



**smartraveller.**  
**Smarter traveller**  
**Smartest traveller**




# 1.2.3

**YOUR NEXT TRIP COULD BE FREE®**

## All You Have To Do Is:

- 1** FLY WITH QANTAS ANYTIME BEFORE MARCH 31ST 2002
- 2** HAVE AXIS TRAVEL CENTRE ISSUE YOUR QANTAS TICKETS TO WHEREVER YOU WISH TO FLY (PAID BEFORE 15/12/01)
- 3** GET READY FOR A CHANCE TO WIN RETURN TICKETS FOR YOURSELF & YOUR PARTNER TO YOUR CHOSEN DESTINATION

**YOUR CHOSEN DESTINATION COULD BE ONE OF THESE CHOICES**  
 When you purchase a QANTAS Domestic Air Ticket, you could win 2 Economy Class air tickets to anywhere in Australia where Qantas flies OR when you purchase a QANTAS International Air Ticket, you could win 2 Economy Class air tickets to one of these destinations: Singapore - Bangkok - Hong Kong - Hawaii - New Zealand

**NO ENTRY FORMS, NO QUESTIONS, NO HASSLES**

For each and every QANTAS Ticket that we issue to you now until Dec 15th 2001, you will receive free chance 1-2-3 Promo Tickets on this basis:

- ONE AXIS 1-2-3 TICKET FOR EVERY ECONOMY CLASS TICKET •
- TWO AXIS 1-2-3 TICKET FOR EVERY BUSINESS CLASS TICKET •
- THREE AXIS 1-2-3 TICKET FOR EVERY FIRST CLASS TICKET •

The more times AXIS issues you your QANTAS Air tickets, the more chances you get to win!

Even Children's Tickets will receive FREE AXIS 1-2-3 PROMO TICKETS. It's as easy as 1-2-3

## Let Axis issue your next Qantas Tickets

**QANTAS has proudly joined AXIS Travel Centre to bring you this simple 1-2-3 Promotion**

The Winner can take their prize to their chosen city any time before June 30th 2002. This competition closes on December 15th 2001, with the lucky Winners being announced on December 17th 2001 in our fabulous and exciting, Award Winning Travel Office - to be drawn by QANTAS Management. Axis Travel Centre staff will issue your 1-2-3 Promo Ticket/s after we issue your QANTAS ticket/s. Different AXIS 1-2-3 Promo Tickets will be issued for your purchased Domestic or International tickets to ensure that you get a chance to win the correct prize. Only one winner will win each category - BUT - you may enter both categories. **DON'T FORGET** that we will also input your QANTAS FREQUENT FLYER NUMBER (if you are a member) and you can increase your AMERICAN EXPRESS Membership Rewards points as well (if you are a Membership Rewards enrollee). Valid only for our valued clients and those who choose to fly QANTAS - The Australian Airline - with all payments and ticketing done by the wonderful people at AXIS Travel.

**AXIS TRAVEL CENTRE - "Setting Standards - Exceeding Expectations"**



176 Gympie Road Torrens, SA 5873  
 FAX: (08) 8364 2922 TEL: (08) 8331 3222  
 Email: axis@axi@msn.com.au  
 www.axitravel.com.au

AXIS Travel is independently owned and operated

**YOU MAY FLY FREE**





Travel Services





## 2018 "TRIPLE ANNIVERSARY" Promotion + Window displays

*"A combined Anniversary celebration with other iconic influential lifestyle artists, with free gifts, emphasizing that travel is also a memorable lifestyle experience"* - Max Najar, Axis Travel Centre.

With this 2018 "Triple Anniversary" PROMOTION, clients will receive :

- FREE "Security Umbrella" monetary protection in case of Airline, Supplier or Agency collapse. Additionally, clients can choose from either :
- A FREE Led Zeppelin "Celebration Day" London O2 concert DVD and CD set per booking\* or
- A FREE Monty Python "Live in Hollywood Bowl" DVD set per booking\*.

Internal AXIS Travel Centre @ 220 Glen Osmond rd, Fullarton Agency window display.



External AXIS Travel Centre @ 220 Glen Osmond rd, Fullarton Agency window display.



\* One gift issued per International travel booking paid in full, with travel completed anytime before Dec 31<sup>st</sup> 2019 with airline, cruise, supplier and Agency conditions and fees applicable. [www.axistravel.com.au](http://www.axistravel.com.au) for more info.





## THE TRADITIONAL

Defying business averages, Axis Travel Centre, born in 1978 continues its tradition of quality & solidarity, adapting when required as society desires, whilst maintaining the integrity of exceeding all industry standards of staff credentials and agency accreditations, proudly validated in being bestowed with over 39 Travel and Business awards since 1978.

become insolvent., when we book travel components via our preferred Airlines and Suppliers. Conditions apply .

*The is a strong coffee, designed for espresso and macchiato style coffee. The beans are sourced from the high altitude mountains of Colombia and Brazil, delivering a strong but smooth coffee of low acidity, balanced with a hint of mocha, with a long-lasting enjoyable aftertaste.*

We consider that the aftertaste of this coffee may also represent the joy you will receive if you ever need to activate the FREE "Security Umbrella"© protection package that we extend to our clients!

## STRONG COFFEE. STRONG SECURITY.



## SECURITY UMBRELLA™

FREE insurance protection for our clients against the financial risks of insolvency from Airline, Supplier or Agency.

Clients who entrust their travel bookings with Axis Travel are protected via the safety & security of our "SECURITY UMBRELLA" Protection Package. This FREE protection coverage will repay your monies if an Airline, a supplier or Agency

Drink this in good times-bad times with friends, knowing that's the way to ramble on You never know when your time is gonna come or how many more times you will be able to bring it on home to enjoy this coffee because for your life, the song remains the same. Thankyou., This coffee is a blend of Arabica beans from South America and Ethiopia. Selected & roasted with personal passion by Master roaster "Pasquale". These beans receive a point score between 85 to 90 in Coffee judging jargon which in wine lingo exceeds Gold Medal quality. This coffee is perfect as a solo artist or with a band of milk.

## Nileppezdel Coffee



Designed to drink before you become **dazed and confused** on a **celebration day** or when **the levee breaks** .

Just like the title of this coffee, music can be read and played backwards as most music you hear are merely variations of many other styles or tunes. Like the world's best music **over the hills and far away** this unique NILEPPEZDEL coffee should deliver a **whole lotta love** in coffee enjoyment as you ponder your future **stairway to heaven**.

Axis Travel Centre protects our clients under the safety & security umbrella of the BOOK SAFE-© insurance protection plan.

This FREE protection coverage will repay you all monies if an Airline, a supplier or we become insolvent. The tea in this bag is CASCARA tea from Bolivia, extracted from dried coffee cherries. This tea contains no caffeine and is reported to deliver health protection to the drinker of high levels of antioxidants.

Nice to know that you get a double dose of health benefits, with this tea as well as our BOOK SAFE © insurance protection plan.

**BREW GUIDE:** Enjoy a delicious **unique cherry coffee taste** . Use **5g of Cascara tea per 200ml**. Brew for **4 minutes in a French press or Tea kettle**. Stir **3 times**. Wait **3 minutes and drink**.

## SAFE-T – SECURI T



Your booking is safe with US



Forget Early Grey T.  
Forget English Breakfast T.  
Forget Amgoorie. T.

**This TEA is Guaran-T- d.**

personal human experiences and mature travel expertise under a protective umbrella of professional travel industry accreditations and credentials.

**These organic coffee beans are extracted from Ethiopia, Colombia balanced with beans from Honduras, carefully roasted using the expertise and personal passion of Master roaster "Pasquale" to satisfy the most discerning connoisseur.**

**These beans receive consistent point scores between 85 to 90 in Coffee judging jargon which in wine lingo exceeds Gold Medal quality. An intense yet smooth lingering caffeine aftertaste can be expected. Excellent for espresso or macchiato.**

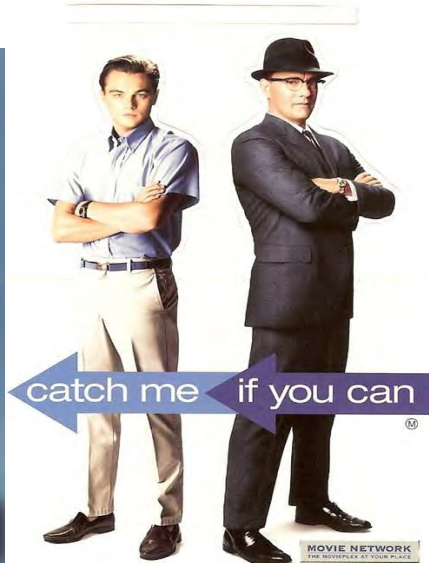
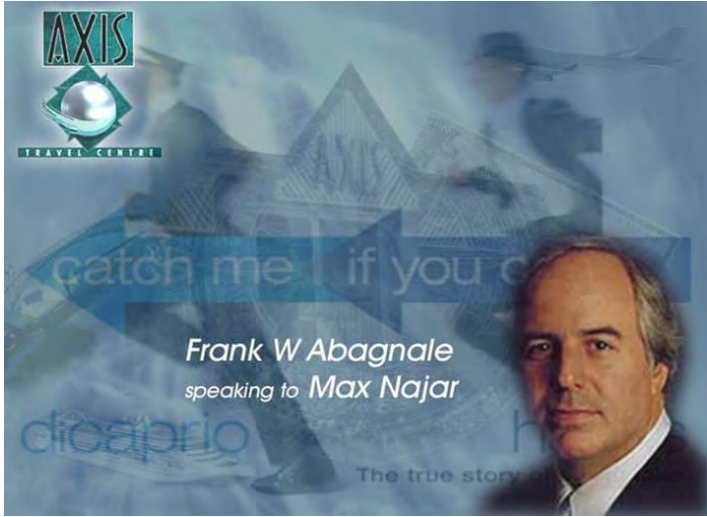
## PRIORITY PORTFOLIO COFFEE



Axis Travel attends to an exclusive **invitation only** database of clients called **PRIORITY PORTFOLIO™ ©** This exclusive "invitation only" list affords clients direct access 24 x 7 to Max Najjar for their personal or corporate travel advice & arrangements

Max combines his personal passions with an expansive skillset, developed over 40 years utilizing his priceless industry contacts,





**TODAY...**

Frank W. Abagnale is one of the world's most respected authorities on the subjects of forgery and secure documents. For over 20 years he has been a senior advisor to the FBI's Financial Crimes Unit, a faculty member of the American Bankers Association's Security Officers School and a secure document expert for The Standard Register Company. Mr. Abagnale sits on the board of directors of the nation's largest accounts payable auditing firm, Loder, Drew & Associates, Inc.

Frank Abagnale has been married for more than 20 years and is the father of three teenage boys.

**Celebration**

# It's a fraud

One of the world's most famous impostors, Frank Abagnale, who, by the age of 21 had impersonated an international airline pilot, paediatrician, stockbroker, college professor and assistant attorney general, all while passing \$2.5 million in fraudulent cheques, visited Melbourne in March.

Now a leading authority on cheque fraud and secure documents, Abagnale addressed a dinner hosted by PaperCom Asia-Pacific and attended by members of the financial and communications industry. They came to hear his story of the time he served in French and Swedish jails before being released to advise the Federal US Government and agencies, including the FBI, on methods of dealing with white-collar crime.

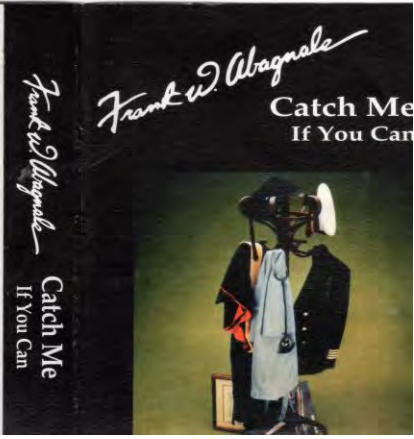
Abagnale is now working with a number of Australian businesses on fraud prevention, including with Australia Post on the redesign of its money order.



▲ Frank Abagnale.

This cassette should astound you and make you laugh. The ending may make you cry. A superb listening. From Max Najjar - @ AXIS TRAVEL CENTRE Pty Ltd

*Frank W. Abagnale*  
Catch Me If You Can



**MIND**  
*the*  
**GAP**

Listen to **CRUISE1323** to win a trip to Fiji

**AXIS**  
TRAVEL CENTRE  
[www.axistravel.com.au](http://www.axistravel.com.au)

# ELEPHANT TALES

★★★★★  
"Children will adore this tale"  
"Another Gem"  
Sunday Mail

★★★★★  
"Much Joy, Adventure, Enchantment"  
"Great Fun"  
Stan James - The Advertiser

★★★★★  
"A REAL CHARMER"  
Sandy George - The Australian

COURAGE COMES IN ALL SIZES



## TRAVEL MAXIMS By Max Najar

6 If you want to get on in travel, or any other business for that matter, you will find his book invaluable.

*Ian McIntosh, Publisher,  
Travelnews Australia.*

Max Najar has changed the way travel agencies in Australia think and given them new hope for financial survival in an increasingly hostile world of shrinking commissions. In return for fees, he guaranteed clients nothing less than Australia's most professional service.

How does he maintain these standards?

Why is Axis Travel, which he owns, still the most awarded travel agency in Australia?

The man who shocked the industry by turning his back on discounting and introduced payment by credit card for corporates eliminating the possibility of overdue accounts (to name just a few of his achievements) honestly answers all of these questions, and more, taking you step by determined step on his often controversial ride to the top.



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## Have you GOT YOURS YET ?

### Max's book selling fast

Max Najar's new book, *Travel Maxims* not only tells you step by step how Axis Travel became the most awarded agency in the country - it includes everything from client files to how to sell your clients on service fees and ending the nightmare of 30 day plus corporate accounts. No wonder AFTA's John Dart calls it essential reading for all agency staff and students.

#### Maximise success

The author maintains that what he says in this book is what he has experienced from being on the long learning curve of life. The book contains the author's business maxims, learnt sometimes the hard way, when climbing up, or sliding down, that curve.

The book oscillates between an autobiography, a set of rules (13 in all) that are good for motivational purposes, and an insight into what it's like to be in the travel business — and from all accounts — succeed.

Published by the Handzon Company.

Here are some reader comments:

*I loved your book. Your comments about niche marketing, exclusive products and value-added products are surely the answer to successful marketing on the net.*

*- Jeff Davidson,  
Pacesetter Travel*

*Excellent book. I totally agree with charging for intellectual property in our ever exacting industry.*

*- Cally Burke,  
New Zealand Travel*

*Finished your book last night - its a ball searer.*

*- Michael Hay,*

His book *Travel Maxims* has proved a huge hit. As Jeff Hakim from J.L.S. Travel in Sydney says: A great read. Max, it should be a compulsory textbook at all travel and tourism courses.

## TRAVEL MAXIMS



By Max Najar

*The innovative business philosophies and techniques that created Australia's most awarded travel agency.*

## TRAVEL MAXIMS By Max Najar

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# WIN FREE TICKETS

**A NEW location,  
A FREE vacation\*!**



## AXIS TRAVEL LOYALTY OFFER:

*Thanking our loyal clients and their family.*

As one of Australia's, longest surviving and most successful Travel Agents, holding and exceeding every required and available Travel Industry accreditation and credential - we will **DOUBLE** any previous Axis Travel Centre client's loyalty by issuing two entry tickets per person per booking if we verify that you have previously booked with us since 1978! **Oh Yes!** *We still have the old paper records as well as our current computer records!*

As a **FAMILY BONUS**, we will also allow this **LOYALTY OFFER** to be extended to our past loyal clients immediate family so they may also experience the services, expertise and security of Axis Travel Centre who have delivered Travel services to clients within Australia and around the world for over three decades.

*All previous monthly Qantas winners and booked clients are kept in each draw for a chance to win with eligibility increased each time you book and also DOUBLED via our AXIS TRAVEL LOYALTY OFFER.*

*The more bookings you make-the more chances you get to win.*

» When you book Australian travel grab a chance to win a **FREE Domestic ticket\***, issued every month.

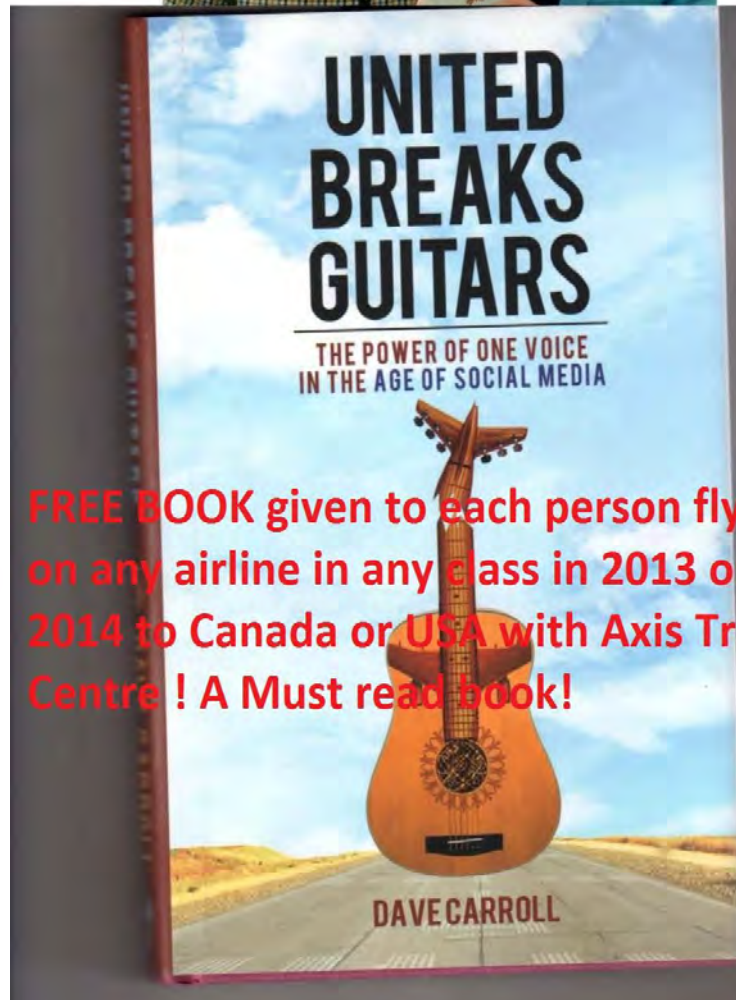
» When you book International travel grab a chance to win a **FREE International ticket\***, as the grand prize.

*After 33 Years at Tramere, Axis Travel will be travelling to new location at 220 Glen Osmond Road, Fullarton, from January 17th 2012*

Clients can expect the same dedicated professional team, same management, same contact numbers with even more advanced Travel technologies and client service facilities that we have succeeded in since 1978 and been awarded over 38 Travel and Business Awards that what we do actually works!

To celebrate the Axis Travel office move, clients who book travel with us from January 1st 2011 to travel anytime, anywhere in 2011 or 2012 will receive an entry into our exclusive travel promotion for chances to win FREE return Air tickets to fly to your chosen Qantas worldwide city or your Australian domestic city.

- There are no entry forms and no hassles, as each Travel booking made will have with FREE unique numbered entry ticket(s) per Adult and per child per booking.
- Online, Phone and Fax bookings will also receive eligible unique numbered entry tickets that will be emailed, posted or faxed.
- The more travel Bookings you make - the more chances you get, as all Individual plus Corporate travel bookings will have eligibility in addition to Foreign Exchange purchases, Travel Insurance, Frequent Flyer redemption bookings, Membership transactions and all Cruise bookings.



**FREE BOOK given to each person flying on any airline in any class in 2013 or 2014 to Canada or USA with Axis Travel Centre ! A Must read book!**





**FREE**  **AIR TICKET\***

[www.axistravel.com.au](http://www.axistravel.com.au)

**TEL: 8433 1111**

*\*Conditions apply in this world-first, unique and exclusive Promotion.*



s, integrity and the intangible life

Celebrate Our Name  
On a  
Qantas Plane

ONLY AVAILABLE HERE

FREE \$50 Axis Travel/Qantas  
Travel Voucher(s)\*  
FREE Qantas air ticket\*

ASK ME HOW YOU CAN WIN!

r on the side of one of our planes.

see it on a special detailed 3D model, [click](#)

of thousands of Australian faces [click here](#) to





**Celebrate our name on a Qantas Plane**

An exclusive world-first promotion.  
 Book **QANTAS** with **AXIS Travel Centre** @  
 220 Glen Osmond Road, Fullarton, 5063  
 Tel: 08 84331111 [www.axistravel.com.au](http://www.axistravel.com.au)

**FREE \$50 Axis Travel/Qantas Travel Voucher(s)\***  
**FREE Qantas air ticket\***



**ENTRY that won the paintjob aboard new QANTAS Boeing aircraft**

From: [ax@axis.com.au](mailto:ax@axis.com.au)  
 Sent: Thursday, 5 July 2012 2:17 PM  
 To: [1978doreng@qantas.com.au](mailto:1978doreng@qantas.com.au)  
 Subject: Congratulations! You've won!









**FREE LIMOUSINE TRANSFERS**

**FLYING** **BusinessClass**

**or**

**FREE STOPOVER IN DOHA**

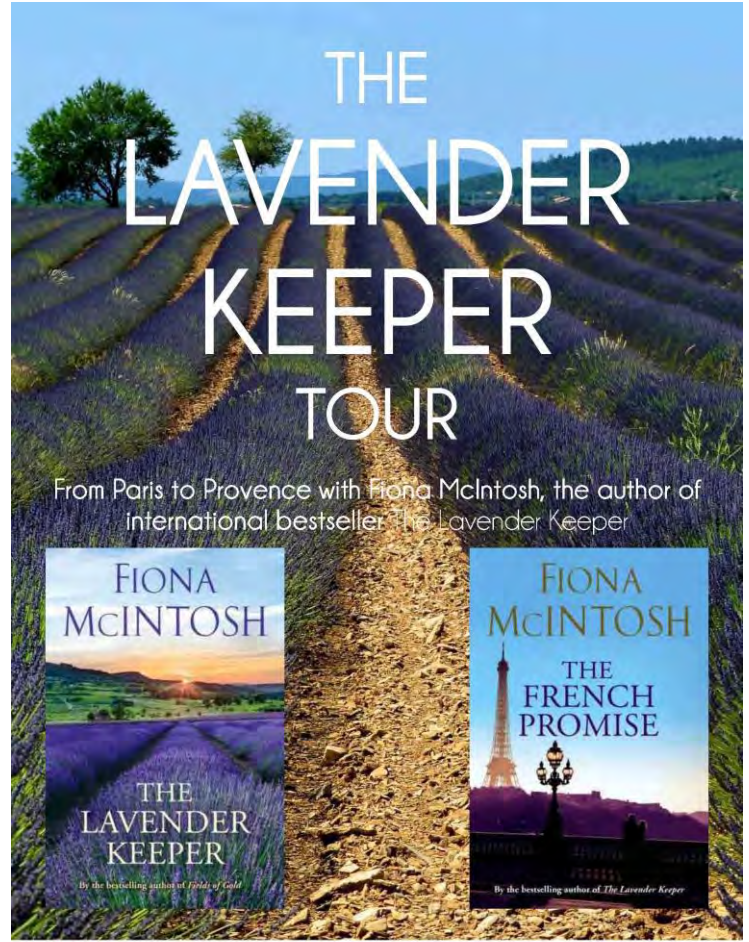
**FLYING** **Economy class**

**EXCLUSIVE TO** **8433 1111**



[axis@axistravel.com.au](mailto:axis@axistravel.com.au)

*Travel anytime up to July 31<sup>st</sup> 2018 with tickets issued by AXIS before Aug 12<sup>th</sup> 2017.*





© Can Stock Photo - copyright2011

**NEWEST RADIO AUDIO GRABS**



**CLIENT COMMENTS VERBATIM**





# traveltrade

#1 IN READERSHIP

OCTOBER 13-26, 1993

the national newspaper of the travel industry

travel

**MAX NAJAR**, whose company is the industry's choice as Travel Agent of the Year in consultancy fees. He spoke to IAN MARSHMAN.

**MAJOR AUSTRALIA-WIDE HEADLINES OF ADDITIONAL AWARDS AND NEW OFFICE.**

## Winning ways: the Max factor explained

Why do you think so many principals nominated Axis Travel as Australia's Travel Agent of the Year?

I read it as a vote of confidence in innovation and the sales disciplines we practice.

We work in harmony with the airlines and the wholesalers and that is not something we just discovered - we have been doing so for the last 15 years.

Of course, underwriting all that is a commitment to professionalism and quality customer service which is much more than just lip-service.

Can you explain the philosophy behind your agency?



We'll compare one product against the other and give the client the best possible value, even if that means the best value is offered by a non-preferred.

At the end of the day we are here to service to the client.

Have you ever lost clients because of that policy?

Yes, we have lost a few, but the ones we have lost certainly don't come anywhere near the clients we have gained.

We have tended to lose people who are shopping around for the cheapest price, and they're the clients who cause this industry so many problems.

industry generally enjoys that respect at present, but if our agency in any way shows the way, then the whole thing has been worthwhile.

From your viewpoint as national vice-president of the Australian Institute of

Travel and Tourism (AITT), what role does professional development, such as that provided by AITT and even ATAQ, have?

I think this is the way of the future. The travel students of today will lead this industry to a better

future because they understand customer service - they are committed to ongoing training and superior product knowledge.

Without that professionalism, clients will rip agents to pieces.

Continued page 30

**BULK SALES**

## Max Najar on the future of agents

From page 7

We are looking at a future - and it is not too far away now - where interactive technology will put travel modules at the

tools to benefit their clients and themselves.

There is no doubt that people want a personal opinion - agents are constantly asked, 'what did

## Way ahead with Axis

THE TRAVEL industry has always supported the view that long journeys do not put clients off because they regard getting there as half the fun.

At Axis Travel Adelaide - Australia's Travel Agent of the Year - owner Max Najar has taken the concept a step further and made buying the holiday an experience in itself.

From the moment clients walk in the front door of the agency's purpose-built building opened earlier this year, the style of service is unlike that of



class' experience, for those invited into Mr Najar's office it becomes 'first class' with a choice of several different teas and coffees (all made with imported water) and music.

One of the most extraordinary things about the agency is outside in the form of a huge sign featuring the company's futuristic logo in vibrant colour.

It is made of a rubber compound imported from Germany and is itself up for a major award in the outdoor-advertising industry. But it is not just the physical structure

view on page 7 of the main *Traveltrade* issue).

Mr Najar claims the structure and style of the agency are in readiness for a rapidly approaching new age in which travel agents will have to justify higher prices than those available to clients booking through interactive media.

"Agents will have to go far beyond where we are today to make sure we use technology to provide the best possible information," he said, "because we will soon have to justify the argument that it is better to buy from a human being than from a television in the client's lounge-room."



TO THE MAX: Travel Agent of the Year Max Najar



# TRAVEL NEWS AUSTRALIA

THE MONTHLY MAGAZINE FOR CONSULTANTS

SEPTEMBER 1990

## BOOSTING PROFIT: The Najar Solution

Nine years ago, Max Najar decided to do something about the plummeting profitability of the travel business.



**PLUS**

**AVIATION**

Air New Zealand begins its second Adelaide - Auckland service on October 29.

**DESTINATIONS**

What's happening in China? A special report by award winning journalist Kerry Kenihan.

**CRUISING**

Early sales for newcomer Achille Lauro have been slow.

**H**

Ian McIntosh's



# AUSTRALIAN Travel @agent UPDATE

June 2007

VOLUME

**In this issue:**



**YOUR JOB IS SAFE** and you have a very bright future says Max Najar after a major study tour in the US.

**ARE YOU TAPPING** into the huge new demand for the Middle East? wonders Etihad chief, Aussie James Hogan.



**NOW IS THE TIME** for you to enter and win the prestigious **AVIS 2007 Travel Agent Scholarship of Excellence**. It will do wonders for your career.



**IT'S TIME** for your clients to shop until they drop - in Hong Kong, Singapore, Thailand or Malaysia.

**DISNEYLAND RESORT** California's newest attraction is the Finding Nemo Submarine Voyage. This promo sub is currently on the prowl in the US.



Disney's sub on wheels.

**PLUS:** Special for you, top deals and special tour ideas for your clients and the latest airline, cruising and accommodation news from an authority you can trust.



## CHOOSING A NEW HARDWARE / SOFTWARE PLATFORM

Max Najjar researched for 18 months before choosing Axis Travel Centre's new hardware and software platform with advanced networking. Amadeus with add-ons was chosen as the res system with database/accounting provided by Serco Retail. Hardware and networking will be provided by Logitech South Australia.



**Y**ou should see technology as an investment - not a cost. My first advice is to invest your time and that of a colleague or professional person investigating the CRS/GDS that best suits your needs and client base today and for tomorrow.

If your current CRS/GDS can meet that need-stay where you are but remember that most CRS companies do very, very similar things. Invest in searching for the best hardware to carry the new system. If your hardware is Pentium 3 or 4-that should suffice the next 3-5 years. Travel Industry staff need strong, fast, robust CRS units that can work efficiently. We are not desk top publishers or architects requiring flamboyant CRS

capabilities. Ensure that you have good internal cabling and networking connections running @ 100mps speed (and not the old 10mps).

Ensure that any new connections are able to interconnect with USB ports and maybe even Blue Tooth or Infra Red devices. This is called future-proofing your Office.

Consider the CRS/GDS company as only part of the equation as the peripheral booking engines, software add-ons and hardware/networking support can easily sway you from one supplier to another.

Install a file server (I will not talk about the ASP solution here-more about that later) that has ample HDD (say 40 gig plus), a CD rom and floppy unit with at least seven auto backup tapes, APC style power surge unit, firewalls and auto

virus-scanning to protect all office staff units. I like PCilion Virus Scanning and the included Microsoft SBS firewall technology with Windows XP Professional.

Install staff CRS units that have DVD and CD rom readers (not burners) with no floppy disk drives running @ highest RAM (512k +), 40 gig HDD, Pentium 4 @ 2.4 speed. Save money and stop office time loss and floppy disk drive viruses by investing in one floating floppy drive that only management can authorise use of and a floating CD/DVD burner if required. This can protect office time and possible staff loading viruses.

Get a hardware printing company or your local Installer to compare your monthly printing costs and old-fashioned faxing costs with a better solution. We did. We removed seven printers-replaced them with one mother beast, added a new colour Printer and networked faxes from Windows XP Professional and are saving \$120 a month already. It causes staff to walk three metres more to get their print jobs but this prevents them complaining about any RSI style bum ulcers. Also our future reliance on hardcopy paper prints and faxes has diminished anyway. Ensure all office CRS can e-mail and e-fax from their desks. This saves time, is faster, saves paper, saves power, saves Inkjets and looks more professional at the recipients end.

*Continues next page*



Discover the Treasures of India: [www.tourismofindia.com](http://www.tourismofindia.com)



# The QANTASTIC Grand Prize: A Free Return International Qantas Ticket



All travellers who have booked with Axis Travel Centre PLUS all monthly winners will get a chance to win this GRAND PRIZE. On June 30th 2005, a final draw will be made to give away a FREE QANTAS INTERNATIONAL air ticket to fly to any major QANTAS city in Europe, USA or ASIA. You decide on the online QANTAS city to fly into and we will issue the winner (YOU?) with a FREE economy class air ticket.

Naturally, conditions apply with restrictions on some dates and availability.

This major Prize is valid for use anytime up to Dec 31st 2005 with conditions applicable, but ticket is transferable to family or friend.

**The more bookings made - the more chances you get to win.**

## What type of bookings are eligible?

Any domestic Australian or International Air travel bookings, Hotel bookings, Car rentals, Cruises, Travel Insurance, Frequent Flyer tickets, Rail/Bus bookings, Package Tours and Coach Tours.

All you need do is book your travel with Axis Travel, either ONLINE or OFFLINE

## How to win:

- After you complete your travel booking ONLINE or OFFLINE with Axis Travel our computer will automatically issue a unique Booking number to give you an opportunity to win.
- This number is automatically placed into our monthly draw.
- The month of booking finalisation will determines the Month of draw.



But wait there is still more.....with two ways to increase your chances to win !

### **BONUS QANTASTIC DOUBLE CHANCE TO WIN!**

All travellers who are issued with a QANTAS airticket(at least 1 sector) who travel First or Business class will get DOUBLE chances to win that prize as we will place your Booking Number entry TWICE into that draw. So Qantas travellers will get double chances to win that monthly prize or the magnificent QANTASTIC GRAND PRIZE



### **BONUS AMEX CARD DOUBLE CHANCE TO WIN!**

All travel bookings charged against any American Express Card will get DOUBLE chances to win that prize as we will place your Booking Number entry TWICE into that draw. No need to do anything as we can decipher ONLINE bookings that use the AMEX card for flights, hotels Insurance sales and car hires and will automatically enter you twice. As a very special honour for AMEX, Centurion and Platinum card members, Travel charged to these cards will receive TRIPLE chances - only if you advise us if you hold this AMEX status at time of booking please



# GRAB YOUR SLICE

In 2007, award winning Axis Travel Centre will be 29 years young and celebrating by giving you FREE BIRTHDAY CAKE SLICES to receive FREE GIFTS !

• **TO GRAB SLICE 1 & SLICE 2 YOU MUST REGISTER**

your unique **birthday card "GRAB YOUR SLICE" number.**

Register your name and contact details with us to be part of our **29th BIRTHDAY DRAW** database to be eligible to have a chance to grab **SLICE 1 : A "LONELY PLANET" GUIDEBOOK** (drawn monthly) and also stay in the same draw box to have a chance to grab **SLICE 2 : FREE QANTAS AIRTICKET** to fly anywhere in Australia!



• **TO GRAB SLICE 3 - FREE Travel Insurance** is available without registering, for all travel bookings\*.



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\*Conditions apply

"When professional advice and quality service matter most" ©

## Net bookers return to agents for better service

### RETAIL

Retail corporate travel agencies say their clients are returning in droves after deserting them in favour of booking on the internet.

Australian Business and Conference Travel senior corporate manager Allen Elias says most of his clients tried the internet, but returned to his agency after they found online bookings offered false savings.

"Basically, people book on the internet and have no idea what they're booking," Elias says.

"It ended up costing them more in the long run, when they found they couldn't change their flights without paying extra."

Elias estimates up to 99 per cent of his clients have now returned after failing with online suppliers.

"What business travellers need is flexibility and that's what they can't get from the internet."

Recent studies by the National Business Travel Monitor in the US show 32 per cent of business travellers use travel agents, an increase of seven per

cent from the previous year.

BTI Australia operations manager NSW Geoff Fairall also says he's found a similar trend occurring in Australia, although the US is generally a little further ahead in the travel market.

"We are definitely seeing the consumer is seeing value in having a travel management consultant."

AFTA CEO Mike Hatton says the return to agencies was "bound to happen".

"Companies are now saying to themselves, 'A good secretary is paid \$60,000 to \$70,000 a year these days,

why should I be paying this person all this money to spend hours on a computer trying to find me a cheap airfare when I can pay a fee to a travel management company?'"

Hatton says the lack of support from internet suppliers is also a key factor.

"In an after-hours situation they want to be able to ring somebody to get something fixed but the end supplier is often not available.

"I always say if something goes wrong, who are you going to ring?"

MELISSA HADLEY & CARMEL SPARKE



# LOOK + BOOK + WIN



## ONLINE or OFFLINE ©

BOOK travel ONLINE or OFFLINE and each Travel booking you make will get a chance to win one or more Travel Prizes.

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### FREE 3 Day Car Rental

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### FREE 3 Nights First class Hotel

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Just like our unbiased travel portal site - you get to choose the preferred Prize - not us! but WAIT ...there is more...



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All travellers who have booked with Axis Travel Centre PLUS all monthly winners will get a chance to win a FREE QANTAS INTERNATIONAL air ticket to fly to any major QANTAS city in Europe, USA or ASIA. You decide on the online QANTAS city to fly into.

This major Prize is valid for use anytime up to Dec 31st 2005, conditions apply with restrictions on some dates and availability, but ticket is transferable to family or friend.

The more bookings made - the more chances you get to win.

### What type of bookings are eligible?

Any domestic Australian or International Air travel bookings, Hotel bookings, Car rentals, Cruises, Travel Insurance, Frequent Flyer tickets, Rail/Bus bookings, Package Tours and Coach Tours.

All you need do is book your travel with Axis Travel, either ONLINE or OFFLINE

### How to win:

- After you complete your travel booking ONLINE or OFFLINE with Axis Travel our computer will automatically issue a unique Booking number to give you an opportunity to win.
- This number is automatically placed into our monthly draw, with the month of booking finalisation will determines the Month of draw.



#### BONUS QANTASTIC DOUBLE CHANCE TO WIN!

All travellers who are issued with a QANTAS airticket (at least 1 sector) who travel First or Business class will be entered TWICE into the draw. So Qantas travellers will get double chances to win that monthly prize or the magnificent QANTASTIC GRAND PRIZE



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Cards

#### BONUS AMEX CARD DOUBLE CHANCE TO WIN!

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As a very special honour for AMEX, Centurion and Platinum card members, Travel charged to these cards will receive TRIPLE chances - but please advise us if you hold this AMEX status at time of booking.



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South Australia

CPA Business Jigsaw  
Official Conference Publication

GOLD PAGES  
Business Directory Inside

feature

## Axis a winner on points

Axis Travel has been around since 1978, so you would expect principal Max Najjar would know the ins and outs of international travel.

That's true to the point that Axis has developed a unique facility with incentives that by rights should be the domain of airlines.

"Frequent flyer schemes aren't loyalty schemes," Max says, flatly. The workings of international travel and accommodation are far too complex for customers to get real benefit, he believes.

The concept is simple. For a nominal fee, Axis puts its inside knowledge to use for corporate clients. First, Max suggests how to arrange spending on frequent flyer plans to maximise points. Then, Axis leverages the best deal possible and buys tickets, etcetera on the client's behalf - which requires special licensing.

The scheme extends to all facets of individual holiday travel, corporate account bookings and cruises.

"We are one of only a few licensed travel agents that can manage and advise you of how best to acquire, redeem and issue frequent flyer tickets," Max says. "We have our own Frequent Flyer department that 'deconfuses the confusion' called Redeem2go."

For instance, it's routine to save enough on a flight to London to redeem a free flight from Adelaide to Sydney also. Because travel deals change daily it demands product knowledge of "air flight permutations, routes, cross-pollination of alliance partner deals" that are often promoted internationally - but not within Australia.

"Our staff are privy to airline redemption codes, yield management peaks and troughs, where and when to redeem and transfer points from a card base to an airline/hotel scheme, plus when bonus and reduced point deals apply," Max says.

Nine years ago, when Max was (discreetly) active on both Ansett and Qantas advisory boards, he watched the birth of frequent flyer schemes and the way they would develop.

As the schemes matured, he saw his chance.

"The airlines say 'What are you doing?! And we say we are here to satisfy the client's needs, not yours," Max says.

"I'd venture to say that in Redeem2go we have one of the biggest schemes in Australia, if not the biggest. About 60% of the participants don't live in SA.

"There may be 136 ways to get from Adelaide to London and it's the travel agent's job to get find that best way from A to B to C."

Max asserts that travel agents in the US and Canada are seeing clients returning because web services simply can't cover all the possibilities. Nor can they make the wide range of connections to land transport and accommodation that travellers inevitably need.

Direct ticketing services where operators are required to turn over transactions within a certain time don't allow - and sometimes don't want - to explain all the alternatives.

Nominal service fees apply to the Redeem2go service, but Axis assumes the usual liability for dotting 'i's and crossing 't's. That's important.

"I was amazed. Over the Christmas period fully 10% to 15% of tickets issued by the carriers were wrong - people booked to fly on the wrong day and the like. We went back to the carriers and had the tickets reissued," Max says.

"The client doesn't see any of that. It's more than just a cheap international ticket."

GOLD PAGES Member





## The New World

# Protecting your bottom line post Bali

Tips and ideas from the industry's leading experts



Ian McIntosh's

@agent  
update



We must be excellent travel agents and superb business people.

- Mike Hatton CEO, AFTA



I think we have to be up there, up front. Because that is what people need - a confidence booster.

- Phil Hoffmann, Phil Hoffmann Travel



You should treat new technology as an investment - not an expense

- Max Najar, Axis Travel



Understand your worth - can you tell a supplier what makes you different from the other 4000+ agents?

Robyn Sinfield - Ulverstone Travel



## Kuala Lumpur + Bali

**\$1599 share Twin or \$2099 single room.**

**2011- Feb 28th to March 8th 2011 - Focus on relaxation & shopping**

- Stay only 1 week away from Adelaide! *Shop, sightsee and spend!*
- **4 nights in Kuala Lumpur & 3 nights Bali @ 4 star Novotel Bali Hotels.\*\***
- **Full breakfasts daily** included for energy to walk, shop, swim or get fat.
- **Kuala Lumpur city tour** included with ample free time to shop or relax.
- **Max will personally escort this trip using over 33 years' experience, advice and shopaholic knowledge. The focus is on shopping and relaxing.**
- **Indonesian Visa cost** is included plus All meet + greet + transfers included.
- Travelling economy class on direct Malaysia Airlines ex Adelaide.

**BOOKINGS will be confirmed on a "first come-first serve" basis**

**Deposit of \$220 pp required to secure this Package.**

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**Travel for FREE\* in 2003!**

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**AXIS**  
TRAVEL CENTRE

1978 Celebrating the 25th Birthday Anniversary of **AXIS TRAVEL CENTRE** Adelaide, Australia 2003

On the 25<sup>th</sup> day of each month throughout the year 2003, Axis Travel Centre will draw one lucky prizewinner\* from the pool of clients who have used our professional travel services or have referred clients to us throughout 2003 to win one of 12 prizes.

The more bookings or referrals made by you – the more chances you get to win. Domestic, International and Cruise bookings plus purchases of travellers cheques and clients who use our "Frequential Club" services are eligible – including all the corporate travellers themselves, their acknowledged travel booking assistants, and all leisure clients. PRIZES range from a free Qantas return airticket to any international destination (Asia/Europe/America/Africa/Pacific), a free return Qantas airticket to any domestic city, a free weekend AVIS car rental, free 2 night weekender in firstclass Australian hotel, free Cruise cabin upgrades, free travel vouchers, free travel insurance, travel guidebooks and luggage sets.

\*As with life, conditions apply

AXIS TRAVEL CENTRE Pty Ltd.  
"Integrating new computer technology with old-fashioned human touch"

**Celebrate our 25th Birthday with us - but you get to keep the presents**

AMERIGO EXPRESS Travel Services

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Email: axis@axistravel.com.au  
Website: www.axistravel.com.au

**AXIS**  
TRAVEL CENTRE

**VIP CRUISE INVITATION**

Dear Valuable Clients,  
Axis Travel Centre invites you to join a cruise information night with our senior staff and a very special guest speaker - Mr Tim Jarvis, world renowned adventurer and internationally acclaimed Polar explorer.  
This casual night will introduce you to CruiseCo exclusive Authentic Asia and Music Cruises and will be concluded with a chat with Tim about the exciting cruises to the Polar regions with Silversea Cruises.

**DATE: Tuesday, the 2nd of May 2017**  
**TIME: 6.00pm – 8.00pm**  
**VENUE: East Borough Cafe,**  
**96 Glen Osmond Rd, Parkside.**

**Limited space available!**  
RSVP by 30 April 2017  
Email : axis@axistravel.com.au or call 8433 1111

A selection of Cruise influenced food and drinks will be provided. Please, advise in case of any dietary restrictions.

EXCLUSIVE CRUISE OFFERS WILL BE DETAILED ON THE NIGHT, unavailable elsewhere.

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The Cruise Specialist

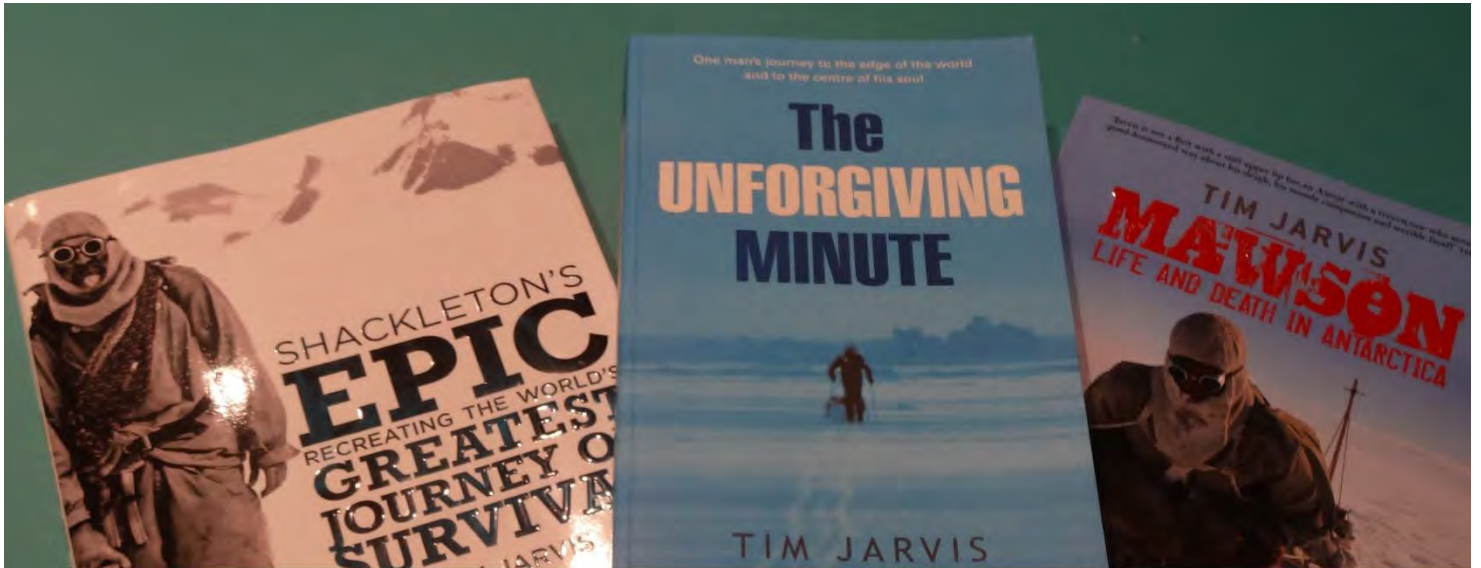












## **EXCLUSIVE AXIS TRAVEL BOOK OFFER**

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FARN DANTAS POINTS AND FREE MEMBERSHIP WITH ELIGIBLE CRUISECO HOLIDAYS! Conditions apply

# THANK YOU

In appreciation for doing what you did, when you did, even if you didn't have to do what you did when you did.

## FREE \$25 TRAVEL VOUCHER

**\$25 AXIS THANK YOU Travel Voucher** This FREE \$25 TRAVEL VOUCHER can be used by you or can be transferred by you to another person, if you wish. Voucher must be redeemed with travel commenced before December 23<sup>rd</sup> 2017.

*Conditions: Vouchers can be accumulated and used on same Travel booking. The person who surrenders this voucher to Axis Travel Centre staff is deemed the owner. No replacements made. Only this original voucher is eligible. Redeemable towards any Domestic package (Air and land) or International travel, Travel insurance policy or International Cruise. Axis Travel Centre will not replace this Travel Voucher if claimed to be lost, stolen, destroyed or claimed to be abducted by aliens or kidnapped by any extra-terrestrial beings, so keep it safe. Booking conditions apply. Contact us to start planning your travel, then redeem this voucher!*



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CORONAVIRUS (COVID-19)

## Covid19Tools

Covid19 Odd Variations Including Distancing That Obeys Our Lifestyle Strategies








OFFICE ToolKit

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