

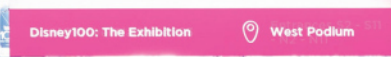
Travel Bulletin

Giving agents the edge

World Travel Market 2024



The eyes of the world are on the UK capital as the opening of WTM 2024 nears



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Agent Bulletin
The latest incentives and training opportunities to help you sell **Pg. 7**



The headlines from the ABTA Travel Convention (Pg. 5)



Enhance The Experience

(Just when you thought E.T.E was already Best In Class)

V2.0 Successfully Launched!





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Headlines from ABTA's flagship Travel Convention in Greece.



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BULLETIN BRIEFING
Tracey Poggio, ANTOR chair, breaks down member activity at WTM.



WTM PREVIEW
The biggest event in the travel trade calendar is nearly upon us!



HILTON'S HOTTEST HITS

From nostalgia trips to main character adventures, Hilton has revealed its 2025 Trends Report.

IN 2024'S annual report Hilton has revealed eight trends which will define the travel industry for 2025 and the factors currently influencing the British traveller.

One of the top trends going into next year according to Hilton is 'Me-Mooning', the idea of spending quality time with yourself amid the global rise in honeymoon and babymoon videos. Solo travel continues to rise in demand, with 34% of travellers yearning to adventure alone, and the trend of a 'Me-Moon' allows holidaymakers the chance to live their own main character moment and make new friends across the world.

It is a blast from the past for travellers as research has revealed 45% of Brits take their children to destinations they visited in their youth. 'Nostalgications' are becoming a hot topic, with 51% of adults now choosing to take their own children away to places they wished they had visited and explored when they were young, while 47%

actively return to childhood favourites to reminisce and pass down experiences.

On the other side of the coin, children are becoming the ultimate travel planners as more families are embarking on 'kidcations'. Hilton's report found that 60% of UK travellers pick holiday spots based on their children's needs and interests, while 58% plan their itineraries solely around what their little ones love.

2025 appears to be the year of spontaneity, with 76% of Brits deciding to embrace the unknown abroad. Research has found that 17% of travellers have arrived at their destination with just one-night accommodation booked, while 14% have landed without any accommodation at all. It is all about going with the flow and learning the lay of the land whilst abroad for 64% of travellers who head off on their holidays and prefer to get invaluable recommendations from the locals.

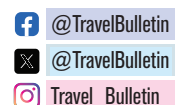


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18th Nov
Indian Ocean Showcase
Southampton

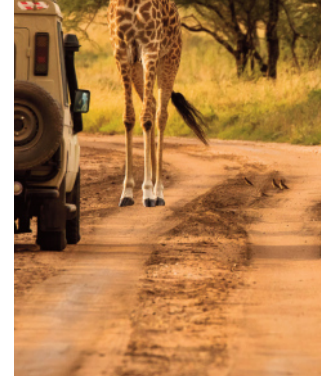
25th Nov
Australasia & Pacific Islands Showcase
Maidstone



20th Jan
Africa Showcase
Basingstoke



19th Nov
Indian Ocean Showcase
Guildford



Gimme Gimme Gimme a new Solmar villa

TRAVELLERS CAN live their Mamma Mia! dreams with Solmar Villas' new collection of properties now available to book on the Greek island of Skopelos.

As the remote island has no airport, Solmar has included sea transfers with all villa pricing, along with a free meet and greet airport transfer from Skiathos airport.

Known for its unspoilt beauty and starring

role in the ABBA blockbuster, travellers can make the most out of the stunning scenery from their villas which are complete with infinity pools amid hilltop locations.

Solmar is offering 11 new properties across the island which can be booked now for arrivals from May 2025. Prices lead in from £860 per week.

www.solmarvillas.com



Cunard launches new sailings for 2026/2027

GUESTS WILL be spoilt for choice with over 40 new voyages aboard the cruise line's iconic four-Queen fleet for the 2026/2027 season.

The new programme, which will run from October 2026 to April 2027 will feature 101 unique destinations across 57

countries, 22 overnight port calls and 26 late-evening departures allowing guests to have more opportunities to discover the destinations.

Guests who book onto a new voyage by December 9th, 2024 will receive a 10% Earlybird discount. www.cunard.com

Palladium Group redefines luxury in Jamaica with Signature Level

THE SIGNATURE Level will offer guests an elevated all-inclusive experience at the Grand Palladium Lady Hamilton Resort & Spa which is designed to set a new standard of hospitality.

The premium offering is now open for bookings and invites guests to enhance their stay with a series of curated experiences including access to private pools and lounges and enhanced room amenities.

The key features of The Signature Level include exclusive wristbands upon arrival in a private check-in lounge for access to a range of facilities including a private pool with a concierge.

The Signature Level experience is already available at Grand Palladium Imbassai Resort & Spa in Brazil, TRS Ibiza Hotel in Spain and Grand Palladium Sicilia Resort & Spa in Italy. www.palladiumhotelgroup.com

Travel challenges "not existential" but "require collaboration"

ABTA CEO Mark Tanzer, opening the 2024 iteration of the association's flagship event, Travel Convention, emphasised the importance of collaboration in travel as the industry collectively hopes to "shine a torch into the future and help us find the pathway forward."

On the timing of this year's Convention, which took place from October 7th to 9th, Mark said this period "marks that time of the year when we take stock of where we are – individually and collectively – and of where we're going."

In line with that, this year's Convention was themed around 'Shaping Our Future'. As the industry strives to shape the clearest construction of what the future holds, Mark noted that it is likely "a pathway that will have twists and turns, and maybe some cul de sacs which we need to reverse back up – but it's a journey that we can embark on with confidence."

That confidence is matched by travel consumers, according to the association's recent Confidence Index that reported

rising reassuredness around travel, especially amongst those booking with the trade.

Amidst those twists, turns, and cul de sacs, how does the ABTA CEO believe the industry can best approach the future?

"If we want to continue the amazing success story that tourism has been over the past 75 years, we need to find common cause in tackling the challenges ahead [...] it's quite possible that in future certain types of holiday, in certain locations, will become unviable, and the general unpredictability of the weather increases business risk throughout the supply chain.

"I do believe that the travel industry is at a point of inflexion, and that it will look quite different when ABTA reaches our century in 25 years' time. The challenges we face are not existential, but they do need us to recognise the need for change and to work collaboratively to build a future that delivers for all."



What ABTA's 2024 Holiday Habits reveal about travel's state of play

FINDINGS REVEALED in the association's Holiday Habits 2024 report at The Travel Convention will make happy reading for travel agents: the average number of trips taken matches or exceeds any year in the past 10 and the percentage of those booking with a travel agent is up 4% against last year.

Of the nationally-representative sample of 2,000 UK travellers, 84% took holidays in the 12-month period up to August 2nd, 2024. That figure remains 4% behind the past-decade peak in 2019, matching last year's.

While that figure might speak to stability rather than momentum, the average number of holidays (3.9 per person) more than makes up for the stagnation. That average matches 2019 and exceeds any other year's edition of Holiday Habits, which has surveyed annual trends since 2010.



For agents specifically, there is much cause for celebration. Not only do guests who book with agents remain in the top two most confident demographics, but the percentage of guests booking with an agent has accelerated by 4% (from 34% last year to 38%). In the report, ABTA chair Mark Tanzer notes that consumer faith in travel generally "bucks the wider trend" of consumer confidence.

Why travel needs to focus on shifting consumer behaviours

DELOITTE'S LEAD partner, travel & aviation, Alistair Pritchard, and director of travel, hospitality & leisure advisory, Danielle Rawson, spotlighted several influencers and shifts in consumer behaviour – and the opportunities and challenges that travel will have to rise to in order to stay ahead.

The changing traveller

Danielle believes that "the biggest change in our future will come from people.

"The key implications are around where and when people want to travel, on their social values and how they are treated."

Radical digital upheaval

Alistair suggested that "there are so many things that we could talk about" with regards to industry upheaval. One such topic was the current spend of around 11% of discretionary income on digital goods and services, equivalent to that spent on fashion. That digital spend equating to digital services in travel or entirely virtual travel experiences is in its infancy, but is sure to ruffle some more traditional feathers in the industry moving forward.

Cataclysmic climate changes

Consumers are already responding to climate change, with cool-tourism and slow travel having a rising role in traveller priority.



Danielle elaborated, "Whilst the tourism industry reached pre-pandemic levels again in 2024, and that is great news for businesses in the sector, it's not such good news for the ecosystems and the environment. How are businesses in this industry thinking about their supply chain and the impact that it has?"

Read the full write-up of Deloitte's panel at <https://shorturl.at/6E1Cy>



TRUDIE CLEMENTS, director of ABTA LifeLine, said, "It's been great seeing the characteristic enthusiasm and support for LifeLine here in Greece but we now need to see that commitment to carry on throughout the year."

The charity raised £17,000 via a cycle ride, raffle and auction at this year's Convention, but Trudie added, "We're really keen for members to get involved via corporate giving through the £2 per employee appeal, joining businesses such as TUI, easyJet holidays, Blue Bay Travel, Kuoni, Barrhead, Inspiretec among others. ABTA LifeLine is there for industry colleagues and their families at the hardest times in their lives. The charity provides much needed support to help people manage these difficult times but we can only do that if the funds are there." www.abtalifeline.org.uk

AGENT INCENTIVES

- AMBASSADOR CRUISE** Line's 'Hot Fares – Hot Tickets' incentive offers up tickets to the British Grand Prix, The Lion King on the West End, Disney on Ice and more to agents booking any 2026/27 season itineraries before October 23rd, 2024. After confirming bookings for the recently-announced 2026/27 season, agents must send their names, agency names, ABTA numbers, ticket preferences and booking references to competitions@ambassadorcruiseline.com to enter.
- THE NEW Blue Diamond Rewards** platform makes agent incentives, worth up to £20 per booking, and agent training more accessible than ever. Logging bookings via the platform can earn agents £10 per booking for the first 10, with number 11 and onwards earning £20. Those incentives apply to all Royalton Resorts and Planet Hollywood properties, excluding those in Cuba.
- ALL EXPLORA Journeys** bookings made by November 18th, 2024, for departures before December 30th, 2024, include a bonus commission of 5%. www.explorajourneys.com
- CRYSTAL CRUISES' 'Sell Three, Sail Free'** incentive will reward agents with a complimentary suite after making three bookings on select sailings. To take advantage of the limited-time offer, agents must book three Aquamarine Suites, or a higher-value category, on qualifying departures by March 31st, 2025. The offer is eligible on 18 sailings in Europe, the US, Canada, the Caribbean, South America and Asia with departures between October 2024 and March 2025. www.crystalcruises.com

AGENT BULLETIN



LIZ RYAN, a BDM representing Sandals Resorts hosted nine UK agents in Jamaica last month. Here, the group is pictured at Beaches Ocho Rios with Sesame Street's finest, Bert and Ernie. Pictured here, from left to right, are Serena Mansey, Blue Bay Holidays; Sanita Cohan, Travel Counsellors; Liz Ryan, Unique Vacations UK Ltd., sales and marketing representatives of Sandals and Beaches Resorts; Kaylee Starkey, Sunlounger Travel; Kim Lock, Hays Travel; Christy Brookes-Parry, Apex Travel; Michael Hill, Ramsay Travel; Lauren Simmons, Bespoke Travel; Julia Billings, The Travel Business; and Rebecca Dowdeswell, Kuoni.

Travel bulletin

COMPETITION

Win a stay for two adults and two kids at Gennadi Grand Resort!

Find out more at
www.travelbulletin.co.uk/lindos-competition



AGENT TRAINING

- THE NEW Riviera Explorer** online platform aims to help agents with their brand knowledge whether they are experienced sellers or new to the Riviera product. Agents can become a certified Riviera Expert by completing the training programme, and those who do so by December 31st, 2024, will be in with a chance of winning a place on a Sri Lanka escorted tour FAM trip departing in 2025 or a Blue Danube cruise aboard *Riviera Radiance*. www.rivexplorer.com
- WHILE SEPTEMBER'S Big Badge Bonanza** is now in the rearview, Brand USA's newly-refreshed Discovery Program remains just as helpful, with multi-media training showcasing the organisation's stateside partners. www.usadiscoveryprogram.co.uk
- Kennedy Space Center Visitor Complex**, on Florida's Space Coast, brings to life the epic story of the U.S. space programme. Learn everything you need to know and more with the UK Travel Agent Training Programme today and earn your way to certified expert status. www.travelbulletin.co.uk/kennedy-space-center-travelgym
- NOT ONLY** can you expand your knowledge and ultimately your commission-earning power with Newmarket Holidays, but you could get the chance to win a place on a FAM trip or 15% off a tour of your own. www.training.newmarketholidays.co.uk
- JOIN THE Rocky Mountaineer** team to learn more about the operator's inspiring rail journeys through the Rockies and American Southwest. Discover the award-winning service on board and find out how it continues to create life-changing experiences. Become a Rocky Mountaineer expert and gain access to discounted agent rates to experience the iconic Rocky Mountaineer for yourself! www.agentportal.rockymountaineer.com

Norse celebrates September success

SEPTEMBER SAW the highest recorded load factor in the airline's history with an average of 89%.

Last month, Norse welcomed 146,688 passengers aboard, representing an increase of 9% across 513 flights compared to the same period last year.

Bjorn Tore Larson, CEO and Founder of Norse Atlantic, said, "We are delighted to mark another record month for the airline

with an 89% load factor being the highest in our history. In September, Norse Atlantic celebrated having sold more than two million tickets since the company's inception in 2022. Furthermore, we have released for sale the final flights in our summer 2025 season going up to the end of October, allowing customers to book ahead and take advantage of our great value fares." www.flynorse.com



Ras Al Khaimah welcomes new all-inclusive Rixos resort

466 LUXURIOUS all-inclusive rooms have opened in the Emirate, promising the ultimate locale for an indulgent beachfront break in Ras Al Khaimah.

Accommodation ranges from one- and two-bedroom suites to expansive family and royal suite options. Along the private 1.5km stretch of beach the property calls home, Rixos Al Mairid Ras Al Khaimah will be home to 10 food and beverage outlets opening over the next several months. www.rixos.com



ECN reports positive expedition findings

FINDINGS REVEALED at the Expedition Cruise Network's inaugural conference this month show that 100% of members' business with the travel trade has either grown or maintained 2023's levels this year.

Revealing the sector's outlook for 2024/25, the network reported member business growth between 5% and 40%, with one operator delivering 'exponential' growth against 2023. Business aside, expedition cruisers appear to be most excited to explore Antarctica and Svalbard, Alaska and Greenland in the Arctic next year, with members tipping these destinations to see the most growth. www.expeditioncruisenet.com

Via Travel to sponsor a koala per guest

FOR EACH customer booked onto an East Coast tour for 14 days or more, Australia specialist Via Tours will sponsor a koala on their behalf. As part of East Coast tours, guests pay a visit to the Port Macquarie Koala Hospital to visit the animals that have been sponsored on their behalf. The initiative will be available through



bookings made via the trade until the end of November. www.viatravel.com.au



"Business as usual" for new TUI boss

AS 2,000 hotels, 92 exclusive routes, four new wedding destinations and TUI river cruise itineraries, and more tours than ever before go on sale for summer 2026, new managing director Neil Swanson is at pains to reassure agents that, despite commitments to transformation, it's "business as usual" for now.

"Third-party agents are very big for us as well [...] it was very clear to me when I look at retail and customers who go into retail wanting relationships with the staff we have [...] it is exactly the same as third-party agents.

"If we were not working with those agents, then we would be missing out on a segment of the market."

And on those concerns when TUI launched to the trade, Neil said, "Not everyone trusts us. That is something that we are working on, but hopefully, over time, if we keep doing what we are doing and giving the support that I know we can, then we will be in a better position [with third-party agents]." www.tui.co.uk

P&O set a course for winter 2026/2027

P&O CRUISES has announced its winter 2026/2027 schedule where it will call at 102 unique destinations.

Departures on or after October 1st, 2026 booked by December 9th, 2024, can unlock a 10% earlybird discount on Select Price fares and a 10%



deposit offer on Select Price or Early Saver Holidays.

78 new itineraries feature throughout the season, with 100 late or overnight stays at over 30 ports of calls along the way.

New destinations include Galveston, Texas and Port Vila, Vanuatu, with new-for-season ports of call in Agadir, Morocco; Alotau, Papua New Guinea; Kona, Hawaii; Newcastle, Australia; Port of Spain, Trinidad; and Progreso, Mexico.

General sales for the season open on October 23rd, 2024, with a Facebook live webinar for agents on October 30th, 2024 with training and engagement manager Stephanie Adams. Agents are invited to explore the Shine Rewards Club to find out more about the programme and download a toolkit with launch details, marketing assets and lead-in fares.

www.pocruises.com



AHEAD OF Jetset's peaks preparation, the operator has taken on a couple of new hires, pictured here with Adrian Smyth after a week-long GDS training session with Galileo maestro Eduardo Clementi! www.jetsetflights.co.uk

Mulia Hotels unveils fresh look

A REDESIGNED website promises an enhanced user-friendly experience to reflect the sophistication and exclusivity of the Mulia Hotels brand.

The revamped website showcases the best of Mulia Hotels' two destinations – Jakarta and Bali – and allows guests to explore the full range of services, accommodations, dining options and event venues offered at both properties.

Key features of the new website include an improved navigation system allowing easy comparisons between the properties; enhanced visuals; a streamlined reservation system; dedicated sections for weddings and special events; and mobile optimisation for a smooth experience across all platforms.

www.themulia.com

Catalonian capital up next for Moxy

AS MARRIOTT Bonvoy's edgy Gen-Z-friendly brand nears its 10th anniversary and 100-hotel milestone, its latest opening sees it make its Spanish debut with Moxy Barcelona.

Moxy's debut in Spain was described as "a significant milestone" in the brand's continental growth by Sandra Schulze-Potgieter, vice president of Premium & Select brands for Europe, Middle East and Africa.

The property strives to embed Barcelona's lively festival atmosphere in its 414 guestrooms, signature Moxy Bar, Moxy Lounge, Welcome Zone and rooftop space on the 10th floor. www.moxyhotels.com



Insight Vacations doubles down

AFTER A sold-out small-group programme in 2024, Insight Vacations is offering over 100 itineraries for 2025. Kelly Jackson, TTC Tour Brands' MD, said the expansion "gives valued agent partners even more flexibility." www.insightvacations.com



Make Their Holidays Extra Special With Our October Offer

70% off their second Sailor — plus a free balcony upgrade!

Those stunning porthole sights just got upgraded to private balcony (and iconic red hammock) nights! We're adding a spectacular splash to your Sailors' holiday by offering 70% off a second Sailor and free balcony upgrades through most 2026 sailings. As always, while they enjoy even more luxurious sailing, you'll earn 16% on their voyage fare and 10% on all pre-voyage bookables.

LEARN MORE AT [FIRSTMATES.COM](https://firstmates.com)



**Brilliant
For You**

Solo travel is "more than just a break from routine"

RIVIERA TRAVEL product director Will Sarson has spotlighted how (and why) the tide is turning on solo travel.

"Travel is a vastly different landscape than it was just a mere few years ago. Changes are afoot.

"In today's world, a holiday



is increasingly viewed as a necessity – something that empowers and which many people are not willing to forgo, whatever their circumstances and despite the cost pressures in other areas.

"An area where this attitude is becoming more and more pronounced is solo travel. For many, those two words might lead them to think of gap-year adventurers, making the most of their post-education freedom before their next path in life. However, what we now see is people of all ages from all backgrounds deciding they want to go it alone.

"For us at Riviera, the numbers paint a similarly positive picture. We've seen huge demand for solo travel, with a year-on-year uptick of 66% in trade bookings for dedicated solo departures across both cruise and escorted touring."

Read Will's full thoughts at <https://shorturl.at/egMou>



AFTER PHONE lines opened and itineraries went on sale at 8 am on October 9th, 2024, Ambassador Cruise Lines saw trade sales shoot up by 88% and sales reach the cruise line's peak since its inception. CEO Christian Verhounig described the programme's launch as "a phenomenal achievement," saying it proves "how popular Ambassador's offering has become with new-to-cruise customers and seasoned cruisers alike, courtesy of our inflation-defying prices." www.ambassadorcruiseline.com

Just Go! Holidays makes Greece debut

JUST GO! Holidays' expanded Jewels collection will mark the operator's debut in Greece, following the popular Croatia tours which took place this year.

The 15-day 'Jewels of the Aegean' and the 10-day 'Jewels of Crete' options are now on sale and will depart on select dates through April, May, June, September and October 2025 from £1,449 per person. Both tours offer a limited number of single rooms with no

single supplement on certain dates. 'Jewels of the Aegean' will take guests between the two islands of Rhodes and Leros, including guided tours of Rhodes Town, a stop at the ancient spa centre of Kalithea and an authentic tasting tour through Leros.

The two Grecian tours are also joined by a new 11-day 'Jewels of Portugal' itinerary as well as the existing 'Jewels of Croatia' tour. www.justgoholidays.com

Intrepid invests in Indian e-rickshaw initiative

AS PART of the wider mission that has seen female representation in Intrepid Travel's tour leader lineup increase to almost a third, the operator has now invested £28,000 in the Holy City Rickshaw Program in Varanasi, India. The initiative trains women to drive and maintain electric rickshaws for tours of Varanasi, known as the Holy City thanks to its sacred role in Hindu mythology. Alongside the practical skills associated with driving and maintaining the vehicles, women on the programme will be supported with financial and business literacy sessions.

www.theintrepidfoundation.org/t/hcrc



Gambia Experience earns warm welcome

THE GAMBIA Experience took flight on its inaugural service from Gatwick to Banjul, celebrating 35 years of winter sun holidays to the destination. The resort team were treated to a vibrant reception and performance from a local dance troupe. www.gambia.co.uk



INDUSTRY... insight by...



ANTOR chair Tracey Poggio breaks down member activity at World Travel Market 2024

CELEBRATING ITS 74th year, ANTOR continues to play a pivotal role in the UK. This year, ANTOR member Greece is the WTM Premier Partner, and over 50% of ANTOR members will be exhibiting. Here's a summary of some of the exciting events they have lined up for the travel trade:

Bahamas (S6-310): daily rum tastings at 5pm to celebrate the 50th anniversary of their Award-Winning People to People Program.

Cyprus (N3-220): cooking demonstrations on Tuesday and Wednesday, from 12.30 to 2pm and from 3pm, cocktails made by a star mixologist using Cypriot spirits.

China's (N12-220): a range of entertainment, unveiling the latest visa-free policies and optimised inbound travel payment services.

Croatia (N9-210) and its firsts:

cleanest European coastal waters, Zagreb's Cravat Museum, Dubrovnik's traffic control zone and the Croatian superyacht show.

Czech Tourism (N8-320): experts at hand to share insider tips to discover their hidden gems.

France (N2-210) & Compagnie des Alpes: networking cocktails on Wednesday from 4.30 pm-6pm hosted by their multiple attractions and ski resorts.

Gibraltar (N3-507): Gibraltar's sustainable Champion London Dry Gin tasting daily at 4pm also featuring Gibraltar's WWII Experience and Hollow Rock micro-brewery.

Italy (N3-200 & N3-210): highlight the Winter Olympic Games 2026 in Milan-Cortina, shopping tourism, and sustainable travel in presentations: Tuesday 2.30pm - Piedmont Region, 4pm - Rome, and Wednesday 11am - Lazio Region, amongst others.

Korea (N10-400): 21 partners share cultural experiences like traditional tea tasting and contemporary games every day and co-host the World Travel Party on Tuesday night.

Miami (S7-210): a headline sponsor

of Florida's signature event at FRAMELESS on Monday are on the Florida stand.

Morocco (S11-220): insights into new flight routes, partnerships, and upcoming developments.

Slovenia (N9-200) will explore its history of innovation and host Travel Talks with Holly Rubenstein (UK's #1 travel podcaster).

Spain (N4-210) will launch the "Spain for All" accessibility report, and the Wanderlust Sustainable Tourism Awards with key Spanish regions and stand partner companies.

Sri Lanka (N12-210): largest-ever delegation of 105 partners will promote the new government's strategy for tourism, pop-by for a cup of Ceylon Tea.

Swedish Workshop is a short walk from ExCel on Wednesday including an all-day Swedish buffet, and "Fika".

Tunisia (S11-412) will have stunning handicrafts and interactive displays with daily demonstrations of traditional techniques by talented artisans.

These activities will allow the trade to deepen their understanding of the destinations.

THE BEST YEAR YET

World Travel Market 2024's exhibitor director has promised that this year's edition will be the show's best yet.



WORLD TRAVEL Market is expected to host record numbers of attendees and exhibitors this year, breaking into new halls at ExCel London from November 5th to 7th, 2024.

Around 4,000 exhibitors will set up shop in the capital this year, over 80 of which have never attended before.

This year's iteration kicks off on a Tuesday rather than the historic Monday start day, with the exhibitors suggesting it will offer attendees and exhibitors a better work-life balance and facilitate a stronger international visitor attendance.

Exhibitor director Juliette Losardo said, "2024 will be the best year yet for World Travel Market, with the largest cohort of exhibitors on record.

"We're proud to have representation from destinations across the world and continue to grow participation from non-destination and private sector organisations; there are some big new brands this year and we're very excited to welcome them!"

New participants include Corendon Airlines, Nimax Theatres, Riyadh Air and more. More than 135 national tourist

boards are set to attend.

Continuing, Juliette added, "World Travel Market truly is home to the world's travel trade, and this gathering of over 45,000 verified travel professionals represents the most influential meeting point in the travel and tourism calendar.

"This year WTM is gearing up to provide the busiest and most inspiring three days it's possible to have in travel. It's a place to learn, network and do business – a place to ensure you're set up for the year ahead." www.wtm.com



TV star to break boundaries with closing keynote

COMEDIAN and panel show star Katherine Ryan will take to the stage on the final day (November 7th) of World Travel Market 2024.

The 45-minute fireside chat, 'Katherine Ryan on resilience, breaking barriers and her global travel experiences', will showcase how the star has challenged industry norms and broken cultural boundaries.

Juliette Losardo promised that Katherine Ryan will "bring a truly international perspective to the stage with her understanding of different cultures, thanks to her background and experiences."

Korean Air flies high at WTM



IT HAS been a busy 12 months for South Korea’s flagship airline, and this year it will return to the WTM stage to discuss the new routes and increased frequencies throughout its network.

The stand will be full of celebration as the airline has reported its international capacity for the winter season has almost returned to 100% of pre-pandemic levels. Korean Air now flies daily between London Heathrow and Seoul, with connections available throughout Asia, Australia and New Zealand.

The airline offers flights to 21 Chinese cities and has resumed its service to Mudanjiang and increased frequency to

Zhengzhou and Xiamen. Japan services have also received an uplift in capacity, with frequency increasing to Kagoshima, Nagasaki and Osaka.

Visitors to the WTM stand will also learn of the new direct flights from Seoul to Lisbon which will operate three times per week.

As well as route updates, Korean Air will showcase the latest addition to its fleet, the Boeing 787-10 Dreamliner – the next-generation eco-friendly aircraft which will debut the airline’s new Prestige Class cabin interior.

Visit Korean Air at the Korean Tourism Authority stand at N10-400.



Strategic success for Taiwan

SUSTAINABILITY MEETS digitalisation in Taiwan’s new tourism strategy which will take centre stage at WTM this year. The aim of the strategy is to enhance visitor experience while protecting its natural and cultural heritage.

A renewed focus on sustainability,

community empowerment, the implementation of green practices and the ongoing improvements to transportation services will be the key talking points on the stand.

The Taiwan Tourism Administration will be on Stand N11-220.



Villa Resorts puts family first at WTM

BRINGING A touch of family-fuelled luxury to the stand, Maldivian hotelier Villa Resorts will discuss the opening of Villa Haven in November. The new property boasts 73 rooms in the Ari Atoll and offers its unique ‘Haven Hallmarks’ experiences for guests which include The Clay Club for pottery making and Eden’s Garden, a place to create personalised perfumes.

Join Villa Resorts at Stand N11-422 to indulge the senses.



Cruise Saudi rides the wave of success

AS SAUDI Arabia’s cruise industry continues to strengthen and grow, Cruise Saudi will take to the WTM stage to discuss the future of cruising for the Kingdom, as well as divulge details of new port openings, the development of a private island in the Red Sea with exclusive access for cruise passengers, and a new Arabian cruise line which will set sail from December.

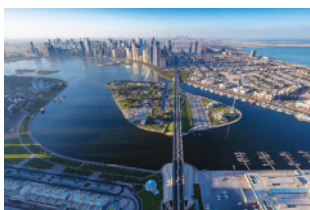
Image Credits: Top: Korean Air; Top Right: Villa Resorts; Bottom Right: Cruise Saudi; Bottom: Taiwan Tourism Authority



A world-first cruises into WTM

AHEAD OF her maiden journey in December, the world's first Arabian cruise line AROYA Cruises is lowering the anchor at WTM to share all the details surrounding its launch.

The new first-of-its-kind ship, which is currently undergoing a major refurbishment, will feature 15 restaurants and dining complexes, including the first Saudi dining option at sea, 20 entertainment venues, a kids' zone, a waterpark and a spa and wellness area.



Sharjah enters the spotlight

UAE EMIRATE Sharjah will offer attendees an insight look into a slew of recent developments and infrastructural changes that are playing a key role in helping the region appear on tourists' radars. An array of luxury hospitality brands have made the emirate their home over the last year, while 19 eco-tourism projects are currently underway.

Discuss more at Stand S10-210.

A strategic future lies ahead for Abu Dhabi

ABU DHABI'S Department of Culture and Tourism (DCT) is inviting people to explore the rich experiences on offer within the city at WTM, from cultural excursions learning about the history of the region to family adventures that will create memories that will last a lifetime.

On the stand, attendees can learn about Abu Dhabi's Tourism Strategy for 2030 which was announced earlier this year. With the aim of representing a new era of expansion and strategic development for the city, the strategy outlines initiatives in place to boost visitor numbers to 39.9 million, as well as increase the industry's GDP to AED90 billion by the turn of the decade.

Abu Dhabi DCT has also designed a new platform for travel partners to educate them further of all the city has to offer their clients and transform them into certified



'Experience Abu Dhabi Experts'. The training platform ensures that travel partners are fully equipped to sell the destination to their clients and gain knowledge and skills through a selection of exclusive tools to effectively promote the city.

Head over to Stand S10-215 to learn more!

Inclusion for all as WTM drives diversity

IN A bid to reaffirm its commitment to inclusivity across the conference, World Travel Market will this year expand its coverage on diversity, equity, accessibility, inclusion and intersectionality (DEAI).

On the opening day of the event, a dedicated DEAI Summit will take place in the Purple Theatre under the theme of 'From Commitment to Action'. The individual sessions will concentrate on the steps taken by travel and tourism stakeholders to deliver and create a united

industry in the face of inclusivity for all, and how these initiatives can grow in the future.

WTM's DEAI advisor, Uwern Jong, said, "In tourism, we spend a lot of time talking around DEAI, which is a positive step for the industry, but it is time that we take affirmative action, showcase and celebrate best practices in the industry and overcome the barriers that still exist."

Attendees will hear from a range of speakers including the secretary general of the Greek National Tourism Office, Andreas Fiorentinos, who will discuss how DEAI is shaping the destination's strategy; and Alessandra Alonso, the founder of Women in Travel who will chair a panel discussing the implementation of mentorship and allyship programmes.

Other sessions will take place on Wednesday November 6th in the Orange Theatre.



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Greece is the word at WTM

IT IS a starring role for the Greek National Tourism Organisation (GNTO) as the World Travel Market has named it as Premier Partner, ensuring the organisation can showcase the wonders of Greece to a global market.

WTM will provide the perfect platform for the organisation to showcase its tourism strategy and how it has created a balance between the benefits of tourism with the needs of the local communities while safeguarding the natural environment. The GNTO will take centre stage to discuss its policies surrounding diversity offerings, the mitigation of seasonality within the

destination, upgraded education, and fostering cooperation with local communities.

As a Premier Partner, the GNTO will build on this progress and further raise its global profile by taking part in the opening ceremony and key press conferences.

Juliette Losardo, executive director at WTM London, said, "Greece has long been at the forefront of leisure tourism and has participated in World Travel Market for many years, but they never stop innovating [...] I am thrilled to announce the Greek National Tourism Organisation as our Premier Partner for 2024."



Tourism meets tech in Ministers' Summit

WITH AN increasing demand for innovative solutions regarding destination interaction, WTM's high-profile Ministers' Summit in association with UN Tourism and WTTC will see more than 50 tourism leaders from across the globe debate the potential of AI within the sector as well as other emerging technologies that have the potential to change the face of the tourism industry forever.

The Summit will take place on Wednesday November 6th.



Jamaica remains a soaring success

IT HAS been a roaring year of success for Jamaica as the destination has once again broke records for its visitation numbers after welcoming over three million stopover and cruise visitors to the island.

The record-breaking year can in part be attributed to the increased services provided by Virgin Atlantic (now daily from London Heathrow to Montego Bay) as well as flights from British Airways and TUI to offer enhanced accessibility from the UK.

Director of Tourism at the Jamaica Tourist Board, Donovan White, said, "After a highly

successful 2023, with record-breaking visitor numbers and a renewed global interest in Jamaica, we remain determined to continue this momentum. Our commitment to enhancing the visitor experience and showcasing the unmatched beauty, culture, and spirit of Jamaica has never been stronger."

On the WTM stage, the Jamaica Tourist Board will celebrate this success with attendees while highlighting the updated 'Come Back' campaign which aims to emphasise the diversity of the island's regions and attractions to showcase the culture, charm, charisma and uniqueness of the destination.

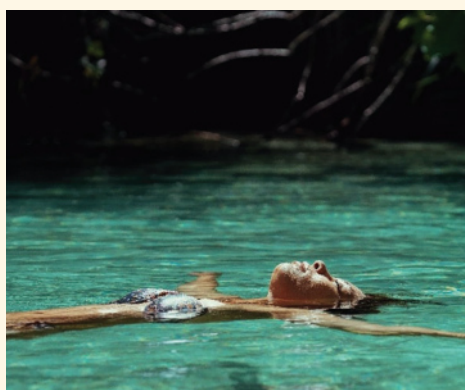
Join the Jamaica Tourist Board at Stand S6-318 to learn more about the destination's success and strategy to maintain this.



The future looks bright for Zambia

NEXT YEAR is set to be an exciting one for Zambia as the destination hosts an array of new offerings including a new opening by Anantara, the opening of Kutandala Camp and developments within the Wildlife Regeneration project in Kafue.

There is plenty more to learn about the world's third-fastest emerging destination on Stand S12-225.





Las Vegas rolls out the red carpet

THE GLITZ and glam of Las Vegas is returning to the WTM stage to shine a spotlight on its successful year of sports, showmanship and star-studded entertainment. Celebrating the success of the Grand Prix and the Superbowl, as well as toasting to the Sphere's first anniversary, there is plenty more on the cards for the destination in the upcoming year, including the new stadium set to replace the legendary Tropicana hotel.

Discover it all at Stand S7-410.



Rixos redefines history

RIXOS IS celebrating the opening of a brand-new property in Tersane, Istanbul, as part of a new development set to revive the city's ancient naval shipyards and redefine Istanbul's lifestyle scene. The property offers guests an eclectic fusion of contemporary design in the middle of the historic Tersane district.

Find out more at Stand N8-210.

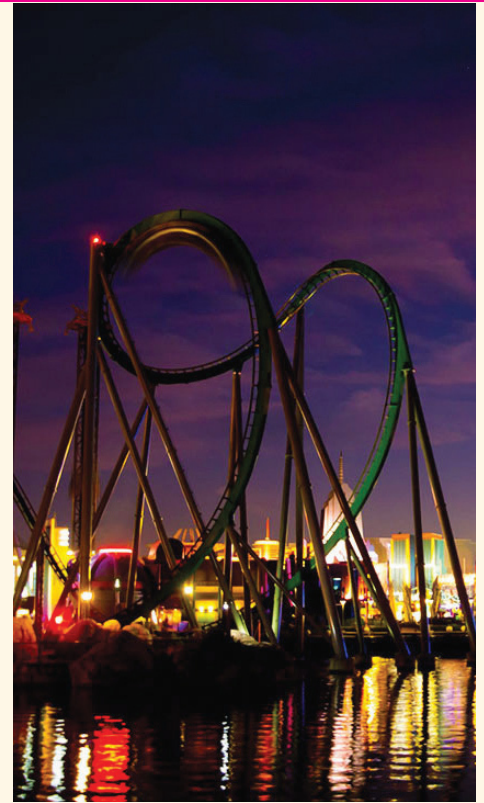
Orlando brings the thrills and spills to the ExCel

THEME PARK enthusiasts around the world are constantly keeping Orlando within their sights, and the city is responding by continually evolving its offering.

2025 is set to be a big year for the destination ahead of the opening of Epic Universe, Universal's fourth theme park. The expansion will double the size of the original theme park to make way for 50 new attractions, entertainment, dining and shopping experiences.

Universal Orlando resort will also add 1,500 guest rooms to the destination's global portfolio with the additions of Universal Stella Nova Resort in January 2025 and Universal Terra Luna resort in February 2025.

Over in Walt Disney World, a new night time drone show will be introduced as well as the updated Star Tours at Disney's Hollywood Studios which will now feature new characters and locations from the Disney+ series in the Star Wars universe.



New additions at SeaWorld and Aquatica are set to make a splash, alongside the new 'Life' exhibit at Orlando Science Camp and the opening of the fifth venue for Dr. Phillips' Center of the Performing Arts. **Explore all the thrills and spills at Stand S7-200.**

Iceland brings the heat to WTM

VISIT ICELAND is expected to leave an explosive mark on the WTM stage this year as the tourist board has a vast array of news from over the last 12 months to share with attendees.

Firstly, the island has become more accessible to the UK market through a series of new routes including the services between Akureyri and both London Gatwick and Manchester Airport from November 2024 with easyJet.

PLAY has also launched a temporary new



service between Cardiff and Reykjavik from October 10th, 2024, for six weeks. The airline will operate two weekly flights to conveniently allow fans to experience the full atmosphere of the Iceland vs Wales football fixture on November 19th.

Luxury tour operator Black Tomato has also launched the next iteration of Black Tomato x 007, a host of travel experiences which follow in the footsteps of James Bond himself. Some of the experiences highlighted in the tour include ziplining over glaciers and climbing walls in Svínafellsjökull. Guests will also be taken to key filming locations from the franchise.

Attendees can learn more about the new Volcanic Way driving route that encourages guests to leave behind the Reykjavik city centre in exchange for the scenic views.

Join Visit Iceland on Stand N7-300.



ANHUI IS an eastern province known for its Huangshan Mountains.

A coach ride from Hefei, a couple of cable car rides and a trek (only about two miles) is rewarded with breathtaking views. You can see how the yellow mountains have inspired films such as *Crouching Tiger, Hidden Tiger* and *Avatar*.

A good guide with transport is needed to book tickets in advance and help to communicate the cultural value of the Huangshan Mountains.

THE 14TH Anhui International Culture and Tourism Festival hosted attendees from 51 different countries in Hefei last month.

International visitation numbers to China this year have surpassed 17 million which is 113% up on last year, and delegates at the festival predicted that immersive, cultural & interactive tourism will see tourism reach increased numbers next year.

This will be aided by the Belt and Road tourism development, the connection of Bullet trains across the vast country to ease travel, and an increase in international airlift.



A paper-wrapped past

THE CHINESE invented paper over 2,500 years ago in Jingxian county in Xuancheng city. The city complete with a stunning visitor centre and museum celebrates this history in fabulous style. Interesting and informative, it explains the history and showcases current craftsmanship. The China Xuan Paper Company still operates on site and offers some great insight on how paper is made.



HONGCUN WAS surreal, it was an ancient village but it felt like a theme park as the old streets and buildings were dressed with modern signs & safety features. Ready to manage mass tourism. The authentic old village sported boutique tourist shops, restaurants, coffee shops and hundreds of friendly locals. The ancient and modern China working in harmony.

Technology Track to spotlight efficiency

THIS YEAR'S Technology Track sessions will focus on how both sellers and suppliers can address the needs for streamlining travel experiences.

The sessions will include a discussion with Alfonso Paredes, president of Expedia Group's Private Label Solutions business, centred around the importance of the customer's digital experience and share his opinion on the future challenges and opportunities presented by the unity of AI and loyalty schemes.

There will also be quick-fire sessions discussing specific customer experiences by region as well as a final panel session which promises to

be a no-holds-barred debate around the effectiveness of industry engagement with travellers.

Timothy O'Neil-Dunne, WTM technology advisor, said, "I will be addressing the 'apocalyptic inefficiency', as I see it, across the industry and explore the tech we need to tackle this."

The programme is timetabled across the three days on the Purple Stage.



A regenerative foot forwards

FOR THE first time, WTM is placing Regenerative Tourism at the forefront of its Sustainability Summit where it will focus on the core theme of using travel as a force for good across the globe. The show's sustainability advisor, Tina O'Dwyer, will open the Summit by discussing the ways in which travel can be harnessed to support local communities, economies and ecosystems, while the end address will fuse together the learnings from the Summit in order to inspire a tourism model that revitalises, nurtures and restores destinations.

What is your favourite way to wind down after a hectic day?

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Publisher

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Binge watching trashy TV in pjs nursing our cat Kizzy.



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INDIAN OCEAN SHOWCASE

Agent Networking Evening

Monday 18th November
Southampton

Tuesday 19th November
Guildford

Travel Bulletin is delighted to invite you to our Indian Ocean Showcases! This is a fun filled evening dedicated to providing you with more knowledge about the diverse range of destinations, resorts and hotels, fantastic facilities and exciting itineraries available. Look forward to engaging professional networking groups, hot meal and drinks, enjoying the entertainment and being in with a chance to win some truly incredible prizes in our free prize draw!

TIMINGS

Registration &
Drinks
5:45^{PM}

Travel Bulletin
Welcome
6:10^{PM}

Client
Presentations
6:15^{PM}

Hot Dinner
7:30^{PM}

Client
Presentations
8:15^{PM}

Product Quiz
and Prizes
9:15^{PM} - 9:45^{PM}

FEATURES



Abercrombie & Kent



To confirm your place at these amazing events, email the name, company and contact details by Friday 15th November 2024 to: events@travelbulletin.co.uk or Telephone: 020 7973 0136

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