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# TTG

THE BUSINESS OF SELLING TRAVEL

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## Horsing around

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# Colletts Travel sold to US agency giant

April Hutchinson

COLLETT'S TRAVEL has been sold to US giant Travel Leaders Group for an undisclosed sum.

The group includes Travel Leaders UK, comprising Protravel International UK and Tzell UK, and has a global annual turnover of more than £17 billion via its agency operations.

Established in 1983 by Roy Collett, Colletts Travel is a £45 million turnover business based in Hendon, London, and employs 48 staff across its three London-area offices, including Fortune Travel, which

Colletts bought in 2015. Colletts also has a Lancashire office and a tour operator, Colletts Collection.

Collett and business partner Michael Berlin will remain managing directors, reporting to Travel Leaders UK president Gail Grimmett.

Collett said he considered the sale nine months ago after meeting Travel Leaders Group chairman Mike Batt.

"I already knew a few people at ProTravel and then I was introduced to Mike. We got on really well and I knew the business would be in safe hands and well looked after," said Collett.

Colletts Travel will maintain its



Roy Collett, left, and business partner Michael Berlin

brand identity within Travel Leaders UK; Collett said while he and Berlin would be easing off slightly, he was still very involved in the business.

"Michael and I were aware that

we had taken the business as far as we could, but we can remain involved for as long as we like," said Collett. "It also gives the business an insurance for the future. I'm really excited."

Collett said benefits of the sale would include the accelerated purchasing power, technology and resources of a larger business.

"As the largest traditional travel agency enterprise in North America, Travel Leaders Group will heighten the array of offerings we can provide to our discerning clientele," he said.

Colletts will sit within the Elite Travel Division of Travel Leaders Group, which was created last year and is also overseen by Grimmett; Elite represents nearly \$4 billion in annual sales.

"With our Protravel and Tzell UK operations, the addition of Colletts Travel further fortifies our platform here in the UK," Grimmett said.

## BOOKINGS BOOST

# Good year for Thanos leads to major hotel investments



The new pool planned for Almyra in Paphos

CYPRIOUS HOTELIER Thanos Hotels and Resorts is ploughing millions of euros into its hotels this year, off the back of one of its best ever years.

During a UK visit last week, managing director Thanos Michaelides told TTG: "Things are looking great for 2017. As of January, group-wide bookings have already increased by 15,000 room nights

year-on-year, with a 30% increase already logged for bookings at Anassa alone, a rise of 27% for Annabelle and 33% for Almyra, so we are looking forward to an extremely strong year ahead."

The UK accounts for 55% of clients for Thanos. Michaelides said growth from the country had been consistent with the overall

growth levels of the hotels.

Two of the hotels will benefit from renovation work this year following investment at Anassa last year.

Almyra in Paphos will see an extensive facelift in 2017 including its current room renovations and the addition of an infinity pool, pool house, new terrace areas and a new-look and renamed restaurant, Aeras, which will all be ready by April.

Meanwhile, the Annabelle - also in Paphos - will relaunch its suites as part of a "multi-million-euro renovation" this April, while its Amarosa restaurant is also undergoing significant changes and Mediterraneo is enjoying a €250,000 refurb.

It is hoped that business will be boosted even further by Paphos's position as European Capital of Culture 2017, during which it is expected to host 300 cultural events. Almyra is a Gold Sponsor and is running a year-long series of pop-up contemporary art exhibitions in and around the hotel.

Buoyed by the current success of the hotels, Michaelides hinted that the group may soon also look to expand the brand outside Cyprus.

## CELEBRATION PRIZE DRAW

# Simply Luxury enjoys boost in long haul

SIMPLY LUXURY by Travel 2 has reported a 25% increase in bookings for luxury long-haul holidays over the past 12 months.

To celebrate its range of luxury holidays across the Caribbean, the Middle East, Indian Ocean and Asia, the operator is rewarding agents with the chance to win one of six cases of champagne worth £200 each.

To be entered into the prize draw to win one of the cases, agents must make a qualifying booking to selected properties including return flights and a minimum of three nights' ground arrangements with a campaign partner before February 28.



One&Only Reethi Rah, Maldives