



ABOVE: Today's entry in our Mar photo competition was sent in by Diana Leavis of Travel Escapes in Qld.

The photo was taken during a Bench International educational, on top of Table Mountain in Cape Town South Africa.

The best picture featuring a group of travel industry people will win the fantastic *Groups Express* prize from Intercontinental Hotels, of twelve tickets to an AFL match in your closest capital city, plus twelve rooms in a Holiday Inn hotel, pre- and post-game hospitality and

transfers to and from the ground; prize value about \$6,000.

Groups Express is an IHG service offering two hour response to enquiries about group bookings.

Entries can be sent in to photos@traveldaily.com.au, with more competition details at our website www.traveldaily.com.au.

New role for MCVB

MELBOURNE Convention & Visitors Bureau has appointed Trish Finnemore to the new role of General Manager Marketing.

Previously the marketing role was combined with sales.

Swissotel goes Singapore



LEFT: Paul Then, executive chef from Swissotel Merchant Court Hotel in Singapore, will be in Sydney this month for Swissotel's Singapore Food Festival.

Guests who eat at the Swissotel's J.P. Bastiani restaurant are able to enter a draw to win a trip for two to Singapore, flying with SIA and staying six nights in Swissotel Merchant Court.

Last week he prepared a delicious lunch to introduce the festival, and is pictured beside a two-dimensional Singapore Airlines flight attendant.



Ticket Officer

THAI AIRWAYS INTERNATIONAL - SYDNEY

A temporary full time position is available for a motivated person to join our team in the Ticket Office. The successful candidate will have the following:

- minimum 3 years international ticketing experience
- successful completion of Fares & Ticketing I and II
- highly developed interpersonal, communication and listening skills
- total commitment to providing excellent customer service
- ability to work under pressure as part of a team

Written applications to be submitted by 14th March to:

Melinda Stevens, Human Resources, Thai Airways International Public Company Limited, 75 Pitt Street, Sydney, 2000, Fax (02) 9844.0924 or email: hr@thaiairways.com.au.

This week's TA Fastrack coaching

HARVEY World Travel in Bankstown NSW has been having regular business coaching from TA Fastrack's Adrian Caruso, after being named the winner of the \$10,000 coaching prize in *Travel Daily* last Oct.

Below is a report from the session with proprietor Janene Pendleton for this week.

Janene and I quickly got stuck into reviewing what tasks and actions needed to be completed from the previous coaching session the week prior.

We reviewed how the office team was going compared to the monthly office target set for February and discussed ways of making sure everyone achieved their monthly targets including calling as many clients as possible to come in and pay their finals owing on their bookings before month's end.

We will see next week if the office achieved their February target.

Janene has also been working frantically on making sure that every one of her 'Client Profiles' had full contact details including address and very importantly, email address.

An agency's value is based on the quality of its client database.

The database must be up to date with fresh contact details, customer preferences and most of all, sorted into A, B, C or D clients.

'A' clients are obviously your most important clients and have spent the most with you.

They could also be people who have the potential to be top clients or know others who spend lots on travel.

These are the clients you need to communicate most often with, ask for referrals from and provide VIP

service to. Past clients are also less likely to 'shop you around' when they next book and refer other quality clients.

Janene had set herself a target date of 28 Feb to have every Client Profile up to date.

Once completed, the database will be used in conjunction with a Customer Communications Plan we developed together recently.

The plan involves predominately regular direct mail and email campaigns marketing targeted products to suit client travel preferences.

The main reason most marketing campaigns don't work is because the product advertised does not appeal to the target market.

This is why you ALWAYS have to make sure that whatever you market will ALWAYS appeal to whoever you are marketing it to!

With the huge success of the last Information night held last month Janene is already organising further Client Info Nights for destinations such as Ski NZ, Cruising, Northern Territory and Canada/Alaska '06.

Finally we discussed at length about the best way to start writing a Business Operations, Procedures and Policies manual to start freeing up more of Janene's time so she can focus more on Business Development, Team Building and Recruitment and most of all... having some time off!

For more information on TA Fastrack's business coaching and service fee seminars see the website at www.ta-fastrack.com or call 07 3630 1298.

TA Fastrack

Travel Agents Fastrack to Profitability

Due to the growth of the American Express Online Travel Centre, based in Sydney, we are looking for an

INTERNATIONAL TRAVEL / SABRE TRAINED / ONLINE HELPDESK CONSULTANT

If this sounds interesting and you have the following skills we would love to hear from you.

- Sabre CRS skills, Galileo an advantage
- Proven International and Domestic Travel consulting experience
- A positive and enthusiastic attitude
- Happily adapts to change
- Dedicated to providing a high level of customer service to our corporate customers
- Enjoys problem solving

To apply please contact:

Dalles Weldon, Team Leader
American Express Business Travel
02 9271 2905

Benefits offered by American Express include a family-friendly working environment including paid parental leave for employees. We are an equal opportunity employer and support a smoke-free work environment.



Travel

