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TRAVEL DAILY

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EXPRESS FARES

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Travelex takeover

FOREIGN exchange operator Travelex has been taken over by private equity investment group Apax Partners, in a deal valued at about \$2.57 billion.

Founder Lloyd Dorfman will continue as chairman and ceo, with a 30% stake in the firm, and said the combination with Apax will enable Travelex to act on a number of "significant opportunities to grow Travelex's business in Asia, Africa and the Middle East".

Silversea to visit Iran

SILVERSEA Cruises has released details of its 2006 season which includes a call at the port of Qeshm, Iran.

Itineraries also include new ports in Libya and South Korea.

Skywest no-show fee

WA carrier Skywest will charge agents \$110 for unticketed PNRs, due to an increase in the number of seats being held for passengers but not ticketed.

CHC pax record

CHRISTCHURCH Int'l Airport recorded almost 160,000 passenger movements during Jan, up 33%.

The growth is attributed to successful marketing of the airport, which included the introduction of new flights from Air NZ, Emirates, Pacific Blue, Qantas, Singapore Airlines and Freedom Air in 2004.

Marketing mgr Glenn Wedlock said the next move is to target the "high growth North Asian market".

BA seeks \$1m compo

BRITISH Airways is asking the US govt for US\$1m compensation after a flight was forced to return to London last month because one of its pax was on a banned flier list.

A dispute broke out between BA and US officials during the flight over whether the man was listed.

The UK Daily Telegraph says US officials said they would escort the plane into a US airport with fighter jets, but BA returned to Heathrow rather than alarm travellers.

Coaching report - quality not quantity

THINGS are getting interesting for the winner of our \$10,000 business coaching prize from TA Fastrack last Oct, HWT Bankstown.

TA Fastrack's Adrian Caruso has been having regular sessions with agency owner Janene Pendleton, and he reports progress below..

HWT Bankstown held their first ever Info Night last week and wow...what a huge success it was!

The theme of the night was Coaching Touring Europe/UK and a well-known wholesaler presented its range of products.

As part of the marketing strategy, Janene ran an ad provided by the wholesaler in the local paper.

Only one person RSVPd to the event. After reviewing the ad, I asked her to make a few small changes to make it more effective.

Firstly, since the budget could only afford a small ad, I set out to re-design it to give it more page presence and be very noticeable.

I changed it from 'landscape' to 'portrait' for this is more effective in a newspaper, unless you're taking out an ad that takes up the whole width or length of the page.

We then placed a thick dotted border around the edge of the ad similar to the edge of a film negative, to make it stand out against all the other ads.

We also re-wrote the headline and made sure it took up at least half the ad. Your headline is the most important part of a newspaper ad and will make people decide whether they are going to read the details.

The rest of the ad outlined the details of the event and a special bonus if you booked during the Information Night.

Immediately upon running the ad, Janene received RSVPs for a further 14 people.

A couple of more people RSVPd

from word-of-mouth invitations.

Only 15 people turned up on the night which was still good, for it's quality...not quantity.

During the night the HWT team was introduced and the supplier did a presentation along with a bonus if they booked on the night or within 7 days.

As a result of Janene's efforts and subsequent follow phone calls two days later to everyone that attended on the night (following up people who attended your event will double your chances of getting a booking from them), Janene booked seven tours amounting to over \$7000 in commissions.

Not bad, considering she'd spent just \$800 for the two ads in the paper and she held the Info Night in her office!

Janene is already planning her next...not one but several Info Nights after the success of this one thanks to a few simple improvements to her newspaper advertisement!



PRODUCT DEVELOPMENT EXECUTIVE - Sydney

Responsibilities

- Product development and co-ordination of airfares
- Regular monitoring of competitor airfare activity and product
- Liaising with and maintaining relationships with all tiers of the travel industry: wholesalers/consolidators/airline principals/travel agents
- National distribution of fares and organisation of promotional material for trade shows and functions
- Submission of weekly and monthly analytical and market reports
- Creating marketing plans, including pricing proposals and budgets

Requirements

- Word
- Excel
- Powerpoint (desirable but not essential)
- Oral and written communication skills
- Ability to multi-task essential
- Ability to adhere to deadlines essential
- Ability to work under pressure
- Fares and ticketing knowledge I & II

Please email your resume to Veronica Papa by email:

veronicap@worldaviation.com.au

Applications close Friday 04 March 2005.

Only successful applicants will be notified.

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