



ATG VIP program

TRAVEL advisors are loving the APT Travel Group's (ATG) VIP program.

The program is earning a reputation for supporting and rewarding agent partners - see **page 3** for more information.

NTIA nominations open

NOMINATIONS for this year's National Travel Industry Awards (NTIA) are now open, with several categories expanded, including cruise.

The Australian Federation of Travel Agents (AFTA) has been collaborating with the new NTIA Custodians, including Norwegian Cruise Line Director of Sales Damian Borg, to make this year's awards "better than ever", with several recommendations and categorical restructures made to "better reflect the industry".

Category 29 - 'Most Popular Ocean Cruise Operator', and Category 30 - 'Most Popular River Cruise Operator' are new for this year, while Category 7 - 'Most Outstanding Sales Executive - Cruise' will also recognise excellence within the sector.

Wholesalers specialising in cruise are also eligible for Category 23 - 'Most Outstanding Wholesaler - Product / Service'.

In total there will be up to 36 award categories for NTIA 2023, including 27 "Most Outstanding" judged categories, seven "Most Popular" voted categories, and two "People's Choice" consumer campaigns.

ATAS Accreditation will be a prerequisite for travel consultant and agency categories, as well as tour operators and wholesalers.

This year's NTIAs will also be introducing an awards management portal to streamline the nominee experience and

make available the judging criteria to best craft applications.

Judging for the "Most Outstanding" Awards will follow the same two-step process, with finalists determined from submissions and judging from a panel selected by the NTIA Custodians.

"Most Popular" Supplier categories will be opened to industry voting, with the top five confirmed as finalists, and the top-voted suppliers announced as the winner.

"Our NTIA Custodians have been hard at work collaborating with AFTA to preserve the integrity of the NTIAs while continuing to evolve the process of recognising and rewarding excellence in Australia's travel sector," AFTA Chief Executive Officer Dean Long said.

"These changes best reflect the expansion of scope of our industry and allow for the recognition of excellence across all parts of the travel industry sector."

"As the pre-eminent awards for our industry and given the significant value that corporate and consumer Australia places on the NTIAs, these changes will serve to enhance the reputation of our finalists and winners as the very best in class for 2023."

Nominations will close at 5pm AEST on 14 Jul - for more information and to nominate, **CLICK HERE.**

Cruise Weekly today

CRUISE Weekly today features two pages of all the latest cruise news, plus a full page from **APT Travel Group.**

Oceania to offer simply MORE!

OCEANIA Cruises is offering a free beverage package and free shore excursions valued up to USD\$1,600 for all new reservations beginning next month.

"Thanks to the launch of simply MORE, our guests will enjoy even more value, more choice and more convenience than ever before," President Frank Del Rio Jr declared.

"Over the past 20 years, we have continued to adapt and evolve to the wants and needs of our valued trade partners and guests.

"We are always seeking to enhance the Oceania Cruises experience and raise the bar in offering the best value in luxury cruising."

Simply MORE will be offered for sailings departing from Oct, and will replace Oceania's long-standing OLife Choice.

"We asked our key audiences, guests and travel partners what they wanted, and that was simplicity, choice and value," Del Rio Jr added.

"Through our new simply MORE value promise, they now have all three."



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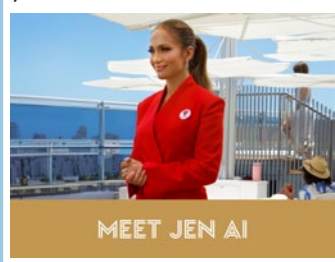
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VIRGIN Voyages guests can now invite their travelling companions to accompany them with a custom invite from none other than Jennifer Lopez.

Unfortunately, the JLo appearing in the invitation is not quite the real McCoy, instead an AI depiction of Lopez.

All passengers need to do is offer some insight into what and how you want to celebrate, and AI Lopez will generate and send the personalised video invite to your crew.



MEET JEN AI

C360 earlybird tix

CRUISE Lines International Association is reminding the sector earlybird rates for Cruise360 close on Fri.

This week is the last to book tickets at a discounted rate for CLIA's first Cruise360 in Brisbane (**CW** 08 Dec 2022).

Managing Director Joel Katz said this year's Cruise360 has so far seen a fantastic response to ticket sales - **CLICK HERE** to purchase.

Celestyal's new Journey



CELESTYAL Cruises has revealed its new ship *Celestyal Journey* (render **pictured**), following her extensive multimillion refurbishment and technical overhaul (**CW** 24 Mar).

Features include an exclusive Stargazer suite - the first Celestyal penthouse suite offering a luxury cruise experience.

Journey also features almost 150 balcony staterooms - more Dream suites than ever before, including 80% outside staterooms.

The ship will feature seven specialty dining experiences, including the private chef's table, live cooking demonstrations, Asian cuisine at Pink Moon, Greek grazing at Fig and Honey, and fresh Mediterranean bites from Smoked Olive.

There will also be eight bars and lounges, including a decadent champagne bar and wine cellars.

Two pools will feature aboard

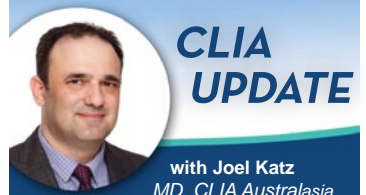
Journey, as will an entire deck dedicated to wellness and the immersive Sozo Spa.

There will also be two fully equipped conference spaces and a multi-purpose Amphitheatro, signalling Celestyal's Greek roots.

"This is an incredibly exciting time for Celestyal, and we are looking forward to working closely with our trade partners to highlight our much-elevated onboard product alongside our renowned brand proposition of destination-rich, immersive travel experiences," Chief Commercial Officer Lee Haslett said.

"Our goal is to immerse our agent and operator partners in the *Celestyal Journey* via in-person ship visits, fam trips and training to expand their product knowledge and truly benefit their customers.

"We are excited about this next chapter and the opportunity to grow together."



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Governments look to cruise

G20 nations have shown a strong interest in the future development of cruise tourism, putting our industry front and centre at a series of tourism meetings in India last week.

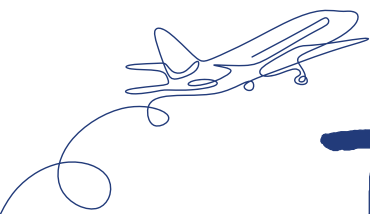
Among member countries from around the world, cruise tourism was a positive topic of conversation as governments look to a form of travel that makes big economic contributions within a planned and well-managed environment.

Having had the chance to address key meetings and G20 working groups, I know there's a strong awareness of cruising's renewed strength globally and our industry's vision for a sustainable and responsibly managed future.

In meetings with government leaders and industry representatives from around the world, it was clear there's a positive recognition of the opportunities that cruise can offer and a strong desire to work more closely with our industry to grow and support operations.

Destinations are increasingly adopting cruise development strategies and working towards new cruise terminals, new infrastructure, and new investment in sustainable fuels and power.





Top reasons why AGENTS ARE LOVING THE APT TRAVEL GROUP'S VIP PROGRAM!

APT Travel Group's recently revamped VIP Agents Reward program is earning a terrific reputation for supporting and rewarding travel agent partners. With the first half of the year almost wrapped up, the program has issued over \$500,000 in rewards so far!

Here are the top things agents are loving about it...

100+ FAMIL PLACES

The APT Travel Group is offering a bumper year of no less than 100 famil places for agents, from cruising the Mekong and Europe's rivers to exploring Canada and Alaska... 2023 is the year for agent famils with ATG.



BANNERS

Diamond and Platinum agencies can order branded APT and Travelmarvel banners or posters with their own call to action to promote their status as a Specialist Agency.



REWARDS

APT Travel Group issued over \$500,000 in rewards to travel agents in the first six months of 2023. This includes the popular Consultant Rewards program, with the highest total reward for a single participating agent being \$700.

REWARDS PAID ON DEPOSIT

APT Travel Group VIP agents receive their rewards after the guest has paid their deposit. This is unlike most company reward schemes, which typically make payments after the travel departure.



PRIZES

APT Travel Group offers a range of incredible prize draws throughout the year. In June 2023, one lucky agent won an APT cruise valued at \$14,995. This was a truly mega reward!

PARTNERSHIP FUNDING

Progress through the VIP tiers and earn higher rewards in partnership funds. So far this year some agencies have already moved from Silver to Gold to Platinum status.

PRIORITY RESERVATIONS

Diamond VIP tier agencies enjoy a priority reservations team, assuring speedy service for agents and clients alike.

MORE TREATS FOR AGENTS

The APT Travel Group also offers VIP partners generous discounted rates for travel so agents can experience the product firsthand AND get a holiday - all for a fraction of the cost.

FOR MORE DETAILS ON THE APT TRAVEL GROUP'S REWARD PROGRAM LOOK HERE.

Agents can reach out to their APT Travel Group Business Development Manager to find out their VIP status or call Inside Sales on **1300 668 298**.

