

PHIL HOFFMANN TRAVELTALK MAGAZINE

 Phil Hoffmann Travel

TRAVEL

Issue 34

Europe's ultimate destination

DISCOVER EGYPT / TRAVEL BEYOND LUXURY
EXPLORING THE WORLD BY RAIL

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TRAVEL BEYOND LUXURY

For over 30 years, Regent Seven Seas Cruises® has set the benchmark for ultra-luxury ocean travel, inviting guests to Experience the Unrivalled™.

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PHIL HOFFMANN CORPORATE TRAVEL

Forget everything you think you know about corporate travel. Because managing business travel shouldn't feel complex, reactive or out of control.

A WORD FROM PETE



Dear valued clients,

I hope you enjoyed a wonderful Festive Season, spending time with family and friends and reconnecting with what matters most. For many of you, 2025 was filled with memorable travel experiences, and we now look ahead to even more exciting adventures in 2026.

The PHT team wrapped up 2025 travelling far and wide. Highlights included luxury Mekong River cruising through Vietnam and Cambodia, the spectacular Alaskan Inside Passage, and expeditions to Antarctica and the Arctic. Personally, I spent time travelling through the USA and cruising Europe's rivers.

Looking ahead to 2026, Japan and Vietnam remain in strong demand, while several emerging and rediscovered destinations are gaining momentum. Egypt's ancient wonders are back in vogue, Albania is being recognised as Europe's "new Riviera" with its pristine coastline and great value, Portugal continues to shine for river and wine experiences, and South Korea is captivating travellers with its vibrant food scene, culture and shopping.

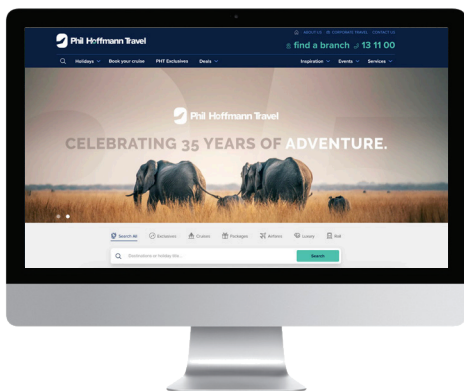
European river cruising continues to surge in popularity, offering the ease of docking in historic city centres, unpacking once and enjoying ever-changing scenery. The experience is evolving further with new luxury ships, including APT's Solara and Ostara, and the exciting news that Celebrity Cruises will enter the river cruise market from 2027.

Ocean cruising remains a favourite, with strong demand for the Mediterranean, Norwegian Coastal Voyages, Iceland and the Polar Regions, as well as cruising closer to home around Australia, New Zealand and the South Pacific. Our evolving Platinum Cruise Club adds extra value with exclusive benefits, alongside our new online cruise search and booking platform.

Travel from Adelaide has never been more accessible, with expanded services including United Airlines' direct Adelaide–San Francisco flights, Emirates' new A350 and the return of Cathay Pacific to Hong Kong.

It's shaping up to be another exciting year for travel. We look forward to seeing you in branch soon to plan your next adventure.

Peter Williams
Managing Director/CEO



Join the PHT community to go in the draw for monthly prizes and the latest deals! Register at pht.com.au



PHT CONNECT

PEOPLE & PLACES



Top Left: Celebrating exciting journeys ahead — Peter Williams, Adelady's Hayley Worthington (Top), Lauren De Cesare (Below) and APT's Georgina Symonds at our 2027 European River Cruising Season Launch



Below: Rewarding success in unforgettable style — Phil Hoffmann Travel's Top Achievers onboard Norwegian Cruise Line's Norwegian Bliss in Alaska.





Left: Celebrating excellence in Brisbane — Phil Hoffmann Travel recognised as Australia's Most Outstanding Branded Leisure Travel Agency for the 13th time at the National Travel Industry Association (NTIA) Awards.

Below Left: Proud moments on the green! Phil Hoffmann Travel staff at the FiveAA Golf Day at Glenelg Golf Club, where we were honoured to be a major sponsor.

Below Right: Out and about with our community — Phil Hoffmann Travel staff at the annual Semaphore Street Fair.



Right: Giving back this festive season — Phil Hoffmann Travel staff volunteering at Minda's Charity Christmas Gift Wrapping Station in the Adelaide Arcade.

Below: Supporting a great cause — Peter Williams at FiveAA's 2025 Variety Radiothon at Adelaide Airport.



CHARMING • EXOTIC • ICONIC

LATEST NEWS, TRAVEL TRENDS & INSIGHTS

charming

QUEENSTOWN

Cradled between the Remarkables mountain range and the sparkling waters of Lake Wakatipu, Queenstown is a destination that blends adrenaline, luxury, and serene natural beauty. Known as the adventure capital of New Zealand, it tempts thrill-seekers with bungee jumping, jet-boating, and alpine hiking — all set against some of the most cinematic landscapes in the Southern Hemisphere.

But Queenstown's charm runs deeper than its rush of adventure. Visitors can unwind in stylish lakeside restaurants, sip world-class Central Otago pinot noir, or explore the region's

artsy boutiques and galleries. In winter, the town transforms into a lively ski hub with easy access to Coronet Peak and The Remarkables, offering some of the best slopes in the country.

Queenstown delivers a rare balance: rugged wilderness wrapped in refined hospitality. It's the kind of place you arrive in wide-eyed — and leave already planning your return.

Southern New Zealand Wonders with AAT Kings | 9 days
From **\$5,305*** pp twin share





iconic

CAIRO & GIZA

Few destinations capture the imagination like Cairo and Giza — a pair of cities where the pulse of modern Egypt beats alongside some of the world's most legendary monuments. Standing on the edge of the Sahara, the Pyramids of Giza rise with timeless grandeur, their silhouettes unchanged for thousands of years. The Great Sphinx watches over it all, a silent guardian that continues to inspire awe in every traveller who meets its gaze.

Beyond the desert plateau, Cairo unfolds in a vibrant swirl of colour and culture. The city's bustling streets, lively markets and the call to prayer drifting over the Nile create an atmosphere that's both electric and deeply historic. Explore the Egyptian Museum's incredible treasures, wander the winding lanes of Khan el-Khalili bazaar, or sip mint tea in a centuries-old café as the city hums around you.

Whether you come for ancient history or the energy of a modern metropolis, Cairo and Giza offer an unforgettable journey through the heart of human civilisation.

Alexandria, Ancient Egypt & Nile Cruising with On The Go Tours | 13 days
From **\$5,605*** pp twin share



exotic

ZANZIBAR

Floating off the coast of Tanzania, Zanzibar is an exotic blend of powder-white beaches, turquoise waters and centuries-old culture. It's a place where the scent of cloves drifts through the air, fishermen glide across quiet lagoons in wooden dhows, and time seems to slip into a slower, more seductive rhythm.

The island's coastline is a postcard of tropical perfection — coral reefs for snorkelling, calm waters for sailing, and palm-fringed sands ideal for doing absolutely nothing. But Zanzibar's true magic lies in its cultural heartbeat. Wander through Stone Town's labyrinth of alleys, where carved doors, spice stalls and rooftop cafés reveal a rich mix of African, Arab and European influences.



After a day of exploring, retreat to a boutique beach lodge or luxury resort, where sunset paints the Indian Ocean in shades of gold and rose. Zanzibar offers an irresistible blend of beauty and mystique — the ultimate exotic getaway.

Zanzibar Independent Short Break with Intrepid | 4 days
From **\$935*** pp twin share

EXPLORE • DISCOVER • DREAM

LATEST NEWS, TRAVEL TRENDS & INSIGHTS

discover

JORDAN

Jordan is a country that invites discovery at every turn — a land where ancient history, desert beauty and warm hospitality come together in unforgettable ways. From the moment you enter the rose-red city of Petra, carved into sandstone cliffs more than 2,000 years ago, you feel the weight of history and human ingenuity. Wander through the Siq, stand before the Treasury, and explore tombs and trails that reveal new secrets with each step.

Beyond Petra, the adventure continues. Float effortlessly in the mineral-rich waters of the Dead Sea, explore the Roman ruins of Jerash, or dive into the colourful coral reefs of Aqaba. For a deeper connection to Jordan's soul, venture into Wadi Rum — a breathtaking desert of rust-red sand and towering rock formations, best experienced with Bedouin guides who share stories by the fire under a sky heavy with stars.

Jordan is a destination that rewards curiosity, and a place where every discovery feels personal and profound.

Jordan Experience
with Insight Vacations | 7 days
From **\$3,575*** pp twin share





SWISS ALPS

The Swiss Alps have long captured the world's imagination — a place where jagged peaks scrape the sky, emerald valleys unfold like storybook illustrations and pristine lakes mirror it all in perfect stillness. This is Europe's ultimate dream destination, where nature's grandeur meets Swiss precision and warm mountain hospitality.

Across regions like Zermatt, St. Moritz and Jungfrau, travellers can hike through wildflower meadows, ride panoramic trains past glaciers or soar silently above the ridgelines on a gondola. Winter transforms the Alps into a snowy wonderland, with world-class ski slopes, cosy chalets and après-ski culture that blends sophistication with mountain charm.

But the magic isn't just in the scenery — it's in the quiet moments. The sound of cowbells across a sunlit pasture, the aroma of warm fondue after a day outdoors, and the crisp alpine air that seems to reset the soul.

**Leisurely Switzerland, the Glacier Express
and Cable Car Adventures** with Albatross Tours | 15 days
From **\$13,445* pp twin share**

CANADIAN ROCKIES

The Canadian Rockies are a dreamscape for explorers — a rugged world of soaring peaks, turquoise lakes and endless evergreen forests stretching across Alberta and British Columbia. This is nature at its most dramatic, where every turn reveals another postcard-perfect scene: glacial valleys, thundering waterfalls and rivers so clear they seem unreal.

Banff and Jasper National Parks form the heart of the region, offering a playground for hikers, wildlife lovers and photographers. Trek to the shimmering shores of Lake Louise, cycle beneath towering cliffs along the Icefields Parkway, or join a guided walk onto the ancient ice of Athabasca Glacier. Keep your eyes open — elk, black bears and mountain goats often appear as quietly as the shifting light.

After a day of adventure, cosy mountain lodges and lakeside cabins offer warm fires, local cuisine and star-filled skies. Whether you're seeking challenging trails or peaceful wilderness moments, the Canadian Rockies invite you to explore one of the planet's most breathtaking landscapes — a place where the wild still feels wonderfully untamed.

Rockies Odyssey with APT | 15 days
From **\$16,995* pp twin share**

explore





DISCOVER EGYPT

The Phil Hoffmann Travel Escorted Journeys Collection features tours to all corners of the globe, fully escorted from Adelaide. Here is our latest release.

Follow in the footsteps of the ancient Pharaohs with an exploration of Egypt and thousands of years of history. Visit the site of Saqqara and the first ever pyramids built in Egypt. Get a sense of the massive scale of the Great Pyramids, the only remaining Wonder of the Ancient World, and the Sphinx on the Giza Plateau.

Enjoy a tour of the newly opened Grand Egyptian Museum, which covers more than 5,000 years of history and houses the famous relics buried with child pharaoh Tutankhamun. It is now the world's largest museum dedicated to a single civilization.

Embark on a relaxing cruise along the Nile River, once the life-blood of the country, visiting imposing temples and the tombs at the Valley of the Kings along the way.

Explore Luxor and Karnak temples, some of the largest ancient religious and cultural sites in the world. Continue towards Egypt's southern border for Abu Simbel and the iconic rock relief carvings of Ramesses II, learning how

the temple was relocated more than 200 meters piece by piece to save it from flooding during the construction of the Aswan High Dam.

This exclusive package includes return international flights from Adelaide in economy class, domestic Egypt flights from Cairo to Luxor and Aswan to Cairo in economy class, 8 nights superior accommodation in Cairo and Aswan, a 4 night deluxe Nile Cruise from Luxor to Aswan, transportation throughout in air-conditioned vehicles, extensive sightseeing with applicable entry fees, complimentary water during tours, 27 meals and the services of professional English speaking tour driver and guides.

Plus, enjoy an exclusive Groups Booking Bonus! Receive \$50pp off the total tour price, or one Wheelaboard (valued at \$199) per booking

15 day "Discover Egypt" Tour

Fully escorted from Adelaide by Jenna Johnson
Departing 16 September 2026

From **\$13,199*** per person twin share
or **\$16,099*** solo occupancy.

*Conditions apply.

PHT ENCOUNTERS

PHT staff have been travelling the world to share their new found knowledge with our clients. Read about some of our recent journeys.



LYDIA XU
WESTERN CANADA

Travelling through Western Canada with APT was an unforgettable journey filled with breathtaking landscapes and effortless comfort. Every detail was thoughtfully arranged, allowing us to truly relax and enjoy the experience. We explored the majestic Canadian Rockies, with turquoise lakes like Lake Louise and Moraine Lake reflecting snow-capped peaks. Comfortable transport made the scenic journeys a pleasure, while a standout highlight was travelling aboard the Rocky Mountaineer in GoldLeaf Service, complete with first-class, all-inclusive dining and wine. Along the way, we spotted wildlife in its natural habitat, from elk grazing near forests to bears at a distance. This trip was the perfect blend of balanced adventure, education and comfort.



BIANCA BUCKINGHAM
FIJI

I recently went to Fiji and was fortunate enough to experience two incredible resorts. From the moment I boarded my smooth Fiji Airways flight, I knew this trip would be special. I visited in November, the start of the wet season, but the weather was glorious! First stop: the stunning Shangri-La Yanuca Island, where turquoise waters and luxury vibes made it hard to leave. Then came the Warwick Fiji – warm, welcoming, and full of charm. The staff made me feel like family, and the atmosphere was so relaxed and friendly. Each day began with a delicious buffet breakfast, followed by snorkelling adventures, sunset walks, and even spectacular fire shows at night. If you're looking for a relaxing, luxurious holiday, Fiji is your next destination.



TARNIA BOYCE
DUBAI

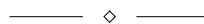
I recently had the privilege of visiting Dubai with Dubai Tourism and Emirates, and the experience was truly unforgettable. My highlights included a Platinum Heritage Safari, where I drove through the desert in vintage Land Rovers, sighting the endangered Oryx before enjoying a traditional Emirati dinner under the stars. At the Museum of the Future, I stepped into a world of cutting-edge innovation, exploring concepts that felt like science fiction brought to life. The iconic Burj Khalifa offered breathtaking views of the city's skyline from the world's tallest building. To balance the modern marvels, I wandered through Old Dubai, discovering vibrant souks and rich cultural heritage that reveal the city's roots. Dubai is truly a destination in its own right, far beyond just a stopover.

If you would like to find out more information about these destinations, please contact Phil Hoffmann Travel on 13 11 00



CUNARD

GRILL SUITES



Cunard have been refining the personalised service of their Grill Suites for over a century. Priority embarkation. A dedicated concierge. Menus that are more like suggestions. And in Queens Grill Suites, a butler to take care of everything you could possibly need. Your suite itself is a sophisticated sanctuary, where every touch has been meticulously considered.

Leave the details to Cunard and embrace every moment. Relax in dedicated and secluded spaces, behold the theatre of dining, and experience the height of White Star Service.

Enjoy the very best of Cunard when you upgrade to a Grill Suite. An invitation to spacious suites with sweeping balconies, the finest exclusive restaurants at sea, and exquisite private spaces – both indoors and out – in which to unwind. Welcome to unrivalled perfection.

Princess Grill Suites

The Princess Grill Suites are the perfect way to step into the essence of Cunard's Grill Suites luxury, with spacious suites, exclusive fine dining, and an invitation to private retreats, both inside and out. Every detail has been considered for your comfort.

Queens Grill Suites

Queens Grill Suites have always been designed for those seeking the exceptional. Cunard's largest and most luxurious suites bring with them a refined comfort that quietly wows. From butler service to bespoke dining in the Queens Grill Restaurant, every detail is tailored to you. This is the pinnacle of luxury ocean travel.

Whether you indulge in the Princess Grill or the Queens Grill, the Grill Suite Experience is the pinnacle of refined dining and luxury at sea. Enjoy exclusive access to private spaces, world-class cuisine, and intuitive, personalised service that anticipates your every desire. Cunard's Grill Suites are far more than elegant accommodation – they are an invitation to a voyage defined by timeless grace, supreme comfort, and truly unforgettable moments. This is White Star Service, exquisitely reimagined for those who expect nothing but the exceptional.

Speak to Phil Hoffmann Travel today about elevating your next Cunard voyage.

COPENHAGEN

city stay guide



SEE & DO

Copenhagen is a vibrant city where history, design, and hygge come together. Stroll along the colourful canals of Nyhavn, lined with cafés and restaurants, or explore the cobblestone streets of the historic city centre. Don't miss Tivoli Gardens, the enchanting amusement park that's magical for all ages, and the striking architecture of Christiansborg Palace. For art and culture, visit the National Museum or the Louisiana Museum of Modern Art just outside the city. Cycle like a local through bike-friendly streets, sip coffee in cosy cafés, and savour Nordic cuisine at world-class restaurants. Copenhagen is a compact city full of charm, culture, and unforgettable experiences.



STAY & PLAY

Copenhagen offers a mix of stylish accommodations and unforgettable experiences. Stay in the heart of the city at boutique hotels in Nyhavn or trendy Vesterbro for easy access to cafés, shops, and canals. For luxury, the waterfront hotels along the harbour provide stunning views and world-class service. Play your way through the city by exploring Tivoli Gardens, cycling along scenic canals, or visiting the National Museum and contemporary art galleries. Sample New Nordic cuisine at renowned restaurants, wander colourful streets, and soak in the relaxed hygge atmosphere. Copenhagen effortlessly blends comfort, culture, and fun for every traveller.



EAT & DRINK

Copenhagen is a food lover's paradise, blending New Nordic innovation with cosy cafés and vibrant street eats. Start your culinary journey with smørrebrød - traditional open-faced sandwiches - at historic cafés or local bistros. For fine dining, the city boasts world-renowned restaurants serving inventive dishes crafted from seasonal, locally sourced ingredients. Don't miss exploring the lively food markets like Torvehallerne, where fresh produce, pastries, and gourmet treats tempt every palate. Wash it all down with Danish craft beers, signature cocktails, or a cup of rich coffee in a hygge-filled café.



NYHAVN CANALS

Nyhavn, Copenhagen's iconic waterfront, is a vibrant blend of history, colour, and culture. Lined with 17th-century townhouses painted in bright hues, the canals are alive with cafés, restaurants, and bars that invite lingering over coffee, Danish pastries, or fresh seafood. Stroll along the quays to watch traditional wooden ships bobbing in the water, or hop on a canal tour to see the city from a new perspective. As evening falls, the atmosphere shifts - with lights reflecting on the water, street musicians playing, and locals gathering for a leisurely drink. Experiencing Nyhavn is more than sightseeing; it's soaking up the heart of Copenhagen's charm, energy, and hygge spirit.

TRAVEL BEYOND *luxury*

Regent
SEVEN SEAS CRUISES®

EXPERIENCE THE UNRIVALLED™



Seven Seas Prestige™



PLATINUM
CRUISE CLUB
BY PHIL HOFFMANN TRAVEL

PLATINUM CRUISE CLUB EXCLUSIVE UP TO US\$300 SHIPBOARD CREDIT PER SUITE

For over 30 years, **Regent Seven Seas Cruises®** has set the benchmark for ultra-luxury ocean travel, inviting guests to Experience the Unrivalled™ aboard The World's Most Luxurious Fleet®. Carrying between 496 and no more than 822 guests, the line's Spacious All-Suite Ships™ create an intimate atmosphere complemented by exceptional space to explore more than 550 destinations across all seven continents.

At the heart of the Regent experience is Unrivalled Space at Sea®, with sumptuous all-suite accommodations, nearly all with private balconies. Whether you choose the palatial Regent Suite or a beautifully appointed Deluxe Veranda Suite, you'll enjoy a refined retreat complete with thoughtful touches such as a complementary bottle of Champagne on arrival, or your mini bar replenished daily with your personal favourites.

On board, Regent's Heartfelt Hospitality™ shines through attentive, personalised service delivered by one of the highest crew-to-guest ratios at sea. Expansive pool decks, inviting lounges and bars, elegant speciality restaurants and al fresco dining venues create a sense of generous comfort throughout the ship. Every moment is effortlessly tailored: relax in the spa and sauna, enjoy a craft cocktail on your private balcony, or attend a thought-provoking enrichment lecture. Your holiday unfolds entirely on your terms.

Ashore, Regent's hallmark inclusion of Unlimited Shore Excursions offers enriching cultural insights and Immersive Exploration™ in every port of call. Guests might taste wines in Bordeaux, meet Sámi communities in Northern Norway, or reflect at a serene Japanese shrine beneath the shadow of Mount Fuji. The ability to explore so deeply, paired with

seamless ultra-luxury on board, ensures a travel experience that feels both rare and meaningful.

Regent invites you to Cruise in All-Inclusive, Unrivalled Luxury™, truly elevating every element of your journey. Guests can enjoy exquisite cuisine, fine wines and premium spirits, entertainment, Starlink Wi-Fi, unlimited valet laundry, pre-paid gratuities, and even a one-night pre-cruise hotel stay for Concierge-level suites and higher, or a Personal Butler in Penthouse Suites and above. All of which is included as part of Regent's All-Inclusive Cruise Fare.

SEVEN SEAS PRESTIGE™

Sailing from December 2026, Seven Seas Prestige™ will usher in a new era of ultra-luxury for the refined ocean traveller. Soak up the old-world elegance of The Starlight Atrium, discover a heavenly



Mediterranean Restaurant - Azure



Prime 7 Steakhouse



Seven Seas Splendor®



Skyview Regent Suite

tribute to Mediterranean cuisine in the all-new Azure restaurant, and savour the ship's lavish, reimagined retreats. From the sprawling Skyview Regent Suite to the new two-storey Grand Loft Suites, each space combines timeless elegance with modern comfort. Her inaugural sailings will traverse the Atlantic to tour vibrant Caribbean islands, Mexico and Central America. In late April 2027, an indulgent transoceanic journey will sail from New York to Barcelona. This will be followed by two voyages along the Iberian Peninsula, ending or beginning in Southampton.

NEW SIGNATURE SPACES

The Starlight Atrium – A captivating blend of old-world elegance and modern sophistication, adorned with twin spiral staircases and panoramic glass lifts. This generous space connects many of the ship's bars, lounges, Coffee Connection, the concierge desk and reception.

GAILILEO'S BAR

Serving both the Prestige Lounge and the adjacent casino, the bar's ceiling is a canvas displaying a contemporary masterpiece styled like an oil painting for maximum impact. The base of the bar features fluted marble, and the bold, striped floor creates a focal point in the atrium.

AZURE

This new restaurant has been styled with subtle simplicity, immersing guests in the Mediterranean's rich cultural tapestry through a thoughtfully curated palette of cerulean mosaics and graceful arches. The cuisine itself is a heavenly tribute to the Mediterranean — citrus-laced seafood, fragrant herbs and succulent olives.

Start planning your ultra-luxury voyage today. For more information, contact your Phil Hoffmann Travel Advisor or visit pht.com.au



HAMID'S LUXURY JOURNEY

My journey aboard Seven Seas Explorer from Townsville to Sydney in December 2023 was a memorable experience. From the moment I boarded, the luxury, comfort, and personalised service were evident, with attentive staff ensuring every detail was covered. The ship was elegant and spacious, the cuisine outstanding across all venues, and the atmosphere relaxed yet refined. With seamless service and a truly all-inclusive offering, the voyage struck a perfect balance of indulgence and ease, and I would confidently recommend Regent Seven Seas to my clients.

Hamid Jafari,
PHT Travel & Cruise Consultant Hyde Park

Pre-travel consultations now available

Book 6-12 weeks before your trip
for personalised health advice
and vaccination services



**National
Pharmacies**



SCENIC GROUP UNVEILS SCENIC IKON

– A NEW ERA IN ULTRA-LUXURY EXPEDITION CRUISING –

Scenic Ikon, the latest addition to its acclaimed Scenic Discovery Yacht fleet, is scheduled for its inaugural season in April 2028, promising to redefine ultra-luxury expedition cruising, and granting guests unparalleled access to some of the world's most extraordinary destinations.

A Masterpiece of Design and Innovation

Purpose-built for versatility, Scenic Ikon combines cutting-edge engineering with Scenic's signature all-inclusive philosophy. At 26,500 GT, 205 metres long, and 24 metres wide, the yacht will accommodate 270 guests in 135 all-verandah suites ranging from 34 to 250 sqm across five decks. Rated Polar Code 6 and Ice Class 1A Super, it is designed for both polar and warm-water regions. Guests will enjoy state-of-the-art exploration tools, including two Airbus H130-T2 helicopters, a Triton AVA submersible, Zodiacs, and luxury tenders.

Unrivalled Onboard Experience

Scenic Ikon will feature 15 dining venues, expansive lounges, and vibrant social spaces. The two-level, 1,700 sqm Senses Spa will offer signature therapies, hydrothermal experiences, and world-class fitness facilities. Every voyage includes immersive excursions, exclusive events, and entertainment – all fully included.

Elevated Exploration

Guests can take advantage of helicopter programs offering landings at iconic golf courses, historic landmarks, and remote wilderness areas. Chairman's Club members and guests in Penthouse or Owner's Suites will enjoy exclusive helicopter and submersible experiences, including dives aboard Scenic Neptune III to explore Antarctica's hidden depths.

Construction Milestones & Maiden Season

Built by Scenic's in-house division MKM Yachts, Scenic Ikon's construction is progressing on schedule, with delivery set for late 2027. The inaugural voyage from Venice in April 2028 is already sold out, with strong demand for subsequent departures. The maiden season (April 2028–March 2029) will cover 110 ports in 21 countries, including the Mediterranean, Aegean, Egypt, Cape Verde, Dakar, Antarctica, Falklands, and Chilean Fjords.

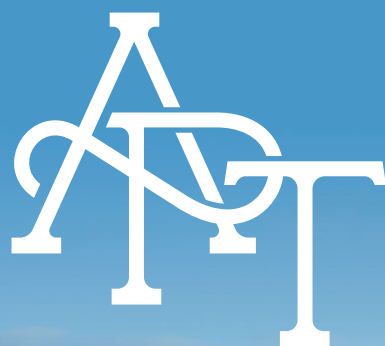
Booking & Pre-Release Offers

A limited number of suites are available at pre-release pricing. Guests are encouraged to secure early for the best value.

About Scenic Group

In 2026, Australian-founded Scenic Group celebrates 40 years of innovation and offers award-winning, all-inclusive river and ocean cruises along with hand-crafted land journeys across all seven continents. The Scenic Group includes Scenic Luxury Cruises & Tours and Emerald Cruises & Tours.





Luxury Travel
since 1927



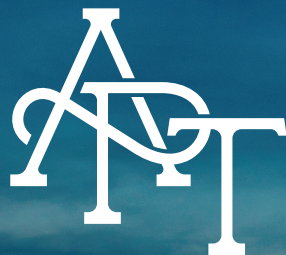
A NEW ERA IN RIVER CRUISING

For nearly a century, APT Luxury Travel has redefined the art of exploration, setting the standard for curated cruising and touring worldwide. With APT, you'll discover Europe in a richer, more immersive way – from the storybook villages of the Rhine, Main and Danube to the sun-drenched valleys of the Douro.

Our brand-new, purpose-built river ships bring you closer to Europe's most enchanting waterways and captivating cultures, all enhanced by APT's signature touch – setting a new standard in European river cruising.

From grand capitals to hidden treasures known only to locals, you'll experience Europe like never before. It's the finer details that set APT apart – expert crews who anticipate every need, exclusive experiences, and the assurance of travelling with Australia's leader in luxury travel.

Everything to a T.



Luxury Travel
since 1927

Everything to a T.

— EUROPE RIVER CRUISING 2026/27 —

A NEW ERA IN RIVER CRUISING

For nearly a century, APT Luxury Travel has redefined the art of exploration, setting the standard for curated cruising and touring worldwide. Our newest river ships, APT Solara and APT Ostara, represent a new generation of luxury river cruising.

With seven world-class onboard culinary experiences, including Grüner Bar & Dining – a world-first concept that elevates dining to new heights – these vessels offer more dining options than any other European river ship.

Enjoy exceptional service with a high crew-to-guest ratio, luxuriously appointed suites, and interiors designed by the award-winning Australian team at Hecker Guthrie. Step aboard and experience European river cruising like never before, where elegance meets modern sophistication.



French Balcony Suite

MAGNIFICENT EUROPE

BUDAPEST TO AMSTERDAM (OR REVERSE)
DEPARTS MARCH TO DECEMBER 2026 AND 2027

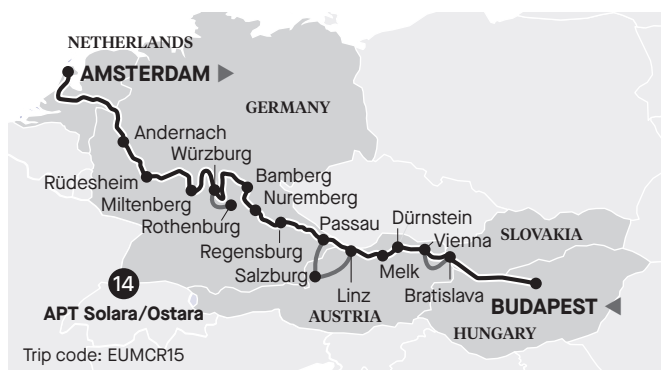
Incredible Experiences

- Visit Vienna's City Palace for a cocktail party and private classical concert.
- Enjoy lunch and a show featuring songs from *The Sound of Music* in Salzburg.

Inclusions

- 14 nights aboard APT's brand-new river ships, APT Solara or APT Ostara.
- All meals, premium beverages, excursions, transfers, port charges, portage and gratuities.
- Unrivalled dining choices with seven world-class culinary experiences on board, including in-suite dining service in all suites.

15-DAY RIVER CRUISE



Search tour code and view tour for price and conditions. Australian Pacific Touring Pty Ltd.
ABN 44 004 684 619. ATIA Accreditation #A10825. APT-6996-TT

ON TRACK FOR ADVENTURE: EXPLORING THE WORLD BY RAIL

There's something uniquely captivating about seeing the world unfold through the window of a train. Unlike the rush of airplanes or the monotony of highways, rail travel invites a slower, more intimate journey. It's an opportunity to witness landscapes shift from snow-capped mountains to rolling vineyards, to engage with locals in small towns, and to experience a rhythm that feels both timeless and adventurous. For those with a love of exploration, combining rail journeys with adventure travel provides an unforgettable way to experience the globe.





The Romance of Rail Travel

Train travel has long held a special place in the imagination of travellers. From the luxurious carriages of Europe's Orient Express to the utilitarian efficiency of Japan's Shinkansen, trains promise comfort, convenience, and spectacle. Beyond comfort, trains allow access to regions that are often missed by mainstream tourists - remote valleys, coastal vistas, and mountain passes become part of the adventure itself.

Europe, in particular, offers a seamless network of high-speed and regional trains. A journey from Paris to Venice can take you through the Swiss Alps, past turquoise lakes, and into the heart of Italy's cultural riches - all without the hassle of airport security or rental cars. In Spain, the AVE trains connect major cities at speeds of over 300 km/h, letting you sip a café con leche while the Iberian countryside blurs by.

In Asia, rail travel is both practical and extraordinary. India's extensive railway system is a vibrant, sensory experience - bustling stations, colourful carriages, and a mix of classes that provide a window into the country's rich diversity. Meanwhile, Japan's bullet trains deliver precision, speed, and comfort, transforming travel into a smooth, almost meditative experience as landscapes of cherry blossoms, mountains, and urban skylines glide past.

North America also offers rail experiences that are as adventurous as they are scenic. The Canadian Rockies' Rocky Mountaineer train takes passengers through some of the world's most breathtaking mountain scenery, with panoramic windows offering uninterrupted views of glaciers, rivers, and wildlife. In the United States, the Amtrak California Zephyr traverses the Rockies and the Sierra Nevada, combining long stretches of untouched wilderness with vibrant city stops.

Rail as a Gateway to Adventure

While rail travel itself can be luxurious or scenic, it also serves as a springboard into more active adventure experiences. For example, Switzerland's Glacier Express takes you through snow-laden valleys and alpine meadows, and once you arrive at your destination, options abound for hiking, skiing, or mountain biking. Norway's Flam Railway delivers passengers from fjords to mountain peaks, opening access to kayaking, glacier trekking, and Nordic exploration.

In Asia, the Trans-Siberian Railway stretches nearly 9,300 kilometres from Moscow to Vladivostok, traversing forests, rivers, and remote Siberian towns. Along the way, travellers can embark on hikes, explore lakes, or experience traditional Russian culture in small villages. Similarly, in South America, the PeruRail route to Machu Picchu combines comfort with adventure. Passengers traverse the Sacred Valley, catching glimpses of Andean peaks and terraced landscapes, before arriving at one of the world's most iconic archaeological sites - perfect for trekking and cultural immersion.





Europe's Scenic Adventure Railways

Several European rail journeys combine breathtaking scenery with opportunities for adventure. Norway's Bergen Railway connects Oslo and Bergen, crossing fjords and mountains, and offers endless hiking trails along the way. The Bernina Express in Switzerland and Italy takes travellers over the UNESCO World Heritage-listed Bernina Pass, connecting alpine villages and offering skiing, snowshoeing, and glacier walks. Meanwhile, Scotland's West Highland Line transports passengers from Glasgow to Mallaig, passing Loch Lomond and the dramatic landscapes of the Highlands - perfect for climbing, mountain biking, or kayaking.



Adventure and Luxury Combined

Modern rail travel doesn't just cater to practicality - it often combines luxury with adventure. The Belmond Venice Simplon-Orient-Express delivers an opulent journey across Europe while connecting destinations rich in hiking, cultural tours, and culinary experiences. In India, the Palace on Wheels pairs regal train carriages with excursions to desert fortresses, wildlife reserves, and local markets. Luxury rail travel proves that adventure and comfort can coexist - you can enjoy panoramic views, gourmet meals, and plush cabins while stepping off at ports of call that satisfy every explorer's heart.



The Rovos Rail and Blue Train journeys in South Africa offer a luxurious passage through dramatic landscapes, from savannahs teeming with wildlife to mountain ranges dotted with vineyards. Travellers can combine these journeys with safari adventures, hiking, and cultural experiences. Meanwhile, Australia's iconic Ghan traverses the Red Centre, connecting Darwin and Adelaide, giving passengers a front-row seat to the Outback's desert expanses and Indigenous cultural sites.



Sustainable Exploration

Sustainability plays an increasingly important role in the way travellers explore the world. Rail travel offers a more environmentally conscious alternative to flying, enabling travellers to experience diverse landscapes with a significantly lower carbon footprint. Many rail operators, particularly across Europe, have adopted eco-friendly practices such as renewable energy use, waste reduction and the promotion of responsible tourism. This approach allows travellers to engage more thoughtfully with natural environments and local cultures, making rail journeys a compelling choice for those seeking meaningful, low-impact travel experiences.



The Thrill of the Journey

Ultimately, rail travel offers more than transport; it transforms the journey itself into an adventure. It allows travellers to observe, connect, and immerse themselves in landscapes and cultures at a pace that fosters discovery. Combining rail with adventure activities - hiking, kayaking, skiing, wildlife spotting, or cultural immersion - creates a layered, memorable experience that few other forms of travel can match. From Europe's alpine passes to the deserts of Africa, the peaks of South America, and the vast expanses of Siberia, rail journeys open doors to exploration. They connect the thrill of the unknown with the comfort and nostalgia of classic train travel, making every journey a story worth telling. Adventure is no longer just about the destination - it's about the ride, the landscapes, and the memories made along the tracks.



Tips for Planning Your Next Rail Journey

When planning a rail-based adventure, consider these tips:

1. Research Routes – Determine which journeys match your adventure style - mountains, deserts, cultural stops, or coastal scenery.
2. Book in Advance – Popular scenic and luxury trains often sell out months ahead.
3. Pack Smart – Trains vary in luggage space; comfortable, layered clothing is essential for outdoor excursions.
4. Stay Flexible – Part of the adventure is spontaneous stops - explore villages, take short hikes, or join local tours.
5. Engage Locals – Trains often pass through small towns where local guides can enrich your experience with culture and history.

Conclusion

For modern travellers seeking a mix of thrill, culture, and scenic beauty, rail travel is an unbeatable option. It combines the timeless romance of trains with the excitement of adventure tourism, offering a way to traverse continents while engaging with nature, history, and local communities. Whether it's a luxury train through the Swiss Alps, a cultural journey on India's railways, or a rugged passage through Canada's Rockies, exploring the world by rail offers an invitation to slow down, explore deeply, and let every track lead to your next adventure.



Azamara Elevates the Art of Small-Ship Cruising:

WHY AZAMAZING EVENINGS AND DESTINATION IMMERSION SET US APART

As Australian travellers continue to seek deeper more meaningful connections with the places they visit, one cruise brand has consistently stayed ahead of the curve: Azamara. With its boutique fleet of 700 -guest ships and a long-standing commitment to culture-rich, unhurried exploration, Azamara has defined its own space in the premium cruise market. Two signature pillars — AzAmazing Evenings and Destination Immersion® — remain unmatched in the industry and continue to resonate strongly with Australian guests who value authenticity over formality and depth over dazzle.

AzAmazing Evenings: A Window Into Local Life

AzAmazing Evenings are one of Azamara's most celebrated inclusions — a complimentary cultural event designed exclusively for Azamara guests. These bespoke experiences take place in landmark settings after hours and showcase the traditions, music, dance and heritage of a destination in an intimate, atmospheric way.

Whether it's a private classical performance in a centuries-old cathedral, a lively folkloric show in a Mediterranean plaza, or a soulful evening of song in a historic theatre, AzAmazing Evenings are created to go beyond entertainment. They offer a rare opportunity for guests to engage with the heart of a community — not simply observing culture but feeling part of it. For travel advisors, this becomes a powerful differentiator: an included highlight your clients will speak about long after they return home.

Destination Immersion®: Time is the Ultimate Luxury

Azamara's philosophy is built around the belief that longer stays lead to richer experiences. While many cruise lines prioritise a packed port list, Azamara focuses on more time in port, more overnights and more late stays than any other cruise line in its category. This gives guests the freedom to explore a destination at their own pace — wandering laneways in the quiet morning hours, enjoying dinner ashore, or joining experiences that are simply impossible on a tight schedule.

This commitment means itineraries are deliberately crafted, often including smaller ports that larger ships can't reach. In Australia and New Zealand alone, Azamara has become well known for returning to beloved cities while also adding hidden gems that offer a more local perspective.

Where Small Ships and Big Experiences Meet

Travellers increasingly want to travel deeper, not just farther. Azamara delivers on this expectation through personalised service, curated cultural programming and relaxed onboard atmosphere that mirrors the unhurried spirit of its itineraries.

Azamara represents an opportunity to meet growing demand for immersive, culturally rich travel without the premium price tag of luxury lines. With AzAmazing Evenings and Destination Immersion at the heart of every voyage, Azamara continues to show why small-ship cruising, done well, leaves a lasting impression on every guest.



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As the World's Best Airline nine times and the winner of World's Best Business Class 12 times at the Skytrax World Airline Awards, Qatar Airways continues to set the global benchmark for premium long-haul travel. The airline provides seamless connectivity to over 170 destinations worldwide, including more than 45 cities across Europe and the United Kingdom - one of the most extensive networks offered from Australia.

Central to Qatar Airways' reputation is its award-winning Qsuite, the Business Class cabin that has redefined inflight luxury. Qsuite features fully lie-flat beds, private sliding doors, customisable mood lighting, generous storage and the innovative quad seating configuration, allowing families, colleagues or friends to create a shared space in the sky. Passengers on long-haul flights receive The White Company loungewear and bespoke Diptyque amenity kits, including lip balm, body lotion, essential face cream, and an exclusive fragrance. Combined with attentive service and a focus on comfort and privacy, Qsuite delivers an unrivalled travel experience that has set a global benchmark.

Qatar Airways has further enhanced the Business Class experience for Australian travellers through an exclusive partnership with acclaimed chef Ross Lusted, owner of Woodcut in Sydney and Marmelo in Melbourne. The First and Business Class menu celebrates the best of Australian produce,

reflecting Chef Lusted's globally-inspired culinary approach. Passengers can enjoy delicately prepared seafood, premium cuts of meat, and bold, modern flavours shaped by seasonality and sustainability, showcasing locally sourced ingredients and reinforcing the airline's commitment to world-class inflight dining.

Continuing to set the standard for modern luxury travel, Qatar Airways is also leading the industry in inflight connectivity. As the operator of the largest number of Starlink-equipped widebody aircraft, the airline has now installed the fastest Wi-Fi in the sky on over 100 aircraft - one of the most rapid and ambitious Starlink rollouts in aviation. With more than 50 per cent of its widebody fleet Starlink-connected, Qatar Airways has already operated over 30,000 flights with uninterrupted, high-speed, gate-to-gate connectivity. The service is free for all passengers, enabling streaming, gaming, working and live sports from 35,000 feet. Starlink has transformed long-haul flying, making connectivity an essential part of the inflight experience and allowing passengers to stay connected with friends, family and work.

With award-winning service, industry-leading innovation, and unparalleled global reach, Qatar Airways continues to redefine modern travel for Australian passengers, offering a combination of luxury, comfort, and connectivity that is unmatched.



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THE GHAN REIMAGINED:

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A journey on The Ghan is as captivating as it is iconic. Following an historic route through the country's famous Red Centre to the tropical Top End, guests are treated to dramatic landscape changes, elevated dining in unique locations, and immersive Off Train Experiences. Starting in 2027, you'll enjoy an additional day travelling north on the grand lady of the Outback as The Legendary Ghan makes its debut with an incredible 4-day journey.

An afternoon departure from Adelaide takes you through rolling countrysides and diverse scenery. The choice is yours to share these moments with other guests in the Outback Explorer Lounge with free-flowing drinks or enjoy the views as you relax in your private cabin. Before the sun dips below the horizon, guests will disembark at Long Plains and transfer to one of South Australia's most celebrated wine regions for an exclusive dinner showcasing the state's rich flavours that dominate their regional produce and fine wines.

After a restful night on the tracks, awaken to sights of an ancient landscape beckoning to be explored. The Ghan pulls into Port Augusta where guests will have a full day to discover the stunning Flinders Ranges, recently voted as one of the world's top travel destinations by Lonely Planet describing its untouched natural beauty as "otherworldly". You'll be

immersed in the region's storied past and ancient geological wonders while keeping a keen eye out for native wildlife with a brand new Off Train Experience. Truly, there is no better way to be introduced to this corner of the Australian outback.

By day three, guests have settled into the gentle rhythm of life on the rails and are treated to a spectacular outback sunrise at the remote outpost of Marla, with bacon and egg sandwiches and freshly brewed coffee in hand. After a sumptuous lunch onboard, The Ghan pulls into Alice Springs, where a number of Off Train Experiences have been expertly curated to highlight the cultural significance and breathtaking beauty of this remarkable region.

Leaving the desert behind, The Ghan's final day begins in the tropical north at one of the Top End's greatest natural wonders. Discover Katherine's majestic Nitmiluk Gorge by scenic cruise or helicopter, learn more about local life at the Katherine Outback Experience, or venture underground to explore the limestone chambers of the Cutta Cutta Caves.

As the Ghan completes its extended northbound journey in Darwin you'll be left with unforgettable memories and a firsthand account into what makes this country so beautifully diverse.





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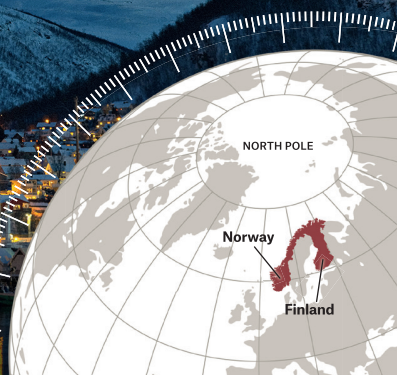
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Q&A

WITH *Peter Williams*



Peter Williams, Managing Director/CEO recently returned from an unforgettable journey aboard Norwegian Cruise Line's Norwegian Bliss, a resort-style ship offering outstanding dining, world-class entertainment and an impressive range of onboard experiences, while sailing Alaska's breathtaking Inside Passage and exploring historic frontier towns shaped by Klondike Gold Rush history.

WHAT WAS YOUR FIRST IMPRESSION WHEN STEPPING ABOARD NORWEGIAN BLISS? DID ANYTHING IMMEDIATELY STAND OUT?

My first impression was the sense of light, space and stylish décor throughout the ship. There was an unmistakable buzz of excitement from guests heading to Alaska. As I explored, the sheer variety of dining, bars and entertainment venues stood out. It felt like being in a vibrant city at sea, with the added luxury of unpacking once while enjoying something new every day.

HOW WOULD YOU DESCRIBE THE ONBOARD EXPERIENCE?

The service was exceptional and genuinely personal, with staff quickly remembering our names and favourite drinks. Dining options were outstanding,

from premium steaks at Cagney's and French cuisine at Le Bistro, to Teppanyaki and Q Texas Smokehouse. Casual dining at The Local was perfect for comfort food, while Food Republic impressed with global flavours. The main theatre offered a fantastic variety of entertainment, including excellent stand-up comedians, incredible dancers and the West End-inspired production of The Jersey Boys, which was so good I went back for a second night. The intimate Cavern Club hosted a highly entertaining Beatles show, while activities like the go-kart track, Aqua Park and spa completed the experience.

WHAT DESTINATIONS DID YOU VISIT ON YOUR OCEAN CRUISE?

Norwegian Bliss visited Skagway, Juneau and Ketchikan, with a full day of scenic cruising in Glacier Bay. Skagway's boardwalk streets and the White Pass

& Yukon Railway brought Gold Rush history to life. Juneau offered beautiful wilderness walks and the iconic Red Dog Saloon. Ketchikan's Creek Street was a standout, along with a memorable shore excursion to Neets Bay, where we spotted a black bear catching salmon (a real wow moment!). Whilst cruising back to Vancouver, we were treated to spectacular sightings of the Northern Lights on a number of occasions, which truly topped off our amazing adventure onboard Norwegian Bliss to Alaska.

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