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TRAVEL DAILY

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Sir Richard keeps up with TD This week's agency coaching session



ABOVE: Yesterday Sir Richard Branson had a busy time with press conferences and events to celebrate the inaugural Virgin Atlantic flight from London via HKG into Sydney.

He managed to take a moment from his schedule to catch up with the latest Australian industry news.

He's pictured above with VS sales and marketing mgr Gia Acitelli, holding yesterday's issue of *TD*.

For our Nov/Dec photo comp we're after the best photo including a copy of *Travel Daily*, with the

winner to receive a fabulous *Barefoot Sailing Safari* in Fiji from Captain Cook, with airfares provided by Air Pacific.

Entries can be emailed to photos@traveldaily.com.au, and our website www.traveldaily.com.au has more information.

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Applications close 15 Dec 04

HARVEY World Travel Bankstown celebrated its "best ever month in sales" in Nov, which was up 250% on a year ago as well as an increase from Oct.

The agency, which was the winner of our \$10,000 TA Fastrack coaching prize, is having weekly sessions to improve its business.

This week sales budgets were set for each month up to Jun 05, based on the agency's profit target for the financial year.

Adrian Caruso told proprietor Janene Pendleton the starting point is to know how much profit you want to make out of your business,

and have a clear understanding of monthly expenses.

Once this is decided the agency must determine what sales are needed each month to achieve its profit target, and the next step is to set monthly sales targets for each member of the agency's team.

Pendleton will this week be having "one-on-ones" with her team to communicate their sales targets.

On the marketing side, the agency distributed a flyer to every shop in the centre promoting a Shopping Centre Staff Travel Discount, plus other current specials, with attached Caramello Bears to attract attention.

A database of suppliers was also compiled and emails sent to each one inviting them to work more closely with the agency in 2005 to increase sales through training and cooperative advertising.

A marketing calendar for Jan-Jun 05 was also designed, with selected destinations for each month.

Janene and her team also compiled a list of their top clients and started organising personalised Christmas gifts for each one.

New Melb AST outlet
ORIENT Express Travel opened its first Victorian Asian Student Travel (AST) outlet yesterday in Swanston St near Melbourne Uni.

CEO Tom Manwaring said AST concept stores focus on non-VFR student travel, and feature internet cafes, reference libraries, music videos and merchandise.

Ghan New Years party
AN Adelaide-based millionaire has chartered the Ghan from Adelaide to Darwin to celebrate the new year, along with 200 guests.

Robert Gerard, who's chairman of Gerard Industries, is believed to have paid about \$500,000 for the booking, according to the *Northern Territory News*.

Scheduled services will run as usual, and the chartered train is expected to be about half the usual length, with 20 first class carriages. After the 3000km journey guests will fly home from Darwin.

PG 'self famil' fares
BANGKOK Airways is offering an industry fare of A\$200 return on its Singapore-Samui 717 services. The fare is valid until 31 Dec 05, and for details call 02 9252 5216.

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Period of Travel	From
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1 April - 30 April	\$1500
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1 Sept - 31 Oct	\$1300

GULF AIR EARLYBIRD SPECIALS

Over the next month Gulf Air is offering exceptional 'earlybird' deals from Sydney to Athens, Casablanca, Frankfurt, Istanbul, Larnaca, London and Paris for passengers flying in economy class throughout 2005.
***SPECIAL CHILDREN SAVING:** For the period between 18 Jan - 21 March Gulf Air have an added bonus. For every 2 paying adults over the same sectors, one child under 12 can travel free.
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