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# Y Travel agency taps into experiential travel trend with Y Factors

*Australian luxury leisure travel agency Y Travel has developed eight themes to create more*

*meaningful experiences tailored to each client's personal travel purpose and match individual passions to one-of-a-kind itineraries.*



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16 Aug 2022



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The Y Travel team.

Dubbed 'Y Factors', Y Travel Founder Yvonne Verstandig said the team's decades of experience helped identify eight overarching themes that categorise the right trip style for each client.

The Y Factors cover adventure, artistry, culture and community, generosity, nature and sustainability, taste and the unexpected, which Y Travel defines as the surprise of the unknown.

Experiential or transformative travel with a focus on authentic and meaningful engagement has been a leading industry trend in recent years and the desire to travel with purpose has ramped up post-pandemic as travellers rediscover the world.

“From immersive expeditions imbued with culture to thrilling adventures in nature and everything in between, our Y Factors allow us to connect our clients with experiences that truly resonate with their wants, needs and dreams, ensuring the most custom-fit trip possible,” Ms Verstandig said.



Y Travel Founder Yvonne Verstandig.

According to the Y Travel team, post-pandemic travel is more bespoke and conscious than ever before: “What we are already seeing – and what plenty of industry leaders have commented on – is a growing

trend toward carefully thought-out experiences.”

“The travellers of 2022 are seeking connection, they’re aware of their footprint, they have higher expectations from travel providers, and very rightly, they want the extra steps and cents to be worth it,” Ms Verstandig said.

“It’s time to encourage travellers to travel with passion and purpose.”

For more info, visit [ytravel.world](https://ytravel.world)

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# Birds of a feather: Air NZ lends a wing to endangered shore plovers

*Giving new meaning to a bird's-eye view, Air New Zealand took six young tūturuatu under its wing to relocate the rare native birds from Cape Sanctuary in Hawke's Bay to a new home on Motutapu Island to help shore up the endangered species numbers.*



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One of the world's rarest shorebirds with a population of just 250, tūturuatu (shore plovers) are endemic to New Zealand and are only found in the Chatham Islands and two predator-free islands off the coast of Aotearoa.

In partnership with the Department of Conservation (DOC), Air NZ flew the tūturuatu chicks from Hawke's Bay to Tāmaki Makaurau (Auckland) on 15 August 2022.

The endangered tūturuatu or shore plover in the Chatham Islands

The six chicks were transported in the aircraft cabin, securely fastened in seatbelts for their flight.

Flight attendant Annalise Michie said transporting the tūturuatu was an experience she'll never forget.

“Every day in my job, I look forward to greeting our wonderful customers but I got to greet some customers of a different, more feathery kind, and that's really special,” she said.

“It's not every day you get to say you played a small part in helping support the amazing work DOC does to protect the country's unique wildlife.”

Air NZ flight attendant Annalise Michie takes her precious cargo on board.

The chicks will spend around three weeks acclimatising to their new surroundings at a Motutapu Island aviary before being released to help bolster the shore plover population on the island's shoreline.

Air New Zealand's Acting Head of Sustainability Jenny Sullivan said the airline is proud to work closely with DOC.

"To be able to help move our precious wildlife around Aotearoa to ensure they thrive for future

generations is incredibly special to everyone here at Air New Zealand,” she said.

Over the past 10 years, DOC and Air New Zealand have partnered to relocate more than 4,000 native birds, including kiwi, kākāriki and takahe, and have also transported conservation dogs, which are vital to find and keep native wildlife safe from predators.

For more info, head to [airnewzealand.com](https://airnewzealand.com)

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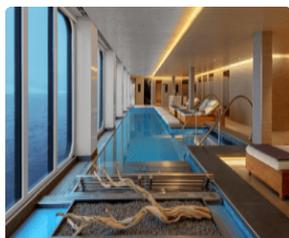


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