

2007/2008 ANNUAL TRAVEL INDUSTRY EVENTS SUPPLEMENT





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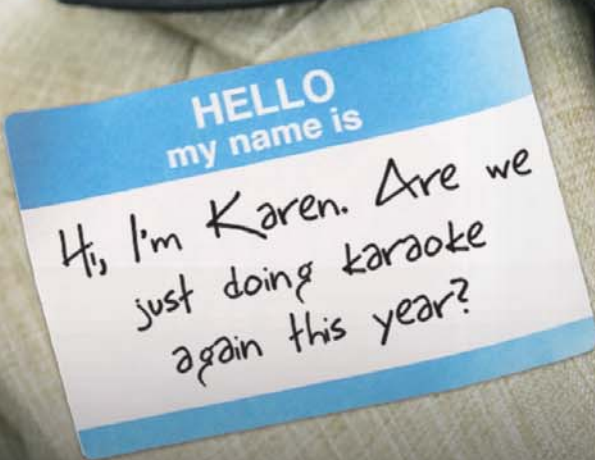
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Africa Travel Association Celebrates 32nd Annual Congress in Addis Ababa, Ethiopia

Spotlighting Africa's tourism potential as an instrument for sustainable development — and emergence as a world-class destination brand — ATA holds its annual congress and marketing conference in Ethiopia's capital, Addis Ababa.

BY MARY ELLEN SCHULTZ

Africa Travel Association (ATA) sponsored its 32nd Annual World Congress in the East African country of Ethiopia, May 6–11. More than 300 delegates, including tourism ministers and industry experts from over 20 African countries, North America, Europe and Asia gathered in Ethiopia's capital, Addis Ababa. Themed "Building a Positive Unified Image for African Tourism Development," the weeklong gathering at venues Hilton Addis Ababa Hotel, Sheraton Addis and government conference center comprised meetings, seminars, gala receptions and lively cultural performances.

H.E. Girma Woldegiorgios, Ethiopia's president, opened the proceedings at the United Nations Economic Commission for Africa (UNECA) headquarters in Addis, urging increased efforts to advance Africa's tourism development. "The tourism industry involves the participation of billions of people of all walks of life," he said. "And yet, irrespective of Africa's diversified wealth, the continent's world share of receipts from international tourism is below four percent. This requires governments and leaders in the industry to concertedly mobilize their efforts towards sustainable tourism development and poverty eradication."

Commending ATA's efforts at building a continent-spanning branded image, Ethiopian Culture and Tourism Minister Ambassador Mohamoud Dirir Gheddi reiterated the need "to be careful while promoting Africa as one unified destination in order to avoid falling into the trap of old stereotypes of Africa as the 'dark continent.'"

ATA President and Ghana's Tourism Minister Jake Otanka Obetsebi-Lamptey noted, in a statement presented in absentia, "ATA is a great vehicle to market and brand destination Africa; however, for ATA to work, it needs the full cooperation and support of all Africa countries, as well as the African Union."

Welcoming delegates, ATA executive director Eddie Bergman, noted, "This is indeed an exciting time to be associated with Africa," and urged attendees to recall the adage, "forget the image: believe the reality!" Bergman identified five growth areas for reinforcing and expanding ATA as the premier worldwide trade organization promoting travel to Africa: international events, global partnerships, branding, marketing and chapter membership — all with an eye to producing a powerful brand that gains strong government and economic visibility.

Reminding delegates of the association's fundamental ob-



Eddie Bergman, Africa Travel Association (ATA) Executive Director, during gala evening celebrating ATA's 32nd Annual Congress, held May 6-11, in Addis Ababa, Ethiopia.

jective of promoting African tourism, Cameroon's Tourism Minister El Hadj Baba Hamadou, said, "ATA is embarking on a new era with new challenges and prospects," and urged leaving no stone unturned in developing it [tourism] as a product capable of generating ever-increasing employment and revenues.

United States Ambassador to Ethiopia, Don Yamamoto, observed that although tourism accounts for only 2% of the country's GDP, "This year, the figures will certainly change because of the Ethiopian Millennium coming this September, which represents a once-in-a-thousand-years opportunity for the international community and the public and private sectors to focus on developing Ethiopia's tourism sector.

Congress Proceedings

The clock-challenging roster of sessions included:

- Developing a Framework for Promoting & Branding Africa as a Unified Tourism Destination, chaired by Tanzania's Ambassador Daudi Mwakawago (strategic advisor to ATA's Executive Director Eddie Bergman and former UN Secretary General's Special Representative to Sierra Leone). The panel featured UNECA Executive Secretary Abdoulie Jannel; Ambassador Mohamoud Dirir Gheddi (MP) – Ethiopia's Minister of Culture & Tourism; Ethiopian Airlines CEO Girma Wake; and World Bank tourism development specialist Shaun Mann, in addition to other private sector specialists. ATA's Executive Director stressed Africa's need to be marketed as a tourist destination, urging its 53 nations to

CONTINUED ON PAGE 4



Girma Wake CEO Ethiopian Airlines (right) welcomes Hon. Prof. Jumanne Mahgembe MP, Tanzania's Minister for Natural Resources and Tourism to Ethiopian Airlines gala at the ATA Congress.

"brand destination Africa in a way that benefits the continent as a whole and each individual country." He continued: "this will enable the diverse community of African nations to present its tourism product with a stronger voice, and to put its collective weight behind continental and national priorities."

- **Perspectives on Marketing Africa as a Continent:** The three-pronged forum compared government, tour operator and supplier approaches to the continent-embracing goal. ATA President and Ghana's Tourism Minister Jake Otanka Obetsebi-Lampitey noted, "ATA is a great vehicle to market and brand destination Africa; however, for ATA to work, it needs the full cooperation and support of all Africa countries, as well as the African Union."

Ethiopian Culture and Tourism Minister Ambassador Mohamoud Dirir Gheddi cited tourism promotion budget disparities as the reason certain regions suffer from less-vibrant identities to the world tourism market. Suggested solutions: consolidating and capitalizing on common regional attractions (i.e. Slave Route and Safari), developing joint tourism offices promotional efforts and facilitating cross-border/cross-region movement via open skies. Sean Mann, the World Bank's Tourism Development Specialist for Private Sector Development, African Region, observed, "Cooperation is more important than competition. The reality is that Africa is a mosaic of countries in various forms of development and transition, with tourism emerging as one sector in post-conflict countries with tremendous potential." With 42 tourism-related projects underway on the Continent, the challenge is to nurture public/private partnerships.

- **Connecting Africa: The Sky is the Link:** Building on ATA's partnership agreement with the African Airlines Association (AFRAA), a senior AFRAA representative facilitated a panel among airline representatives on the role of airlines in promoting tourism. Discussion focused on challenges airlines face that affect tourism growth, such as profitability.

- **Emerging Growth Markets for Africa Tourism Entrepreneurs,** e.g. Education and Student Travel; The Asian Market; Cultural Tourism; Volunteer Tourism; Faith-based Tourism and destination-specific Web domain development.



Humanitarian award ceremony at Roha Hotel in Lalibela, Ethiopia, following presentation of medical supplies to a local hospital there during Africa Travel Association's 32nd Annual Congress in Ethiopia, May 6-11, 2007. Left to Right: Eddie Bergman, Executive Director, ATA; Haile Berhanu, Medical Director of Lalibela Hospital; Susan Vassallo, Executive Board Member, MedShare International; and Hon. Tadelech Dalacho, Ethiopia's State Minister for Culture and Tourism.

Delegates also participated in roundtable discussions, arts and crafts fair, and a marketplace expo. Member countries such as Ghana, Nigeria, Ethiopia and Zambia showcased their countries at sponsored lunches and dinners at the congress hotels: Hilton-Addis and the Ghion. Ethiopian Airlines and Sheraton Addis also sponsored special events.

Host Country Day

Ethiopia's Host Country Day treated delegates to a day-long tour of Addis Ababa's national museum and historical sites, as well a jaunt 31 miles outside the capital to Bisihoftu (a.k.a. Debre Zeit, known for its scenic crater lakes and bird watching) for lunch at the recently-opened Kuriftu Resort & Spa; followed by a music-and dance-filled closing night gala at the Hilton Addis Ababa.

Awards & Kudos

During the gala dinner at the Hilton Addis Ababa, ATA's annual awards presentation honored the following:

- **For Outstanding Service to Africa Travel Association:** Ambassador Mohamoud Dirir Gheddi (MP), Minister of Culture and Tourism, Federal Democratic Republic of Ethiopia; H.E. Mrs. Tadelech Dalecho, State Minister of Culture and Tourism, Federal Democratic Republic Ethiopia; H.E. Mr. Mohamoud Ahmed Gaas, State Minister of Culture and Tourism, Federal Democratic Republic Ethiopia; Mr. Matewos G. Mariam, Head of Standardization and Facilitation Department, Ministry of Culture and Tourism, Federal Democratic Republic Ethiopia; and Mr. Girma Wake, CEO, Ethiopian Airlines.

- **For Outstanding Leadership within the Organization:** Hon. Jake Otanka Obetsebi-Lampitey, Minister of Tourism & Diaspora Affairs, Republic of Ghana, and President, Africa Travel Association; and Hon. Kabinga Pande, Minister of Tourism & Environmental Affairs, Republic of Zambia and Vice President, Africa Travel Association.

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**2nd WORLD
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Beijing, China
OCTOBER 28-30, 2007



**The
Power
of Marketing**

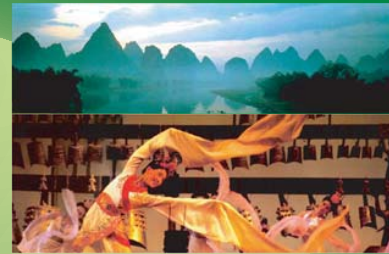
2nd World Tourism Marketing Summit---the power of marketing

The Second World Tourism Marketing Summit is an opportunity to network, exhaust new business and engage with the brightest to develop strategies to enhance cooperation between the international business community and one of the world's largest tourist markets. China's emergence as a global tourism partner is growing at an explosive rate for both inbound and outbound traffic.

Do you have plans or vision to capture a portion of this lucrative market? China is still relatively new terrain for most players, and a healthy dose of local expertise can be the difference between success and failure.

Join the leaders, 400 highly select executives from over 50 countries, of the international tourism industry in discussing, exploring joint venture opportunities and developing various platforms to facilitate business cooperation in tourism marketing among international partners and Chinese domestics.

The appearance of China as a leading tourism market only serves as a reminder of the importance of effective marketing at the global level...you may redefine the possible!



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Beijing Tourism Administration
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Global Coordinator:



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2nd WTMS: October 28 - 30, 2007
Beijing China

WTMS Organizing Headquarters:

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5550 Dieppe Street, Chilliwack
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- **For Outstanding Achievement in the Development of Responsible Tourism within the Continent:** Ministry of Culture & Tourism, Federal Republic of Nigeria; Nigeria Tourism Development Corporation; Cross River State Tourism Bureau; and the ATA Nigeria Chapter.

- **For Outstanding Achievement in the Promotion of Responsible Tourism to the Continent:** The Africa Channel.

- **Founders Award:** Ms. Connie Bunn, Secretary, New York ATA Chapter; and Mr. Ogo Sow, Member of the International Board, ATA.

- **New Partnership Award:** Hon. Henri Djombo, Minister of Economy & Forestry, Republic of Congo; and Ambassador Daudi N. Mwakawago.

- **ATA Service Award for Long-term Leadership to the Association:** Ms. Mira Berman, Executive Director Emeritus, ATA; and Mr. Hagos Legesse, Executive Director Emeritus, ATA.

Annual Tanzania Awards Dinner

More kudos were bestowed during a Gala Tanzania Evening, at the Hilton Addis Hotel. Tanzania Tourism Board's 7th Annual Tourism Awards were presented by the Hon. Prof. Jumanne Maghembe, MP, Tanzania's Minister of Tourism for Natural Resources and Tourism. Honorees were: Tauck World Discovery (Tour Operator Product Development Award); Micato Safaris and Silversea Cruises (Cruise/Port of Call Development Award); Qatar Airlines (Airlines Award); Singita Grumeti Reserves (Luxury Lodge Ecotourism Award); and USA Today (Media Award).

African Skies

Official Congress carrier was Ethiopian Airlines (ET). During a gala dinner themed, "Bringing the World to Africa," ET's CEO Girma Wake, stressed not only ET's, but all national carriers' responsibility to promote African tourism. Telling delegates, "We're competing for the same goal, and need to step (that is, fly!) outside our national boundaries," he urged expanded implementation of Africa's original 1988 "African Skies Agreement" to grant carriers freer cross-border access and called for developing interregional destination promotions. To that end, ET recently launched two new travel and tourism websites designed for North American travelers interested in Ethiopia, Kenya, Tanzania and East Africa. (www.seeyouinethiopia.com and www.seeyouineastafrica.com). The sites serve as a one-stop shop for researching and booking vacations in the region.

In Closing — Identifying/Achieving Objectives

In the proverbial nutshell: the prevailing message of the Congress is that Africa needs to be marketed as a tourist destination. ATA Executive Director Eddie Bergman boiled the challenge into two sentences: "Africa's 53 nations need to "brand destination Africa in a way that benefits the continent



ROBERT EILETS

Left to Right: Ethiopia's Minister of Culture and Tourism, Hon. Amb. Mohamound Dirir Gheddi; Hon. Prof. Jumanne Mahgembe, MP, Tanzania's Minister for Natural Resources and Tourism; and Amant Macha, Tanzania Tourist Board's (TTB) Marketing Director, during TTB's Seventh Annual TTB Awards presentation at the Hilton Addis Hotel, celebrated during ATA's 32nd Annual Congress, May 6-11, in Addis Ababa, Ethiopia.

as a whole and each individual country. This will enable the diverse community of African nations to present its tourism product with a stronger voice, and to put its collective weight behind continental and national priorities."

As an introduction to the emerging humanitarian tourism niche, a select group of delegates flew north to the ancient city of Lalibela on a daylong excursion to participate in an ATA-sponsored humanitarian effort. Working in partnership with MedShare International, along with support from Miracle Corners of the World and several other private sector companies, ATA contributed a container of medical supplies valued at \$350,000 to a Lalibela hospital. Also high on ATA's list of priorities is reaching out to Asia's emerging travel market. Pacific Asia Travel Association (PATA) senior board member Alwin Zecha reaffirmed PATA's commitment to work with ATA. Initiatives also include courting Asia's biggest source market: China. ATA plans to recruit members from China to participate in ATA events and to present Africa's travel products at travel and marketing expos throughout Asia. Participating ministers expressed support for ATA's leadership with the campaign. In closing, ATA executive director Bergman praised Ethiopia's rich tourism product, along with the congress program's ambitious tourism product development goals both for the country and the continent, noting, "This is not an easy business — but it can be made easier via ATA's initiatives toward developing creative public/private and nonprofit sector partnerships, starting here, now."

Upcoming ATA Events

Future events include: ATA's 2nd Annual Presidential Forum (September 2007); ATA's 11th Annual Ecotourism Symposium (Fall 2007); ATA's first Africa Marketing and Investment Forum (March 2008); and ATA's 33rd Annual Congress (Spring 2008); all locations/dates to be announced.

Africa Travel Association,
info@africatravelassociation.org,
www.africatravelassociation.org

Getting Ready for World Travel Market 2007

With Abu Dhabi as the Premier Partner, and a comprehensive program of events including World Responsible Tourism Day, a summit on climate change, a conference showcasing China, and business advice from Euromonitor International, WTM 2007 is not to be missed.

BY JENNIFER M. LANE

Nearly 50,000 travel industry professionals from over 200 countries are expected to attend World Travel Market 2007 in London. They will be participating at the world's leading business to business event at ExCeL London between Monday, November 12 and Thursday, November 15, 2007.

"The latest figures show that the global industry is consolidating the positive outcome of recent years," said Fiona Jeffery, Managing Director of World Travel Market. "These business opportunities must be seen in the context of this year's forecasts which reveal all-round consolidated growth. The outlook is an extremely healthy one with stable progress for the entire industry."



World Travel Market - ExCeL, London, front entrance view.

WTM delegates will be arriving to conduct business, network, identify

new markets, learn about the very latest trends and developments, and confront some of the more difficult challenges facing the industry, such as climate change and environmental issues.

World Travel Market is working with a number of respected experts and major international organizations. Many events will take place during the week, including a comprehensive program of conferences, seminars, presentations and debates. In 2007 there will be particular global focus on responsible tourism, climate change, travel technology, hotels, airlines, the meetings industry, and health and wellness.

"This is being considered as a golden age of travel and tourism," said Jeffery.

CONTINUED ON PAGE 8

 <p>A wide variety of opportunities for doing business with representatives of the Costa Rica tourism industry and of the region...</p> <p>Join us and discover your own business alliances and experience the new products.</p> <p>May 11-16, 2008 • Ramada Plaza Herradura Hotel</p> <p>Register now at: www.expotur.com Don't miss this opportunity!</p>	 <p>Join us this year!</p> <p>If you represent an International Travel Wholesale Operator, an Incentive Travel Company, or a Meeting/Conventions Planner; the Sellers of Costa Rica are waiting for you!</p> <p>October 7-14, 2007 • Flamingo Beach Hotel</p> <p>Free lodging and registration for the first 25 delegates!*</p>	
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"World travel and tourism is expected to generate in excess of \$7 trillion in 2007, rising to over \$13 trillion over the coming decade according to the World Travel & Tourism Council's (WTTC) Tourism Satellite Account (TSA) research. This is being reflected in the continuing and expanding interest in World Travel Market. We are working with leading organizations and experts, helping World Travel Market to pinpoint exactly what is new as well as significant industry patterns for the future."

Abu Dhabi, currently embarking on an unrivalled and ambitious program of development and promotion to become the world's leading up-market destination, is World Travel Market's official Premier Partner.

In a two-year agreement Abu Dhabi, capital of the Arabian Gulf state of the United Arab Emirates, will be working with World Travel Market on a creatively exciting campaign, targeting all 202 representative countries and regions participating. "Abu Dhabi is almost an untouched paradise," said Jeffery, "but it is fast becoming an undisputed center of culture and cosmopolitan sophistication. We are delighted to be working with them and look forward to being part of their plans for growth."

The World's Most Ambitious Day of Action

The first WTM World Responsible Tourism Day, in association with the United Nations World Tourism Organization (UNWTO), is to be held on Wednesday, November 14. It will be the most ambitious day of action of its kind ever held.

The global initiative has already attracted high profile supporters, including respected industry groups such as the WTTC and PATA, as well as Sir Richard Branson and international environmentalist Professor David Bellamy. The day links in with the event's annual dedicated day to responsible tourism, which has become an established part of WTM over the past 13 years. A WTM World Responsible Tourism Day Action Pack can be downloaded from the dedicated website, www.wtmwrtd.com. This gives full details of how the industry can participate. Regular newsletters will keep the industry updated on the latest developments so that supporters can share in the knowledge of working together for one common and universal industry aim.

Ministers' Summit on Climate Change

More than 100 Government Ministers are expected to participate in WTM's Ministers' Summit on Climate Change on Tuesday, November 13. The summit is being held on the eve of the first WTM World Responsible Tourism Day and will be broadcast live to delegates at London ExCel's Central Boulevard.

"Climate change is the greatest environmental challenge facing the travel and tourism industry today," said Jeffery. "It is for this reason that we have linked with the UNWTO and UNEP and are supported by other major industry organizations. No matter how difficult this issue is likely to be, it is crucial

that the industry faces it honestly and responsibly."

The UNWTO will be holding a meeting in Davos, Switzerland in early October with 1,000 environmental experts who will agree to a draft declaration on climate change that will be put to the Ministers' Summit.

The Key to China

The only international event outside China designed to 'unlock' the mysteries of conducting business with the Chinese, will be an important initiative at this year's WTM. For the second year, World Travel Market, in association with ChinaContact, a China market entry specialist, will be holding a one-day conference on Wednesday, November 14.

The conference program is being produced by Roy Graff, Managing Director of ChinaContact. He said: "We are organizing a series of forums and interactive workshops throughout the day to help delegates learn effective communications and understand how to navigate the legal and financial obstacles that may be in the way. ChinaContact's access to Chinese travel trade and travel media, government officials and leading expert speakers is unparalleled in Europe. The 2007 event will be highly focused with in-depth analysis."

The forum will include an assessment on recent changes in China's tourism industry, new trends, policies, and major players. The day will also examine the link between sports and tourism and the opportunities for western travel companies in the light of China's Olympic dreams and the growing interest in sport. Experts will also take an in depth look at the Chinese inbound and outbound markets.

All delegates will also be offered a free one-hour online introduction workshop on the Chinese travel industry prior to the event. Last year, more than 150 delegates attended the conference, representing tourist boards, hotels companies, tourist attractions, tour operators and travel associations. For more information, log on to the event website <http://www.future-of-travel.org>. Delegates can register at www.future-of-travel.eventbrite.com.

The Latest Global Industry Trends

Euromonitor International, the world's leading provider of global business intelligence and strategic market analysis, has teamed up with World Travel Market for the second time. This keynote relationship brings exhibitors and visitors the very latest global industry trends.

The company has a team of over 600 in-country analysts worldwide, giving a unique capability to deliver high quality and reliable business information. Euromonitor's Global Market Information Database has been named 'Best Business Information Product' by the international information industry.

The move is part of WTM's new Insight facility, providing useful up-to-the-minute information throughout the year on what's new and could be crucial in expanding business.

World Travel Market, www.wtmlondon.com

FITUR 2008: Building On Success

Expansion of space, a reorganization of the exhibition, and improvements in services will continue to make FITUR the leading forum for the world tourist industry.

BY JENNIFER M. LANE

The 27th edition of FITUR 2007, the International Tourism Trade Fair, held between January 31 and February 4, 2007 ended with a tally of over 151,700 professional participants, 1.3 percent more than in the previous edition. Almost 100,000 visitors attended the event at Feria de Madrid, 1.1 percent more than in the last edition. In total, FITUR 2007 welcomed 249,260 visitors.

Once again, the International Tourism Trade Fair occupied all 10 halls at the IFEMA exhibition center, achieving an historic participation record with some 13,190 and 853 direct exhibitors from 170 countries/regions. This confirms the interest and the high loyalty rate shown by exhibitors and by visitors at each edition. Likewise, it shows the fair's capacity to give the latest new products from the sector and "providing us with an insight into the most effective solutions regarding the tourism challenges of the 21st century," as His Majesty the King, Juan Carlos I stated during the inauguration of the fair on January 31.

One of the most notable aspects of the latest edition was the growing international stature of the fair, fulfilling one of the main targets set by the Organization. Armenia, Azerbaijan,



The Iberia pavilion at FITUR 2007.

Niger and Zimbabwe were present for the first time. Of the direct participants in FITUR 2007, 43 percent were foreigners. Official Spanish bodies and leisure and culture companies were the sectors with the most representation.

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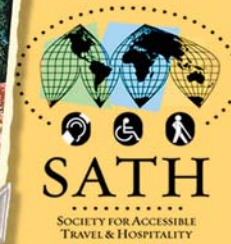
The United States has led the way to the future by creating the most open society for those with disabilities, and Florida, where we are meeting, has been among the leaders in this field. We welcome you all to the SATH World Congress for Travelers with Disabilities and the Mature, and hope that you will return home determined to carry the message of this meeting with you.

Everyone gains from opening the doors for people with disabilities who want to travel like everyone else.

Murray Vidockler, CTC
Founder and Chairman,
SATH 1919-1999

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Society for Accessible Travel & Hospitality
January 6-9, 2008 at Disney's Contemporary Resort
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The majority of the trade visitors who attended FITUR 2007 were travel agencies and the hotel trade sector, followed by those from transport companies, and wholesalers and tour operators. Likewise, the sectors that awoke greatest interest among these professionals were the retailer and the hotel trade sectors.

Prior to FITUR 2007, on January 29-30, the eighth edition of FITUR CONGRESOS 2007, Spain's Meetings and Incentive Travel Workshop was held, which concluded with 4,600 interviews arranged by the Organization. The workshop brought together 151 national sellers and 213 international buyers from 30 countries.

Annual Awards

During the International Tourism Trade Fair, the traditional prizes for the best stands at the show were awarded. Under the heading of Autonomous Communities, the winners were the Basque Government-Tourism, Turgalicia, and the Government of the Communities of Castilla La Mancha; while the Audiovisual Tunnel by Tourism of Catalonia received a special mention. With regard to countries, Proexport Colombia, Andorra, and Jordan Tourism were recognized. Finally, the jury agreed that the most outstanding stands in the companies' category were the ones by ACCIONA Trasmediterránea, Silken Hotels, and AENA-Spanish Airports and Air Navigation Authority.

The winners of the 12th Competition for the Best Active Tourism Product, organized in collaboration with 'Aire Libre' magazine were also announced. The winner in the Culture category was "Cantabria 2006, Liebana. Land of Jubilee." The recognition under the Nature heading went to the "Trashumad" product, from Madrid, while in the Adventure category the "Diving in La Mancha" proposal, from Ciudad Real was awarded the prize. In the international area, the award went to Egypt, specifically to the product "The Journey of the Sacred Family." Special mentions were given for the "Expedition down the Navia River" and "Tourism Routes along the Shellfish Banks," presented from Asturias and Pontevedra respectively.

The winner of the eighth edition of the FITUR-Jorge Vila Fradera Forum was awarded to the work "The Impact of Tourism in Kuna Yala (Panama): Tourism," by Xerardo Pereiro and Cebaldo de Leon Inawinapi.

FITUR 2008

The 28th edition of FITUR, which will take place January 30 - February 3, 2008, will incorporate the two new halls at Feria de Madrid, Halls 12 and 14. In this respect, the exhibition presented at the International Tourism Trade Fair will be distributed throughout all 12 halls available at the exhibition center, representing a gross exhibition area measuring some 200,000 square meters.

The structuring of FITUR 2008 around 12 halls will lead to an improved layout of the different sections that make up the

event. These changes will be based on the solid foundations that the fair has established over the course of 28 editions, always with a view to promote the tourist industry.

Visitors will also find a new access-point, known as the East Gate, accompanied by extensive parking areas. The two new halls at Feria de Madrid will boost the exhibition center's functional appeal, helping to consolidate Madrid's leading role in Europe within this field.

The New Layout

FITUR will undertake a new stage in its history that will enable the fair to present a layout that is more in tune with the development of the supply-side groups it represents. All of the developments will lead to a series of changes in stand size, thus enabling the fair to expand considerably. At the same time, the trade registration and access procedures will be sped up, with the whole of Hall 2 being set aside exclusively for visitor registration, a procedure that can also be carried out in the new halls and at the North Gate.

The products and services offered by tourism companies will move to Halls 4, 12, and 14 (ground floor). The rest of the even-numbered halls, Halls 6, 8, and 10, will house the international section. Asia, the Pacific, Africa, and the international hotel chains and global companies will be featured in Hall 6; America will be presented in Hall 8; Europe, North Africa and the Near East will appear in Hall 10.

As far as the national section of the fair is concerned, the Official Spanish Bodies and Organizations will be distributed throughout Halls 1, 3, 5, 7, and 9. FITUR CONGRESOS will move to the First Floor of Hall 14.

FITUR, www.fituronline.com

MOSCOW GOLF & LUXURY TRAVEL RECEPTION TO TAKE PLACE SEPTEMBER 27

The 10th anniversary edition of the Moscow Golf & Luxury Travel Reception will take place in Moscow on September 27, 2007. These elite receptions are the most exclusive tourism events held in Moscow offering the chance to meet with high value Russian travelers and discuss travel plans with all major Russian golfers in an exclusive golf-themed reception.

The Moscow Golf & Luxury Travel Reception is most suitable for golf and luxury resorts looking for high level clients; luxury hotels wishing to make contact with influential Russians; golf academies looking to tap the growing Russian market; companies specializing in golf real estate; and regional authorities looking to promote their golf facilities. Golf is a fast growing segment in Russia and as it is only enjoyed by up-market clients you are directly targeting the elite sector of this market.

The Moscow Golf & Luxury Travel Reception is a concentrated evening event and costs approximately \$1,021. For fellow IAGTO members they are offering a 10 percent discount. Book now as space is limited.

Elite Events, www.EliteEvents.ru

ITS ATHENS 2007 SCHEDULED FOR NOVEMBER 22-25



ITS Grande Bretagne 2 from the left side: Mr. Giorgos Karachristos, CEO of MACT SA, Mr. Theodosios Sagiadinos, Director of Sales of MACT SA, Mr. Spyros Spyropoulos, representative of the company Offroad Adventures and Mrs. Maria Anastasiou from MACT SA.

The 2nd International Tourism Salon Athens 2007 (ITS Athens) will open its gates from November 22-25 at the newly renovated Mediterranean Exhibition Centre (MEC) aiming to promote the Greek tourism product and further develop inbound and outbound tourism.

The goals, the thematic units, the incentives that the company offers to all exhibitors and visitors as well as the success factors of ITS Athens 2007 were presented in a special event by Mr. George Karachristos, CEO of the organizing company MACT SA. The event took place June 21 in Grande Bretagne Hotel, Athens.

ITS Athens 2007 aims to turn into the high-profile meeting point for tourism business professionals from Greece and all over the world, attracting top buyers and commercial/trade visitors from across the globe, to contribute to the increasing dynamism of Greek tourism within the framework of the international tourism market; as well as to improve and strengthen the relationships between the Greek and foreign tourism businesspeople through prestigious professional meetings.

ITS Athens 2007 aims to host more than 350 exhibitors, 200 buyers and 30,000 commercial/trade and public visitors from Greece and all over the world.

During the exhibition, special events and conversations related to the cruise market, travel agencies and more are going to take place. Moreover MACT SA is organizing a number of venues about African and Latin America countries as well as a show about alternative forms of tourism.

ITS Athens 2007 is under the aegis and great sponsorship of Ministry of Tourism Development as well as Greek Tourism Organization and has the support of all institutions of tourism in Greece.

MACT SA/ITS Athens, www.its-athens.gr



See Ecuador Travel Exposition- October 24, 25 & 26, 2007- Quito, Ecuador

The **Quito Visitors Bureau** invites you to attend the inaugural **See Ecuador Travel Exposition** October 24-26 in Quito. This is a unique opportunity for you to explore and experience **the four (4) regions of Ecuador: Amazon, Andes, Galapagos, and Pacific Coast**

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- ❖ **See Ecuador Travel Exposition featuring pre-scheduled meetings** with Tour Operators and Ecuador Suppliers who will provide specific product, commission, and how to book information
- ❖ **Hotel Site-inspections and Sightseeing** that will help you See Ecuador in a personal and organized way

Travel Agent Registration Fees are \$175 per person and include 3 nights double room accommodations at a Quito 4-5 Star Hotel. Discounted fares starting at \$250 round trip plus taxes on American Airlines are available as well as Pre and Post Tours within Ecuador!

Space is limited so register NOW! Log on to www.SEEcuador.com

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Phone: 1-800-874-2324 ext 8022 or 8025



William H. Coleman, Inc.



RESORT CONFERENCE SET FOR APRIL 16-18, 2008 IN SAN DIEGO



The resort industry will gather for its annual forum to discuss and explore issues unique to resort marketing and operations when the 8th annual Resort Conference takes place at the Hotel del Coronado in San Diego from April 16-18, 2008. This important industry event is sponsored by the Hospitality Sales & Marketing Association International (HSMIA) and The University of Denver's School of Hotel, Restaurant & Tourism Management.

Attendees represent a diverse group of resort-minded professionals, including general managers, directors of sales, and other department heads such as those in revenue management, rooms division, human resources and online marketing, as well as corporate staff from resort companies.

"We anticipate another hugely successful conference, which is designed to deliver a one-stop shopping learning experience covering a huge spectrum of timely and compelling topics within the resort industry," stated Robert A. Gilbert, CHME, CHA, President & CEO of HSMIA.

The two-day forum will feature general sessions and an extensive line-up of breakout sessions in three tracks, including: Operations, Marketing, and Current Trends. Topics will feature Internet marketing, de-mystifying distribution, golf and spa operations, human resources and business development, as well as industry forecasts and a lodging outlook.

To view highlights from the 7th annual event, which took place in Colorado Springs, CO, March 25-27, 2007, visit www.resortconference.com. The video recap features keynote addresses and breakout sessions, as well as photos and presentations from participating speakers and industry experts including trendsetter and founder of Ubercool, Michael Tchong; Peter Yesawich, president and CEO of Ypartnership; and Mark Lomanno, president of Smith Travel Research.

Resort Conference, www.resortconference.com

BETEX 2008 TO BE HELD JULY 30 – AUGUST 4

Belize Tourism Expo, Marketplace & Expedition (BETEX) is held in Belize every two years, and offers an exclusive opportunity for travel trade professionals to meet with local suppliers, learn more about Belize, and experience the destination first-hand. Travel agents and wholesalers can increase profitability through destination education and personal encounters. Local tourism service providers will showcase their products and have a chance to inter-

act personally with international partners.

The 2008 format has changed slightly in order to ensure an even more valuable and rewarding experience for all participants. Because of the increasing demand and popularity of the expeditions, they have decided to decentralize the marketplace sessions, and increase the expedition by one more day. With four days of countrywide expeditions (10 itinerary options), travel professionals will better be able to immerse themselves in the product, and learn first hand how to sell the destination.

BETEX will continue to feature cultural shows and social functions highlighting some of Belize's rich diverse cultures, as well as an educational seminar and orientation prior to the expeditions. Multiple mini-marketplaces with tabletop exhibits will be featured in the various destinations (each evening during the expedition) allowing for one-on-one meetings with targeted suppliers.

BETEX, www.betex.bz

OSSN ANNOUNCES FALL 2007 CONFERENCE IN GREECE

In 1997, OSSN hosted their first International Conference in Athens, Greece to learn about the fabulous "Garden of the Gods." Ten years later, OSSN is duplicating many aspects of that very first OSSN International Conference with a few new and exciting "twists" to the agenda. During the "Garden of the Gods II" conference event which will be held October 16-26, 2007, agents will have the opportunity to experience a land-based pre-conference stay on the island of Mykonos. Added to this, agents can then also enjoy a Greek Island cruise sailing from Mykonos to Rhodes, Kusadasi, and Patmos before they arrive in Athens for five more days. Agents will be hosted at the Greek-owned Divani Caravel five-star property. During their stay, they will enjoy several included tours throughout Athens, including the Royal Palace and the Panathenian Stadium. They will also visit the Temple of Olympian Zeus and the world-famous Acropolis and its Museum.

During an additional full-day tour, agents will drive along the coastal road of the Soronic gulf to Mycenae, where they will visit the remains of the ancient city, including the Lioness Gate, the tomb of the Agamemnon, and the Palace. Continuing through Argos onto Nauplia during the tour, OSSN members will visit Epidaurus and its theater which is famous for its remarkable acoustics. As they return to Athens, they also will visit ancient Corinth and the sites made famous by St. Paul the Apostle.

Additional optional tours can be taken to Delphi and to Cape Sounion during the stay, or agents may also opt to explore the sites of Athens.

OSSN members will be hosted by the Greek National Tourist Office for a morning of sales workshops and presentations designed to assist agents in marketing and selling this destination in 2008 and beyond. The GNTO will also host a special theme dinner for the group on the final night in Athens. Special prizes will be awarded for the best costumes during this Greek mythology festival evening.

For full details and booking instructions, go to the conference page on OSSN's web site.

OSSN, www.ossn.com

ITTFA ELECTS NEW COMMITTEE FOR 2007/08

The International Tourism Trade Fairs Association (ITTFA), elected a new executive committee at its annual general meeting in Stockholm at the end of June.

Tom Nutley, Chairman of ITTFA, believes "this newly-formed committee will generate a greater depth of understanding amongst the member shows and provide fresh perspective and enthusiasm to the association." "All appointments were aimed at strengthening the central administration of ITTFA and providing a firm base for the continued growth of the association across cultural and international boundaries," he continued.

Committee members begin their term of office this July and will remain in their respective roles until the next election at the AGM in June 2008.

ITTFA, which originally evolved from the long-standing ETTFA, moved from European to International status in 2005 so as to grow the association on a worldwide basis and offer benefits and opportunities to all travel trade shows regardless of their location.

ETTFA was established in 1992 and has been dedicated to raising its profile as an information source for the travel and exhibition industries since that time.

Mr. Nutley said that the association had come a long way in the past decade, recognizing the huge changes in the travel exhibition industry brought about by the growth in emerging markets, technology and the recognition of the value of the industry in general.

He added that since becoming an international organization, they have welcomed on board new members from both East and West and have benefited from the insight these shows have brought with them.

Johan F. Lundberg, Exhibition Manger



Members of ITTFA at their Annual General Meeting in Stockholm. Featured from left to right: Klara Tihanyi, UTAZAS; Zeljka Tomljenovic, ITE; Johan F Lundberg, TUR; Maria Badakh, ITE; Inna-Pirjetta Lahti, MATKA; Tom Nutley, Chairman; Wendy Walker, ITTFA Secretariat; Paivi Koivunen, MATKA; Jane Ringensen, TUR.

TUR, was elected as president of ITTFA. Nutley commented on the appointments, "TUR has been a long standing member of ITTFA and we are confident that Johan's knowledge of the association coupled with his experience and enthusiasm within both the travel and tourism and exhibition industries will steer the association through another successful year."

Mr. Lundberg commented on the role; "I am delighted to take on this prestigious role and look forward to a successful year ahead. We are continuing to broaden our membership base, particularly in the area of support and guidance for new and upcoming shows in less established markets and I personally look forward to welcoming members from all corners of the tourism exhibition world. The internationalization of ITTFA is of value to all our members as we continue to explore new challenges and create more opportunities to share ITTFA's vision and

knowledge with a larger audience. As newly elected President, I look forward to working closely with all our members to achieve our goals."

Klara Tihanyi, Director of Utazas, Hungary, was elected Vice President. She commented, "I am looking forward to my new role in ITTFA and hope that I can contribute to the development of the Association as well as learning from other members on how we can make travel trade fairs easier and better for all our customers."

Fiona Jeffery, Group Exhibition Director, Reed, continues as Media Relations Officer and will also take on the role of Treasurer whilst Zeljka Tomljenovic, of ITE Travel Exhibitions, continues as WTO Relations Officer as well as in the role of Membership Secretary.

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

Travel World NEWS

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2007/08 WORLDWIDE TRAVEL INDUSTRY CALENDAR OF EVENTS

DATE	EVENT	LOCATION	CONTACT
SEPTEMBER 2007			
5-7	La Cumbre 2007	Ft. Lauderdale, FL	www.lacumbre.com
6	Moscow International Travel Workshop	Moscow, Russia	www.moscowworkshop.com
6-9	FITE 2007	Guayaqui, Ecuador	www.fite.info
9-11	The Trade Show 2007	Las Vegas, NV	www.thetradeshow.org
12-14	TravelMart Latin America	Cartagena, Colombia	www.travelmartlatinamerica.com
17-18	BIT Peru 2007	Lima, Peru	www.bitperu.com
25-27	ITME 2007	Chicago, IL	www.motivationshow.com
25-28	Otdykh/Leisure 2007	Moscow, Russia	www.euroexpo.ru
25-28	PATA Travelmart	Bali, Indonesia	www.pata.org
26-27	North American Ecotourism Conference	Madison, WI	www.ecotourismconference.org
26-28	Top Resa	Deauville, France	www.topresa.com
26-28	Bolsa Turistica de las Americas	Medellen, Colombia	www.bolsaturisticadelasamericas.com
27-28	APTA National Forum	Chicago, IL	www.apta.biz
27-30	Jurni Further	Arlington, TX	www.jurni.com
28-29	No Frills Travel & Technology Expo	Bergamo, Italy	www.nofrillsexpo.com
OCTOBER			
3-5	CIS Travel Market	St. Petersburg, Russia	www.reedtravelexhibitions.com
3-5	World Youth & Student Travel Conference 2007	Istanbul, Turkey	www.wystc.org
4-7	Adventure Travel World Summit	Whistler, BC, Canada	www.adventuretravelworldsummitt.com
7-14	Guanacaste Marketplace	Guanacaste, Costa Rica	www.guanacastemarketplace.com
10-12	Cancun Travel Mart	Cancun, Mexico	www.cancuntravelmart.com
11-13	Central American Travel Market	San Jose, CA	email: catm2007@canatur.org
12-14	TTG Incontri	Rimini, Italy	www.ttgitalia.com
12-14	Guam Micronesia Island Fair	Tumon, Guam	www.visitguam.org
16-18	BTC Conference 2007	Tallink Victoria, Baltic Sea	www.balticsea.com
16-26	OSSN International Conference 2007	Mykonos, Greece	www.ossn.com
19-24	CTC 2007	San Juan, Puerto Rico	www.onecaribbean.org
24-26	See Ecuador Travel Exposition	Quito, Ecuador	www.seecuador.com
25	10th Annual TASC Tradeshow	MacArthur Airport, LI, NY	email: lou@royalholiday.com
25-29	Central American Showcase & Travel Expo	San Salvador, El Salvador	www.centralamericashowcase.com
28-30	World Tourism Marketing Summit	Beijing, China	www.wtms.wtuglobal.org
31-Nov 3	DEMA	Orlando, FL	www.demashow.com
NOVEMBER			
1-4	Philoxenia	Thessaloniki Greece	www.helexpo.gr
2-7	NTA 2007	Kansas City, MO	www.ntaonline.com
3-6	FIT PERU	Trujillo, Peru	www.fitperu.org
6-8	Madi Travel Market 2007	Prague, Czech Republic	www.madi.cz
6-9	BTC International	Florence, Italy	www.btc.it
7-9	ALTA Airlines Leaders Forum	Cancun, Mexico	www.latamleaders.com
12-15	WTM-World Travel Market	ExCel London, UK	www.wtmlondon.com
12-15	Discover America Pavilion at WTM 2007	ExCel London, UK	www.discoveramericapavilion.com
16-19	UFTAA 41st Annual Congress	Casablanca, Morocco	www.uftaa.travel.org
17-18	The Philadelphia Inquirer Travel Show	King of Prussia, PA	www.phillytravelshow.com
17-20	FIT America Latina	Buenos Aires, Argentina	www.fit.org.ar
22-25	International Tourism Salon	Athens, Greece	www.its-athens.gr
27-29	EIBTM 2007	Barcelona, Spain	www.eibtm.com
27-29	Travel Media Showcase	Palm Springs, CA	www.travelmediashowcase.com
DECEMBER			
2-5	8th Int'l Gay & Lesbian Tourism Conference	Ft. Lauderdale, FL	www.communitymarketinginc.com
3-6	International Luxury Travel Market	Cannes, France	www.iltm.net
3-6	International Golf Travel Market	Cancun, Mexico	www.igtm.co.uk
4	Travel Institute Annual Conference	Las Vegas, NV	www.thetravelinstitute.com
13-14	MITM Americas	Salvador de Bahia, Brazil	www.mitmamericas.com
JANUARY 2008			
6-9	SATH World Congress	Orlando, FL	www.sath.org
11-13	Monte Carlo Travel Market	Monte Carlo	www.mctm.com
13-15	Caribbean Marketplace 2008	Paradise Island, Bahamas	www.caribbeanhotels.org
18-26	ATF	Bangkok, Thailand	www.atf2008thailand.com
21-24	Go West Summit	Colorado Springs, CO	www.gowestsummit.com
30-Feb 3	FITUR 2008	Madrid, Spain	www.fitur.ifema.es
30-Feb 3	Discover America Pavilion at FITUR 2008	Madrid, Spain	www.discoveramericapavilion.com

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