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# News, Views & Reviews

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Hi Subscriber First Name

It's now a little over three months since we re-opened the doors at Travel 2 U, and we couldn't be happier with the response we've had. Clearly everyone has been cooped up at home for too long and now it's time to spread those wings and fly once more.

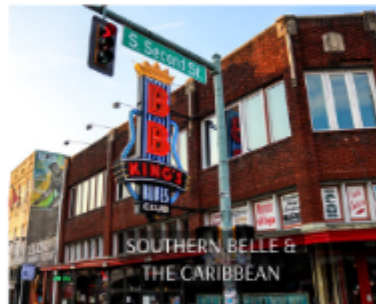
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1. Air New Zealand credits - expiring soon
2. 2024 small group experiences - first tours released
3. What is Dynamic pricing and how does it affect you
4. Ocean and River cruising - never sailed or can't wait to sail again?



## Air New Zealand Credits - Expiring 31 Jan 2024

If you received an Air New Zealand credit prior to 1 October 2022, ***you have until 31 January 2024*** to book new flights, and ***until 31 December 2024 to complete travel***. This applies to almost any credit held by Air New Zealand, booked through Travel 2 U. If you still have an outstanding credit with Air New Zealand we urge you to contact us at your earliest opportunity to discuss how this might be used to procure flights on your behalf. Remember - you don't have to travel prior to 31 Jan 2024 but you **MUST** book prior to this date.



## 2024 Small Group Experiences - OUT NOW!

*(Greece, Turkey & the Med + Croatia, Dalmatia & Istria) coming early next week*

We are thrilled to finally advise details of our 2024 personally escorted small group experiences, that we know many people have been waiting to hear about. Bookings are now open for all the above 'tours', with two more to come next week once contracts are finalised. In the case of **Egypt & Jordan**, **Southern Belle & the Caribbean**, and **Greece, Turkey and the Med'** numbers are strictly limited due to the smaller than hoped for inventory of quality cabins we were able to secure on the cruise portion of these tours. Furthermore, single occupancy is restricted to only a few people on most tours, unless a further allocation of cabins is granted, therefore we encourage your earliest response if you wish to join us next year.

A booking form is attached to each individual tour which can be filled out online and returned, or printed off if you prefer. A copy is also available on our website, as are copies of all groups for 2024.

Later in the year we will be holding presentation evenings in Christchurch, and possibly some regional locations also, but to wait for those before committing may in some cases be too late to join a particular tour.

We're available to answer any questions you have and welcome your inquiry via phone, email or in person if you prefer. We hope you can join us in 2024.



**Dynamic Pricing** - the unseen AI that lurks behind booking engines

**From Wikipedia:** *"Dynamic pricing, also referred to as surge pricing, demand pricing, or time-based pricing, is a revenue management pricing strategy in which businesses set flexible prices for products or services based on current market demands. Businesses are able to change prices based on algorithms that take into account competitor pricing, supply and demand, and other external factors in the market. Dynamic pricing is a common practice in several industries such as....tourism.*

*After seeing the success of dynamic pricing in selling airline seats, many other verticals within the travel and tourism industry adopted the practice. Dynamic pricing is now the norm for hotels, car rentals, and more, and consumers have largely accepted the practice as commonplace".*

**We beg to differ. We don't believe many consumers DO in fact understand this business model, how it affects them, and why it is NOT necessarily a good thing.**

**What does it mean for YOU?**

In very few instances dynamic pricing is favourable to the consumer. Artificial intelligence and clever algorithms track your online searches and loosely veiled under the 'benefits' they might offer is the bigger reality that they will find your 'pain point', in other words, the price at which you are prepared to pay for a certain product. The trouble is, the more you search, the greater the interest you generate, leaving you potentially exposed to higher pricing. Most will deny this of course.

We are often asked *"why do we need to pay so soon when we're not travelling for months"*. Quite simply in most cases it's because we've been able to secure the best airfare, hotel rate, rental car tariff or whatever at that point in time, and if we don't pay for it in the often very restrictive time period given by the applicable service provider, the deal expires, and we have to start again. More often than not the outcome in further searches proves less fruitful for availability, and/or more expensive, Seldom does it work in your favour.

Payment dates are dictated by the airlines and service providers. When we request payment from you it is simply to comply with the dates we are given. You're the reason we're in business, and it's your best interests we have at heart.



## **Ocean and River Cruising**

What an incredible time the cruise industry is experiencing, with demand for both river cruising and ocean cruising, reaching unprecedented levels. The consumer is benefitting in many cases, with exceptional offers especially on longer cruises, more access to Balcony cabins at realistic price points and a greater selection of cruise ships and itineraries to choose from.

In a number of cases we have found cruising to be better value than a similar trip by land, once all the inclusions are taken into consideration. Cruising isn't simply transportation, it is a hotel, restaurant, entertainment venue, bar, gym, art gallery, beauty salon, spa and more. The sum of the parts can often add up to greater value than their terra firma equivalent.

The downside is availability. Already a number of European River Cruises for 2024 have little or no space remaining. In Ocean cruising that varies more, but the Mediterranean and Caribbean are experiencing incredible demand, as are 'expedition' destinations such as The Kimberley's, Antarctica and the Galapagos Islands to name a few.

We find the greatest objection to cruising is often the lack of having experienced one. Many of us (including Andrew) thought cruising was just a Cook Strait ferry journey, only longer. This perception couldn't be further from the truth, of course it's important to get the right 'horse for the course'. If you enjoy 5 star service and Business class comfort you'll probably feel happier on a cruise of a comparable standard. That's where our expertise is invaluable. Just as you trust any professional in their chosen field to give you the right information and do the best by you in their capacity, so too we know the in's and out's of the many cruise offerings, inclusions, benefits, destinations, staterooms and more, to ensure you get the cruise that's just right for you.

Speak to us about your cruise desires for 2024 or 2025. It's never too soon to plan your next great sea escape.

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