2021, taking in Cyprus, Turkey and Greece. It will launch with a bespoke, ocean-going superyacht, the 110-metre Emerald Azzura, which will be able to reach small ports not easily accessible by liners. Destinations scheduled for 2021-22 include French. Sicilian and Spanish ports in the Western Mediterranean, historic ports in the Eastern Mediterranean, the Adriatic coast, and Red Sea, with a Holy Land itinerary.

Emerald Azzura will take a maximum of 100 guests in 50 cabins, served by 69 crew members. Of the 50 cabins, all will have sea views, 80%



will have balconies, and Oceanview Staterooms will have large windows. Main features include six decks, buffet-style and á la carte dining options, an infinitystyle pool, two bars, an observation lounge and deck, a zodiac for water excursions and platform for ocean swimming stops.

All cabins will be provided with queen-size or twin beds with Egyptian cotton linen, flatscreen TV, free WiFi, individual climate control, mini-bar, personal

safe, bathrobes and high-end toiletries. As well as the Oceanview Stateroom, other cabin classes are Balcony Stateroom, Deluxe Balcony Stateroom, Terrace Suite, Yacht Suite and Owner's Suite. With earlybird discounts, the lead-in price for the Oceanview stateroom is £2,950 for an eight-day voyage. Agents can order brochures with Tradegate: www.omsg.co.uk/tradegate/web pages/index.aspx

Viking takes a liking to new expedition voyages

VIKING HAS announced an expansion of its destinationfocused travel experiences with the launch of new expedition voyages. The company will begin sailing in January 2022 with its first vessel, Viking Octantis, embarking on voyages to Antarctica and North America's Great Lakes. A second expedition vessel, Viking Polaris, will debut in August 2022, sailing to Antarctica and the Arctic.



Viking's arrival to the Great Lakes will bring the newest and most modern vessels ever to explore this region of North America and will mark a major commitment to local tourism and economic development for the states of Michigan, Minnesota and Wisconsin, as well as the Canadian province of Ontario.

Viking has partnered with scientific institutions - scientists will undertake fieldwork on board and join voyages to share their expertise with guests. Viking has also partnered with The Cornell Lab of Ornithology, whose ornithologists will regularly be on board, providing expert advice and interaction with guests on birdlife.

Better air connections for West Africa and Europe

CAPE VERDEAN airline Cabo Verde Airlines (CVA) and Africa World Airlines (AWA) announced a partnership to boost connectivity in West Africa with Europe, North America and South America. An integrated selling operation for the routes of both airlines commenced this month. AWA's passengers will be able to connect through CVA's hub on Sal to destinatoens such as Dakar and the Cape Verdean islands. CVA also runs regular flights to Lisbon, Paris, Milan, Rome, Boston and Washington DC, and the Brazilian cities of

Fortaleza, Porto Alegre, Recife, and Salvador.

This partnership will allow passengers from both airlines to travel between airlines on one ticket, checking in only once, and allowing baggage to reach the final destination.

CVA's stopover programme allows travellers to spend up to a week in Cape Verde at no extra cost to the ticket. AWA, meanwhile, operates out of five cities in Ghana, as well as Lagos and Abuja in Nigeria, Liberia (Monrovia), Sierra Leone (Freetown) and the Ivory Coast (Abidjan).

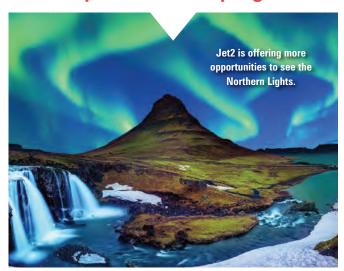


Going for Greece with Planet Holidays

LUXURY TOUR operator Planet Holidays has expanded its 2020 Greece programme adding Lesvos, more luxury hotels on the islands of Crete, Corfu, Zante, Kefalonia, Skiathos, Kos, Mykonos, Paros and Santorini as well as on the mainland in Halkidiki and Pieria, and Parga in western Greece. One example of a new hotel featured by Planet Holidays is Parilio In Paros. The hotel has taken inspiration from the surrounding sea and rocky landscape in designing to convert this into a 33-suite retreat. Harry Kyrillou of Planet Holidays says agents can sell flexible itineraries to clients and all bookings are commissionable.

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Jet2 expands Iceland programme



JET2.COM AND Jet2CityBreaks have launched a major expansion to their Iceland programme, meaning they now fly to Keflavík from all nine UK bases, including a scheduled service from Birmingham and Manchester Airport for the first time.

The company will operate twice-weekly services from both bases on Mondays and Thursdays during the best times to see the Northern Lights (October 1-November 23 and February 11-April 26). In addition, Jet2.com and Jet2CityBreaks has expanded its programme of dedicated trips to Iceland, launching trips from Belfast, Edinburgh and London Stansted.

Portugal ready for post-Brexit Brits

IN READINESS for the Brexit transition period, which has now come into force, the EU has appointed Portuguese diplomat Joao Vale de Almeida as the first post-Brexit envoy in London. According to the withdrawal agreement, the UK will remain under EU law in the transition period, foreseen to be until December 31, unless another extension is granted. All existing rights of UK and EU citizens will be in place, including free movement, so travel plans during this period should remain unaffected.

In regard to Portugal in particular, British tourists visiting Portugal will continue to have access to the Portugal Health Service throughout the transition period. Even under a nodeal scenario, the Portuguese government initiated contingency measures in March 2019 to protect UK visitors who need to access healthcare while on holiday.

Turismo de Portugal has launched the #Brelcome campaign, which includes a health campaign aimed at British medical tourists. Portugal will offer healthcare services to Britons at three private providers for a fixed price. The services are available now and will be offered to UK tourists irrespective of the Brexit outcome.

UK driving licences will be valid during the transition period, foreseen until the end of December. An International Driving Permit, GB sticker or Green Card will not be required during this period. In the event of a no-deal Brexit, the Portuguese government will seek a mutual arrangement with the UK.

The Apex of luxury: First look at Celebrity Cruise's new ship



AS CELEBRITY Cruises gets the latest addition to its fleet ship shape, Travel Bulletin's features editor Natalie Chalk has a behind-the-scenes glimpse at the billion-dollar liner in the shipyard in Saint Nazaire.

The Apex will be Celebrity Cruises' first vessel to be launched in the UK in ten years. Measuring 1,004ft long with a cruising speed of 21.8 knots, it follows in the wake of Celebrity Edge, marking the second ship in the Edge Series. The brand has a history of pushing the envelope with technology and luxury and they've done it yet again.

Inside, there's a dazzling three-deck chandelier hanging in the Grand Plaza which took more than 15,000 hours to design and build. The Theatre has state-of-the-art technology and seating for 940 guests, offering three shows — Rockumentary, Tree of Life and Crystalize — created just for the Apex, including performances from the a capella band Straight No Chaser.

It also offers a first-at-sea with F45 Training, a fitness workout built around 45-minute, station-based, training. There are new and first spa offerings, including more than 120 treatments and a collection of the latest treatment tables, highlighted by the unique lyashi Dôme, the original Japanese infrared sauna that deeply cleanses and detoxifies the body.

Also new is the Craft Social Bar with a selection of beers, wines and cocktails on tap, served by a certified beer sommelier.

Eden is a brand new dining experience which changes its atmosphere each night with pop-up entertainment.

Menu offerings come from Celebrity's Michelin-starred chef Cornelius Gallagher, who puts flavour ahead of fancy presentation.

Similar to its sister ship, there's the floating Magic Carpet which is cantilevered off the ship's side and moves between the decks inviting guests to eat, drink and soar over the sea up to deck 16. It's also used as the platform to take passengers to the tenders and take them ashore.

After our first-look tour, Celebrity Cruises cut the steel in a ceremony marking the building of its third Edge ship, Beyond.

Celebrity Apex will be christened on March 30 and debuts in Southampton on April 1. It will embark on a mini-season of five sailings to European destinations, including the Norwegian Fjords, the northern coasts of Spain and Portugal and a new 10-night Capital Cities Cruise with visits to iconic cities including Amsterdam, Copenhagen, Oslo and Paris. It will then spend the rest of its inaugural summer sailing seven- to-12-night itineraries in the Mediterranean, before repositioning to Fort Lauderdale in November for a winter season of week-long Caribbean sailings.

Book before March 3 to make the most of Celebrity Cruises January Sale, which includes sailings on Celebrity Apex.

www.celebritycruises.com/cruise-ships/celebrity-apex

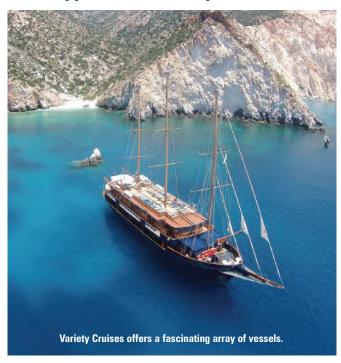
Variety is the spice of Cyplon life with yacht cruises

CYPLON HOLIDAYS has added Variety Cruises to their growing cruise portfolio. Variety Cruises specialise in personalised yacht voyages across a range of itineraries, including Greece, Egypt-Israel-Jordan, the Adriatic Sea, Spain-Portugal, and Southeast Asia.

There is a selection of vessels available, ranging from mega yachts to motor sailers, with itineraries aimed at offering immersive experiences, and unique shore excursions to connect with local culture, history and traditions in a small group setting.

Additionally, these cruises include leisure time in each port, swimming platforms for diving off the yacht and fine cuisine by internationally acclaimed chefs.

A sample package is a



seven-night 'Jewels of the Cyclades' cruise on board the MS Galileo from £2,999 per person. The offer includes flights with EasyJet from Gatwick, departing

April 17, based on a twin cabin shared by two people. For more details, go to www.cyplon.co.uk/holidays/ cruise-holidays/varietycruises

Korean Air takes action on coronavirus outbreak

KOREAN AIR is taking measures to ensure the safety of passengers, as the number of the new coronavirus cases rises in China.

All flights between Seoul's Incheon airport and Wuhan have been suspended until at least March 27. Additionally, the airline is suspending or reducing the frequency of some of its routes to China in line with falling demand due to the coronavirus.

The airline has formed an emergency response team to deal with the spread of the new coronavirus and set up a thorough process to preempt the possibility of infection with all relevant departments involved, including the airport service office, flight operations, cabin crew operations, maintenance, aeromedical centre and the operations control division.



Onboard, measures to prevent infection include using disposable cutlery which will be disposed of in sealed bags, meals will be loaded from Incheon, staff will wear masks and gloves, and disinfection has been stepped up.

Refund penalties and fees for changing flights will be waived.

Butlin's is here to entertain families at half-term

FAMILIES CAN still book late deals for halfterm at Butlin's with offers available between February 14-24 priced from £169 per family.

Guests can take a three-night February half term break at Minehead Resort, Somerset, starting from £169 per family, based on two adults and two children people sharing a Silver Room when arriving on February 21.

Live evening entertainment is available across all February half term breaks, including ventriloquist Paul Zerdin and his puppet character friends.

Paddington will be performing live, and a pantomime will feature, with The Little Merrmaid on the 2020 entertainment schedule. Written by the award-winning John Monie, winner of the Great British Pantomime Award's scriptwriter prize, the tale includes special effects and stunning costumes.

From the world of TV, the kids can enjoy performances from the Teletubbies. For more information or to book a Butlin's break, go to www.BourneLeisureSales.co.uk or call 0845 070 4742.



Book soon for bold and brilliant Brazil Carnival trips

CLIENTS KEEN to experience Brazil's famous Carnival celebrations will need to book soon with this year's event taking place from February 22-26. In Rio de Janeiro, the streets are overtaken by hundreds of block parties with a soundtrack made up of everything from traditional carnival marches to rock music. The Carnival of Salvador, meanwhile, has a strong music focus and the party can last for four days nonstop. And in Olinda and Recife, the neighbouring cities celebrate with elaborate decorations, including giant dolls, with everyone welcome to join in the festivities.

For more information, go to www.visitbrasil.com

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Scotland is the top of the tracks for rail voyages

GREAT RAIL Journeys (GRJ) and Rail Discoveries have revealed their top trends for rail holidays, as they gear up for a busy 2020 with train travel increasing in popularity.

Scotland and the UK proved the most popular in 2019, and this trend is expected to continue this year. Departing March 29, GRJ is offering an nine-day trip taking in Edinburgh, the Highlands and Islands from £1,295 per person, including hotel accomodation, breakfasts and dinners, including a traditional Scottish farewell dinner.

India came in second and for 2020, the company is keen to promote Five-Star India's Golden Triangle, Tigers & Shimla 2020 rail tour. The itinerary runs for 14



days and is priced from £1,995 per person, departing on September 10.

In third position is Italy, with Rail Discoveries offering the Puglia All Inclusive 2020 tour, which is priced from £1,349 per person, running over eight days, departing on May 13.

Other popular rail destinations for the companies include Spain, Switzerland, Eastern Europe and Vietnam.

For more information, go to www.raildiscoveries.com or call 01904 734 939, and www.greatrail.com or call 01904 527180.

El Al to connect Dublin and Tel Aviv

EL AL will be launching a new direct route connecting Dublin to Tel Aviv on May 26. The flights will operate on Sunday, Tuesday and Thursday on a Boeing 737 aircraft with Economy and Business classes available.

Traditionally, flights
between Ireland and Israel
were mainly for pilgrimage
purposes, but the Israel
Government Tourist Office
hopes that opening up Tel Aviv
to Dublin will attract visitors
interested in the coastal city's
food scene, cultural
attractions and vibrant
nightlife, as well as drawing in
more business travellers to Tel
Aviv's growing tech scene.
www.elal.com





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All aboard Queen Mary 2 for a literary voyage

FOLLOWING THE success last year of the Literature Festival at Sea, aboard Cunard's Queen Mary 2, the event returns to the world's only operational ocean liner for 2020.

Setting sail from Southampton on December 1 and travelling to New York, the festival is back, in conjunction with the programming team of the Cheltenham Literature Festival, who will be curating the 2020 event.

Guests can participate in workshops and hear from award-winning authors, including Prue Leith, lan Rankin, Alexander McCall Smith, Kate Mosse, Joanne Harris, poet, playwright and novelist Simon Armitage, comedy poet Pam Avers and former MP-turned author Alan Johnson.

Prue Leith said, "It's been a dream to cross the pond on

EASYJET AND Amadeus have renewed their

partnership so travel agents can continue to

renewed distribution agreement builds on a

multi-channel strategy to drive bookings,

particularly for business travellers.

access the budget airline's range of fares. The

longstanding partnership to support easyJet's

The distribution agreement aims to ensure

easy access for agents to book the airline's

range of business-friendly products such as

Inclusive and FLEXI Fares. Through the



the Queen Mary 2. I love literary festivals because the audience are interesting readers, and one's fellow speakers are, like me, delighted to take a break from solitary writing and join the chatting, eating, drinking real world - if a luxury liner par excellence can be called the real world."

Alexander McCall Smith

easyJet and Amadeus still working in harmony

said: "On the great liners of the past, people had time to read books and talk about them. What a magnificent thing it is that Cunard has See www.cunard.com for more information.

decided to recreate this. I look forward immensely to meeting readers, talking about books, and watching the broad Atlantic go by."

seats through agents. Amadeus has supported easyJet's growth of bookings via the Amadeus Travel Platform and its global travel agency network year-over-year.

easyJet will sell its range of products and

Thomas Haagensen, group markets director at easyJet, said the partnership with Amadeus will enable the airline to "leverage light ticketing while making key fares and ancilliaries available along with our corporate negotiated fares."

For more on technology, turn to page 25.



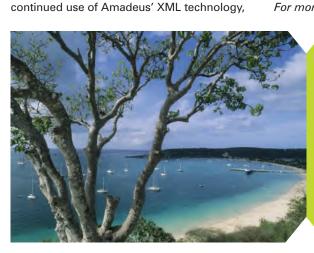
HOTEL BITES

- SIXTEEN FLOATING four-storey hotels will be built in Qatar to cater to demand during the 2022 FIFA World Cup. Each Katara Hospitality hotel will be identical, offering a total of 1,616 rooms.
- MARRIOTT INTERNATIONAL will be opening a new St Regis property in the New Administrative Capital of Egypt, just outside Cairo in the second quarter of this year.



- ONOMO HOTELS continues its expansion into southern Africa with the opening of a new hotel in Maputo, the capital of Mozambique, a growing destination for safari holidays.
- THE RADISSON Hotel Group has announced plans to open a 90-room hotel in Liepaja, Latvia, in an art deco building, and a hotel apartments development in the Ghala Heights area of Muscat, the capital of Oman.





Anguilla sets ambitious tourism targets for 2020

THE ANGUILLA Tourist Board (ATB) expects to welcome 95,000 tourists in 2020, after meeting its 2019 target of exceeding 2016 figures by 20%. ATB chairperson, Donna Daniels-Banks, said the board has set another tourist arrivals target of 20% on last year's figures and 69% average occupancy. The northern Caribbean island has 33 beaches, a vibrant culinary scene, a variety of accommodation options at different pricepoints and an exciting calendar of festivals, such as the Anguilla Summer Festival, which has a carnival atmosphere, scheduled to be held from August 2-9 this year. For more information, go to www.ivisitanguilla.com

FEBRUARY 7 2020 | travelbulletin.co.uk AGENT BULLETIN

AGENT TRAINING

VISIT ORLANDO, in association with its partners at Walt Disney World Resort Florida, SeaWorld Parks & Entertainment and Universal Orlando Resort, will hold a series of travel agent training roadshows in eight cities across the UK. The 2020 Visit Orlando Roadshow will provide the latest updates on what's new in the theme park capital of the world, including new hotels, attractions and experiences. The event will include an expanded Visit Orlando Marketplace. It will provide an opportunity for agents to increase their knowledge through one-on-one meetings with more of the city's hotel and attraction partners. Attendees will have the chance to win various prizes, including a place on the 2020 Visit Orlando Super Fam or two tickets to Dua Lipa's "Future Nostalgia" arena tour. VisitOrlandoEvent.cvent.com/Roadshow20

AGENT INCENTIVES

- AGENTS CAN win a Lifestyle voucher worth £100 with
 Hoseasons' latest agent giveaway. Eight vouchers worth £100
 each are up for grabs. They can be spent at more than 120 of the
 UK's top retailers, including John Lewis, Odeon cinemas,
 Topshop, Ticketmaster and ASOS. To be in with a chance of
 winning one of the Lifestyle vouchers, agents need to register
 every Hoseasons booking made between now and February 23,
 2020. They should email their booking reference number to
 agency.sales@hoseasons.co.uk along with their name, agency
 name and ABTA. A winner will be drawn each week.
 www.hoseasons.co.uk/assets/2020instyle.pdf
- AGENTS BOOKING any Paul Gauguin's 2020 cruise will earn a £100 Lifestyle voucher. There is no limit to the number of bookings. All bookings must be made between now and February 29. www.pgcruises.com
- TRAVEL AGENTS can earn £75 per booking with Crystal Cruises' new agent incentive throughout February. The incentive is valid for any 2020 Mediterranean sailing booked between now and February 29. There is no limit to the number of bookings on this incentive. www.crystalcruises.co.uk





9

TAHITI TOURISME UK has taken agents from Hayes & Jarvis, ITC Travel, Luxtripper and Trailfinders for a week long fam trip. The itinerary covered the French Polynesian islands of Tahiti, Moorea and Bora Bora and Tikehau. During a visit to the cultural centre in Moorea, the group learnt how to weave traditional bags and make the traditional Tahitian dish, poisson cru. Pictured are, left to right, Tola Arogundade, Ben Whitehead, Julie Yearsley and Theresa McCauley.





WAUGURAL SEASON

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ADRIATIC COAST · RED SEA · MEDITERRANEAN









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- Complimentary water, restocked daily
- First-class service from an English-speaking crew
- Knowledgeable local guides
- Exclusive EmeraldPLUS and EmeraldACTIVE experiences
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CROSSWORD

Win a £50 M&S voucher in the

travelbulletin Su Doku 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, February 13th. Solution and new puzzle will appear next week.

The winner for January 24th is David Sneddon, Ian Dickson Travel Ltd in Edinburgh.

January 24th Solution: A=9 B=6 C=7 D=1

| Α | 8 | | 6 | 4 | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | 7 | 9 | 3 | 2 | | | 6 | 8 |
| | 2 | | | | 7 | 6 | | 9 | |
| В | 3 | | | | | | | 7 | |
| | 9 | | | | 3 | | | | 6 |
| С | | 5 | | | | | | | 2 |
| | | 2 | | 5 | 8 | | | | 4 |
| | 1 | 4 | | | 9 | 3 | 7 | 2 | |
| D | | | | | | 4 | 6 | | 3 |



Fill in the crossword to reveal the mystery location highlighted by the green squares.

Across

- 1. Major airline with HQ in Atlanta (5)
- 3. Cruise ship, Disney ____ (5)
- 5. This Palace is a major tourist attraction in France (10)
- 8. Financial protection scheme for travellers, initially (4)
- 9. Mount is the highest volcano in Europe (4)
- 11. Jane Austen novel, now a movie, releasing on St Valentine's Day (4)
- 13. A judge on The Great British Bake Off, Leith (4)
- 16. Capital of Slovakia (10)
- 17. The slowest mammal on earth (5)
- 18. South American mountain range (5)

Down

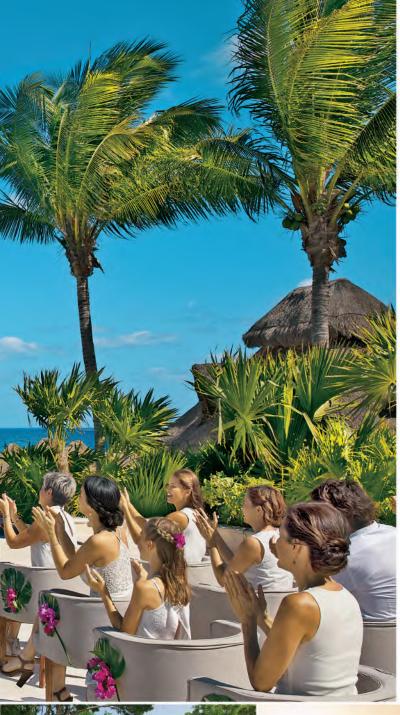
- 1. Actor starring in, The Personal History of David Copperfield (3,5)
- 2. Flows through South America (6)
- 3. Capital of The Maldives (4)
- 4. Flemish city (5)
- 6. Country, initially (3)
- 7. David, recently seen collecting his National Television Award, minus his trousers (8)
- 10. Altrincham based company, World Travel (6)
- 12. Venice international airport,
 - Polo (5)
- 14. Taiwanese carrier _ ___ Air (3)
- 15. Salt Lake City is the state capital (4)

Mystery Word: AMERICA Where am I? - Széchenyi Chain Bridge, Budapest



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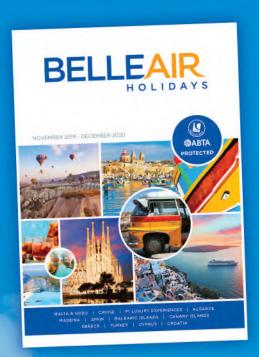














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JET2 MORE DESTINATIONS FROM MANCHESTER

THE LEISURE airline and package holiday specialist JET2 has announced details of its latest expansion at Manchester Airport.

It has added more services during the peak summer holiday season to popular destinations including Canaries (Tenerife and Fuerteventura), Balearics (Majorca - Palma Cathedral pictured, right - and Menorca), mainland Spain (Alicante), Portugal (Faro), Turkey (Dalaman and Antalya), Greece (Corfu and Crete - Heraklion), Italy (Naples) and Bulgaria (Bourgas). This means it now has more than 3.5 million seats on sale this summer.

In recent months, Jet2.com and Jet2holidays has made a number of announcements regarding its Summer 20 programme from Manchester



Airport, including ten new destinations, six of which are in Greece. They are:
Mykonos, Skiathos, Santorini, Kalamata (Peloponnese),
Preveza, Lesvos, Tivat
(Montenegro), Zadar (Croatia),
Lisbon (Portugal) and
Innsbruck (Austria).

Steve Heapy, CEO of

Jet2.com and Jet2holidays, said: "Alongside all the benefits that make customers choose us time and time again, we are looking forward to an exciting summer filling our aircraft with happy holidaymakers." www.jet2.com www.jet2holidays.com.

Finland's big electric aircraft ambitions

THE FINNISH airport operator
Finavia has joined a Nordic initiative
that plans to fly electric planes on
its domestic routes before the end
of the decade. The Network for
Electric Aviation is where Nordic
organistions work to accelerate the
introduction of electric aviation.

Since 2018, Finavia has been funding a fully electric aircraft. It had a successful test flight at Malmi Airport in Helsinki in 2018. Joining the NEA is the next step in contributing to the development of electric flying and a part of Finavia's climate programme which aims to cut CO₂ emissions at the airports.

Henri Hansson of Finavia said: "I believe that in Finland, the first electric passenger aircraft will fly on a domestic route by the end of 2020s. If a clean method such as wind or solar power is used to produce the necessary electricity, the electric aircraft of the future could fly completely emission-free. Electric aircraft will be suited especially for short routes".

The NEA consists of partners such as Nordic airport operators, Nordic airlines and start-ups specialised in electric aviation.

www.finavia.fi/en

For more on Nordic travel, turn to page 19.

18 AIR TRAVEL FEBRUARY 7 2020 | travelbulletin.co.uk

Turkish Airlines launches first direct flight from Birmingham to Antalya



TURKISH AIRLINES, which flies to more countries than any other carrier, has announced that it will be operating direct flights from Birmingham to Antalya, starting on June 3.

Return fares will start from £216, for all inclusive. Flights will depart from Birmingham and will be operated twice a week on Wednesdays and Saturdays.

Resting on Turkey's popular Turquoise Coast, Antalya is an outstanding resort that mixes Mediterranean fishing villages with natural wonders. Known as the 'gateway to the Turkish Riviera', Antalya is characterised by its sandy sweeps of shore that are embraced by a coastline touched by jade waters. It also boasts some of the best golfing attractions with Europe's first fully illuminated golf course.

Turkish Airlines has a long history of supporting golf in the region, sponsoring the European Tour's Turkish Airlines Open in November each year, consequently one of the offerings to passengers is the chance to fly one full set of golf clubs, free of charge on all flights.

Omer Faruk Alier, Turkish Airlines' director in Birmingham, said: "Whether holiday makers or golfing enthusiasts, we are keen to help all our passengers widen their world with Turkish Airlines." For more information, go to www.turkishairlines.com or call 0203 991 1993



Non-stop flight from Stansted to Istanbul with AnadoluJet

ANADOLUJET WILL operate from London Stansted to Sabiha Gökçen Aiport, Turkey, starting on March 29. All flights will be operated by the airline's Boeing 737 aircraft. AnadoluJet has been a trademark of Turkish Airlines since 2008, providing affordable domestic flights to more than 100 million passengers for more than 11 years. This year will see its flight network expand internationally, with an additional 26 destinations in 16 countries to be added to its schedule. Later this year, the airline's network will expand to 108 routes across 67 destinations (including domestic flights) serviced by its fleet of 57 aircraft. www.anadolujet.com/en or call 0203 991 1993.

Fastest trans-Atlantic flight to Nova Scotia

MANCHESTER AIRPORT has revealed its quickest-ever trans-Atlantic route will take off on June 5. Direct flights with WestJet will fly to Halifax, Nova Scotia in Canada, operating from the Northern gateway for the first time.

The service will cross the Atlantic in a little over six hours on the way to Halifax, and five hours on the return. The flights will depart at 9.45am on Monday, Tuesday, Thursday and Saturday, arriving into Halifax at 11.52am local time. On the return trip, they will leave Halifax on Monday, Wednesday, Friday and Sunday arriving at Manchester Airport at 08.10am the following day.

It will be Manchester Airport's shortest long-haul route and is the latest addition to its departure board, with services to Dhaka, Sylhet, Shanghai and Boston already announced for this year.

Halifax is the capital of the Canadian province of Nova Scotia and is a major economic centre with a large concentration of government and private sector companies.

The route will enable passengers to connect onto a wide range of services to other Canadian destinations, such as Ottawa, Calgary and Edmonton.

Halifax's tourism industry showcases Nova Scotia's culture, scenery and coastline. There are several museums and art galleries in downtown Halifax.

Just outside the urban area, the iconic Peggys Cove is internationally recognised and receives more than WestJet already has several routes to the UK but this is the airline's first from Manchester Airport.

Together with WestJet's regional airlines, WestJet Encore and WestJet Link, the airline offers scheduled services to more than 110 destinations in North America, Central America, the Caribbean and Europe, and to more than 250 destinations in over 20 countries through its airline partnerships. www.westjet.com



SUSTAINABILITY FIRST

Natalie Chalk visits Finland as it makes a green tourism pledge to become the leading sustainable travel destination by 2025

THE HAPPIEST country in the world (according to the UN) has taken on the challenge of becoming one of the most eco-friendly on the planet. Finland aims to be the leading country of sustainable travel by 2025. That was the pledge set at The Matka Nordic Travel, the largest travel industry event in Northern Europe, which saw a record 68,300 visitors in January, with attendees from around the world.

Experts and business leaders gathered to share their insights and solutions on how to bring about cooperation and change across the industry.

With Helsinki and Espoo already suffering the impact of climate change, Finnish tourism bosses are looking to restore the balance by putting the protection of the environment alongside economic growth.

Changes have already begun at Helsinki Airport, which has decreased its emissions by 3% per passenger on average in the last 10 years. It also sees 70% of green landings, meaning that pilots use less fuel on descent.

Taking up the challenge in the capital are hotels, shops and restaurants with many placing sustainability at the core of their business.

At restaurant Natura, which opened in April 2016, they serve up to 80% game meat and for seafood, they source only from the WWF list.

New hotel projects such as the boutique Folks Hotel in the emerging Vallila district, will use local products, reduce bathroom packaging, and remove plastic bottled water instead offering tap water. In front of the hotel they'll offer spaces for electric cars. The four-star hotel is set to open in this summer.

At Metsä/Skogen store and Mushroom bar restaurant, they have set up a multi-sensory experience with sounds and sights from Finnish forests. They sell sustainable clothing, wellness products and serve mainly vegan dishes created by chef Sami Tallberg who forages locally. The chaga and mushroom cappuccino is their hot drink sensation that'll boost and warm up your insides.

At Hawkhill in Espoo, taking care of nature is their number one priority. The eco-resort is surrounded by Nuuksio National Park where you'll find hares, deers, moose, beers and wolves. The family-run firm has put the wellbeing of natural forest above profits by not marketing their log cabins to the US or Asia, where visitors would have to use a plane to travel from another continent.

They have made reconnecting to nature a priority for guests and have also switched from renewables to nuclear energy to ensure they've taken every measure available to fight climate change. They will be CO₂ free this year and plan to be CO₂ negative next year by planting trees and restoring the swamps that were drained in the 1930s. They use mostly wood, as little concrete as possible, and serve mainly plant-based food.

Co-owner Matti Ala-Outinen said that sustainability is not just a problem for governments to solve but that "we all have to take every step possible to stop climate change".



Currency: Euro £1 is €1.18

Time difference with Helsinki +2 GMT

Approx flight time to Helsinki from the UK:

Approx 2hrs 50mins

There are around 3 million saunas in Finland and a population of 5.2 million

Finland has 180,000 lakes

NORDIC TRAVEL FEBRUARY 7 2020 | travelbulletin.co.uk

SWEDEN'S SECOND CITY

Microbreweries, a beer festival and a new hiking trail, all in the world's most sustainable city Gothenburg



SWEDEN'S TASTE for beer has grown substantially and, as a result, microbreweries are now popping up around the country – with 380 at the last count.

20

More than half of these are to be found in Gothenburg, where demand for great beer is particularly high, driven by the youthful population and thriving local dining scene. The city now has an annual beer festival, GBG Beer Week, each spring (March 27 - April 4). However, the southern Swedish region of Skåne and its capital city Malmö is hot on its heels, with numerous craft breweries starting up and a brand new Great Swedish Beer Festival, the second of which will be held in October. www.greatswedishbeerfestival.se The city also has a constantly growing and evolving restaurant scene. Located on the west coast of Sweden, seafood has long been Gothenburg's speciality and a new fish bar makes the most of these authentic flavours, inspired by the ports of the world and serving them up street-food style.

In 2019 a completely new hiking trail, the Gotaleden, was opened – a 71km route with nine different legs, linking the centre of Gothenburg with the 'café town' of Alingsås. Boutique-style hotel, Nääs Fabriker has created a special hiking package, including overnight stay on a bed and breakfast basis, entrance to its bath house (with jacuzzi, pool and sauna to release those aching muscles), and a welcome smoothie and energy bar. Prices start from SEK 1,200 (£96) per person per night.

Also, for the fourth year running, the city was named the world's most sustainable city, by the Global Destination Sustainability Index 2019. In addition, the European Commission crowned Gothenburg the "European Capital of Smart Tourism 2020" for its smart, innovative and inclusive approaches to tourism development.

One such initiative is the new 'Next to Gothenburg' campaign, encouraging visitors to stay longer in the region and explore places outside the city using public transport. www.goteborg.com

Top tips on tipples with Fred. Olsen

FRED. OLSEN Cruise Lines is offering guests 'Free Drinks & Tips' on more than 120 cruises from April to December on all new bookings made up to February 4, with prices starting at £599 per person.

This gives guests the chance to take advantage of its all-inclusive drinks upgrade aboard its entire ocean fleet — Balmoral, Braemar, Boudicca and Black Watch.

Your clients can enjoy selected house wines, beers, spirits and soft drinks all day and evening, without the added hassle of settling a bar bill, plus all gratuities will be paid by Fred. Olsen.

Fred. Olsen is also offering 'Free Tips & Dining Drinks' on a number of Brabant European river cruises in 2020, along the Rhine, Main, Danube and Moselle, giving guests the same selection of all-inclusive drinks available on its ocean sailings, when served with lunch and dinner, with the added extra of all gratuities being paid by Fred. Olsen.

Fred. Olsen's 'Cruise Sale' includes a number of dedicated solo deals, with no single supplement on selected rooms and cruises in 2020.

An example of the ocean and river itineraries included in Fred.
Olsen's new 'Cruise Sale' include:
Black Watch's 11-night W2013
'Norwegian Fjords with National
Day in Oslo' cruise, ex-Liverpool, departing on May 12. Prices start from £1,699 per person.
www.fredolsencruises.com/travel-agent-centre/ Trade Support Team on 01473 746164.



Head north with Nordic Visitor

NORDIC VISITOR is the expert for planning travel experiences in the North. They work with travel agencies, tour operators and home-based travel agents all around the world to arrange high-quality holidays tailored to clients' unique needs. Their destinations include Iceland, Norway, Sweden, Lapland, Greenland, Svalbard, Denmark, Finland, Faroe Islands and Scotland. Most of their tour packages are commissionable except those on special offer (including Early Bird), on day tour-only bookings or on optional activities that are added to tour packages.

Nordic Visitor also provides travellers with a 24/7 emergency helpline for the duration of their trip. Furthermore, they only handpick accommodation in the most desirable locations and all of service providers are chosen for their high standards and friendly service.

www.nordicvisitor.com

FEBRUARY 7 2020 | travelbulletin.co.uk

FOOD AND FESTIVALS IN DENMARK

The Danes don't wait for the warmer months to head to a festival with everything from dining to dancing on offer.

DATING BACK more than four decades, Copenhagen's annual Jazz Festival is renowned across Europe and recognised as one of Denmark's biggest music events. The festival takes place in July every year and includes more than 1,300 concerts. Happily, during three weeks in February, the smaller winter version of the festival expands beyond the borders of the capital and takes on the whole country. In 2020, Winter Jazz celebrates its 20th festival, and this one includes around 600 concerts at 150 venues around the country. It is a great opportunity to see young, Danish jazz groups and talents from across the globe.

Winter Jazz takes place until February 20 in

locations throughout Denmark.

Also Danish restaurants have their own festival, known as Dining Week, which is the biggest of its kind in northern Europe, and 2020 marks the 10th annual festival.

The concept is simple; throughout the festival's 10 days, more than 200 restaurants across 50 Danish cities and towns offer a three-course menu at a special price of DKK 215 (approx £25). The restaurants span from classic Danish, to Japanese, to Italian, so there should be something for every taste.

Dining Week takes place February 7 – 16 throughout Denmark. diningweek.dk



Discover the Norwegian Fjords with Regent Holidays

21

AHEAD OF celebrating 50 years of trading next year, Regent Holidays has compiled its portfolio into a supersize brochure, showcasing an array of new experiences, including long Nordic adventures.

With 16 new trips for 2020 spread across 13 destinations, the brochure has rail journeys across Scandinavia and action-packed Arctic wilderness itineraries.

The Best of the Fjords is an 11-day tailor-made tour covering three of Norway's most iconic fjords and two of the country's wildest railway routes including the Flåm Railway – one of the steepest train lines in the world. Prices from £2,085 per person.



New in Scandinavia and Arctic Circle is the Sisimiut and the Erfalik Wilderness Lodge. Guests can uncover Greenland's hinterland and local wildlife on a six-day stay while based in a remote lodge for the chance to go fishing for Arctic char and hiking in search of sea eagles, foxes and hare. Prices start from £4,305 per person.

There's also Finland's Golden
Triangle by Train for a sustainable
multi-centre break where rail
enthusiasts can join an eight-day
tour riding local trains to three of
Finland's principal cities to see
Helsinki's cultural landmarks,
unwind in one of Tampere's public
saunas and explore Turku's
medieval structures. Prices start
from £835 per person.

www.regent-holidays.co.uk
020 7666 1244.



THE OLYMPICS – AND MORE

Japan is gearing up for Tokyo 2020 but there's still plenty of sightseeing, culture, cuisine and nature to squeeze in.

THE OLYMPIC and Paralympic Games are taking place in Tokyo this summer.

From July through to September, the country hosts the Games, with an estimated 206 nations participating in the grand opening in Tokyo. Thirty-three sports will be taking place with five new ones being added to the list this year – baseball/softball, karate, skateboarding, sports climbing and surfing.

Away from the Games, Japan is a year around destination with events and new launches taking place from competitive cycling to the much anticipated Art Triennales. Japan also has an overwhelming amount to offer in terms of sightseeing, culture, cuisine, nature and in particular, sports.

Here's a roundup of some of the best bits before and after the Games:

 Palace Hotel Tokyo is getting into the spirit of wellness in line with the Olympic and Paralympic Games 2020. The hotel has set up a wellness getaway that comes with an à la carte menu of fitness pursuits to refresh the mind and body and allow visitors to experience the city in an active healthy way. Spa packages start from £1,227.

- Tokyo 2020 Nippon Festival has been created to build energy around the Tokyo 2020 Olympic and Paralympic Games. The festival welcomes people and cultures from around Japan and beyond to interact and celebrate the Games. Events will be organised to encourage diversity and regeneration in the Tohoku region, opening new gateways and introducing new possibilities for Japan.
- Beyond the Games is the Japan Cup Cycle Road Race on October 18.
 The Japan Cup Cycle is a premier cycling race that attracts thousands of fans each year and a host of Tour de France competitor teams take part in the race. The circuit goes around
 Utsunomiya and Mount Kogashiyama. It is the traditional end-of-season event in the sport, showcasing unique Japanese landscapes and towns.
- The Sapporo International Art Festival takes place from December 19, 2020 until February 4, 2021.

SIAF is an artistic event held in Sapporo every three years. Going into its third year SIAF2020 will be held during the winter months, having previously been held between summer and autumn.

The theme of the festival is 'Of Roots and Clouds' and will promote local creativity via contemporary and media art whilst promoting what the city has to offer other than snow and winter. japan.travel/en/uk



Currency: Yen £1 is ¥142.5

UK Time difference with Tokyo +9 GMT

No visa is required for British travellers.

The Olympics begin on July 24.

Medals for Tokyo 2020 have been made from 5,000 recycled mobile phones.

FEBRUARY 7 2020 | travelbulletin.co.uk

Step by step through Setouchi



THERE ARE a number of incredible hiking routes around the Setouchi region, from easy ambles around the islands to more adventurous treks with several different mountains to climb. Here are some of the best.

Ehime - Mt. Ishizuchi and Mt Kamegamoi

Found in the Saijo area of Ehime Prefecture stands Mt. Ishizuchi and Mt Kamegamoi. Mt. Ishizuchi is one of Japan's seven sacred peaks, it is named the 'Stone Hammer' as a result of its sharp and rocky summit. It is the tallest mountain in western Japan with a peak of 1,982 metres, not only known for its beauty but also for the challenge it presents climbers. Nearby peak, Mt. Kamegamori, is one of the 'Three Peaks of Iyo', it is a short and relatively easy climb that still provides amazing views of the surrounding mountain range.

Hyogo - Mt. Maya and Mt. Rokkosan

Mt. Maya and Mt. Rokkosan are both found in the Kobe area of the Hyogo Prefecture, hiking up either one of these mountains will offer visitors stunning views of Kobe and Osaka. Mt. Maya is one of the main peaks in the Rokko mountain range to the north of Kobe city and is often referred to as a 'ten-million-dollar night view'. Mt. Rokko is another hiking gem of the Kobe area located close to the hot

springs of Arima Onsen, as well as the cities of Osaka and Kobe.

Kagawa - Mt. Ilnoyama

Mt. Ilnoyama, also known as 'Sanuki Fuji', is located in the Marugame area of north Kagawa. Ilnyama is a 422-metre-high mountain that is designated as the Seto Inland Sea National Park. The area is dotted with Japanese tea rooms where hikers can relax after their day out and learn more about authentic Japanese culture. During the months of April and August when the sun rises, the summit of Sanuki Fuji reflects on the surface of the water, creating a diamond image in the water.

Tokoshima - Mt. Tsurugi

Mt. Tsurugi is 1,955 metres in height making it the second highest mountain in western Japan after Mt. Ishizuchi. It is surrounded by an 1,800-metre-high class mountain range making it a gorgeous setting to hike around. This is the perfect place for those who want the chance to experience stunning panoramic views of the Seto Inland Sea at height without having to walk for too long. There is a chairlift that takes hikers from the trailhead to the middle of the trail. setouchitrip.com

Journeys for the family with G Adventures

G ADVENTURES has a new trip to Japan, set to see first departures in June as part of the new National Geographic Family Journeys.

The focus is offering families of all shapes and sizes immersive and educational trips to twelve destinations with activities focusing on experiences everyone can enjoy together.

There's a traditional Taiko Drumming Class, where the family will learn how these traditional wooden drums are made and different playing techniques. The Okinawa Cooking Class is where the family will prepare traditional dishes originating from the Japanese island reputed to have the highest life expectancy in the world. A Sumo Wrestling Class is where families will be initiated into the martial art and learn about routine and calorie intake. Also, a Ramen Class is a great way to encourage fussy eaters to try new flavours.



Priced from £3,799 per adult and £3,639 per child aged 7-12. www.gadventures.co.uk

Explore Japan's remote sub-tropical islands

JAPAN'S SOUTHERNMOST prefecture, Okinawa, is comprised of 160 subtropical islands boasting a year-round warm climate comparable to Hawaii, Miami and Cancun. At just three hours by air from Tokyo and blessed with natural beauty, from lush forests to crystal blue waters with abundant coral and golden sands, Okinawa is perfect for beach lovers and sport enthusiasts alike whilst still appealing to culture seekers, thanks to its unique history and heritage.

Opened in January, Hotel Collective is a five-star luxury hotel that boasts 260 rooms, an executive lounge, banquet hall, outdoor pool and chapel. Located in the Okinawan capital of Naha, the hotel is grounded in its mission to fuse the island's local culture in its design, food and events with modern Japanese luxury.

www.visitokinawa.jp



JAPAN FEBRUARY 7 2020 | travelbulletin.co.uk



Mind the doors: Japan bullet train tours

JAPAN SPECIALISTS Links Travel & Tours have added a new rail tour to their portfolio for 2020. The 13-day land only Discover Japan by Rail, small group tour explores the country from Tokyo to Kanazawa, via Mt. Fuji, Kyoto, Hiroshima, Osaka, and Takayama, travelling on the country's world-famous bullet trains between destinations.

The first tour starts from Tokyo on March 3 and costs from £2,695 per person. There are also departures in June, September, October, and November. International flights from UK regional airports are available on request.

www.linkstravelandtours.co.uk
020 8543 8133.

A Saga cruise to the land of the rising sun

SAGA IS offering an enthralling immersion in Japan's history and culture.

Temples and shrines, geishas and kimonos, sake brewing and tea ceremonies, colourful flora and breath-taking mountains are all part of the experience, as well as the buzz of hightech, modern life in gleaming cities and superb hotels.

Tokyo's Olympic Stadium, International Forum and aquatics centre are among venues hosting Games events between July 24 and August 9, and the national capital is the starting point for Saga's 12-night tour Japan: Land of the Rising Sun.

Highlights include tours of Tokyo and Matsumoto, a 'Thunderbird' rail ride to Kyoto, a lake cruise, and a visit to an authentic teahouse, and there are options to see the capital from a different angle on the 35-kilometre loop of the Yamanote urban railway and to take a Bullet train to Hiroshima.

A visit to the religious centre of Kamakura takes in Shinto shrines, Buddhist architecture and a nine-metre, 11-headed statue of Kannon, Goddess of Mercy, as well as beautiful gardens featuring cherry and plum blossoms in spring, the copper and red tones of autumn, and lilies, hydrangeas and irises in summer.

In the Hakone region, overlooked by iconic Mount Fuji, Saga's guests can take a cable car to the summit of Mount Kamiyama, then enjoy a leisurely cruise on Lake Ashi, while Takayama retains many 16th century wooden houses and features a picturesque morning market and an exhibition of elaborate festival floats.

Time in Kyoto will include silk-weaving demonstrations and a kimono show, historic Shirakawago is a quiet, Unesco-protected village with unique, thatched-roof houses, and Nara's Todaiji Temple, believed to be the largest wooden building in the world, is home to the largest bronze Buddha ever.

Japan: Land of the Rising Sun tour, 12 nights (including two aboard aircraft) from £3,799 per person departs Heathrow on April 4, May 9, October 17 plus March 27, April 10 and May 8, 2021.

saga.co.uk/Japan - 0800 056 0464.



Healing hot springs in Kanagawa

THE CULTURE of onsen (hot spring) is deeply rooted in Japan.

The act of relaxing in warm, soothing spring water has long been cherished across Japan as a way to alleviate fatigue (and other aches and ailments, depending on the precise mineral and elemental balance of each spring), to deeply cleanse the body, and to enjoy the seasonal beauty of the local natural surroundings.

Kanagawa is a great place to go to discover Japan's onsen heritage — while hot springs can be found across the whole country.

Kanagawa is home to two of the most celebrated onsen areas, Hakone and Yugawara.

Inamuragasaki Onsen is located on the shores of Kamakura and boasts an indoor and outdoor baths overflow with hydrogen-carbonate mineral spring water that has a distinctive hue, hence its nickname "the golden spring". Hakone Yuryo is located in the celebrated onsen resort of Hakone-Yumoto, for an indulgent hot spring day trip: indoor baths, open-air rock baths looking out over lush garden, massage services.

Enoshima Island Spa is on the island of Enoshima, with 15 baths and spa pools, including a waterfall pool, gently illuminated cave pool, whirlpool bath, carbonated bath, and extra-hot bath, as well an incredible open-air spring pool with views of Mount Fuji and the Shonan Coast. trip.pref.kanagawa.jp.



Matt Webb, business intelligence manager at Travelport, writes about how travel agents can use big data to learn more about their clients, pinpoint travel trends and stay relevant in an increasingly competitive and challenging market.

THE AMOUNT of data we produce each day is staggering. Last year, estimates suggested more than 2.5 quintillion bytes of data were being generated in the time it took the Earth to rotate around its colossal axis. The pace of development in tech spheres means this has likely grown, providing enormous opportunities for those travel agents equipped to process the information at their fingertips.

Historically, however, the complexity and disjointed nature of booking travel – involving interactions between multiple parties and platforms – made it challenging for agents to leverage this vast amount of data. The costs and level of cooperation required to invest in and manage big data infrastructure have proven prohibitive for many agents – but not any more.

Advances in data analytics and Artificial Intelligence (AI) mean vast volumes of travel booking data can now be broken down and dissected in myriad ways. Travelport processes as many as one trillion transactions a year from travellers researching and booking trips and passes insights on to travel agents.

For example, we identified a spike in the number of people travelling to destinations where major global e-sports events have been held. Armed with this information, travel agents can keep pace with new and emerging motivations to travel, and tailor their business strategies to remain relevant. Such trends could not have been unearthed via traditional methods.

Others have jumped on the big data bandwagon too. Platforms such as Hopper identify patterns in booking behaviour that can forecast the best time to buy a given flight for the cheapest price and the likelihood of it increasing in the future. This is an example of big data helping agents sell and travellers make informed decisions.

The question for many of the travel agents we speak to is how they can embed these technologies into the services they provide and unlock the commercial opportunities of big data. For those who are not fortunate enough to have the resources required to build proprietary systems, the most efficient way to develop big data capabilities is to lean on the expertise of technology partners, who should be developing the tools to organise and present information in a format that is easy to visualise, digest and act upon.

That was the thinking behind Travelport's IBM Travel Manager, a platform for managing corporate travel bookings. Here, Al tracks, manages, predicts and analyses travel costs, and allows agents to offer greater personalisation. By integrating employee and expense data, 'what-if' scenarios can be built around the traveller, including an out-of-policy hotel if it was closer to the traveller's meetings.

While traditional data sets can be manipulated to tease out broad-brush macro trends, such granular data on individual traveller behaviour shouldn't be underestimated and can have immense value for travel agents.

Demand for personalised travel is something that has been repeatedly confirmed in our research. Last year, for example, we found many flyers typically want to personalise their experience (42%) through add-ons such as extra legroom, additional baggage allowance and meal upgrades. A growing number of people are also frustrated by travel companies they regularly use not remembering their preferences (35%, up 4% on 2018).

Now is the time for agents to capitalise on every resource available to them, and one of the most important resources of all is data. Data will continue driving us towards more personalised travel – and businesses must make sure they aren't left behind.

TECHNOLOGY FEBRUARY 7 2020 | travelbulletin.co.uk

MANCHESTER LUXURY

High-tech private terminal, PremiAir, offers guests fast baggage processing and a dedicated security channel for a seamless experience.

MANCHESTER AIRPORT Group has opened its high-tech private terminal, PremiAir. It offers travellers a streamlined departure, a pre-flight treatment, and a smooth arrival at Manchester with no private jet required. It aims to add extra comfort for its guests, offering fast baggage processing and a dedicated security channel.

Priority Departures (from £50 per person) allows guests with hand luggage only to arrive an hour before the flight, enjoy a personal welcome, dedicated security channel and drive to the aircraft.

Premium Departures (from £100 per person) includes complimentary food and drink, luggage handling, dedicated security and transfer to the aircraft.

Arrivals (from £125 per person) provide a transfer from the aircraft to the terminal, dedicated passport control, use of lounge facilities and luggage delivery. Round trip package available from £175 per person, with further upgrades available.

Groups of up to 50 can access one of three private suites, which are located before security so people who are not travelling can join events and meetings.

PremiAir is currently partnering with 25 airlines including British Airways, Virgin Atlantic, Qatar Airways, Etihad Airways



and Cathay Pacific. Any passengers travelling with these carriers can make a booking through the PremiAir website.

Andrew Harrison, CEO, MAG Airport Services, said: "Manchester Airport is the first UK airport to introduce this innovative concept which is a result of months of hard work and dedication from MAG's teams.

"This great new option is an example of MAG's strategy of offering more of its own brands and products to its customers, from the car park right through to the departure gate. This approach is unique among major UK airports and gives our passengers the best possible choice during their journey.

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Hannah Carter Events Coordinator hannah.carter@travelbulletin.co.uk It's quicker than a boat.

CIRCULATION

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*80% based on 2015 and 2016 averages. More info at eurostar.com.



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Agent Networking Evening

Monday 9th March 2020

MERCURE BOX HILL BURFORD BRIDGE HOTEL, DORKING

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FEATURING





Where stories begin





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Registration: 18.00 hours Networking & Presentations: 18.30 hours Dinner, Entertainment & Prizes: 20.30 hours Carriages: 21.45 hours

To confirm your places at this amazing event, email the names and contact information of up to 5 staff members by Wednesday 12th March 2020 to events@travelbulletin.co.uk or call:

for more information.





February Incentives



Double vouchers for long-haul bookings

We're delighted that Vietnam, Kenya, South Africa, Tanzania & Zanzibar, Sri Lanka, Indonesia, Oman, Maldives and Mauritius are now available in our luxury long-haul programme. Book one of our long-haul destinations with us between 1 & 29 February 2020 and you'll earn double the usual amount of Love2Shop vouchers.

New way to claim: Login to the agent area at classic-collection.co.uk and complete the new incentive form; our vouchers are now sent electronically from Love2Shop.

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