

JANUARY 2008

Travel World

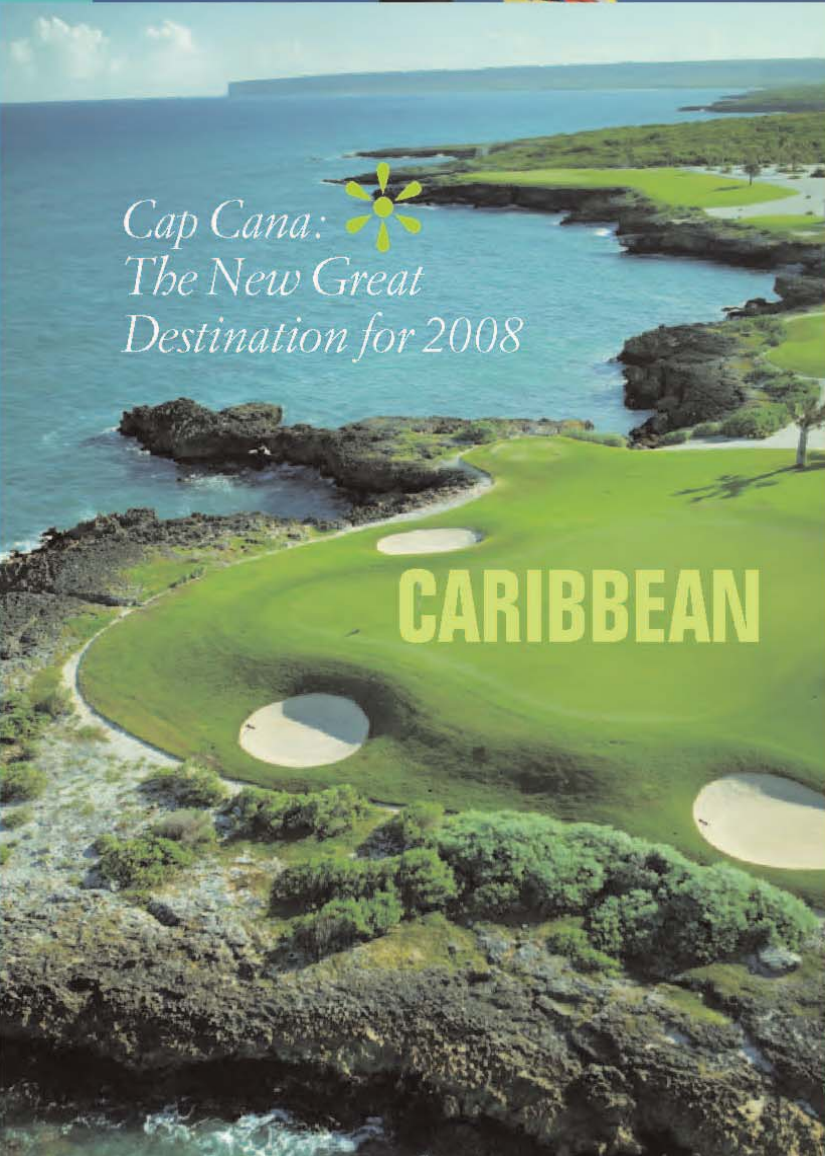
The Magazine for Destination Travel Specialists

NEWS®



LATIN AMERICA

*FIT America Latina XII:
Argentina's Window
on Itself and the World*



*Cap Cana:
The New Great
Destination for 2008*

CARIBBEAN



ASIA-PACIFIC

*'Kia Orana' Welcome
to the Cook Islands*

Travel World NEWS[®]

The Magazine for Destination Travel Specialists

JANUARY 2008

ISSUE NO. 235

executive office
50 Washington Street
South Norwalk, CT 06854-2710
Voice: 203-853-4955 • Fax: 203-866-1153

internet website
www.travelworldnews.com

publisher
Charles Gatt, Jr., Publisher
charlie@travelworldnews.com

editor
Jennifer M. Lane
editor@travelworldnews.com

design production manager
Linda Rogers
production@travelworldnews.com

Maria Rebello, Accounting 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 Dubov
George Hairston • Al Haut • Evelyn Kanter
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., 50 Washington Street, South Norwalk, CT 06854-2710. The cost of a subscription in the USA is \$25, in Canada \$40. For subscribers outside USA or Canada, the rate is \$80. Please send check or money order in U.S. dollars payable to **Travel World News**. For change of address, please enclose your mailing label and send to: Circulation Department, **Travel World News**, 50 Washington Street, South Norwalk, CT. Periodicals postage paid at Norwalk, CT, and additional mailing offices. POSTMASTER: Send address changes to **Travel World News**, 50 Washington Street, South Norwalk, CT 06854-2710. Address advertising inquiries and/or editorial copy to: **Travel World News**, 50 Washington Street, South Norwalk, CT 06854-2710. Copyright 2008. All rights reserved. Printed in USA. No part of this publication may be reproduced without permission.

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

Ring In The New Year At FITUR '08 3



WTM 2007: Bigger And Better 6



CALENDAR 9

INDUSTRY NEWS 10

NORTH AMERICA 11

EUROPE 12

FAM TRIPS 15

SECTION TWO • CARIBBEAN

Cap Cana: The New Great Destination For 2008 2

Excellence Adults-Only Resorts 6



SECTION THREE • LATIN AMERICA

FIT America Latina XII: Argentina's Window On Itself And The World 3



SECTION FOUR • ASIA-PACIFIC

Kia Orana! Welcome To The Cook Islands 3



Ring In The New Year At FITUR '08

At the first grand tourism event of 2008, the United States will present their latest tourism products, while first time exhibitors add to the fair's growing internationalization.

FITUR '08, the first tourism event of the year, will take place at Feria de Madrid between January 30 and February 3, 2008. Featuring the participation of over 13,000 companies, the 28th edition of the fair will become a grand center for business and provide the ideal framework for generating trade relations, boosting contacts and presenting all the latest new features.

According to the latest predictions, FITUR 2008 is expected to yield record participation figures which will exceed those of the last edition. The net exhibition area at the fair will be around 100,000 square meters, distributed throughout 12 halls.

The U.S. Presents its Products

The United States will add to the growing international dimension at the fair, which is currently represented by the participation of 170 countries/regions. The U.S. is ready to present its latest new tourism opportunities, products, destinations and features.



Entrance of Feria de Madrid the site of FITUR '08.

Visitors to the United States can experience the most cosmopolitan cities, such as New York, as well as communities

CONTINUED ON PAGE 4

The COSTA RICA TRAVEL MART
 San José, Costa Rica
 May 11th, 12th and 13th, 2008

expotur 2008
 COSTA RICA TRAVEL MART

*You may think you know Costa Rica already...
 You can even think you have tried every single dish or drink ...
 or even more, that you have all your memories collected in your mind...
 But there is something that goes beyond that....Costa Rica offers new
 attractions each year. We want to share them with you and the right place
 to do it is EXPOTUR: a consolidated marketplace that lets you get in touch
 with more than 280 travel suppliers from Central America
 So we invite you to rediscover the new products of Costa Rica
 and this warm Region...*

Register now at: www.expotur.com

Please contact: Alexandra Guasch, alexandra@acoprot.org
 Toll free USA & CAN: 1-866-627-5651 or 1-888-EXPOTUR

COSTA RICA
 No Artificial Ingredients

FITUR '08 FROM PAGE 3

that relive the past, such as the Amish villages. The tourism authorities of Pennsylvania have set up a web site in Spanish, www.descubrepas.es, which features tourism opportunities available throughout the state. Nature-lovers can tour through one of the National Parks, such as Yellowstone Park. In Washington D.C., visit the White House and Capitol Hill. In California, cities such as San Francisco and Los Angeles boast sites such as the Golden Gate Bridge and Hollywood.

The World at FITUR '08

Coinciding with the increase in foreign tourism movements throughout the world and especially in view of the growth of the Spanish tourist-producing market, FITUR '08 will strengthen both its exhibition and its level of participation. The growth trend in terms of national and international attendance will once again be reflected at this edition. Bhutan will attend the fair for the first time and countries such as Niger, Azerbaijan and Zimbabwe will return following their success at the last edition.

Other destinations, such as Portugal, will considerably increase their exhibition space. Spain's participation, of course, in both business and institutional terms, will be extraordinary.

The range of products and services offered at FITUR '08 will be extensive. The New 7 Wonders of the World will serve as a starting-point for a tour around the fair. This year will be especially important for destinations such as China, Switzerland and Austria, given that these will be venues for a series of important sporting events: the 29th Olympic Games and the European Cup 2008.

Saragossa in Spain will promote its upcoming International Exposition, Expo Saragossa 2008, which will take place between June 14 and September 14. The Pope has also announced that Tarragona, also in Spain, will be the setting for Jubilee Year in 2008, in which numerous events, exhibitions and conferences have been scheduled.

Vitoria will compete for the Walled City of the World Prize, a distinction that has already been presented to Ávila, Toledo and Cuenca.

The International Tourism Trade Fair will also present information regarding the following Spanish projects: Madrid's candidature as an Olympic City in 2016; Segovia's candidature as European Capital of Culture in 2016; the aspiration of the Tower of Hercules in La Coruña to become a World Heritage Site; the candidature of Cádiz as the Latin American Cultural Capital in the year 2012; and the 33rd edition of the Americas Cup in 2009 and the Formula 1 Grand Prix in 2010, both of which are due to take place in Valencia.

South Africa will focus on its staging of the next World Cup in 2010, while Poland will promote Warsaw, Gdansk, Poznan and Wroclaw, which will be among the cities scheduled to

host the staging of matches for the European Cup in 2012. Canada will promote its hosting of the Winter Olympic Games in 2010 in Vancouver, while London will also present its new features regarding the staging of the Olympic Games in 2012.

Business Tourism

FITUR '08 will also focus on the field of business tourism, a market that is currently enjoying considerable growth. The ninth edition of FITUR CONGRESOS, the Meetings and Incentive Travel Workshop, will place the leading representatives of Spanish business tourism opportunities in contact with the most discerning representatives from abroad. This Workshop, to be staged January 28-29, 2008, has established itself as the best and most effective means of creating pre-arranged appointments between some 200 international buyers from 32 countries and the most representative members of the Spanish offer, featuring more than 150 sellers.

First Time Participants

Madagascar, Greenland, and the African country St. Thomas & Prince ("Sao Tomé e Príncipe") will be present at FITUR for the first time.

In addition to the National Tourist Office of Madagascar, another two direct exhibitors from the African island will be taking part. The official representation and the Tamana and Indigo tour operators from Madagascar will present the impressive natural scenery of the territory.

Greenland's tourism authorities will offer an insight into the most attractive and virtually unexplored corners of Greenland, the largest island in the world and the second largest ice reserve on Earth.

The Ministry for Economic Affairs of St. Thomas & Prince, the country's official representative at FITUR '08, will be responsible for introducing tourism professionals to the attractive areas and unexpected delights of the smallest African nation.

The first-time participation of these countries confirms the considerable interest that new destinations arouse among Spanish tourists. It also consolidates the fair's role as a grand center for business; a forum where participants can present their destinations and products, secure trade relations and establish numerous contacts.

The 28th edition of FITUR will occupy all 12 halls at Feria de Madrid. Hall 10 will feature the tourism products and services of Europe, North Africa and the Middle East. Hall 6 will be the Asia-Pacific and African areas, and the International Hotel Chains and Global Companies. The rest of the international participation will be distributed in Hall 8 -America. The Spanish offer will be distributed between halls 1, 3, 5, 7, 9, 4, 12 and 14.

FITUR, www.fituronline.com, www.fitur.ifema.es

INDUSTRY EVENTS

VACATION.COM EXPANDS PROGRAM AND TRAINING FOR ANNUAL CONFERENCE & TRADE SHOW

Vacation.com, North America's leading travel services marketing organization, has expanded the program and enhanced educational, training and networking opportunities for attendees at the 10th International Conference & Trade Show, held at Caesars Palace, Las Vegas, June 16 – 19, 2008.

Additions for 2008 include Preferred Supplier Breakfast and Lunch Sessions to learn about special programs, incentives, and sales solutions to increase profitability while enjoying meals with select preferred suppliers and destination representatives; Destination Training, where an entire classroom will be dedicated to sought after destinations and tourist offices to teach members about some of the most popular travel destinations in the world; and Non-Stop Classes, when, starting Sunday, June 15, (pre-conference training day) through Wednesday, June 19, Vacation.com will run over 125 hours of classes.

The Learning Center will feature a wide variety of classes for agents of all levels, ranging from a core curriculum to advanced sessions. New classes are being designed to help agents meet the demands of the industry.

To register for the conference, members can visit AgentNet (www.AgentNet.com) and follow the 10th International conference link. One complimentary registration is provided for U.S. member agencies. After December 31, additional registrants will be \$129.

Vacation.com, 800-843-0733, Vacation.com

TABASCO CHOSEN AS HEADQUARTERS FOR COMMISSION MEETING OF THE AMERICAS 2008

The Ministers of Tourism of 23 American countries, all members of the World Tourism Organization (WTO), have unanimously chosen to celebrate the "Commission Meeting of the Americas 2008" during the month of May in Tabasco.

Mexico Secretary of Tourism, Rodolfo Elizondo Torres, celebrated the decision made during the General Assembly of WTO, carried out in Colombia.

Elizondo also stated that he will continue to contribute to the revival of the economic and tourist activity of Tabasco.

At the same time, this decision meets President Felipe Calderon Hinojosa's objective to establish the necessary mechanisms to prompt the tourist activity of the region, specifically the meetings and convention tourism sector.

The countries that are members of the World Tourism Organization in the Americas that will briefly visit Tabasco are: Argentina, Bahamas, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela .

The Mexico Tourism Board (MTB), www.visitmexico.com







*Invitation
to be hosted in
Cologne, Germany
to attend*

CULTOUR

GLOBAL CULTURAL TRAVEL FAIR

12 to 15 of June, 2008

The invitation includes:

-  **Air transportation*.**
-  **3 nights of hotel.**
-  **Transfers in Cologne.**
-  **Functions.**
-  **Meetings with suppliers.**
-  **3 days post-fam tours.**

Apply online www.cultourfair.com



* Funding up to US\$ 600 for air transportation.

ExCel World Travel Market 2007

World Travel Market 2007 breaks all records while the first WTM World Responsible Tourism Day inspires the industry.

World Travel Market 2007 was the largest event ever staged with record results, un-audited figures reveal. The total numbers of delegates rose three percent to 48,687, Meridian Club buyers increased by more than 12 percent and international participants went up by 9.5 percent. Visitor numbers increased to 23,802, a hike of 5.6 percent. The amount of exhibition space also went up by two percent.

Results reflect growing evidence that more exhibitors are conducting business with other exhibitors during the four days. This followed the introduction of the advanced Super PEP or Personal Event Planner, making it even easier for exhibitors to do business with one another.

The draw of the UNWTO Ministers Summit on Tourism and Climate Change was evident. A total of 124 Tourism Ministers, an increase of nearly 41 percent compared to 2006, ratified a Declaration to be presented to the United Nations Summit on Climate Change in Bali.

"This was a phenomenal result, not only for World Travel Market, but also for the thousands of exhibitors and visitors whose primary focus was to expand their businesses, identify new markets and network with middle and senior management from virtually every country in the world," said Fiona Jeffery, Chairman of World Travel Market. "We had strengthened the event by a program of heavyweight strategic content that proved a considerable attraction to all delegates. World Travel Market is first for international business but is also helping to shape and drive the industry agenda."

Jeffery, however, believes that World Travel Market was also an iconic moment for other reasons.

"Wednesday saw the first ever WTM World Responsible Tourism Day," she said. "Despite the amazing work by many around the globe, there is still a great deal to be done to make the international industry more caring and sustainable. So far we have hardly scratched the surface. The public and private sector and the business leaders of tomorrow need to understand the issues at stake and we were delighted at this enthusiastic response.

"The approach to greater responsible tourism and climate change - two of the biggest challenges facing the international industry - undoubtedly provoked many more people to stop and think. Individuals, companies, organizations and governments can no longer turn their backs. The time to act is now."

Jeffery said the momentum for WTM World Responsible Tourism Day would be stepped up in 2008. "This is not about World Travel Market," she added. "It's about taking the in-



The Boulevard at ExCel World Travel Market 2007.

dustry to a fresh and more enlightened era of responsibility before it's too late."

There were also four other strategic themes reflected in more than 70 events taking place over the four days. Leading experts and panelists participated in workshops, debates and presentations on airlines, hotels, gay and lesbian tourism, and spa, health and wellness.

The World Travel Market Global Trends Report, in association with Euromonitor International also highlighted emerging tourism demands.

On the opening day, more than 100 senior industry leaders were present at World Travel Market's Captains of Industry Lunch, in aid of the water-aid charity Just a Drop, founded by Jeffery nine years ago. During the week, Just a Drop raised more than £25,000 (approximately \$52,000).

Hundreds of agents and many leading sector organizations, destinations and brands took part in World Travel Market's Travel Agents Day on the final day of the event.

Partners included the Institute of Travel & Tourism's Skills Zone, Association of Cruise Experts (ACE), the newly rechristened name for PSARA, the UK and Eire learning and development body, Seatrade, with more than 30 years of experience organizing events and publishing for the shipping industries, the UK Chapter of PATA, Germany, Holland, Jordan, and Sandals.

World Travel Market's Passport Competition for agents, in association with Travel Weekly and Travel Channel and hosted by TV's X-Factor singer, Ray Quinn, provided a party-style finale on the Thursday afternoon. More than 20 FAM trips and other prizes were given away.

**World Travel Market, www.wtmlondon.com;
WTM World Responsible Tourism Day,
www.wtmwrtd.com**

INDUSTRY EVENTS

FIRST WORLD TOURISM UNIVERSITY FOR AFRICA TO BE ESTABLISHED IN TANZANIA



President Jakaya Mrisho Kikwete, President of the United Republic of Tanzania, and Honorary Global Chair of the 2nd World Tourism Marketing Summit in Beijing, China, October 28-30, 2007, and the Hon. Prof. Jumanne Maghembe, Tanzania's Minister for Natural Resources & Tourism, met with Mr. Sujit Chowdhury, Secretary General of the Summit and President of the organizing body, the World Trade University, prior to the Summit in China to finalize the MOU for the First World Tourism University for Africa to be located in Tanzania. From Left: Hon. Prof. Maghembe, H.E. President Jakaya Mrisho Kikwete and Mr. Sujit Chowdhury.

An historic agreement to establish the first "World Tourism University" for Africa in Tanzania by the Canada-based World Trade University Global Secretariat was one of the major outcomes of the 2nd World Tourism Marketing Summit, held in Beijing, China, from October 28-30, 2007. The Memorandum of Understanding (MOU) for the World Tourism University in Africa was signed by Sujit Chowdhury, Secretary General of the Summit and President of the World Trade University Global Secretariat, and Hon. Prof. Jumanne Maghembe, Tanzania's Minister of Natural Resources & Tourism, signing on behalf of The Government of the United Republic of Tanzania.

H.E. President Jakaya Mrisho Kikwete, President of the United Republic of Tanzania and Honorary Global Chair of the 2nd World Tourism Marketing Summit was very pleased with the signing: "On behalf of all Africa, and indeed on behalf of the government and people of Tanzania I want to thank you, Mr. Sujit Chowdhury, most sincerely for this important opportunity to host this prestigious institution. As the Institution will collect some of the best World Scholars to provide postgraduate education and conduct research on relevant issues on African Tourism and the Travel industry we hope that this will help to open Africa to the world and position it to benefit effectively from this fast growing industry."

According to Mr. Chowdhury, the World Tourism University in Tanzania would be the first of its kind and would be graduate level tourism management center of learning serving continental Africa. The Summit, organized by the World Trade University Global Secretariat and hosted by the Beijing Tourism Administration of the People's Republic of China, brought together more than 350 high-level tourism industry professionals and government officials from over 35 countries. Included in the Summit were representatives from 150 major cities throughout 30 provinces in China. 2nd World Tourism Marketing Summit, www.worldtourismsummit.com

TRAVEL WORLD NEWS, THE OFFICIAL TRAVEL INDUSTRY SPONSOR, INVITES YOU TO ATTEND THE AMERICAS REAL ESTATE EXPO!



Unique Vacations

An excellent opportunity to put together high-commission, condo resort packages for your customers. Learn all about it during the Americas Real Estate Expo, located in San Jose, Costa Rica.



Visit developers and property exhibitors representing unique travel opportunities throughout Costa Rica, Panama, Belize, Honduras, the U.S. and Canada during the only all Americas-encompassing event.

Americas REAL ESTATE EXPO

SPONSORS

COSTA-RICA
No Artificial Ingredients
www.visitcostarica.com

EscapeArtist.com
Restart Your Life Overseas!

CBR

Cámara Costarricense de Corredores de Bienes Raíces

San Jose, Costa Rica
February 10-12, 2008

Info@AmericasRealEstateExpo.com
www.AmericasRealEstateExpo.com

PH: 561.439.6601 | FX: 561.387.9083

COTAL AWARDS SILVER ALBATROSS TO ITB BERLIN



The Confederation of Latin American Tourism Organizations has awarded its silver "Albatross" to the ITB Berlin. Representing Messe Berlin, David Ruetz, Senior Manager of the ITB Berlin, and Luz-Marina Heruday, Product Manager Latin America, accepted this award from Luis Felipe Aquino, President, Confederación de Organizaciones Turísticas de la América Latina (COTAL), and his board of directors. COTAL will be staging a gala event in Rio de Janeiro to mark the 50th anniversary of its establishment, at which the efforts of the world's leading trade show for the travel industry to promote the interests of exhibitors and buyers from Central and South America will be honored.

Brazil was one of the first countries to exhibit at the ITB Berlin, which was created in 1966 under the heading of the "1st Tourism Exchange." Nowadays all the countries of Latin America, together with service providers, come to the Berlin exhibition halls each year as exhibitors. The ITB Berlin is now acknowledged as the most international trade show anywhere in the world, with 70 percent of its exhibitors and 40 percent of its trade visitors coming from abroad. Representatives of every stage in the value-added chain of the travel industry meet in the 26 halls on the Berlin Exhibition Grounds. Each year in March more than 180 countries and regions and nearly 11,000 exhibitors attend this event in the German capital. The other winners of the award are the director of the Panamanian tourism institute IPAT, the country's Minister of Tourism Rubén Blades, and the Brazilian airline TAM. Blades is also the winner of several Grammys, and has interrupted his musical career to take political office. Since 1961 TAM has evolved from being a small regional air taxi company to its present position as the Brazilian market leader with a staff of 9,400, serving 72 domestic and nine international destinations.

COTAL, www.cotal.org.ar; ITB Berlin, www.itb-berlin.com

DATE 2008 TO BE HELD APRIL 1-3

Next April, international wholesalers, tour operators, incentive group planners, airlines and charter operators will meet with the Dominican Republic's leading tourism suppliers in the premier travel trade marketplace in the country: the Dominican Annual

Tourism Exchange (DATE).

From April 1-3, the travel industry will be able to set up one-on-one meetings with suppliers of Dominican tourism products and services. Last year, over 150 buyers representing 50 countries met with over 190 suppliers representing nearly 100 properties; this year's event promises to surpass those numbers. By early March, both buyers and suppliers will receive a DATE Delegate Directory with marketing and product information on all participants. With this in hand, the buyer delegates can decide which suppliers best meet their needs and request appointments. All meetings are arranged in advance through computer matching or at the event during scheduling sessions. The 20-minute meetings are designed to be efficient and beneficial for both parties. During the meeting or prior to the event, buyers may also request on-site visits.

DATE is an excellent opportunity for buyers to conduct annual negotiations in an efficient manner as well as to have the opportunity to view first-hand the business environment for travel in the Dominican Republic and/or to view properties personally. Suppliers have the opportunity to meet with various buyers and to demonstrate their travel advantages. Visit the website for a preliminary schedule of events, as well as deadline information and registration, sponsorship opportunities and more details on travel and accommodation. This year, the event will be held in the Barceló Bávaro Convention Center, located in Bávaro, Punta Cana.

The Dominican Annual Tourism Exchange (DATE),
www.drdate.net

AMERICA REAL ESTATE EXPO FEBRUARY 10-12, 2008

Condo and estate resorts throughout the Caribbean and Central America are thriving, especially in Costa Rica and Panama where the boom in new developments seems to be outpacing all other regions. World Travel News, the official travel publication, invites agents to learn first-hand about this during the AMERICA REAL ESTATE Expo in San Jose, Costa Rica, February 10-12, 2008. Special seminars have been organized to provide travel agents with insight to how real estate developments are reaching out to the travel industry with attractive incentives such as resort visits and double commissions. While the traditional resort industry continues to downsize, the condo and estate resort industry is looking to attract the travel industry with growing incentives.

Travel agent buyer package includes meet and greet upon arrival at airport in San Jose; escorted A/C bus to the hotel; three night accommodations for two people sharing one room; daily breakfast; hotel taxes and service charges; assistance by uniform representative; entrance to the expo; entrance to scheduled seminars (reservation required); scheduled shuttle services daily from hotel to the Herradura Convention Center during the show; and a typical Costa Rican cocktail "Fiesta." Family and friends are welcomed.

Americas Real Estate Expo, 561-439-6601,

Info@AmericasRealEstateExpo.com,

www.AmericasRealEstateExpo.com/buyers.htm

DATE	EVENT	LOCATION	CONTACT
FEBRUARY			
1/30-2/3	FITUR '08	Madrid, Spain	www.fitur.ifema.es
1/30-2/3	Discover America Pavilion at FITUR '08	Madrid, Spain	www.discoveramericapavilion.com
3-6	ITMI Conference	Beijing, China	www.cimpa.org
10-12	Jordan Travelmart	The Dead Sea	www.jordantravelmart.com
12-14	CONFEX 2008	London, England	www.international-confex.com
14-17	FITPERU 2008	Lambayeque, Peru	www.fitperu.org
14-17	Holiday World 2008	Prague, Czech Republic	www.holidayworld.cz
19-20	AIME	Melbourne, Australia	www.reedtravelexhibitions.com
21-24	BIT 2008	Milan, Italy	www.bit.expocts.it
21-24	Discover America Pavilion at BIT 2008	Milan, Italy	www.discoveramericapavilion.com
28-Mar 2	IFT 2008	Belgrade, Serbia	www.ift-belgrade.com
28-Mar 2	UTAZAS 2008	Budapest, Hungary	www.utazas.hungexpo.hu/2007_kiallitas_eng.php
29-Mar 2	NY Times Travel Show	New York City, NY	www.nytttravelshow.com
MARCH			
5-9	ITB Berlin 2008	Berlin, Germany	www.itb-berlin.com
5-9	Discover America Pavilion at ITB 2008	Berlin, Germany	www.discoveramericapavilion.com
7-9	Cruise3Sixty	Ft. Lauderdale, FL	www.cruise3sixty.com
11-12	British Travel Trade Fair	NEC, Birmingham, UK	www.reedtravelexhibitions.com
13-16	TUR 2008	Goteborg, Sweden	www.turfair.com
13-16	Discover America Pavilion at TUR 2008	Goteborg, Sweden	www.discoveramericapavilion.com
19-22	MITT 2008	Moscow, Russia	www.mitt.ru
19-22	Discover America Pavilion at MITT 2008	Moscow, Russia	www.discoveramericapavilion.com
21-24	Conference on Responsible Tourism	Kochi, Kerala India	www.responsibletravel2008.org
26-29	UITT 2008	Kiev, Ukraine	www.uitt-kyiv.com
29-30	Greater Houston Travel Show	Houston, TX	www.travelindustryshows.com

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

JAPEX 2008

The Jamaica Product Exchange

Jamaica's Premier Hospitality & Tourism Trade Show
April 25-27, 2008
Hilton Kingston Hotel, Jamaica

Staged annually in one of Jamaica's key tourism centers, JAPEX provides a unique opportunity for the international trade to meet, network, negotiate, conduct business and experience first-hand, the diverse offerings of Jamaica's hospitality and tourism industry.

JAPEX brings together worldwide buyers and sellers from every sector of Jamaica's tourism industry.

To participate, contact:

The Jamaica Hotel & Tourist Association
2 Ardenne Road, Kingston 10, Jamaica

Tel: (876) 926-3635-6 • Fax: (876) 920-8848
Email: info@jhta.org

KAREN BALLARD APPOINTED TO TOP TOURISM POST IN IDAHO



KAREN BALLARD

Karen Ballard has been named the top tourism official for the state of Idaho, replacing longtime tourism administrator Carl Wilgus. Ballard, who has worked in the state tourism division for 15 years, assumes the post of tourism administrator with the departure of Wilgus, who served that role for 20 years. Wilgus is leaving Idaho to become executive director for the Pocono Mountains Visitors Bureau in Pennsylvania. Ballard will lead the

Department of Commerce's tourism division staff in marketing Idaho nationally and internationally as a visitor destination.

Ballard joined the Idaho tourism division for a newly created tourism development position in 1992, specializing in bringing international travelers to Idaho. She began her tourism career with the Elkhorn Resort in Sun Valley and has worked as a consultant for various professional associations and hotels in Idaho. Ballard also currently serves as a member of the board for Preservation Idaho. By successfully tapping into trends, such as cultural, historic, international and rural tourism, the state's tourism division helps local attractions and destinations spread the word about what's in store for visitors in Idaho.

Idaho Department of Commerce, www.tourism.idaho.gov;
Idaho, www.visitidaho.org

SUSANNE NORDENBAEK TO LEAD VISITDENMARK IN NORTH AMERICA



SUSANNE NORDENBAEK

VisitDenmark has announced that Susanne Nordenbaek has been appointed Director of VisitDenmark North America. She will be based in New York beginning January 1, 2008. During the transition to her new position as Director, she will continue her role as International Project Manager, Global Marketing Denmark, VisitDenmark's large-scale, major city tourism marketing project.

Previously Ms. Nordenbaek was based in London as Marketing Manager for the Leisure Market at VisitDenmark UK and Ireland. She began her tenure with VisitDenmark in 1999, working at the head office in Copenhagen. In 2001, Ms. Nordenbaek joined VisitDenmark in London as Marketing Coordinator and was promoted to Marketing Manager in 2002. While working in London, she earned a degree in project management and received a diploma in marketing from the London School of Marketing.

Ms. Nordenbaek is looking forward with great enthusiasm to her new position at VisitDenmark North America in New York. VisitDenmark, www.visitdenmark.com

DAVE RANDON JOINS VARIETY CRUISES AS VICE PRESIDENT OF SALES



DAVE RANDON

Cruise veteran Dave Randon has joined Variety Cruises as Vice President of Sales. Randon has worked in the cruise industry since the 1970s. Most recently he held the position of Director of North American Sales for Antarctic Dream Expeditions.

"My role at Variety Cruises is to grow the retail travel agent distribution," Randon said. "For the last 20 years, I've worked with brick and mortar and

home-based agents and I understand this alliance is critical to our success."

Variety Cruises has operated for almost 60 years and has the world's largest fleet of premium mega motor yachts, motor sail yachts and intimate luxury yachts with capacities of less than 49 guests. The soft adventure line sails in the Mediterranean, primarily exploring the Greek Islands and the Red Sea.

Variety Cruises, 800-319-7776, www.varietycruises.com

ATS ELECTS NEW BOARD



ROBY BOLAND

At the American Tourism Society 2007 Annual Meeting and Conference held in the Lower Silesia region of Poland, the ATS Board, at the recommendation of the Nominating Committee, elected David Parry Chairman of the Board, and Phil Otterson as President. The newly elected ATS leaders succeed Alexander W. Harris CTC as Chairman and Michael Stolowitzky as President. In recognition of Harris' long service as a founder of the 20 year old organization and his leadership over the years, the Board unanimously voted to elect him as a Life Member and Honorary Chairman of the organization. Both Harris and Stolowitzky will continue to serve the organization as members of the Board of Directors. Also elected to the expanded Board of Directors were H.E. Akel Biltaji of the Kingdom of Jordan, Donna Flora of The American Express Co., Knut Haenschke, of EH Marketing, Mirko A. Ilich CTC of Traveling Times, Helena Novak of General Tours World Traveler, Jan Rudomina of American Travel Abroad, David Spinelli of Vacation.com, and Robert Whitley of USTOA.

From left to right: Don Reynolds, Knut Haenschke, Jan Rudomina, David Parry, Stephen Barneby (Deputy Consul General, U.S. Consulate, Krakow, Poland), Robert Whitley, Phil Otterson, David Spinelli. Missing: Donna Flora and Helena Novak, Alex Harris, Michael Stolowitzky and H. E. Senator Akel Biltaji.

The American Tourism Society (ATS), www.americantourismsociety.org

ACCESS PALM SPRINGS' VISITORS GUIDE ONLINE



The glossy, picturesque, and internationally-requested Palm Springs Visitors Guide will soon – for the first time – be available in an interactive online version, beginning in January.

The goal is to get as many eyes on the popular guide as possible. Last year alone, the Palm Springs Bureau of Tourism distributed 70,000 copies of the guide throughout the world. Readers can literally turn the pages of the virtual guide, click on detailed maps of Palm Springs and gain instant access to the wide variety of dining, attractions, shopping, art galleries, events and lodging accommodations in the City.

Introduction of the online Visitors Guide is the latest in a series of innovative efforts Ginther is using to attract visitors to Palm Springs. The efforts include a 20-minute DVD that will reach eight million subscribers in 54 of the nation's largest metropolitan cities;

the story of Palm Springs available locally on television; a short-term questionnaire that will be rolled out to help determine who is visiting Palm Springs, why and where; and a partnership with www.travelocity.com in an unprecedented effort to attract new visitors and tourists to Palm Springs.

Ginther's efforts coincide with a yearlong market research study that shows that visitors and travelers who visited Palm Springs in the past two years were positive about their Palm Springs experience and usually return to Palm Springs again. "If we can get non-visitors to come here, they will come back," Ginther said. "That's what our efforts are geared toward."

Palm Springs Bureau of Tourism, 800-927-7256,
www.palm-springs.org

VISIT THE EDUCATIONAL PALM SPRINGS AIR MUSEUM

The Palm Springs Air Museum is home to one of the largest collections of flying WWII aircraft in the world. It is a non-profit educational institution, dedicated to the preservation and exhibition of WWII aircraft while eternalizing the role American Citizens, both in the military and on the home front, had in achieving this great victory. In addition to a collection of flyable aircraft, related artifacts, vintage automobiles, artwork, and library sources are used to perpetuate American History.

PSAM opened on Veteran's Day, November 11, 1996 and con-

tains two 20,000 sq. ft. hangars and a 15,700 sq. ft. hangar, which is home to the museum's flying B-17. Connected to the hangars are the administrative offices, gift shop, Buddy Rogers Movie Theater, Library and Education Center.

The Air Museum is unique when compared to other aircraft museums in two very significant ways. First, it is dedicated to WWII and those brave men and women who successfully defended the freedom of the world. Many of the museum volunteers are veterans who have flown these planes and are willing to share their experiences and sacrifices for the education of future generations. Secondly, the aircraft on display at the museum are fully restored to flying condition and they do fly often.

Palm Springs Air Museum, 760-778-6262,
www.palmspringsairmuseum.org

MONRONGO CASINO, RESORT & SPA: CALIFORNIA'S PREMIER GAMING DESTINATION

Located on 44 acres between California's San Geronio and San Jacinto Mountains, the Morongo Casino, Resort & Spa is an oasis complete with four-diamond hotel accommodations, a luxury health-spa, world-class dining, high-stakes gaming and exciting nightlife. The \$250 million resort features a 27-story hotel tower capped by a two-story glass penthouse restaurant and lounge and one of the largest casino floors on the West Coast. As a premier recreational gaming destination in California, Morongo is an accessible, convenient alternative to Las Vegas.

The casino at Morongo offers a wide selection of choices to meet every gamer's delight. Elevated in the center of the casino, rests Mystique, the casino pit bar. With comfortable velvet booths, this bar is the perfect meeting place on the casino floor.

The four-star hotel accommodates guests in 272 standard rooms, 32 double bay suites and six luxury casitas. All accommodations come with plasma screen TV's. The outdoor area features a swimming and wading pool, water slide, a lazy river and two spas. Sixteen private cabanas are available for reservation with private bar service, TV's, refrigerators and lounge chairs.

Guests may satisfy their appetites at one of Morongo Casino, Resort & Spa's many restaurants, including the penthouse restaurant, Cielo, which boasts Mediterranean cuisine, and Desert Orchid, which features culinary inspirations from China, Japan Korea, Vietnam and Thailand.

Sage, a luxury health spa and salon, is named after the aromatic sage plant that grows abundantly on the Morongo Indian Reservation, and offers facial and body treatments.

Conventions, conferences and retreats will find ample and elegant banquet space in the resort's 11,553 square foot ballroom. The ballroom may be divided into a maximum of seven meeting spaces. A modern boardroom is also available, which accommodates 20 people and is equipped with state-of-the-art technology.

Morongo Casino, Resort & Spa, 800-252-4499,
www.morongo.com, www.morongocasinoresort.com

MOSCOW'S MAMAISON POKROVA, FIRST FIVE-STAR, ALL-SUITE HOTEL OPENS



Moscow's first five-star, all-suite hotel opened on September 25, 2007. MaMaison Pokrovka Suite Hotel, a member of Small Luxury Hotels of the World, is the first Russian property in MaMaison Hotels & Apartments' collection.

Featuring 84 deluxe suites, the MaMaison Pokrovka Suite Hotel is located in the heart of Moscow on Pokrovka Street, between the Garden and Boulevard Rings, in the northern part of downtown Moscow. Pokrovka used to connect the Kremlin to royal residences and mansions in the countryside. The Pokrovka area now features upscale offices, chic cafes, restaurants and boutiques. The Kremlin, Red Square and Bolshoi Theater are within a 20-minute walk from the hotel.

The hotel has been designed by Jestico+Whiles, the leading British architecture practice based in London and Prague. Each suite features a different layout, view and décor. The interior design reflects warmth and luxury, with spacious rooms and modern furniture. Facilities include fully equipped kitchenette, cable/satellite TV, wireless phones, voicemail, PC/fax connections, safety deposit box, bathrobes and daily complimentary mineral water. Some suites have DVD players. A luxurious new spa will open in September 2008. It will feature private treatment rooms, fitness center, swimming pool, sauna, steam room and solarium. A range of spa treatments are available, including thalassotherapy, or hydrotherapy procedures with sea or flower water. Spa products are from the French company Algotherm.

MaMaison Pokrovka Suite Hotel, www.mamaison.com/moscow, www.pokrovka-moscow.com

JEWEL RIVER CRUISE LINE TO DEBUT IN 2008 WITH SIX SHIPS

Established cruise executive and highly-regarded international financier Albert Peter has announced the formation of Jewel River Cruise Line, a new company that aims to revolutionize the world of river cruising. The new venture will provide the highest quality river cruise experience within distinct market segments that include Jewel River Cruises, introducing a new boutique-luxury level of river cruising; Emerald River Journeys, a premium line; and, the contemporary Princess River Journeys.

Jewel River Cruise Line debuts in 2008 with six ships, including

the industry's first all-suite luxury river cruise ship, and plans to grow with the addition of two brand new all-suite luxury ships in 2009 and 2010. For 2008 the five ships within the premium and contemporary brands will be based in central Europe and are already fully chartered to European tour operators.

Jewel River Cruises debuts as the industry's first boutique-luxury river cruise line with the April 5, 2008 maiden voyage of the *MS Jewel Imperial Blue* along the River Seine. The ship will enter the Hoogedoorn Shipyard near Rotterdam, Holland, in early 2008 to undergo a complete refit, transforming it into a luxurious floating hotel at a cost of \$3.5 million. As the only all-suite river cruise ship, the *Jewel Imperial Blue* will accommodate 90 guests in 45 suites with a 2:1 guest-to-crew ratio. Measuring 237 square feet, the suites are the largest of any river cruise ship and rival those found on both large and small ship luxury ocean liners. Two Owners Suites will each be an expansive 473 square feet. Distinguishing characteristics of Jewel River Cruises will include intriguing and engaging shore experiences, a wellness spa, and co-branding with internationally-renowned luxury partners offering unique opportunities for guests.

Jewel River Cruise Line, www.jewelrivercruises.com

ST. PAUL'S CATHEDRAL LAUNCHES ONLINE AMERICAN ROLL OF HONOUR

St. Paul's Cathedral will be launching a digitized version of the American Roll of Honour at this year's annual Thanksgiving Service on November 22. The Roll of Honour is an illuminated book of remembrance, presented to the Cathedral in 1951 by General Dwight Eisenhower. The book holds the names of 28,000 United States service men and women based in Britain who gave their lives defending liberty during World War II.

The book is located in the American Memorial Chapel at the east end of the Cathedral, resting on a marble pedestal beneath the canopy of the high altar. This part of the building was seriously damaged by bombing during the Blitz of October 1940 and, when rebuilt during the 1950s, formed a chapel funded entirely by the British public.

The digitalization of the Roll of Honour marks the 50th anniversary of the dedication of the Chapel in November 1958, at a ceremony attended by Her Majesty Queen Elizabeth II and Vice-President Nixon. The 12 stalls below the windows of the chapel were occupied during the service by the next-of-kin of American servicemen whose names are recorded in the Roll of Honour. Pages of the Roll of Honour are currently turned on a daily basis by the Cathedral's vergers, and visitors may also refer to a copy of the Roll kept in the nearby Lady Chapel. The launch of the digitized version of the Roll will allow a greater number of people to access the names of those Americans serving with United States and Canadian Armed Forces who lost their lives while stationed in the UK than ever before. It will soon be available to view on the Cathedral's website, as well as in the form of a DVD.

St. Paul's Cathedral, www.stpauls.co.uk

'FOR YOUR EYES ONLY' EXHIBIT AT IMPERIAL WAR MUSEUM LONDON



To celebrate the centenary of Ian Fleming's birth, Imperial War Museum London is producing the first major exhibition devoted to the life and work of the man who created James Bond.

Featuring fascinating material, much on public display for the first time, *For Your Eyes Only* will look at the author and his fictional character in their historical context and examine how much of the Bond novels were imaginary and how far they were based on real people and events. This exhibition will explore the early life of Ian Fleming, his wartime career and work as a journalist and travel writer and how, as an author, he drew upon his own experiences to create the iconic character of James Bond that continues to have global appeal.

On display will be rare material including a map of the Mercury News Network established by Ian Fleming in the 1950s showing where all Sunday Times foreign correspondents were based; notes for the Thrilling Cities series; research notes for *From Russia With Love* written in Istanbul; a selection of annotated Bond manuscripts; the Colt Python .357 Magnum revolver presented to Fleming by the Colt company in 1964 and the manuscript for *Chitty Chitty Bang Bang*.

The 'blood-splattered' shirt worn by Daniel Craig in *Casino Royale* will be displayed along with prototypes of Rosa

Klebb's flick knife shoes in *From Russia with Love*, Halle Berry's bikini from *Die Another Day* and Goldfinger's golf shoes.

The exhibition will examine to what extent the books and films reflect the reality of the Cold War and life in post-war Britain and how far they were a product of Fleming's prodigious imagination.

An accompanying exhibition book by Ben Macintyre will be published by Bloomsbury in April 2008.

Imperial War Museum London,
www.iwm.org.uk

BAVARIA: A UNIQUE HOLIDAY DESTINATION

Bavaria is the undisputed number one tourist destination in Germany. From Coburg to Kempten and from Würzburg to the Wetterstein mountains, Bavaria offers a variety of options unparalleled throughout the whole of Germany.

In Bavaria, visitors can tailor-make their own holidays. BAYERN TOURISMUS Marketing GmbH provides a wide and varied range of products such as: "WellVital in Bavaria," "Kinderland Bayern," "Art, Culture and Festivals in Bavaria," or "Delicious Bavaria."

The 45 castles and residences draw over five million people annually. Numerous theme roads throughout the state also attract a number of fans, including the Romantic Road, the Alpine Road, the Crystal Road, the Castle Road, the Franconian Beer Road, and the Porcelain Road, as well as the Road of Emperors and Kings which links the states leading high-lights.

Traditional customs are maintained by the members of local folklore associations in their traditional attire and guests are welcome to join in. "Delicious Bavaria" puts connoisseurs on the right track to enjoy the state's multifarious and varied culinary delights served in village pubs and five-star restaurants.

One of most important aspects of Bavarian tourism is the regional beauty and the pristine environment. Guests can enjoy nature in the state's two national parks, 542 nature reserves and 504 natural habi-

tats. Numerous lakes offer excellent swimming and a constantly growing network of cycle paths ensures environmentally friendly cycling tourism. During the winter months, the Free State is an outstanding winter sports hub with traditional emphasis on alpine and cross-country skiing.

Camping has long been a popular way to spend a holiday in Bavaria; the state's 420 campsites provide optimum conditions for a relaxing and varied holiday either under canvas or in a caravan. The newly published "Campingführer-Bayern" (Camping guide: Bavaria) not only presents the campsites but also provides a wealth of information on leisure facilities nearby.

Richard Adam, Managing Director of BAYERN TOURISMUS Marketing GmbH, said: "Bavaria is committed to implementing constant quality improvements and innovations to ensure that the state maintains its position as the leading holiday region in Germany."

Bavaria Tourism Marketing,
www.bavaria.by

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

NEW BRANDING, NEW PASSES, NEW COUNTRIES FOR EURAIL IN 2008



Eurail Group has unveiled new branding with a new logo and tagline. The pass range is also being updated with new participating countries in 2008, giving customers more choice and flexibility.

Eurail Group manages the Eurail Passes allowing unlimited train travel in Europe for non-European visitors worldwide. Earlier this year, Eurail Group took over management of the InterRail product range aimed at the European domestic market, a move that prompted the new, more inclusive branding.

The new logo has a three-dimensional look to suggest dynamism and movement, the flexibility and freedom of traveling with Eurail. Retaining the classic blue of the old logo, it adds green to reflect the European landscape and the environmentally friendly advantage of train travel. The new tagline, "Your Pass. Your Europe." captures the essence of Eurail in this age of experiential and customized travel.

The current logo will be retained only for corporate use. With the new logo, the company can make a clear distinction between the company and the product, while speaking more compellingly to its target markets.

Marketing Manager, Ana Dias e Seixas explains, "The blue logo with yellow stars is widely recognized and instantly associated with Europe. However, research revealed that it lacked the romance and excitement associated with train travel, and we wanted to reach out to our customers with a more appealing branding that speaks directly to them."

In 2008 Eurail's classic and long standing pass, the Eurail Global Pass, will welcome two new countries; Croatia and Slovenia, in response to the growing interest in Eastern Europe. This brings the total number of countries to 20.

Eurail will also introduce three new passes covering Austria, the Czech Republic and Slovenia. For travelers interested in Northern Europe, Eurail will offer Finland-Sweden, Denmark-Sweden and Norway-Sweden rail passes, as well as a single pass covering all four Scandinavian countries. This brings the total number of One Country and Regional Passes, valid in one or two countries (or regions) to 42, reflecting the growing demand for shorter stays to fewer countries.

Eurail, Eurail.com

BRITISH HERITAGE TOURS JOINS WITH DISCOVER TRAVEL AND TOURS

Beginning December 3, niche market specialist British Heritage Tours will join forces with the leading inbound tour operator Discover Travel and Tours. The move brings together two long established and highly respected companies who will trade as Discover Travel and Tours. The British Heritage Tours name will be retained as the brand name for an enlarged range of pre- and post-cruise products and special interest themed set departures for independent travelers and small groups.

Said Paull Tickner of British Heritage Tours: "I am delighted to be joining Discover Travel and Tours. They began business in 1977 and I started British Heritage Tours in 1976. Between us we bring together over 60 years of hard earned knowledge, experience and a reputation for creative tour planning for brick and mortar and home based travel agents. To our large portfolio of niche market tours, we will be able to add new products and services for independent travelers and the burgeoning family market."

"Our daily Quest e-newsletter will continue, as will our 'Selling the Uniqueness of Britain' conferences in Stratford upon Avon with a day at the British Travel Trade Fair (March 7-12) and to Norwich in October. You will also see us at a number of 2008 trade shows as we fulfill our 100 percent commitment to helping travel agents to develop new sources of business."

British Heritage Tours, 800-964-2819, paull@bhtours.co.uk;

Discover Travel and Tours, aggrieve@discovertravelandtours.com

MUNICH AIRPORT MAKES STOP-OVERS WORTHWHILE

Although Munich Airport is proud of having a record minimum connecting time of only 30 minutes, the airport tries to accommodate passengers with longer stop-overs. The Airport itself and the surroundings have so much to offer to stop-over passengers. A new brochure offers suggestions of what to do or what to see while waiting for a connecting flight.

Stop-overs under three hours are perfect for a relaxing massage, a visit at the barber's shop, a walk over the "sky walk" to the visitors' terrace, or a typical Bavarian meal at the world's only airport brewery with its adjoining beer garden. Munich Airport's Visitors Park, a three-minute bus or train ride away from the terminal (the "Besucherpark" stop), is the best place for passengers to go for some fresh air, a bit of fitness and some serious plane-spotting.

If the stopover lasts more than three hours, passengers can visit the Kempinski Spa & Health Club right next to the terminals, the historic town of Freising with the world's oldest brewery, or the Royal Palaces in Oberschleissheim with the nearby historic aviation museum.

The airport's service counters and information counters are happy to help transferring passengers with any questions.

The new brochure can be downloaded before the departure to Munich off their website.

Munich Airport, www.munich-airport.de

HAMBURG

Emirates Airline has announced a special offer for travel agents to visit Hamburg, Germany from New York. Emirates will fly agents between New York and Hamburg in Economy Class for \$25 roundtrip and their companion/spouse for \$290 roundtrip. Agents and their companions taking advantage of the promotional airfare are responsible for taxes and government fees of \$71.90 for each traveler. The offer is good for travel from January 15 to March 28, 2008, by which date all travel must be completed. Upgrades are not available and booking must be done within 14 days of departure. All travel agents who are on the staff of an IATAN-listed travel agency are eligible. In addition to the special airfare offer, Emirates also has arranged for special agent rates at several Hamburg hotels, including the Hotel Atlantic Kempinski, Elysee Hotel Hamburg, Le Royal Meridien Hamburg, Fairmont Hotel Vier Jahreszeiten, Mövenpick Hamburg Wasserturm and Park Hyatt Hamburg.

Emirates' New York-Hamburg Flight EK 206 departs New York/JFK at 11:15 p.m., arriving in Hamburg at 1:05 p.m. the following day. The return flight, EK205, departs Hamburg at 2:40 p.m., landing at 5:30 p.m. at JFK local time.

Emirates Airline,
www.emirates.com/usa

INDIA

Exotic Journeys is offering two luxury FAMs to India, to Bhutan & Sikkim April 5-14, 2008, and the Palace On Wheels April 20-May 1, 2008.

Tour prices are \$3,350 (land only), \$3,749 (with airfare ex Chicago/ New York/ Newark/ Los Angeles – economy), and \$4,449 (with airfare ex Chicago/ New York/ Newark/ Los Angeles – business). Companion prices are \$3,350 (land only), \$4,295 (economy), and \$6,495 (business). Single supplement is \$995. Price includes deluxe and best available hotels as listed or similar, room taxes, daily breakfast, all meals in Bhutan, transfers, city tours, excursions, English speaking guides, entrance fee to monuments and air-conditioned

transportation, Delhi - Darjeeling and Paro - Delhi flights.

Tour price for double occupancy starts at \$3,535, triple starts at \$2,695, and companion price starts at \$4,130. Price includes deluxe and luxury five star hotels, breakfast daily, four nights aboard Palace On Wheels with all meals, transfers, city tours, excursions, English speaking guides, entrance fee to monuments and air-conditioned transportation.

Exotic Journeys, 800-554-6342,
www.exoticjourneys.com

LONDON

The five-star Athenæum Hotel is issuing a personal invitation to travel professionals. From now until April 2008, accredited travel agents can check out the newly restyled Athenæum by staying in one of their luxuriously appointed apartments for \$299 per night plus tax. For individuals wishing a more traditional setting, a \$199 rate is also available on the hotel's popular executive guestrooms.

The Athenæum enjoys an unsurpassed London location, directly opposite Green Park and within walking distance of Buckingham Palace. The hotel is close to many of the city's main cultural attractions, including the Royal Academy of Arts, Trafalgar Square and Churchill's Cabinet Rooms. London's best shops, restaurants, theaters and parks are within easy walking distance.

As this special travel agent rate is subject to availability, all requests must be made in writing to the hotel's reservation manager on agency stationery.

A credit card number is required to guarantee the reservation and agents must complete a research questionnaire. An IATA number or personal registration ID number is also required.

Athenæum Hotel and Apartments, 800-335-3300, info@athenaeumhotel.com,
www.athenaeumhotel.com

NEW YORK

Hotel Mela, a Desires Hotel located in the heart of Times Square on hotel and University Club Row, is offering a 30 per-

cent discount on best available rates along with complimentary upgrades to travel agents throughout 2008.

Recognizing the support and loyalty of the travel agent community, the hotel has extended a unique courtesy discount to allow travel agents to experience Hotel Mela firsthand.

In addition to 30 percent off best available rates through 2008, travel professionals will receive complimentary upgrades and site inspections of the 228-room hotel and its public facilities.

The 30 percent discount is based on double occupancy, exclusive of taxes and gratuity and based on availability.

Blackout dates apply. IATA or CLIA identification must be presented upon check-in order to receive discount on best available rate. Offer cannot be combined with any other packages, offer or negotiated rate.

Hotel Mela, 877-452-6352,
www.hotelmela.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

Where Global Business Happens.



OFFICIAL PARTNER COUNTRY



THE WORLD'S
LEADING TRAVEL
TRADE SHOW

5-7 MARCH 2008
WWW.ITB-BERLIN.COM



Trade visitors register online:
www.bleneck.com

ITB Berlin is the main meeting place for the global travel industry. This is where business transactions and developments valued at € 5 billion took place last year. The annual event attracts key players from all segments of the tourism value chain.

- Discover the latest product innovations and trends
- Establish personal contacts with 11.000 exhibitors and 100.000 trade visitors from around the world
- Conferences with top-ranking international experts and guest speakers at the ITB Berlin Convention

NEWS: ITB Asia – The Trade Show for the Asia Travel Market, 22 – 24 October 2008, Singapore, www.ITB-asia.com

Messe Berlin North America
805 Princess Anne Street • Suite 1 • 22401 Fredericksburg • Virginia
Telephone: +1.540 372-3777 • Fax: +1.540 372-1414
E-Mail: berlin@exhibitor.com • www.bleneck.com/mbna.html

 **Messe Berlin**