

APRIL 2009

Travel World

The Magazine for Destination Travel Specialists

NEWS[®]

Estonia

Ancient
Culture,
Modern
Spirit



Discover
Uruguay

*Your
clients
will like it*

Travel World NEWS[®]

The Magazine for Destination Travel Specialists

APRIL 2009

ISSUE NO. 250

executive office

28 Knight Street
Norwalk, CT 06851-4707

Voice: 203.286.6679 • Fax: 203.286.6681

internet website

www.travelworldnews.com

publisher

Charles Gatt, Jr.

charlie@travelworldnews.com

editor

Jennifer M. Lane

editor@travelworldnews.com

design production manager

Linda Rogers

linda@travelworldnews.com

Maria Rebello, Accounting Manager

Shawn Hebert, IT Manager

Cindy Johnson, Circulation Manager

Carol A. Petro, Design Consultant

dive editor

Lorry Heverly

cruise editor

Michael Iachetta

southeast regional correspondent

Joan Gonzalez

western regional correspondent

Connie Skoog

south america correspondent

Mark Zussman

mark_zussman@yahoo.com.br

contributing editors

Jacquie Balaschak • Andrew Bill • Mona Birch

Jerry W. Bird • Ann Charles • Gail P. Dubov

George Hairston • Al Haut • Marjorie Klein

Nancy Marcantonio • Anita Mason

D.O. Christian Rieger • Knox Robinson • Mary Ellen Schultz

Robin Swados • Helen Kittl Smith • Diane Terry

Travel World News (ISSN 1044-4602) is published monthly by Travel Industry Network, Inc., 28 Knight Street, Norwalk, CT 06851-4707. 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**, 28 Knight Street, Norwalk, CT 06851-4707. Periodicals postage paid at Norwalk, CT, and additional mailing offices. POSTMASTER: Send address changes to **Travel World News**, 28 Knight Street, Norwalk, CT 06851-4707. Address advertising inquiries and/or editorial copy to: **Travel World News**, 28 Knight Street, Norwalk, CT 06851-4707. Copyright 2008. All rights reserved. Printed in USA. No part of this publication may be reproduced without permission.

All advertising in **Travel World News** is based on data submitted to the Publisher by the advertisers. The Publisher shall not be liable for the accuracy or inaccuracy of any information contained in **Travel World News** and shall not be liable, including but not limited to consequential or special damages, to any party for any products or services advertised or reported upon herein. The Publisher shall not be responsible for typographical errors. All information contained herein is subject to change without notice by the parties providing such products and services. The Publisher reserves the right to reject any advertising that has been submitted at his sole discretion. Upon providing a refund of any amount paid to the party whose submittal was rejected, the Publisher shall not have any liability to any party for such rejection.

INDUSTRY EVENTS

New York Times 2009 Travel Show Urges Attendees to Get Out There and Explore Our World

CALENDAR OF EVENTS

INDUSTRY NEWS

FAM TRIPS

EUROPE

Estonia: Ancient Culture, Modern Spirit

NORTH AMERICA

CARIBBEAN

Hacienda Tres Ríos Resort, Spa and Nature Park Receives Green Globe Certification

Palmera de Cabarete Resort and Spa, 5-Star Luxury Resort, Planned for Dominican Republic

Carnival Cruise Lines Poised to Launch Big Dream, Multitude of Changes and Upgrades

Discover Dominica Welcomes Colin Piper as New CEO/Director of Tourism

LATIN AMERICA

Discover Uruguay! Your Clients Will Like It

ToursBrasil Returns to Its Roots: Afro-Cultural Tourism in Bahia and Rio

Deilmann's South America Cruises Feature \$99 Business-Class Air and Shore Excursions or \$2,500 Off

El Salvador's On Sale with Tara Tours "Fun in the Sun" Program

Tourism in Mexico Forges Ahead Despite World's Economic Outlook

ASIA-PACIFIC

Taiwan: A Taste of China on One Small Island

Creative Travel Joins Euromic as World Affiliate for India

Goway Has Great Bali Stimulus Package

Swain Wins 'Best Brochure' in North America for 2008/2009

3

9

10

12

14

20

29

32

34

36

37

39

40

41

42

43

45

46

47



New York Times 2009 Travel Show Urges Attendees to Get Out There and Explore Our World!

From free scuba lessons to Mongolian throat singing to dollar-stretching tips for dream vacations, the sixth annual trade event in draws exhibitors, industry professionals and consumers from across the globe.

MARY ELLEN SCHULTZ

The sixth annual New York Times Travel Show took place from February 6-8, 2009, bringing thousands of visitors to New York City's Jacob K. Javits Convention Center for the three-day event.

Presented by American Express, the largest travel trade event in the U.S. featured 450 exhibitors (representing more than 100 countries) and opportunities for resort, cruise/airline, tour operator and tourism board discounts and giveaways from around the world.

According to Todd R. Haskell, vice president of advertising for the New York Times, "Despite the severity of the current global economic recession, this year's show welcomed 18,286 attendees, of which 5,978 were industry professionals and 12,308 consumers." Noting the slight attendance decrease over last year's show, he continued, "We've observed that by the majority of participants in this year's show, that we attracted one of the highest-quality audiences in its six-year history, and that onsite package bookings were widespread throughout the show."

Exhibitors included American Express Vacations, China National Tourist Office, Bermuda Tourism, Greek Tourism Board, Africa Travel Association and Tanzania Tourist Board, Macau Tourism Board, Egypt Tourism, Sandals Vacations and Royal Caribbean Cruise Lines.

A trade-only-day expo launched the event with education and product seminars, from web marketing, convincing clients to consider tours and delivering the 1-2 punch, to a "Focus on Africa" session spotlighting the myriad opportunities available for selling Africa to clients. Adventure seekers, erstwhile armchair travelers and other visitors crowded over 20 consumer-oriented seminars and workshops throughout the rest of the show covering such topics as finding today's best bargains, global shopping tips and the hottest new destinations for families, women and gay travelers.

Nonstop show entertainment included cultural perfor-



Ribbon-cutting ceremony opens The New York Times 2009 Travel Show at The Jacob K. Javits Convention Center on February 6, 2009. Left to Right: Chryssanthos Petsilas, Deputy Director, Greek National Tourism Organization, USA; The Honorable Aglaia Balta, Consul General, Greek Embassy; Todd Haskell, Vice President, Advertising, The New York Times; and Audrey Hendley, Vice President, Marketing & Strategic Partnerships, American Express Travel.

mances by dancers and musicians from Hawaii, Mexico and Egypt, gastronomic goodies from Thailand, Puerto Rico and India — even exotic ambassador animals, courtesy of Sea World, Busch Gardens and Discovery Cove.

Industry Intelligence

Targeted to senior travel and tourism board executives, travel agents and travel writers, the trade day featured presentations and panel discussions with top industry executives. Keynote speaker for the Travel Executive Conference was David Levine, executive director of the Avant-Guide Institute (AGI). Participating luminaries included Jerilyn Giacone, Carnival Cruise Line's business development director; Marc Kazlauskas, president of Insight Vacations and John T. Peters, president & ceo, Tripology. Topics included travel agency cost-cutting tips, marketing travel in uncertain times and effective cruise marketing. Participants in the Cruise Line International Association (CLIA) workshop re-

CONTINUED ON PAGE 4

INDUSTRY EVENTS

NYTIMES TRAVEL SHOW FROM PAGE 3

ceived expert advice and continuing education credits. Speakers at the concurrent Focus on Africa seminars included Kathryn Monaco, director of the Association for the Promotion of Travel to Africa (APTA); Craig Sholley, sr. development director, Africa Wildlife Federation and Margaret Makungo, director of the Zambia Tourist Board. Sessions covered overall market updates and forecasts, creating perfectly tailored packages and the airlines' vision of the future of travel to Africa.

Exhibitor Notes

New to the show was Thierry Baurez, director of sales and marketing for Mexican luxury resort and spa Casa Dorada. The Los Cabos property opened in 2007 and Baurez was cautiously enthusiastic. "Bookings are lower than this time last year, but we're concentrating on the positive — we're seeing more U.S. guests choose Los Cabos over Europe...it's closer to home, more economical and easier for a last-minute, 2-4 day escape versus a week for Europe. Our marketing strategy's been readjusted too...previously we attended all the major tradeshows worldwide; focus now is on our strongest market: the U.S. ... show follow-up'll be key."

Casa Dorada, www.casadorada.com

Another first-timer was Allentown, PA-based Raza Visram, Americas operations director of AfricanMecca Adventures. The 20-year-old, family-owned business, headquartered in Mombasa (Kenya), specializes in customized trips to Kenya, Tanzania and Zambia. Selected as one of ASTA's top 10 tour operators, the company recently began direct contact sales with consumers.

Per Visram, "Previous exhibitors told us that this show was good because it attracts not just adventure travelers, but also consumers with higher discretionary incomes... however, this in no way diminishes the agent's importance...they've always been, and probably will be, our first priority! Given this economy, though, you've got to be creative and expand your reach."

African Mecca, www.africanmeccasafaris.com

Fourth-time exhibitor Jerry Sorkin, president of Pennsylvania-based TunisUSA, believes in being visible to clients. Offering cultural tours to Tunisia, Turkey, Libya, Malta and India since 1993, he's using the current economic climate to develop creative ways to combat negative travel fallout. Strong on direct mail, selective e-mail blasts and targeted tradeshows for direct contact, Sorkin believes, "The beauty of this show is that we can target the person considering the destination.... and NYT readers (both agents and FITs) form a large part of our client base."

TunisUSA, www.tunisusa.com

Atacan and Nalan Badir, husband-and-wife owners of Rock Valley Tours, specialize in cultural and religious tours to Turkey. The Cappadocia-based couple are also fourth-time



Heavy traffic on the show floor at the New York Times Travel Show, February 6-8, 2009.

exhibitors. Mr. Badir noted that although bookings have slowed, he touts tradeshow exposure, noting, "our U.S. clientele was 15%; now, it's 25% -- shows work!" He continued, "People are looking for cheaper ways of indulging in their passion for travel...we're always thinking of how to offer clients a choice between high-end and more affordable ways to explore Turkey's treasures!"

Rock Valley Travel, www.rockvalleytravel.com

The New York Times Travel Show, www.nytimes.com/travelshow

ADVENTURE IN TRAVEL EXPOS DRAW RECORD CROWDS SO FAR THIS YEAR

Unicomm, LLC announced today that record crowds attended their Los Angeles Times Travel & Adventure Show (February 14-15), Chicago (January 10-11) Adventures in Travel Expo (ATE) while over 9,000 attended their Washington DC ATE show (February 21-22). Over 43,000 active travelers attended the three events and purchased thousands of vacations.

"Considering the negative economic news cycle, the robust attendance and sales at Adventures in Travel Expo surpassed our and our exhibitors' expectations," noted John Golicz, CEO of Unicomm, producers of the Expos. "Our events illustrate that, if they want to sustain growth in 2009, now more than ever travel providers need to tune their marketing programs to get in front of qualified, active travelers that are looking to book travel."

Show surveys reported that over 73 percent of attendees were going to book their next experiential vacation with a provider they found at the events. Additional early survey results point to over \$172 million is travel as a result of these attendees.

"It happens every time for us at the Adventures in Travel Expo shows. We come away with high-value bookings that make the investment worthwhile! Looking forward to the next set of events," said Alana Pietrzak, Qantas Vacations/Stella Travel Services. Adventures in Travel Expo, www.adventureexpo.com

GROUP LEADERS OF AMERICA TO FEATURE DIAMOND TOURS' MARKETING AT CHAPTER MEETINGS

Diamond Tours, a nationally recognized tour operator specializing in group travel, will extend marketing outreach to 57 cities across the country this year.

Diamond will reach travel clubs and groups in these markets through the company's sponsorship of travel videos and brochure distribution at Group Leaders of America Chapter Meetings.

"It is an honor to have Diamond Tours join us in selling travel to GLAMER Group Leaders" says Charlie Presley, president GLAMER.

Diamond has designed a video explaining its tour product and will deliver a tour catalog to groups at each Chapter Meeting.

This is Diamond's ninth consecutive year of marketing at GLAMER Chapter Meetings.

Diamond Tours, www.diamondtours.com; Group Leaders of America, 800-628-0993, tknox@glamer.com, www.glamer.com

ITTFA WELCOMES MOROCCAN TRAVEL MARKET AND VAKANTIEBEURS

ITTFA, the International Tourism Trade Fairs Association, welcomes two new members for 2009, MTM of Morocco and Vakantiebeurs, the Utrecht based event.

The shows join other prestigious market leaders in the tourism exhibition industry, including TUR, Gothenburg; MITT in Moscow and TTG Incontri, Rimini, whose aim, as part of ITTFA, is to promote the industry and raise standards.

Moroccan Travel Market is held in Marrakech in January and despite being relatively new, hosted over 260 exhibiting companies from 23 countries, attracting over 10,000 trade visitors at its recent show.

"ITTFA will help us open up


internationally," said General Manager, Kamal RAHAL ESSOULAMI. "Admission to the ITTFA will consolidate our event's international standing and provide an opportunity for additional international exhibitors to reach Moroccan travel professionals. We look forward to sharing opinions and experiences with our ITTFA partners and to contributing to increased outbound travel bookings from Morocco for new interna-

tional exhibitors."

Vakantiebeurs held its 39th event in January at the Jaarbeurs Utrecht exhibition centre. Referred to as the leading event in the Benelux travel market, this year the show hosted 1633 exhibitors from over 160 countries with trade visitor numbers reaching 18,000.

International Tourism Trade Fairs Association (ITTFA), www.ittfa.org

AFRICA TRAVEL ASSOCIATION
Means Business! Join us at our



AT A GLANCE

Sunday, May 17
Delegates Arrive
Registration
Closed Board Meeting

Monday, May 18
Registration
Opening Ceremony
Destination Egypt
Tourism Ministers Roundtable

Tuesday, May 19
African Bazaar
Africa Tourism Workshops


Wednesday, May 20
Africa Tourism Workshops

Thursday, May 21
Host Country Day
Annual General Meeting
Chapters Meeting




Friday, May 22
Delegates Depart

Connecting Destination Africa
CAIRO, EGYPT
17-21 MAY 2009
Hosted by the Egyptian Ministry of Tourism

Official Congress Airline



Limited tickets available at \$711+Tax

GO WEST SUMMIT SHOWCASES ALBUQUERQUE TO INTERNATIONAL TRAVEL PLANNERS



Pictured left to right: Patricia Lee, Cherry Creek Shopping Center; Dan Melfi, Denver International Airport; Mary Motsenbocker, Go West Summit; Gary Schluter, Rocky Mountain Holiday Tours.

Albuquerque was host to the Go West Summit Tradeshaw from January 26-28, 2009. Hosting Go West provided Albuquerque and New Mexico an excellent opportunity to showcase regional tourism offerings for an international audience.

The Go West Summit provides attendees with workshops, guest speakers and seminars. It gives tourism suppliers such as convention and visitors bureaus, adventure outfitters and resorts from these 13 states the opportunity to promote their products to tour operators from all of the major travel markets—Asia, Canada, Europe, Latin America, Mexico, Scandinavia and the United States.

The Albuquerque Convention and Visitors Bureau and the New Mexico Department of Tourism partnered to bring Go West Summit, an annual international travel trade show, to Albuquerque. The tradeshaw's purpose is to familiarize its attendees with destinations and attractions in the 13 Western U.S. states—Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wyoming. The show highlights the Western states as potential destination for future tourism business from international tour operators.

"All of the events were well-planned, the receptions and dinners were wonderful and I particularly enjoyed the Tour Operator and Adventure Day" said Scott Angeletti, Operations Manager at Sports Leisure Vacations.

"As a first-time attendee at Go West and first-time visitor to Albuquerque, I was impressed by both. The show was a great place to conduct business and the people of Albuquerque were so friendly. I am looking forward to sending more customers to New Mexico and the rest of the West" said Sally Berry, Director of Marketing with American Driving Vacations based in New York.

Albuquerque Convention & Visitors Bureau, www.itsatrip.org;
Go West Summit, www.gowestsummit.com

MITM AMERICAS TO BE STAGED IN HAVANA, CUBA

The fifteenth edition of MITM Americas, Meetings and Incentive Travel Market, will be held in Havana, Cuba, November 18 and 19 of this year. MITM's hosted buyers are from Europe, and even though MITM will take place in Cuba, incentives and conventions buyers from the United States will also attend, as they did in the MITM edition of 2004 in Varadero, where 36 percent of the buyers were from the U.S. MITM is keeping its successful format of individual pre-requested and pre-assigned individual meetings between exhibitors and incentive and convention buyers from Europe, Mexico and Brazil, continuing as a small travel trade fair, giving priority to quality instead of quantity and matching the number of exhibitors and buyers.

MITM's Commercial Director is Charo Trabado.
MITM Americas, gsar@gsamark.com, www.mitmamericas.com

KARIBU TRAVEL AND TOURISM FAIR CELEBRATES 10TH ANNIVERSARY

Tanzania's Karibu Travel and Tourism Fair, the largest and most ambitious travel industry event in East Africa, will celebrate its 10th Anniversary, June 5–7, 2009. The Karibu Fair, held just outside of Arusha, Tanzania's safari capital, attracts travel industry partners from around the world. The annual event is organized by the Tanzania Association of Tour Operators (TATO), Tanzania Tourist Board (TTB) and the Ministry of Natural Resources and Tourism (MNRT).

"We are proud that with the success of the Karibu Travel and Tourism Fair, Tanzania is playing a major role in developing tourism to the region," said the Hon. Shamsa Mwangunga, the Minister of Natural Resources and Tourism for Tanzania.

Part of the uniqueness and excitement of The Karibu Travel and Tourism Fair is that it is an outdoor event that offers a real safari experience. Over 250 exhibitors and thousands of regional and international visitors are expected to attend the 2009 Fair, open to the trade on June 5 and 6, and the public on June 7. Travel industry suppliers, large and small, including tour operators, tourist boards, hoteliers, and support service representatives and equipment manufacturers are typical attendees. International travel trade journalists regularly cover the event along with local media, and "familiarization trips" are being offered to encourage international travel agents to attend.

"Since America is Tanzania's number-one source market for tourists, we are making a major effort to attract more travel agents from the US market," said Peter Mwenguo, Managing Director, Tanzania Tourist Board. "There are currently over 1,000 qualified Tanzania Travel Agent Specialists in the US, and we hope to encourage them to participate by offering special pre and post safaris. This year, for the first time, Karibu is offering a pre-fair safari for agents to the Southern Circuit."

Karibu Travel and Tourism Fair, www.karibufair.com; Tanzania, www.tanzaniatouristboard.com

EXPOTUR WILL BE THE FIRST CARBON NEUTRAL COMMERCIALIZATION TRAVEL MART

EXPOTUR, the travel mart of Central America, will compensate for the CO2 emissions of the event's activities. ACOPROT, in alliance with the National Fund of Forest Financing (Fonafifo), will measure the emissions generated during EXPOTUR, May 13–15, 2009, and compensate with tree planting and contributions to organizations developing programs that benefit the environment.

This demonstrates Costa Rica's continual bold steps toward tourism development. In the eighties it originated eco-tourism and more recently, it has become the leader of the sustainable tourism development.

"The initiative to mitigate the carbon emissions adheres to the strategy of the Government of the Republic to be a country carbon neutral in 2021," explained Tania D'Ambrosio, Director of Events of the Costa Rican Association of Professionals in Tourism (ACOPROT).

Costa Rica's government has impelled the hybrid use of biofuel, electric vehicles and clean energies as well as the use of less polluting technologies.

For Mr. Carlos Ricardo Benavides, Minister of Tourism, executing measures that help mitigate the effects of the carbon emissions are a reflection of how much the tourism sector has become immersed in policies of sustainability.

"To make of EXPOTUR a carbon-neutral event, it is a way of showing wholesalers that our country has a strong commitment with sustainable tourism development and, of involving all who visit us with these policies. But in addition, it is to abide by the rules that the private sector and the Institute are compelled to execute in order to mitigate the effects of the climate change," said Benavides.

Alberto González, of FONAFIFO, indicated that to have a carbon-neutral EXPOTUR 2009, some factors to be taken into account are the bill of the electrical consumption during the days of the event and the ground transportation of participants,

which includes all transfers and the miles covered during the pre- and post circuits of the program. "With these variables plus the type of fuel that is used and the amount of necessary buses for the transfers, we will calculate the carbon footprint of EXPOTUR 2009," explained González, adding that, concerning air transportation, FONAFIFO will provide an Internet access, so that participants may learn how to mitigate their aerial trip and embrace the concept of a "Clean Trip."

EXPOTUR, www.expotur.com

AFRICA TRAVEL ASSOCIATION INTRODUCES AN AFRICA MARKETPLACE FOR TRAVEL TRADE BUYERS AND SELLERS

The Africa Travel Association (ATA) has announced it will introduce a marketplace for buyers and sellers specializing in Africa at the upcoming 34th Annual Congress in Cairo, Egypt on Tuesday, May 19, 2009. Titled African Bazaar, the marketplace provides a forum for travel trade buyers and sellers to sign up for pre-scheduled, one-on-one appointments devoted to networking and building business linkages.

"A marketplace is the most efficient way for the buyers in the travel industry to really discover the wonderful products of Africa," said Bob Whitley, President of the United States Tour Operators Association (US-TOA). "The one-on-one meetings can result in creating new business for all."

Suppliers and buyers will have the chance to meet a targeted 24 experts, including hoteliers, airlines, destination marketing companies (DMCs), ground handlers, tour operators, and wholesalers, for 15-minute appointments during the morning and afternoon sessions.

"This is a well-tested and proven format for building business linkages between travel professionals," said Edward Bergman, ATA Executive Director. "No more chance meetings and missed opportunities. This will be strictly by appointment only and will provide all stakeholders in the future of African tourism with an opportu-

nity to meet."

In addition to introducing the African Bazaar at this year's congress, ATA will also host the first ATA Tourism Ministers' Roundtable on Monday, May 18. This networking event aims to facilitate direct communication between congress delegates and tourism ministers in three separate one-hour long discussions.

Registration for the congress, booking an appointment at the African Bazaar, or reserving a place at the Tourism Ministers Roundtable, can be accomplished via the website.

Africa Travel Association (ATA),
info@africatravelassociation.org,
www.africatravelassociation.org/ata/events/ac.html,
www.africatravelassociation.org/ata

ARTA
100%
Travel Agents.

We're proud to say
 that ARTA
 does not accept
 airlines or
 other suppliers
 as members.

We work
ONLY
 for agents!

Sign up for our
FREE
 30-day trial membership:
www.artaonline.com

ITB BERLIN STRONGER THAN EVER WITH MORE USING WORLD'S LEADING INDUSTRY PLATFORM



"Once again, ITB Berlin reestablished itself as the world's leading travel trade show," said Dr. Christian Göke, Chief Operating Officer of Messe Berlin. From March 11–15, 11,098 companies from 187 countries (2008: 11,147 companies from 186 countries) exhibited their products and services and discussed their future market strategies. Of the 110,857 trade visitors who attended (up from 110,322), 42 percent came from abroad, an increase of four percent. Again, record numbers took part in the convention. This year's figure was 12,000, compared with 11,000 in 2008.

Crowds thronged the halls over the weekend as well. Approximately 68,114 members of the public [67,569] came to find out about travel destinations and products and services from around the world. Overall attendance in the display halls was 178,971 [177,891].

Despite the global financial crisis there was a positive mood among exhibitors, who were satisfied with business at ITB Berlin. According to a representative survey carried out by Fachhochschule Eberswalde during the fair, six out of ten exhibitors said the recession had had no impact on their business. However, they said that travel behavior would change. Fifty-two percent of exhibitors expected tourists to take even shorter trips, 60 percent believed local tourism would boom, and 68 percent expected demand for last-minute travel to increase. More than half of the exhibitors claimed they were currently adapting their products to suit changing conditions, for which ITB Berlin is the ideal venue. According to a survey by an independent market research institute, more than 87 percent (85) of exhibitors obtained a positive impression of the fair. As in 2008, even before this year's fair had ended, 91 percent said they would be back next year at ITB Berlin.

Dr. H.C. Fritz Pleitgen, General Manager of Ruhr.2010 GmbH: "We are very grateful that ITB Berlin had the courage to accept us as their partner region—and are pleased we could fulfill the high expectations. We ourselves were curious as to whether we could keep up with the exotic countries at the fair, but things went extremely well. We received a lot of praise for our opening cere-

monies. Interest in our region increased noticeably."

Axel Biermann, Managing Director of Ruhr Tourismus GmbH, added: "We at Ruhr Tourismus GmbH are extremely satisfied with the way ITB Berlin 2009 went. The reactions to Metropole Ruhr as the ITB partner region were positive throughout. Our opening event and the trade fair display were very well received. Several large tour operators have agreed to long-term collaboration with our region. Trade visitors, members of the media and the general public all expressed very keen interest. We believe that ITB Berlin has helped us take a huge stride forward en route to our midterm goal of establishing Metropole Ruhr as an attractive travel destination."

Klaus Laepple, President of the German Tourism Industry Federation (BTW) and of the German Travel Association (BTW) explained "This year there will be huge challenges facing the global economy. Against this backdrop it is impossible to offer any sound predictions for tourism this year. What is certain is that the tourism industry has already overcome many crises, and this is where ITB Berlin, the world's largest tourism trade show, plays a major part. This is the venue where during the last few days the foundations were being laid for the future. Equally, there were discussions about companies finding strategies and measures to react to the current situation."

Trade visitors' reactions to the range of products and services at ITB Berlin were even more positive than last year. Seventy-nine percent [77] rated it either "excellent" or "good," 94 percent [93] were satisfied with their visit to the fair, and 95 percent [94] would recommend it to friends or colleagues. At 92 percent, the proportion of trade visitors planning to return to ITB Berlin next year increased (2008: 88).

ITB Berlin is an international media event. In addition to international news agencies some 7,7000 journalists from 87 countries were at the fair. Representatives of politics and the diplomatic services attended the world's largest travel trade show in large numbers: 178 (176) members from 100 countries representing politics and the diplomatic services attended ITB Berlin, among them 77 ambassadors, 85 ministers and 16 state secretaries.

The next ITB Berlin will take place March 10–14, 2010, with Turkey as its partner country.

ITB Berlin, www.itb-convention.com/

LITAA'S 25TH TRADE SHOW AND DINNER PLANNED FOR MAY

The 25th annual spring dinner and trade show of the Long Island Travel Agents Association is scheduled to be held Wednesday, May 6, at the Larkfield Manor, 507 Larkfield Road, in East Northport, New York.

The Trade Show will be held from 5:30 to 7 pm, followed by dinner, presentations, and prizes from 7 to 9 pm.

Agents will be confirmed with a confirmation number for dinner through emailing intention to attend.

LITAA, travelagentken@yahoo.com
(to set plans to attend, for confirmation)

CALENDAR OF EVENTS • 2009

DATE	EVENT	LOCATION	CONTACT
MAY			
5-8	ATM	Dubai, UAE	www.arabiantravelmarket.com
7-10	SITC	Barcelona, Spain	www.salotourisme.com
7-10	IGLTA Annual Convention	Toronto, Canada	www.iglta.org/convention
9-12	Indaba 2009	Durban, South Africa	www.indaba-southafrica.co.za/default.aspx
10-12	GTM 2009	Rostock, Germany	www.germany-travel-mart.de
11-14	JAPEX 2009	Ocho Rios, Jamaica	info@jhta.org
13-15	Expotur 2009	San Jose, Costa Rica	www.expotur.travel
15-16	WTTC Global Economic Forum	Florianopolis, Brazil	www.globaltraveltourism.com
16-19	POW WOW 2009	Miami, FL	www.powwowonline.com
17-19	Global Spa Summit 2009	Interlaken, Switzerland	www.globalspasummit.com
17-22	ATA 34th Annual Congress	Cairo, Egypt	www.africatravelassociation.org
18-19	EMIF 2009	Brussels, Belgium	www.emif.ru
19-22	RTD-3	Belize	www.icrtbelize.org
20-22	SMART 2009	St. Maarten, NA	www.shta.com
21	LATAM Show 2009	Miami, FL	www.latamshow.com
24-25	SATTE	New Delhi, India	www.satte.org
26-28	IMEX	Frankfurt, Germany	www.imex-frankfurt.com
JUNE			
3-5	Asia Tourism Resort & Attraction 2009	Shanghai, China	www.tourism-attraction.com
4-6	NTA Tour Operator Spring Meeting	Monterey, CA	www.ntaonline.com
11-14	ITE 2009	Hong Kong, China	www.itehk.com
15-16	City Break	Gothenburg, Sweden	www.citybreakexpo.com
15-18	Asia Luxury Travel Market	Shanghai, China	www.altm.com.cn/
JULY			
29-31	DMAI Annual Convention	Atlanta, GA	www.destinationmarketing.org
SEPTEMBER			
8-10	CIBTM	Beijing, China	www.cibtm.travel
9-11	La Cumbre	San Juan, Puerto Rico	www.lacumbre.com
22-25	Top Resa	Paris, France	www.topresa.com
23-25	Travelmart Latin America	Pantagonia, Chile	www.travelmartlatinamerica.com
28-29	MITM Euromed	Oviedo, Spain	www.mitmeuromed.com
29-Oct 1	The Motivation Show 2009	Chicago, IL	www.motivationshow.com
OCTOBER			
6-8	Intl. Ukraine Travel Market	Kiev, Ukraine	www.ukraine-itm.com.ua
10-11	Adventure in Travel Expo	New York, NY	www.adventureexpo.com
10-11	Adventures in Travel Expo	New York City, NY	www.adventureexpo.com
14-16	CIS Travel Market	St. Petersburg, Russia	www.cistravelmarket.com
16-18	TTG Incontri	Milano, Italy	www.ttgincontri.it
25-30	ADHT 2009	Dar Es Salaam, Tanzania	www.adht.net
20-22	Adventure Travel World Summit	Quebec, Canada	www.adventuretravelworldsummit.com
29 - Nov 1	Philoxenia	Thessaloniki, Greece	www.helexpo.gr
NOVEMBER			
7-11	ICCA Exhibition	Florence, Italy	www.iccaworld.com
9-12	WTM	London, England	www.wtmlondon.travel
14-18	NTA Annual Convention	Reno, NV	www.ntaonline.com
16-19	IGTM 2009	Malaga, Spain	www.igtm.co.uk
19-20	MITM Americas	Havana, Cuba	www.mitmamericas.com
20-24	UFTAA Congress	Kathmandou, Nepal	www.uftaa.travel
21-24	Travel Counsellors Conference	Marbella, Spain	www.travelcounsellors.com
DECEMBER			
1-3	EIBTM 2009	Barcelona, Spain	www.eibtm.com
5-6	Adventure in Travel Expo	Seattle, WA	www.adventureexpo.com

TO LIST YOUR EVENTS EMAIL: editor@travelworldnews.com • FOR ADDITIONAL EVENTS VISIT: www.travelworldnews.com/calendar

CARINO HOTELS & RESORTS WORLDWIDE'S COLLEEN McCOLLUM NAMED TO IRISH ECHO'S "TOP 40 UNDER 40"



COLLEEN McCOLLUM

Colleen McCollum, Vice President of Sales for CARINO Hotels & Resorts Worldwide, has been named to the Irish Echo's 2009 "Top 40 Under 40." The Irish Echo is the United States' largest and most widely-read Irish-American newspaper. The publication annually lists 40 individuals under the age of 40 making a name for themselves in their respective professional industries.

Ms. McCollum joined CARINO as Director of Sales in 2002 and one of her immediate contributions consisted of building a global sales team while overseeing sales and revenue to its member hotels. She was quickly promoted to Executive Director of Sales and now serves as Vice President of Sales.

"We are extremely proud of Colleen for being recognized by such a prestigious publication as the Irish Echo," said Joe Carino, President and Chief Executive Officer of Carino Hotels & Resorts Worldwide. "However, those of us who know her well are not surprised. She has been incredibly valuable to the success of the company, and is an extremely accomplished young professional, as well as a dedicated and proud Irish-American."

"I'm just thrilled to have been named to Irish Echo's "Top 40 Under 40", said McCollum. "My family has always read the newspaper faithfully so my dad was particularly excited by the news! It's a true honor to be included in such a list of successful, and proud, Irish-Americans."

CARINO Hotels & Resorts Worldwide, www.carinohotels.com

PATH ELECTS NEW BOARD OF DIRECTORS FOR 2009

On January 29, PATH (Professional Association of Travel Hosts) held their third annual elections. The new board of directors includes the following well-regarded industry professionals.

Andi Mysza (Montrose Travel), President and Co-chair Supplier Relations Committee; Jackie Friedman (Nexion), Vice President and Co-chair Host Agency Symposium/Trade Show Committee; Betsy Geiser (Uniglobe Travel), Secretary and Co-chair Public Relations/Communications Committee; Tony Gagliano (Travel Planners International), Treasurer; Anita Pagliasso, (Ticket To Travel), Board Director, Co-chair Public Relations/Communications Committee; Dan Chappelle (Expedia CruiseShipCenters), Board Director, Co-chair Host Agency Committee; and Mike Neidhart (Cruises-N-More), Board Director, Co-chair Supplier Relations Committee.

"PATH will continue to provide a voice for its members, and while working together will be able to forge a future that benefits our host agency members and the travel industry as a whole. In 2009 the association will continue to work together as a group with common business interests; to bring visibility for host members to recruit new agents, associate with other highly credible host agencies who meet the membership requirements, to create a leveraged voice to suppliers regarding host needs, and to address common challenges faced by hosts," said Anita Pagliasso, Ticket To Travel.

PATH, Professional Association of Travel Hosts; membership@PATH4Hosts.com, www.PATH4Hosts.com

WTA INDUSTRY ADDRESS STRESSES 2009 AS THE YEAR FOR POSITIVE ACTION

As well as addressing the challenges that a deteriorating world economy will bring to the travel and tourism industry, the key message in the latest UNWTO World Tourism Barometer is that times of crisis often lead to the biggest opportunities. The industry is under no illusions that the course of 2009 will enforce wide-scale strategic re-thinks and many tough decisions will have to be made. But just as certain is that the industry is a highly-resilient sector that will eventually return to strong growth. These challenging economic times will only succeed in separating those companies who with fortitude and vision remain unbowed in their commitment to excellence from those companies complacent or average. As the travel industry's highest accolade, there has never been a more valuable time to demonstrate the pursuit of excellence and to win a World Travel Award. Since 1993, "the Oscars of the travel industry" have stood unrivalled in impartially recognizing and rewarding those who set the standards across all sectors of travel and tourism.

This year, all eyes will be on the World Travel Awards Program where the winners will show what it truly takes to make a difference and will act as beacons of hope for the industry at large.

History will prove, that 2009's World Travel Awards Winners will be those companies who best navigate economic fluctuations and will emerge from these challenging times with exponential growth, augmented market share and galvanized reputations.

The all-important winners will be unveiled in a series of landmark gala ceremonies.

World Travel Awards have now announced the dates and locations where the leading industry bodies, government representatives and the world's media will gather to discover who has been voted the very best of the best: Middle East—Dubai, UAE, May 4; Africa—Durban, South Africa, May 10; North and Central America—Yucatan, Mexico, September 9; Europe—Obidos, Portugal, October 17; South America—Rio de Janeiro, Brazil, October 20; Asia—Singapore, October 24; and World Grand Final—Jamaica, October 30.

World Travel Awards, www.worldtravelawards.com

AGNES AMOS JOINS NTA MANAGEMENT TEAM AS SENIOR VICE PRESIDENT



AGNES AMOS

Agnes Amos has joined the National Tour Association management team as Senior Vice President. Amos has been involved in business development, events and marketing in both North America and overseas for more than a decade.

"We're thrilled to have Agnes with us at NTA because of the breadth and depth of knowledge and expertise she brings to the association," said NTA President Lisa Simon, CTP. "Agnes has worked in association management both in North America and overseas, and she has managed conferences in the U.S., the UK, Europe, Asia, and Africa. This perspective will serve NTA's diverse membership well. Our membership and the association overall will benefit from her experience in conference management and marketing as well as in public affairs."

Amos will manage the daily operations of the association, working closely with the staff and volunteer leadership to meet the strategic objectives of the organization. She will assist Simon with strategic planning and implementation, overseeing an environmental scan for trends in the travel industry and developing relationships

within the industry. Most recently, Amos worked as the director of marketing and events for the Society for Biomolecular Sciences. She also has worked as the conference operations manager for Platts/McGraw Hill, conferences and exhibitors director for Mediaoutsourcem head of customer service/project coordinator for Healthcare Information & Management Systems Society, and the exhibitions and marketing manager for the Labour Party, in London.

The National Tour Association, www.NTAonline.com

TRAVELSAVERS HELPS TARGET HOT NICHE MARKETS WITH LIFESTYLE CAMPAIGNS

TRAVELSAVERS has announced its Lifestyle Marketing direct mail campaigns for 2009, giving its agencies even more opportunities to mine their customer databases for incremental business in these tough economic times.

The Lifestyle Marketing Campaigns focus on the hot niche markets of: Romance—Whether it's a big ship cruise to Europe, a river cruise on the Danube or an all-inclusive couples beach resort in Jamaica, the preferred supplier offers inside are geared specifically toward those seeking to rekindle the spark of romance; Family—These trips entice families to re-establish ties and spend quality time together. They can "blast off" at a theme park, see the country via train or just kick back in the Bahamas; Golf & Spa—Geared toward guys' and gals' getaways for those seeking to unwind either on a golf course or at a spa; Luxury—This luxury mailer offers crème-de-la-crème excursions, along with extravagant incentives and travel experiences. Agency sign-up deadline: May 8; Soft Adventure—Created for those who like to explore and be pampered, these Soft Adventure trips encourage travelers to experience the world first-hand in the spirit of adventure. Agency sign-up deadline: September 8. Multi-branded with select preferred suppliers, TRAVELSAVERS' Lifestyle Marketing Campaigns drive new business to the organization's agencies and move greater market share to its supplier partners.

TRAVELSAVERS agencies are notified in advance of each promotion. They custom-order the brochures, which were designed by an award-winning team; select the clients they feel would be most receptive to the offer; and upload their databases. The direct mail pieces are overprinted with the agency's telephone, fax and e-mail address, and are mailed on their behalf.

Each Lifestyle Marketing Campaign also promotes a contest to grab the attention of overly stressed consumers. Winners receive such prizes as a \$100 Target or Visa gift card. All customer replies generated by the Lifestyle Marketing Campaigns are directed to the TRAVELSAVERS agency. The local agency follows up on the leads and completes the sale, maintaining control over the entire sales process.

TRAVELSAVERS, 800-366-9895, www.travelsavers.com

HOTUSA HOTELS ADDS 32 NEW ESTABLISHMENTS TO ITS GROUP

Hotusa Hotels enlarged its portfolio during the month of January with the addition of 32 new associated hotels. Of these 32 newly added hotels, ten form part of the international network while the remaining 22 are spread over Spanish soil.

In Spain new hotels have been added in Castile & Leon (5), Balearic Islands (2), Aragon (2), Community of Valencia (3), Andalusia (2), Madrid (1), Rioja (1), Extremadura (1), Cantabria (1), Catalonia (1), Castile-La Mancha (1), Galicia (1) and Navarre (1). At the international level, the 10 newly-added hotels are to be found in Italy (2), Chile (1), Czech Republic (2), Rumania (1), Turkey (1), France (1), United Kingdom (1) and Brazil (1).

At present, the portfolio held by the consortium comprises over 2,150 associated establishments distributed throughout 27 European destinations; 12 Latin American countries; four African countries; two Asian countries: China and India; in addition to the U.S.A. and Canada. Apart from the hotel division, the Hotusa Group also includes the independent hotel chains Hotusa Hotels and Elysées West Hotels, the hotel representatives Keytel, the central booking office Restel, the technology firm IGM Web and the portal for data management and on-line bookings, Hoteli.us.com and a division for directly operated hotels with a portfolio of 88 establishments, 51 of which belong to the Eurostars Hotels chain.

Hotusa Group, www.hotusa.com

AFRICA

Goway's AFRICAExperts has announced an exclusive opportunity for North American travel agents to win the Ultimate Fam Trip to South Africa, sponsored by Goway, South African Airways, South African Tourism and The Mantis Collection.

In September, six lucky agents will travel to Cape Town for an "Amazing Race" experience, staying at a private five-star retreat.

They will then journey to Shamwari for a "Safari School"—an incredible hands-on opportunity to encounter South Africa's wild and diverse fauna and flora firsthand from a ranger's perspective. The fam trip finishes in Johannesburg, for an insight into South Africa's history.

To enter, agents must have made at least one booking with Goway's AFRICAExperts. To register, agents must complete the online quiz at www.goway.com/safarischool, and for each additional booking with AFRICAExperts, they will receive another entry into the draw.

Goway's AFRICAExperts will announce the lucky six successful applicants in August.

**Goway, info@goway.com,
www.goway.com**

DOMINICAN REPUBLIC

Victoria Golf & Beach Resort, Puerto Plata, has on offer special rates for agents. The double all-inclusive rate ranges from \$67 pp (May 1 through June 30, 2009) to \$83 pp (July 1 through August 31, 2009).

Proof of agent status is required when booking and upon check-in.

Victoria Golf & Beach resort is a charming, smaller resort focused on the golf and honeymoon market in Playa Dorada.

Located 15 minutes from Puerto Plata Airport, the Playa Dorada complex, situated on 250 acres, is a self-contained area offering travelers the choice of fifteen resorts, mall, rentals, dis-

cos, casinos, restaurants, and of course the 13-mile beautiful sandy beach of Playa Dorada.

**Victoria Golf & Beach Resort,
www.victoriagolfhotel.com**

DOMINICAN REPUBLIC/ MEXICO

Princess Hotels & Resorts offers special rates to travel agents.

To apply for this rate the travel agent has to send a formal request to Gabriel Rodriguez providing the travel dates, the hotel and IATA number.

The special rates are:

Bavaro Princess and Punta Cana Princess in the Dominican Republic, \$50 ppdo.

Caribe Club Princess and Tropical Princess, Dominican Republic, \$45 ppdo. Grand Riviera and Grand Sunset Princess in Mexico, \$60 ppdo. Children may stay for \$25 per night.

All rates listed are in the Basic category.
**Princess Hotels & Resorts,
salesusa@bavaroprincess.com.do,
www.princess-hotels.com**

ECUADOR

Tara Tours Inc. has announced an educational familiarization trip for IATA/CLIA Travel Agents.

AEROGAL Airlines, the sponsor airline, will be taking agents from the Gateway City of Miami to discover Ecuador and the incredible Galapagos Islands on November 9, 2009.

The eight-day/seven-night program is \$1,921 per travel agent based on double occupancy including most meals, tips, international air plus applicable taxes. A spouse or companion is welcome at an additional cost.

The fam trip includes: a Tara Tours escort, round trip international air from the gateway city of Miami on AEROGAL Airlines, two nights at the deluxe Colon Hilton in Quito, a city tour of Quito and visit to the "Center of the Earth" monument, three nights aboard the vessel Explora II in the Galapagos Islands, two nights at the Hampton Inn Guayaquil, a

city tour of Guayaquil, 17 meals or snacks, all transfers, entrances and land/sea transportation with English-speaking guides, and all tips to waiters, guides and drivers.

Not included are services and meals not mentioned in the itinerary, passport fees, departure taxes (Guayaquil \$27.75; domestic \$8-\$30); and insurance (travel insurance is recommended; participants may request a quote from Tara Tours.)

**Tara Tours,
famtrips@taratours.com,
800-327-0080,
www.galapagos-amazoncruises.com,
www.taratours.com**

LAS VEGAS

There's no better time than the present to book travel to Las Vegas—especially if you're a travel agent. Renaissance Las Vegas Hotel, the largest non-gaming AAA Four Diamond hotel in Nevada, is currently offering travel agents a 40-percent discounted rate on all travel booked at the off-Strip hotel.

"The Renaissance Hotel is the ideal vacation spot for travelers looking for a getaway," said Fred De Sota, Executive Director of Market Strategy. "Our goal is to incentivize them and their clients to experience the hospitality that has earned us the coveted AAA Four Diamond award," he added.

The hotel offers a wide variety of amenities including the award-winning ENVY The Steakhouse recipient of *Wine Spectator Magazine's* "Award of Excellence" and *Las Vegas Life Magazine's* "Best New Restaurant off the Strip."

Travel Agents may call and ask for the travel industry discount or use the promotions code "TVL" when making reservations online.

Proof of IATA membership will be required at check-in. The discounted rate expires on August 31, 2009.

**Renaissance Las Vegas,
800-750-0980,
www.marriott.com,
www.renaissancelasvegas.com**

MEXICO

From now until December 2009, Aeromexico Airlines will offer travel agents a 90-percent discount and an 85-percent discount to their traveling companion when traveling to any Mexican destination from any of their U.S. departing cities. Discounts will be applied to published tourist class, Y-level rates and agents must supply their IATAN card to receive the rate.

“Travel agents are our most important friend in promoting Aeromexico and Mexico’s many destinations” said Oscar Mejia, Northeast District Manager. “We want them to be able to experience our service so they know what it means to fly with Aeromexico.”

Aeromexico flies to 40 destinations in Mexico and 16 gateways in the U.S. and two in Canada, and has been named “Best Airline in Mexico” by the readers of Business Traveler magazine for the past three years.

Aeromexico, www.aeromexico.com

Sandos Hotels & Resorts announces special travel agent rates for two of their Mexican resorts. At Sandos Caracol Eco-Resort & Spa rates for agents start at \$50 pp for qualified travel agents plus one companion in double room in low season, and at Sandos Playacar Beach Resort & Spa, rates begin at \$55 pp for qualified travel agents plus one companion in double room in low season.

Both resorts are on the lovely Playa del Carmen in Quintana Roo, in the Mexican Caribbean, and offer the ideal opportunity to combine culture and fun in an incomparable setting.

Sandos Hotels & Resorts, 866-887-5601, ventasdir@sandoshotels.com, www.sandoshotels.com

Ceiba Del Mar Beach & Spa Resort, chosen one of the world’s top places to stay in Conde Nast Traveler’s 2009 Gold List, is offering special fam rates to travel agents. Agents may enjoy 50 percent off in EP and 20 percent off on all-inclusive (from published rates on the website).

Located just 20 minutes south of the Cancun airport at the edge of Puerto Morelos, Ceiba del Mar Spa Resort features 45 charming rooms and junior suites, 36 delightfully-appointed master suites with separate bedroom and living room areas and seven deluxe one-bedroom penthouses with 753-square-foot panoramic terraces that feature plunge pool and stunning ocean views.

Ceiba del Mar’s two unique restaurants feature cuisines that include grill and wood-fired oven specialties and unique regional dishes—all on a colorful beachfront Terrace Lounge.

Ceiba Del Mar Beach & Spa Resort, 877-5456-221, info@ceibadelmar.com, www.ceibadelmar.com

MOROCCO

ISRAMWORLD is planning a deluxe travel agent educational tour to Morocco, highlighted with visits to Casablanca, Rabat, Fez, and Marrakesh, for June 6–13, 2009.

The cost to agents is \$1,298 ppdo, including air and land. An additional \$380 is added for U.S. departure taxes and fuel surcharge. Add-ons are not available. Only current members of IATA and CLIA are permitted and only one agent per office may attend. The space is limited to 14 agents.

The highlights and inclusions of the trip are as follows: roundtrip nonstop air from JFK to Casablanca via Royal Air Maroc; domestic airfare in Morocco, one night at Hassan Hotel; two nights at Sofitel Palais Jamai in Fez; three nights at Le Meridien N’Fis in Marrakesh; 17 meals (five breakfasts, six lunches, six dinners—including Chez Ali Fantasia, a typical Moroccan party with belly dancers and local Berber folklore); comprehensive touring: Casablanca, Rabat, Moulay Idriss, Meknes, Fez and Marrakesh; all tips, including tips to guide and driver; site inspections at leading hotels and riads. The trip is fully escorted by an ISRAMWORLD representative.

ISRAMWORLD, 800-223-7460 (x9720), info@isram.com, www.isram.com

PUERTO RICO

Holiday Inn San Juan offers travel agents a special familiarization rate of \$85 per room, per night (added to a 9-percent government tax and 8-percent resort fee).

To make a reservation, agents should refer to the code “Travel World News” when calling 787-253-9000 or emailing.

Holiday Inn San Juan enjoys a privileged location in Isla Verde, steps away from one of the Caribbean’s best beaches. As the sun gives way to night, Isla Verde becomes the nightlife center of Puerto Rico’s tourism industry, with a wide range of options, from live entertainment, to dance clubs, casinos, and restaurants.

Holiday Inn San Juan, reservations@hisanjuan.com, www.hisanjuan.com

Identify Yourself!

Distinguish your career with IATAN accreditation.

Are you tired of not being fully recognized as an experienced travel professional? Frustrated by not getting full commissions for the hard work you do and the quality service you provide?

IATAN™ www.iatan.org/welcome/accreditation

Estonia: Ancient Culture, Modern Spirit

PEGGY HAGEMAN

The Baltic country of Estonia is an undiscovered jewel for many North Americans. Just a short ferry ride or flight from Helsinki, Finland, Estonia blends the very best of both the old world with the new. Medieval walls hold streets with wireless internet access. Traditional handicrafts are still made and sold here but this is also the home to Skype, the online phone system, which was invented in Estonia and released in 2003. The modern amenities and luxury accommodations to which US tourists have become accustomed are widely available, and frequently at much more affordable rates than in Western Europe.

According to the UNWTO barometer, general European tourism in 2008 remained fairly level compared to 2007 with an only .01% increase in tourism in 2008. In Estonia however, there was an increase of 3.7% over 2007 rates, with almost two million visitors staying in the country during the year. (Statistics Estonia, February 25, 2009) Increased transportation opportunities (more ferries and flights) to Estonia, new hotels and a greater awareness among travel professionals are all thought to be responsible with the increase. While the amount of US travelers did decrease slightly that was a Europe-wide phenomena and most probably had more to do with the low US dollar and general economic downturn. Tourism from the US is still considered to be a developing market in Estonia but Estonia's relative affordability compared to other European countries could potentially be a big draw for American tourists in the coming years.

Estonia gained independence from the Soviet Union in 1991, in a peaceful protest known as the Singing Revolution. As the former Soviet Union started to crumble, Estonians began to form dissenting political parties and take the first steps towards self-government. As the crisis came to a head thousands of Estonians gathered in the streets, singing traditional songs tinged with deeper meaning and they refused to accept Soviet rule any longer. The documentary film *The Singing Revolution* (2007) by James and Maureen Tusty gives an excellent overview of the amazing events leading up to Estonian independence and is a must-see for any visitor to the country.

Singing is an important part of Estonian culture as evidenced throughout the country's history and present. Once every five years there is the Estonian Song Festival, or *laulupidu*, in Tallinn and tens of thousands of Estonians from throughout the world gather to sing and embrace their culture. This summer, from July 2nd to July 5th, 2009, the Song Festival will once more take place on the Song Festival grounds of Tallinn.



The medieval streets of Tallinn.

Tallinn

The main destination for tourists in Estonia is the capital city Tallinn. At the center of the modern city of Tallinn is an almost entirely remaining medieval city wall. Once inside the walls, cobblestone streets lead visitors through a maze of Gothic architecture, quaint shops and restaurants. Yet step outside the walls and modern Europe awaits.

The city of Tallinn is a constant contrast of old and new. Old Tallinn is actually comprised of several medieval towns, including the Lower Town and Toompea within the city walls, as well as Kadriorg, Peter the Great's castle and grounds, about ten minutes outside the old town, which are now an art museum and parkland. The modern city of Tallinn lies just outside the medieval walls and the airport is a short ten-minute drive to the center of the city.

Toompea, or the upper town since it is located on a hill overlooking the rest of the city, is the home of the Estonian seat of government. Here one finds Toompea castle, which now

houses the Riigikogu, the Estonian Parliament. Also on the hill is the Russian Orthodox Alexander Nevsky Cathedral, completed in 1900 and the Dome Church (Toomkirk) the Lutheran church, also called St. Mary's, which was originally founded in 1219 as a Catholic church and rebuilt in 1684 after an extensive fire.

The Lower Town of Tallinn is just a short walk away and it is here that one finds the meandering cobblestone streets and alleyways as well as stunning Gothic architecture. At the center of the Lower Town is Town Hall Square. Small streets branch off from the square and pinwheel out to the city walls. Along these streets are shops, restaurants and, of course, history at every turn. There are numerous churches and small museums tucked in along the way, including two branches of the Estonian History Museum, St. Olaf's church and the Town Hall Pharmacy, one of the oldest pharmacies in continuous operation in Europe which also houses a small museum dedicated to the history of the pharmacy.

One of the most sought-after gifts in the Baltics is amber and amber jewelry is widely available throughout Tallinn. Chocolates and marzipan and of course knitwear are also popular souvenirs. Among the quaint shops in the Lower Town is Puu ja Putuka Pood (Vene 6) which sells wood carvings and handicrafts, as well as beautifully polished wood jewelry and ornaments. Modern Estonian merchandise also has a home in the old town. Reet Aus (Müürivahe 19) offers beautiful, nature-inspired clothes, some of which are made with reclaimed materials. Katrin Eensaar (Vaike-Karje 2) designs beautiful large and chunky pearl and diamond jewelry.

For a guided tour of Tallinn try Blue Drum (www.bluedrum.eu/cat/en/cities/tallinn/) which offers customized tours of the city, including a medieval tour and a humorous Soviet Tour featuring all the "luxuries" of the Soviet regime, including a very old Soviet-era bus, communal vodka, and of course, a mock "arrest" by a Soviet officer.

After a long day of wandering the streets of Tallinn, there are restaurants featuring the cuisines of just about every culture and country available but here are a few local highlights. For a medieval feast, try the Olde Hansa restaurant where everything is as it was a thousand years ago, right down to the candlelight and the wooden plates. The food is wonderful, with fresh breads and meats cooked in the original recipes from the time period. There are several house-made beers served in wooden mugs as they would have been back in the day. While meats take the forefront, there are also many delicious vegetarian options available.

For a more modern meal, a short walk outside the city walls is the restaurant Vertigo. Perched high atop one of the tallest buildings in the city, it affords the best views of Tallinn, both old and new. Here one finds modern European cuisine with an Estonian flair. During the summer months an outdoor rooftop patio is the best seat in the house.



The city of Tallinn, as seen from Toompea Hill.

After dinner a walk to one of the many elegant Tallinn cafes is in order. There are many to choose from but Maiasmokk (Pikk 16), Tallinn's oldest café, is worth a visit for the beautiful art nouveau interior alone. Gorgeous marzipan treats and the best cup of coffee in town are an added benefit. For the chocolate lover, Chocolaterie (in the courtyard of Vene 6) is a must. Delicious chocolates are made right there and the hot chocolate—a rich concoction verging on mousse—is a must.

Where to stay in Tallinn:

High-end hotels are much more affordable for the average American traveler in Estonia. In Tallinn, the cream of the crop is The Three Sisters. Comprised of three converted fourteenth-century houses (the "three sisters" in its name) it is a five-star hotel that has hosted such luminaries as Queen Elizabeth and the Emperor of Japan and is the only boutique hotel in the Baltics that is a member of the Design Hotels group. It has been written up in Condé Nast Traveller, Vogue, Esquire and Time magazines. Every room is different, some with lofted bedrooms, some with clawfoot tubs, but all designed with exquisite charm and luxury in mind.

The Hotel Telegraaf is a more modern hotel yet it still retains the old charm of its history as Tallinn's telegraph company headquarters. There are also full spa facilities including sauna, Jacuzzi, steam room and a wide range of treatments including facials and massages.

Saaramaa

While Tallinn may be the best-known tourist destination in Estonia, the countryside and forests of Estonia are definitely worth a visit. Located about a three-hour drive from Tallinn (including ferry ride), is the island of Saaramaa. During the

CONTINUED ON PAGE 16



Medieval elegance at the Three Sisters Hotel in Tallinn.

warmer months, thousands of Estonians go to the island to enjoy nature, go to the beaches and to get away from city life. The town of Kuressaare located on the south side of the island is known as the spa capital of Estonia. The Arensburg Boutique Hotel and Spa is located right in the middle of town and offers numerous treatments and spa packages. Just down the road from the Arensburg is Kuressaare Bishop Castle. While the exact age of the castle is unknown, it was first mentioned in historical records in 1381, and is now a museum dedicated to the history of Saaremaa. Tours of the castle and even full medieval dinners are available.

The wide availability of spa, sauna and health packages at the hotels in Saaremaa make it an important, and growing, tourist destination. Nature plays an important part in Estonian culture and this beautiful island is a great way for tourists to experience that culture, while still having luxury amenities close at hand.

Parnu

The seaside city of Parnu lies in the southwest of Estonia is not as well known as Tallinn or even Saaremaa but it is considered one of the premier health resorts in the Baltics and international tourism is rising. Beautiful beaches, warm mud baths and even hydrotherapy are all draws to this charming town. An excellent choice for accommodations or dinner is the Ammende Villa Hotel and Restaurant. Built in 1905 as a private mansion, the art nouveau building is now a world-class hotel and restaurant, and was one of the first luxury hotels to open in Estonia.

2009 and Beyond

Finnish, German and Swedish tourists still make up the greater part of foreign visitors to Estonia. US visitors to the country numbered roughly 20,000 in 2008. Looking towards the future however, the Estonian Tourism Board is concentrating its efforts on improving US tourism both through direct to consumer marketing (such as through the internet) as well as



A superior room at the Hotel Telegraaf, Tallinn.

working with travel professionals in the US. Over 60% of its US marketing budget and activities are being directed towards sales and information support to the US tourism industry. It is through these efforts that Estonia hopes to achieve greater recognition as a tourist destination for North Americans in the coming years.

Hotel Information

The Three Sisters: Rooms start at 370 Euros including full breakfast and all taxes. There are several packages available including the Lovers' Escape: two nights stay for two in a junior suite; breakfast buffet or breakfast room service until 6 pm; a three-course candle-lit dinner including a bottle of wine; chocolate-covered fruits; sparkling wine, kir royale, flowers and a special gift in the suite, all for 740 euros.

The Three Sisters Hotel, www.threesistershotel.com

The Hotel Telegraaf: Rates begin at 190 Euros for a double room and include all taxes and full breakfast. Spa packages are available as are romantic getaway weekend packages.

The Hotel Telegraaf, www.telegraafhotel.com

The Arensburg Boutique Hotel and Spa: Rates begin at 135 Euros for a double room which includes all taxes and a buffet breakfast. Numerous packages are available including a whole host of activities.

The Arensburg Boutique Hotel and Spa, www.aresburg.ee/

The Ammende Villa Hotel: Rates begin at 135 Euros and numerous packages are available which include dinners, spa treatments and even a poker night.

The Ammende Villa Hotel, www.ammende.ee

Getting There

Finnair has flights 6 times a week from New York City's JFK airport to Helsinki, Finland and from there it's just a short 30 minute jump to Tallinn via Finnair's partner Fincomm.

Finnair, www.finnair.com

Estonian Tourism Board, www.visitestonia.com/

BERLIN TOURISM MARKETING RECORDS NEW VISITOR RECORD FOR BERLIN IN 2008



Despite a strong Euro and the international economic downturn, Berlin closed its 2008 tourism year with record visitor numbers. In 2008, a total of 7.9 million guests checked into Berlin's hotels: a 4.2-percent increase over 2007. Staying for an average of 2.2 days, visitors spent a total of 17.78 million overnights (up 2.8 percent) in the city's hotels and guest houses. Visitor numbers have been increasing steadily for the past five years.

"We are thrilled to report such positive results," said Burkhard Kieker, CEO of Berlin Tourism Marketing. "While London and Paris suffered double-digit decreases, Berlin's very competitive hotel rates and overall unbeatable value kept attracting visitors from Europe as well as overseas." In Berlin, average hotel rates for four to five-star properties were at approximately \$176 dollars, less than half of what visitors are paying on average in London or Paris.

The USA, Berlin's most important overseas market, continued to show strong numbers. From January through December 2008, more than 230,000 Americans visited the German capital. This all-time high signifies a nearly one-percent increase compared to 2007. However, reflecting the overall economic mood, U.S. citizens spent less time in Berlin than in the previous year, reducing the number of U.S. overnights by 5.4 percent to 565,600.

Canadian visitor numbers continued to rise by double digits. In 2008, 37,650 Canadians (up 21.8 percent) spent a total of 95,347 overnights (up 19.2) in the German capital.

Berlin's meetings sector also reported record numbers. In 2008, the city hosted 104,600 meetings, congresses and events for about 8.15 million participants: an increase of three, respectively two percent compared to 2007. According to statistics published by the Berlin Convention Office, meeting participants spent a total of 4.7 million overnights in Berlin (up five percent).

For 2009, Berlin Tourism Marketing is hoping to keep its visitor numbers stable at the 2008 levels. Events and special sights and activities surrounding the 20th Anniversary of the fall of the Berlin Wall are expected to generate extra interest in the German capital.

Berlin Tourism Marketing, www.visitberlin.de, www.visitberlin.tv

DEALS, DEALS, DEALS—GERMANY ON \$100 PER DAY

Compared to other European countries, Germany is a most affordable destination with an average cost of about \$100 per day for travel fare, hotels and dining. Rated seventh in a worldwide price ranking of travel destinations by BAT Foundation for Future Issues, its top cities offer world-class culture, history, beauty, and bargains. Berlin has the completely renovated modern hotel Agon Franke Hotel near the famous Ku'damm Boulevard for \$55 per night. Sandemans New Berlin Tours offers free city tours. Many museum entries are free—in Berlin on Thursday four hours before closing all are free, most memorials and regional museums are free every day.

Culinary choices are many. A meal at the Reichstag's roof garden restaurant Kaefer is less than \$20. A gourmet dinner at the Felix Kebab, a German-Turkish sandwich snack, is only \$3. The Doener Kebab, a German-Turkish sandwich snack, is only \$3.

Dresden on the River Elbe in eastern Germany boasts historic castles and great museums—one can visit most with public transportation for only \$28 per day. The city also offers 30 miles of sign-posted bike paths, with rental \$5 a day. Just outside the city is beautiful Pillnitz Palace, admission's free. Hotels in Dresden are affordable, many are recently renovated. A great deal is the Ibis Hotel Lilienstein in the pedestrian precinct for \$62.

Duesseldorf on the Rhine is known as Germany's luxury shopping and fashion capital, but one can also enjoy a great day here for \$100. A comfortable stay in the 4-star Lindner Airport Hotel is only \$50, and a one-hour Rhine cruise just \$8 per person. The Film Museum and the Ceramics Museum are both fascinating. For about \$25 one can feast and drink at the traditional brewpub "Zum Schluessel."

Cologne in Germany's west on the Rhine, a short ride from Duesseldorf, has art galleries, the carnival and of course the Cologne Cathedral, the most visited tourist attraction in Germany—for \$3 you can climb up the cathedral tower to enjoy the majestic view across the Rhine. The Chocolate Museum presents 3000 years of chocolate history: just \$9.50.

Cologne is famous for Koelsch beer. A regional dinner with beer at the cozy "Em Koelsche Boor" is only \$14. A stay in the three-star hotel Mercure Cologne West is \$70.

Frankfurt is Germany's major hub and business center, with its many museums and its mixture of modern metropolis and historic charms. A stay at the Ibis Hotel Frankfurt is just \$63 a night.

The Ebbelwei Express Tram travels for only \$8 through the heart of Frankfurt and stops at most attractions, such as the Goethe House, the Old Town Hall Square and at the Main Tower, where from the 53rd-floor public viewing platform one can get a perfect view across the city and its surroundings (\$6.50).

"Ebbelwei," a local apple-cider specialty, is presented alongside the traditional sausage with sauerkraut for \$10 at Dauth-Schneider, specializing in cider since the 19th century.

German National Tourist Office, www.cometogermany.com

ROYAL GARDEN HOTEL HAS SPECIAL U.S. DOLLAR RATES



The five-star Royal Garden Hotel in London is welcoming American visitors back with guaranteed U.S. dollar rates starting at just \$375 for a superior room. The special U.S. dollar rates, which include continental breakfast and VAT, are good through April 19, 2009.

Guests who book one of the new Garden Rooms for three nights, receive the fourth night free. Rates are per room, per night as follows: Superior rooms \$375 including tax, Deluxe rooms \$425 including tax, and Garden rooms \$500 including tax.

"The new dollar rates take the worry out of currency fluctuation," says General Manager Graham Bamford, noting that these value-added prices and a stronger U.S. dollar should encourage American visitors to return to London.

The special U.S. dollar rates are commissionable 10 percent.

Five-star Royal Garden Hotel is set in on Hyde Park in Kensington overlooking Kensington Palace. The luxury property has 396 guestrooms, including 37 suites and the newly-redesigned Garden Rooms with an array of luxurious facilities.

All rooms feature two-line telephones with voice mail, high-speed Internet connection, individually controlled air conditioning, mini-bar, DVD and CD player and interactive satellite television and radio.

The Soma Centre provides a range of body-mind therapies, classes and services, which can be booked by guests prior to their stay via e-mail.

Royal Garden Hotel, 866-521-7017, www.royalgardenhotel.co.uk

NH HOTELES HAS GENEROUS PROMOTION FOR BOOKINGS TO AMSTERDAM

NH Hotels will gift agents a 500-Euro discount—currently approximately 634 American dollars—plus double commission for every new booking of at least 20 rooms and a meeting room at any of their hotels in Amsterdam.

The generous offer added to NH's generous service is geared toward making each business event at an NH hotel a profitable venture. NH joins forces with the client to find ways to cut costs. Tasteful menu suggestions that fit the budget are discussed, for example. Finalizing every detail leaves nothing to chance, ensuring the best deal.

Whether prospective travelers are looking for a venue for a cocktail party or a location for a conference with overnight accommodation or a location for a gala event with a banquet, NH Hoteles provides service, options and discounts that are generous.

The bookings offer for meetings is only valid for new requests for bookings until September 2009. Agents should refer to "Generous Offer" when booking.

Agents may request a free quotation without obligation. NH Hoteles has 345 hotels in 22 countries.

NH Hoteles, groups.amsterdam@nh-hotels.com, www.nh-hotels.com

AIR EUROPA TO LAUNCH NEW YORK-MADRID SERVICE WITH SPECIAL FARES

Air Europa will inaugurate daily nonstop service from New York to Madrid on June 1. The Spanish-owned airline will offer daily flights from New York's John F. Kennedy International Airport (JFK) to Madrid Barajas International Airport (MAD) aboard 299-seat Airbus 330 aircraft in two-class configuration. The plane will have 24 seats in business class and 275 in economy class.

Air Europa flight 92 will depart JFK airport at 7:25 pm, arriving in Madrid the next day at 8:30 am. The flight time will be 7 hours and 5 minutes. The return flight, Air Europa #91, will depart Madrid's Barajas airport at 3:15 pm, arriving at JFK at 5:25 pm the same day, with a flight time of eight hours and 10 minutes.

With the launch of the daily nonstop service from JFK to Madrid, beginning June 1 the fare will be \$490 plus applicable taxes and fuel surcharges. Later in the year, the airline will have a special low-season fare of \$159 to mark its inaugural season.

Valid beginning October 29, that fare is good for midweek flights, must be paid upon booking, and travel must be completed by December 13.

"Spain is one of the top ten destinations for U.S. travelers, and Madrid is one of the most popular cities in the country with Americans," explains Javier Piñanes, director of the Tourist Office of Spain in New York. "They come for the world-class art, to sample our innovative and traditional cuisine and to enjoy the nonstop nightlife," said Piñanes.

Founded in 1986, Air Europa is the second largest carrier in Spain and today serves 44 destinations. The airline is part of the Globalia Corporation and is an associate member of Sky Team Alliance.

Air Europa, www.aireuropa.com; www.spain.info

MONTREUX PALACE ANNOUNCES MARTIN YVES REINSHAGEN AS NEW DIRECTOR OF OPERATIONS



MARTIN
YVES REINSHAGEN

Montreux Palace has announced that Martin Yves Reinshagen is the new Director of Operations of the 235-room property located on the shores of Lake Geneva in Switzerland. Montreux Palace, overlooking the Swiss Alps, is currently experiencing a renovation and redesign of 100-guest rooms and restaurant by internationally-acclaimed interior designer Fiona Thompson of Richmond International, best known for the redesign

of Trianon Palace, Versailles.

With ten years of experience in the hospitality industry, Reinshagen joined Montreux Palace after a successful tenure as Food & Beverage Director at Fairmont Hotel Vier Jahreszeiten in Hamburg, Germany, where he was responsible for overseeing five restaurants, including Haerlin, a Michelin-starred fine dining restaurant, two bars, in-room dining, and the hotel banquet and catering departments.

Prior to joining the Fairmont team, Reinshagen held several managerial positions at the Royal Livingstone, Zambia; The Design Hotel al Port, Lachen; Swissotel Stamford; and the Como Hotel & Resort Parrot Cay, Turks and Caicos. Educated at the prestigious Hotel School in Lucerne, Martin Yves Reinshagen is of Swiss heritage and is fluent in English, German, and French.

Montreux Palace, originally established in 1906, is a historical property offering a traditional and elegant atmosphere. The hotel offers 190 elegantly appointed and luxuriously furnished rooms and 45 suites and junior suites, 12 conference and meeting rooms with the latest technologies as well as an oasis of wellbeing in the 21,000 square foot Willow Stream Spa.

Fairmont Hotels & Resorts, 800-441-1414,
www.fairmont.com/montreux, www.fairmont.com

EUROSTAR APPOINTS NAVIGATOR TO LEAD CORPORATE ACTIVITY IN THE USA

Eurostar, the high-speed passenger train service that links the UK and mainland Europe, via the Channel Tunnel, has established a new corporate sales division, based in New York.

The new drive on U.S. corporate sales will be spearheaded by Fraser Teasdale of Navigator Aviation and Tourism Management and will focus on bringing the advantages of high-speed train travel to the U.S. corporate market, making Eurostar the preferred option for business travel between London, Paris and Brussels. Eurostar, operating up to 19 trains per day from London to Paris and up to 10 to Brussels, links St. Pancras International (London) with Gare du Nord (Paris, France) and Brussels-Midi station (Belgium).

Michael Davies, Head of International Sales for Eurostar, com-

mented "In these challenging economic times, businesses want the best value for money, the best reliability and the best on-board environment in which to work.

"Eurostar's frequency, unrivalled punctuality, flexible timetable, short journey times and dedicated Business Premier service allow business travelers to maximize their productivity. Navigator will be fulfilling a crucial role for us in taking this message to a wider audience."

Fraser Teasdale, President of Navigator, stated "This is an extremely exciting time to be working with Eurostar, the fastest and easiest way to travel between the centers of London and Paris/Brussels. We will be helping Eurostar to grow its presence in the U.S. market, and we are delighted to be on board."

Eurostar, bookable on all GDS (9F), is e-ticketing enabled on Sabre, Amadeus and Apollo\Galileo paying three-percent commission on all published fares.

Eurostar, fraser.teasdale@eurostar.co.uk, www.eurostar.com

ANNIVERSARY CELEBRATION OF THE FALL OF THE WALL AT ROCCO FORTE'S HOTEL DE ROME

East and West Berlin were reunited by the fall of the Berlin Wall on November 9, 1989. This year sees its 20th anniversary and celebrates the international recognition of the German capital as one of Europe's leading cultural centers for art, music, architecture and theatre.

To commemorate the occasion, Rocco Forte's Hotel de Rome is offering a special 'Fall of the Wall' package throughout the year that will include the following features.

Two nights' accommodation in a deluxe double room including breakfast. A three-hour bike tour tracing the path of the former Wall or an hour and a half tour with a driver guide. Tickets to either the 'Wall Museum' at Checkpoint Charlie or the Stasi Museum to discover what life was like behind the Iron Curtain, with DVDs capturing the historical period.

The package price is approximately \$1,082 ppdo in a Deluxe room or \$1,595 in a Junior Suite, valid from through December 29, 2009, subject to availability.

Berlin is celebrating 2009 with numerous exhibitions and commemorative activities, including the following that can all be arranged through Hotel de Rome:

"On the Spot—Twenty Years of Berlin in Transformation." Transformation of Berlin via projected images, facades and exhibitions at various central locations, changing throughout the year.

Trabbi Safari—A tour of the city driving your own Trabant Car, famous for ferrying East Germans into West Germany, regarded as a symbol of the fall of communism.

For the November 9 festival at the Brandenburg Gate, local schoolchildren are making larger-than-life dominoes to be positioned along the path of the former wall, the symbolic "wall" to then tumble with a domino effect.

Rocco Forte's five-star Hotel de Rome,
www.roccofortecollection.com

GREAT MAUI HOTEL SPECIAL FROM AQUA HOTELS & RESORTS



Diamond Wailea Resort & Spa is offering an introductory special of \$199 per night, which also includes the daily resort fee, for garden view suites, booked for stays during the spring months of April and May. The introductory special represents a savings of \$190 per night.

A new addition to Aqua Hotels & Resorts' inventory of boutique properties, Diamond Wailea Resort & Spa is situated on the slopes of Mt. Haleakala, spreading across 15 acres of lush, tropical grounds overlooking world-renowned Wailea.

The daily resort fee includes: WiFi Internet access throughout the hotel; valet or self-parking; hydro therapy spa (whirlpool, dry sauna and pressure body shower); access to the fitness center's cardiovascular and weight-training equipment; access to the business center/library; shuttle service to beach, shopping, golf and restaurants in Wailea; and exclusive access to Wailea beach with attendant on duty from 8 am–3 pm (complimentary water, umbrella and chair available for guests).

The 72 one-bedroom suites are spacious (900 square feet) and well appointed with large bathrooms offering deep soaking tubs and open showers.

Diamond Wailea Resort & Spa offers a selection of garden view, partial ocean view, deluxe ocean view and luxury suite accommodations. Private lanais afford views of the landscaped gardens or Pacific Ocean.

In addition to the fitness center, shuttle service and business center, resort amenities include a health spa, offering a range of massage therapies, facials and sauna; outdoor pool with expansive sun-deck; and award-winning Capische restaurant—which added the recent acclaim of 'Best Italian Restaurant in Hawaii' by Zagat. Breakfast is American here but for dinner, the chef and staff create fresh, lively Italian cuisine in a fun and relaxing environment with nightly entertainment.

Diamond Wailea Resort & Spa's introductory special is available through May 31, 2009, based on availability. The offer cannot be combined with any other special or package.

Diamond Wailea Resort & Spa, 800-800-0720,
www.diamondresort.com (booking code INTRO);
Aqua Hotels & Resorts, 866-406-2782, www.aquaresorts.com

PETER DEILMANN'S TWO NEW 'FALL FOLIAGE' CRUISES HIGHLIGHT CANADA AND U.S. AUTUMN GLORY

Peter Deilmann has announced two new 14-day "Fall Foliage" cruises, showcasing autumn's vibrant colors as the luxury flagship 520-passenger MS Deutschland makes its way along the Eastern seaboard of Canada and the U.S. While the Oct. 6, 2009 departure focuses mostly on Canada and the Oct. 20 sailing spends much of its time in the U.S., they both share many of the region's most popular ports—Bar Harbor, with its soaring granite cliffs; Halifax, of maritime renown; Sydney, famous for its rocky coastal scenery; and Quebec, whose forests are brilliant with autumnal foliage. Fares are reduced to \$4,200 to \$15,500 ppdo, a savings of up to 26 percent over normal fares of \$5,700 to \$17,000. Deilmann's \$99 air-fare package includes roundtrip air from dozens of North American gateways as well as pre-arranged shore excursions and transfers, representing a \$600 value. Passengers arranging their own air receive an allowance of \$750 per person, deductible from the cruise fare.

In Montreal, the departure port for both cruises, guests can explore the sculpture garden at Mount Royal Park or take in a show at the Place des Arts. Other shared ports include Cape Breton Highlands National Park near Sydney; Bar Harbor's Acadia National Park, Halifax's Citadel, Quebec City, and the opulent Chateau Frontenac.

Passengers on the Canadian-focused Oct. 6 voyage also get to take in the stunning mountain views of the Saguenay River before arriving in La Baie (French cuisine!); spend a free day exploring Prince Edward Island's colorful Charlottetown, and Corner Brook, on the west coast of the island of Newfoundland. Reduced fares are \$4,200 to \$14,920 ppdo.

The second voyage adds popular U.S. ports of call—Portland, Newport, New York, Philadelphia and Baltimore. Following two days in New York, the MS Deutschland pulls into Philadelphia—home to the most historic square mile in America, more than 90 museums, flourishing parks, and countless other options for guests during their two-day stay. The voyage ends in Baltimore, where the Inner Harbor houses the city's leading attraction, the National Aquarium, as well as dozens of restaurants, bars and shops. New lower prices are \$4,340 to \$15,500.

Details on the cruises, \$99 air/excursion package, optional excursions and other amenities, are available from travel agents or on the website.

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

ALL-INCLUSIVE ESCAPE SAVINGS FOR LA POSADA DE SANTA FE RESORT & SPA



La Posada de Santa Fe Resort & Spa, A RockResort, is offering travelers an unbeatable escape to Santa Fe, New Mexico, with an all-inclusive package that combines deluxe accommodations, award-winning cuisine, indigenous spa treatments and more, all while saving over 52 percent.

The "Santa Fe Escape All-Inclusive Package" includes: accommodations in a classic room, daily breakfast, lunch and dinner, a \$50 spa credit per person at the RockResorts Spa, a pair of admission tickets to the Georgia O'Keeffe Museum, and taxes, gratuities and resort fee.

Rates for the package start at just \$175 ppdo. The offer is valid for travel now through June 30, 2009 and must be booked by May 31, 2009. Blackout dates apply and subject to availability.

"This package offers travelers the chance to have a stress-free vacation in beautiful Santa Fe," said Edward Towfighnia, General Manager of La Posada de Santa Fe Resort & Spa. "Before even taking off they'll know what costs to expect, and know that they will be able to get the most out of their spring or summer vacation."

Set on six beautifully landscaped acres, La Posada de Santa Fe Resort & Spa, A RockResort, is located in the heart of Santa Fe, just blocks from the historic Plaza and art galleries. The pueblo-style village resort's \$6-million-dollar renovation, completed in July 2008, enhanced all 157 guest rooms including 30 signature suites, public spaces, the RockResorts Spa, the historic Staab House and dining venues. AAA Four-Diamond award-winning Fuego features contemporary, innovative cuisine.

The 4,500 square-foot RockResorts Spa offers a full complement of treatments, day packages and services including facials, massages, and complete salon services utilizing indigenous ingredients. The spa features eight treatment rooms, including massage, facial and spa wet rooms, a couples treatment area and private Eucalyptus Steam Room.

The resort features an art program in which an original collection of artwork, photography and statues supplied by local galleries are on display throughout the property.

La Posada de Santa Fe Resort & Spa, 866-331-ROCK (7625), www.rockresorts.com

VAIL RESORTS INTRODUCES "EPIC SUMMER, A COLORADO FAMILY ADVENTURE"

Vail Resorts is combining the best of its Keystone, Breckenridge, Vail and Beaver Creek mountain resorts in Colorado with classic Rocky Mountain summer adventures for locally guided, all-inclusive family vacation experiences in four- and seven-day itineraries. Vail Resorts will begin taking reservations for "Epic Summer, A Colorado Family Adventure" beginning April 1, 2009.

"In these challenging times, we're seeing a return to the basics of a classic family vacation with 'luxury' now defined as companies providing a good value and people spending quality time with friends and loved ones. Our

'Epic Summer' vacation will have the best that Colorado's Rocky Mountains have to offer with everything included at one very attractive price," said Rob Katz, chief executive officer of Vail Resorts. "Right now, there is no better place to visit than the majestic national parks and forests of the West, and our new Epic Summer vacation will take guests on a guided tour through these spectacular mountain settings for a memorable outdoors summer adventure."

Experienced local guides with knowledge of and passion for Colorado and the mountains will lead guests through the entire itinerary.

On the six-night, seven-day itinerary, families will experience the following included activities: trip to world-renowned Rocky Mountain National Park, whitewater rafting, horseback riding on Beaver Creek Mountain, a gondola ride to the summits of Vail and Keystone mountains, naturalist hikes, mountaintop picnics, a walking tour through old Breckenridge, a gold mine tour with hands-on gold panning, and a Wild West cowboy campfire dinner, with wagon rides and storytelling.

All meals are included and carefully planned to reflect the character and flavor of the Rocky Mountain West.

Those looking for a weekend escape can enjoy an abbreviated version of the seven-day guided trip featuring white water rafting, a gondola ride to an easy guided hike and mountaintop picnic, horseback riding and time for shopping in the towns of Vail and Breckenridge.

The trips run from June 26, 2009 through September 6, 2009. Both packages include experienced guides, accommodations in well-appointed condominiums or lodge rooms in Keystone or Breckenridge resorts, all featured activities, transportation to and from all activities, ground transfers to/from Denver International Airport and all meals. Airfare is not included. The Epic Summer trips are recommended for children ages 6 and older.

The six-night, seven-day all-inclusive package is priced at \$1,195 for adults and \$895 for children (12 and under) and the three-night, four-day package is \$695 for adults and \$545 for children (12 and under).

Vail Resorts, 888-538-EPIC (3742), www.epicsummer.com

CANYON RANCH LENOX AND CANYON RANCH TUCSON OFFER TWO WAYS TO SAVE



Canyon Ranch Lenox and Canyon Ranch Tucson, both members of Luxe Worldwide Hotels' exclusive Legends Collection, offer opportunities to save on stays at their two award-winning health resorts.

Canyon Ranch Lenox has the following "Stay and Save Packages" for complimentary nights: Stay Four Nights and Receive the Fifth Night Free, Stay Five Nights and Receive the Sixth Night Free, or Stay Six Nights and Receive the Seventh Night Free. The package is valid through April 30, 2009 with a four-night minimum.

The Lenox, Massachusetts, resort offers everything guests need to feel and be their best—outdoor adventures, exhilarating fitness classes, amazing cuisine, fabulous massages and eye-opening wellness opportunities. Each season brings special attractions to this special part of New England, including canoeing, climbing and skiing, plus performing arts at nearby Tanglewood and other cultural centers.

Canyon Ranch Tucson is offering a "Ranch Roundup Promotion" for 15 percent off on all accommodations for groups of five to seven, when booking a four-night minimum stay. This offer is valid throughout 2009 (excluding December 24 through January 1, 2010). Additionally, if a guest is celebrating a special occasion in March or April, they'll receive a complimentary service valued up to \$130 (mention "Ranch Roundup" booking to receive savings).

Located in the dazzling Sonoran Desert, a rich tradition of healing, recreation and healthy living thrives at Canyon Ranch Tucson. Luxe Worldwide Hotels, 866-LUXE-411 (866-589-3411), reservations@luxehotels.com, www.luxehotels.com

162-TON WALL SHAPES NEW CRUISE TERMINAL 18 AT PORT EVERGLADES

Construction workers building the world's largest single-ship cruise terminal have hoisted into place one of the world's largest tilt wall sections—a 324,000-pound concrete section that will serve as the main entrance for Cruise Terminal 18 at Port Everglades.

The 45-foot wide and 57.6-foot tall wall section, which is shaped with a louver to provide an overhang for guests and natural lighting inside the building, was lifted from its mold by two cranes mov-

ing in unison—slowly and carefully. The tilt panels are formed and cast on site. The expansion and renovation of Cruise Terminal 18 is the centerpiece of preparations underway at Port Everglades for the arrival of Royal Caribbean International's 5,400-passenger Oasis-class ships, which will be the largest cruise ships in the world. When completed in November 2009, Cruise Terminal 18 will be expanded from 67,500 square feet to a total of 240,000 square feet, which will make it the largest cruise terminal in the world built to serve a single ship.

The contractor is Hewett-Kier Construction Inc. and the architect is Bermello Ajamil & Partners, Inc.

Broward County's Port Everglades is poised to become the world's top cruise port by 2011 with Royal Caribbean International homeporting its two new 5,400-passenger Oasis-class vessels at the Port, which is located in the Fort Lauderdale and Hollywood, Florida area.

Broward County, Port Everglades; www.broward.org/port

UNITED VACATIONS HELPS TRAVELERS DISCOVER MAUI MAGIC FOR LESS

From beautiful Kaanapali Beach where whales frolic outside a hotel room in season, to the unforgettable Hana Highway, to the excitement of Lahaina, a Maui vacation is full of magical experiences. Now with bookings made through April 19 for travel through May 31, 2009 travelers can save up to 35 percent on the price of their vacation package to the exciting Hawaiian island. To take advantage of these limited-time savings customers must simply enter promotion code MAUISALE at the time of booking to ensure their reservation reflects these savings.

A brief look at some of the most popular hotels throughout Maui offering extra savings and perks: Outrigger Royal Kahana: third night free and up to \$150 in grocery certificates; Aston Kaanapali Shores (formerly ResortQuest): fourth night free; \$100 food and beverage credit; two-for-one lu'au; and kids stay, play and eat free.

Wailea Beach Marriott Resort & Spa: fourth night free, daily buffet breakfast for two, and guaranteed one-category upgrade; The Westin Maui Resort & Spa: third night free, daily buffet breakfast for two, and guaranteed one-category upgrade; Hyatt Regency Maui Resort & Spa: third night free, daily buffet breakfast for two, and guaranteed one-category upgrade.

Travel agents can book United Vacations through VAX VacationAccess or the VAX VacationAccess technology via Amadeus AgentNet, Sabre Vacations, and Vacation.com AgentNet. Free night applies to room rate and room tax only, qualifying stay required. Extra values, including free values, may require a qualifying purchase. "Basic" rooms do not include extra values. Offer is non-combinable and not retroactive. All offers are based on availability and are subject to change without notice. For full details, see the Terms & Conditions. Best Price Guarantee is available.

United Vacations, www.vaxvacationaccess.com/uv, www.unitedvacations.com

THE NAPLES BEACH HOTEL & GOLF CLUB OFFERING 'FAMILY FUN PACKAGE'



The Naples Beach Hotel & Golf Club in Southwest Florida, offers something for everyone. The Gulf-front resort overlooking pristine white-sand beaches has an on-site championship golf course, a world-class spa, an award-winning tennis center, a complete fitness center, the professionally-supervised Beach Klub 4 Kids child activity program, four restaurants, three bars, and it's just blocks from Naples' renowned shopping districts of 5th Avenue South and 3rd Street South.

A "Family Fun Package" now being offered includes: deluxe or superior accommodations for two nights in a newly-remodeled guest room; full breakfast buffet daily for two adults and up to two children (ages 12 and under); 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 at 4 p.m. daily; complimentary weekly golf clinic; a tour of the resort's Orchid House (on Tuesday mornings at 10 a.m.); and nightly turndown service.

The "Family Fun Package" is from \$768 through May 25, 2009; and from \$500 May 26–October 1, 2009.

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

NEW SANDESTINATION CREATED TO BRING TRAVELERS VALUE, CONVENIENCE, AWARENESS OF TOP FLORIDA DESTINATION

With the official debut of sandestination, a new coalition of hospitality companies, shopping centers and destination organizations, has been created to provide added value, discounts, convenience and awareness about the Sandestin, Florida area to families, leisure travelers, business travelers and groups.

Located on Northwest Florida's stunning Gulf Coast, sandestination offers the most complete and memorable resort and shopping experience in North America. It's an unprecedented combination of beach and bayfront activities, shopping, dining, spas, recreation, events and variety of accommodations ranging from brand-name hotels to expertly designed homes.

To celebrate the debut of sandestination, just in time for Spring

Break, special introductory packages include exclusive discounts to area merchants, restaurants and attractions, totaling a value of more than \$1,000.

Among the destination's most notable features are a combined 2,600 guest rooms from breathtaking gulf, bay front and golf course views at the world renowned, 2,400-acre Sandestin® Golf and Beach Resort to three national brand hotels, including the gulf front Hilton Sandestin® Beach Golf Resort and Spa, the Courtyard by Marriott Sandestin® and the Residence Inn by Marriott Sandestin®. In addition, the destination offers nearly 100,000 square feet of combined meeting and/or event space.

A four-season destination for people of all ages and all occasions with seven miles of white sand beaches to pristine bay fronts, a marina, four nationally-recognized champion golf courses, 15 tennis courts, eight exercise facilities and a wide range of water sports. There are even three spas to unwind and relax. Hundreds of events happen each year at sandestination, including the Great Southern Gumbo Cook-off in January, Sandestin's Sweet Escape and Woof Weekend events in February, Mardi Gras celebrations, The Sandestin Wine Festival in April, ArtsQuest in May, Autumn Tides, Christmas on the Coast and much more. Evening entertainment choices range from peaceful hideaways to active nightlife options.

Here, the nation's largest designer outlet center, Silver Sands Factory Stores, has over 100 stores, such as Coach and Saks Fifth Avenue OFF 5TH, offering up to 75 percent off retail prices. There are specialty boutiques at the Market Shops at Sandestin® and the Village of Baytowne Wharf.

More than 40 dining options await at sandestination, from casual dining in village, town center or beach atmospheres to fine dining at award-winning restaurants such as Seagar's. Whether looking for a fun dinner at Cheeseburger In Paradise, Beef O'Brady's, Hartell's or Jim n Nick's or a memorable dinner at Marlin Grill, Bistro Bijoux, Poppy's Seafood or Tommy Bahama's Tropical Café, there's something for every desired taste.

The sandestination and Destin area has received national notoriety for "Best Beach in the United States" by USA Today and "Best Family Beach in the U.S." according to Travelocity. Top honors were given by Southern Living for "Number One Beach in the South" twelve years in a row.

As noted by one regular visitor, this area is a terrific destination. When Carol Harris worked and lived in Atlanta, she and her husband discovered the area and has loved it ever since even through their move to Chicago. "People want to come to a beautiful beach and have the option of having other activities too like shopping, spa treatments, dining, tennis and golf. In sandestination, there's something for everyone," said Ms. Harris.

The Courtyard by Marriott Sandestin®, Grand Boulevard at Sandestin®, Hilton Sandestin® Beach Golf Resort and Spa, The Market Shops at Sandestin®, The Residence Inn by Marriott Sandestin®, Sandestin® Golf and Beach Resort, Silver Sands Factory Stores, The Village of Baytowne Wharf at Sandestin®; www.sandestination.com

70TH ANNIVERSARY OF GOLDEN GATE BAY CRUISE CELEBRATED BY RED AND WHITE FLEET



San Francisco's historic Red and White Fleet® is celebrating the 70th anniversary of the popular Golden Gate Bay Cruise, San Francisco's original sightseeing tradition which has introduced millions of visitors to the City by the Bay since 1939.

This significant milestone in the history of the third-generation family business originated during the great Golden Gate International Exposition of 1939, when Red and White's founder, Thomas Crowley, received a license for operating sightseeing cruises under the Golden Gate Bridge and around Alcatraz. The tours were designed to showcase San Francisco's great engineering marvels of that time, which also signaled the city's return on the world map after the devastating earthquake of 1906. The Golden Gate Bay Cruise, back then departing from the fairgrounds on Treasure Island, was an instant success with visitors, who all wanted to see the newly-built Golden Gate Bridge and Bay Bridges. Today, the Golden Gate Bay Cruise continues to amaze passengers with its views of the charismatic San Francisco skyline.

The cruise features San Francisco's only multilingual bay cruise narration, bringing to life San Francisco's colorful history and local culture via state-of-the-art wireless headphones. The audio is available to guests at no extra charge in 12 language choices: English, German, French, Spanish, Korean, Portuguese, Mandarin Chinese and Japanese. New language additions for the 2009 season include Hindi, Italian, Thai and Russian. Guests travel through time as they become witness to the Great Gold Rush, devastating

earthquakes, Angel Island's history as an immigration station, the Summer of Love, to the Silicon Valley boom of the 1990s. Other exciting insights include the construction of the Golden Gate Bridge, stories from inmates at Alcatraz Prison, marine wildlife in San Francisco Bay and entertaining anecdotes of local personalities.

The custom-developed audio has been produced by Bogas Studios. Ed Bogas has been composing music for films and CDs for more than thirty years. Among his credits are the Garfield and Peanuts TV series, dozens of feature films, hundreds of commercials and the score for the long-running San Francisco and New York multimedia Experiences. The Golden Gate Bay Cruise departs Pier 43 1/2 8-14 daily starting at 10 am and offers indoor and outdoor seating. All cruise vessels include a snack bar and restroom facilities.

Founded in 1892, the family-owned Red and White Fleet is legendary for its San Francisco Cruises™. The company operates all cruise vessels on biodiesel and fuel-efficient engines as part of its commitment to sustainable tourism.

Red and White Fleet, smerk1@redandwhite.com, www.redandwhite.com

'OUTBACK AT THE ALISAL' WEEKEND AT ALISAL GUEST RANCH & RESORT

Alisal Guest Ranch & Resort, together with the South Australian Tourism Commission and the Great Australian Outback Cattle Drive, have created a weekend filled with cowboy adventure. The Outback at the Alisal Weekend, September 17-20, 2009, will have guests horseback riding, sipping Shiraz, dining at American and Australian BBQ feasts, and much more. Guests will also be eligible to win a trip for two to the Great Australian Outback Cattle Drive, which will be held in August 2010 (valued at \$8,000).

"There are many similarities between American ranches and Australian cattle stations, and some unique differences," says David Lautensack, General Manager, Alisal Guest Ranch & Resort. "We are thrilled at the opportunity to combine and showcase our different ranch styles with our neighbors from Down Under. This Wild West meets the Outback weekend will surely be unforgettable."

Studio accommodations for three nights, four days; welcome reception; special lakeside lunch; wine dinner featuring an Australian celebrity chef; all meals, including wine; Australian vs. American BBQ; breakfast horseback ride; screening of "Australia" the movie, under the stars; opportunity to win a trip for two to the Great Australian Outback Cattle Drive in South Australia; and unlimited greens fees, horseback riding, tennis, hiking, and fly-fishing, including equipment. The Outback at the Alisal Weekend is available for \$2,495 per couple, all-inclusive. Additional per-person, and suite rates are available upon request.

Alisal Guest Ranch & Resort, 800-4-ALISAL (425-4725), reservations@alisal.com, www.alisal.com; www.southaustralia.com; www.cattledrive.com.au

PALMETTO DUNES OCEANFRONT RESORT HAS EXCITING HARBOURFEST 2009 SCHEDULE



Palmetto Dunes Oceanfront Resort has set the schedule for HarbourFest 2009, Hilton Head Island, South Carolina's most popular and celebrated summertime festival. Held nightly at Shelter Cove Harbour, HarbourFest 2009 will run from May 29 through September 6, offering live entertainment seven nights a week, along with food, arts and crafts and a spectacular fireworks display above Shelter Cove Harbour every Tuesday evening at dusk.

HarbourFest begins at 6 p.m. and ends at 9:45 p.m. nightly. All HarbourFest events are free and open to the public.

Every Tuesday night, from June 2 to August 18, Shelter Cove Harbour has a spectacular fireworks display. Their unforgettable Fourth of July fireworks display over the harbor stands apart as the biggest and best fireworks shows in the region. The waterfront also offers the perfect place to watch the sunset, adding to the festival's ambiance.

One of the perennial highlights of HarbourFest is live performances at the outdoor amphitheater at Shelter Cove Harbour by local legend Shannon Tanner, who delights audiences of all ages with his singing, songwriting and guitar playing. Through May 31, this musical icon will perform one show nightly, Monday through Friday, at 7 p.m. From June 1 through September 4, he will offer two shows nightly, Monday through Friday, at 6:30 p.m. and 8 p.m.

Shannon Tanner will also host parents and children on his Wonderful Wacky Wizzle Cruise every Thursday morning through September 3. The cruise will depart from Dock C at Shelter Cove Harbour at 9 a.m. and return at 11 a.m. Tanner will treat visitors to music and magic, dolphin sightings and event give the children a chance to drive the boat. This family-friendly cruise will end with a special treasure hunt in the harbor.

Guests can also enjoy live music at San Miguels and Scott's Fish Market, two popular restaurants located at Shelter Cove Harbour.

San Miguels, home of the Island's best margaritas, will feature Chris Jones Mondays through Thursday, Jordan Ross on Fridays, Tommy Sims on Saturdays and Kirk O'Leary on Sundays. All performances take place 5:30 to 9:30 p.m.

Scott's Fish Market will showcase Gary Pratt on Monday and Tuesdays, Reid Richmond Wednesdays through Fridays, and Jon Bruner on Saturdays and Sundays, each taking place 5:30 to 9:30 p.m. Scott's will also offer nightly food and drink specials at their signature tropical frozen drink bar.

Palmetto Dunes Oceanfront Resort, 800-827-3006, www.palmettodunes.com; HarbourFest, 800-827-3006

GREAT SPRING VALUE AT COUNTRY INNS & SUITES

Country Inns & Suites By Carlson has announced a new "Spring Break 1, 2, Wheee!" offer that includes 33 percent off each night of a three-night stay and a valuable coupon from T.G.I. Friday's restaurants. With daily rates of \$70 or less after the discount at many locations, a family can enjoy a spring break getaway for around \$200 (excluding taxes or other charges). Available now through April 30, 2009 at participating hotels in the United States and Canada, the offer also is eligible for the goldpointsSM plus 3 for 3 promotion providing 3,000 Gold Points® for members of the company's goldpoints plus loyalty program.

"Although current economic conditions are causing many people to trim back on their vacation plans, our 'Spring Break 1, 2, Wheee!' offer enables leisure travelers to fit that much needed getaway into their budget and receive added value," said Aurora Toth, Vice President of Marketing for Country Inns & Suites By Carlson. "With a variety of great locations in popular spring break destinations—as well as convenient hotels located along the way for road trips—there's plenty of opportunity for people to book a spring break getaway and not break the bank."

Country Inns & Suites By Carlson has more than 450 hotels in North America, including great spring break locations like Orlando, Jacksonville, Miami, Nashville, San Diego, Phoenix and New Orleans. Along with the coupon from T.G.I. Friday's included in the offer, free daily breakfast at the hotel can help travelers keep costs down and enjoy an economical vacation, whether they go with friends or take the whole family. Complete details about the promotion are available on the website.

Country Inn & Suites By Carlson® locations offer many amenities often found at higher-priced hotels such as complimentary hot breakfast, free high-speed Internet access, swimming pools and weekday morning newspaper. Country Inns & Suites By CarlsonSM embraces the love of reading through its Read It & Return Lending Library. A variety of titles for all ages are available for guests to borrow and read at their leisure at more than 465 locations in the U.S. and Canada, and Country Inns & Suites By CarlsonSM supports literacy efforts through charitable donations. Country Inns & Suites, 800-456-4000, www.countryinns.com, countryinns.com/springbreak2009

MANDARIN ORIENTAL OFFERS OPPORTUNITY FOR EVERGLADES 'VOLUNTOURISM'



As part of its membership in the World Heritage Alliance for Sustainable Tourism, Mandarin Oriental, Miami is launching a "voluntourism" program at Everglades National Park in which guests can make a difference to the environment and help preserve the UNESCO World Heritage site. The "Miami Everglades" package includes an inspiring day trip to Everglades National Park where guests can participate in tree planting, recycling projects and exotic plant removal programs. Guests can also explore the park's walking trails to experience wildlife up close, or by indulging in the local tradition of "slogging," wading through shallow waters.

"As members of the World Heritage Alliance, we work closely with Everglades National Park to learn about the challenges they face and are keen to develop opportunities for the hotel to help through voluntourism programs," said Jorge Gonzalez, general manager, Mandarin Oriental, Miami. "We are delighted to offer interesting and fulfilling opportunities for our guests to get involved."

Located just an hour from the hotel, Everglades National Park is a unique ecosystem and home to many rare and endangered species such as the American crocodile. Guests will drive in a hybrid vehicle to the park and participate in a morning volunteer mission followed by a delectable lunch provided by the hotel. In the afternoon an expert park ranger will take guests on a stimulating tour exploring this vast stretch of wetlands and share their knowledge, stories and interesting facts about the park.

The "Miami Everglades" package includes: accommodations for two nights, American breakfast daily, and a day trip to Everglades National Park (9:30 am–noon, volunteer mission; noon–1 pm: boxed lunch provided by Mandarin Oriental, Miami; and 1 pm–3 pm: inspiring tour of the park; includes hybrid rental car for a day.

Rates for this package based on a two-night stay are from \$978 through April 11, 2009, then from April 12, 2009 through May 23, 2009 and October 1, 2009 through December 15, 2009, rates are from \$798. From May 24, 2009 through September 30, 2009, rates are from \$698. This package is subject to availability and exclusive of tax.

Mandarin Oriental, www.mandarinoriental.com

RITZ-CARLTON LODGE INTRODUCES SUMMER CAMP PACKAGE—WITHOUT THE CHORES

The Ritz-Carlton Lodge, Reynolds Plantation welcomes families with "Summer Family Camp," the resort's newest value-added vacation package. The Ritz-Carlton Lodge has taken its most renowned features: miles of a sparkling lakefront, golf at one of the United States premier golf destinations, award-winning cuisine and AAA Five-Diamond-rated service and facilities, and combined them to provide guests with extraordinary options and ultimate value.

The Summer Family Camp package is designed as a one-night stay for a family of four and includes spacious, overnight accommodations with two neighboring guestrooms, a "Care Package" welcome gift, complimentary valet parking for one vehicle and breakfast for two adults and two children in either Georgia's Bistro or through In-Room Dining. "Campers" also enjoy Family Golf in the afternoon with children under the age of 18 playing for free with accompanying parent, and unlimited use of kayaks, canoes, fishing equipment and bicycles, allowing for days of action-packed and fun-filled adventure. Available from May 25 to September 3, 2009, excluding July fourth weekend, rates for the Summer Family Camp package start at \$472 per night midweek and \$524 per night on weekends, plus tax.

The Lodge is considered one of the most family-friendly resorts in the United States and Canada, where every member of the family can enjoy a wonderful holiday. Golf lessons are available for children ages 6 and up at the Reynolds Golf Academy with Director of Instruction Charlie King and his staff focusing on the Seven Essential Golf Skills. Other family-friendly amenities at The Ritz-Carlton Lodge include a menu of Family and Wellness Experiences in The Ritz-Carlton Spa, lakefront kids play area with swings, slides and monkey bars, children's menu in all of the restaurants and in-room dining, lakefront infinity-edged pool and indoor pool, and Ritz Kids®, the resort's supervised activity program offered exclusively for younger visitors five to 12.

The Ritz-Carlton Lodge, Reynolds Plantation provides guests legendary Ritz-Carlton service highlighted by gracious southern hospitality. The Lodge has been recognized by *Parents* magazine as one of the Best Family-Friendly Resorts and *Travel + Leisure Family* named it one of their Top 50 Family Resorts. The 251-room Lodge is secluded on the shores of Lake Oconee.

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, MD, currently operates 73 hotels in the Americas, Europe, Asia, the Middle East, Africa, and the Caribbean. More than 30 hotel and residential projects are under development around the globe with future openings including Dubai International Financial Centre, United Arab Emirates; Dove Mountain, Arizona; and Lake Tahoe, California. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service.

Ritz-Carlton Lodge, 800-241-3333, www.ritzcarltonlodge.com, www.ritzcarlton.com