

AUNZ REPORT

AUGUST 2024



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ABOUT TSUSA

Global Partner Programming

The latest arrival figures released report 95,177 Australian visitors to the USA in July, up 6% on 2023, and reaching 72% of 2019 levels. Australia was the 11th largest long-haul market into the USA for the month of July and YTD is sitting at number 10 (Source i94 arrivals).

In terms of visitation from New Zealand to the USA, in July there were 28,140 visitors, down 2% on July last year.

3,704 Australians listed a Travel South state as their first intended address in July, equaling 4% of total USA visitation, and up 13% on last year. (Source i94 arrivals – first intended address).

Travel South USA was announced as a Finalist for the Australian National Travel Industry Awards (NTIA) with the awards scheduled for Saturday 26th October, the day after ATIA Beyond Borders Conference.

Travel Daily's inaugural Travel24 event took place at Sofitel Sydney Darling Harbour on 8th August 2024. More than 250 travel professionals attended and listened intently as Federal Minister for Trade and Tourism, Don Farrell, kicked off the event with a keynote speech, while the likes of CVFR Travel Group's Ram Chhabra, Accenture's Michelle Newton, Wendy Wu Tours' Simon Bell, and CATO's Brett Jardine regaled audiences with their insights into the next 24 months of travel.

Cosmopolitan Australia returns to print. The title returns under publisher Katarina Kroslakova and her publishing house, KK Press, in collaboration with Hearst Magazines International. Cosmopolitan Australia debuts with a blend of content spanning style, beauty, technology, relationships, entertainment, and career and financial advice.

I. EXECUTIVE SUMMARY

- Liberty Tours Launch – **Southern Music and Mayhem USA**
- Preparation for Travel Agent Day Australia (TADA)
- Urbanaut Atlanta Bright IPA promotional campaign in NZ
- NTIA Most Popular Tourist Office Finalist Announcement
- In August, we continued desk pitching, had more GMM coverage land and continued our media meetings.

Australia		Jul	Aug	Sept	Oct	Nov	Dec		FY 25 Total
10 Partners AL KY LA NC SC TN WV MO MS ROTS	Travel Trade								
	Trade Meetings	30	21						51
	Number of Agents Trained	133	87						220
	Media Meetings	12	5						19
	Total number of articles published	12	26						38
	Impressions	14,804,911	5,535,000						20,339,911

II. COMMUNICATIONS & PR

- Followed up with journalists who attended GMM and associated reporting.
- Media Meetings.
- Ongoing pitching.
- Earned media Coverage Book
- GMM23 media Coverage Book

COVERAGE:

Traveller

America's most famous road trip is now a 'ghost highway'



Route 66 is a ghost highway. It officially vanished in 1985 – but try telling that to the good folk of Springfield, Missouri. This Springfield (one of 67 in the US) is nicknamed the Buckle of the Bible Belt, thanks to its hundreds of churches. Even while Uber-ing from the airport to my Route 66-themed motel, my driver confesses he glimpsed heaven the previous night as he hunkered down during a minor tornado.

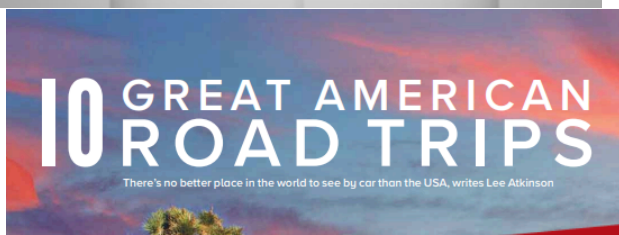


Click and connect

ESCAPE

g clicks (on your camera) think wing the fat. "Route 66 is just a i road," says Bowick. "It's always

been about the people and, when folks are travelling Route 66, if they keep that in mind they will not have missed the boat on anything. You won't meet a better bunch of people on the planet."



Travel South USA | AUNZ

GPP Monthly Report

6

Wild and easy

Blue Ridge Parkway

It's called America's favourite drive and it's easy to see why. Built

specifically as a scenic tourist road – work began in 1935 and it took 52 years to complete – this spectacular drive winds through the Appalachian Mountains in Virginia to North Carolina's Great Smoky Mountains. Highlights include the highest peak in the eastern United States (Mount Mitchell), the oldest river in North America (rather oddly called New River), the deepest gorge east of the Grand Canyon (Linville Gorge) and the highest waterfalls east of the Rockies (Upper Whitewater Falls).

How far? About 755km.

7

The loneliest road

Highway 50

The last of the original two-lane transcontinental highways, this

epic road trip from Sacramento (near San Francisco) on the west coast to Ocean City in Maryland on the east coast is a trip through the middle of America across a dozen states. It was dubbed the loneliest road by *Life* magazine in 1986 and the name has stuck. Highlights along the way include Lake Tahoe, the deserts and canyons of Nevada and Utah, a Rocky Mountain crossing in Colorado, Wild blues in Mississippi, and jazz in New Orleans, with plenty of music-themed museums and lots of clubs along the way. Don't even think about getting an early night on this trip.

How far? About 1010km.

Traveller

PORT OF CALL New Orleans, US

Who goes there

Get active

New Orleans is more pedestrian and bike-friendly than many US cities. You can ride out of the city along the Lafitte Greenway, or along the levee that (not always) protects it from Mississippi floods. You can also kayak on Bayou St John. Among several nearby golf courses are City Park and the Uptown Golf Club.

Best bites

For a contemporary twist on classic southern fare such as pulled pork, boudin balls (akin to arancini) and bread pudding, you can't beat Boucherie. Arnaud's restaurant dishes up terrific cocktails and classic but upmarket creole fare, and has an adjacent bistro with evening jazz music. The city has great ice-cream and milkshakes from outlets such as Angelo Brocato and Creole Creamery, where you can indulge in magnolia-flower, blueberry pie and peanut-butter fudge flavours.

Further afield

Since ships are usually in New Orleans for embarkation or disembarkation day, you won't find organised shore excursions further afield but, given the city has so many delights, that should be no disappointment. You could however potentially visit plantation homes yourself, or go on a Louisiana swamp tour in a boat or (to the delight of kids) an airboat.

Before and after

You'll have abundant accommodation choices, since New Orleans is a major tourist centre. If you want to treat yourself, stay at luxury boutique Audubon Cottages or the oh-so-hip Ace Hotel. B&Bs such as the cute Chimes B&B in the Garden District are generally a more reasonably priced option.

Going ashore

The French Quarter, the original 18th-century New Orleans and one of few surviving historic centres in the US, is a masterpiece centred on Jackson Square. Explore its history, museums and many literary connections from Tennessee Williams to Anne Rice. Gallier Historic House in Royal Street, full of 1850s period furniture, provides an insight into New Orleans in its heyday. You'll also want to investigate voodoo shops, cocktail bars and jazz and blues venues, and experience the nightlife, which is particularly raucous along Bourbon Street.

Don't miss

The Garden District, which has a superb assortment of mansions in Italianate, Georgian and other styles, flanked by lush, tangled gardens and shaded by giant oak trees that hang with Spanish moss. Its dilapidated grandeur and slight edge of melancholy provides the perfect New Orleans atmosphere as imagined in vampire stories.

Traveller



Immersive

INTERNATIONAL AFRICAN AMERICAN MUSEUM, SOUTH CAROLINA

This poignant and important Charleston museum opened in 2023 at the very end of the

Travel South USA | AUNZ

GPP Monthly Report

permanent exhibitions which include a section devoted to the Gullah Geechee culture found in coastal areas of the Carolinas, Georgia and Florida. As well, there are special exhibitions that change regularly.
See iaamuseum.org



Sunday, August 4, 2024

The Sunday Times
travel
 A WORLD OF EXPERIENCE

Are **DESTINATION WEDDINGS** going green?

Road to the real America
 with the world focused on the US, we hit the bitumen to find its essence

ROUTE US 66

+ TASTY PADANG CUISINE + FINDING GIANT CUTTLEFISH

16 PAGES TO FILL OUT



Route 66 is still the best way to see (& understand) the US

New museums, revamped motels and hip neighbourhoods are driving the Mother Road into an optimistic future, and helping preserve its past, writes **JACQUI AGATE**

A life-sized statue of Marilyn Monroe stood outside the Polk-A-Dot Drive-In in Braidwood, Illinois — one hand pressed to her face; the other wrangling a blush-pink dress, whipped up by the wind. On her left, James Dean wore a fur-lined jacket and a furrowed brow. To her right, Elvis Presley crooned into a microphone. A sign bordered with pink neon promised malts, hot dogs and sodas.

This kind of gloriously over-the-top smack of Americana is exactly what I'd expected from Route 66. I had eased out of Chicago, the road's official starting point, a few hours earlier and I'd already faced Joliet's 24-foot "Gigantar" — the world's largest handmade guitar sculpture, outside the new Illinois Rock and Roll Museum — and one of the route's iconic "muffler men", a hulking fibreglass giant wielding a silver rocketship. Given that I was following the historic road all the way to sun-drenched Santa Monica, I was expecting plenty more of the same.

Route 66 dates back to 1926, when America's first Federal highway system was established. Earning the nickname the "Main Street of America", the 3800km-plus road swooped from Chicago, Illinois — via Missouri, Kansas, Oklahoma, Texas, New Mexico and Arizona — to Santa Monica, California, and was billed as the most convenient way to travel cross-country.

Car ownership boomed in the Twenties and infrastructure sprang up along the nascent Route 66: petrol stations, rest stops, motels drenched in winking neon. The road also became a fixture of popular culture: its enduring moniker, "the Mother Road", was coined in John Steinbeck's 1939 novel *The Grapes of Wrath* and, by 1946, Nat King Cole was singing about getting "your kicks on Route 66". This was more than a road: it was an oil-slicked, diner-stitched symbol of a nation on the move.

But the writing was on the wall by the 1950s. After a visit to Germany, president Eisenhower was so impressed by the whizzing Autobahn that he dreamt up America's Interstate Highway System, characterised by the mega, multi-lane freeways that still charge across the country today. The construction of interstates chewed up the Mother Road and it was decommissioned in 1985. By 2018, the route was placed on the National Trust for Historic Preservation's list of Most Endangered Historic Places.

But now, the fabled route is in the grip of a renaissance. As the Mother Road gears up for its centennial in 2026, States are preparing for an influx of international travellers with new museums and revamped motels. Meanwhile, millions of dollars are being pumped into repairing historic neon signs and

Traveller

Ten of the world's greatest immersive travel experiences

International African American Museum, South Carolina



Grisly history is balanced with stories of survival and triumph. INTERNATIONAL AFRICAN AMERICAN MUSEUM

This poignant and important museum in Charleston opened in 2023 at the very spot where almost half of all African slaves entered North America. Their inhumane transport – shackled sardine-like in the bellies of ships – is powerfully depicted in the memorial garden, in a work called Tide Tribute. Inside the museum, the history is balanced with stories of survival and triumph. It takes several hours to explore the latest special exhibition and another nine galleries, which include an insight into the Gullah Geechee culture found in coastal areas of the Carolinas, Georgia and Florida. See iaamuseum.org

Communications & PR

Media Contacts (phone calls, emails, personal meetings)

Contacts	Interest/Status	Follow-up/Next step
Alex Bruce-Smith Head of Editorial at Pedestrian	Meeting on Contra press trips and desk pitching for Travel South USA. She has a wedding so will be in the US market next year again.	Will circle back leading up to the wedding to discuss options.
Kerri Elstub Director at Nine.com.au	Presented key messaging for Travel South USA and discussed what Nine is looking for regarding TSUSA desk pitching content.	Will circle back and educate them further on the client.
Steve Burling Director of Morning Television on Today Show	Discussed potential Today Show opportunities for Travel South.	Would need to align with the right opportunity.
Vanessa Brown Travel Editor at Newscorp	Presented Travel South destinations and discussed what Newscorp is looking for with desk pitching. Vanessa informed us they are interested in Southern USA sporting events for pitching and famil opportunities.	Pitch to Newscorp with their desired content, destinations and messaging in mind.
Alissa Thomas Contributing Editor at Grazia	Discussed Alissa's potential USA visit. Gave her insights on great activities and stays in Travel South states.	Will keep in touch and send her travel ideas in the South prior to her trip.

III. TRAVEL TRADE

Trade Contacts (phone calls, emails, personal meetings).

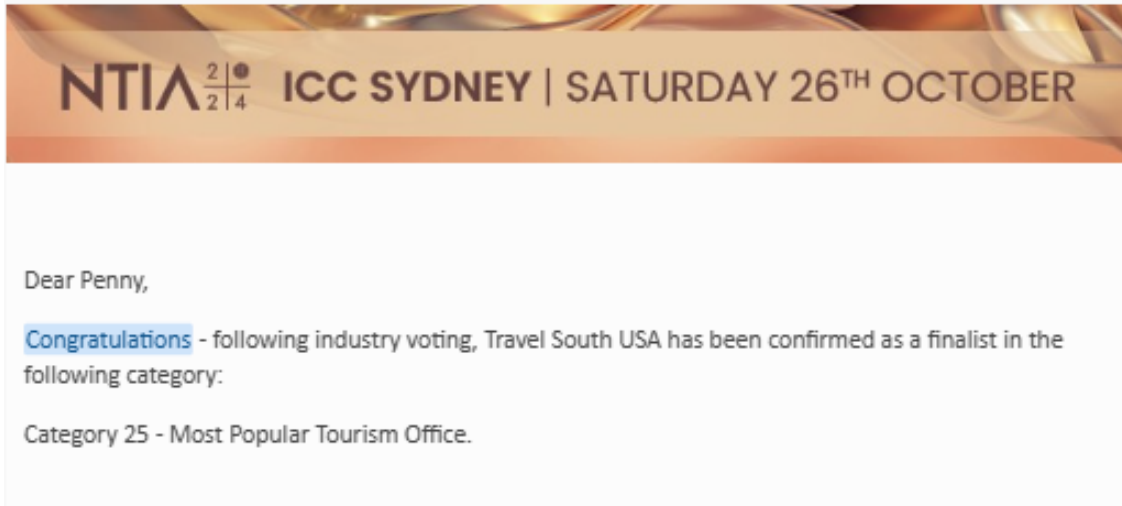
Contacts	Interest/Status	Follow-up /Next step
Russel & Deb Wilkie Fountain Gate Helloworld	Training and itinerary support for a trip to Tennessee.	N/A
Liberty Tours Launch	Support launching Liberty Tours USA wholesale program with their first USA tour “Southern Music and Mayhem USA” which spends 12 days in the South visiting Nashville, Memphis, Tupelo, Natchez and New Orleans. Training with the 78 agents in attendance.	N/A
Lisa Wright National Events Manager Luxury Travel Collection	Update on the Luxury Travel Collection partnerships prospectus. Details on Luxury Product Showcase, Soiree and their national events program. Buy in is significant with the lowest tier at \$30K and with campaigns and conference for \$15K	N/A
Qantas Loyalty – Hotels & Holidays Kim Hughes Brianna Laney Jacqui Wright Erin Fryer	Update on Qantas Hotels & Holidays as well as the 100% absorption of TripADeal into the QH family. Qantas H&H are currently undergoing a restructure to leverage off their 14M strong Australian database.	Ongoing
Andrea Morgan National Sales Manager Adventure World	Update and training on the South and information on how Adventure World can extend their bespoke touring product in the region.	N/A
Nigel McShine-Jones Partnerships Manager Stuba	Update on Stuba proposals and destination of the month buy in program. Stuba’s agent network is growing in Australia and the USA is their number one in sales. Stuba have great diversity and product available in the south, but we have yet to work out how a program can include all partner states	Ongoing
Steven Cairns - MD Margaret Sibraa - BDM Liberty Tours	Planning for Liberty Tours wholesale launch with their first US product - “Southern Music and Mayhem USA” which spends 12 days in the South visiting Nashville, Memphis, Tupelo, Natchez and New Orleans.	N/A
Sarah Gerrand GM Partnerships & Events Helloworld	Update on Helloworld events for 2025 with frontliners, owner managers conference and ETG conference. They are still talking about bringing back the Viva Wholesale roadshow in 2025, but still to be confirmed.	Ongoing
Thanksgiving Event	Save the date email to 100+ Travel Industry airlines, wholesalers, travel consortia for Annual Thanksgiving Event	Ongoing

Simon Watson Director of Beer/ Director of Rad Urbanaut	Discussions with Urbanaut Atlanta Bright IPA in NZ in partnership with Rhythms of the South. “Win A Trip to experience the Rhythms of the South with Atlanta Bright “ On-Pack Promotion: Each Atlanta Bright six-pack will feature stickers or postcards promoting a chance to "Win a Trip to Experience the Rhythms of the South – Atlanta, Nashville & New Orleans." This will direct consumers to a landing page with details about the prize and destinations, including logos and website links. Launch Event: Urbanaut will also promote this competition during the product launch on September 6th at The Beer Spot, located across from the brewery. The event will be in partnership with Radio BFM, featuring live band performances and an expected attendance of around 400 people.	Ongoing
Nicole Bennett Commercial Manager – Australia & NZ Delta Air Lines	Discussion with Delta on Urbanaut Atlanta Bright promotion partnership for flight to support the promotion. Delta was unable to support due to it being an alcohol promotion.	N/A
Chris Watson Owner Chris Watson Travel	Product and activation planning for ‘Where Music was Born’.	Ongoing
Flight Centre Brand Update	Attendance at Flight Centre Brand update presentation, which included an update by Global Managing Director Andrew Stark, discussion panels and networking.	N/A
Bec Olsen Richard Taylor – Director of Membership and Industry Affairs ATIA	Update and discussions with ATIA (Australian Travel Industry Association) on Beyond Borders conference sponsorship and potential activations. Beyond Borders is taking place on Friday 25 th October as the lead up conference to the NTIA Awards on Saturday 26 th October.	Ongoing
Sandi Pink Personal Travel Manager Travel Managers	Support and training on a Travel South itinerary	N/A
Beth Betland Mobile Travel Advisor MTA	Update and training on Travel South product for family of 6.	N/A
Kate Bevan Personal Travel Manager Travel Managers	Support and training on a Travel South itinerary	N/A

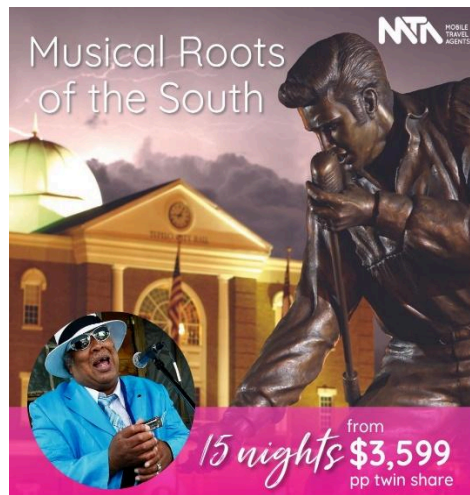
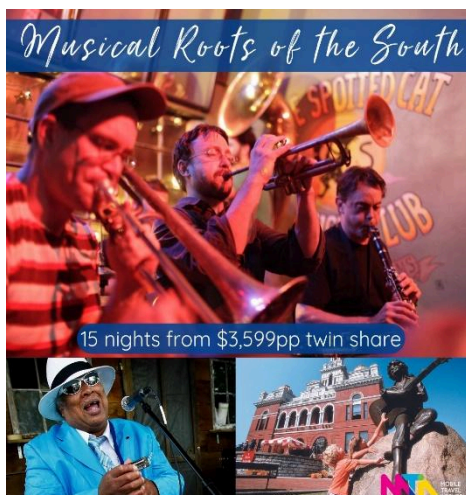
Kelly Turner Travel Advisor Travel Associates Burleigh	Support and training on a Travel South itinerary	N/A
Candice Free International Travel & Cruise Consultant Travel Associates Gelong	Support and training on a Travel South itinerary	N/A
Pippa Madden Home Agent The Cruise and Travel Store	Support and training on a Travel South itinerary	N/A
Aaron Lindsey Travel Advisor Helloworld Travel Portland	Support and training on a Travel South itinerary	N/A

Campaigns & Activity

- NTIA – Travel South Announced as a Finalist



- MTA product and consumer newsletter plus social content for their network



MUSICAL ROOTS OF THE SOUTH

Music buffs, eat your heart out. This trip will take you to the most iconic Country, Blues and Rock destinations in the USA. **From \$3,599 pp, twin share**

- Car hire pick up DFW / drop off Charleston
- 2 nights Dallas accommodation
- 2 nights Austin accommodation
- 1 night Houston accommodation
- 2 nights New Orleans accommodation
- 1 night Indianola accommodation and more*



[FIND OUT MORE >](#)

* Plus 1 Night Birmingham accommodation, 1 Night Chattanooga accommodation, 2 nights Gatlinburg accommodation, 2 nights Atlanta accommodation, 1 night Charleston accommodation

- Visit USA Newsletter



TRAVEL SOUTH USA

Embrace Adventure in Southern USA

The Southern USA offers a plethora of adventures across its nine states, featuring stunning landscapes perfect for various activities.

In Tennessee, embark on a Glow with the Flow Kayaking adventure in Linden, where you can paddle along the luminescent Buffalo River and spot wildlife like bald eagles and red-tailed hawks. South Carolina offers whitewater rafting on the Chattooga River, boat tours at Devils Fork State Park, and breathtaking views at Caesars Head State Park. West Virginia boasts the nation's first waterfall trail and the New River Gorge Bridge, which hosts BASE jumping and rappelling events. North Carolina's Sauratown Trail provides a 40km bridle path for equestrians and visitors alike, while Missouri's Ozarks International Raceway offers over 6km of racing space and hosts events like the Lamborghini Super Trofeo. In Kentucky, ride a pedal-powered vehicle along railway tracks through horse farms and enjoy a picnic overlooking the Kentucky River. Mississippi offers outdoor adventures such as canoeing on Crystal Lake, exploring the Mississippi River, deep-sea fishing, and scuba diving. Finally, Alabama's Montgomery Whitewater features an Olympic-standard recirculating whitewater channel, green spaces, live music, and dining options, making it a prime destination for paddle sports enthusiasts and leisure seekers alike.

For more information visit <https://travelsouth.visittheusa.com/en-au/>

Visit USA member page: [click here](#)

■ Liberty tours event



Liberty Tours lands in Sydney

TRAVEL agents gathered in Sydney last week to hear about the benefits of sourcing products from travel operator Liberty Tours.

They were very receptive to the quality of holidays combined with innovative and flexible packaging. Advisors also clearly rejoiced in seeing a rebound in the supplier market, and long-term clients testified to the positive reports from travellers returning from abroad.

When Managing Director, Steven Cairns, announced that all departures are guaranteed, applause rippled around the room, giving a clear signal to larger suppliers.

For more information or to find a BDM, call 1300 221 550.

PRESENTER Penny Brand is joined by Liberty Tours' legend, Alex Lee, to present bottles of fine bourbon.



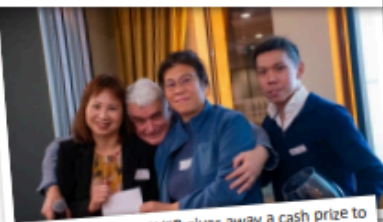
HELEN Nguyen from Your Holidays in Haymarket won first prize for a trip to Scandinavia to see the Northern Lights.



BRONWYN Knight was given a temporary promotion to the rank of 'Captain' as she set out the stall for MSC cruises.



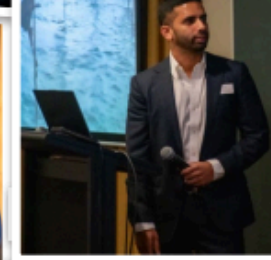
CAIRNS, Suzanne Ng, CVFR; and Owen Huang from Alpha Tours.



SUZANNE Ng, CVFR gives away a cash prize to delighted Dian Ma, Asian Traveller.



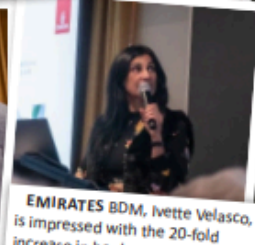
IVETTE Velasco and Helen He from Travelfast, and Alex Lee.



RAEHAM Dassenaik engaged in a movie showing Sri Lankan fishing practices.



SRI Lanka expert Raeham Dassenaik with Cairns.



EMIRATES BDM, Ivette Velasco, is impressed with the 20-fold increase in bookings from Liberty Tours over the past year.

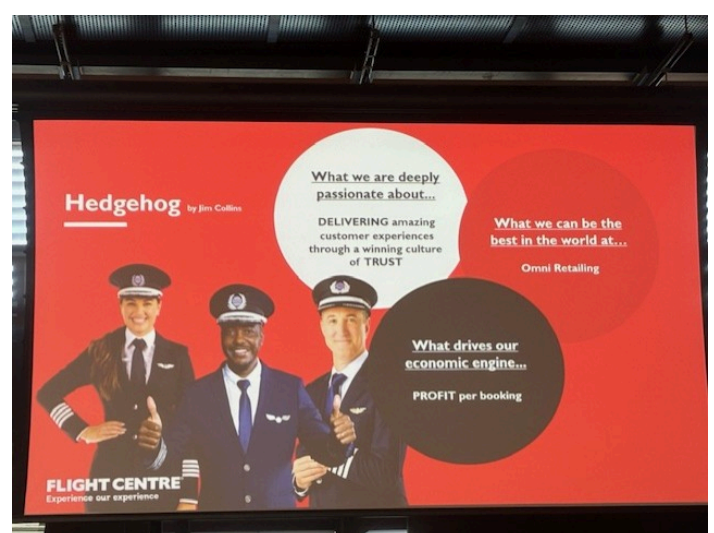


AGNES Tye from itravel is delighted with her prize from Emirates.



KNIGHT regales the room with the latest updates from MSC Cruises.

■ Flight Centre Brand Update



■ Resource Centre Updates

SAMPLE ITINERARIES



The Southern Civil Rights Story



The Civil Rights History Trail



Musical Roots of the South



Coasts And Mountains Of The South



Secret Trails - Back Roads, Beaches and Bayous



At the Movies - Southern Sights



Bourbon Bluegrass and Horse Country



Country Roads - Byways, Waterfalls and Adventure



Rhythms of the River

BROCHURES



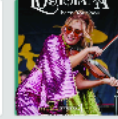
Travel South Visitors Guide



Alabama Visitors Guide



Kentucky Visitors Guide



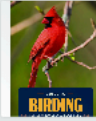
Louisiana Visitors Guide



Missouri Visitors Guide



Nashville Luxury



North Carolina Birdwatching Guide



North Carolina Visitors Guide



North Carolina Civil War Brochure



North Carolina Wine Guide



South Carolina Visitors Guide

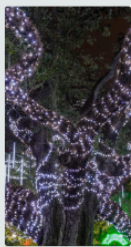


Tennessee Kids Guide



Tennessee Visitors Guide

Gate 7 Social Media



November 28, 2024
Celebration in the Oaks
Celebration in the Oaks, City Park's primary fundraiser, is a beloved New Orleans holiday tradition since the 1980s. This enchanting light festival not only captivates visitors but also plays a vital role in supporting year-round park maintenance.

(more...)



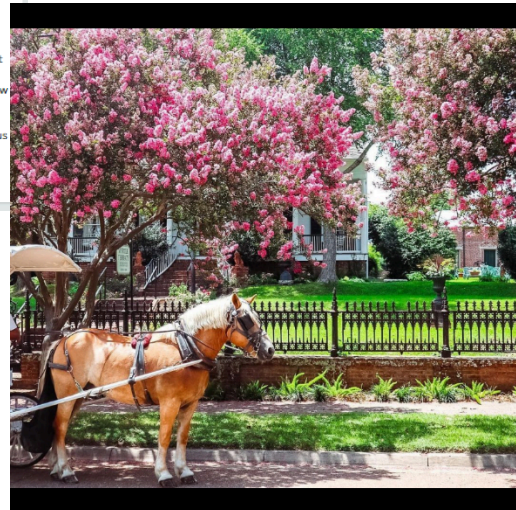
August 30, 2024
West Virginia Italian Heritage Festival
Did you know about West Virginia's deep Italian heritage? In the early 1900s, there was an influx of Italian immigrants making their way to West Virginia. The West Virginia Italian Heritage Festival is one of the largest and most widely known annual events in the state. The event draws many to Clarksburg to celebrate the rich history of Italians in the Mountain State.



August 1, 2024
gate7travel
gate7travel If you're a lover of everything outdoors and adventure, Missouri has got to be on your travel bucket list. Spending the day kayaking along the Current River is a must-do experience. #MissouriAdventure #TravelSouth @discover_sc @travelsouthusa



gate7travel Original audio
gate7travel The summer vibes are in full swing in Charleston, South Carolina! #discoverSC #travelsouth @discover_sc @travelsouthusa @alenaselouthsouth
travel.withadela It's on my list



gate7travel
gate7travel What a gorgeous photo of this horse and cart in Hattiesburg, Mississippi! Follow @travelsouthusa for loads of Southern US travel inspo. #STUS #TravelSouth @travelsouth @makeitjoy





Gate 7

7 August at 19:00 · 🌐

...

If you're a lover of everything outdoors and adventure, Missouri has got to be on your travel bucket-list! ✨

Spending the day kayaking along the Current River is a must-do experience 🍷

[#missouriadventure](#) [#travelsouth](#)

📍 Visit Missouri, Travel South USA





Gate 7
a day ago · 🌐

What a gorgeous photo of this horse and cart in Natchez, Mississippi! 🐾🇺🇸

Follow [Travel South USA](#) for loads of Southern U.S travel inspo 📸

#VisitMS #TravelSouth

📍 Visit Mississippi

📷 @makelifelifejuicyy



IV. Market Update

Economic & Market Update

The following Economic announcements were made in August

- The Reserve Bank board left interest rates on hold at 4.35 per cent and does not expect to cut rates in the next six months. [Source.](#)
- Inflation went up by 3.5% in the year to July, down from the 3.8% rise for the 12 months to June. Whilst the drop is a promising sign, inflation is still above the Reserve Bank of Australia's target range of 2-3%. [Source.](#)
- Wages grew more than inflation for the third quarter in a row. Wages grew by 4.1% over the year to June, according to the Australian Bureau of Statistics (ABS). It follows a 15-year high wage increase of 4.2% reported in December 2023. In the June quarter, wage growth outpaced the rate of inflation (3.8%). This means 'real' wages increased by 0.3%. [Source.](#)
- Australia's unemployment rate rose slightly from 4.1 to 4.2% in July, according to the ABS. July marks the highest unemployment has been since November 2021. The Reserve Bank of Australia forecasts the unemployment rate will rise again to 4.3% by the end of 2024. [Source.](#)
- At the start of August, the ASX200, which includes Australia's 200 biggest publicly listed companies, dropped by nearly 4% (August 5) - the worst single-day drop since the early stages of the COVID pandemic in May 2020. It

followed weaker-than-expected jobs data out of the U.S., which prompted global fears of a looming recession ([source](#)). As a result, the AUD dropped to a record low of 64.95 US cents, but by months end had bounced back reaching the highest exchange rate for the year of 68 US cents.

- The latest arrival figures released report 95,177 Australian visitors to the USA in July, up 6% on 2023, and reaching 72% of 2019 levels. Australia was the 11th largest long-haul market into the USA for the month of July and YTD is sitting at number 10 (Source i94 arrivals).
- In terms of visitation from New Zealand to the USA, in July there were 28,140 visitors, down 2% on July last year.
- 3,704 Australians listed a Travel South state as their first intended address in July, equaling 4% of total USA visitation, and up 13% on last year. (Source i94 arrivals – first intended address).

Tour Operators & Travel Agencies

- The full list of finalists for the 2024 National Travel Industry Awards (NTIA 2024) has finally been revealed after the Australian Travel Industry Association (ATIA) announced the contenders for the business categories today. Travel South USA has been listed as the finalist for **Category 25 – Most Popular Tourism Office**. The finalists were: Destination Canada, Hawai'i Tourism Oceania, Tourism Fiji, Tourism New Zealand (Manaakitanga Aotearoa) & Travel South USA. [Source](#)
- 50% less pax per trip: Globus introduces 50+ new small-group tours for 2025. Globus has launched its new Small Group Discovery tour collection for 2025, offering more than 50 itineraries worldwide with trips capped at 15 people for Europe and 18 for other destinations. [Source](#)
- Corporate Travel Management (CTM) today reported its FY24 results, showing a 9% increase in revenue and other income, reaching \$716.9 million, and a 21% rise in underlying EBITDA (profit) to \$201.7 million. The company also maintained a strong balance sheet with no debt. Despite the overall growth, full-year results fell below forecasts. ANZ saw a healthy 6% rise in revenue to \$169.3 million and a 6% increase in underlying EBITDA to \$44.9 million. [Source](#)
- HelloWorld's recent decision to form a partnership with Canadian-headquartered Ensemble Travel Group was forged for several key reasons, but for Executive Director Cinzia Burnes, bringing something new to the Australian market was motivation enough to ink the contract. Of particular value to Helloworld agents under the new deal is the option to access competitive rates and amenities at a range of luxury properties globally through the Ensemble's ADX platform. [Source](#)
- Helloworld reveals rises of 63% in TTV and 53% in profit. Reflecting the growth of travel overall, total transaction value (TTV) for the group increased by 62.5% to \$4.2 billion, with Australian and New Zealand segments benefiting from the ETG acquisition by 60.6% and 79.4% (in transactional value) respectively. Total HLO revenue also grew by 37.5% to \$228.2 million, though the revenue margin declined slightly, from 6.3% to 5.2%, due to ETG's lower margins. [Source](#)
- Flight Centre Travel Group (FLT) has achieved a remarkable \$320 million underlying profit before tax (PBT) for the 2023/24 financial year (FY24), underpinned by a record yearly total transaction value (TTV) of \$23.74 billion. The underlying profit result marks a whopping 131% increase from the \$139 million recorded in FY23 and is in line with its updated profit guidance for the year. FY24 results eclipse pre-pandemic levels and 2019 record numbers. [Source](#)
- Flight Centre Travel Group's (FCTG) Corporate Traveller brand delivered a record profit in the company's full-year financial results released this week, with Total Transaction Value (TTV) climbing 10% to \$12.1 billion. [Source](#)

- Webjet has released an FY25 trading update this morning, revealing its consumer division is facing headwinds. TTV for Webjet OTA is tracking 10% below the previous reporting period, while bookings are also down by 5%. [Source](#)

Traveler Insights

- Australians continue to rank travel above health and hobbies as an important investment for their retirement savings with a whopping 71 per cent saying it's their top priority, according to a new survey. And it's a demographic that *values travel advisor expertise*. [Source](#)
- The 'golden triangle' of Sydney, Melbourne and Brisbane saw a notable uptick in corporate travel bookings, according to new data from FCTG's FCM Travel and Corporate Traveller. The volume of flight bookings between the three major airports rose by 12% in the first half of 2024 versus the first half of 2023, with Melbourne close to overtaking Sydney as the most popular business destination, attracting 38% of arrivals - just a smidge shy of Sydney's 39%. [Source](#)
- The USA hit the sweet spot for self-drive getaways, ranking number one out of the best summer road trip destinations. The US was found to have five popular road trip routes with plentiful pit stops for refuelling both gas and snacks. Carlease.co.uk used the TomTom Route Planner to crunch the data on several factors that can make or break the road trip experience. This included the number of routes per country, average length and time of routes, available petrol stations and average sunlight hours in June. [Source](#)
- New research from Arival reports travelers believe outdoor adventure activities are "essential to their travels". The report, titled 2024 U.S. Outdoor Adventure & Activities Traveler, found that water-based activities were the most popular among the 1,000 US citizens who were surveyed, with 49% participating in 2023 - up from 20% in 2019. [Source](#)

Air Lift

- US travel to be expedited for Aussie Travellers. After a false start in 2019, Australia will be added to the US global entry program through a phased launch from Jan next year. The decision by the United States to incorporate Australia into the program has the potential to slash significant time currently needed for Aussies to enter the country, including reduced airport queuing and expedited security clearances. [Source](#)
- Fiji Airways will operate its first ever non-stop flights between Nadi and Dallas from Dec. The carrier said the upcoming 13-hour service will operate three times a week using its modern A350-900 XWB aircraft. The inaugural flight will take off on 10 Dec in time for the busy holiday season [Source](#)
- Air New Zealand launches new Airpoints program + North America on sale. [Source](#)
- Starting 10 October 2024, Qantas will boost its non-stop Sydney-Auckland-New York service from four to six flights per week – flying every day except Tuesday. The move is driven by strong demand, particularly from Australia. Despite this, around 20 per cent of seats on the route are filled by Kiwis, according to Qantas New Zealand Regional Manager Alexandra O'Connor. [Source](#)
- Australia to ditch paper for digital incoming passenger card trial in 2024. The digital Australia Travel Declaration (ATD) pilot program will replace paper cards and marks the third trial for digital arrivals cards to facilitate more

seamless travel. It follows the failure of the COVID-era Accenture Digital Passenger Declaration(DPD) in 2022 and the 2017 proposed digital alternative rollout that never eventuated. [Source](#)

- Hawaiian Airlines offer agents exclusive. Agents can take advantage of Hawaiian Airlines' special travel industry rates, including flights between Sydney and Honolulu priced from \$600 return. The special ends 31 Dec 2024 and applies to the following travel periods: 01 Aug - 19 Sep 2024; 13 Oct - 06 Dec 2024; and 12 Jan - 25 Jun 2025 - book the industry fares through your GDS. [Source](#)
- The Australian government published its much-anticipated 'Towards 2050' Aviation White Paper this week. The 234-page doorstopper aims to achieve an aviation sector that is "safe, competitive, productive and sustainable" by addressing critical issues, including competition, consumer protection, and fair service delivery. [Source](#)
- Air New Zealand hit hard in FY24 financial results. The New Zealand-based airline's expected poor results have come to fruition. A challenging second half of the 2024 fiscal year has seen Air New Zealand's earnings before taxation slump to \$222 million, from \$574 million a year ago. [Source](#)
- The Qantas Group has reported a \$2.08 billion full-year Underlying Profit Before Tax and Statutory Profit After Tax of \$1.25 billion, which it says reflects the return of market capacity and the moderation of airfares. Underlying Profits don't include the \$100 million settlement with the ACCC concerning the recent 'ghost flights' scandal. [Source](#)

V. Actions

■ TADA

- Planning for Travel Agent Day Australia

■ Urbanaut promotion launch

- **On-Pack Promotion:** Each Atlanta Bright six-pack will feature stickers or postcards promoting a chance to "Win a Trip to Experience the Rhythms of the South – Atlanta, Nashville & New Orleans." This will direct consumers to a landing page with details about the prize and destinations, including logos and website links.
- **Launch Event:** Urbanaut will also promote this competition during the product launch on September 6th at The Beer Spot, located across from the brewery. The event will be in partnership with Radio BFM, featuring live band performances and an expected attendance of around 400 people.

■ Beyond Borders Conference

- Planning for Beyond Border Conference - October

■ Media Follow Ups & Meetings

- Follow-ups from face to face media coffees and proactive pitching.

