

# Aussies' *fascination* with Europe in winter translates into sales

With good deals, fewer visitors and unique experiences 'not available at home', Australians are increasingly drawn to Europe in the cooler months, with sales reportedly growing every year.



Christmas market (image courtesy Insight)

By Jenny Burns

**T**HE popularity of Europe in the cooler months shows no signs of abating with all major players reporting strong interest in the upcoming European winter season.

With more Australians now recognising the many benefits of travelling during this time – benefits such as the lower prices, fewer people and attractions such as the Christmas markets – bookings are already strong.

Creative Holidays managing director Paul McGrath is reporting a broad cross-section of markets travelling to Europe in winter, led predominantly by middle-aged travellers and baby boomers, independent travellers, repeat visitors and families.

"As a market, Europe is currently a booming destination for Australian travellers and we have experienced consistent growth and increased demand year on year," he said.

According to Insight Vacations managing director, Lorraine Sharp, about 43 per cent of departures on its 2011/12 Winter Europe and Eastern Mediterranean program have already been allocated as definite departures (meaning they have already achieved minimum numbers needed to run).

"This shows the market is tracking

very well for this season," she said.

"Australian travellers are particularly fascinated and drawn to travelling Europe during winter. There is something truly special about the season that affords unique experiences that you just cannot get at home. In addition to the incredible seasonable experiences, winter European travel also signals great savings."

Bentours business head Jeremy Hearst said the company's range of winter programs were selling well including programs to Finland, Iceland and Russia. "The ever popular Christmas in Lapland program has almost sold out," he said.

Albatross Tours managing director Euan Landsborough is also reporting strong sales.

"Our 2011 season is doing very well on top of 2010 which was far and away our best year ever," he explained.

"Sales for 2011 started extremely well and it was gratifying to see the market swing back to an earlier booking pattern and we were so close to beating last year's record breaking year. However, our core market of baby boomers, self-funded retirees and people travelling on the back of investment portfolios have proven sensitive to the recent global uncertainty and this dampened their positive sentiment to travel.

Instead they took a bit of a deep breath, paused and held back on later bookings. Otherwise we would have had another record year.

"However it's not a great step back and new booking numbers continue to be good."

Trafalgar managing director Matthew Cameron-Smith is reporting a growing demand for its Europe winter programs as more people realise the multiple benefits of travelling to Europe during this time of year.

"Bookings for this European winter are strong across all destinations, with Italy continuing to attract big crowds at this time of year, as it does during the peak season," he said.

"However, our two Christmas itineraries – 'Christmas in Paris' and 'Christmas Markets of Austria, Germany and Switzerland' – are also performing strongly."

Toga Hospitality's director of operations – Europe, Carol Douglas, said the European accommodation market was performing quite strongly, especially in Berlin, Frankfurt and Hamburg.

"Both corporate and leisure markets have performed better than expected, especially in Frankfurt. Each of the seven Adina Apartment Hotels across Europe (Germany, Hungary and

Denmark locations) are trading very strong to market," she said.

During the European winter months Douglas is predicting discerning travellers who want excellent value for money will seek out the Adina brand as "it is set apart from its competitors by urbane locations, stylish interiors and premium lifestyle facilities".

Rail Plus national sales and marketing manager Greg McCallum said the company was expecting another surge this year for winter departures to Europe.

"Typically we have a lull in September and October where passengers have departed for their European summer/spring vacations, however sales are ramped up again during November and December," he said.

Globus family of brands marketing manager Australasia, Christian Schweitzer, said winter season tours in Europe had become an important part of the company's program.

"Originally winter tours were simply seen as a means of extending the touring season, but they now represent a niche product in their own right," he said.

"We expect this year's season to continue the solid growth we've been experiencing in the wider Europe program and in other markets."

## Panoramic Golden Pass rail journey expected to sell well



RAIL Plus is predicting the Golden Pass will again be a great seller this winter.

“The Golden Pass, the world’s first panoramic train, runs between Montreux and Lucerne and gives travellers the unique sensation of being totally at one with the grandeur of the unfolding landscape,” said Rail Plus national sales and marketing manager, Greg McCallum.

“Leaving Montreux, the Golden Pass line rises above Lake Geneva

allowing a full view of the magnificent landscape of the Lake Region as it spreads out. At Jaman, it plunges through a tunnel into the mountains, changing valleys and heading for the world famous resorts of Chateaux d’Oex and Gstaad. The line attains its culminating point (1274m) before reaching Zweisimmen, from where the traveller can continue the trip in the Golden Pass Panoramic train towards Interlaken and Lucerne.”

Prices start from \$83 per person.

## Good deals, skiing attract winter travellers, says agent

THE attractions of great skiing, fewer crowds and good deals always results in a number of Annette Schaub’s clients heading to Europe during the winter months.

“While winter is never as busy as summer, many of our clients still like to travel to catch up with friends and relatives and experience all a European winter has to offer,” explained Annette, an international travel consultant with Jetset Toorak in Melbourne.

“As the December/January period is the longest school holiday break of the year, many

of my clients also like to travel with their children.”

Annette said skiing in France, Switzerland and Italy was particularly popular with her clients, while many also choose to visit friends and relatives in the UK.

“Touring wise areas such as Sicily, Crete, Cyprus and Southern Spain are popular, as is a trip to Rovaniemi (Finnish Lapland) in the Arctic Circle to see Santa Claus’ home.

“I did this trip a few of years ago and it’s great fun.”

Annette said there were many benefits of travelling during the winter months.

These included fewer crowds and the many good deals on offer such as ‘two for one’ business class fares and cheaper accommodation. Many travellers also found hotel owners more helpful during the off season.

“There are also some wonderful traditional European winter experiences such as the cuisine and scenery, especially if there’s a white Christmas,” she said.

“It also seems winter river cruising is becoming far more popular thanks to the Christmas markets on offer in many European countries.”

“On the other hand there are also some challenges associated with a European winter holiday – such as less time for sightseeing due to the shorter days and the cold! And driving conditions can also be hazardous.

“But mostly my clients who spend a European winter holiday come home happy with the experience.”



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# 'Great savings' with Insight's winter program



Salzburg, Austria

INSIGHT's Winter Europe and Eastern Mediterranean program has been expanded to meet the ever growing demand for Australian travellers.

"Our recently released 2011/12 offers our largest and most diverse product range to date," said Insight managing director Lorraine Sharp.

"Australian travellers are particularly fascinated and drawn to travelling around Europe during winter.

"In addition to the incredible seasonal experiences, winter European travel also signals great savings. For example, itineraries in our 2011/12 Winter Europe and Eastern

Mediterranean program are up to 20 per cent less than comparable summer tours. Organised travellers can stretch these savings even further by taking advantage of our early payment discounts of up to five per cent off the tour price if they book within six months of departure. Plus, if they have already travelled with Insight Vacations previously, they can take a further five per cent off with Insight's frequent traveller discount."

Sharp said tours which visited some of Europe's most magical cities during Christmas market season such as the seven-day "Vienna, Prague

and Budapest", the nine-day "Winter Wonderland" and eight-day "German Christmas Markets" had been incredibly popular this year.

Winter tours to Spain, Portugal and Italy were also huge sellers, with Australians attracted to the idea of a combination of winter savings and a touch of sun.

"Weather in these regions remain quite balmy and pleasant between the months of November and April, however the streets are free of summer-time crowds, giving travellers a better opportunity to soak up the amazing," Sharp said.

## Emirates' new Geneva, Copenhagen services take off with strong support

EMIRATES is reporting strong support for its recently introduced flights to Geneva and Copenhagen together with its new St Petersburg service which starts on November 1.

Emirates regional manager Victoria, South Australia, Tasmania and Northern Territory, Dean Cleaver, said the flights were ideal for those looking to experience a European winter. "Forward bookings to all key destinations

have been strong and particularly pleasing has been results for our three new services," he said.

Emirates offers flights to 28 European destinations.

Cleaver said the traditional ski gateways of Vienna, Milan, Zurich, and Paris were again shaping up very well. "Our new gateways of Geneva and Copenhagen show strong forward

bookings particularly during the ski season, and most gateways are busy due to families visiting during the Christmas and New Year holiday periods," he said.

The Dubai-Copenhagen route is the airline's 114th destination and is being served by an A330-200 in a three-class configuration. Flight EK 151 leaves Dubai each day at 8.30am and reaches Copenhagen at 1.10pm. The return

flight, EK 152, takes off from Copenhagen at 2.55pm and lands in Dubai at 11.15pm.

The Dubai-Geneva service is being operated by a combination of Boeing 777-200LR and Boeing 777-300ERs in a three-class configuration. EK 089 leaves Dubai 8.55am and arrives in Geneva at 1.45pm. From Geneva, EK 090 departs at 3.15pm arriving in Dubai at 11.30pm.

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\*Conditions: Prices are per person based on twin share accommodation. The ICEHOTEL Tour is valid for sale until 12 Apr 2012. The advertised price is based on departures 02, 03, 09 & 10 April 2012. Aurora Adventure is valid for sale until 31 Mar 2012. The advertised price is based on departures 05 Jan – 31 Mar 2012, on Sat-Tue & Thur departures only. Winter Lapland – Ultimate Arctic Adventure is valid for sale and travel until 01 Apr 2012. The advertised price is based on departures 15 Jan, 12 Feb, 11 Mar & 01 Apr 2012. Prices are subject to change. Standard Bentours Terms and Conditions apply. Standard Bentours Terms and Conditions apply. Tempo Holidays trading as Bentours International A.B.N. 51007331213 License No 2TA08293

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# Northern Lights prediction prompts new brochure



50 DEGREES North has released a number of packages to take advantage of the Aurora Borealis (Northern Lights).

"The northern winter of 2011/2012 is predicted to display some of the most intense occurrences of Aurora Borealis in over a decade as the 11 year cycle of the sun comes to its peak," explained 50 Degrees North director Tietse Stelma.

"The main cause of the Northern Light is the number of dark spots on the surface of the sun and the more spots the better chance of Auroras. The northern winter 2011/12 is nearing this so called Solar Maximum.

"These natural displays of green, white and purple light occur most frequently in the Polar regions in a

2500km radius off the geomagnetic pole. The zone with the most intense sightings of Aurora Borealis extends over Lapland in northern Scandinavia,

**'The main cause of the Northern Light is the number of dark spots on the surface of the sun'**

Iceland, Greenland, Canada, Alaska and Siberia, areas which we specialise in."

The Aurora Borealis brochure includes the Norwegian-based six-day "Lofoten Adventure Week" which costs from \$1750, the Iceland-based seven-day "Kingdom of Volcanoes and Glaciers" from \$1820, the seven-day "Iceland Super-Jeep Adventure"

from \$2130 and the five-day "Dogsled Expedition to Ship in the Ice" from \$3510.

"Our newly appointed Finnish sales and business development manager, Leila Myllymaeki-Hay, has also developed a new 'Christmas in Finland' trip that goes to Kuhmo (close to Kajaani), and avoids Rovaniemi," Stelma said.

"Rovaniemi gets numerous large charter planes in from Europe during the Christmas days, and it is a complete circus with thousands of people. That is not our style. The program in Kuhmo is centred around the Kalevala Hotel, which only has 100 rooms. It is much more authentic, peaceful and far better value for money."

## Lufthansa introducing A380 to Singapore gateway

AUSTRALIANS heading to Frankfurt with Lufthansa during the upcoming European winter can fly in an A380 all the way.

From October 30 Lufthansa is servicing its South-East Asian gateway in Singapore with a new Airbus A380. Currently the airline flies its flagship aircraft to Frankfurt, Tokyo, Beijing, Johannesburg, New York, San Francisco and Miami.

Singapore will be serviced daily by Lufthansa's A380 on the Frankfurt route that connects to the airline's main hub in Germany and offers fast connections into Lufthansa's large European, North American and African networks.

"Our Australian passengers can



now for the first time fly all the way to Frankfurt on the world's largest aircraft – combining the latest Lufthansa A380 with an A380 codeshare flight of our Star Alliance partner Singapore Airlines," said outgoing general manager of Lufthansa German Airlines Australia,

Kai Peters. (Peters has been appointed to head Lufthansa's marketing communications within the sales-organisation in Lufthansa's home markets Germany, Switzerland and Austria. His replacement is Marlene Sanau).

Peters said travellers already loved

to connect to Europe via Singapore but the new Frankfurt-Singapore service with Lufthansa's flagship aircraft would make the journey to Europe even more attractive.

"With the introduction of the A380 service, Lufthansa will also increase its capacity at Singapore's Changi Airport by 25 per cent. The increased capacity fits perfectly with the ever growing demand Lufthansa Australia is experiencing especially to the Singapore gateway."

Peters said along with the new A380, Lufthansa was introducing its completely new First Class and Economy Class cabins alongside its award winning Business Class to the South East Asian market.

## Italian rail sales lead strong winter demand for International Rail

INTERNATIONAL Rail is reporting strong demand for European rail travel during December and January.

"The demand is especially strong for travel in Italy and France," said chief executive Jonathan Hume.

"Currently our biggest selling product is Italian train tickets.

"Our website offers exclusive access to heavily discounted Italian train fares and our saver fares are up to 60 per cent off. For example fares from Rome to Venice start from just \$68 per person in second class.

"Rail fares work like an airfare these days. The further out you book, and the less flexibility required, the cheaper the fares."

Another strong seller was the Eurail Italy Pass which was ideal for those requiring more flexibility. It starts from \$41 per person day.

Hume said the strength of the Australian dollar continued to fuel demand for rail travel. "Rail travel is also a popular mode of transport in winter as it is reliable," he said.

"Trains are not affected by bad weather,

storms or snow. The scenery is also amazing from a train during the winter months."

Hume is expected sales of Eurail youth passes to again be strong this year as many university students embark on their gap year.

Australians visiting European Christmas markets are also expected to account for many sales.



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# AF business class upgrade gives airline 'competitive edge'



AUSTRALIAN travellers can now experience Air France's new business class seat following its introduction on the Hong Kong route.

The seat is available between Hong Kong and Charles de Gaulle on flights AF183 and 184. The new seat is part of an Air France complete redesign of its business class cabin

"Air France decided to pursue investment in its business class offer during the air transport crisis, investing 110 million euros (about

\$A152m) over three years to equip new aircraft, upgrade aircraft already in operation, revamp its in-flight meal service and develop its lounges," said Air France KLM Australia New Zealand regional manager Tom Reeves.

"These investments give Air France an additional competitive edge and allow the airline to take full advantage of the upturn in business traffic."

The new lie-flat seat bed measures over two metres in length, features simpler and more practical controls

and a new storage space.

Built into a fixed shell structure, guaranteeing the passenger's privacy, the seat has also been designed for increased sleeping comfort thanks to the integrated fixed footrest which offers a more stable sleeping position when adjusted into the bed position.

The seat is equipped with a new 15 inch video screen, in 16:9 format, featuring the latest-generation in-flight entertainment system and offering over 500 hours of programming.

## Viking packages European festivities with winter cruises

VIKING River Cruises is offering a number of European river cruises through November and December including four special extended Christmas season cruises.

Viking River Cruises managing director Australia and New Zealand, Teresia Fors, said river cruising in Europe during and in the lead-up to the holiday season was one of those gems Australian travellers were yet to discover.

"Being European I thought I knew

what I was up for when I did a cruise on the Danube last December but little did I know that all the markets that you visit are very different to each other. They all have different themes and some are very small and some are just massive," she said.

"The highlights along the rivers are the same whether it is summer, autumn or winter but the exceptional gain with cruising during the low season is of course the complete lack of crowds."



Regensburg Christmas Market, Germany

"Winter on the Danube" is an 11-day journey from Nuremberg to Budapest along the Danube River. Highlights include visiting Christmas markets in towns and cities in Germany and Austria, Christmas Eve in Vienna and on Christmas Day a ride to the Vienna Woods. The cruise is on Viking's new ship the *Prestige*, departing on December 17, and costs from \$2099 per person.

The 10-day "Winter Rhineland" travels between Amsterdam and Basel

and includes visits to the windmills of Kinderdijk, Cologne's monumental cathedral, the sandstone ruins of Heidelberg Castle, the Alsatian capital of Strasbourg and the Black Forest region. It also includes visits to the region's Christmas markets, priced from \$2599.

In other news, Viking has ordered two more ships in the Viking Longships class for delivery in 2012, bringing the number of new vessels to six.

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## KLM introduces à la carte meal option to its economy class

KLM is now offering a la carte meals on intercontinental flights in economy class departing from Amsterdam.

Meals can be ordered prior to departure with a fee from 12 to 15 euro (about \$A16-\$20). The menu includes Italian, Japanese, Indonesian and vegetarian options. Passengers can order meals during the online booking process or after making a reservation via 'manage my booking' on [www.klm.com.au](http://www.klm.com.au).

In other news passengers on KLM world business class now receive new amenity kits. The kits are produced by the famous Dutch design duo Victor & Rolf. V&R will create a new design every year for the next four years.

# Albatross' Austrian Christmas tour

ALBATROSS Tours is reporting strong demand for its new 10-day "Christmas in the Austrian Tyrol" tour.

"The tour has really taken off well," said managing director Euan Landsborough.

"Starting and ending in Munich the tour includes two nights in the very heart of romantic Salzburg before escaping to spend five wonderful nights over Christmas in the winter wonderland of the spectacular Stubai Valley, followed by a last night which is spent in Bavaria in the tiny village below 'mad' King Ludwig's spectacular Neuschwanstein Fairytale castle."

Highlights of the tour included visiting the Christmas markets of Salzburg and Innsbruck, a ride into the Berchtesgaden Salt Mines, standing on top of the Olympic ski jump, visiting the gigantic crystal displays of Swarovski Crystal World and taking a horse and buggy ride up to tour Ludwig's castle.

Departing on December 19 the tour costs \$2689 (twin share).

"This price is inclusive and has no hidden extras with end of tour tips even included," Landsborough said.



Stubai Valley, Austria

The tour is one of 17 Christmas and New Year tours offered by Albatross this year.

The tours range in length from eight to 12 days and include the ever popular eight-day "Austrian Christmas Break", 10-day "Austrian White Christmas", and the 10-day

"German Fairytale Christmas". Also new this year is the seven-day "New Year in an Italian Castle" tour. This tour, which departs on December 28, spends New Year in an Italian castle set in the foothills of the Italian Dolomites and costs from \$2189.

## Aussies flock to Germany's 'Magic Cities'

THE number of Australians visiting Germany's Magic Cities continues to grow.

The overnight stays for 2011 (January-April) have already increased by 17 per cent.

According to Magic Cities Germany marketing office Australia representative, Traute Tuckfeld, more than 417,000 Australians visited the Magic Cities of Berlin, Cologne, Dresden, Düsseldorf, Frankfurt, Hamburg, Hannover, Leipzig, Munich, Nuremberg and Stuttgart in 2010.

"This means 67 per cent of all overnight stays by Australians in Germany in 2010 were in the 11 Magic Cities," she said.

Berlin was the most popular city, accounting for 159,958 visitors followed by Munich 125,335 and Frankfurt 46,901.

The city of Nuremberg which joined the marketing alliance in January this year has seen tourism numbers increase to 8595.

Tuckfeld said Nuremberg was renowned for its Christkindlesmarkt which attracts two million visitors from all over the world.

"It is regarded by many as the loveliest of all the Christmas markets," she said. "It features a special festive market for children with old-fashioned carousels and a host of hands-on activities."

# French Travel Connection combines Parisian festive season with Normandy cruise

FRENCH Travel Connection is offering a special package which allows Australians to experience the Parisian festive season and cruise for seven-nights to Normandy's medieval townships.

Timed to coincide with the colourful Christmas markets that come alive across Paris, the package includes four nights at the

four-star, centrally-located Victoria Palace Hotel. It also includes airport transfers, a five-day Paris Metro Pass (with unlimited rail and bus services in zones 1-3), a two-day Paris Museum Pass and a Moulin Rouge dinner and French can-can show.

After Paris travellers join the 110-passenger

*River Baroness* to Normandy, which offers its own Christmas market. The ship offers panoramic lounges, bar, restaurant, sun deck, fitness room, massage treatments, a 24-hour specialty coffee and tea bar, 24-hour reception service and wireless internet access. Staterooms feature hotel-style beds,

fine linens, flat-screen TVs and an ensuite with L'Occitane body products. All meals, wine, entertainment and guided shore excursions are included.

Costing from \$3384 per person (twin share), three departures are scheduled – December 9, 16 and 23.

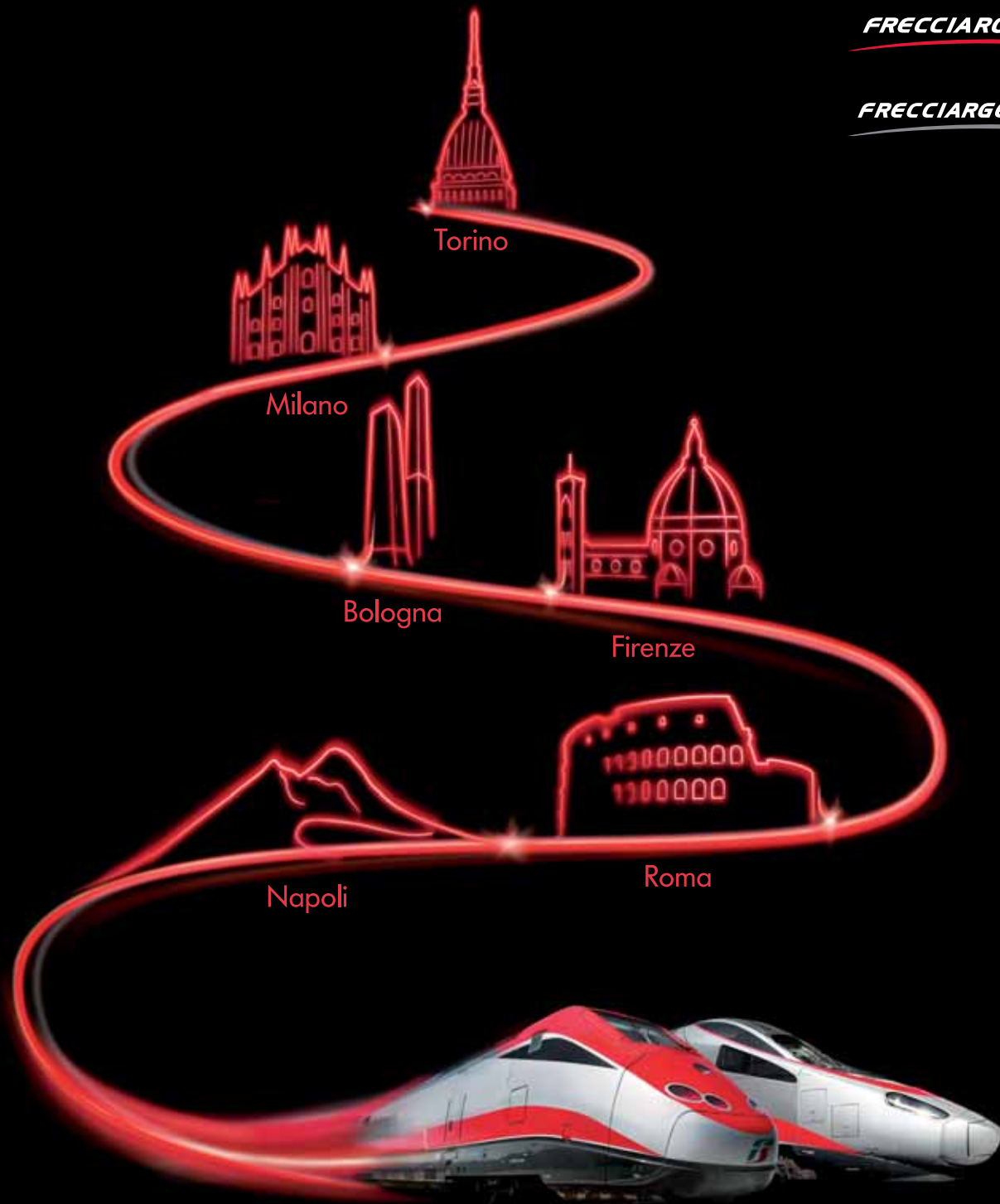
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# Winter program popular for Bentours

BENTOURS is reporting strong demand for its winter program which includes tours to Finland, Iceland and Russia.

Both existing and new tours are proving popular according to Bentours business head Jeremy Hearst.

“A new program we are featuring this year – the five-day ‘Aurora Adventure in Iceland’ – is proving to be popular,” Hearst said.

“This unique program departing from Reykjavik takes clients in search of the magical northern lights to Europe’s largest glacier – Vatnajokull.”

The tour costs from \$915 per person (twin share) and includes two guided night-time expeditions in search of the spectacular Northern Lights and a visit to the Vatnajokull Glacier Exhibition.

Another winner is the five-day “Christmas in Lapland” tour. Departing December 23, 2011, the tour is based in Santa’s home town of Rovaniemi in Finnish Lapland and includes a visit to Santa’s secret hideaway, reindeer sleigh rides, a traditional Finnish Christmas dinner and a trip to the Arktikum Science Centre and Museum.



Santa Claus Village, Rovaniemi

In other news, Bentours is taking up to 20 per cent off a range of short stay breaks in St Petersburg and Moscow which include a city tour and transfers.

Clients can explore St Petersburg with the four nights City Break at Astoria Hotel from \$882 per person (twin share) or Angleterre Hotel

from \$714 per person (twin share). The discount applies to stays between October 1 and March 31.

Bentours’ “Weekend in Moscow” package which includes three nights at Holiday Inn Lesnaya is being offered from \$647 per person (twin share). The saving applies to selected 2011/12 dates.

## Driveaway expects strong sales to continue

DRIVEAWAY Holidays is reporting strong demand for its European car hire product, a trend it expects to continue.

While details were not available at the time of press DriveAway will be releasing specials for the December to February period which the Driveaway’s national industry sales manager, Nathan Baber, expects to provide the market with a further boost.

“Car rental continues to hold strong and both European motorhomes and Peugeot Leasing have been very strong options for travel agents,” he said.

“We have seen an increase in international bookings this year compared to both 2009 and 2010 across the board.

“We’re expecting Europe to continue to be a solid destination over the next six to 12 months, especially if the Australian dollar continues to hold strong.”

Baber said the relaunched “DriveAway Hire Car Excess Insurance” which had always been a big sell point with travel agents had proved very successful. “For as low as \$5.50 per day we can provide refund cover for an excess on car rental of up to \$5000.”



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# Finnair expects double digit growth to continue



FINNAIR is looking forward to a good European winter season following strong demand for its flights with Australian travellers.

Finnair country manager, Australia, New Zealand and New Caledonia, Geoff Stone, said the airline was currently experiencing double digit growth year on year.

“With the increased interest in visiting the Nordic region during the winter months and the many tours on offer we expect this growth to continue,” he said.

The re-introduction of flights from Singapore to Helsinki had played a major role in boosting numbers from Australia. “As a result of this service we have far more capacity,” Stone said.

“We are also offering a range of sharp and niche products which have strong appeal to the market. These include our combo economy and business class fares which have proved very popular.”

Finnair offers connections to more than 50 European destinations with their network served by their

Singapore, Bangkok and Hong Kong Asian gateways. The flights are operated using Airbus A340 aircraft.

Stone said the establishment of Flybe Nordic airline, jointly owned by Flybe and Finnair, would open up many new opportunities for the upcoming European winter.

“Flybe Nordic is flying routes formerly operated by Finncomm as well as many new routes, thereby strengthening our position in the Nordic countries and the Baltic area,” he said.

## Globus brands release ‘Value’ brochure to the heart of Europe

THE Globus new Value Season brochure offers more than 20 different itineraries through the heart of Europe. The brochure combines winter holidays from the Globus, Cosmos and Avalon Waterways brands.

“Already up to 15 per cent cheaper than summer tours, these winter holidays take advantage of the powerful Australian dollar to offer additional savings on last year’s prices, in some cases hundreds of dollars off,” said

Globus family of brands marketing manager Australasia, Christian Schweitzer.

“The brochure features Globus Christmas Vacations visiting Europe’s most spectacular cities at their yuletide best, Avalon Waterways Christmas Cruises among the prettiest villages and Christmas markets of Germany and Austria, and Cosmos Winter Vacations promising off-season value from Britain and France to Spain and Morocco.”

More than 150 departures are on offer from late autumn 2011 to early spring 2012. Tours include Cosmos’ “British Panorama”, a six-day tour costing from \$717 per person (twin share) which starts in London and visits England, Scotland and Wales.

Globus’ “Christmas in Rome and New Year’s Eve in Venice” is a 10-day tour costing from \$2299 per person (twin share) which also visits Assisi, Florence and Verona.

Avalon Waterways’ “Christmastime in Alsace and Germany” is a five-day tour costing from \$1343 per person (twin share). Passengers sail the Rhine from Zürich to Frankfurt aboard the new *Avalon Panorama*.

Other tours ranging from six to 27 days visit France, Germany, the Netherlands, Belgium, Switzerland, Hungary, the Czech Republic, Spain, Portugal, Morocco, Tunisia, Greece, Turkey and Egypt.

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## Creative supports early sales with first ‘Preview’ brochure

CREATIVE Holidays has released its first Europe and UK Preview brochure which includes products ideal for the upcoming European winter season.

Creative Holidays managing director, Paul McGrath, said the brochure was a great chance for agents to get ahead on their 2012 sales.

“We are encouraging agents to make the most of bookings by up-selling some of the added value options on offer in the brochure including sightseeing day tours and airport transfers,” he said.

The brochure includes accommodation, sightseeing tours, transfers and Alamo car hire options.

Options include one-night, plus breakfast at The Ibis Earls Court, London priced from \$84 per person (twin share); one-night, plus breakfast at Aviatric Paris, from \$120 per person (twin share), or one-night, plus breakfast at the Delle Nazioni in Rome, from \$150 per person (twin share).

Sightseeing day tours include the “Majestic London” day tour from \$102 per person, “Paris Charms and Secrets” day tour from \$77 and take a day-trip from Rome on the “Naples and Pompeii” tour from \$148 per person.



# Europe 2011-12

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### Christmas and New Year Tours

December 2011

Imagine waking up on Christmas Day in an 800 year old Coaching Inn in the snow covered mountains of Austria. Or, joining London's New Year festivities and the fire-works display over the River Thames! Our tours capture the essence and joy of a traditional European White Christmas. Limited space still available on our 2011 Christmas and New Year tour departures – book now!



### ANZAC Commemorative Tours

April 2012

Retrace the steps of the 'Diggers' throughout the Allied battles of the Western Front with our expert Battlefield Tour Managers and War Historians. From the staggering devastation of the trench warfare of the Flanders battlefields to the moving 'Last Post' under the Menin Gate in Ypres. Select from our 3 unique Western Front escorted tours.



### European Summer Tours

May – September 2012

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- Great British Heritage – 19 days
- Black Forest, Bavaria and the Tyrol – 14 days
- Rhinelands, Alsace and Swiss Alps – 16 days
- The Italian Grande – 18 days
- Provence and Tuscany to Umbria – 17 days
- La Francaise – 17 days
- All Quiet on the Western Front – 8 days

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Brochures available for order from TIFs.

