

Travel **bulletin**

Giving agents the edge

Greece & Cyprus

Say 'Stin via mas!' to 2024 with the latest mainland and island offerings to these long-standing Mediterranean favourites!

MORE IN...

FITUR 2024

The industry descended on Madrid last month: what did we learn? **Pg. 12**

Industry Insight

A rundown on the region that must be on your radar. PATA's Chris Crampton with more on **Pg. 20**

Far East

Trade-friendly forays into another world of culture, history and adventure. **Pg. 21**



Craig Goodridge on going it alone, keeping up with quotes, and staying sane during peaks. (**Pg. 10**)

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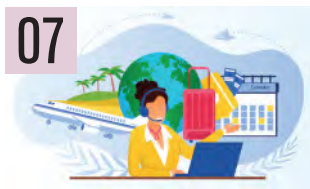
NEW
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A_TB_12012024



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NEWS
 Stay in the loop with new products, earning opportunities, and industry updates.



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 These firm Mediterranean favourites continue to expand with new products and experiences.



BULLETIN BRIEFING
 PATA UK & Ireland's chairman, Chris Crampton, brings PATA partner insights for the year ahead.



SPENDING SHOWS NO SIGNS OF SLOWING

HotelPlanner's suggestion that half of Brits plan to spend more on travel in 2024 makes happy reading...

RESULTS FROM HotelPlanner's recent survey of 2,000 Brits points to happy holidaymakers, primed to keep spend high in 2024.

More than half of Brits surveyed (56%) suggested they intend to spend more on travel in 2024 than 2023. Of the remaining group, it is largely plain sailing, with 32% saying their spend will remain the same.

Travel trumps other disposable income priorities, with 27% putting it at the top spot against clothing (17%), dining out (16%), home renovations (15%) and household appliances (13%).

Tim Hentschel, the digital booking platform's co-founder and CEO, said the survey reflects the messaging that "Brits remain determined to travel in 2024... despite the ongoing impacts of the cost-of-living situation in the UK and rising inflation."

The survey did not end there, however; over a quarter (26%) of those planning to

travel in 2024 suggested a beach holiday is under consideration, taking the lion's share of potential travel options against city breaks (20%) and staycations (17%).

The boat is expected to be well and truly pushed out in 2024: a third (33%) of those surveyed have booked or plan to book a destination they never have previously, eating into expected return visits (17%).

On a broader destination level, Western Europe proved paramount (16%), with Eastern Europe (9%) and North America (8%) comprising a broad list of regional priorities for travel in 2024.

You might be pleased to know that hotels maintain primary preference for guests, with 33% likely to choose a hotel over an Airbnb/Vrbo property (8%).

A quarter of those surveyed intend to go it alone on a solo trip, with the majority of solo travellers in the 16-24 age bracket.



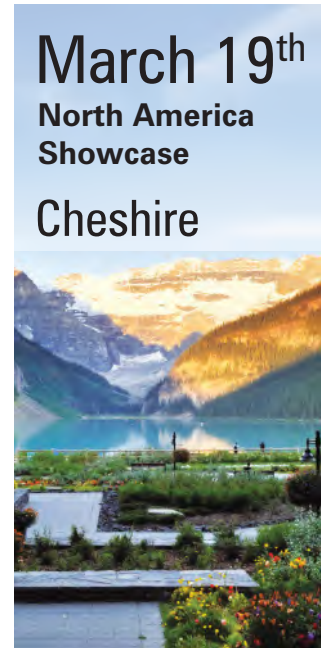
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Four flights, Three Lions: Wizz Air's footie flight fix

WIZZ AIR has confirmed it will operate special flight services for England football fans travelling to this summer's European Championships in Germany.

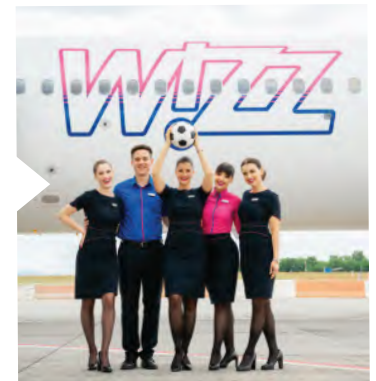
Both outbound and return flights, timed ideally for England's matches, will take to the skies this summer.

Flights will operate between Luton and Dortmund for the June 16th game against

Serbia, from Luton to Frankfurt for the June 20th game against Denmark, and from Luton to Cologne for the final group game against Slovenia. Return flights bring fans back home the morning after each game.

Flights are now on sale, with all fares fixed at £149 each way.

www.wizzair.com/en-gb/agency-login



Attraction World brings the party

ATTRACTION WORLD has expanded its product range with Ibiza Rocks 2024; pool party tickets to the classic Ibiza youth event are now available to book through the trade platform.

The partnership between Attraction World and Ibiza

Rocks offers up trade-exclusive credit for food and beverages, a dedicated Ibiza Rocks host, free towel hire and more.

Headliners at the current pool party schedule include Craig David TS5, Joel Corry & Nathan Dawe, and more.

www.attractionworld.com

Not Just Travel celebrates 'formidable time' for travel

JANUARY 2024 was Not Just Travel's biggest-ever sales month in its 22-year history, with the last two days of the month marking its best sales days ever.

Revenue and bookings are up 41% and 32% respectively against 2023. Consultants taking home six-figure sales monthly are up 15% year-on-year. Average booking value has risen by 7% year-on-year (to £4,308).

Co-founder Paul Harrison said while the period "isn't unprecedented," the planning and upskilling Not Just Travel has implemented has built an ideal platform for "this formidable time in the travel industry's history."

In spite of the record enquiry and booking numbers, the Not Just Travel support team retained a sub-60-second average wait time for booking support.

www.notjusttravel.com



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THE UAE'S national carrier, Etihad Airways, has increased its weekly flight frequency by almost 27% across key destinations in the Middle East and the Indian subcontinent. Seven additional weekly flights have been rostered for both Jeddah and Riyadh in Saudi Arabia which will commence on March 15th, 2024, as well as an additional four to Amman, two to Beirut and three to Bangalore, among other routes, which will take to the skies from June 15th, 2024.

Newmarket embraces the American South with new itineraires

DON YOUR stars and stripes as Newmarket Holidays has expanded its popular USA collection by adding three new tours which include an expedition through dramatic canyons, a real taste of Southern hospitality, and the best musical marvels the Mississippi has to offer.

The 14-day 'Memphis, Nashville & Elvis Presley's Gulf Coast Beach Retreat' traces the rich musical heritage of Tennessee for £2,610 per person, with departures available from March to October 2025, while the 11-day 'Blue Ridge Mountains, Washington DC, Charleston & Savannah' tour immerses travellers in the area's deep-rooted culture and scenery £2,465 per person. The 12-day 'America's Great National Parks' itinerary offers a tour of the diverse landscapes scattered throughout the Southwest, leading in at £3,240 per person. All itineraries include a 15% discount when booked before March 15th, 2024.

www.newmarketholidays.co.uk

Rixos to open Istanbul flagship

RIXOS HOTELS is bringing even more luxury to

Türkiye as this spring will see the opening of a brand new property in Istanbul, marking the luxury hotel group's 13th

hotel within the region. The urban hotspot will have 432 rooms and 67 luxury suites, the majority of which will boast views of the Golden Horn.

www.rixos.com



VIVA Cruises to make Douro debut

SAILING HEAD first into 2025, VIVA Cruises has launched its brochure for next year which features 64 itineraries through Europe's most iconic waterways as well as brand new cruises on the Douro on board VIVA's latest vessel, *PORTO MIRANTE*.

From May 2025, the *PORTO MIRANTE* will sail along the Portuguese river, offering itineraries to and from Porto. VIVA will also dock at a selection of new ports in the 2025 programme, including Lelystad, Middelburg and Bruinisse in the Netherlands; Braubach in Germany; and Leverinho, Regua, Vega Terron and Pinhão in Portugal.

All 2025 itineraries can now be booked through the VIVA Cruises website.

www.viva-cruises.com



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AGENT INCENTIVES

- ANY BOOKINGS confirmed for Blue Safari properties by the end of March will be entered into a prize draw, with one agent winning a seven-night stay on Alphonse Island with return flights from Mahé to Alphonse; a seven-night full-board stay in a beach bungalow on Alphonse Island; a sailfish/manta ray snorkel for two; and return transfers from Mahé Airport to IDC hangar for two. *To enter, send bookings to marketing@bluesafari.com.*
- SHINE REWARDS points can now be redeemed on cruises with P&O, with a celebratory double points promotion on offer until March 4th, 2024. www.shinerewardsclub.com
- UNTIL FEBRUARY 29th, 2024, select Galagents bookings will include free cruises and daily tours. For every six passengers per agency confirmed on any of the operator's cruises (except Galaxy Daily), you can earn a daily tour of Santa Fe and the Plazas. For every 12 passengers confirmed, a free four-day or five-night cruise on any of the fleet's vessels is awarded. www.galagents.com
- CYPLON HOLIDAYS is including £10 vouchers per adult booked on Gold package holidays (£5 for Silver tier bookings) and accommodation-only Gold and Silver bookings worth £1,500 or more. For bookings over £5,999, a selection of free gifts (or the equivalent value in vouchers) are on offer. www.cyplon.co.uk
- 10 PAIRS of tickets to the new *Bob Marley: One Love* film are up for grabs with Sandals Resorts and Beaches Resorts bookings for Jamaica properties made by February 13th. www.sellingsandals.co.uk



TIPTO'S 25TH anniversary celebrations saw *Travel Bulletin's* very own Simon Eddolls join the marketing association's supplier members and over 50 agents in London for a special anniversary edition of the TIPTO Annual Afternoon Tea.

Win a three-night stay for two adults in Andalusia or Majorca courtesy of Inmood Hotels!

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



AGENT TRAINING

DESTINATION TRAINING:

- THE SPAIN Specialist Programme is a comprehensive training opportunity for agents who are keen to broaden their Spanish horizons en route to earning a Spain Specialist Certificate. The course is regularly updated with up-to-date information to help you build the Spanish escape of your clients' dream. www.spainspecialistprogram.com
- ALULA, AN emerging favourite in the Middle East, hosts a wealth of natural and cultural significance. The agent training course spotlights the destination's four heritage sites and plans for the future. www.alulaspecialist.com

CRUISE LINE TRAINING:

- PRINCESS CRUISES' dedicated agent training site hosts a world of information to streamline the Princess approach, including 10-15 minute modules, the POLAR ONLINE booking system, events, competitions, and incentives. www.onesourcecruises.com

HOTEL & RESORT TRAINING:

- MIRAGGIO B2B'S learning course provides you with the knowledge you need to sell and rewards when you do. You can learn all about the Miraggio Thermal SPA Resort, and earn a complimentary stay for yourself. www.miraggio2b.com
- ALDEMAR RESORTS' Sunny Time platform is all about rewarding yourself while you sell. You can learn how to earn your own free stay and exactly what the resorts offer guests. www.sunnytime.gr

OPERATOR TRAINING:

- JOIN THE Rocky Mountaineer team to learn more about the operator's Rockies and American Southwest train journeys, and gain access to the discounted trade rates to experience them for yourself. www.communities.rockymountaineer.com/agent

'Race Around the World' proving a success

NOT IN The Guidebooks' peaks campaign has seen more than 100 agents participating and earning prize draw entries and shopping vouchers upon booking.

'Race Around the World' runs throughout February and March, spotlighting Not in the



VISIT ORLANDO is helping convince Brits that 'Winter Doesn't Exist' with a new mural in Shoreditch. Passers-by can pose with the mural to be entered into a prize draw for a free stay, vehicle rental and US\$2,000 theme park gift card. Until March 3rd, the mural will be on full display on Redchurch Street in Shoreditch as part of the destination board's 'Winter Doesn't Exist' campaign. www.visitorlando.com

not in the
guidebooks

Race Around The World

Guidebooks' destination knowledge and portfolio.

Debbie Sowden, NITGB's sales director, revealed that "enquiries have doubled versus this time last year and trading has been really buoyant."

On the sales focus this peak period, Debbie elaborated: "Lapland is proving ever popular with agents booking clients for 2024 and 2025 and destinations such as Costa Rica and Maldives selling well for summer 2024."

Lucy Althorpe, a Travel Counsellor, added: "We are seeing more customers asking us for alternative holidays to the usual summer break... it is great to work with Not in the Guidebooks on these types of requests as they have a wide range of holidays in these areas and make it really easy for agents to be able to give clients these alternatives." www.notintheguidebooks.com

The Sarojin sees 26% increase in summer trade sales

KHAO LAK'S 56-room residence is seeing considerable growth through trade channels, with a 26% year-on-year increase in summer sales for 2024.

Trade bookings for this summer (May to September) represent a 73% share of trade bookings currently, up from 47% in 2023. Sales overall are up 32% this year against last, and up 37% compared to pre-Covid levels in 2019.

The property's owner, Kate Kemp, said it was "really encouraging to see such positive sales from our highly-valued trade partners" and emphasised that the spike proves "that travel is well and truly back."

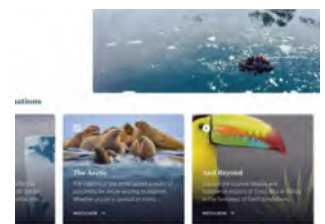
Growth is largely attributed to Thailand's value during the summer compared with the peak European season, and bolstered flight capacity competitively reducing flight fares. www.sarojin.com

Jet2 confirms £650,000 apprenticeship fund

AN ADDITIONAL £150,000 has bolstered Jet2.com and Jet2holidays'

'Appoint an Apprentice' scheme, initially announced in October last year.

Following positive response to October's announcement, the additional funds will cover salaries of apprentices in over 30 independent travel agencies across England, Scotland, Wales and Northern Ireland. Funds have already been transferred to around 50 agent partners, funding almost 100 apprentices. Steve Heapy, CEO of Jet2.com and Jet2holidays, added that the additional funds are "a fantastic way to start the new year, investing directly into our independent travel agency partners to help them grow their businesses and support our fantastic industry." www.jet2.com



AE Expeditions bolsters agent support

AE EXPEDITIONS has partnered with content optimisation platform Approach Guides to provide agent partners with greater marketing support. Free-to-use assets include videos, imagery, brochures, and unique 'content experiences'. www.inspires.to/ae-expeditions

SUDOKU

WIN A £20 M&S VOUCHER IN THE *Travel* bulletin SUDOKU PRIZE PUZZLE

Fill in all the squares in the grid so that each row, column and each of the 3 x 3 squares contains the digits 1-9. Once you have completed the puzzle, simply identify the numbers that relate to the letters, A, B, C and D then e-mail the solution, with your name, company name, and full postal address plus phone and ABTA number if applicable to:

competition@travelbulletin.co.uk
Closing date for entries is Thursday, February 22nd. Solution and new puzzle will appear next week.

The winner for January 26th is **Jennifer Ma, Vertical Travel Group.**

January 26th Solution: A=3 B=8 C=2 D=7

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



WHERE AM I?

Located on the Southeastern coast of South Korea, this city unites coastal living with the modernity of a 21st century metropolis. This city is home to the largest fish market in the country and a cultural village that has been dubbed 'Santorini of the East'.

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

1				2			3	4		
							5			
6		7					8			
9						10				11
12		13		14			15	16		
							17			
18							19			
20							21			

Across

- 1 Travel, entertainment and media organisation with HQ in Burbank, California (6)
- 3 Muscat is the capital (4)
- 6 African country and river (5)
- 8 Boise is the state capital (5)
- 9 Major car hire company (4)
- 10 The largest island in French Polynesia (6)
- 12 US state, forever linked to the story of Dorothy and the Wizard of Oz (6)
- 15 Long running TV series, The Big ___ (4)
- 18 One of the Florida keys (5)
- 19 Swedish shipping line (5)
- 20 Flag carrier with HQ in Bangkok, ___ Airways (4)
- 21 Tour operator, part of the Globus group (6)

Down

- 1 Frederik X was recently proclaimed King of this country (7)
- 2 Currency of Lithuania (4)
- 4 The Vizcaya Museum and Gardens is a top tourist attraction in this Florida city (5)
- 5 Travel document (4)
- 7 Guernsey, Channel Islands airport code (3)
- 10 Australian state, in short (3)
- 11 Specialist tour operator founded by Walter in 1934 (7)
- 13 Costa del Sol resort with a special cave likened to a cathedral (5)
- 14 Could be an English river or a direct-sell cosmetic brand (4)
- 16 Scottish affirmative (3)
- 17 European capital city (4)

CROSSWORD

Across: 1 DISNEY, 3 OMAN, 6 NIGER, 8 IDAHO, 9 AVIS, 10 TAHITI, 12 KANSAS, 15 BANG, 18 LARGO, 19 STENA, 20 THAI, 21 COSMOS.
Down: 1 DENMARK, 2 EURO, 4 MIAMI, 5 VISA, 7 GCI, 10 TAS, 11 INGHAMS, 13 NERJA, 14 AVON, 16 AYE, 17 OSLO.
Mystery Word: DORSET, WHERE AM I? Busan



AGENT INSIGHT

CRAIG GOODRIDGE

CRAIG GOODRIDGE TRAVEL, SHEFFIELD

PEAKS ARE here, and it can be a pivotal and exciting time for us in the industry. Overall, it is busier, but each agent can experience their unique peak periods at different times throughout the year. If you are reading this and your month hasn't been as busy as you hoped: your time will come.

Entering my seventh year of business, I aimed to establish trust in my local area for peaks after opening my first store in Sheffield's Moor Market in July. The small unit, adorned with eye-catching posters, offers, brochures, and a digital display, has enabled me to expand into the UK and Coach Travel, a realm I didn't delve into much while working from home. The gamble I took seems to be paying off as each month progresses, and people who've seen me are starting to remember me this peak season. Balancing face-to-face customer interactions with my predominantly online business (constituting about 70% of my quotes) poses a challenge. Add family time, regular meals, and watching *The Traitors* to the mix: the pressure builds!

Utilising my diary planner has become a lifesaver. Staying on top of quotes is my main goal. I inquire about customers' booking intentions or address their queries promptly, then put them in order of priority. Despite the back-and-forth on most quotes, asking about price matching, and those that never reply after the quote, I find joy in the peaks' process. This period may bring stress, but it helps establish you as the go-to agent for customers, showcasing your proficiency. Drinking lots of tea, eating lots of Greggs, and having a good chat and gossip with fellow market traders has kept me sane.

Suppliers also seem well-prepared for my calls and emails this peak season, contributing to a significantly less stressful month.

When the quieter months approach, reflecting on peaks and showing what you can achieve becomes a source of motivation.

Keep going and let's see if February also brings us more sales and growth!



Incredible Journeys on a trade journey of its own

AFTER RELAUNCHING in March last year, a new campaign and strong peaks performance reflects Incredible Journeys' very own journey from strength to strength. The 'Little Book of Incredible Journeys' campaign spotlights the operator's extensive portfolio of tours. Bookings during peaks have increased by 65% against the same period in 2023, with a 64% increase in agents booking fuelling the growth. In terms of destinations being booked, Asia has reported a sales growth of over 300% since last year, with Malaysia, Thailand, and Japan largely behind the impressive performance. www.goldmedal.co.uk/incredible-journeys

News Bites

- APT & TRAVELMARVEL continues its trade recruitment drive, with two new BDMs for Central England and Ireland joining the company.
- PRINCESS CRUISES has postponed the delivery and inaugural sailing of *Sun Princess*, with commissions protected and full fare refunds guaranteed alongside 50% future cruise credit.
- 2,500 AGENTS have already signed up to Top Villas trade-friendly booking platform, which hosts over 10,000 bookable properties.



DISNEYLAND PARIS' royally-refurbished landmark Disneyland Hotel has reopened as part of the theme park resort's reimagining. The park's flagship hotel has been refurbished to reflect the iconic Disney storytelling approach, alongside fine dining experiences and classic Disney hospitality. One-night stays, including access to Disneyland Park and Walt Disney Studios Park for two days, start from £250 per person. www.disneyholidays.co.uk



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Schedule subject to change.

That's a wrap! FITUR 2024 concludes with 250,000 visitors

THE DOORS have now closed on FITUR 2024, and what a year it has been! The 44th edition of the international trade fair was held from January 24th to 28th and welcomed a quarter of million visitors through its doors: 153,000 trade professionals and 97,000 visitors who attended during



the two public days, boasting a 13.7% increase from last year.

Organised by IFEMA Madrid, FITUR 2024 received outstanding support from key players in the tourism industry, as well as an honoree guest list which included Their Majesties King Felipe and Queen Letizia of Spain; Daniel Noboa, President of Ecuador; Pedro Sánchez, the Prime Minister of Spain; Edi Rama, Prime Minister of Albania; representatives from the UNTWO; as well as almost 400 authority members including ministers, state secretaries, ambassadors and mayors from different global regions.

FITURNEXT Observatory carried out work during the fair to ensure a channel of sustainable commitment, and this movement is expected to continue as IFEMA Madrid has announced FITUR is expected to return January 22nd to 26th, 2025.



FITUR 2024 broke records left, right and centre, including the exhibition space, which this year showcased nine pavilions full of spellbinding stands representing 152 countries and 96 official country participations. The exhibition also showcased 10 monographic tourist segments, including FITUR 4all, TechY, Cruises, Know0How & Expert, LGBT+, Lingua, Screen, Sports, Talent and Women.

FITUR Woman: “We need socially sustainable tourism”

WHILE FEMALE employment represents 54% of the tourism sector, the panellists at the FITUR Woman discussion stressed that there is still a long way to go until the industry is socially sustainable.

Organised by FITUR in collaboration with Women Leading Tourism (WLT), the panel discussed the roles of female workers within the tourism sector, and highlighted that while there is a 24% increase in female employment

from 2010, there is still a lack of women in managerial roles throughout the industry.

Rosana Morillo Rodríguez, Secretary of State for Tourism of the Spanish government, stated that “despite all the progress made, there is still a long way to go and a lot of recognition to be gained” and that the best way to tackle this issue is to increase the “alignment and collaboration between private and public sectors.”

Bahia Principe invests in its future

IT HAS been a year of investment and renovations for Bahia Principe, and that momentum shows no signs of slowing down as Eva Hausheer, Bahia's sales director for Europe, took to the FITUR floor to highlight the ongoing efforts the brand is making across its entire portfolio, and its dedication to putting its customers first.

“It is really important that we keep our products updated, and we have invested over US\$80 million in renovations, including a full renovation of our hotel in Punta Cana, Bahia Principe Luxury Esmeralda, which was opened in November. The focus for us is to continue updating products, and is our key point for investment this year,” Hausheer stated.

www.bahia-principe.com



Puerto Rico zips through the stands

AFTER THE business was conducted and the work was over, visitors were treated to a bird's-eye view over the pavilions as the Puerto Rico Tourist Board brought a zip line to highlight the sense of adventure travellers can expect when they visit the destination.

Palladium Hotel Group breaks a billion

PALLADIUM HOTEL Group took to the FITUR stage to announce that 2023 was a record-breaking year for the company, with its annual revenue breaking the EU€1 billion mark.

Jesús Sobrino, CEO of Palladium, stated that the group's main objectives are to "continue to grow profitably, sustainably and responsibly."

Alongside the staggering achievement, and the news that in spring 2024 the Only YOU

Hotel Seville will open its doors, the hotel group also announced that it has plans to expand stateside after the successful opening of 45 Times Square Hotel in New York and will shift its focus to other cities such as Miami, Los Angeles and Chicago, as well as expansions in Mexico, the Middle East and the Mediterranean in line with its portfolio brands.

www.palladiumhotelgroup.co.uk



Hard Rock meets Maldivian paradise at Crossroads

HAVE YOUR clients ever wanted to experience Maldivian paradise with a rock'n'roll twist? You are in luck as Crossroads Maldives, a three-resort complex by S Hotels & Resorts, took to FITUR 2024 to highlight the extraordinary offering that the destination holds, inviting guests to go beyond the 'one island, one resort' vernacular that the Maldives is renowned for. Crossroads is made up of Hard Rock Hotel Maldives, SAii Maldives and SO Hotels & Resorts, all connected in a fully-integrated experience.

"It is unlike anywhere else in the world," Ludovic Gallerne, vice president of Global Commerce at S Hotels & Resorts, "You have cultural experiences, musical experiences, and of course an abundance of nature. There is still the Maldivian experience, very tranquil and natural, but then there is the Hard Rock musical experience that elevates everything."

www.crossroadsmaldives.com

FITUR Cruises: 36 million projected to travel by sea

AS THE cruising industry continues to gain popularity throughout the sector, FITUR Cruises, the section dedicated to blue tourism and reflecting the huge boom the cruise industry is having across the sector, revealed that the influx of demand will continue throughout 2024 as experts say more than 36 million people will don their sea legs and set sail at sea.

Passenger expectations and what they are looking for in 2024 was a hot topic throughout the panels held within FITUR Cruise, and it

was stressed that while the profile of demands were similar per customer, the majority of cruisers are not loyal to specific cruise lines, as the average traveller enjoys changing experiences and travel styles.

www.ifema.es



Sant Antoni eager to shake the Ibiza stigma

IT IS out with the old and in with the new for one of Ibiza's former key party towns, Sant Antoni, as the region is eager to step away from the notorious 'Ibiza weekender' stereotype and instead encourage tourists to see a different side of the island.

"15 to 20 years ago, most of Sant Antoni's visitors were between 18 and 30, now, most of them are over 30," said a spokesperson on the FITUR stand, "Many hotels have been upgraded from two to three stars to four and five. It is a hard job to shift the focus, but one we are well on the way with."

www.visit.santantoni.net



Benidorm

Benidorm puts sustainable foot forward

THE BRITISH summer holiday staple of Benidorm is turning its focus to sustainable due-diligence by continuing to promote what it means to be a compact city that no longer relies on manual cars to get around. It isn't just environmental aspects that are the key focus for the year, as Antonio Sanchez Santapau, marketing technician, stated that "it is not only green sustainability, but social and economic as well that are very important for when travellers reach the destination."

Image Credits: Top: Palladium Hotels Group; Top Right: Visit Sant Antoni; Bottom Right: Benidorm Tourist Office; Bottom: IFEMA Madrid



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October 2024. Book by 5th March.

For more information and to book,
visit our trade portal.



ABTA
The Travel Association
ABTA No. 76633

INSPIRING GREEK INDULGENCE

Inspiring Travel is offering guests a dream-like Greek experience with a collection of packages.



WHEN YOU close your eyes and picture the Greek world, you can almost feel the white sand beneath your feet, the tantalising aromas wafting from the street vendors and hole-in-the-wall eateries, and the warm breeze from the azure waters surrounding you. This is an experience that can be found all over the Greek archipelago, from the Ionian Islands to the Aegean Isles and the

Sporades, and Inspiring Travel offers a wide array of packages that bring that quintessential Greek essence to all travellers.

Over on Mykonos, guests can sit back and bask in the beachfront luxury of the Mykonos Grand Hotel & Resort, taking in the stunning views of the Aegean Sea and the sacred islands of Delos before getting ready to hit Mykonos Town in the evening for a night of food, fun and friends. Inspiring Travel is offering a five-night package to the Grand Hotel from £1,009 per person, and including flights, transfers and €150 in resort credit when booked by February 29th, 2024.

Moving away from the metropolitan

and into the serene, Inspiring is also offering a Greek package unlike any other at the Ikos Aria on Kos, a luxury resort that offers an 'Infinite Lifestyle' concept, allowing guests to enjoy world-class cuisine, luxury facilities, high-end refreshments, and an adults-only pool complex and spa. Prices for the resort are available upon request.

Over in Corfu, the Phaea Blue Palace combines classical architecture with complete indulgence and an authentic Greek experience. Inspiring is offering a seven-night package from £1,989 per person for travel in May 2024 when booked before February 29th, 2024. www.inspiringtravel.co.uk

Live the legend with Holland America

FAMOUS FOR its tales of Gods and mythology throughout history, Greece has always offered a legendary aspect to any holiday, and now Holland America Line is featuring the region in its new series of Legendary Voyages for 2025-2026.

Forming part of the 45-day 'Ultimate Mediterranean and Atlantic' voyage, travellers have the opportunity to learn about the history and legacy of the Med's most iconic destinations, including Greece, Italy, Malta, Egypt, Spain, Portugal, and many more, promising a one-of-a-kind itinerary for all. www.hollandamerica.com

Variety adds Ionian Odyssey

FULFIL YOUR client's wishes of embarking on a Greek odyssey of their own as Variety Cruises has announced a new eight-day 'Ionian Odyssey' itinerary, where guests can explore the emerald landscapes of Corfu, Kefalonia, Aegina, Paxos and more before returning to the hustling hub of Athens.

Prices for the cruise begin from £1,878, with departures available from June 21st, 2024. www.varietycruises.com





Agora brings the Cyprian allure

SETTING A new standard for boutique luxury, the Agora Hotel is nestled in Lefkara, the heart of Cypriot craft making, and promises guests a curated experience that fuses tradition with contemporary allure.

Drawing inspiration from the roaring 20s, the 18 uniquely crafted rooms each offer a different experience, whether guests may want a cosy sanctuary, a versatile and sophisticated setting, or the epitome of luxury. Room rates begin from £159 per night.

www.theagorahotel.com



Jet2's big fat Greek programme

THANKS TO a heavyweight joint-marketing campaign with the Greek National Tourist Office, Jet2.com and Jet2holidays have revealed that 2024 now represents the companies' largest-ever Greek programme of flights and package holidays.

The programme for this year is made up of more than 100 routes on sale across 11 UK airports, including Liverpool, London and Newcastle, and 14 Greek airports.

www.jet2.com/

www.jet2holidays.com

Olympic brings off-the-radar oasis to the forefront

TUCKED AWAY into a small corner of Greece lies Milos, a small island that holds a giant impact on the people who visit. Its dramatic volcanic landscapes and surreal rock formations offer an other-worldly experience, and its 65 picture-perfect beaches (half accessible only be reached by boat) offer the same snow-white sand and warm waters but with far fewer crowds than the more popular islands.

If your clients want to enjoy all aspects of Greek life, from the cosmopolitan hustle and bustle of Santorini to the laid-back birthplace of renowned Greek artwork in Milos, Olympic Holidays is offering a selection of island-hopping packages between the two.

The 11-day island hopping package leads in from £1,419 per person based on two people travelling and includes a night in the four-star Aria-Lito Mansion in Santorini, a five-night stay in the three-star Glaronisia



Hotel in Milos and a four-night stay in the three-star Castro Hotel and Suites in Santorini. The package includes return flights to London Gatwick, all accommodation and transfers, with departures available from May 14th, 2024. www.olympicholidays.com

Larnaka values authentic charm

IT IS all about preserving traditions and cultural landmarks for Larnaka as the Tourist Board is eager to highlight authentic experiences and immerse visitors into the history of Larnaka that makes up so much of its heart.

Restoration efforts will continue into 2024, including those at Faros Lighthouse in Pervolia, the three Colonial Fountains in Tochni, and the Fishing Museum in Zygi. Larnaka Tourism Board's main objective is to enhance the cultural and historical offering that is aplenty throughout the



destination, and will introduce a brand new venture in which travellers can explore the myths and legends that are ingrained into rural Larnaka.

For travellers who enjoy a pleasurable hike in a more challenging terrain, the mountain villages of Larnaka are a key part of the region's charm, and maintaining their character formed a key part of the Tourism Board's activities in 2023. New sculptures symbolising the unity of the region, restoration of older structures and a makeover of a popular cycling hub were all completed last year to enhance the villages.

For the more tech-savvy tourists, Larnaka is aiming to bring its offering into the 21st century while keeping the character of the past, with initiatives such as virtual museums, and 3D interactive experiences & archaeological reconstructions all on offer. www.larnakaregion.com



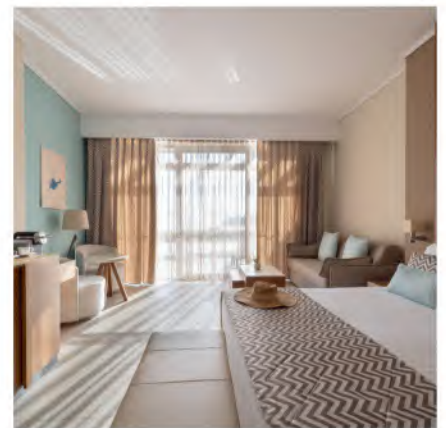
Live the unforgettable

*M*iraggio Thermal Spa Resort is a luxury destination in Halkidiki, Greece.

Consisting of the Miraggio rooms and Miraggio Club rooms, with both sharing common facilities such as the amazing Myrthia Thermal Spa, 8 restaurants, 5 bars, kids area and a private marina.

The resort is built like an amphitheater across 13.6 hectares of secluded land, with its own stretch of Blue Flag beach and amazing views across the Aegean Sea.

Miraggio
Experience



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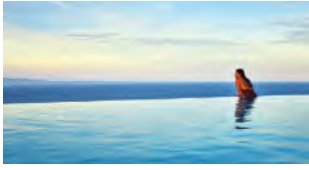
The rates are gross 15% Commissionable to the agents.

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like a dream



www.bedswithease.com/login



Garbs in Marbs: Mar-Bella unveils new additions

MAR-BELLA Collection Hotels has unveiled a bundle of new additions across its portfolio, including the introduction of Kuzina, a new all-day dining Mediterranean restaurant, and the transformation of its Deck & Bar Grill into a seafood hotspot.

For fitness enthusiasts, Oyogo's popular fitness weeks will now take part at both Elix and Nido properties, spanning from May to October, and Elix is ready to make guests dance the night away with its revamped entertainment programme.

www.marbella.gr



Mykonos' Michelin masterpiece awaits

AN UNMISSABLE dining experience awaits at the Santa Marina, a Luxury Collection Resort, in Mykonos. The Jason Atherton Island Dining offers elegance and refined cuisine with a stunning sea-view backdrop. Led by a Michelin-star chef, each dish curated for the experience celebrates local ingredients and the authenticity that seeps through Mykonos' culinary scene.

www.marriott.com

Greek holidays that are out of this world

PLANET HOLIDAYS is ready to turn your clients' Greek escape into an experience they will never forget, from illustrious wine tours in Halkidiki to island-hopping extravaganzas through the 32 islands the operator serves.

For those wishing to stay in the cultural powerhouse of the Greek world, Thessaloniki, Planet Holidays is offering a seven-night stay at the unique five-star Capsis Bristol Boutique, offering guests a gateway to the past as they learn the history of the building and its ties to World War I. A guided tour to the Karasouli Military Cemetery will also be provided, followed by a walking tour of Thessaloniki itself, taking in the city sights and witnessing one of the most significant buildings in classical Greece, alongside the Parthenon, the Palace of Aigai which was re-opened last month



following 16 years of restoration work.

For those who wish to indulge more in the island way of living, Planet Holidays offers a popular option of two nights at the five-star Elessa Hotel in Santorini, and five-nights at the five-star Los Grand in Ios. Prices for all itineraries are available per request.

www.planet-holidays.co.uk

King of Crete: bluegr brings innovation to Minos hotels

BLUEGR HOTELS & Resorts is giving travellers even more reason to visit Greece's largest island as it has bolstered its offering at its Grecian trio of hotels: Minos Beach Art Hotel, Minos Palace Hotel & Suites, and Candia Park Village.

At Minos Beach Art Hotel, step away from the traditional hotel aesthetic and instead immerse into the assembly of bungalows and gardens that sit on the water's edge. The hotel itself has become a cultural beacon for the local community and was Crete's first five-star barefoot luxury resort. Ideal for art lovers and people wanting to experience a different side to the island.



Guests can enjoy two Blue Flag-awarded private beaches, and plenty of swimming options in the surrounding waters. Nightly rates lead in from £255 including breakfast.

At the Minos Palace Hotel, an adults-only paradise awaits guests who want to disconnect from everyday life and reconnect with nature. A worthy destination of honeymooners, single travellers and group gathers, prices lead in from £219 per night, based on two sharing.

The Candia Park Village takes the Greece experience back to its roots and showcases an authentic Greece experience for all, offering a sense of community that is hard to come by. From £105 per night, families can enjoy the new summer programme that offers a selection of new experiences, including Mother's Day events and international dining themed nights.

www.bluegr.com

Zeus International brings the thunder with new acquisitions

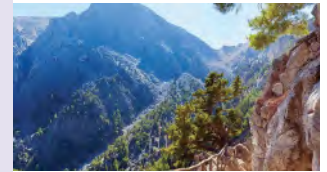
TAKING INSPIRATION from its namesake, Zeus International Hotels is continuing to become a familiar staple in the Greek landscape, and this year is no different as the hotelier has acquired the Lazart Hotel Trademark Collection by Wyndham in Thessaloniki, as well as a five-story property in Athens from PRODEA Investments.

The award-winning five-star Lazart Hotel offers comfort and luxury housed in a prime location 10 minutes from Thessaloniki's city centre. The art hotel is a fusion of contemporary luxury and creative expression, boasting some of the most spacious rooms and unparalleled views of the city.

The hotel itself is well-suited for families, couples and professionals who are looking to enjoy the Greek sunshine.

Haris Siganos, founder and managing director of Zeus International, has stated that the new additions "demonstrate [Zeus'] dedication to the advancement and development of tourism and hospitality in Greece and abroad." Over the last seven years, Zeus has invested more than £250 million into new developments and forging partnerships with global brands to expand its portfolio to include 20 hotels.

www.zeus.international



Jules Verne takes a walk with the Gods

FOLLOW IN the footsteps of Athena and Ares with Jules Verne as the escorted tour operator has released a new seven-night 'Walking in Crete' tour for 2024, featuring a trek through the longest gorge in Europe and treading through the ancient cities from bygone eras. Prices lead in from £1,845.

www.vjv.com

Image Credits Centre: Zeus International, Right: Jules Verne

IN STYLE

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Expert Concierge Assistance & Adventure Awaits:

- Count on expert concierge services for seamless planning.
- Immerse yourself in culture, history, and adventure on both islands.

WWW.SANTIKOSCOLLECTION.COM



**Chris Crampton,
chairman of PATA's UK
& Ireland Chapter,
brings findings from
PATA members and
the association's
recent survey.**

**“
Early indications
from our PATA
tour operator
members show
2024 is off to a
good start...”**

THE DESIRE to visit Pacific Asia continues into 2024. PATA tour operator member Helen Wheat, destination manager for Asia at Travelbag reported a strong end to 2023 with continued

INDUSTRY *insight by...*



demand for the region into 2024 already: “In October 2023 alone we saw +95% year-on-year for Indonesia, specifically Bali did very well, alongside destinations such as Vietnam and Japan (85%+) which grew as did New Zealand (52%+).”

Early indications from our PATA tour operator members show 2024 is off to a good start. Helen continued:

“For Asia and Oceania, we’re seeing growth of approximately 27% with Thailand leading the way. In terms of top-selling destinations; Thailand, Australia Indonesia, Singapore, Malaysia.

“Last-minute departures are very strong (Jan, Feb & Mar), followed by July and then October & November.

“Passengers are still wanting to spend a little more on their accommodation too, booking higher room categories, villas and longer lengths of stay.”

Sam Collins, product manager at Best at Travel and PATA Committee member said: “Thailand leads in volume with a strong start to the year. Enquiries for holidays during February half term and Easter have increased. Bali and Indonesia have seen a surge in bookings. Indochina and Japan show no clear trends at this stage. Hua Hin,

Phuket, Krabi, Bali, and Langkawi are experiencing growth. We’ve also noted that air prices are lower and capacity is greater.”

David Kevan, founding partner of Chic Locations and PATA UK Board Member said of bookings in the first few weeks of January: “Thailand and Vietnam are leading in numbers, with late bookings for the next two months and winter repeaters booking again immediately after returning home. Vietnam benefits from improved air lift and flexible multi-entry visas. Malaysia and Indonesia have had less interest compared to Thailand and Vietnam.

“Shoulder and low seasons, April to September, have plenty of room for improvement though. The key for agents is to get those bookings in early to secure air tickets.

“Demand still outstrips supply, and most hotels in the region have early booking benefits that can really enhance the customer’s experience.”

The overall positive outlook for the year is further supported by PATA’s Travel Trends Report 2024 which saw members surveyed on bookings, insights and news and developments which revealed 10 key trends shaping travel this year.

SAVOUR A SINGAPORE STOPOVER

The Dragon Trip's new Singapore stopover itinerary makes the most of the marvels on the doorstep of one of Asia's biggest airport hubs.



SINGAPORE'S STATUS as one of the biggest transportation hubs in Asia makes it prime position for an adventurous layover: The Dragon Trip is helping guests turn one adventure into two with a city break stopover before their onward travel to a global escapade or Dragon Trip of their own.

The first day of the scheduled stopover itinerary guarantees a true

taste of the Lion City, with an expert local guide spotlighting Singapore on two wheels. The guided cycling tour explores Merlion Park, Marina Bay Sands, and Kampong Glam, with a chance to savour the signature tastes of Singapore at Lau Pa Sat. Home to Satay Street and a collection of some of the city's most flavoursome gastronomic must-dos, it's no surprise that the hawker centre is a must-do and foodie favourite. The first day draws to a close with a night stroll through the historic Civic District, where the city's famed architectural gems are well and truly on show.

The second day of the itinerary is a flexible one: the tour includes entry to the Gardens by the Bay, which can be timed to fit around independent activities from a cooking class, bumboat river cruise, or night safari at Singapore Zoo among others.

The 'Singapore City Stopover' starts from £369 per person, inclusive of two nights' hostel accommodation, all public transport within the tour, guided experiences (including the cycling tour) and a number of other activities, with optional additions.

www.thedragontrip.com/tour/singapore-city-stopover/

Rosewood retreat sees brand's Japanese debut

ROSEWOOD HOTELS and Resorts is set to open its first property in Japan in 2024.

Situated on Miyako Island in the Okinawa archipelago, the Rosewood Miyakojima will debut with 55 villas, all boasting private pools, on a secluded peninsula with three sides surrounded by beach. Four restaurants and bars will welcome guests.

The resort is ideally situated to explore Japan's largest coral reef, Yabiji, through underwater diving or snorkelling excursions. www.rosewoodhotels.com

Thailand tops Gold Medal's trend tally

DESPITE ITS long-standing place near the top of Gold Medal's best-selling destinations, Thailand is growing all the more popular this peaks: 30% year-on-year.

Deborah Wadhams, head of long-haul product, explained that Thailand is perfectly-positioned as "a seemingly limitless destination... the desire to experience the Far East is growing." www.goldmedal.co.uk



Textile Treasures of the Far East on offer from craft holiday specialist

STITCH TOGETHER a craft-themed adventure for your clients with the recently-reintroduced Stitchtopia.

Leger Shearings Group reintroduced the craft-based brand following its acquisition of Arena Travel in 2022.

Options featured in the brand's relaunch include the 'Textile Treasures of Laos, Thailand and Cambodia', a 16-day itinerary sowing the seeds of cultural adventure and craft-centric excursions.

In Luang Prabang, a UNESCO World Heritage Site, guests knit their own exploration through ancient monuments and monasteries and the site's weaving history.

A Mekong river cruise brings the group to Siem Reap, visiting Angkor Wat, before another cruise to the

Tonle Sap floating villages.

The 16-day tour starts from £5,555 per person, including economy class return flights, private airport transfers, 13 nights' bed-and-breakfast accommodation, internal flights, and workshops and sightseeing opportunities.

www.stitchtopia.co.uk



Virgin Voyages' Far Eastern foray

RESILIENT LADY'S return to Athens for the summer 2025 season will see it sail on a foray through the Far East, sailing from Singapore and calling in Kuala Lumpur, Phuket and Colombo before venturing on to the Middle East. Overnight stays in Phuket and Colombo ensure no Far Eastern stone is left unturned.

Departing on April 5th, 2024, the 14-night voyage starts from £3,410 per person. www.virginvoyages.com

What is your biggest pet peeve?

Jeanette Ratcliffe
Publisher

jeanette.ratcliffe@travelbulletin.co.uk
Commuters tapping loudly on their keyboards... grrrr!



Simon Eddolls
Sales Director

simon.eddolls@travelbulletin.co.uk
People always moaning about stuff.



Sarah Terry
Senior Account Manager

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People scraping the knife when they eat!



Tim Podger
Account Manager - Far East

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Coughing on public transport with no hand over their mouth and loud mobile phone users!



Matthew Hayhoe
Acting Editor

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People rushing on the Victoria Line (the next train is a minute behind!)



Melissa Paddock
Events Coordinator

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Loud chewing!



Holly Brown
Events Coordinator

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Slow walkers, people not indicating on the road and eggs.



Leah Kelly
Acting Deputy Editor

leah.kelly@travelbulletin.co.uk
People who are always late!



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Ever Upward, Day and Night

EVA Wins SKYTRAX 5-Star Airline Certification Eighth Year in a Row

Endlessly elevating flight experiences, forever our guiding star.
SKYTRAX has affirmed EVA's commitment to quality with the highest 5-Star rating.
Constantly pushing for perfection, EVA Air redefines world-class service.



Brilliant
For You

Award-winning, kid-free cruise line. **Reimagined by Virgin.**

Turn winter blues into Mediterranean views by planning a brilliant, award-winning holiday with Virgin Voyages. Have your Sailors sea for themselves just how rejuvenating our luxurious lady ships are – with 20+ eateries, essential drinks, group fitness, WiFi, and tips always included.

An unforgettable, kid-free sailing on the horizon is a strong remedy for any seasonal woes.

And for a limited time, second Sailors enjoy 65% off and up to \$500 in free drinks when they book before 29 February 2024. Cheers to that!

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

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