



FUTURE OF TRAVEL

Canada's Minister of Transport & industry experts address ongoing issues in travel's rebound



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it is increasing travel advisor commissions on its Agent Marketplace to up to 12% (from 8%) for bookings for the rest of 2022. The higher commission rate applies to both new and current travel advisors.

Agent Marketplace launched in November 2021, and now has more than 3,500 advisors.

With more than 2,100 people in attendance, the Adventure Together event brought together thought leaders and practitioners in multi-day touring including travel agents and agencies, tour operators and suppliers, influencers, OTAs and airlines, to provide inspiration, education, and insights into the technology and trends that shape the industry.

Sessions covered subjects ranging from marketing, sustainability, distribution, and technology, to indigenous and inclusive tourism.

The event theme, 'Now What?', kept topics focused on what adventure travel and multi-day tours will look like in the future and how to plan for success.

"Adventure Together gathered industry leaders together for much-needed discussions around the trends and opportunities for organized adventures and group travel in today's global landscape," said Travis Pittman, CEO, and co-founder of TourRadar. "We recognized that there wasn't a single global event or conference dedicated to the multi-day tour industry with a focus on technology, so we created one."

Pittman told attendees that since the company launched, some 100 million travellers have visited the platform, who have booked more than half a billion dollars in travel, experiencing 4 million days of adventures.

Pittman revealed his three predictions for What's Next: 1) trust, payments & financial technology products will be more critical and top of mind than ever; 2) data-driven storytelling will highlight and drive community impact and sustainability and; 3) digital distribution &

IN SUITE SERVICE ON SILVER WHISPER



tooling will come of age in the multi-day adventure market.

TourRadar also announced its new brand positioning, 'Adventure Begins Here', which came from months of consumer and industry research and collaboration with agency partner Park & Battery.

Silversea aims to double the number of Canadians onboard its ships by 2023

By Caroline Lagueux

ONBOARD SILVER WHISPER — If there were fears in the travel industry for the relaunch of cruising after the pandemic, know that the Port of Quebec is once again busy

and welcoming cruise ships.

Silversea's Silver Whisper docked in Quebec City last month on a sold-out sailing to New York City. Travel media were invited onboard the luxurious vessel for its first industry ship tour since the pandemic started.

The ship, which offers one of the best ratios of space per passenger in the industry, has 302 officers and crew members, and at least on this journey, 382 passengers.

Silversea's fleet of 11 ships will welcome two more soon: Silver Nova, coming in summer 2023, and Silver Ray, due in summer 2024. Silversea sails the seven continents to more than 900 destinations with tailor-made land programs for its clientele. This year Silversea launched Silver Dawn, and also acquired Silver Endeavor.

The cruise line also offers Silversea Expeditions range for exploration cruises to the Arctic and Antarctica, among others.

The Canadian market is responding very well to Silversea, says the

SILVERSEA'S FLEET OF 11 SHIPS WILL WELCOME TWO MORE SOON: SILVER NOVA COMING SUMMER 2023, AND SILVER RAY IN SUMMER 2024.

line's Director of Public Relations, Brad Ball.

"Canadians are adventurous and appreciate all-inclusive packages," said Ball during last week's ship tour. "Our cruises are perfectly adapted to this market by offering beverage packages, excursions and tips. Passengers know in advance the total cost of their trip with no surprises at the end of their cruise. Moreover, our cruise line is now part of the Royal Caribbean group, which includes Royal Caribbean International and Celebrity Cruises, two well-known cruise lines in Canada."

Ball adds that bookings from Canada are up by more than 57% for 2023 compared to 2019 sales for the same period. Before the pandemic, just about 1% of passengers onboard a typical Silversea sailing were Canadian. In 2022 that

number has increased to 10%. Ball says Silversea is aiming to double the number of Canadians onboard its ships by 2023.

As befitting a luxury cruise line, Silversea's door-to-door service - for customers who want it - includes transfers from home to the airport, flights, pre and post cruise hotels and pick up for the return home.

When we talk about all-inclusive with Silversea, it's an understatement. Not to mention that each suite has its own butler.

Says Ball: "The majority of customers onboard are Baby Boomers, 55 and over, and we are proud of that! We offer cruises for active people."

He adds that while Silversea welcomes children onboard - and that's good news in these days of multigenerational travel - the cruise line doesn't have dedicated programming for kids. It does

however have a children's menu for dining.

Railbookers launches 'Month of Savings'

BEVERLY, MA — Railbookers has launched its Pre-Black Friday 'Month of Savings' sale, featuring discounts of up to US\$500 per couple.

Running from Oct. 24 to Nov. 28, 2022, the sale includes the following:

- Save \$300 per couple on any 3- to 6-night independent rail vacation package
- Save \$400 per couple on any 7- to 9-night rail vacation package
- Save \$500 per couple on any 10+-night rail vacation package



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