

APRIL 2008

# Travel World

The Magazine for Destination Travel Specialists

NEWS®



## Caribbean

### BAHAMAS

- ◆ Discover Little Whale Cay

### GRENADA

- ◆ What's New for 2008

### JAMAICA

- ◆ Tourism Warms Up in 2008

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- ◆ Voted Best International Tourism Destination

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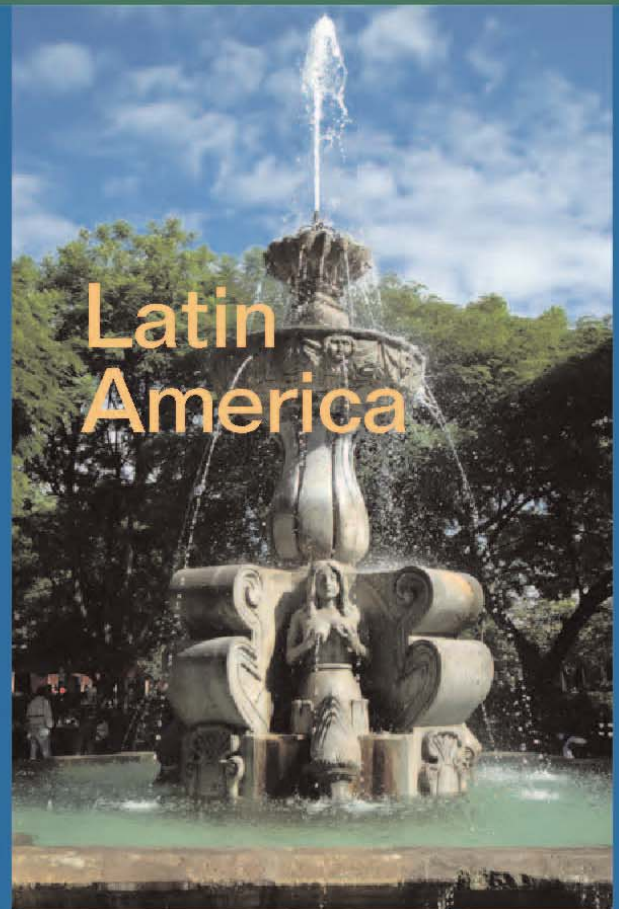
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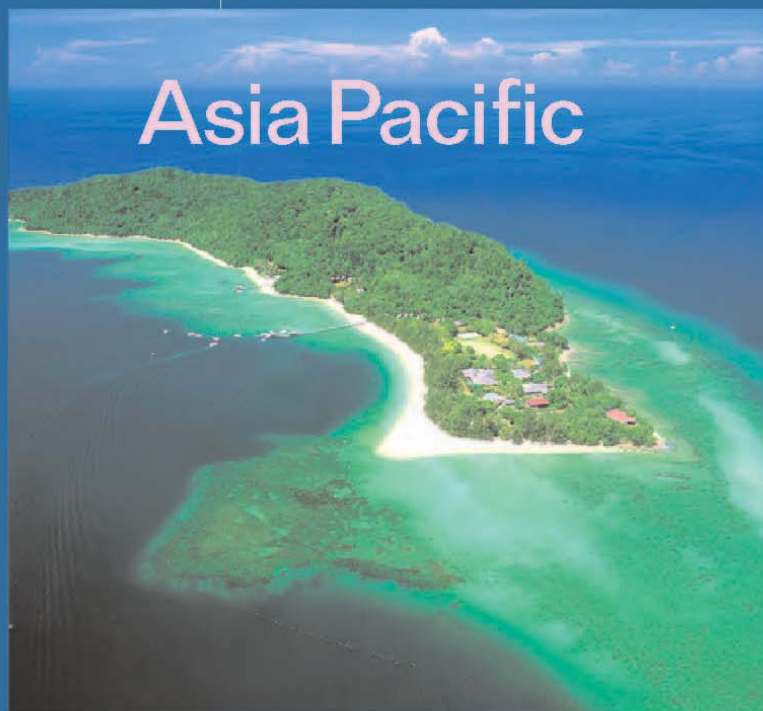
- ◆ A Rare Look from UTS

### PHILIPPINES

- ◆ 2007 A Record Tourism Year



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- ◆ Spirit Airlines Adds Cartagena from FLL

### GUATEMALA

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### MEXICO

- ◆ New York-Monterrey Non-Stop with Mexicana

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ISSUE NO. 238

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**Travel World News** (ISSN 1044-4602) is published monthly by Travel Industry Network, Inc., 50 Washington Street, South Norwalk, CT 06854-2710. The cost of a subscription in the USA is \$25, in Canada \$40. For subscribers outside USA or Canada, the rate is \$80. Please send check or money order in U.S. dollars payable to **Travel World News**. For change of address, please enclose your mailing label and send to: Circulation Department, **Travel World News**, 50 Washington Street, South Norwalk, CT 06854-2710. Periodicals postage paid at Norwalk, CT, and additional mailing offices. POSTMASTER: Send address changes to **Travel World News**, 50 Washington Street, South Norwalk, CT 06854-2710. Address advertising inquiries and/or editorial copy to: **Travel World News**, 50 Washington Street, South Norwalk, CT 06854-2710. Copyright 2008. All rights reserved. Printed in USA. No part of this publication may be reproduced without permission.

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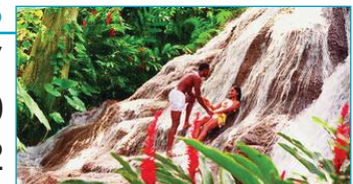
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# ATA's First Annual U.S.–Africa Tourism & Sports Seminar Held in Partnership with New York Times Travel Show

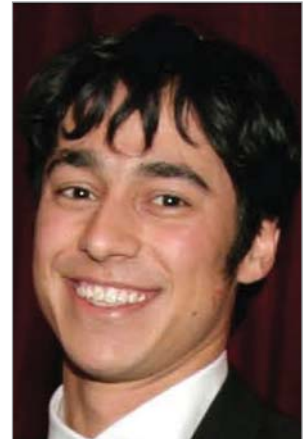
Travel industry professionals gather at New York City's Jacob K. Javits Center for two-day seminar showcasing Africa's myriad tourism business and investment opportunities.

MARY ELLEN SCHULTZ

**W**ith the Hudson River sparkling nearby, more than 250 travel industry professionals gathered recently at New York City's Jacob K. Javits Convention Center for Africa Travel Association's (ATA) First Annual U.S.–Africa Tourism & Sports Seminar.

The two-day forum, themed "Making Africa the World's Next Premier Travel Destination," was held February 27–28, in sponsorship with The New York Times Travel Show 2008, and afforded travel industry professionals an inside look into Africa's vast array of tourism business and investment opportunities.

Founded in 1975, ATA is a New York-headquartered nonprofit, global travel association promoting tourism to Africa and intra-Africa travel and partnerships. Eddie Bergman, ATA executive director, launched proceedings with a rhetorical question: "Why Africa?" The continent's fifty-three countries and vast, untapped natural resources, are a tourism investor's haven ripe for discovery. He noted, "In 2007, the sector generated \$90bn in economic activity — expected to exceed \$185bn within the next seven years — indicating positive growth and in-



EDDIE BERGMAN

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## Belize Tourism Expo

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## INDUSTRY EVENTS

### ATA SPORTS SEMINAR FROM PAGE 3

vestment opportunities in Africa."

With over sixty million Americans vacationing abroad annually — mostly to Europe, Asia, North/Latin America and the Caribbean — Bergman continued, "Given Africa's extraordinary potential and increasing visibility, change is overdue...its myriad attractions must be seen to be believed by American tourists."

Hon. Stephen Asamoah-Boateng, Ghana's minister of tourism and Diaspora affairs, and current ATA president, lauded ATA's promotion of intra-Africa partnerships and tourism marketing, saying, "We must introduce sub-Saharan Africa to the U.S. market; e.g., in my country, Ghana, beyond the slave castles, there's loads more to explore...our cultural tourism product is superb. We're planning regional tourism development with neighboring countries— value-added vacations. The truth is: you never get bored in Africa."

Ghana's hosting of the 2008 Africa Cup spotlights Africa poised on the world stage, with promotional/sports marketing opportunities galore. Hon. Gert Oosthuizen, South Africa's deputy minister of sports and recreation, stressed the hopes pinned on its role hosting the 2010 International Federation of Association Football (FIFA) World Cup, saying, "Our government will ensure that the World Cup accelerates our country's growth and development goals by providing empowering economic opportunities to those who were systematically excluded from participation under apartheid. It's a golden opportunity to banish cynicism about our country and continent— and an extraordinarily effective worldwide marketing tool!"

Min. Boateng picked up the ball. "As hosts of the recent 2008 African Cup of Nations, we'd have loved to win, but just participating was great and demonstrates that Africa can successfully showcase these events."

Hon. Eduardo Jonatão Chingunji, Angola's minister of tourism and hotels, despite his country's underdeveloped leisure tourism infrastructure, accentuated the positive: "There's so much more to Angola...our oil and mineral resources made us the fastest-growing economy in Africa...an emerging investment hub." Touting Angola's future hosting of the 2010 Africa Cup, he continued, "The multicity event-venue buildings under construction will be a catalyst for national development with value-added benefits for our tourism sector and beyond. We'll be ready...the best-kept secret in the world is Angola...shhhhh!"

William Maloney, chief operating officer and executive vice president of the American Society of Travel Agents (ASTA) noting the well-known retail maxim that an educated — i.e., destination-savvy — agent is the best vacation purveyor, he urged African national tourist offices to continue targeting consumers directly, and encouraged closer marketing partnerships with product/supplier-connected agents for more creative tour package development.



Hon. Gert Oosthuizen, South Africa's Deputy Minister of Sports and Recreation with Eddie Bergman, Africa Travel Association's(ATA) Executive Director, during opening session of ATA's US-Africa Tourism & Sports Seminar, February 27-28 at the Jacob K. Javits Convention Center in New York City.

Sector-specific workshops, networking opportunities and plenary forums covered such key industry topics infrastructure development, traveler perception, sports marketing, African travel trends and the growth and modernization of intra-Africa air service. Aiming to increase Africa's visibility—and viability—as beyond primarily safari and Slave Route destinations, panels and workshops included:

- Introducing Africa to the U.S. Travel Consumer
- 2010 World Cup & Africa Cup: Engaging the U.S. Market
- Sports Tourism: A Continental Approach to African Travel & Tourism Development
- U.S.–Africa Tourism
- Tourism & Infrastructure for Africa – Developing a Framework

Among the stellar participant list were Todd Jacobson, vp community relations of the National Basketball Association (NBA); Amadou Gallo Fall, Sports & Education for Economic Development in Senegal (SEEDS) Foundation founder and NBA Dallas Mavericks scouting director; Nigerian-born Teresa Witherspoon, Women's National Basketball Association (WBNA) legend; Gregg Truman, marketing vp, South African Airlines; Leilei Lelaulu, president, Counterpart International, and Mark Walton, evp sponsorship/corporate development, The Africa Channel.

In closing, ATA director Bergman, stated, "What else can I say except that this was an incredibly exciting seminar, with an amazing energy and excitement in the air...like a true sports event!... ATA will continue to build on this momentum during the coming year. We'll add sports tourism to our agenda, and propose a roadmap on where we'll go from here."

Post-session highlights included receptions at the South African Consulate, devoted to showcasing the 2010 World Cup and a cocktail promoting ATA's 33rd Annual Congress this year, to be held in Arusha, Tanzania, May 19–23.

**Africa Travel Association,**  
[www.africatravelassociation.org](http://www.africatravelassociation.org)

# Africa Travel Association's 11th Eco and Cultural Tourism Symposium Convened in Djibouti

Delegates from Africa, the U.S. and Canada meet in East African port capital to discuss responsible tourism development for cultural preservation and poverty reduction.

MARY ELLEN SCHULTZ



AVOS/SON

Left to right: H.E. Ismael Omar Guelleh, Djibouti's President; Hon. Hassan Farah Miguil, Djibouti's Minister of Youth, Sports, Recreation and Tourism; and Eddie Bergman, Executive Director of Africa Travel Association (ATA) during opening ceremony of ATA's 11th Annual Eco & Cultural Tourism Symposium, held Jan 19-23, in Djibouti.

Golden sunshine, Indian Ocean breezes and warm Djiboutian hospitality greeted nearly 200 attendees of the Eleventh Cultural and Ecotourism Symposium, held on the Horn of Africa in the seaside capital of Djibouti City, Djibouti, January 19–23. Sponsored by the Africa Travel Association (ATA), under the auspices of the Hon. Hasan Farah Miguil, Minister of Youth, Sports, Recreation and Tourism for Djibouti, it was ATA's first event there. Additional sponsors included the 7-star Djibouti Palace Kempinski Hotel (symposium venue) and country flagship carrier Daallo Airlines.

## Djibouti, Now.

ATA was established in 1975 to promote tourism to the African continent. Aiming "to bring the world to Africa, and Africa to the world," the international trade organization is forging ahead to spotlight less well-known countries to inspire travelers' imaginations. Djibouti, with a stable and growing economy, is positioning itself as the commercial and

tourism gateway to East Africa. The Symposium program featured ecotourism marketing and case studies as driving forces for responsible tourism.

The presence of Djibouti's president H.E. Ismail Omar Guelleh as Symposium keynote speaker, underscored his government's policy identifying tourism as a major priority in investment-planning decisions.

He spoke passionately about challenges to Africa's tourism's economic and cultural roles, noting ecotourism's unique obstacles — Djibouti's own infrastructure among them. Calling for an international product-development study program, he said, "It's high time we transform our tourism into a sustainable product... a barometer for systemic change."

He continued, "Ecotourism is a valuable tool that can help our nation achieve great things – poverty eradication, job creation and a sustainable environment — but we can't do it in a vacuum; we all need to participate... and LIVE IT!"

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### ATA SYMPOSIUM FROM PAGE 5

#### Ecotourism Branding and Economics

Economic and tourism growth are driven by emerging markets/economies, with tourism becoming one of the leading sources — and forces — for the developing world. World Tourism Organization (WTO) statistics indicate that in 2006 Africa's international tourism arrivals soared to 846 million (up 44 million over 2005, with similar growth estimated for 2007, representing a 7% annual growth since 2000).

During the opening session, ATA executive director Eddie Bergman stated the not-always-obvious: Tourism's advantage is that it generates income and puts pressure on the destination to protect its treasures — essential for patrimony conservation. Further, "Ecotourism's the only industry in the world that takes nothing but footprints and leaves dollars... With tourism marketing, perception is reality, and Djibouti's a fascinating brand for the North American market, but it needs increased marketing to increase arrivals... that's where the ATA synergy can help."

Hon. Mohammed Dirir, Ethiopia's minister of Culture and Tourism and ATA's vice president, speaking on behalf of Hon. Stephen Asamoah-Boateng, Ghana's minister of tourism and Diaspora affairs and ATA's president in absentia, urged branding linkages, saying, "As an international exercise, tourism can't be developed without interlinking packages: i.e., more intercountry railways and intercontinental flights by African airlines to bring Africa and the rest of the world to Djibouti."

S.E. Sheikh Bender Bin Farah Al Fahid, president of the Arab Tourism Organization, described Saudi Arabia's current multi-million dollar cross-industry investment plans in Djibouti, saying, "This illustrates our important recognition of Djibouti's tourism development potential...and our confidence in Africa's as a whole."

Hon. Hassan Farah Miguil, Djibouti's minister of youth, sports, recreation and tourism announced that eco- and cultural tourism form integral parts of his government's tourism development plans, saying "While promoting and developing our extraordinary landscapes and island gems as "new" tourism discoveries, we must strike that ever-delicate balance of protecting our cultural patrimony, all the while working to alleviate poverty and develop sustainable tourism for surrounding communities... ..along with responsible tourism practices for those fortunate enough to enjoy our country's treasures!"

#### Fast-tracking Sustainability

The session "Economics of Travel Infrastructure: Transportation & Community Development" spotlighted the possibilities and do-abilities of projects via careful planning. A long-standing relationship with Dubai (beginning in 1998 with a collaborative Djibouti Port project), evolved into multi-

ple successes, stunningly illustrated by the Symposium venue Djibouti Palace Kempinski Hotel. The nine-month, design-to-construction, \$100-million dollar property was built to house participants during the November 2006 Common Market for Eastern and Southern Africa (COMESA) gathering. Mission accomplished via a hands-on-by-the-owner approach, streamlined decision-making, government support, top-flight hotel and security management by Dubai World Africa Services (Pty), a subsidiary of Dubai World. Luis Pinheiro, Dubai World's director of hospitality operations, Africa and the Indian Ocean, highlighted direct investment projects underway in Africa, ranging from the currently-being-expanded Kempinski and other Djibouti projects, to a DubaiWorld-Kigali National Park development in Rwanda and upscale resort beachfront property acquisition in Zanzibar, to the establishment of the Dubai World Conservation Africa (DWCA) to promote responsible and effective tourism in areas where they acquire game reserves, ecolodges and wildlife conservation areas — including teaching skills to surrounding communities to ensure the sustainability, poverty alleviation and growth of both inhabitants and DW's projects.

Lelei Lelaulu, president of Counterpart International and co-founder of the World Tourism for Peace and Sustainable development, noted:

"Tourism is the largest voluntary transfer of resources from the rich to the not-so-rich in history. It offers Africa a unique opportunity to harness the power of the world's largest and fastest-growing industry to improve the lives of its people." Cautioning that, "if tourism does not benefit communities, then it cannot not be truly sustainable," he urged African "community-benefit tourism now, when international aid flows are declining."

Other sessions included: Djibouti's Tourism Product; African Ecotourism; Best Practices of Responsible Tourism/Case Studies (including cultural tourism and wildlife refuge programs developed in Djibouti; Community-based Cultural Programs in Rwanda, Zambia, Tanzania, Togo and Ethiopia; Cultural Heritage & Tourism Partnerships with Local Communities; Building African Diaspora Links in the Spirit of Martin Luther King, Jr.; and Expanding ATA's Ecotourism Manifesto, first issued in Casablanca in 1991, followed by its first Ecotourism Symposium in Dakar, Senegal, 1992.

Delegates enjoyed two host-country day outings: One to the splendidly surreal Lake Assal, at 515 ft. below sea level, Africa's lowest point and also the world's third largest salt lake; the second to Moucha Island's Blue Lagoon (where the Red Sea meets the Indian Ocean), for some serious sunning, snorkeling and local seafood sampling.

**Africa Travel Association,**  
[www.africatravelassociation.org](http://www.africatravelassociation.org)

# ITB Berlin 2008: A Complete Success

Featuring more trade visitors from all over the world and more exhibitors than ever before, the World's Leading Travel Trade Show experienced substantial increases, despite strikes and snow.

**I**TB Berlin 2008 took place from March 5-9, with substantial increases. "The ITB Berlin continues to grow. According to its exhibitors, sales with a value of just under six million euros were finalized at and around the ITB Berlin," according to Dr. Christian Göke, COO of Messe Berlin. The leading trade show for the global travel industry not only included more exhibitors than ever before but also attracted more visitors over the five days than it did last year, despite strikes and snow. Just under 40 percent of the trade visitors came to the German capital from abroad in search of information about the latest trends in the industry. "The accompanying convention was an outstanding event with a record number of attendees and it continues to attract growing numbers of international decision makers, including many top executives. Once again the ITB Berlin has provided impressive proof of its position as a world leader in its field," Göke continued.

There is a mood of optimism in the international tourism sector and on the business travel market. Exhibitors revealed a high level of satisfaction with their participation in this event. 11,147 companies from 186 countries presented the latest products and services from the travel industry (previous year: 10,923 companies from 184 countries). Crowds came to the ITB Berlin each day and attendance figures revealed a positive picture, with a total of 177,891 visitors. Surveys conducted at the ITB Berlin revealed that more than 70 percent of the general public who attended intends to use a travel agency when making their travel arrangements.

Once again, all available space was taken at the ITB Berlin, and as a result, increasing numbers of exhibitors constructed multi-story stands. One particularly spectacular example was provided by Emirates Airlines with a world first: a three-story rotating globe. Exhibitors from all over the world as well as the program of the ITB Berlin Convention Market Trends & Innovations provided a clear indication that the travel industry is seriously addressing the consequences of climate change and its impact on tourism. With such outstanding speakers as Bertrand Piccard and Peter Sloterdijk, together with a wide and varied program dealing with aspects such as aviation, hotels, travel technology and destinations, the Convention attracted a record attendance of 11,000. The Business Travel Days, which were opened this year by CNN correspondent Richard Quest, also contributed to the 25 per-



ITB Berlin 2008 – A nice location for the Singapore Formula-One-Party: The "FeierBall" near the Entrance South.

cent increase in attendance.

Klaus Laepple, President of the German Travel Association (DRV) and of the Federal Association of the German Tourism Industry (BTW) noted: "For five days the world came together in the Berlin exhibition halls, which provided a unique platform for discussions, encounters and the cultivation of contacts around the globe. Once again the ITB Berlin 2008 reaffirmed its position as the international center for worldwide tourism. Trade visitors from all over the world utilize this unique platform for communication in order to establish the directions to be taken for the coming season. As the world's top event for the travel industry the ITB Berlin was a massive success. The figures provide impressive confirmation of this fact. On the basis of such positive indications we anticipate that 2008 will be a successful year for travel."

Francesco Frangialli, Secretary General of the World Tourism Organization (UNWTO) stated: "We are proud to have again been part of the ITB Berlin, which is a loyal and important partner of the UNWTO. The leading trade show for the world's tourism industry again confirmed its excellent reputation as a unique meeting place for the industry, experts, government representatives and travelers themselves. The ITB Berlin has convincingly shown how our sector meets and implements sustainability criteria. This is one of the fundamental objectives of the UNWTO. We look forward to returning next year and continuing to develop our long-standing links with this event."

## Partner Country: The Dominican Republic

As the partner country, the Dominican Republic was able to garner maximum media attention. The Dominican Republic

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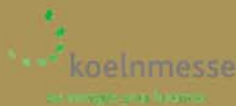
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## INDUSTRY EVENTS

### ITB BERLIN FROM PAGE 7

is now firmly established in world tourism as a year-round destination for vacationers and for incentive tour operators. Evidence of this is provided by the increase in arrivals from all over the world, which exceeded four million in 2007. Growth prospects are very promising because of the country's stable political situation and a steadily improving business and investment climate.

One of the main features of the presence of the Dominican Republic at the ITB Berlin was the high volume of meetings with buyers.

Magaly Toribio, Vice-Minister of Tourism for the Dominican Republic said: "The ITB Berlin exceeded all our expectations. Our exhibitors were able to conduct substantially more business than they did in 2007. An enormous volume of enquiries was received from buyers, and the public came in vast numbers too. We are more than happy. Not only did the ITB Berlin create greater interest in our country on the German market, it also made us the focus of increased international attention. This trade show was an effective way of promoting our country. Important business discussions were held with trade visitors, for example from France, the United Kingdom, Spain and Italy.

We also believe that markets in Russia and other Eastern European countries offer interesting prospects. Many journalists from television, radio, print and electronic media in the Dominican Republic reported in depth on the display and the trade show in general. This was the fifth time that I had attended the ITB Berlin and without doubt it was my best ever."

The ITB Berlin is acquiring a growing appeal as a marketing instrument for destinations. The demand by applicants wishing to become partner countries at future fairs culminated in the signing of an agreement for 2010 with the Turkish Tourism Minister. Applications are already being submitted for 2011 and 2012.

ITB Berlin as a Meeting Place for the Media and Politics

The ITB Berlin is an international media event. In addition to international news agencies some 8,000 journalists from 90 countries attended. Politicians and diplomats were present in even greater numbers, 171 from 100 countries. They included 71 ambassadors, 82 ministers and 18 state secretaries.

The next ITB Berlin will take place from Wednesday to Sunday, March 11-15, 2009.

**ITB Berlin, [www.itb-berlin.de](http://www.itb-berlin.de)**

### LITAA TRADE SHOW MAY 7

LITAA trade show will be held on May 7, from 5:30 p.m. to 9:00p.m. The trade show starts at 5:30 will be followed by a dinner at 7:00 p.m. The show is being held at The Sterling in Bethpage, NY. RSVPs are required for a confirmation number.

LITAA, [travelagentken@yahoo.com](mailto:travelagentken@yahoo.com)

# First Jordan Travel Mart Draws Travel Professionals From The Americas

PETER LOWY

**M**ore than 70 travel professionals from the U.S., Canada, and Latin America met with 50 Jordanian suppliers at the first Jordan Travel Mart held in February at the Dead Sea, leading to contract negotiations, at least one signed deal, and plans to hold the three-day conclave again next February.

Rick Carter, who operates Holiday Adventures, a \$7 million-a-year business based in Mandarin, FL, attended Jordan Travel Mart to become acquainted with Christian sites and establish ties with in-bound operators. Shortly afterward, he signed a contract with Jordanian National Tours as part of a 10-day Jordanian-Israeli trip he has organized for November.

Specific numbers of business agreements resulting from Jordan Travel Mart are not available as there is no mechanism for tracking that activity.

Chris Jacquette, of Ventures Birding and Natural History Tours in Skyland, NC, who leads 40 tours annually in the U.S. and 15 internationally, said Jordan will appeal to his clientele since the country lies on a prime bird migration route that follows the Rift Valley from East Africa through the Middle East and north to Russia. He reported discussions with half a dozen ground agents with an eye toward introducing a Jordan product early next year.

"We had wanted to come to Jordan for five years, but we had to regroup after 9/11," he said. "Now we find people are looking to come here, since Jordan has so much to offer in addition to great birding, including a good selection of hotels and facilities."

Bill Coleman, of William H. Coleman, Inc., Jacksonville, Florida, which managed the Travel Mart—his first such foray into the Middle East—said he aimed to sign up 50 buyers.

"We were thrilled that 72 participated," he said. "Tourism in Jordan is an emerging industry, and the product is unbelievable."

The Jordan Tourism Board, which hosted the three-day event, has already committed to next year's Jordan Travel Mart on Feb. 22-24, to be held at the King Hussein Bin Talal Convention Center at the shore of the Dead Sea. The host hotels will again be the Moevenpick Resort Hotel & Spa, Kempinski Hotel Ishtar, and Jordan Valley Marriott Resort & Spa, all located near the convention center.

Many of this year's buyers joined a pre-conference tour of



Maha Khatib, Jordan's Minister of Tourism and Antiquities, at right, with Nayif el Fayiz, Director of the Jordan Tourism Board, speaking to the press at Jordan Travel Mart.

Jordan to learn about the country's historical, cultural, archeological, and natural riches. Attending were representatives spanning the industry, including tour operators, retail/travel agents, wholesalers, meeting planners, incentive buyers, travel clubs, education travel planners, and Internet travel providers.

Topping the Jordan Tourism Board's agenda was promoting the country as a stand-alone destination and allaying safety concerns.

Maha Khatib, minister of tourism, told Travel World News: "We see Jordan as a high-value market with much to offer, from Petra—which last year was named one of the New Seven Wonders of the World—to Biblical, cultural, ecological, and wellness tours."

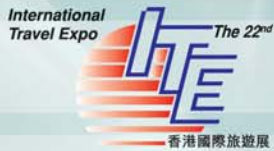
Addressing concerns about personal safety, Khatib stressed that "Jordan is extremely safe and is not part of the turbulence that affects other countries in the region."

Indeed, the three five-star Dead Sea hotels, and the Grand Hyatt in Amman, scan all incoming suitcases, packages, hand luggage, as well as everyone entering their properties. In addition, walking through the streets of Amman, Aqaba, and virtually everywhere else is a safe and enjoyable experience as all merchants extend a warm welcome to international visitors.

Whether Jordan will be promoted as a stand-alone destination seemed an open question among U.S. buyers attending the Travel Mart. While Jordan offers visitors a wide range of reasons to visit, the issue may be related to its distance from

CONTINUED ON PAGE 10

# Asia's Leading Travel Expo ITE and ITE MICE



12 - 15 June 2008



12 - 14 June 2008

Hong Kong Convention & Exhibition Center

The coming ITE & ITE MICE will feature over 600 exhibitors from Asia, Europe, Americas, Middle East and Africa to a total of over 50 countries / regions.

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Buyer / Visiting inquiry: [buyer@tkshk.com](mailto:buyer@tkshk.com)



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## INDUSTRY EVENTS

### JORDAN TRAVEL MART FROM PAGE 9

North America.

Allison Clark, senior product manager with Rhode Island-based Collette Vacations, which plans to conduct about 115 international tours in 2008, said that Jordan would likely benefit most by selling itself as a part of a regional itinerary for U.S. travelers.

Her view was supported by other U.S. buyers, who suggested that tourists who make the effort to travel to Jordan (an 11-hour flight from New York to Amman) will often want to combine their visit with other countries. This applies especially to tourists interested in Biblical and archeological sites in Jordan and Israel.

Tiru Irani, president of Far Horizons, a Montvale, NJ, tour operator in business for 46 years, said Jordan Travel Mart was "absolutely" worth attending. "Things have changed so much in Jordan. You just blink and there are many new products being introduced," he said. "Jordan is developing into a full destination site and definitely has the product for us to extend our tour for eight to 10 days."

The enthusiasm displayed by U.S. travel professionals at Jordan Travel Mart mirrors the experiences of visitors in general. According to the Jordan Department of Statistics, 82 percent of international visitors to Jordan rate their visit as totally enjoyable.

**Jordan Tourist Board North America,  
[www.seejordan.org](http://www.seejordan.org)**

### PAMEX TO TAKE PLACE JUNE 14

The first Pacific Asia Media Exchange (PAMEX) will take place June 14 at the Sheraton Gateway Hotel at Los Angeles Airport. The new event was formally announced by Pacific Asia Travel Association (PATA) Regional Director-North America Mr. Jim Ferguson.

Expanding media coverage of Asia Pacific destinations has been vital to the impressive increase in U.S. visitors to the region over the past five years, Mr. Ferguson said. "We're out to accelerate that process and to generate more contacts, stories and broadcasts about Asia Pacific's diverse destinations through PAMEX."

PAMEX is designed as a business forum of structured one-on-one appointments. Each exhibitor will be assigned a table and will meet up to 20 journalists in a day-long series of 15-minute interviews. A lunch and networking coffee breaks will also be included.

Interested exhibitors should visit the PAMEX Web site at [www.PacificAsiaMediaExchange.com](http://www.PacificAsiaMediaExchange.com) for more information and to apply for registration. The cost of registering one representative to meet invited media will be \$995 for PATA members and \$1,195 for non-members. Registration and media appointments will be managed through the PAMEX Web site. Overseeing PAMEX is PATA member Donald

**PAMEX, [www.PacificAsiaMediaExchange.com](http://www.PacificAsiaMediaExchange.com);  
Pacific Asia Travel Association (PATA), [www.PATA.org](http://www.PATA.org)**

# CALENDAR OF EVENTS - 2008

DATE	EVENT	LOCATION	CONTACT
<b>MAY</b>			
5-9	FIT Cuba 2008	Havana, Cuba	dircomunicacion@mintur.tur.cu
6-8	CHTIC 2008	Hyatt Regency, Trinidad	www.caribbeanhotelassociation.com
6-9	Arabian Travel Market 2008	Dubai, UAE	www.reedtravelexhibitions.com
8-10	M.I.T. 2008	Tunis, Tunisia	www.mit-med.com
10-13	INDABA	Durban, South Africa	www.indaba-southafrica.co.za
13-15	Expotur	San Jose, Costa Rica	www.expotur.com
14-17	BITE 2008	Manama, Bahrain	www.bitebahrain.com
18-20	Global Spa Summit 2008	New York, NY	www.globalspasummit.org
19-23	ATA 33rd Annual Congress	Arusha, Tanzania	www.africatravellassociation.org
20-22	SMART 2008	St. Maarten	www.visitsxm.com
29-Jun 1	EUROAL 2008	Torremolinos, Spain	www.euroal.net
31-Jun 4	TIA's 40th Annual POW WOW 2008	Las Vegas, NV	www.tia.org
<b>JUNE</b>			
5-8	Karibu 2008	Arusha, Tanzania	www.karibufair.com
9-11	City Break 2008	Belgrade, Serbia	www.citybreakexpo.com
10-11	MITM Euromed	Cologne, Germany	www.mitmeuromed.com
12-13	Asia Tourism, Property & Attractions 2008	Shanghai, China	www.globaleaders.com
12-14	ITE MICE	Hong Kong, China	www.itehkmice.com
12-15	CULTOUR 2008	Cologne, Germany	www.cultourfair.com
12-15	ITE Hong Kong	Hong Kong, China	www.itehk.com
16-19	Asia Luxury Travel Market	Shanghai, China	www.altm.com.cn
16-19	Vacation.com Annual Conference	Las Vegas, NV	www.agentnet.com
21-25	Annual Caribbean Tourism Summit	Washington DC	sbrown@caribtourism.com
<b>JULY</b>			
28-30	94th Annual DMAI Convention	Las Vegas, NV	www.destinationmarketing.org
27-30	NBTA International Convention & Exposition	Los Angeles, CA	www.nbtaconvention.org
30-Aug 4	BETEX 2008	Belize City, Belize	www.betex.bz
<b>AUGUST</b>			
19-21	Manuel Antonio Expo	Manuel Antonio, Costa Rica	www.expotur.com
<b>SEPTEMBER</b>			
2-5	Travel Media Showcase	Kansas City, MO	www.travelmediashowcase.com
3-6	Adventure Travel World Summit-South America	Sao Paulo, Brazil	www.adventuretravelworldsummit.com
10-12	TravelMart Latin America	Quito, Ecuador	www.travelmartlatinamerica.com
15-16	BIT PERU 2008	Lima, Peru	www.bitperu.com
16-19	PATA Travel Mart 2008	Hyderabad, India	www.pata.org
20-23	Kerala Travel Mart	Cochin, India	www.keralatravelmart.org
23-25	The Motivation Show	Chicago, IL	www.motivationshow.com
<b>OCTOBER</b>			
1-3	CIS	St. Petersburg, Russia	www.exponet.ru
6-9	World Tourism Investment Summit	Busan, South Korea	www.wtuglobal.org
14-17	American Tourism Market	Medellin, Colombia	www.bolsaturisticadelasamericas.com
15-17	Cancun Travel Mart	Cancun, Mexico	www.cancuntravelmart.com
15-17	Ukraine International Travel Market	Kiev, Ukraine	www.autoexpo.ua
21-25	Adventure Travel World Summit-Europe	Tromso to Bergen, Norway	www.adventuretravelworldsummit.com
22-24	ITBASIA 2008	Singapore	www.itb-asia.com
22-24	Discover America Pavilion at ITBASIA 2008	Singapore	www.discoveramericapavilion.com
22-25	DEMA Show	Las Vegas, NV	www.demashow.com
22-25	ABAV 2008	Rio de Janeiro Brazil	www.abav.com.br
24-25	Akwaaba Travel Market	Lagos, Nigeria	www.africantravelquarterly.com
24-26	TTG Incontri	Milano, Italy	www.traveltradeitalia.com
27-31	15th Annual FCCA Conference	Port of Spain, Trinidad	www.f-cca.com
28-29	Home Based Travel Agent Show & Conference	Baltimore, MD	www.travelindustryshows.com
30-Nov 2	Philoxenia	Thessaloniki, Greece	www.helexpo.gr
<b>NOVEMBER</b>			
1-5	47th ICCA Congress & Exhibition	Victoria, Canada	www.iccaworld.com/dbs/congress2008
4-6	MADI Travel Market	Prague, Czech Republic	www.madi.cz

TO LIST YOUR EVENTS EMAIL: [editor@travelworldnews.com](mailto:editor@travelworldnews.com) • FOR ADDITIONAL EVENTS VISIT: [www.travelworldnews.com/calendar](http://www.travelworldnews.com/calendar)

### LUXE HOTELS NAMES SIMON SCARBOROUGH GENERAL MANAGER OF THE YEAR



**SIMON SCARBOROUGH**

Luxe Worldwide Hotels has announced that it has selected Simon Scarborough, General Manager of the 119-room, four-star Flemings Mayfair in London, to be its inaugural Luxe Worldwide Hotels General Manager of the Year.

"With nearly 300 hotels in the luxury and upper upscale segments, it is a daunting task to pick the 'best of the best,'" said Efreem Harkham, Luxe President and CEO. "We receive hundreds of pieces of correspondence annually from guests, complimenting us on the special accommodations and services our properties provide. The volume of praise that we have received on Simon and The Flemings Mayfair has been extraordinary."

Harkham noted that the award was presented to the general manager who consistently demonstrated "exemplary leadership" throughout the year. "It would take hours to highlight all the special things that Simon and his staff do, but a typical example is that he personally handwrites thousands of notes to the hotel's regular guests every year," he said. "Simon's extraordinary leadership skills, his professionalism and innovation serve as an exceptional role model for the industry. The hotel's ability to anticipate a guest's need, often before they are aware of it, is legendary. He is one of the industry's most creative innovators in providing personal service to his guests, clients, and community and team members."

In addition to his duties as General Manager of the Flemings Mayfair, the 21-year hotel industry veteran also is group operations director for the company's three unique properties in Great Britain, which also include DownHall Country House Hotel and the Bushey Hall Golf Club. He completed his training at Trusthouse Forte in 1986 and began his career with Thistle Hotels. He quickly rose through the ranks, becoming a general manager at 28.

"As a Luxe Hotel, we are instantly held to a higher standard," Scarborough pointed out. "Because our guests' expectations are so high, our goal is to not only meet their needs but to exceed them. I challenge our associates every day to create a memory, not just an experience, for our guests."

Luxe Worldwide Hotels, 866-LUXE-411

### MAURICE ZARMATI NAMED PRESIDENT & CEO OF COSTA CRUISE LINES — NORTH AMERICA



**MAURICE ZARMATI**

Maurice Zarmati has been named President and CEO of Costa Cruise Lines—North America. Zarmati, who is currently Vice President of Sales for Carnival Cruise Lines, will assume his new role beginning March 31, 2008. An accomplished sales executive, Zarmati has been with Carnival Cruise Lines since 1972, leading one of the largest and most successful sales teams in North America.

In his new role as President and CEO of Costa Cruise Lines—North America, Zarmati will report directly to Gianni Onorato, President of Costa Crociere, and will be responsible for all sales and marketing efforts for Costa's North and Central American regions.

This includes sales development, marketing, revenue management, finance, human resources and passenger services. In the interim before Zarmati begins his position, Joni L. Rein, Vice President of Sales Development and Ruben Perez, Vice President of Passenger Services, will oversee all main functionalities of the Costa North America office.

"Maurice is well known and respected throughout the cruise industry for his numerous accomplishments and successes, so naturally we're thrilled to have him lead up the efforts for our North and Central American markets, which are key to the continued growth and success of the overall Costa Crociere brand," said Onorato. "Maurice brings nearly four decades of experience to the role, having led one of the biggest and best sales teams in North America with our sister company, Carnival Cruise Lines. We look forward to welcoming him to the Costa family in the next month."

Costa Cruises, 877-88-COSTA, [www.costacruise.com](http://www.costacruise.com)

### STARS SEEKING "BEST OF THE BEST" TRAVEL PROFESSIONALS

STARS is offering the first 500 members who join a two year membership for the one year fee of \$175. Members will receive a list of benefits as described on their website, [www.stars.travel](http://www.stars.travel), including overrides and "front of the line status" from future Preferred Suppliers.

STARS will be the only member directed organization representing the "best of the best" individual travel professionals. Their membership requirements are strict and they follow a strong code of ethics. STARS is all about bi-partisan access to continuous training and recognition of achievements.

STARS, [www.stars.travel](http://www.stars.travel)

## NANCY MILLAR TO CHAIR INTERNATIONAL NATURE BOARD



NANCY MILLAR

McAllen Chamber of Commerce Vice President of the Convention and Visitors' Bureau Nancy Millar has been elected as Chairman of the Board of "Environment for the Americas," the non-profit organization has announced. "We are excited to have Nancy chairing the Board of Directors," said Sue Bonfield, Executive Director of Environment for the Americas.

International Migratory Bird Day (IMBD), an annual celebration of birds, has grown to encompass events in Canada, the U.S., Caribbean, Mexico, and Central and South America. The program is now housed at the newly created Environment for the Americas (EFTA), an organization working to improve public awareness of shared natural resources, especially birds. EFTA is already providing the structure and oversight that will enable IMBD and other programs to continue to expand their outreach and ability to encourage people to get involved in conservation throughout the Western Hemisphere. Ms. Millar joins other prestigious members Dr. Russ Greenberg of Smithsonian Migratory Bird Center, world-renowned author, speaker and birder Kenn Kaufman, Ian Davidson

of Birdlife International, and Dr. Rodrigo Migoya of Niños y Crias in Yucatan, Mexico.

McAllen Chamber of Commerce, 877-MCALLEN, [www.mcallencvb.com](http://www.mcallencvb.com)

## JUDITH DAVIS BAER RECOGNIZED BY ITALIAN GOVERNMENT DURING 30TH ANNIVERSARY GALA



JUDITH DAVIS BAER

Judith Davis Baer, President and Founder of JDB Fine Hotels & Resorts (JDB), was recognized by the Italian government February 16, 2008, during JDB's 30th Anniversary Gala held at the Embassy of Italy in Washington, DC. Embassy First Counselor Mario Mancini presented Mrs. Baer with a plaque from Francesco Rutelli, Deputy Prime Minister of Italy and head of the department of Cultural Heritage and Tourism, congratulating Mrs. Baer for her years of success in promoting Italy.

Silvio Catalano, Directing Manager of Hotel Splendide Royal in Rome, later presented Mrs. Baer with a letter personally written by Deputy Prime Minister Rutelli expressing appreciation for Mrs. Baer's ongoing dedication and support promoting Italy and Italian culture in the United States.

Mrs. Baer began her career in travel marketing with Tryall Golf & Beach Club in Jamaica in 1978. In 1987 she began representing three hotels in Italy, one each in Venice, Florence and Rome. Currently JDB represents approximately 200 boutique upscale hotels, 170 of which are located in Italy. JDB produces yearly revenue in

excess of \$23 million, 90 percent of which is generated at Member Properties in Italy.

JDB's 30th Anniversary was celebrated with a black-tie gala that included a gourmet dinner prepared by two-star Michelin chef, Pino Lavarra, from the renowned five-star hotel, Palazzo Sasso on Italy's Amalfi Coast. Chef Lavarra, who was flown to Washington for the event, created a four-course meal.

JDB Fine Hotels & Resorts, [www.jdbhotels.com](http://www.jdbhotels.com)

## CHI APPOINTS STEFAN BUCHS GENERAL MANAGER AND REGIONAL VICE PRESIDENT



STEFAN BUCHS

Malta-based Corinthia Hotels International (CHI) has announced the appointment of German national Stefan Buchs as the General Manager of the Corinthia Hotel Prague. Stefan Buchs has also been appointed Vice President of Western and Central Europe for CHI.

In addition to managing the five-star Prague hotel, Stefan will be directly responsible for all of CHI's operations and profitability across the Corinthia, Wyndham and Ramada brands the company operates in the Czech Republic, Hungary, Portugal, and Russia. He will be based in Prague, and will be reporting directly to company Chief Executive Officer Tony Potter.

Stefan joins CHI from London where he was a successful Senior General Manager at the Millennium Hotel London Mayfair. Previous to that, he was General Manager of London's Portman Hotel for three years and General Manager of the Radisson SAS Five-Star Deluxe Hotel in Prague for another five.

Commenting on Stefan's appointment from CHI's headquarters in Malta, Chief Executive Officer Tony Potter said "We are fortunate to have Stefan join our team at such an exciting period in our international expansion drive. His recognized management skills and wide multi-market and multi-brand experience fit our newly created regional set up to a tee. Stefan's immediate focus will be our Czech operations and in particular the Corinthia Hotel Prague. At the same time, he will be taking immediate overall control of the other hotels falling within his regional responsibility, ensuring the development of the Corinthia, Wyndham and Ramada brand cultures and standards within the various CHI properties in that region."

Corinthia Hotels International (CHI), [www.corinthia.com](http://www.corinthia.com)

## MUNICH AND HOTEL VIER JAHRESZEITEN KEMPINSKI CELEBRATE COMBINED 1000TH ANNIVERSARY



While Munich is celebrating its 850th anniversary, the city's landmark grand hotel, the Hotel Vier Jahreszeiten Kempinski, turns 150. Numerous cultural and culinary events will reflect the fascinating history of one of the oldest and most established hotels in the world.

In 1852, the building works for Munich's best known street, the Maximilianstrasse, began. The centerpiece of this magnificent new boulevard was the Hotel Vier Jahreszeiten.

In 1926, the brothers Alfred and Otto Walterspiel acquired the hotel. In 1970, the property was bought by Kempinski and since then has been called the Hotel Vier Jahreszeiten Kempinski Munich.

Anniversary events will be held throughout the year. On the last Friday of each month in 2008, guests are invited to participate in a "Trend & Tradition" dinner for approximately \$144 for two. A journey into the past and a glimpse into the future are offered by historian Ingrid Mayerhanser, who will captivate guests with impressive and curious anecdotes and facts during traditional guided tours of the hotel for approximately \$37 per person.

There is no celebration in Munich without including Oktoberfest. To warm up for this event, the kitchen team proposes a Bavarian Kitchen Party. Welcoming guests in traditional costumes, the hotel's kitchen crew will serve Bavarian specialties on September 11 for approximately \$73 per person.

Hotel Vier Jahreszeiten Kempinski,  
[www.kempinski-vierjahreszeiten.com](http://www.kempinski-vierjahreszeiten.com);  
 Kempinski Hotels, [www.kempinski.com](http://www.kempinski.com)

## TOWN HOUSE GALLERIA BECOMES THE FIRST SEVEN STARS HOTEL

SGS, a world leader in inspection services, certification, testing and control has officially awarded Town House Galleria as the first ever seven star certificate hotel in the world, the first certificate that guarantees a category of extra luxurious service within the area of hotel hospitality.

The award ceremony decrees that Town House Galleria is now the first hotel in the world to be awarded Seven Stars. The specifica-

tions admitted by Town House Galleria have been chosen and are qualified criteria applying to a personal service, reserved and luxurious. SGS has verified these factors during announced audits and incognito visits or so called "mystery clients."

Considering this positive result from the SGS organization, from March 7, Town House Galleria can display a seven star sign and is entered onto the register of official regional recognition.

Town House Galleria, part of the Planhotel Resorts & Hotels group, opened on March 7, 2007 and represents a new and unique hospitality benchmark. Dedicated to the most sophisticated businessman and traveler, Town House Galleria is far from the traditional idea of hotel hospitality and provides a new 'home away from home' service.

The Hotel is situated in the heart of Milan in the most exclusive location of the city: the famous Galleria Vittorio Emanuele II, a national monument, which connects Piazza Duomo with Piazza della Scala, the most prestigious opera house in Italy.

Alessandro Rosso, owner of the Town House Group, says: "Town House Galleria is not just a hotel but is a way of living the city. In the Gallery, guests can go shopping, or just have a coffee whilst the butler takes care of everything."

Town House Galleria, [www.townhousegalleria.it](http://www.townhousegalleria.it)

## JUNE TO MARK DEBUT OF NEW CRUISE SHIP FROM SCENIC TOURS

The *ms Scenic Emerald* is ready to be christened as it hoists anchor and sets off on Europe's waterways. The first of Scenic Tours' innovative 'space-ships' will embark on its inaugural cruise down the Rhine and Danube Rivers on June 2, 2008, between Amsterdam and Budapest on the initial 15-day "Jewels of Europe" cruise. Guests will visit some of the most picturesque and historic cities in the region, including Cologne, Nuremberg and Vienna.

This first of two uniquely designed ships have received a very welcome reception by travelers. Almost completely sold out for the 2008 season, voyagers considering a cruise with Scenic Tours should book now for the remainder of 2008 and to ensure prime weeks in 2009.

Scenic Tours' all-new 'space-ships' provide cruisers with an extraordinary sense of personal space and freedom while onboard. Offering beautifully-designed, spacious staterooms, more than 80 percent of cabins have large private open-air balconies. Guests on the Rhine Deck can relax and enjoy the charming and often dramatic European landscape from the privacy of their spacious balcony. Individuals on the superior Danube Deck, enjoy not only their own private balcony, but can indulge in the added luxury of a private butler.

On a Scenic Tours' "Jewels of Europe" river cruise, everything is completely taken care of. The fares are all-inclusive with guided shore tours and sightseeing opportunities, onboard meals, wine with dinner, airport transfers and gratuities.

Scenic Tours, [www.scenictours.com](http://www.scenictours.com)

## DOMINICAN REPUBLIC

Maxim Bungalows and Sun Village in the Dominican Republic are offering special rates for travel agents starting at \$250 per night plus taxes. If agents are EPTAP (Elliott Preferred Travel Agent Program) members they are entitled to a three comp night stay.

A limited number of professional travel agents are invited to join the Elliott Preferred Travel Agent Program (EPTAP). Through this special program, agents can earn cash and travel bonuses, as well as access all the tools necessary to start earning rewards. Qualified agents are invited to apply and once they are approved and have received their EPTAP ID number, agents can begin earning bonuses immediately. This program will be limited to 300 agents. For more EPTAP information please check [http://www.sunvillageresorts.com/experience\\_elliott\\_travel\\_agent.php](http://www.sunvillageresorts.com/experience_elliott_travel_agent.php).  
Maxim Bungalows,  
[www.Maximbungalows.com](http://www.Maximbungalows.com)

## DOMINICAN REPUBLIC

Ocean Blue & Sand is offering a special travel agent rate of \$65 per person per night from April 1 to June 30. Reservations have to be sent to [reservas2@oceanhotels.com.do](mailto:reservas2@oceanhotels.com.do). All reservations for travel agents have to be sent with a copy of IATA membership and will be accepted upon availability.  
Ocean Blue & Sand, [www.oceanhotels.net](http://www.oceanhotels.net)

## KENYA

Wildlife Safari is offering a Kenya FAM tour, May 17-24. Highlights include game viewing drives in Samburu Game Reserve, Nakuru National Park, and the Masai Mara Game Reserve. Land cost is \$1,575 per travel agent sharing a room and \$2,565 per non-travel agent companion sharing. Each travel agent will be allowed to bring a maximum of five non-travel agent companions. Tour includes luxury accommodations; breakfast, lunch and dinner every day while on safari; water during game drives and with meals; ground transportation with custom built vehicles with window seats throughout the safari; services of an experienced driver/guide throughout; safari briefing and Nairobi sightseeing tour; domestic flight from Masai Mara to Nairobi; farewell dinner; all National Park fees, government taxes and charges; all airport transfers and airport portorage in Kenya; services of a wildlife safari tour manager in Kenya; and Kenya guidebook, stamped postcards and safari hat.  
Wildlife Safari, [www.wildlife-safari.com](http://www.wildlife-safari.com)

rienced driver/guide throughout; safari briefing and Nairobi sightseeing tour; domestic flight from Masai Mara to Nairobi; farewell dinner; all National Park fees, government taxes and charges; all airport transfers and airport portorage in Kenya; services of a wildlife safari tour manager in Kenya; and Kenya guidebook, stamped postcards and safari hat.  
Wildlife Safari, [www.wildlife-safari.com](http://www.wildlife-safari.com)

## MEXICO

The new Loma del Mar Resort is offering travel agents 50 percent off during 2008. 2008 rates at Loma del Mar range from \$485/night for a Luxury Suite (Summer 6/1-10/1) to \$763/night for the Presidential Suite (Winter 12/17-03/31), single or double occupancy, plus government tax and service.

Terraced on a forested hillside (loma) above Ixtapa, Mexico, Loma del Mar features 16 spacious suites, two swimming pools, lounging areas, palapa-topped restaurant, bar, and recreational facilities. It borders the Palma Real Golf Course-nature reserve.

Additional facilities will be completed for summer 2008 including a saltwater swimming pool with thalassotherapy treatments, a Turkish-style hamam, and a new-age wellness chamber with myriad water sensations.

Loma del Mar, 866-496-1082,  
[res@lomadelmar.com](mailto:res@lomadelmar.com),  
[www.lomadelmar.com](http://www.lomadelmar.com)

## MOROCCO

Sunny Land Tours is offering an Imperial Journey to Morocco FAM for six-days from \$599.

This package includes round trip air on Royal Air Maroc from JFK; transfers in Marrakech and Casablanca; three nights at Hotel Imperial Holiday Marrakech; one night F/C Hotel Idu Anfa Casablanca; buffet breakfast daily at hotels; city tour of Marrakech and Casablanca; Fantasia Dinner and Show at "Chez Ali"; and service of local escort and guide. Departure is October 21.

Agent rate is \$799. Single supplement at

hotels is \$200. Companion supplement in twin is \$600.

Current IATAN card and ARC list required. Tour rates are subject to \$16 documentation fee. A \$35 per person registration fee applies. Tour rates are subject to \$260 airport tax and fees.

Sunny Land Tours, 800-783-7839

## ST. PETERSBURG-MOSCOW

Imperial River Cruises is offering a St. Petersburg- Moscow FAM Cruise May 11-20, 2008 on *M/S Dostoevskiy*.

Price is from \$1,180 per person, cruise only and includes accommodation, three meals per day, sightseeing and shore excursions with English-speaking guide assistance.

Companions are eligible for \$150 extra. Airfare can be purchased on request.

Imperial River Cruises, 866-922-4640,  
[river@cruisebyriver.com](mailto:river@cruisebyriver.com),  
[www.cruisebyriver.com](http://www.cruisebyriver.com)

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