



UK | Q2 Market Activity Report 2019

Presented by Mirabelle Communications

UK | Q2 Planned Activities

Q2 OOH

- Annual Billboard Manchester Piccadilly Station
- London DOOH
- DOOH | Iconic London Tower Screens across London
- Dublin Bus Wrap

Q2 PRINT

- Ireland | Irish Sunday Times
- Ireland | Irish Mail on Sunday
- House and Garden Advertorial
- Ireland | Irish Daily Mail
- Scotland | Scottish Daily Record , Mail on Sunday
- Brides Magazine Honeymoon Guide

Q2 TRADE

- Travel Bulletin
- Travel Weekly
- Travel Trade Gazette

Q2 RADIO

- Hits Radio and Key Radio 30" spot

Q2 DIGITAL

- Brides
- TV | National 30" commercial on Digital Channels
- Digital | TravelZoo Top 20 Newsletter
- Family Traveller Native Articles

Q2 TV

- TV Adsmart

▶ OOH | Manchester Piccadilly Station



DOOH | Voidage



Heathrow Expressway - Inbound
10/05/19 16:52:54



DOOH | Iconic London Towers



▶ OOH | Dublin Bus Wrap



BTMI UK Market Activity Q2 2019

Print | Scottish Daily Record 4 page pull out

SUNDAY MAIL APRIL 14 2019

BARBADOS

in association with
BRITISH AIRWAYS

A holiday island to treasure...

Soak up the party atmosphere with a host of festivals and celebrations taking place throughout the year

Venture off the beaten track to discover the stunning scenery and hidden natural wonders

Barbados is the aspirational holiday destination that's a favourite with the rich and famous, but this island paradise is perfect for everyone. With year-round sunshine, amazing cuisine and so much to do outside the beach and the resort, the island has much to explore.

As British Airways celebrates 65 years of flying to Barbados, these daily flights out of London Gatwick makes it easy to reach this Caribbean jewel.

It's the Caribbean hotspot for the tastiest food and drink experiences

BARBADOS ADVERTISING FEATURE

Barbados has all you need to make great memories

Whatever time of year you visit, you can discover engaging activities, a fascinating history, delicious cuisine and an oasis of calm

SACRED SITE Explore the island with a guided tour on foot or by boat. The island's rich history is reflected in its many landmarks, from the 17th-century St. Nicholas Church to the 19th-century St. James' Church. The island's natural beauty is also reflected in its many beaches, from the white sand of St. James' Beach to the black sand of St. Peter's Beach.

DIVE RIGHT IN TO A HOST OF ADVENTURES Barbados is a year-round destination for those seeking adventure. Whether you're looking for a relaxing beach holiday or a more active vacation, Barbados has something for everyone. The island's diverse landscape offers a wide range of activities, from water sports to land-based adventures. The island's climate is also perfect for those looking for a warm escape.

WELLBEING AT HEART OF LIFE Long known for its health and wellness traditions, Barbados is a haven for those seeking a healthy lifestyle. The island's natural beauty and climate are perfect for those looking for a wellness retreat. The island's many spas and wellness centers offer a range of treatments, from massages to yoga. The island's many beaches are also perfect for those looking for a healthy lifestyle.

EXPLORE THE ISLAND'S HIDDEN TREASURES Barbados is a treasure trove of hidden gems. From the 17th-century St. Nicholas Church to the 19th-century St. James' Church, the island's rich history is reflected in its many landmarks. The island's natural beauty is also reflected in its many beaches, from the white sand of St. James' Beach to the black sand of St. Peter's Beach.

AFEST AWAIT ISLAND VISITORS Barbados is a year-round destination for those seeking adventure. Whether you're looking for a relaxing beach holiday or a more active vacation, Barbados has something for everyone. The island's diverse landscape offers a wide range of activities, from water sports to land-based adventures. The island's climate is also perfect for those looking for a warm escape.

THE SWEETEST SUMMER FESTIVAL Barbados is a year-round destination for those seeking adventure. Whether you're looking for a relaxing beach holiday or a more active vacation, Barbados has something for everyone. The island's diverse landscape offers a wide range of activities, from water sports to land-based adventures. The island's climate is also perfect for those looking for a warm escape.

GETTING INTO THE SPIRIT Barbados is a year-round destination for those seeking adventure. Whether you're looking for a relaxing beach holiday or a more active vacation, Barbados has something for everyone. The island's diverse landscape offers a wide range of activities, from water sports to land-based adventures. The island's climate is also perfect for those looking for a warm escape.

British Airways and Barbados truly in for the long haul

ba.com/ba

JOURNEY BACK IN TIME AT ST. NICHOLAS

Take a historical journey through the island's rich history at St. Nicholas Church. The church is a 17th-century building that has been restored to its original glory. It is a must-visit for those looking for a historical experience.

BRITISH AIRWAYS AND BARBADOS

British Airways is proud to be the official airline of Barbados. The airline offers a range of services, from comfortable seating to delicious food and drink. The airline's commitment to excellence is reflected in its many awards and accolades.

BARBADOS ADVERTISING FEATURE

Barbados is a year-round destination for those seeking adventure. Whether you're looking for a relaxing beach holiday or a more active vacation, Barbados has something for everyone. The island's diverse landscape offers a wide range of activities, from water sports to land-based adventures. The island's climate is also perfect for those looking for a warm escape.

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CALENDAR THAT'S FULL OF FESTIVALS

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Print | House and Garden Magazine



Print | Irish Daily Mail

Irish Daily Mail
FRIDAY, MAY 11, 2018
IRELAND'S CAMPAIGNING NEWSPAPER
guaranteed Irish €1.40 (55P NET)

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Let's spend the night together
As the Top 5 songs compete for the top spot, we will have the most exciting night of the year

FILM • MUSIC • BOOKS • EUROVISION
IRELAND AND THE STONES **it's friday!**
PULLOUT INSIDE

■ Memo reveals HSE was warned about scandal back in 2016
■ Two ministers publicly said O'Brien must go
■ FF said they would back a motion calling on him to resign, so...

HSE CHIEF FINALLY QUIT'S OVER SCANDAL

TONY O'Brien finally bowed to pressure and quit as boss of the scandal-ravaged HSE last night. Having brushed off resignation demands from victims of the

By James Ward
Political Correspondent

after bombshell revelations yesterday and a poignant interview with victim, mother-of-five Emma Mhic Mathúna. Following this, both Fianna Fáil and Labour said they would support Sinn Féin's Dáil motion, and two

Cabinet ministers - Katherine Zappone and Finian McGrath - sent on record yesterday evening to express their lack of faith in Mr O'Brien. The increased pressure on the HSE

Turn to Page 4

JOURNALIST HUMPHRIES REFUSES THERAPY SEE PAGE EIGHT

Faced pressure: Tony O'Brien

BARBADOS
Seamless connection from **Dublin** to **Barbados** via **London Gatwick**

CELEBRATING 65 YEARS OF BRITISH AIRWAYS FLYING TO BARBADOS

ba.com/barbados **BRITISH AIRWAYS**

Visit Barbados **@Barbados** **@visitbarbados** **visitbarbados.org**

Print | Scottish Daily Record



A travel advertisement for Barbados. The top section features the word 'BARBADOS' in large white letters. Below it, a family of four (a man, a woman, and two children) are running on a grassy path. The text 'Connect to Barbados via London Gatwick' is prominently displayed. A circular seal on the right says 'CELEBRATING 65 YEARS OF BRITISH AIRWAYS FLYING TO BARBADOS'. At the bottom, the website 'ba.com/barbados' and the 'BRITISH AIRWAYS' logo are shown. Social media links for Facebook, Twitter, and Instagram are also provided.

TRAVEL

ADVERTISING FEATURE

Find your perfect summer escape in Barbados



WHEI MEK YOU'RE a sun-worshiper or an adventure-seeker, Barbados has something for everyone. This Caribbean island is famed for its stunning white sandy beaches, crystal clear waters and year-round sunshine.

As well as being the perfect place to relax with a chilled cocktail, it's also the ideal family holiday destination thanks to the variety of attractions and amazing cuisine on offer.

The Instagram-worthy turquoise seas mean plenty of opportunities for water sports ranging from surfing, kite-surfing, and wind-surfing to jet boating.

Try a catamaran cruise and venture out to the coral reef at Folkestone Marine Park, where you can enjoy the magical experience of swimming among sea turtles and tropical fish.

The clear and calm waters provide visibility ranging between 50 and 95 feet, so it's no surprise the island is regarded as the best in the region for diving and snorkelling.

Explore reefs and shipwrecks and discover fascinating features and beautiful marine life, then chill out with a glass of rum punch while catching some rays. If you prefer to keep your feet on dry land, you'll be spoiled for choice when exploring what this wonderful island has to offer.

One way to savour the dazzling beauty of the landscape is on horseback. Guided tours will take

It's the ideal holiday destination whether you want to chill out, explore or immerse yourself in Caribbean culture

you through the trails around the hills or along coastal stretches for an unforgettable experience.

Want to explore further? Impressive rock formations, awe-inspiring cliff faces and the picture-perfect waterfalls at Harrison's Cave are all waiting to be enjoyed.

If a spot of retail therapy is more your idea of a good time, the many boutique designer shops are a must-visit for all fashion lovers. The fun doesn't stop when the sun goes down.

Harbour Lights, located along

the island's Carlisle Bay, is the place to go for a slice of paradise after dark.

Here, you can enjoy a traditional Bajan-style BBQ dinner while the drinks flow or dance the night away to music provided by local DJs.

The rich and varied culture and history of Barbados is reflected in festivals, carnivals and other events which take place throughout the year.

Some of the most popular festivals include the Hometown Festival, Crop Over Festival and Barbados Food & Rum Festival – all offering a different experience.

So, whether you're exploring the local history and landmarks or simply lying on the beach or poolside and enjoying the sun, Barbados offers enough soft adventure to create the kind of memories that last a lifetime.

OUTDOOR FUN
Paddle boarding



WONDROUS
Snorkeling in turquoise sea turtles

A foodie paradise

Did you know Barbados is renowned for its delicious Caribbean cuisine? Bajan food is a unique blend of foods with African, Indian and British influences, with locally caught fish, home-grown quass-fad meats, sweet plantains, rice and peas, and tasty West Indian curries and roasts. And let's not forget the rum! Barbados is the number one destination for connoisseurs of the spirit.

TASTE SENSATION Bajan cuisine

ADVENTURE An island safari



Highlights of the island

ST NICHOLAS ABBEY HERITAGE RAILWAY

Hop aboard this exciting family attraction that kids and grownups alike will love. Now part of the St Nicholas Abbey Great House Plantation and Distillery, the steam locomotive journey takes you through the plantation fields and mahogany woods.

The journey then culminates with a breathtaking highland view of the east coast of the island from Cherry Tree Hill.

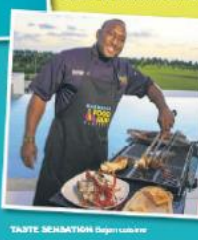


AMAZING Harrison's Cave

HARRISON'S CAVE

The unique crystallised limestone cave is one of the island's most popular attractions – and it's easy to see why. A knowledgeable guide will take you deep beneath the earth's surface on a tram tour to explore what is undoubtedly a national treasure.

As well as travelling to the early explorers' entrance and experiencing some of their adventures, you'll also find exhibits and interactive displays suitable for both adults and kids.



TASTE SENSATION Bajan cuisine

ISLAND SAFARI TOURS

If you want to see what Barbados has to offer, an island tour is the best option for sightseeing.

Take a land and sea safari tour or enjoy the popular 4x4 jeep safari in the company of knowledgeable and experienced guides.

BARBADOS

Start your adventure at visitbarbados.org



PARTY ANYWHERE
Coco On the Beach

Print | Scottish Mail on Sunday

THE CLEANING SENSATION SWEEPING THE NATION!



The SCOTTISH Mail
MARCH 24, 2019 £1.80 ON SUNDAY SUNDAY NEWSPAPER OF THE YEAR

FREE INSIDE
Mrs Hinch's guide to making spring cleaning fun
8-PAGE PULLOUT

CABINET COUP: PM TOLD SHE MUST GO
CENTRE PAGES

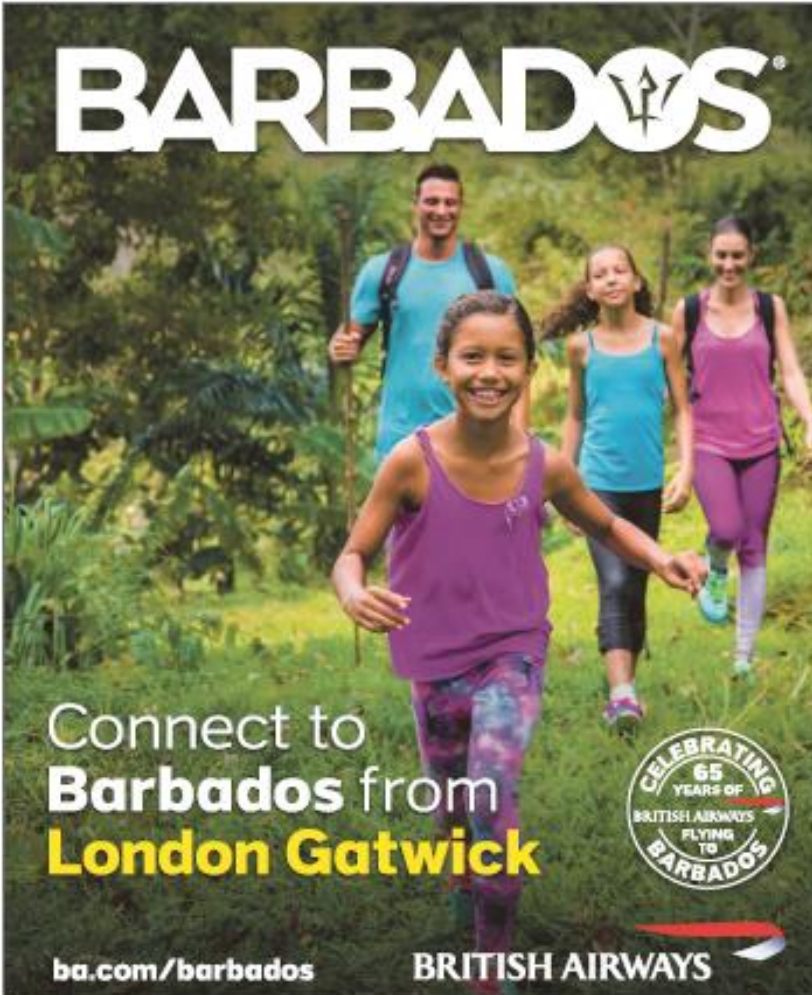
Ingenious tricks to make your home sparkle

PLUS FREE*
Minky M Cloth SEE PAGE 105
WORTH £2.49

ANTI-BACTERIAL CLEANING PAD

By Glen Owen and Harry Cole
THERESA MAY could be ousted from No 10 within days after her Cabinet plotted to replace her with Michael Gove as a caretaker Prime Minister.
A senior Downing Street source told The Mail on Sunday last night that even Mrs May's Chief Whip, Julian Smith, had advised her to set out her departure plans.

Turn to Page 2






BARBADOS

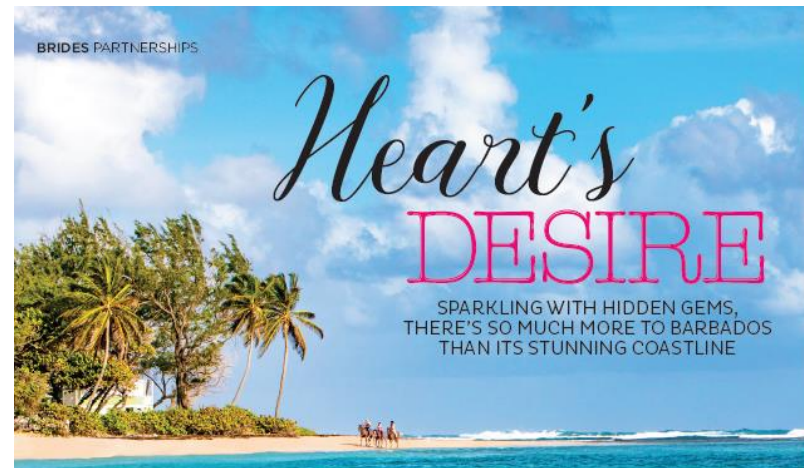
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 Visit Barbados  @Barbados  @visitbarbados visitbarbados.org

Print | Brides Magazine



Trade | Travel Bulletin

Travel Gym | 01.02.19

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BARBADOS Elite Club LAUNCH COURSE

Fam trip places to Barbados plus High Street Vouchers and much more!

Barbados Elite Club training programme is designed to help you discover the best of Barbados. Strengthen and broaden your knowledge, by becoming a specialist and certified Barbados Elite Club member. BTMI takes pride in ensuring that you receive the highest level of support, by equipping you with the necessary information, to sell the beautiful island.

Double Page Advert | 01.02.19

BARBADOS Elite Club

Travel's most Exclusive Club

COLLECT POINTS FOR HIGH STREET VOUCHER REWARDS

BARBADOS ELITE CLUB WELCOME BOX FOR THE FIRST MODULE COMPLETED

Register TODAY! barbadoseliteclub.com

SIGN UP
Create an Account in less time than it takes to make a cup of tea.

LEARN
Strengthen and broaden your knowledge of Barbados.

LOG BOOKINGS
Submit the bookings you have made for approval by our partners.

EARN REWARDS
Use your points to redeem high street voucher rewards and fun trip opportunities.

The Barbados Elite Club has been set up for travel professionals like you. If you're passionate about Barbados and want to send your clients to the most luxurious and exciting destination while earning valuable rewards yourself, Barbados Elite Club is for you.

Through our brand-new platform, you'll discover that there is so much more to Barbados than just year-round sun and wide sand beaches. From the low-down on local festivals, insights into the fascinating culture and who misses the best coastal, Barbados Elite Club will provide you with all of the information you need to make your clients' holiday dreams a reality.

What's more, through the club you'll earn points which all add up to gorgeous gifts courtesy of Barbados Tourism.

Top performers will scoop even more great benefits... **Just about an unforgettable trip to beautiful Barbados?**

Skyscraper | 01.02.19

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Car Rental Competitions 10 LUCKY WINNERS

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BARBADOS

Win a place on the
65th Anniversary Fam Trip



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04 APR 2019
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Latest Editions



26 MAR 2019
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20 MAR 2019
Read the TTG March 21 edition



SAGA
keep doing

Play the Easter Bunny Boost to win a limited edition Saga Seal!


Features



02 APR 2019


Orlando
TRAVEL ACADEMY 

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EARN VOLUNTEERS AND WIN A BARBADOS EDUCATIONAL TRIP
CARIBBEAN CRUISE LINE


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Boeing to cut production of 737 MAX nearly 20%
Manufacturer of grounded aircraft will reduce monthly output to 42 aircraft starting next April




Advantage rings the changes for 40th anniversary gathering
Inaugural conference to be held by Advantage conference for the first time




Celebrity's Rzymowska shortlisted for Diva awards
The cruise line boss has been nominated for the magazine's 'Diva' Champion accolade




Sort Brexit flying rights permanently, warns IATA
Inadequacy for UK-EU flying rights must be made permanent, says IATA



Travel industry's gender pay gap widens
Researcher blames the largest attendance fee for higher gender inequality ratios



How tourism is supporting endangered rhinos in South Africa
TTG learns how tourism plays a vital role in handling and supporting the plight of these endangered animals



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Orlando
TRAVEL ACADEMY



Digital | TTG Magazine



INSTA-POST

themrswords
Arrived at work yesterday Bellissima'd up with my bag and coffee cup ☕

YOU WON'T BELIEVE WHAT THEY ASKED...

CUSTOMER ENQUIRY FROM NOT JUST TRAVEL'S DARIA HANSON:

"Maximum of 4-5 days as it is a first-time family holiday... Thailand preferably as it seems to be a warm country, flying out from Luton"

COMMENT

Agents warned insurance policies "may not cover drone disruption" (TTG, 11 April). The problem is how you define terrorism. There was no threat to life, just maximum commercial disruption. The police, despite spending nearly half a million pounds on the investigation, arrested the wrong people. Most policies now state what is covered, and since drones have never caused a closure before, cover was never considered.

Alan Bowen, legal advisor,
Association of Atol Companies



TWEET

@Matt_Harding_ And that's a wrap! Thank you everyone who joined, supported and cheered us along. We did it! We conquered Mount Snowdon for @ABTALifeLine and raised over £5k. On behalf of myself, Trudie and everyone @Freedomtravgrp team we are so grateful for the support #partnerships

USE #TTGMEDIA TO SEE YOUR POSTS AND COMMENTS FEATURED HERE

COMPETITIONS



WIN

1 **WIN ONE OF TWO PLACES ON THE BARBADOS MEGA-FAM**
To commemorate the 65th anniversary of British Airways flying to Barbados, the Barbados Tourism Marketing Inc and BA will be hosting an experiential mega-fam (18-25 June 2019) for 65 top-selling UK travel agents. To enter, answer the question and fill in the form at ttgmedia.com/competitions before midnight on 15 May 2019.

2 **APPLY FOR A PLACE ON CORROBOREE WEST 2019**
Applications are open 18 March to 17 May. To be eligible for a place, you must be a qualified Aussie Specialist having taken training at aussiespecialist.com/cw19uk.

3 **PLAY THE EASTER BUNNY BOOST TO WIN A LIMITED EDITION SAGA SEAL**
TTG has partnered with the operator to give you the chance to win a Saga Seal cuddly toy! Follow Saga on Twitter @SagaTravelTeam and/or on Facebook @SagaTradeSales and play the Easter Bunny Boost game to be in with a chance. Make sure you're at the top of the Easter Bunny Boost leaderboard to get your hands on the adorable mascot. Don't forget to share your score on Twitter and Facebook.

ENTER ALL COMPETITIONS
ONLINE AT TTGMEDIA.COM/COMPETITIONS

POSTED
#ttgmedia



▲ AIN'T NO MOUNTAIN HIGH ENOUGH:
Freedom Travel Group agents, head office staff and partners recently climbed Snowdon in Wales to raise funds for Abta LifeLine. Shearings Holidays offered support too, providing a coach to transport hikers to and from Manchester.



▲ YOLK'S ON YOU: Chrissie Hardwell, of Butterfly Travel UK in Nailsea, won a luxury Easter egg from Your Car Hire. To win, she had to comment on the operator's Facebook page and guess which member of the Your Car Hire team would be first to smash the raw egg on their head among a batch of hard-boiled ones!



▲ THIS TIME NEXT YEAR... The Travel Franchise hosted 102 agents on its Millionaire's Retreat at Club Med Du Balaia in Portugal. The agents attended five days of workshops designed to help them become successful homeworkers.

COMPETITIONS



WIN

1 **WIN ONE OF SIX CASES OF NEW ZEALAND WINE**
TTG and Tourism New Zealand hosted a Facebook Live session on the Maori hospitality of New Zealand - a concept called manaakitanga - and how it can help you sell New Zealand holidays. To be entered into the draw, watch the Facebook Live broadcast on ttgmedia.com/competitions and answer a simple question.


2 **PLAY THE EASTER BUNNY BOOST TO WIN A LIMITED EDITION SAGA SEAL**
TTG has partnered with the operator to give you the chance to win a Saga Seal cuddly toy! Simply follow Saga on Twitter @SagaTradeTeam and/or on Facebook @SagaTradeSales and play the Easter Bunny Boost game. Make sure you're at the top of the Easter Bunny Boost leaderboard to win the adorable mascot!

3 **WIN ONE OF TWO PLACES ON THE BARBADOS MEGA-FAM**
British Airways and Barbados Tourism Marketing Inc are giving two TTG readers a chance to join them on the trip (18-25 June). Answer the question and fill in the entry form at ttgmedia.com/competitions by 15 May, and don't forget to register on Barbados Elite Club to be eligible!

ENTER ALL COMPETITIONS
ONLINE AT TTGMEDIA.COM/COMPETITIONS


TTG @TTGMedia · Apr 4

The @Barbados mega-fam with @British_Airways will feature Unesco World Heritage sites, watersports, Caribbean cuisine and, of course, rum! You can enter the competition to win a place here: ttgmedia.com/competitions/c...



Travel Trade Gazette
4 April at 08:04 · 🌐

This Barbados adventure with British Airways will feature Unesco World Heritage sites, watersports, Caribbean cuisine and, of course, rum!



TTGMEDIA.COM

Win one of two places on the Barbados mega-fam

The trip is hosted in partnership with British Airways


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Home Events Competitions Luxury LGBT Top 50 Awards Jobs

Win one of two places on the Barbados mega-fam

The trip is hosted in partnership with British Airways



To commemorate the 65th anniversary of British Airways flying to Barbados, the Barbados Tourism Marketing Inc (BTMI), will be hosting an amazing, experiential mega-fam for 65 top-selling UK travel agents.

Hosted in partnership with British Airways, it will take place from June 18-25, 2019. Agents travelling from Gatwick will head to the South Terminal, where British Airways departs from for Barbados.

The mega-fam trip will see agents treated to a true Barbados island adventure, featuring everything from exhilarating watersports, some of the colourful capital, Bridgetown, which is a Unesco World Heritage site, and luxurious sailmaker cruising, to sampling sumptuous local fare and, of course, sipping delectable cocktails crafted from Barbados' world-renowned rum!

The mega-fam hotel partners, Turtle Beach by Elegance Hotels, Sea Breeze Beach House and brand new The Sands will partner with British Airways and the BTMI, to host the agents for their five-day stay.

British Airways and the BTMI are giving two lucky TTG readers a chance to join them on the unforgettable trip. To enter the competition to win one of these two places on the Barbados mega-fam with British Airways, answer one quick question and fill in the entry form here before midnight on May 15, 2019.

Don't forget to register on [Barbados Elite Club](#) to be eligible to win!

BARBADOS **BRITISH AIRWAYS**

By entering this competition you agree to the [Barbados and British Airways mega-fam terms and conditions](#) and the TTG editorial team will email you.

Register bookings

News

- EMIRATES TO OPEN UP NEW INDIAN DESTINATIONS VIA DUBAI
- HOLIDAYS WHERE CLIENTS CAN LEARN A SKILL
- TRADE RUSHES TO AID OF STRENGTHENED JET AIRWAYS PASSENGERS
- MAURITIAN INDUCTION OFFERED BY HOMEWORKING AGENCY

Popular Latest Comments

- 'Customer uncertainty' affecting Jet's summer bookings
- Sri Lanka bombings: crisis 'caught in explosion', FCO confirms
- Jet Airways closes all operations as emergency funding bid fails
- Jet Airways fails in bid to secure emergency funding

TRIPS OF THE

Print | TTG 4 page 20p supplement



IN FOR THE LONG HAUL
Celebrating 65 years of British Airways flying to Barbados

BARBADOS & BRITISH AIRWAYS 65th ANNIVERSARY FAM TRIP

Our hotel partners, **North Beach by Elegant Hotels**, **Sea Breeze Beach House** and the brand new, **The Sands**, will partner with British Airways and the B&M to host the agents for their five-day stay.

To make this even more special, we are giving two lucky TTG readers a chance to join us on this unforgettable trip! To enter please go to ttgmedia.com/barbados-ba

British Airways 65th Anniversary FAM Trip

To commemorate this auspicious occasion, the Barbados Tourism Marketing Inc. (BTMI), in partnership with British Airways, will be hosting an amazing, representative **Mega FAM** for sixty-five (65) top-selling UK travel agents, during the period 15 - 25 June 2019. The FAM will visit the agents in island to a true Barbados island adventure! From exhilarating water sports, beach of our renowned capital Bridgetown, to UNESCO World Heritage site, and luxurious oceanfront cruising, to sampling our sumptuous local fare and of course, delectable cocktails crafted from our world-renowned rum!

Our hotel partners, **North Beach by Elegant Hotels**, **Sea Breeze Beach House** and the brand new, **The Sands**, will partner with British Airways and the B&M to host the agents for their five-day stay.

British Airways and Barbados: A History

In 2019, one of Barbados' longest standing partners will be commemorating an important milestone. In August, **British Airways** will be celebrating its centenary however, closer to our shores, April 2019 marks the 65th anniversary of the airline serving Barbados from London.

In April 1954, a **British Overseas Airways Corporation** Lockheed Constellation touched down at the then **Seawall Airport**, in the southernmost parish of Barbados, Christ Church, inaugurating what would become a sterling relationship and a crucial engine in our nation's ascent to a modern service economy. When the first British Airways passengers disembarked in Barbados, it was a very different time; jetliners were still a novel concept, Barbados had not gained independence as yet, and **Her Majesty, Queen Elizabeth II**, would have been monarch for little over two years - the relationships have truly stood the test time.

The story of British Airways and Barbados cannot be told without mentioning one of the most iconic figures in aviation, the **Concorde**. One of only four destinations to receive regular scheduled service on the supersonic marvel, Barbados became a playground for the rich and famous, who would whisk away from entry London to its powder soft beaches in half the time. Concorde's subsonic sibling would take to cross the proverbial pond. Resorts such as Sandy Lane, Cobblers Cove Colony Club amongst others would have played host to the elite jet-set, thanks to the grace and speed of British Airways weekly Concorde services.

visitbarbados.org



Travel's most Exclusive Club

The Barbados Elite Club has been set up for travel professionals like you. If you're passionate about Barbados and want to send your clients to the most luxurious and exciting destination while earning valuable rewards, yourself! Barbados Elite Club is for you.

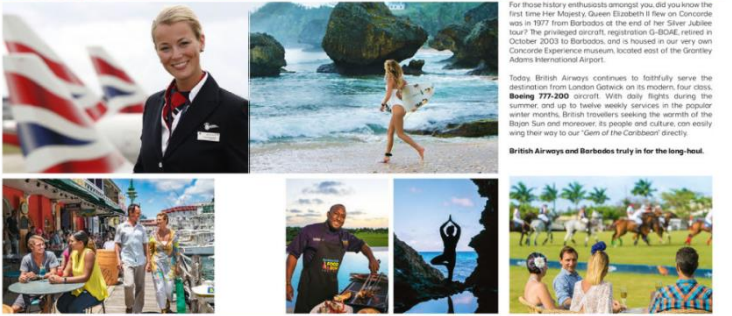
Through our brand-new platform, you'll discover that there is so much more to Barbados than just year-round sun and white sand beaches. From the low-down local business, insights into the fascinating culture and who makes the best cocktails, Barbados Elite Club will provide you with all of the information you need to make your clients' holiday dreams a reality.

What's more, through the club, you'll even points which add up for gorgeous gifts courtesy of Barbados Tourism. But get this - we'll also send you a great benefit - how about an unforgettable trip to beautiful Barbados?

Become a Barbados specialist now and sign up at barbadoseliteclub.com

BARBADOS Elite Club

- SIGN UP**
Based on business travel, you'll earn points for every flight taken.
- LEARN**
Discover the best of Barbados through our platform.
- LOG BOOKINGS**
Instant the bookings into your system for seamless travel.
- EARN REWARDS**
Use your points to redeem high-end, exclusive rewards and fun trip opportunities.



For those history enthusiasts amongst you, did you know the first time Her Majesty Queen Elizabeth II flew on Concorde was in 1971 from Barbados at the end of her Silver Jubilee tour? The privileged aircraft, registration G-ABCD, arrived in October 2003 to Barbados, and is housed in our very own Concorde Experience museum, located east of the Grenville Adams International Airport.

Today, British Airways continues to faithfully serve the destination from London Gatwick on its modern, four class, **Boeing 777-300** aircraft. With daily flights during the summer, and up to twelve weekly services in the popular winter months, British travellers seeking the warmth of the Bayan Sun and moreover, its people and culture, can easily wing their way to our 'Gem of the Caribbean' directly.

British Airways and Barbados truly in for the long-haul.

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ba.com/barbados

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The Year of Wellness & Soft Adventure

Barbados horizons are not just kissed with golden sunsets and rejuvenating sunrises, the island encompasses the depth and breadth of transformative experiences, both physically and spiritually. 2019 is the year of Wellness and Soft Adventure in Barbados, with exhilarating festivals and events throughout the year, dedicated to the pursuit of achievement and exploration of mind, body and soul. Come see, feel and breathe Barbados!

Festivals: Feel the Pulse of Barbados!

Barbados culture is indeed rich and storied, it is therefore no wonder that our forms of cultural expressions are as colourful as they are and why such diverse festivals are a key feature on the island's social calendar. From the scintillating rhythms of soca, the island's most popular musical genre, to the haunting peels of the bagpipes, a forerunner to Barbados' deep Celtic connections at the annual Celtic Festival (21-26 May), there is a festival to meet every when and fancy. The Barbados Reggae Festival (27-29 April) will feature this year's special guest, Jamaican superstar Buju Banton. For a more melodic outing, the Barbados Jazz Excursion takes place in October, with a formidable line-up of jazz luminaries.

No discussion of Barbados would be complete without mention of arguably the biggest summer festival in the Caribbean, the Crop Over Festival. The festival reaches a fever pitch towards the end of July and culminates on the first Monday in August, in a massive street parade known as **Kidderminster Day**.

Barbados: Gastronomic Capital of the Caribbean

Embodying the indelible West African influences and cooking methods, European and South Asian influences, Barbados cuisine is a complex, yet sublime marriage of cultures.

The national dish, **cou-cou**, served with a spicy steamed broth containing the emblematic flying fish, and black pudding and sauce, a true progenitor of Caribbean fusion cuisine, are both enduring favourites that can be discovered on any given Saturday in village shops worth their salt.

Beyond Bajan fare, the island is home to an array of spectacular fine dining restaurants, the legendary off-site restaurant, **The Cliff**, is an experience in itself, overlooking a bluff on the island's gritty West, or **Metamorphosis**, contemporary along the glamorous stretch of coast, include the renowned **Lansbury Restaurant**, **Hugobon**, and **Fish Hut**.

The ongoing food festival on the island's calendar, the **Barbados Food and Farm Festival** (17 - 20 October) is a must-do for foodie travellers!

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What's New in Barbados

While Barbados is a well-visited destination by British travellers, with many knowing the island quite intimately, some of our partners in the destination have introduced some new and fabulous product to enhance the already solid offering for visitors.

In the vein of accommodation, the luxury all-inclusive, adults only boutique property, **Abolish by Aconor**, opened its doors at the end of 2018. The coming months will see the opening of the highly anticipated **The Sands** resort, one of the most stunning beaches on island. The 245 acre all-inclusive will deliver stylish condo-hotel living on the island's beautiful south coast.

The island's leading heritage attraction, **St. Nicholas Abbey**, recently added a unique and exciting component to their experience - a **Heritage Railway**! Lovingly restored by the Warren family, proprietors of the Abbey, the steam engine navigates a lush path, clanking at a breath-taking point which offers panoramic views of the island's dramatic East Coast and the popular look-out spot, **Cherry Tree Hill**.

Barbados Tourism Marketing Inc. is proud of the diverse choice of product our partners offer which undoubtedly cater to everyone. We welcome you to join us in Barbados for an unforgettable holiday experience.



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NEWS ROUND-UP

COMMENT: "Travel gives us the opportunity to learn from different people and places rather than have an insular view of things" Giles Hawke, page 28

Rak-Su surprise Marella guests

The X Factor winners Rak-Su performed for staff and suppliers at an exclusive ceremony to celebrate the launch of Marella Cruises' first adults-only ship, Marella Explorer 2.

Rak-Su (pictured) surprised guests in Malaga at the weekend by playing a selection of chart-topping hits including I Want You To Freak, Dimelo and Into It, as well as their new upcoming single Yours or Mine.

The celebrations continued into the night with a set from BBC Radio 1 DJ Nick Grimshaw.

Following the christening, Marella Explorer 2 set sail on its maiden voyage this week around the Mediterranean.



Never mind a drink – good sights make a top fam trip

Benjamin Coren

benjamin.coren@travelweekly.co.uk

Sightseeing, education and practical information trump gourmet food, drinks and nights out on fam trips, according to new trade research.

When asked what makes for a great fam trip, 90% of agents said seeing local sights, 87% cited the educational aspect and 85% said receiving practical information they could share with customers.

The research, carried out by South African Tourism, found only 11% of respondents said lots of drinks made for a more enjoyable fam and 35% said fun nights out. Just under 60% said great meals make for a more enjoyable trip and 64% said they value being on trips with a fun group.

Shopping vouchers were rated equally as highly (80%) as fam trips in terms of agent incentives. Respondents also said incentives influence their recommendations, with 44% saying they have



SURVEY: SAT's Steve Balderston and Kgomotso Ramothoa

"It's encouraging that these trips are seen as work and not a holiday"

"some" influence and 29% calling incentives a "big" influence.

The tourism board gathered feedback from four focus groups, each of six agents, in Liverpool, Manchester, Glasgow and Dublin, and surveyed 178 agents.

Steve Balderston, trade training specialist at South African Tourism

(SAT), said: "The results are interesting. When agents are on fam trips they want to experience the destination."

"The educational side is important, but I'd thought great meals would be higher."

Kgomotso Ramothoa, marketing and promotions manager at SAT, added: "We structure the trips so guests can experience it as a consumer would. It's encouraging that these trips are seen as work and not a holiday, and that seeing the sights and the education is what makes a great fam."

Travel 2 touring sales soar in three weeks since joining Atas

Sales of Travel 2's touring holidays have grown by 16% in the three weeks since it joined the Association of Touring & Adventure Suppliers (Atas).

The operator said it had seen year-on-year increases of 19% for self-drive tours, 16% for escorted and independent tours, and 13% for rail tours. It said Canada, Japan, Vietnam, Sri Lanka and Australia had performed very strongly in the weeks since it joined Atas.

Managing director Lisa McAuley said: "Becoming a member of Atas was an important decision for us and we have seen a tangible boost in bookings since."

"This demonstrates the faith agents have in selling our products and the trust they have in Atas."

Travel 2 has published a touring brochure for several years and recently launched its Little Book of Incredible Journeys mini brochure as a selling tool for agents.

➤ Atas: Special Report, page 16



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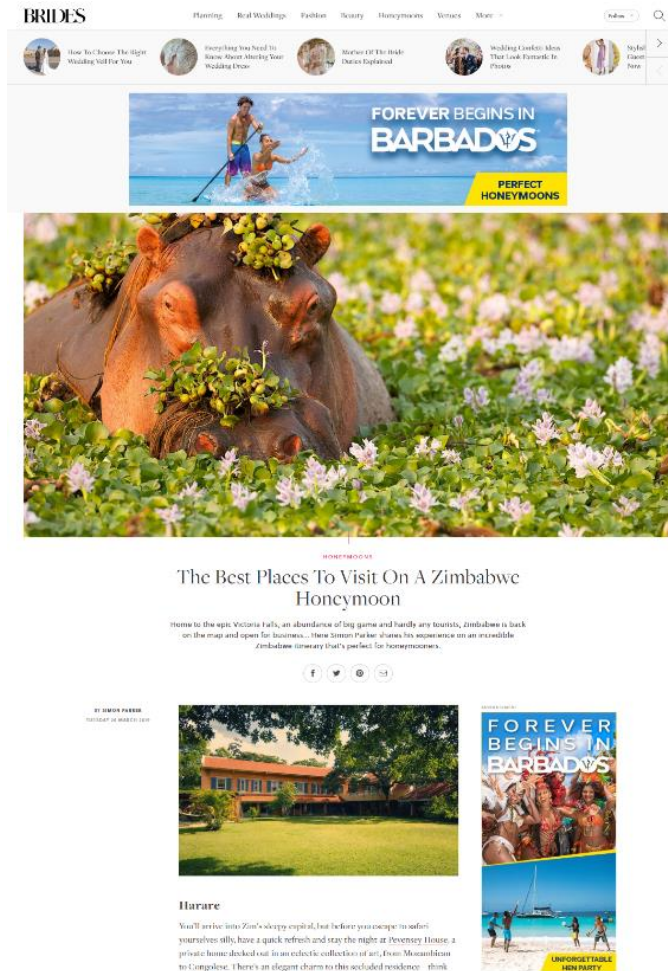
If you're after an escape... one of exciting family adventure...
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Explore the private coastline directly surrounding Silver's before heading even further afield into the vast, almost 6,000 square mile national park of staggering biodiversity. It's a landscape practically vibrating with big game, ornate bird species and reptiles. Some kinds of the shipwreck, so packs of endangered wild dogs. This is the stamping ground of lions including one year old brothers (Lando and Nani). If you're really lucky, you might stumble across their scruffy faces as they take a fresh kill. Having really no backing, almost of none course, wild and seemingly never ending across every rainy, dusty horizon.

Matobo National Park

Touch down at Bulawayo Airport and head for the Matobo Hills, a UNESCO World Heritage site of prehistoric balanced granite formations, dense wooded forests and rolling paths of low, craggy boulders. (It's actually that last one, between a series of sun-drenched, spread across 1,200 square miles, this is the only place in Zimbabwe where you can see both black and white rhinos living side by side.)

Stay at: Khaya Indaba House in Maropane, a luxury private home hidden in a valley of sandy boulders and eucalyptus trees. There's an air of elegance here, with exposed copper piping, weathered oak railway sleepers and antique woodwork. The house is a masterpiece of modern design and the perfect place to bring in their breakfast, aka 'The Silver Butler', which really is a thick slice of steak over honey, organic coffee, washed down with South African wine. From £1,250 for the entire lodge, per night, sleeping for eight people, khayaindaba.com

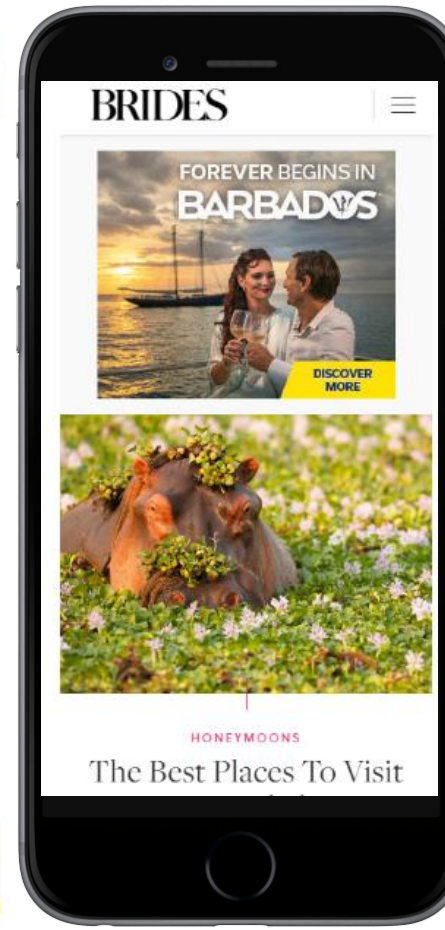
Explore the landscape of pristine natural beauty, where you'll find one of the highest concentrations of rock art on the planet. It's responsible for the ancient by Stone Age illustrations of giraffes, wildboars and other, many during back over 10,000 years, as local historian Paul Lindhead shows you with his encyclopaedic knowledge.

Victoria Falls

Touch down at Victoria Falls International Airport. As you circle in to land over the mighty Zambesi River, you'll make out plumes of mist swirling over the sky. Not 'til you have the moment near your carides will shake with the rumble.

Stay at: Mica's Victoria Falls, a secluded lodge in 1,000 acres of recreation, with nine miles of private Zambesi frontage. There's a fitness centre, lap pool and library just metres from the river where hippo graze in the evenings and baboons swing mischievously through the trees. You'll probably get closer to the wildlife here than anywhere else in Zim. In one evening, you might even find an elephant snipping branches right beside your glass-fronted bedroom. Not to worry - time for another nightcap. From £240 per person, per night, all inclusive, micasvictoriafalls.com

Explore Victoria Falls, with the help of your private guide. But be warned: you're likely to get really, really drenched. It's all part of the fun, though, and after spending time in Zim's parched homeland, the sensation of cold water on your skin will be a welcome relief. Mica's sunset Zambesi cruises are life



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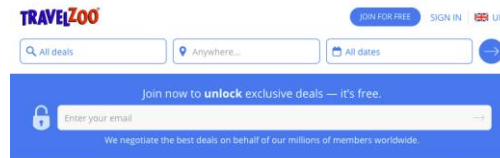
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Every week we search more than 2,000 companies worldwide for their very best deals and compile this Top 20 list.

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Porto: deluxe 3-night stay at central hotel w/flts
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- 2** £99
2-night Cumbria getaway with dinner, 61% off
CUMBRIA

GILSLAND HALL
- 3** £1,299pp
Indonesia: private tour inc Bali & komodo dragons
SANUR, LOMBOK, UBUD & RINCA ISLAND

CITRUS HOLIDAYS
- 4** £99 & up
Kent getaway with 2-course dinner, save 42%
EDENBRIDGE

HEVER HOTEL
- 5** £139pp
Krakow: deluxe 3-night break w/flights & breakfast
POLAND

JETLINE HOLIDAYS
- 6** £150
Weekend ticket to Primavera Sound Barcelona
BARCELONA

- 7** £449pp
Madeira: luxury 7-night holiday w/flights & meals
CALHETA, PORTUGAL

TRAVELZOO
- 8** £159
Devon country manor getaway with dinner, was £270
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NORTHCOTE MANOR COUNTRY HOUSE HOTEL
- 9** £1,099pp
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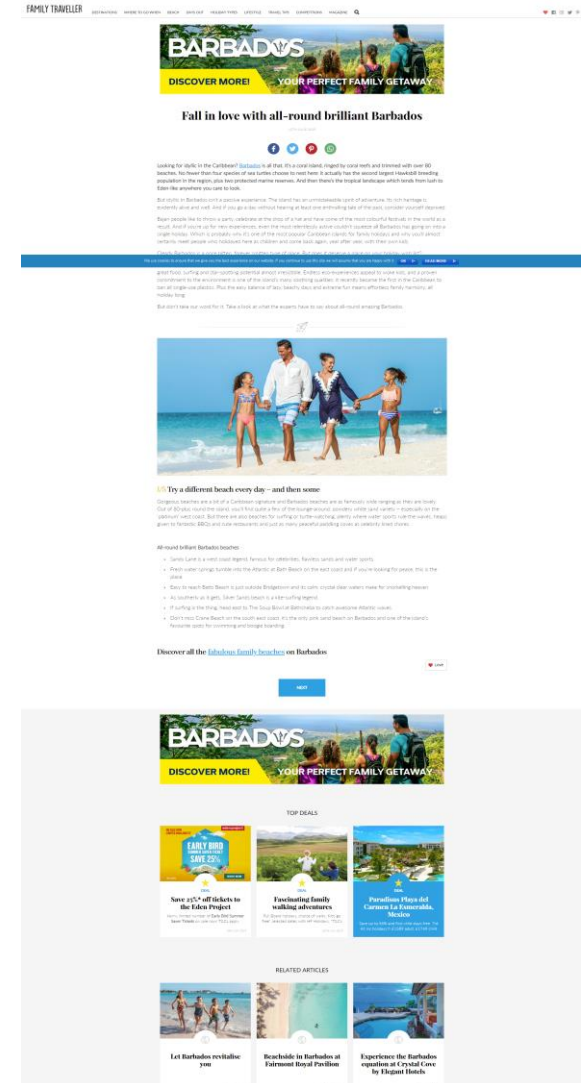
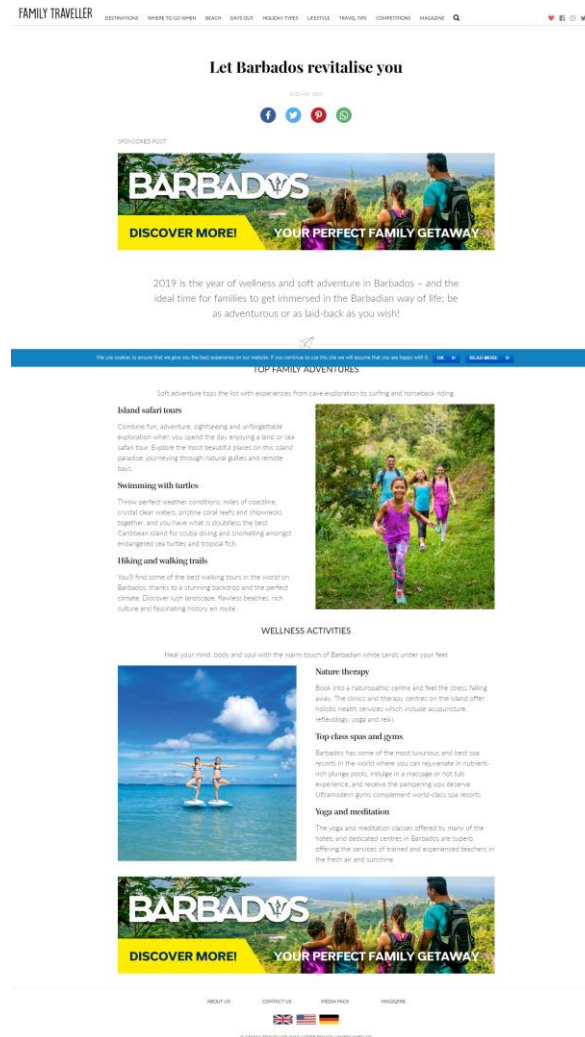
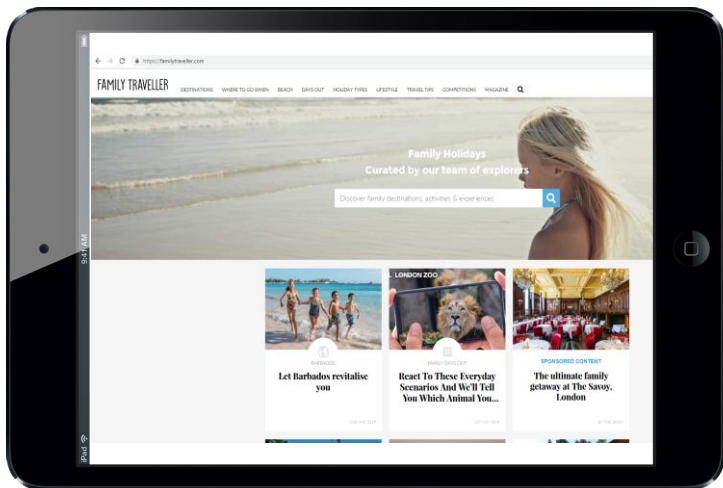
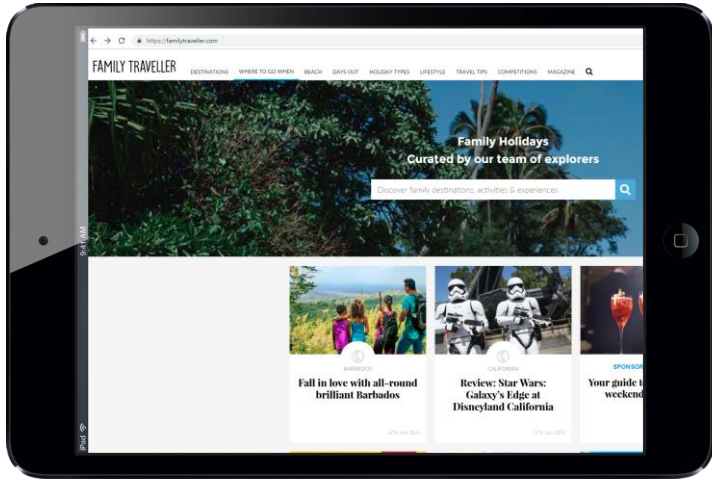
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