

NOVEMBER 2007

Travel World

The Magazine for Destination Travel Specialists

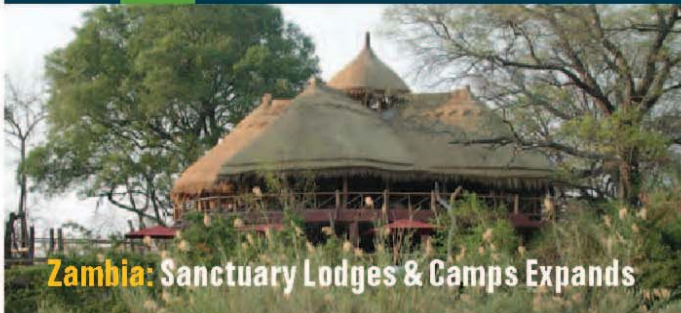
NEWS®



Caribbean

Riviera Maya: The New Sandos Caracol Is Better and Much Bigger

Africa



Zambia: Sanctuary Lodges & Camps Expands



Argentina Invites Your Clients

National Institute for Tourism and Promotion Opens the Country for Exploration

Latin America



Ethiopia: Flying High with Ethiopian Airlines



Latin America TravelMart Scores in Colombia



Tanzania: Land of Kilimanjaro, Zanzibar and the Serengeti

Travel World NEWS®

The Magazine for Destination Travel Specialists

NOVEMBER 2007

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WORLD TRAVEL AWARDS FOR THE AMERICAS A GREAT SUCCESS IN NEW YORK; JUMEIRAH ESSEX HOUSE HOSTS AND WINS

The World Travel Awards (WTA) have announced the regional winners for the Americas at their World Travel Americas ceremony in New York.

More than 250 top executives from the travel industry celebrated their achievements with stars from Broadway and Hollywood at the luxurious Jumeirah Essex House.

During the event trophies were well received by Delta Air Lines, which was voted "North America's Leading Business Class Airline." Hilton Hotels Corporation picked up "South America's Leading Hotel Brand" and Europcar International scored "Central America's and South America's Leading Car Hire Company." Over 20 awards were presented to winners during gala ceremony.

"I can imagine no better place for an event honoring excellence in the travel industry than right here in our City, which welcomed nearly 44 million visitors last year," commented Mayor Michael Bloomberg on the event. "In New York City, we are committed to setting ambitious goals and finding innovative ways to reach them – two qualities that the World Travel Awards also value."

It was a night to remember, as the audience enjoyed a mix of music, comedy and entertainment. The regional awards were hosted by Lauren Holly, along with radio and television host Todd Newton.

Stand-up comedian Wendy Liebman was also there and there was a surprise performance of the musical hit Jersey Boys.

"We expanded the World Travel Awards scheme to the Americas with our Grand Tour, and we have been extremely well received in New York this year. The response from award winners who attended the event has already been very positive," said Graham Cooke, President and Founder of the World Travel Awards. "We now look forward to the other regional events and the global awards in the Turks & Caicos."

Key industry figures including Kay Urban, President & CEO North America of Amadeus, Pam Elledge, SVP Global Sales & Distribution of Delta Air Lines, Nigel Page, SVP Commercial Operations The Americas of Emirates, Adolfo Crespo, Executive VP Customer Services of Mexicana Airlines, and Cheryl Rutenberg, Vice President Merchant Sales, VISA USA Inc, attended the black-tie event, which provided an excellent networking environment for the region's travel industry elite.

The media interest in the event was considerable. As many as 16 high-profile publications attended the awards, including: *CasaLife Magazine*, *Condé Nast Traveler*, *Contribute Magazine*, *Elite Traveler*, *Executive Travel*, *Executive Travel Skyguide*, *Hotel Business*, *New York Living Magazine*, *Successful Meetings*, *Meeting News*, *Town & Country Magazine*, *Travel Weekly*, *Travel + Leisure*, *Travel World News*, *Travel Agent Magazine* and *Travelgirl Magazine*. As WTA's official media partner, BBC World will broadcast the regional awards to over 280 million homes in over 200 countries and territories on Fast:track, one of the station's best known travel programs.



Scott Dawson, General Manager of Jumeirah Essex House with Graham Cooke, President of World Travel Awards.

JUMEIRAH ESSEX HOUSE HOSTS AND WINS

New York City's landmark Jumeirah Essex House, the host of the World Travel Awards, took top honors in three categories. The Jumeirah Essex House was awarded with the distinction of being "North America's Leading Hotel," "North America's Leading Business Hotel" and "New York's Leading Business Hotel."

"The World Travel Organization has been recognizing excellence in the travel industry for the last 14 years, and we are thrilled and honored to be have been awarded in these three prestigious categories," stated Scott Dawson, General Manager of the Jumeirah Essex House. "New York City continues to be one of the world's most dynamic and vibrant travel destinations, and it was an honor for the hotel to have played host to such a prestigious event."

Voting for the Americas categories started in March of this year and ended in August. During this period ballots were completed, returned and processed using the online voting form. The winners of The Americas Awards Ceremony will automatically be put forward as nominees in their respective global categories. The world winners will be announced at the grand final, the Annual World Travel Awards Gala Ceremony in the Turks & Caicos in the Caribbean on December 12 this year.

For the first time in 14 years, the World Travel Awards cover the various country and regional level awards by recognizing award winners in their own territory.

Other chosen locations for this year's grand tour include Newcastle Gateshead in North East England for the European & Green Awards and Bangalore in India for the Asia, Australasia & Indian Ocean Awards. The complete winners' list and pictures from the event are now available on the official WTA website.

The World Travel Awards, www.worldtravelawards.com;
Jumeirah Essex House, 888-645-5697, www.jumeirah.com

FITUR '08 TO PROMOTE SPANISH INVESTMENT IN THE U.S; PORTUGAL DOUBLES ITS EXHIBITION SPACE

The United States is the first economy in the world, with one of the highest income per capita figures. It is also the third largest country. All of these factors have made this country the leading destination for foreign investment in the world, with America playing a leading role on the international scene.

The tourist industry has also joined the mass of companies that invest in the United States and today, numerous Spanish companies either manage or own tourist establishments in different cities located throughout the country.

The United States will once again attend FITUR with a strong delegation. FITUR will provide an ideal opportunity for the American participants to establish trade relations with Spanish companies, as well as businessmen from some 170 countries/regions. FITUR also provides an ideal setting in which to explore new collaboration initiatives, while also helping to strengthen the business ties that already link the United States and Spain.

The United States occupies third place in the ranking of most popular world destinations in terms of foreign tourist arrivals, coming behind only France and Spain, according to figures furnished by the World Tourism Organization (WTO). The United States is currently the most popular destination for Spanish tourists in North America today.

Professionals from the Spanish tourist sector are well aware of the considerable potential the country presents. This much is reflected by the fact that some of the leading Spanish hotel chains are already present in certain cities throughout the U.S. Sol Meliá currently owns three establishments, located in New York, Chicago and Puerto Rico; Barceló Hoteles manages a total of 44 hotels distributed throughout the country; Cadena Riu has been present in Miami since 1992; and Vincci Hoteles has set up operations to date in New York and California. In the case of NH Hoteles, in April 2007, it opened a hotel in the center of the business and tourist district of New York following its purchase of the Italian chain, Jolly Hotels. For its part, Transhotel, Proveedor Global de Servicios Turísticos incorporated some 30 hotels in the United States within its international product portfolio last August.

Furthermore, some of these companies are in the midst of expansion plans and projects in the United States. Barceló Hoteles has signed four agreements to manage hotels in Virginia and Baltimore. Vincci Hoteles will open a new establishment in Miami in the year 2008.

Spanish businessmen, buoyed by the sustained growth of the United States economy and the current dollar exchange rate, have made the United States a strategic and priority market for their business ventures abroad.

Portugal will occupy the largest stand in the International Section at FITUR '08. The country's decision to attend the International Tourism Trade Fair with an exhibition area measuring some 1,503 square meters highlights Portugal's interest in participating at an established event, one that provides an ideal set-



ting for promoting tourism business.

Portugal's growing participation at FITUR, an event it has attended since 1981, matches the increase in the number of tourists who visit the country from abroad, especially Spaniards.

Portugal's large exhibition area at FITUR '08 will enable the country to provide a wide-ranging insight into all its cultural, business and nature-based tourism opportunities, among other products and services. The stand will extend around the central square, presenting a series of interactive animated images based on the latest technology, along with various amusements and performances. With regard to the increase in exhibition space at the fair, Antonio Araujo, the Head of the Portuguese Tourist Office, has stated that "this increase is due to a number of different aspects. First of all, it forms part of the Strategic Plan 2006-2015, which seeks to make tourism a key industry in Portugal, one that accounts for 15 percent of GDP and provides employment for 15 percent of the working population. Second, Spain is one of our strategic markets, although we shall also take advantage of the opportunities FITUR offers us to present our products and services to the rest of the world-wide tourist industry. By increasing our exhibition area, we have also been able to cater for the demand of many Portuguese companies that were unable to attend the fair up until now."

The strong presence of Portugal will add to the growing international dimension at the fair. The International Area accounted for 43 percent of the overall exhibition at the last edition. Furthermore, it will have the opportunity to discover the current state of the tourism industry thanks to the participation of some 14,000 companies from 170 countries/regions. The fair also attracts 250,000 visitors, including more than 151,000 professionals from the industry itself.

The 28th edition of FITUR, the first grand tourism event of the year designed to boost commercial strategies, will occupy all 12 halls at Feria de Madrid, opening its doors between January 30 and February 3, 2008.

FITUR, www.fituronline.com

MEXICO'S RIVIERA MAYA SEMINARS ANNOUNCED FOR FALL/WINTER 2007

Travel professionals in key U.S. and Canadian markets are being invited to attend an educational seminar series called "Come to Know Riviera Maya". These events unite Mexico's most important tour operators, airlines and hotels serving the Riviera Maya region of Mexico's Yucatan peninsula.

The evening or breakfast seminars are being coordinated and taught by Oregon-based Destination Ventures, Ltd. Experts in Mexico marketing,

Destination Ventures is best known as the organizers of the popular "Magic of Mexico" seminar series (sponsored by the Mexico Tourism Board) and Cancun Tourism Institute (sponsored by the Cancun CVB).

"Riviera Maya has become a must-know destination for leisure agents," said Jane Custer, Vice President of Destination Ventures, Ltd.

"With over 25,000 sleeping rooms and 100 miles of scenic Caribbean shore, agents are bound to have clients that are ideally suited to vacationing in this region."

For agent attendees, the program offers a highly interactive experience. Agents can expect small-group, face-to-face supplier meetings, a sit-down dinner with hosted wine

(or breakfast), and classroom-style education (a 60-minute seminar led by Destination Ventures expert instructors), brand-new Riviera Maya videos, and full-color Study Guide on CD.

The planned events are sponsored by the Riviera Maya Tourism Board. Special Winter 2008 attraction and lodging updates will be announced, and several vacation stays will be raffled to attendees.

The 2007 Event Schedule is as follows:

November 12, Dearborn, MI; November 13, Chicago, IL; November 14, Denver, CO; November 15, Los Angeles, CA; November 26, Houston, TX; November 27, Dallas, TX; November 28, San Antonio, TX; November 29, Atlanta, GA; December 3, Vancouver, BC; December 4, Seattle, WA; December 5, San Francisco, CA; and December 6, San Diego, CA.

The cost to attend is \$8 and parking is hosted. Agents will also receive a gourmet dinner or breakfast, hosted wine, face-to-face supplier meetings, classroom-style education, supplier package previews, and a chance to win prizes.

Riviera Maya Tourism Board,
jaranda@rivieramaya.com, www.rivieramaya.com;
Destination Ventures, Ltd, 800-599-6633,
www.destinationventures.com

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For more information:
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www.africatravelassociation.org

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2007 WORLD TOURISM AWARD HONOREES ANNOUNCED



Tony Potter, CEO, Corinthia Hotels, as co-sponsor of the World Tourism Award with American Express, International Herald Tribune and Reed Travel Exhibitions, announced on September 19 the 2007 honorees at a press breakfast at Tavern on the Green, New York City.

The annual Award will be presented in London at World Travel Market on November 12, 2007 at Excel Centre.

The 2007 Honorees are three inspiring and visionary leaders of the American Tourism Society (ATS): Alex Harris, CTC Chairman, ATS and Chairman General Tours, one of the Co-Founders of ATS; Michael Stolowitzky, President & CEO; and H.E. Senator Akel Biltaji, of the Hashemite Kingdom of Jordan, Chair, Mediterranean /Red Sea Council.

The 2007 Honorees will be recognized for "their extraordinary vision and inspiring leadership in their respective roles as leaders in the

American Tourism Society, through which they have fostered the establishment of emerging destinations into the main stream of tourism; supported the training and development of local tourism companies and organizations; and have contributed to tourism becoming a vital factor in the fast-paced growth of employment in local economies."

The World Tourism Award inaugurated in 1997 and celebrating its 10th Anniversary, was established to recognize "the extraordinary initiatives by individuals, companies, organizations, destinations and attractions for outstanding accomplishments in the travel industry."

Pictured from left to right: Michael Stolowitzky, World Tourism Award (WTA) Honoree, President & CEO, American Tourism Society (ATS), Alex Harris, WTA Honoree, CTC, Chairman, (ATS), Vivienne Willison, Sales Director, Corinthia Hotels, Tony Potter, CEO, Corinthia Hotels International (CHI), Tom Nutley, Chairman, Reed Travel Exhibitions.

Corinthia Hotels, www.corinthiahotels.com;

World Tourism Market, www.wtmlondon.com;

American Tourism Society, www.Americantourismsociety.org

DJIBOUTI TO HOST 11TH ANNUAL ECO AND CULTURAL TOURISM SYMPOSIUM

The Africa Travel Association (ATA) has announced that Djibouti will host ATA's 11th Annual Eco and Cultural Symposium from December 3-7, 2007.

The event will be co-organized by the Ministry of Youth, Sports, Recreation and Tourism.

"Go now before the secret gets out. Djibouti is a place unlike any other place on this earth, with deserts, cliffs, layers of basalt, springs and lakes, and volcanoes," said ATA Executive Director Edward Bergman. "ATA is excited to introduce Djibouti to the leisure and adventure travel industry in North America and to offer members one of the first opportunities to discover its amazing travel product."

As the gateway for Red Sea shipping, Djibouti lies in east Africa, bordering Eritrea, Ethiopia, and Somalia. Mohamed Abdillahi Waiss, Director of the National Tourism Office of Djibouti, said,

"The Symposium marks the official launch of our country's promotional program in the North American market. We have invested significantly in our country's tourism industry over the last years and are proud to be at the forefront of the world's emerging travel destinations."

The five-star Djibouti Kempinski Palace Hotel, whose construction has raised the profile of the country as a tourist destination, will serve as the official Symposium hotel.

To market the Symposium and attract participants to the international event, Djibouti will participate in a "Destination Djibouti Road Show" in October. The show will target a highly selective group of travel tourism experts and professionals in urban centers in the United States and Canada and showcase Djibouti's tourism product among a variety of new audiences.

Africa Travel Association (ATA), www.africatourismassociation.org;

Djibouti, www.office-tourisme.dj;

Djibouti Palace Kempinski Hotel, www.kempinski.com

**BENEATH THE SEA TO BE HELD
MARCH 28-30, 2008**

Beneath the Sea, America's largest consumer ocean adventure, scuba diving, and travel exposition, will gather together over 300 exhibitors and professionals from all sectors of the scuba diving, oceans, environmental and underwater exploration communities to create a weekend of celebration of the underwater arts and sciences. Education is the most important part of Beneath the Sea's charter. To fulfill that obligation, Beneath the Sea offers an extensive series of scholarships during the weekend and sponsors over 60 seminars and workshops examining life in, on, and affecting the oceans of the world. In addition, there will be new product introductions, equipment demonstrations, presentations from exotic dive destinations, and social events.

Ocean Pals, Beneath the Sea's environmental education program for children, on Sunday, March 30, honors the winners of their 2008 poster contest and hosts a party for children. Contributing to this Beneath the Sea weekend, The Women Divers Hall of Fame presents a series of events, and their new inductees.

Beneath The Sea will convene its next Ocean Adventure, Scuba Diving Exposition and Travel Show at the Meadowlands Exposition Center in Secaucus, New Jersey March 28-30.

Beneath The Sea, info@Beneaththesea.org, www.Beneaththesea.org

**WALK ON THE GREAT WALL OF CHINA
WITH CIMPA**

Join CIMPA in the Race to Save the Planet, February 5, 2008. Held in conjunction with the International Technology, Meetings and Incentives Conference in Beijing on February 3-6, 2008, guests can take part in a race on top of the Great Wall of China, one of the Seven Ancient Wonders of the World.

A gala dinner to celebrate the champions as well as the 2008 inductees to the Asian Academy Hall of Distinction promises to be a once in a lifetime experience.

Cost is \$590 per person and includes registration fee, three nights accommodations in a five-star hotel (double), all seminars, all scheduled tours and scheduled meals. Extra nights are \$139 per room per night.

Before the meeting, guests can enjoy a cruise of the Yangtze River for \$448.

Post conference tours will be held February 6-9 in Vietnam and Cambodia. Cost is \$795 and includes airfare from Saigon to Siem Reap, three nights accommodations in a five-star hotel (double), all scheduled tours and meals.

A post conference tour will also be held February 9-12: Medical Mission to the Philippine Islands (cost: TBD).

CIMPA, www.cimpa.org

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NACTA ANNOUNCES 2007 CONFERENCE



JOANIE OGG



The National Association of Commissioned Travel Agents (NACTA) has announced that NACTA's Travel Professionals 2.0 Conference will take place on November 28, 2007 in Ft. Lauderdale, Florida at the Renaissance Ft. Lauderdale Hotel. The event will be like no other in the travel industry as it will bring travel agents together in a "Peer to Peer" learning environment.

"NACTA looks forward to bringing important and timely topics to attendees of the conference," said Joanie Ogg, NACTA president. "At past conferences we have surveyed members to find out what they would like to see at the next national conference. NACTA members tell us they love to learn from one another. That is what NACTA's Travel Professionals 2.0 Conference will bring to life with a 'Peer to Peer' day of extreme knowledge and a day where travel professionals will empower one another!"

The topics that will be covered include: The Agent Marketing Forum; The Agent Friendly Technology Forum; My Web site Works and Why; I Love My Host and Why; Groups Rule; Networking Successes; and more. Celebrity Cruises and Azamara Cruises will sponsor lunch with a special presentation. There will be a Supplier Marketplace and Tradeshow in the afternoon where suppliers can spend face to face time with the attendees. The evening event will take place at the Bimini Bar and Grill and is entitled "Hosts Will Be Hosts" A Culinary and Cocktail Experience. Royal Caribbean International and host agencies will sponsor this event.

The rate for agents registering now is \$39 per person for NACTA members and \$49 for non-members. Space is limited so agents are encouraged to register soon.

NACTA, NACTA@aol.com, www.nacta.com

SYTA CONFERENCE REPORTS ANOTHER RECORD YEAR

The Student and Youth Travel Association (SYTA), a leading trade association and "The Voice of Student and Youth Travel," reports another record year for the annual SYTA conference, held in Whistler, BC, September 7 – 11. The association continues to attract an ever-increasing number of tour operators, travel agents and other travel service providers, reflecting a burgeoning youth travel market that is estimated at more than \$10 billion.

Participants in this year's conference praised SYTA's ability to "think out of the box," citing an innovative conference agenda that

ensured every participant experienced a wide range of networking and educational opportunities. Three business trade sessions provided nearly eight hours of one-on-one meetings, while educational programs such as the motorcoach forum explored timely issues that are impacting the industry today, such as travel safety.

"The conference had a great feeling from the start. We created an agenda that provided attendees with strong networking opportunities, while also offering round table discussions that introduced them to like-minded colleagues in all facets of the youth travel market," noted Michael Palmer, Executive Director for SYTA.

The Student & Youth Travel Association (SYTA), 800-509-7982, www.syta.org

WORLD RELIGIOUS TRAVEL EXPO TO DEBUT OCTOBER 2008

The World Religious Travel Association (WRTA) will host the first annual World Religious Travel Expo & Educational Conference, October 29-November 1, 2008 at the Gaylord Palms Resort and Convention Center in Orlando, Florida. As the first international event of its kind, it will feature hundreds of travel wholesalers, suppliers, tourist boards, agencies and group travel organizers from the \$18 billion faith tourism industry.

Current sponsors and exhibitors include Globus Family of brands, Brennan Vacations, Carnival Cruise Lines, Holland America Line, Steps of Paul Coastal Cruises, Switzerland Tourism, Bahamas Ministry of Tourism, Jordan Tourism Board of North America, Gaylord Hotels, Pennsylvania Dutch Convention and Visitors Bureau, WordSpring Discovery Center, Christian Travel Finder, World Mission Tours, and Trafalgar Tours.

Exhibitors will include tour operators, tourist boards, cruise lines, transportation companies, airlines, travel agencies, event planning services, hotels and accommodations, missionary agencies, travel insurance companies and faith-based destinations, among others.

"Although religious tourism is one of history's oldest travel segments, no large-scale trade convention has ever been held for this 300-million traveler market," said Kevin J. Wright, WRTA president.

The WRTA Expo will feature two venues: The International Tradeshow and The Educational Conference. The combined event will provide the first world-class forum for travel suppliers, destinations, wholesalers, agencies and church travel planners to come face-to-face, develop partnerships, find new products and services, generate new qualified leads and build long-term profitable relationships.

Early-Bird savings apply to all organizations and individuals that register and pay by November 30, 2007. All WRTA Members will receive substantial savings when registering. Premium booth space is limited. Sponsorship and advertising opportunities are many and suit virtually any budget, including customized sponsorships.

World Religious Travel Association (WRTA), 800-657-1288, www.religioustravelassociation.com, www.religioustravelexpo.com

NEW ITTFA PRESIDENT DISCUSSES THE IMPORTANCE OF TRADE ASSOCIATIONS



JOHAN F. LUNDBERG

At its Annual General Meeting in Stockholm in June, International Tourism Trade Fairs Association, ITTFA, appointed its new President and Officers for the 2007/08 term. This year Johan F. Lundberg, Exhibition Manager for TUR, Gothenburg, will carry on the role of President.

"I am very pleased that I was elected as president for this coming year. Not only does it mean recognition for me individually but also for TUR as a show and it heightens its importance in the trade show industry in general," says Lundberg about his new role.

"For me, being President of ITTFA means that I can improve relations with my colleagues, exhibition managers and directors around the world, learn more about their shows and markets and hopefully I can contribute some ideas and initiatives too."

"With regards to the role of ITTFA in the travel trade and in the trade show industry in general, I think it is necessary to have an or-

ganization that can help both show organizers with all kind of issues regarding travel fairs, but also provide an opportunity for exhibitors and visitors to have their questions answered from a general point of view. As there are many shows in the organization, it makes it easier to have a dialog with organizations such as UNWTO, PATA and easier for them to address us as a group rather than individual shows. We also exchange experiences between the shows which hopefully makes it easier in the long run for the exhibitors and visitors to attend our shows."

Commenting on the strengths of the trade show industry, Lundberg states "Today technological developments are truly amazing, but we have realized that the more technical advances there are, the more need there is to meet face to face.

This is the very lifeblood of trade fairs and the reason they continue to succeed. It is always much more efficient and effective to hold business meetings in person and I think this will continue for a long time."

Lundberg hopes that in the coming year more shows from the Americas and Asia will join ITTFA so that the Association can work on a more international basis than it does currently.

Members, exhibitors and visitors will benefit from the increase and diversity of the experiences that these shows can offer.

ITTFA, www.ittfa.org; TUR, www.tur.se

Africa Travel Association's
33rd Annual Congress
 May 19-23, 2008
 Arusha, Tanzania

For more information:
 1.212.447.1357
info@africatravelassociation.org
www.africatravelassociation.org

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2007/08 - CALENDAR OF EVENTS

DATE	EVENT	LOCATION	CONTACT
DECEMBER			
1-3	ITM: India Travel Mart	Ludhiana, Punjab, India	www.indiatravelmart.com
2-5	8th Int'l Gay & Lesbian Tourism Conference	Ft. Lauderdale, FL	www.communitymarketinginc.com
3-7	ATA EcoTourism & Cultural Conference	Djibouti, Djibouti	www.africatravellassociation.org
3-6	International Luxury Travel Market	Cannes, France	www.iltm.net
3-6	International Golf Travel Market	Cancun, Mexico	www.igtm.co.uk
4	Travel Institute Annual Conference	Las Vegas, NV	www.thetravelinstitute.com
6-9	Arab World Travel & Tourism Exchange	Beirut, Lebanon	www.awtte.com
JANUARY 2008			
6-9	SATH World Congress	Orlando, FL	www.sath.org
11-13	Monte Carlo Travel Market	Monte Carlo	www.mctm.com
13-15	Caribbean Marketplace 2008	Paradise Island, Bahamas	www.caribbeanhotels.org
16-20	BTL 2008	Lisbon, Portugal	www.btl.fil.pt
17-20	ITF SlovakiaTour	Bratislava, Slovakia	www.incheba.sk
17-20	MATKA 2008	Helsinki, Finland	www.matkamessut.fi
18-26	ATF	Bangkok, Thailand	www.atf2008thailand.com
21-24	Go West Summit	Colorado Springs, CO	www.gowestsummit.com
30-Feb 3	FITUR 2008	Madrid, Spain	www.fitur.ifema.es
30-Feb 3	Discover America Pavilion at FITUR 2008	Madrid, Spain	www.discoveramericapavilion.com
FEBRUARY			
3-6	ITMI Conference	Beijing, China	www.cimpa.org
10-12	Jordan Travelmart	The Dead Sea	www.jordantravelmart.com
14-17	Holiday World 2008	Prague, Czech Republic	www.holidayworld.cz
19-20	AIME	Melbourne, Australia	www.reedtravelexhibitions.com
21-24	BIT 2008	Milan, Italy	www.bit.expects.it
21-24	Discover America Pavilion at BIT 2008	Milan, Italy	www.discoveramericapavilion.com
28-Mar 2	IFT 2008	Belgrade, Serbia	www.ift-belgrade.com
28-Mar 2	UTAZAS 2008	Budapest, Hungary	www.utazas.hungexpo.hu/2007_kiallitas_eng.php
29-Mar 2	NY Times Travel Show	New York City, NY	www.nytravelsshow.com
MARCH			
5-9	ITB Berlin 2008	Berlin, Germany	www.itb-berlin.com
5-9	Discover America Pavilion at ITB 2008	Berlin, Germany	www.discoveramericapavilion.com
7-9	Cruise3Sixty	Ft. Lauderdale, FL	www.cruise3sixty.com
11-12	British Travel Trade Fair	NEC, Birmingham, UK	www.reedtravelexhibitions.com
13-16	TUR 2008	Goteborg, Sweden	www.turfair.com
13-16	Discover America Pavilion at TUR 2008	Goteborg, Sweden	www.discoveramericapavilion.com
19-22	MITT 2008	Moscow, Russia	www.mitt.ru
19-22	Discover America Pavilion at MITT 2008	Moscow, Russia	www.discoveramericapavilion.com
26-29	UITT 2008	Kiev, Ukraine	www.uitt-kiev.com
29-30	Greater Houston Travel Show	Houston, TX	www.travelindustryshows.com
APRIL			
2-4	NTA Tour Operator Spring Meeting	Uncasville, CT	www.nta.travel
6-12	Mountain Travel Symposium	Vail, CO	www.mtntrvl.com
8-10	GIBTM 2008	ADNEC, Abu Dhabi, UAE	www.reedtravelexhibitions.com
11-13	Atlanta Travel Expo	Atlanta, GA	www.atlantatravelexpo.com
12-16	ASTA International Destination Expo	Lyon, France	www.astanet.com/conference/ide/index.asp
14-16	COTTM 2008	Beijing, China	www.cottm.com
16-18	HSMIAI Resort Conference	San Diego, CA	www.resortconference.com
22-24	IMEX 2008	Frankfurt, Germany	www.imex-frankfurt.com
MAY			
6-9	Arabian Travel Market 2008	Dubai, UAE	www.reedtravelexhibitions.com
19-23	ATA 33rd Annual Congress	Arusha, Tanzania	www.africatravellassociation.org
JUNE			
4	MITM Euromed	Cologne, Germany	www.mitmeuromed.com
5-8	CULTOUR 2008	Cologne, Germany	www.cultourfair.com
JULY			
20-Aug 4	BETEX 2008	Belize City, Belize	www.betex.bz

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FORMER INTRAV PRESIDENT RANDY DURBAND TAKES REINS AT TRAVCOA



COURTESY OF TRAVCOA

RANDY DURBAND

Randy Durband took over as President of luxury travel operator Travcoa this month, bringing with him more than 20 years of industry experience.

Durband was previously the President of INTRAV, a First Choice Expeditions company that was partly absorbed by Travcoa earlier this summer.

Prior to his role at INTRAV, Durband spent nearly 20 years at Tauck World Discovery, where he gained perspective on all aspects of escorted tour operations.

"Many of the Travcoa staff members have known and respected Randy for years, so he already feels like a part of the family," said First Choice Expeditions President Jerre Fuqua.

Fuqua is the immediate past president of Travcoa; Fuqua was promoted to President of First Choice Expeditions in 2006. "Randy's leadership at INTRAV and past industry experience made him absolutely the right person to take the reins at Travcoa," Fuqua continued.

Durband started at Tauck as a tour director and worked his way up to manage a staff of 240 tour directors. Later, he led e-business efforts and then moved into brand management. He also served on the company's executive committee, which led the strategic direction of Tauck. He received a master's degree in an Eastern Europe-area studies program at the University of Michigan and a bachelor's degree in history at Hope College in Michigan. He has traveled to all seven continents, and speaks Serbo-Croatian, French and Spanish. Travcoa, 800-992-2005, www.travcoa.com

PREMIER ALASKA TOURS APPOINTS RUTH MENSCH AS VP, NATIONAL ACCOUNTS



RUTH MENSCH

Premier Alaska Tours, Inc. has announced the appointment of industry veteran Ruth Mensch as Vice President, National Accounts.

Ruth joins the Premier team after an extensive career with Marriott International where most recently she was in charge of the global wholesale and group tour segment for the company.

Premier's CEO Tim Worthen states, "due to Premier's dramatic growth in the escorted group market in Alaska, Ruth is a dynamic addition to our award winning team." In this new position, Ruth will assist with growing the group tour markets to Alaska.

"Premier Alaska Tours has an impeccable reputation with their clients and in the industry. I am truly excited to be part of their very seasoned team while selling a product and destination I feel passionately about," says Mensch.

Premier Alaska Tours, Inc., 888-486-8725, Ruth@tourAlaska.net, www.PremierAlaskaTours.com

BOUTIQUE HOTEL COLLECTION PROMOTES MIKE CASOLA TO CHIEF OPERATING OFFICER

Mike Casola was promoted to Chief Operating Officer of the Boutique Hotel Collection (BHC) on September 14, announced John King, Owner of the San Luis Obispo, CA-based company

In his new position, Casola will be responsible for operating the collection's eight California-based hotels and advising ownership on the purchase and sales of existing assets.

In addition, he will work directly with Mr. King on the company's two new projects: Vaquero Resort in Paso Robles, CA, and an unnamed resort on the Monterey Bay, CA, Peninsula.

Casola will continue to maintain his position as General Manager for The Cliffs Resort in Pismo Beach, CA, one of the Boutique Hotel Collection properties.

"I am looking forward to adding value to our unique collection of authentic California boutique hotels and resorts," said Casola. "We have three properties under development that will be extraordinary, both in terms of location and service offerings," he continued.

Casola has been with Boutique Hotel Collection since 2001, starting as the General Manager for the Inn at Morro Bay, in Morro Bay, CA, and moving to The Cliffs Resort in the same position the following year.

He was promoted to Director of Operations for the collection in 2004. Casola's career in the hospitality industry includes senior executive positions for Hyatt, Fairmont and Ritz Carlton, in locales including Palm Beach, FL; San Francisco, CA; New York, NY; and Charleston, SC.

Boutique Hotel Collection features distinctive hotels, inns and resorts in scenic destinations throughout California, with each property reflecting rare regional treasures. Nestled in unique locales, ranging from seaside state parks to the Central Coast wine country and historic towns, guests of Boutique Hotel Collection properties can experience authentic area attractions such as wine tasting, visiting state wildlife reserves, kayaking, and soaking up small town charm.

Boutique Hotel Collection, www.boutiquehotelcollection.com

ADAM SNITZER TO JOIN SEABOURN AS VP OF MARKETING

Seabourn Cruise Line has announced that Adam Snitzer will join the Miami-based ultra luxury cruise operator as Vice President of Marketing effective October 8, 2007.

In that role, he will oversee the company's marketing, revenue management and public relations activities. Snitzer has most recently been Vice President of Revenue Management for Costa Cruises, based in Genoa, Italy.

Snitzer is well known to many of Seabourn's executives and personnel, since he previously worked with Cunard Line during the time when that brand was merged with Seabourn.

Seabourn has ordered two 32,000-GRT, 450-guest ultra luxury vessels, which are being built by T. Mariotti S.p.A in Italy. The first, to be named *Seabourn Odyssey*, is already under construction and will debut

in June of 2009.

A sister ship is scheduled to begin service a year later. The new Seabourn ships will join an award-winning three-ship fleet of intimate, all-suite ships that has consistently earned top honors from professional critics and exceptional loyalty from its coterie of affluent clientele.

The Yachts of Seabourn sail cruises of seven to 18 days or longer on itineraries worldwide. Fares start from \$2,757 ppdo.

Seabourn, 800-929-9391,
www.seabourn.com

GOWAY LAUNCHES INNOVATIVE AGENT INCENTIVE

Goway Travel has selected American Express Incentive Services to deliver a cutting edge incentive program for Travel Agents. Goway will bypass the traditional methods of agent rewards such as gift certificates, checks and vouchers in favor of an innovative, automated, user-friendly reward program.

After registering at GowayAgent.com, agents will receive a personalized American Express-branded Goway re-loadable Persona Card.

The Persona Card is a stored value card that can be redeemed at a wide variety of retail and entertainment outlets.

The Goway partnership with American Express Incentive Services delivers a fully automated system that uploads the incentive amount to the agent's card within a few days of the ticket purchase.

The system also provides the agent easy access to web information displaying their current accumulation and redemption options.

Agents can earn on the new incentive program with the purchase of international air tickets from any of Goway's Air Departments including GowayAir. Air tickets purchased as part of Goway's branded wholesale land products.

The Persona card is point based with each point worth \$1 in purchasing power. Agents will have the opportunity to earn up to 20 points per international ticket.

To celebrate the launch of this innovative new program, Goway will select one winner each month in October, November and December from all agents registered. Each winner will receive \$1,000 in free travel which can be redeemed with Goway for air tickets or land arrangements from any of the Goway product ranges.

Goway Travel Ltd. 800-387-8850,
info@goway.com, www.goway.com

TUI TRAVEL ACQUIRES STARQUEST EXPEDITIONS

TUI Travel PLC, The Activity Sector of TUI Travel PLC, one of the world's leading international leisure travel companies, has acquired Starquest Expeditions, Inc. based in Seattle, a leading U.S. provider of luxury travel adventures, predominantly taken by private jet and with an average ticket price of around \$50,000 per passenger.

In 2008, Starquest is expected to run seven of its iconic Around the World trips and almost 90 percent of the seats on these trips have already been sold. The addition of Starquest will give

TUI Travel PLC a market leadership position in this niche segment of the market. Starquest and TCS Expeditions will both continue to operate independently under their separate highly regarded management teams.

TC Swartz, Chief Executive Officer of Starquest noted, "We have known the TUI Travel team for a long time and respect the unique way that they manage specialist businesses like ours. We believe that as part of the TUI Travel Group with its unparalleled product offering we will be able to give our customers even greater experiential journeys than would have been possible had we remained independent. This is a very exciting opportunity for all of us involved with Starquest and we are delighted to be part of one of the world's leading leisure travel companies."

Starquest Expeditions,
www.starquestexpeditions.com;
TUI Travel PLC, www.tuitravelplc.com

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MAYFLOWER TOURS REVAMPS TRAVEL AGENT WEBSITE



Mayflower Tours has unveiled their newly re-designed Travel Agent Only website at www.mayflowertours.com. Their goal is to help increase the agent's knowledge of the Mayflower Tours product, as well as offer a competitive edge by providing marketing tools to help increase the agent's business. When visiting the website, agents will find travel specials, product features, marketing resources, education on working with groups, information on webinars, and a chance to win a trip for two including air to Greece.

"We've always had an outstanding relationship with our travel agents," commented John Stachnik, President of Mayflower Tours, "We want the agent to have fun with the website, while we provide them with the information they need to build a strong, profitable escorted tour business."

All travel agents that are currently registered with Mayflower Tours have received a Personal Travel Agent ID number to enter into the site. Agents will want to check back to the site regularly because for 2008, Mayflower will continue holding several contests throughout the year and posting the winners of each contest in their "Winners Circle" on the site.

Mayflower Tours, 800-323-7604,
travelagent@mayflowertours.com, www.mayflowertours.com

NEW YORKER HOTEL TO UNDERGO RENOVATION; ICONIC RED SIGN TO REMAIN

The iconic, bright red "New Yorker" sign on the New Yorker Hotel that has been a fixture on the NY skyline since the 1950's will remain a fixture of the historic hotel far into the future. The sign, which was first lit in the 50's, was replaced by a modern LED sign in 2005.

"We are rather proud of our sign, a venerable symbol that can be seen from various vantage points around town," said Thomas McCaffrey, Director of Sales and Marketing for the New Yorker Hotel. "We will make sure that it remains both a symbol and a beacon for New York City."

Once the largest hotel in New York, with more than 2,500 rooms

when it first opened in 1930, the New Yorker Hotel has launched an aggressive program to revitalize what is still one of the biggest art deco buildings in the heart of midtown New York City. The owners have embarked on an ambitious \$65 million renovation and remodeling project to both restore its art deco reputation and add the modern edge and style that today's guests demand. This project marks the property's first renovation since 2000.

The scope of the project, to be completed by August 2008, includes installation of a new heating and air conditioning system; total overhaul of furniture, carpets, wallpaper and fixtures; complete redesign of the lobby; facelift of the front of the hotel; guest services enhancements; and upgrade and refurbishment of the hotel's restaurants.

The New Yorker Hotel, 866-800-3088, www.newyorkerhotel.com

MARMARA MANHATTAN HOTEL & RESIDENCE IDEAL FOR BUSINESS OR LONG TERM STAYS

For a short business trip or a long-term stay, The Marmara Manhattan Hotel & Residence sets the standard for business travel.

The 32-story Marmara Manhattan offers 108 stylish studios and suites that meet the needs of executives in town for just a few days, as well as those on long-term consulting assignments or managers attending corporate training programs.

The Marmara Manhattan combines all the space, luxury, and convenience of a fully furnished and equipped apartment with the personalized service of a fine hotel. Its Upper East Side location provides easy access to JFK and LaGuardia Airports and to public transportation to points throughout the city.

Relocating executives and their families find the Marmara Manhattan an ideal place to stay while house hunting and setting into a new position. Short-term guests visiting the city also find a place at the Marmara Manhattan with rates on studios or one-bedroom suites that start at about \$249.

The Marmara Manhattan's studios, and one-, two-, and three-bedroom apartments range in size from 360 square feet to 1,450 square feet. The rooms offer spectacular views of the Manhattan Skyline and the East River. Many of the suites have terraces

All feature fully equipped kitchens, desks, high speed Internet access, private phone lines with voice mail, fax machines in some rooms, cable TV, DVD Player and VCR and video. Amenities such as hair dryers, ironing boards and in-room safes are included. There is an exercise room in the hotel and self-serve laundry facilities. Services include valet, housekeeping, and a 24-hour concierge.

The Marmara Manhattan Hotel & Residence was built as a co-op in 1990. In 1998, in a reversal of the conventional hotel-to-co-op conversion now in vogue, the building was totally renovated and became a hotel and residence, operated by the Marmara Hotel Group, an expanding hotel company, based in Istanbul.

The Marmara Manhattan, 877-301-0294,
info@marmara-manhattan.com, www.marmara-manhattan.com

NAPLES BEACH HOTEL & GOLF CLUB OFFERING "HOLIDAY FUN PACKAGE"



The Naples Beach Hotel & Golf Club in Southwest Florida is offering a special "Holiday Fun Package." The package includes deluxe accommodations for two nights; full breakfast buffet daily for two adults and up to two children (ages 12 and under); reserved beach chairs daily for two; sand pail kit for each child; complimentary morning activities in Beach Klub 4 Kids daily (ages 5-12); one extra hour of boat rental with one hour purchase; one extra hour of tennis play with one hour purchase; afternoon tea and cookies; complimentary weekly golf clinic; a tour of the resort's Orchid House; nightly turndown service; and valet parking. The "Holiday Fun Package" is from \$640 from December 1-21, 2007, or from \$870 December 22, 2007–January 5, 2008.

The Naples Beach Hotel & Golf Club features 1,000 feet of beach (which was named "America's Best All-Around Beach" by the Travel Channel), and also a par 72 championship golf course, an award-winning tennis center, a world-class spa, four restaurants, and three bars.

Its Beach Klub 4 Kids program for children ages 5-12, offers everything from "Pirate Day" with treasure hunts on the beach to sand art and crafts. Named by the Travel Channel as "Naples' Best Family Resort," the resort is a tradition for many families, who return year after year.

Dining options include HB's on the Gulf, the city of Naples' only beachfront restaurant, and Broadwell's, overlooking the golf course. Another "must do" is to experience the resort's popular Sunset Beach Bar, consistently named "Best Place to Catch a Southwest Florida Sunset."

Guest rooms and suites feature an in-room refrigerator, closet, two telephones with voicemail, modem access, iron and ironing board, hairdryer, in-room safe, cable television, in-room coffee, and a furnished balcony or patio with a view of the Gulf, golf course, or grounds. High-speed wireless Internet access is also available.

The Naples Beach Hotel & Golf Club, 800-237-7600,
www.NaplesBeachHotel.com

SANDESTIN RESORT OFFERS FREE GOLF THIS FALL AND WINTER

Beginning October 1, 2007, guests who make reservations and stay at Sandestin Golf and Beach Resort between November 16, 2007 and February 2, 2008 will receive one free round of golf at Baytowne Golf Club or The Links Course during their stay. Guests who reserve a stay in any beachfront unit of two-bedrooms or more over the same time frame will receive an upgrade of one free round of golf at Raven Golf Club, the home of a 2006 and 2007 PGA Champions Tour stop. Blackout dates on this special offer are November 19 through 24, 2007 and December 22, 2007 through January 2, 2008. The offer is only valid for new reservations made after October 1 and golf rounds may only be booked 24 hours prior to play. Offer is not valid with golf packages, existing bookings, or any other offers. Restrictions may apply.

Sandestin is also rolling out a deal on golf package trips this fall and winter with the \$99 Golf Package, which includes accommodations and daily rounds of golf at either Baytowne Golf Club or The Links Course for \$99 per person per night from November 16, 2007 through February 2, 2008. Packages are based on four guests in a three-bedroom villa with a two-night minimum stay and one round of golf each day. Tax and fees are not included. Blackout dates on this special offer are November 19 through 24, 2007 and December 22, 2007 through January 2, 2008. Offer is valid for new reservations made after October 1. Restrictions may apply.

Sandestin Golf and Beach Resort, 800-470-7389,
877-369-6246, www.sandestin.com

PGA NATIONAL RESORT AND SPA ANNOUNCES WINTER SPA PACKAGES

PGA National Resort and Spa has announced a variety of indulgent winter spa packages. With over 100 specialized treatments and services, 56 treatment rooms and the exclusive "Waters of the World" outdoor mineral pools, the world-class spa at PGA National is sure to rejuvenate. The Duel Delights package includes deluxe resort accommodations with private balcony or terrace, daily breakfast and one round of golf per person, and one spa treatment. Rates begin at \$310 from October 1, 2007 – January 12, 2008, and \$425 from January 13, 2007 – April 6, 2008. The Sheer Indulgence Package includes deluxe resort accommodations with private balcony or terrace, breakfast daily, two 50-minute Spa treatments per person, per night of stay, and access to the Waters of the World outdoor mineral pools, whirlpool, sauna, steam room and Spa Lounge. Rates begin at \$325 from October 1, 2007 – January 12, 2008, and \$375 from January 13, 2007 – April 6, 2008. The Romantic Rendezvous Package includes deluxe accommodations with private balcony or terrace, a delivery of champagne and strawberries, breakfast in bed or on the balcony through Room Service the next morning, and one relaxing spa treatment each. Rates begin at \$245 from October 1, 2007 – January 12, 2008, and \$290 from January 13, 2007 – April 6, 2008.

PGA National Resort and Spa, www.pgaresort.com

HEINZ SIMONITSCH OPENS NEW GRANDHOTEL LIENZ IN AUSTRIA



Left to Right: Prof. Heinz E.W. Simonitsch C.D., President of Austria Heinz Fischer, and Hugo Westreicher, Jr. at the Groundbreaking Ceremony of Grandhotel Lienz.

Prof. Heinz Simonitsch C.D., who for years was Managing Director of the successful Half Moon Club in Montego Bay, Jamaica, has begun a new project in Europe in partnership with Hugo Westreicher. An established hotelier, Westreicher is operator and owner of the Hotel Cervosa in Serfaus, Austria. Groundbreaking for Grandhotel Lienz in Lienz, Austria, took place on September 22 with the president of Austria, Dr. Heinz Fischer in attendance.

The new five-star luxury hotel is being built along the River Isel, near the Austrian/Italian border. The hotel will include 80 suites and a Spa, with heavy emphasis on health and wellness. The program will include western, acupuncture and homeopathy methods for clients who want to improve health and fitness. A local plastic surgeon will use the facilities for recuperation. There will also be an indoor/outdoor swimming pool and a conference center, as well as a restaurant with international and health-oriented menus.

In announcing the new hotel in Austria, his home country where he is also well known, Simonitsch said: "The project has been funded in part with a low interest loan from funds provided to Austria by the American Marshall Plan in 1945 after World War II. The Austrian government has administered the funds well over the last 50 years in order to finance projects such as this which will help increase tourism in this beautiful city, largely unknown to Americans."

Grandhotel Lienz, elegant@cwjamaica.com

NEW GERMAN AMERICAN HERITAGE WEBSITE LAUNCHED

With the launch of its German American heritage website, www.germanoriginality.com, the German National Tourist Office and the German Information Center and their partners are riding the wave of heritage travel which is now at an all-time high. They are reaching out to German Americans, who at almost 15 percent of the U.S. population, make up the largest ethnic group in the United States.

The opening of two sophisticated heritage museums in Bremerhaven and Hamburg are highlights of any heritage trip to

Germany. In Bavaria, the homes and museums dedicated to Levi Strauss (of Levis fame) and to Daniel Pastorius (the founder of Germantown) are must-sees. The nearby UNESCO heritage town of Bamberg and the towns of Fuerth and Regensburg are the birthplaces or erstwhile homes of Henry Kissinger, Sandra Bullock and Oskar Schindler. Further west, history comes alive in the town of Ulm, Einstein's birthplace in Baden-Wuerttemberg. Visitors can travel to a number of towns from where many Germans emigrated to America. Berlin offers a plethora of information.

On the new website, there are links to ancestry websites, the history of famous German Americans and inventions of German origin, German products, an emigration time line, and an interactive map of important German American heritage place

In planning a trip to discover German Origin(ality) first hand, there are new heritage tours to Germany which include those offered by General Tours and Globus and Cosmos.

German National Tourist Office, www.cometogermany.com,
www.germanoriginality.com;

German Information Center, www.germany.info

YULETIDE TRADITIONS COME ALIVE ON HURTIGRUTEN'S HOLIDAY SAILINGS

"God Jul" is Norwegian for "Merry Christmas" and is often heard during special holiday departures of Hurtigruten's "Discover Winter Norway" cruise tours (formerly known as Norwegian Coastal Voyage). Revelers experience the traditions and customs of the Norwegian Yuletide combined with the scenery of snow-clad coastal landscapes, and when atmospheric conditions are right, the Northern Lights. Six- to eight-day holiday cruise tours, departing Bergen and Tromsø between December 19 and 26 are priced at \$1,999 to \$2,499 per person, including port charges and gratuities. The seven-day Bergen-Tromsø sailing, exploring both cities and the Lofoten Islands, can be extended to eight days with a night in Oslo where the traditional Christmas market is a must-see. The eight-day Tromsø-Kirkenes-Tromsø spends the entire time above the Arctic Circle increasing the opportunity to see the Aurora Borealis, and for those looking to combine the traditional with the unusual, the "Killer Whale Safari" is a six-day adventure in Tromsø, Svolvær and Oslo, with the focus on viewing orcas as they breach, lobtail and hunt.

Optional shore excursions showcase Norway's history and lifestyle and include a snowmobile safari from Kirkenes, followed by a snack of dried reindeer meat in a Sami tent; a dogsledding outing in Tromsø; a trip from Honningsvåg through the desolate polar landscape to the North Cape, the northernmost point in Europe; a five-course Arctic gourmet dinner; and tours of the Art Nouveau town of Ålesund and the 1,000-year-old city of Trondheim.

Holiday cruises include three- and four-star hotels in Oslo and other cities with breakfast; meals on ships and safaris; inside or best available double cabin aboard ship; specified transfers; and a tour manager.

Hurtigruten, 800-323-7436, 800-582-0835, www.hurtigruten.us

RADISSON EDWARDIAN TO OPEN NEW HOTEL AT NEW PROVIDENCE WHARF



Radisson Edwardian Hotels (REH) will open a new four-star deluxe, 169-bedroom hotel at its award winning 'New Providence Wharf' development in London's Docklands. The new hotel will be its 12th in London, and the 13th in the UK portfolio.

The Radisson Edwardian New Providence Wharf, 5 Fairmont Avenue, which will be operated by Radisson Edwardian Hotels under a long-term management contract, will open on September 10, 2007 and will fulfill the increasing demand for luxury accommodation and facilities in the Canary Wharf area.

"The hotel is ideally located close to Canary Wharf, London City Airport, and Excel, where the annual travel show, World Travel Market, takes place.

It is near Greenwich Park, the venue for some of the events for the London 2012 Olympic Games. Also nearby is the former Millennium Dome, now called O2, which is a huge arena for staging concerts, sporting events, cinemas and exhibitions," says Paul Duggan, General Manager, Radisson Edwardian New Providence Wharf.

Located in an eight-story building, the hotel is connected via a double height glass atrium to the base of the development's iconic 27-story Ontario Tower.

Facilities include The East River Spa and Azura Bar & Restaurant. Hotel services will be provided to residents of the neighboring New Providence Wharf buildings. There will also be a full range of business facilities, including conference, meeting and banqueting rooms, catering for up to 200 guests.

Jasminder Singh, Founder & Chairman of REH, comments:

"We are particularly excited by this project. As a major supplier of deluxe hotel accommodation, we want to continue to provide a comprehensive coverage of London for all our customers. There is no doubt that they have a strong need for quality accommodation in one of the world's fastest emerging financial districts."

The hotel forms a significant component of New Providence Wharf, Ballymore's mixed-use scheme, which already includes over 700 residential apartments, with an ancillary health and leisure suite.

An additional 300 units will follow in future phases, also with shops and offices.

Radisson Edwardian Hotels, www.radissonedwardian.com

INDULGE IN REMOTE LUXURY AT ULLINISH COUNTRY LODGE IN THE ISLE OF SKYE, SCOTLAND

Surrounded by dramatic views, Ullinish Country Lodge in Scotland occupies a less visited corner of Skye and for that part, more mysterious. Sheltered by a small brae to the north and surrounded by lochs on three sides, this historic building has been host to Highland life for over 300 years. Now visitors to Skye can take advantage of Ullinish's autumn and winter special offer. Between October 1 and December 23, 2007, guests can indulge in a four-course dinner, sleep and relax in a bespoke bedroom and enjoy a hearty breakfast for approximately \$203 per person, per night. In addition, book a three night stay and get the last night's accommodation free, including dinner, bed and breakfast. Total cost for two starts at approximately \$970.

Dinner at Ullinish is prepared by award-winning Head Chef Bruce Morrison and his team who serve the freshest Skye ingredients in the lodge's candlelit restaurant. Fish and seafood caught from the surrounding waters, and meat and game from the hills are served alongside contemporary cuisine accompanied by fine wines from an extensive cellar.

Morrison's modern French menu is complemented by his flair for the unusual. Among various delights, including an edible paint palette of multi-flavored sorbets, carrot cornflakes and popping pana cotta sits his signature dish, a sweet reconstruction of a traditional boiled egg and soldier combination that consists of vanilla cream and coconut pana cotta to represent the egg white; mango puree for the yolk; topped off with a brioche 'soldier.' These pre-dessert appetizers, coupled with the stunning location, set the Ullinish experience apart.

The landscape around Ullinish Country Lodge is rare, rugged and romantic and is the perfect environment to appreciate autumn's changing weather.

With Ullinish Country Lodge offering accommodation and cuisine at the highest level, visitors are guaranteed the perfect end to a perfect day.

Ullinish Country Lodge, ullinish@theisleofskye.co.uk, www.theisleofskye.co.uk

AIR BERLIN SWIFTLY INTEGRATES LTU



Even after its integration into the Air Berlin Group, LTU has continued to fly under its traditional logo on long-haul flights. However, in the near future, LTU's medium and long-haul business flights will be operated under the Air Berlin brand. Although LTU will remain a legally independent company under the Air Berlin PLC umbrella, all U.S. routes will be marketed entirely via Air Berlin.

Air Berlin has announced several new initiatives including flights to the U.S. to operate under the Air Berlin banner; long-haul leisure travel to remain under the LTU name; and a new premium business class offering from U.S. gateways.

Air Berlin will significantly upgrade the Business Class on its long-haul flights from New York, Los Angeles, Miami, Fort Myers, Beijing and Shanghai.

While a considerably improved "Relax Class" will replace the former Business Class on leisure travel flights, 30 ultra-comfortable "contoured" seats will be installed in the "Premium Business Class." This type of seat can be adjusted to a fully horizontal position. The upgrade is due to start in October and enhanced Business Class seats will be installed until the operation reaches completion. "The new Premium Business Class will make us stand out against our competitors," stated Joachim Hunold, Air Berlin's CEO.

All passengers utilizing LTU or Air Berlin will now be able to accumulate miles with and redeem miles for all of the companies belonging to the Air Berlin Group. At present the Air Berlin Group which includes Air Berlin, LTU, dba, Belair and NIKI, operates 131 aircraft.

Air Berlin, www.airberlin.com

AUSTRIAN AIRLINES INTRODUCES PRIVATE JET OPTION FROM VIENNA

Even though Austrian Airlines flies to more than 90 cities in Europe, the airline has introduced a new service enabling its Business Class passengers to fly aboard a private jet to virtually any airport in Europe in connection with their transatlantic Business Class flight to Vienna.

With 48 hours minimum notice, travelers can book this exclusive, time saving service, called Austrian Business Jet (offered in con-

junction with the air charter company JETALLIANCE) and travel in style from (and to) Vienna Airport. In Vienna, Austrian Business Jet passengers are escorted by specially trained members of Austrian's service team through dedicated passport and security checks.

If desired, passengers are driven to their aircraft in an Austrian Business Jet limo. The Vienna Airport VIP Lounge and JETALLIANCE VIP lounge are both available to travelers - ensuring Business Class comfort and personal care every step of the way.

"With Austrian Business Jet, we are continuing to expand our scope of services and quality," says Paul Paflik, Austrian Airlines General Manager, The Americas, "as we broaden our feeder system, primarily for destinations which have not yet been opened by us or are not operated with high frequencies - therefore strengthening our market position and increasing customer satisfaction."

Austrian Business Jet, www.austrianbusinessjet.com

CORINTHIA HOTELS CEO TONY POTTER STRENGTHENS CORINTHIA POSITION AS LUXURY BRAND



TONY POTTER

In a press briefing to travel industry journalists, Tony Potter, Chief Executive Officer of Malta-based Corinthia Hotels International, described the many exciting changes that have strengthened Corinthia's five-star properties into The Corinthia Hotel Luxury Collection in the past year.

The briefing took place at Tavern on the Green in New York City.

Key among these are the ascension of Corinthia as a top choice for the North-American Meetings/Incentives/Conference/Events (MICE) market, as well as for corporate travel; the joint venture with Wyndham Hotel Group; brand expansion into new destinations; the ongoing upgrading and refurbishments of the Corinthia properties; the receipt of many awards and other recognitions; and the introduction of unique new programs for event planners.

"We look forward to the coming year with the highest of expectations," Mr. Potter, appointed Corinthia Hotels International's CEO in December 2006, stated. "We have re-organized our marketing department, and have also set up the Corinthia five-star luxury hotels as a separate Luxury Collection. This allows us to focus our sales and marketing on the corporate, meetings and upscale leisure markets."

Mr. Potter also noted that Corinthia Hotels International's joint venture with Wyndham Hotel Group has expanded and globalized Corinthia's reservations system as well as provided a broader reach in the U.S. market with Wyndham's large sales force.

Corinthia Hotels, www.corinthiahotels.com

NCL'S NORWEGIAN GEM TO START CALLING IN MALTA



NCL's brand new *Norwegian Gem* has just performed its inaugural cruise from Rotterdam to Dover and is lined up to start calling at Malta's Grand Harbour every week in the summer of 2008. It is the latest in the Jewel class family of ships, sister ship to the *Norwegian Pearl*.

While it is expected to carry over 60,000 passengers to Malta, the *Norwegian Gem* will also be boarding passengers from Malta for seven-night cruises in the Mediterranean. This is another first for Malta and in particular for SMS Travel & Tourism who have taken a substantial cabin commitment on the *Norwegian Gem* for 2008.

The *Norwegian Gem* will be offering 27 weekly sailings from Malta between May and November and the itinerary includes stops in Naples, Civitavecchia, Livorno, Villefranche and Barcelona. For the *Norwegian Gem's* itinerary, NCL selected the best ports in the western Mediterranean with optional excursions available to Naples or Capri, Rome, Florence and/or Pisa, Nice and/or Monaco, and Barcelona.

NCL's Freestyle Cruising gives the joy of cruising an extra dimension as it does away with all barriers of rules, timing and dress codes. Passengers may choose from a selection of 13 different restaurants, lounges, and bars, plus varied entertainment and activity options. If passengers do prefer to dine at the same table and at a set time, reservations may be arranged on board. This innovative way of cruising challenges the conventional model of cruise holidays and is designed to meet the changing needs of today's cruise passengers. *Norwegian Gem's* Mediterranean itinerary for 2008 makes it ideal for the promotion of fly-and-cruise options for tour operators having a program in Malta.

With Malta's ever growing prominence and popularity as a cruise liner port of call, SMS Travel & Tourism, who are the island's foremost cruise liner handling and tourism organization, are justifiably very excited with the NCL's decision to have Malta so prominently featured in the *Norwegian Gems* 2008 itinerary. They are looking forward to the coming year with great optimism for a surge of bookings both from the local and overseas markets.

Malta Tourism Authority, www.visitmalta.com

Norwegian Cruise Line, www.ncl.com

CENTRAL HOLIDAYS RELEASES 2008 GREECE AND THE MEDITERRANEAN BROCHURE

Central Holidays is unveiling an expanded range of itineraries in its just released 2008 Greece and the Mediterranean brochure.

New programs include a multi-country adventure to Paris, Athens and the Aegean; cruise and land itineraries to explore Egypt; extensive Island Hopping offerings; hosted plus cruise programs such as the new 'Highlights of Turkey, the Aegean & Athens' package; and a number of customizable "create-your-own-trip" options with new At Leisure opportunities in the cities and islands of Greece, as well as in Rome, Paris and Cairo.

"Travel to Greece and Mediterranean continues to sizzle with 2008 already looking very strong and group travel doing particularly well," said Fred Berardo, President and CEO of Central Holidays. "In response, our Greece and Mediterranean destination specialists have been busy creating inspired new programs that reveal the true essence of the region. It's their insider's perspective that gives travelers a uniquely in-depth, vibrant, and enjoyable experience – and keeps them booking Central Holidays trips with our travel agent partners time and time again."

The Central Holidays team creates exclusive programs, including its 'Aegean Treasures' coupling Greek isles cruising with overnight stays in Athens, Mykonos, and Santorini for the best of both worlds by land and sea.

With a distinctive range of programs the opportunities abound, from City Stays and Premier Escorted Tours, to Island Hopping and Cruise and Land programs.

Central Holidays partner with Louis Cruise Lines to bring guests an array of innovative cruising itineraries. Travelers can enjoy this captivating region aboard Louis Cruise Lines' upgraded fleet, featuring the upscale *m/v Cristal* and the elegant *m/v Aquamarine*.

Central Holidays is offering the following specials: for bookings by January 31, 2007, travelers save \$100 per couple on air-inclusive Hosted plus Cruise programs or \$250 per couple on Escorted Tours.

For groups, receive one free cruise and land package for every 15 travelers booked as part of a group. They can also provide information on how kids sail free. In addition, agents can earn up to 20 percent commission with the Central Holidays Tiered Commission Program. As an added bonus, agents earn an extra two percent commission for every booking made online at centralholidays.com/agents.

Central Holidays has also introduced an innovative DVD featuring new footage showcasing the company's travel programs in Greece as well as benefits for both agents and travelers to travel with Central Holidays.

The DVD is designed to serve as an informative sales and marketing tool and can be viewed on a TV or on a computer and online, making the information easily accessible.

Central Holidays, 800-935-5000, www.centralholidays.com

SPAIN AND PORTUGAL TEAM UP TO PROMOTE IBERIAN PENINSULA AS ONE DESTINATION

The tourist offices of Spain and Portugal have announced the launch of a new promotional campaign. The integrated co-op program is designed to increase awareness for Spain and Portugal as "a must see destination" in Europe.

In creating brand awareness for the two countries that share the Iberian Peninsula, the campaign will generate consumer inquiries for traveling to the countries, along with partnership interest and investment from relevant suppliers. As part of this collective effort, Spain and Portugal will launch a new website that includes a compelling next-generation interactive online experience for prospective travelers, and seamless access for U.S. tour operators and suppliers to generate new travel bookings. The new co-op campaign will also directly help travel suppliers and tour operators to sell both Spain and Portugal to new online travelers.

"Portugal and Spain are two unique places that together tell a story. Both countries offer travelers numerous cultural experiences, breathtaking landscapes and varied cuisine," said Eduardo Souto Moura, Managing Director of AICEP Portugal Global. "So it was a natural fit for Portugal and Spain to work in partnership to promote the Iberian Peninsula."

"The Iberian Peninsula offers two distinct yet culturally-rich travel destinations in one – Spain and Portugal," explained Javier Piñanes, Director of Tourist Office of Spain, "This joint marketing program underscores the spirit of that cooperation and opens up new opportunities for travel suppliers to participate in promoting these two destinations."

After studying current travel trends and realizing Americans' penchant for combining more than one country on a European trip, the governments of Portugal and Spain signed an agreement in 2006. Based on the positive results from this campaign so far, Spain and Portugal will also extend similar joint promotions and marketing efforts into Canada and Japan in 2008.

Spain, www.spain.info;

Portugal, www.portugal.org

TRAVEL EGYPT ANNOUNCES LUXURY TOUR OF EGYPT; 2008 CATALOG CD NOW AVAILABLE

Travel Egypt has announced their newest luxury tour of Egypt. This eight-day/seven-night program features the finest hotels, the top cruise on the Nile, and superior transportation, and is fully escorted by Egypt's top Egyptologists.

Guests will enjoy the best that Egypt has to offer, including the comfort of a Four Seasons Nile Plaza Deluxe Nile view room. After a day of sightseeing, travelers can relax and enjoy the Daniela Steiner Beauty and Wellness Spa.

The cruise is on the St. George I, one of the newest and finest boats on the river and the trip is enhanced by accommodation in a Presidential Suite. The ship features include a spa and wellness center complete with gym, sauna and steam.

Sightseeing is with top licensed graduate Egyptologists, many with multiple degrees. These guides bring history alive, making the visit both entertaining and educational. Every detail is handled with the highest degree of attention.

These are private tours, with your own transportation and guide throughout the program, even while on the cruise. Departures are weekly, year round, from \$4,125 ppdo not including international air. 20 percent commission paid to recognized agents.

In addition, Travel Egypt has announced that their new 2008 interactive catalog CD is now available to agents. The CD catalog has over 220 pages of tour info including a special Nile Cruise section featuring the top boats on the Nile.

Tour descriptions include full details of each day's activities, hotels used (extensive info on each hotel including a location map), cruises, and a tour comparison chart and prices.

Tours depart weekly and are guaranteed to operate with no minimum number of travelers and a maximum of 16. Tours are commissionable to recognized agents.

Travel Egypt Inc., 877-778-3497, travelegypt@gmail.com, www.travelegypt.com

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LOUIS CRUISE LINES ANNOUNCES 2008 ITINERARIES



Louis Cruise Lines has announced its 2008 fleet deployment and cruise itineraries. From March to December, their three- to 16-day cruise itineraries include the most sought after destinations in the Eastern and Western Mediterranean, including mainland Greece, the Greek Islands, Turkey, Egypt, the French Riviera, Italy, Spain, Morocco, Malta and Libya. These itineraries combine popular destinations with less-traveled exotic ports that will stimulate imagination and entertain the mind, body, and soul.

The *Coral* six-, seven-, eight-, 10-, and 16-day Western Mediterranean cruises will visit the most celebrated ports of Spain, Morocco, the spectacular island nation of Malta, and the fascinating ports of Lisbon and Madeira of Portugal.

The *Orient Queen* six-, eight-, and 10-day itineraries will visit the lands of philosophers and dreamers from the Italian jewels to mystical Libya and the fabulous Greek Islands.

The *Aquamarine & Perla* three- and four-day Greek Island cruises with weekly departures will journey from the whitewashed and windmill strewn harbor of cosmopolitan Mykonos, to the treasures of medieval Rhodes, to the wonders of ancient Ephessos (Kusadasi), to the Holy Island of Patmos, where St. John the Divine transcribed The Book of Revelations, to the port of Heraklion, Crete, gateway to the Minoan city of Knossos and the fascinating island of Santorini, the fabled site of the lost city of Atlantis and witness to the most spectacular sunsets in the world. Embarkation in Mykonos and disembarkation in Santorini is an option.

The *Cristal* seven-day Greek Island and Turkey cruises include an overnight stop or embarkation in Istanbul, Turkey, the only city in the world straddling two continents, Europe and Asia. Istanbul's dazzling amalgam of mosques, churches, cabarets, palaces, and bazaars add to the itinerary "a once in a lifetime experience."

The newly introduced seven-day/ three-continent itinerary of the *Cristal* with an overnight call at Alexandria, Egypt besides Istanbul, Kusadasi and the Greek Islands of Rhodes and Santorini will leave visitors spellbound.

Louis Cruise Lines, 877-568-4787, LCLUSA@louiscruises.com, www.louiscruises.com

14-DAY "GLORIES OF TURKEY" TOUR FROM INDUS TRAVELS

Indus Travels is offering a 14 day "Glories of Turkey" tour, visiting Istanbul, Cannakale, Kusadasi, Pamukkale, Antalya, Cappadocia, Ankara, and Bursa.

The package includes 13 nights of accommodation in superior or deluxe hotels; daily buffet breakfast and most dinners; full day Istanbul tour; excursion to Ephesus; transportation in deluxe coaches; airport transfers; local tour directors; and entrances to monuments. Price is from \$1,215 and there are over 20 departures scheduled from Istanbul in 2008. Highlights include a full day city sightseeing tour, including Topkapi Palace (excluding harem), Hippodrome, Blue Mosque, St. Sophia and the Grand Bazaar; a visit to Troy with its famous wooden horse, and a tour of Pergamum; a tour of the famous ruins of Ephesus and St. Mary's cottage; a drive through fertile valley's to Aphrodisias city of Aphrodite; a half day tour to the ancient cities of Perge and Aspendos; and a visit to Green Ottoman Complex with an opportunity for Turkish bath in the hotel's outstanding facilities.

Indus Travels Inc., 866-978-2997, mail@industravels.ca, www.industravels.ca

SEE THE SIGHTS OF EGYPT WITH AHI INTERNATIONAL

The all-inclusive, nine-night "Legends of the Nile" tour package, offered by AHI International Corporation, visits all the famous sights of Egypt.

The journey begins with a flight to Cairo, to spend four nights at the Nile Hilton Hotel. In Cairo, visit the Egyptian Museum with its mummies and riches from the tomb of Tutankhamen. You'll also visit Memphis, capital of Egypt's "Old Kingdom" and historic Sakkara to view the famous Step Pyramid of Zozer. A tour of Coptic and Islamic Cairo includes lunch and free time at the Khan el Khalili Bazaar.

Next, is a flight from Cairo to Luxor to embark on the deluxe Sonesta St. George I for a five-day, four-night cruise to Aswan. Excursions are provided to Luxor and to the sound-and-light show at the Temple of Karnak.

Guests will travel to the Valley of the Kings and Queens to see ancient tombs hidden in the sand. Included in the price of \$4,919 ppdo with departure from New York or Newark is round-trip airfare, plus round-trip motorcoach transfers between the airport and hotels, and flights within Egypt. Also included are four nights at the Nile Hilton Hotel and one night at the Sheraton Heliopolis. Guests will also receive deluxe accommodations for four nights plus all meals during a five-star cruise aboard Sonesta St. George I. All excursions and educational programs, plus the services of an experienced AHI Tour Director are also included. There is a deluxe travel wallet and automatic \$250,000 flight insurance for passengers ticketed by AHI International.

AHI International Corporation, 800-323-7373, www.ahitravel.com

STERLING VACATIONS NOVEMBER AND DECEMBER HOLIDAY CRUISES



Sterling Vacations is offering holiday cruises highlighting Spain, Morocco and France. The nine-day/eight-night cruise is available weekly throughout November and December. Also, during the Christmas week cruise there will be special onboard activities and events to enhance the season.

Louis Cruises' *m/s Coral* is a perfectly sized vessel for this itinerary. Its 676 passenger capacity is large enough to have amenities such as a casino and evening entertainment, and small enough to load and unload quickly at its interesting ports of call.

The itinerary includes visits all around Spain such as Malaga, Alicante and Barcelona (optional overland tour to Alhambra and Granada); Tangier and Casablanca, Morocco; Marseille, France; Gibraltar and more. With flexible boarding points, guests can begin and end in Genoa, Marseille or Barcelona.

Travel industry rates begin at \$599 with client run-of-ship specials from \$799 plus port taxes.

Sterling Vacations, 866-345-7755, www.SterlingVacations.com

TAUCK SETS SAIL ON NEW "MEDITERRANEAN DISCOVERY"

Tauck World Discovery is launching a 12-day land/cruise itinerary that celebrates the remarkable diversity of the western

Mediterranean. The company's new "Mediterranean Discovery" explores the region's cosmopolitan cities and idyllic islands, its history, art and culture, and its ecological and man-made wonders, all set against the backdrop of an elegant small-ship cruise experience.

Tauck guests will first enjoy two nights at the Fairmont Monte-Carlo and an exploration of the French and Italian Riviera, before embarking aboard the intimate, yacht-like *Le Ponant*. Accommodating 60 guests, the 290-ft. *Le Ponant* pairs the assurance and reliability of motorized yachting with the romance and mystique of traveling under sail.

"*Le Ponant's* modest size allows us to visit smaller, more picturesque ports and harbors that are inaccessible to larger ships," said Tauck's President, Robin Tauck. "This is a great way to experience popular cities like Monte-Carlo and Barcelona, but it's also a rare chance to visit many 'off the beaten path' sites known primarily to locals."

During a seven-night cruise aboard *Le Ponant* guests will experience the natural and cultural wonders of Ile de Porquerolles off France's southern coast, as well as the intriguing wildlife in the vast ecological preserve of La Camargue. Other shore excursions highlight the French wine region of Narbonne and include a visit to the 12th-century abbey, Abbaye de Fontfroide, and the medieval Citadel of Carcassone.

In Spain, guests will visit Figueres, the birthplace of painter Salvador Dali, and the seaside resort of Cadaques. They'll also explore the island of Minorca, known for its beautiful beaches and archeological treasures, as well as nearby Majorca before disembarking *Le Ponant* in Barcelona. The journey concludes with an in-depth exploration of the city featuring a two-night post-stay at Le Meridien Barcelona.

Tauck will operate four exclusive departures of its "Mediterranean Discovery" (from \$6,790 per person, plus air) next June. Included in the cost are all shore excursions, most meals, scheduled pre- and post-stays, admission to all sites and attractions, airport transfers, gratuities to ship's staff, and more.

Tauck World Discovery, 800-468-2825, www.tauck.com

www.travelegypt.com

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DEILMANN'S *MS DEUTCHLAND* TAKES TO THE MEDITERRANEAN IN FULL BLOOM



Deilmann has timed four Spring sailings to the Mediterranean during this special time of year. The five- to 12-night cruises sail to a variety of ports in France, Italy, Spain, Greece, Portugal, Turkey and Montenegro.

The five-star *MS Deutschland* begins with a 10-night adventure, embarking from Istanbul. Grecian ports of call are Mykonos, Piraeus, and Kerkyra (Corfu). Two nights are spent in Montenegro's Kotor, with the voyage ending in Venice. The April 14, 2008 sailing is priced from \$5,159 to \$12,369 ppdo with singles' fares starting at \$5,679.

A five-night sailing departing April 27 from Venice makes landfall in Argostoli, Greece. Italy's Messina offers excellent examples of Gothic architecture, and in Salerno guests can visit Arechi Castle. Civitavecchia, Rome, is the point of disembarkation. Rates are \$3,900 to \$7,550; singles' cabins begin at \$4,160.

Rome, Spain and France are the focus of the eight-night, May 2 departure that begins and ends in Civitavecchia. Other Italian ports include Salerno, Cagliari, and Livorno. In Spain, stops include Mahon, Barcelona, and Toulon, France. Prices range from \$4,172 to \$9,952; singles' cabins start at \$4,922.

A 12-night sailing combining three Mediterranean ports with several in Western Europe departs Civitavecchia on May 10 and spends a day in Ischia. A stop on the island of Ibiza, Spain, precedes the passage through the Straits of Gibraltar, and ports in Portugal. The final port of call is Bordeaux. Fares are \$5,482 to \$13,912; singles' cabins begin at \$6,202.

For travelers arranging their own air, an allowance of \$750 per person is deductible from the cruise fare. Deilmann Cruises also offers Business Class fares.

Peter Deilmann Ocean Cruises, 800-348-8287,
pdcmail@deilmann-cruises.com, www.deilmann-cruises.com

WINTER IN THE MEDITERRANEAN WITH MSC CRUISES

After the success of previous years, two ships from the fleet of MSC Cruises, the *MSC Orchestra* and sister ship *MSC Musica*, will cruise the Mediterranean from November 2007 through to February and March 2008. These winter cruises on board elegant and modern ships will showcase the beauty of the Mediterranean's

unique coastline from a balcony stateroom. Rates begin at \$1,649 ppdo (cruise only).

After seven-night cruises to Greece, Turkey and Croatia, *MSC Orchestra*, the latest addition to the fleet, will depart November 14 on its first winter cruise, with the last departure March 14, 2008. Two 11-night cruises alternate between Eastern and Western Mediterranean destinations. Ports of call for the Western Mediterranean itinerary are Genoa, Barcelona, Casablanca, Tenerife, Funchal, Malaga and Civitavecchia; the Eastern Mediterranean itinerary calls at Genoa, Katakolon, Piraeus, Rhodes, Alexandria for Cairo, Marmaris, Heraklion, and Naples.

Sister ship *MSC Musica*, currently offering seven-night cruises to Tunisia, the Balearic Islands, Spain and France, will also be positioned out of Genoa for the entire winter season. The first cruise departs November 4 and the season ends with the last departure on February 22, 2008. *MSC Musica* will alternate a western Mediterranean cruise (Genoa, Barcelona, Gibraltar, Funchal, Tenerife, Arrecife, Malaga, Civitavecchia) with an eastern Mediterranean itinerary (Genoa, Ajaccio, Valletta, Rhodes, Alexandria for Cairo, Tripoli, Messina, Naples).

MSC Cruises, www.msccruisesusa.com

FIRST ANNUAL JORDAN TRAVEL MART TO BE HELD FEBRUARY 10-12, 2008

The Jordan Tourism Board North America has announced that their 1st Annual Jordan Travel Mart (JTM) will be held on February 10-12, 2008 at the King Hussein Bin Talal Convention Center at the Dead Sea. The format of JTM will include two days of pre-scheduled appointments between U.S., Canada, and Latin/South America "Buyers" and Jordan "Suppliers;" presentations on various tourism products; and a selection of exciting pre and post tours throughout the entire country.

Jordan is unveiled as a distinctive destination offering breathtaking sights, luxury accommodations, exquisite cuisine and countless activities.

In making the Jordan Travel Mart announcement, Malia Asfour, Jordan Tourism Board North America Director, said: "This is a tremendous opportunity for travel professionals to learn and become experts on all the wonders Jordan has to offer and truly experience the diversity of this unique destination. We have witnessed a significant increase in interest from the North/South American travelers and have been working closely with the trade to capitalize on this trend. I am sure that Petra winning the title as one of the New 7 Wonders, will also dramatically increase consumers awareness and tourism arrivals to Jordan."

Irma Coleman, President & CEO of William H. Coleman, Inc., the Jordan Travel Mart Event Management Firm, said: "We are very excited about being a part of the Jordan Tourism Board's Team, and for the opportunity to help make this event a vital part of Jordan's Tourism development activities in 2008, and years to come."

Jordan Travel Mart (JTM), www.jordantravelmart.co

BRAZIL

Latour, in cooperation with Santur, is offering a Travel Agent Educational Tour to Brazil. Price is \$1,250 ppdo, air and land. Trip is November 26 - December 5, 2007. One agent per agency, no spouses.

Tour highlights and inclusions are roundtrip airfare to Brazil from Miami and New York, including current fuel surcharges with TAM Brazilian Airlines; two nights Recanto das Águas Resort, in Balneário Camboriú; one night Majestic Palace Hotel in Florianopolis; two nights at the Costão do Santinho Resort in Florianopolis; two nights at the Sofitel Rio de Janeiro; 18 meals, including seven breakfasts, five lunches, and six dinners; comprehensive sightseeing in Santa Catarina State; a visit to Sugar Loaf and Corcovado Mountain in Rio de Janeiro.

All tips, including tips to guide and driver; inspections at leading hotels including Punta dos Ganchos Resort; and escorts by LATOUR and SANTUR representatives.
 Latour, 800-825-0825, info@latour.com, www.latour.com

CALIFORNIA

Travel agents can enjoy a room with a view at some of the Central Coast of California's finest hotels with the \$50 Views – Travel Agent Special promotion being offered at several Boutique Hotel Collection properties November 26, 2007 – January 31, 2008.

During the designated period, travel agents can take advantage of \$50 room

rates Sunday through Thursday at the Inn at Morro Bay in Morro Bay, CA, a coastal hideaway inside Morro Bay State Park (800-321-9566);

The Cliffs Resort in Pismo Beach, CA, an oceanfront luxury resort on the bluff above Pismo and Shell Beaches (800-826-7827); Apple Farm Inn in San Luis Obispo, CA, a Victorian country inn (800-255-2040); and Costanoa Eco Resort in Pescadero, CA, an eco-adventure resort on the coast near Half Moon Bay (877-262-7848).

The special offer is also available for Friday and Saturday at the rate of \$85 per night. Multiple evening stays are welcome.

The \$50 Views – Travel Agent Special is offered to travel agents only. Nightly available rooms for this promotion are limited. To make a reservation, please call the property directly.

Boutique Hotel Collection,
 www.boutiquehotelcollection.com

MEXICO

Travel agents are invited to the new Valentin Maya Imperial Resort & Spa for an introductory FAM rate of \$60 per person, per night.

Set to open in late November, 2007, this luxury resort will honor the \$60 FAM rate until May 2008, on a space-available basis, excluding holidays.

The adults-only, Valentin Maya Imperial Resort & Spa is located on Playa del Secreto or "Secret Beach" in the Riviera Maya. Boasting nearly 400 suites, this luxury resort features the finest amenities available, including satellite television,

complimentary wireless internet connection, pillow menu, Ipod docking station/alarm clock, and more.

In addition, Valentin Maya Resort & Spa tempts guests with a choice of nine full service restaurants and eight light fare spots; a full service spa and a choice of recreational activities.

Valentin Maya Imperial Resort & Spa,
 reservations@valentinhotels.com,
 www.valentinhotels.com

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Charles Gatt, Jr., Publisher

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