

TTG

THE BUSINESS OF SELLING TRAVEL



It's your time to shine



Shine Rewards Club

P&O Cruises brand new rewards club has arrived....



Carrier switches its HQ to trade only

April Hutchinson

CARRIER HAS announced its head office sales team is to only service trade enquiries, from December 4.

The operator said the move was evidence of its commitment to agents, allowing for "all areas of the business to have a single-minded focus on the trade, with Carrier able to commit to travel agents more than ever before".

The group's retail agency Carrier Travel, which is based in Alderley Edge, will now be the sole location for handling customer enquiries directly. The move coincides with Carrier's relocation to new offices in Didsbury from the beginning of December.

Speaking at Carrier's annual Preferred Partner Awards in London last week, managing director Mark Duguid said: "Since joining Carrier earlier this year, I've been amazed by the level of support from the trade. We're not professing to be trade only, but with more than 80% of bookings generated by agents, they are the



From left: Wayne Pollock, Wayne Pollock Exclusive Luxury; Olga Pavlova, Aman Resorts; Carol McAleese and Naomi Laird, WPEL; Rick Milne, Carrier

most valuable part of the business."

Agents were recognised at the awards event, held at Four Seasons Park Lane, including UK and Ireland Agent of the Year (based on sales), Wayne Pollock Exclusive Luxury from Portstewart in Northern Ireland.

Also coming soon is The One, a January marketing campaign which Duguid teased at the event, saying it would be Carrier's "most trade-focused campaign ever".

Carrier has appointed a new brand agency, Manchester-based HT&E, which has been reviewing the firm's

brand proposition, with the brief "to understand why agents choose Carrier and how they view the brand".

"Over the course of next year, expect us to communicate more clearly than ever why new and existing agents alike should choose Carrier," said Duguid. He added that agent business was already showing "healthy double-digit growth this year".

"We're increasingly looking at ways we can improve our service to agents and I'm confident that the renewed focus at head office will lead to even stronger partnerships," he said.

OUT NOW!

The winter issue of *ttgluxury* is out now, with tips for chic ski trips, On Location with Thames Travel, ideas for planning Weddings & Honeymoons for your clients, Sri Lanka for families, making a customer magazine, hip ways to explore Thailand, and a host of hotels Tried & Tested - PLUS the launch of the *ttgluxury* Experience trip to One&Only Le Saint Geran with British Airways. You can also read the magazine online at ttgluxury.com



MARKETING CAMPAIGN

Promoting Peru with Paddington movie

PERU IS hoping to make the most of interest around the release of *Paddington 2*, a new film about the spectacled bear from "darkest Peru", which also comes ahead of the 60th anniversary of Michael Bond's original storybook, *A Bear Called Paddington*, in 2018.

The country's official tourism board, PromPeru, treated 60 UK travel trade and media guests to a screening of the film in London (see p42), where guests were joined by the "real" Paddington Bear.

Other elements of the push include a partnership with Belmond, whose British Royal Pullman train was used in the film and which has two trains and six hotels in Peru, and highlighting luxury packages to the country.

These include Inkaterra's new three-night Andean Spectacled Bear package, which allows guests to shadow an Inkaterra Explorer Guide and expert Bear Keeper, and Belmond's four-night "A bear's life with Belmond" package in Peru, with Paddington-themed activities along the way.

Elisabeth Hakim, PromPeru's North America and UK markets coordinator, added that the campaign - Peru, the richest country in the world - would be aiming to "further position the country as a multifaceted and diverse world within a world".

checking in



Shambala's new star activities

Shambala Private Game Reserve (pictured above) in South Africa has added new activities for 2018, including star gazing (£37pp) with the resident astronomer, fishing excursions (£46pp) on the Douw Steyn dam and a three-day (£278pp) volunteering experience with the anti-poaching team and in-house game research team.

Spa 15 launch at Bath hotel

A year after opening, No.15 Great Pulteney in Bath has launched Spa 15, with four individually designed treatment rooms, a cedar wood hot tub, sauna and steam room. The 40th and final guestroom, The Hideout Suite, is also available and includes a "spa experience" bathroom with hot tub.

Dev Patel joins fan campaign

British actor Dev Patel is the latest celebrity to become part of Mandarin Oriental's multi-million dollar global "He's a Fan/She's a Fan" campaign. As a thank you for their involvement, the hotel group makes donations to the star's chosen charity; in Patel's case this will be Pure Earth.

Taste of Kamalaya retreats

Kamalaya Wellness Sanctuary & Holistic Spa in Koh Samui and Lime Wood's Herb House Spa in the New Forest are pairing up for a new wellness collaboration. Founders of Kamalaya John and Karina Stewart and some of their top therapists and mentors will be in residence for two two-day Taste of Kamalaya retreats in May, from £1,835pp (all-inclusive).