

The Travel Industry Essential / April 2017

ABTA

magazine



CUBA

Looking beyond
the capital

ITALY

The perfect
family holiday

AUSTRALIA

Taking a rural
road trip

NEWS, REVIEWS & UPDATES

Industry issues,
hotel and travel reviews

ANALYSIS: LUXURY CRUISE

New directions for a continually
expanding market

SPECIAL REPORT: WEDDINGS & HONEYMOONS

Emerging travel trends

**ABTA**
The Travel Association

ONE ON ONE



Miles Porter

HEAD OF ACTIVITIES
CYCLING FOR SOFTIES

Specialise, but keep up with the industry. Expertise is vital. If you're a specialist operator, shout about your heritage, in-depth knowledge and personal relationships with hotels and suppliers on the ground, but don't lose sight of wider trends and travel behaviour.

Be flexible. We live in turbulent times. Some sectors struggle to adapt to changes in the market and customers' evolving expectations and behaviour, but the travel industry continues to thrive due to its enthusiasm for change and willingness to diversify, not least in ways to reach potential customers.

The future is personal. Consumers are increasingly demanding personalisation. Go the extra mile to reflect customer preferences in a detailed itinerary: one size no longer fits all.

Keep it simple. Modern life is complicated enough, so keep your product simple. If you're designing your website or brochure, what will really help a customer make the decision to book your product rather than a competitor? Don't underestimate the power of high-quality imagery and testimonials.

Have fun. Holidays are fun. So selling them should be, too. Customers pick up on a truly passionate sales pitch and a sense of humour. Personality counts for a lot.
cycling-for-softies.co.uk

□ OPERATOR NEWS

Jean-Michel Cousteau joins Aqua Expeditions

Luxury cruise company Aqua Expeditions is collaborating with legendary conservationist Jean-Michel Cousteau on a series of exclusive cruises in 2017 and 2018.

The new partnership, debuting on vessels *Aria Amazon* and *Aqua Mekong*, will include five seven-night departures, offering a chance to travel alongside the famed explorer, gaining insider access into the diverse surroundings of the Amazon and Mekong Rivers. The first cruise is due to set sail in September 2017.

The intimate itineraries, designed for small groups, will include talks with Cousteau as well as screenings of his award-winning films.

Cousteau, who founded the Ocean Futures Society in honour of his explorer father, Jacques Cousteau, has produced over 80 films and is recognised globally for his contribution to ocean conservation.

"I met Jean-Michel several months ago and instantly understood we share important common values," said Francesco Galli-Zugaro, founder and CEO of Aqua Expeditions. "This special series of cruises introduces an exclusive collaboration between Jean-Michel Cousteau and Aqua Expeditions to highlight the importance of environmental conservation."
aquaxpeditions.com

"We share important common values. This special series of cruises highlights the importance of environmental conservation"

MEMBERS UPDATE

FUNWAY HOLIDAYS is introducing five new itineraries in 2017: Utah's Mighty Five and Beyond, Houston to Las Vegas, Icons and National Parks of the Real America, Florida Plus and Washington to Orlando. funway.co.uk

CARIBTOURS has relaunched its Travel Agent Recognition Programme, Diamond Club, which comprises 47 elite UK agents. The club, which brings in around £12m of sales a year, has four categories and a dedicated website to keep agents up to date with benefits, event details and news. caribtoursdiamondclub.com

WENDY WU TOURS has created a 10-day 'Chinese New Year'

tour, departing on 14 February 2018 and featuring Hong Kong, Xi'an and Beijing. The new itinerary will immerse holidaymakers in Chinese traditions, as well as taking time to see iconic sights like the Great Wall, the Terracotta Warriors in Xi'an and Tiananmen Square in Beijing.
wendywutours.co.uk

CARNIVAL CRUISE LINE has received approval to sail to Cuba for the first time, in summer 2017. Overnight visits to the capital, Havana, will be added to itineraries on four- and five-day cruises on board the 2,052-passenger *Carnival Paradise*, departing from June 2017. carnival.com

