

JULY 2007

# Travel World

The Magazine for Destination Travel Specialists

NEWS®



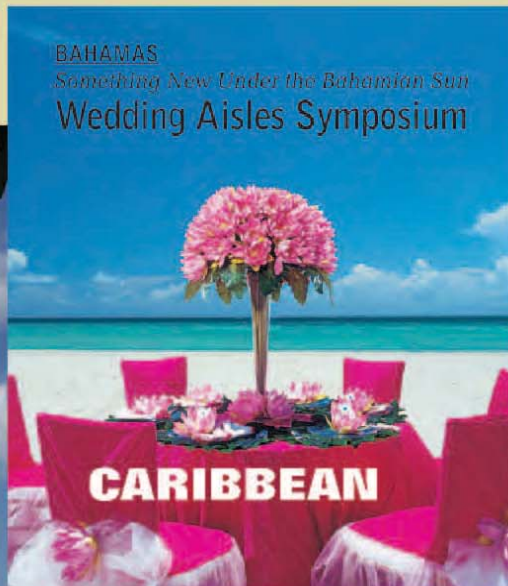
## Expotur 2007

Wraps Up  
with Positive  
Results

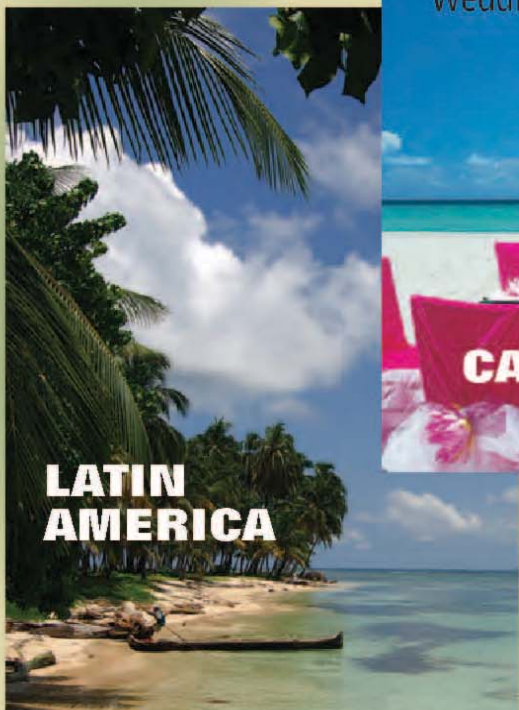


BAHAMAS

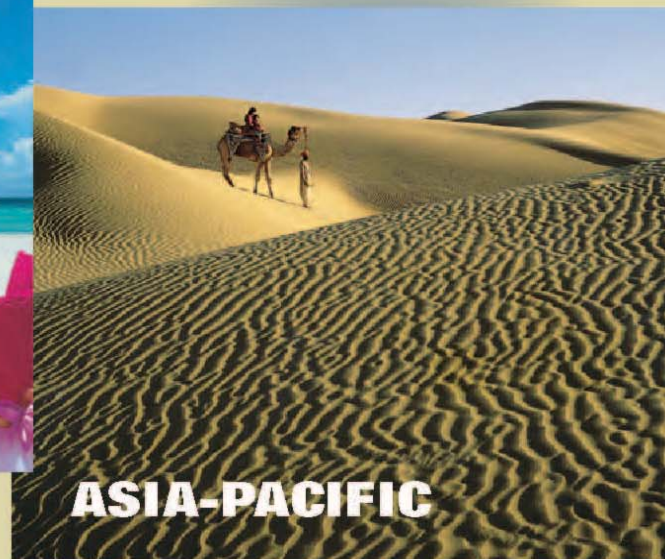
*Something New Under the Bahamian Sun*  
Wedding Aisles Symposium



**CARIBBEAN**



**LATIN AMERICA**



**ASIA-PACIFIC**

**2nd WORLD  
TOURISM  
MARKETING  
S U M M I T**  
Beijing, China  
OCTOBER 28-30, 2007



**The  
Power  
of Marketing**

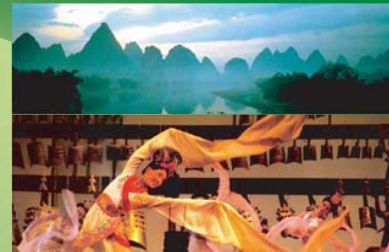
## 2nd World Tourism Marketing Summit---the power of marketing

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!



Host:

**Beijing Tourism Administration**  
The People's Republic of China



**Beijing Tourism Administration**  
www.bjta.gov.cn

Global Coordinator:



World Trade University  
Global Secretariat  
C A N A D A

Lead Global Partner:



Multilateral Investment Fund  
U S A

Media Sponsor

**Travel World**  
NEWS

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

WTMS Organizing Headquarters:

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### MIRA BERMAN RECEIVES FIRST IIPT LIFETIME ACHIEVEMENT AWARD



MIRA BERMAN

Ms. Mira Berman, recently retired Executive Director of the Africa Travel Association (ATA) and President of the Bradford Group, was awarded the First IIPT Life Time Achievement Award at a special Awards Luncheon during the 4th IIPT African Conference.

During her 16 year tenure as Executive Director of ATA, Mira's leadership steered the association towards global prominence as the world's pre-eminent or-

ganization promoting travel to Africa. A few of the many achievements spearheaded by Mira were: the creation of the award-winning Africa Travel Magazine and website; strategic relationships with organizations including the World Bank; Corporate Council on Africa (CCA); the Southern Africa Development Council (SADC); Regional Tourism Organization of Southern Africa (RE-TOSA); Africa Wildlife Foundation and International Institute for Peace through Tourism (IIPT).

Among Mira's proudest achievements have been overseeing the signing of a historic Memorandum of Understanding (MOU) between ATA and the Pacific Asia Travel Association (PATA) forging an Asia – Africa Bridge of Tourism, Friendship and Collaboration; and helping to shape the initial concept of (the late) Bermuda Minister Hon. David Allen's vision for an Africa Diaspora Heritage Trail (ADHT). The ATA – PATA MOU was recognized for its extraordinary vision in 2005 at World Travel Market in London, where ATA and PATA received the World Tourism Award, co-sponsored by American Express Company (AMEX), Corinthia Hotels International (CHI), International Herald Tribune (IHT) and Reed Travel Exhibitions (RTE).

Mira Berman's numerous awards throughout her career including "Advertising Woman of the Year" give testimony to her many contributions to the worlds of marketing, advertising, public relations, and fund raising in areas ranging from fashion to foods and wines, to airlines and universities. Her work in travel and tourism included the creation of award winning commercials for tourism in Israel, Cuba, South America, and Scandinavia. Following a keynote address at an ATA Conference in Morocco, Mira began a love affair with Africa that would continue for some 25 years. Through her leadership at the Bradford Group, which she founded, Mira Berman opened the Gambia's first tourist office in America, and as well represented Kenya, Zambia and Morocco and the Tanzania Tourist Board. Mira was also invited to serve on the National Advertising Review Board, and was appointed to the faculty of the New School for Social Research, teaching Master Degree level courses on Tourism and Travel Administration and Fundraising Management.

In presenting the award, IIPT Founder and President, Louis D'Amore said "It is my great honor to have known and worked with

Mira for the past 15 years, and to present this first IIPT Lifetime Achievement Award to Mira Berman – who devoted the prime years of her illustrious career to promoting the magnificent lands, cultures and peoples of Africa to the world, and building an organization that will continue nurturing the growth of sustainable tourism development on the African continent."

IIPT, [www.iipt.org](http://www.iipt.org)

### EXPOTUR 2007 WRAPS UP WITH POSITIVE RESULTS



Oscar Arias Sanchez, President of Costa Rica, Addresses Expotur Delegates at the Opening Ceremony.

The most important tourist commercialization mart of Central America, EXPOTUR 2007, ended with favorable results. According to a survey, 50 percent of the national sellers closed contracts with foreign wholesalers and 295 Costa Rican and Central American companies had appointments with about 250 representatives of 150 wholesale companies coming from North America, Europe and South America. According to the tour operators, the quality of EXPOTUR 2007 was very good, just like the products and services offered. Additionally, EXPOTUR 2007 awarded four individuals that have benefited the Costa Rica tourism sector. The recipients of the awards were Mr. Agustín Monge Puig, entrepreneur; Mr. Ricardo Araya Cubillo, of Tilajari Resort Hotel; Carlos Lachner Guier, developer of tourist projects; and Carlos Muñoz-Céspedes, international consultant.

Mr. Monge-Puig, president of Marta Group, was granted the National Promoter Prize for EXPOTUR 2007, recognizing his more than 15 years in the management and development of tourist companies.

The Pioneer Prize in Tourism was given to Mr. Ricardo Araya-Cubillo, hotel entrepreneur for his outstanding role in the tourist development of San Carlos. To Mr. Carlos Lachner-Guier, entrepreneur, a Special Prize EXPOTUR 2007 was presented. Mr. Lachner is recognized for his vast work as developer of significant tourist projects. Finally, the International Promoter Prize EXPOTUR 2007 was given to Mr. Carlos Muñoz-Céspedes, outstanding international consultant, to recognize his leadership and support to the promotion of the tourism, the exports, investments and the development of small and medium companies.

EXPOTUR, [www.expotur.com](http://www.expotur.com)

## UITT CONTINUES TO GROW IN 2007



Ukraine's largest and most important travel industry event, UITT, the Ukraine International Travel and Tourism Exhibition, took place at the International Exhibition Centre (IEC), Kiev, on March 28-31, 2007. 850 international and local companies from 58 countries and regions participated in the event and benefited from the exposure to some 25,000 visitors of which, 9,000 were registered travel trade professionals.

International exhibitor participation at UITT 2007 registered a staggering 38 percent increase compared to the 2006 event.

For the first time, UITT was joined by national tourist boards from Spain, Slovenia, Jordan, Greece, Argentina, Lithuania, San Marino and Sharjah. Also present for the first time were the companies, Travco, Kuoni, Jolie Ville and Carpat Air. The Dubai National Tourist Board has been present at UITT for many years, but for the first time in 2007, they promoted many individual companies on their group stand.

UITT benefits from the official support of the Ministry of Culture and Tourism of Ukraine and Kyiv City State Administration.

The official opening ceremony was attended by Anatoly Pakhlya – Head of the State Committee for Tourism and Resorts of Ukraine, Mikhail Kulinyak – Deputy Minister of Culture and Tourism of Ukraine, Mykola Hrytsyk – Head of the Department for Tourism, Resorts, Hotel Industry of Kyiv City State Administration, Eugen Samartsev – Head of the National Association for Tourism and Resorts of Ukraine, 1st Vice President of the Sport Tourism Association of Ukraine.

One of the highlights at UITT 2007 was the annual awards ceremony held at the Hotel Rus where awards were given to the Catalan

Tourist Board and Atlas Business Service for their active work in the market; Georgia and Jordan for best debuts; Cyprus Tourist Organisation for Best Destination; Sungate Port Royal Deluxe Resort Hotels for Best International Presentation; Albiz Tour best Ukraine Presentation; and Voyage Kiev for their long term activities in the market.

Zeljka Tomljenovic, Senior Event and Sales Manager states, "The steady growth of the largest Ukraine tourism fair, UITT has been boosted by recent growth in the economy and the continued development of the tourism industry in the country. International sales at UITT 2007 saw record-breaking growth rates and feedback from the event suggests that in 2008, UITT will again grow significantly."

UITT, [www.uitt-kiev.com](http://www.uitt-kiev.com)

## JURNI ANNOUNCES 2007 ANNUAL CONFERENCE

Jurni, the award-winning marketing organization for leisure travel agencies, has announced its 4th annual conference, Jurni Farther: Reach New Heights, is scheduled for September 27-30, 2007 at the Wyndham Hotel in Arlington, Texas.

This year's Jurni Annual Conference will offer travel agency members a look at leading-edge tools for improving customer relationship management (CRM) as well as offering creative solutions and the best practices for expanding agency marketing abilities. Attendees are treated to an experience unlike any other industry event. Using innovative teaching methods and engaging speakers, travel agents receive a valuable education, complete with inspiration and motivation for taking their businesses to the next level. Educational workshops, idea forums and team building events top the schedule in 2007.

"The agenda was not only full of educational value from the breakout sessions to the Jurni preferred supplier presentations, but we all participated in excellent team building challenges. There were 'hands on' sessions, agent networking and roundtables with leisure travel suppliers. Jurni definitely thinks outside the box and knows what agents need," said 2006 Jurni conference attendee, Penney Rudicil, ECC, CSS, DS, Owner of The Travel Planner.

Jurni is pleased to welcome Keynote Speaker, Stuart Ellis-Myers to the 2007 Conference. Ellis-Myers is an internationally known and respected speaker on communication leadership, sales and customer relationship management practices that yield measurable results who will be presenting, "Raging Thunder! – Going Beyond Selling Up" and "More Jurni Travel Sales! More Money!! More Fun!!!"

"This conference is a real opportunity for our members to develop professionally as well as create new and lasting relationships with each other and with Jurni's Preferred Suppliers." said Scott Koepf, General Manager of Jurni. "We are committed to helping our members 'Reach New Heights' in growing their businesses through increased sales, customer loyalty and productivity."

Jurni, 866-445-8764, [www.jurni.com](http://www.jurni.com)

### NTA INTRODUCES DESTINATION PAVILION AT ITS ANNUAL CONVENTION

The National Tour Association is making it easier for buyers and sellers to connect at the NTA Annual Convention with the introduction of a new Destination Pavilion at the 2007 Annual Convention in Kansas City, Missouri, November 2-6.

The Destination Pavilion will group DMOs and their partnering suppliers by geographic region to allow tour operators to develop their tour product regionally. The Pavilion will be available to tour operators throughout the Convention, free of charge, with a special event on Friday, November 2.

"Tour operators can now develop product more efficiently by meeting with both suppliers and destinations in one central location — it's one-stop shopping at the NTA Convention," said NTA Chairman and CEO Randy Julian. "Additionally, tour suppliers and DMOs will have a free way to distribute promotional materials and represent several destinations together."

Based on a recommendation of NTA's Convention Committee, the new format will allow tour operators to shop by geographic region, a preference tour operators have voiced on past Convention surveys. In addition, tour suppliers and DMOs are encouraged to use the designated pods as their workstations and central meeting point. The space, which is complimentary to all state, provincial and country DMOs, can be used to distribute promotional materials from individual tables set up within the regional pod.

Registration for the 2007 NTA Annual Convention is currently open and destinations interested in obtaining more information about the Destination Pavilion may contact NTA.

National Tour Association, 800-682-8886,  
questions@NTA.travel, www.NTA.travel

### SECOND WORLD TOURISM MARKETING SUMMIT TO TAKE PLACE IN BEIJING IN OCTOBER

The Second World Tourism Marketing Summit (WTMS) will be hosted by the Beijing Tourism Administration of the People's Republic of China, October 28 - 30, 2007. The announcement was made jointly by Mr. Sujit Chowdhury, Secretary General, of the Canada-based World Trade University Global Secretariat (WTU), organizer of the Summit, together with Mr. Yu Chang Jiang, Secretary General, the Beijing Tourism Administration. The global private and public partners of the Summit will include the Multilateral Investment Fund, based in Washington DC, and the United Nations World Tourism Organization (UNWTO) based in Madrid, Spain, along with the Tourism Promotion Organization (TPO) of the Asia Pacific Cities based in Busan, Korea, and Africa Travel Association (ATA), based in New York City.

Following the success of the historic First World Tourism Marketing Summit held in November, 2004, in Nanjing, China, the Second WTMS will bring together approximately 500 leading tourism executives, marketing experts and top operational managers from over 50 countries. This Summit will bring together

prominent travel and tour operating agencies from over 150 major cities of 30 provinces in China. The Summit is an opportunity to network, explore joint ventures and learn from brightest how to develop strategies to enhance cooperation between the international business community and one of the world's largest tourist markets.

"As the 'battle of the brands' intensifies, leveraging innovation through human networks is paramount, as we know that a handshake, a hug or a smile is the ultimate dealmaker! Great companies don't push; they lead through targeted networks and connections by redefining the possible — such as here at the 2nd World Tourism Marketing Summit," says Sujit Chowdhury Secretary General of the Summit.

This Summit will provide a forum to establish the personal relationships with leaders of the international tourism industry in discussing 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.

World Tourism Marketing Summit, [wtms.wtuglobal.org](http://wtms.wtuglobal.org)

### OZTALK NORTH AMERICA ANNOUNCES TRAINING SEMINARS

OZtalk, the premier annual training seminar for North American wholesalers / tour operators designed to increase sales of Australian tourism products, will be held in August 2007. Following 16 years of success, OZtalk has been expanded this year to include an East coast event in addition to its traditional west coast event.

OZtalk is a unique, weekend event held exclusively for wholesale / tour operator staff to meet and network with up to 70 suppliers representing new and existing Australian Tourism product. Each wholesaler / tour operator will be able to meet with the majority of suppliers in 12-minute appointments scheduled throughout the day.

OZtalk will be held on the following dates: East Coast, August 18-19, 2007 at the Sheraton Meadowlands in East Rutherford, NJ; and West Coast, August 24-26, 2007 at Miramonte Resort & Spa in Indian Wells, CA (Palm Springs area).

Wholesalers / tour operators interested in attending can register online and obtain additional information on their website by Monday, July 23, 2007. The registration fee for the event is \$100 per person for a twin share and \$300 for single occupancy. This fee includes accommodation (one night on the east coast and two nights on the west coast), complimentary coach transfers to venue from select points in New York/New Jersey and the Los Angeles area, some meals, scheduled appointments, registration manual with supplier company profiles, and a gala dinner.

OZtalk is sponsored by the state and territory tourism offices of Australia including The South Australian Tourism Commission, Tourism New South Wales, Tourism Victoria, Tourism Queensland, Tourism Tasmania, and Australia's Northern Territory.

OZtalk, [www.oztalknorthamerica.com](http://www.oztalknorthamerica.com)

**NEW APPOINTMENT SYSTEM FOR MIBEXPO RUSSIA 2007**

Russia's largest international event for the meeting industry, MIBEXPO RUSSIA, has announced a new appointment system which is unique for the Russian market. MIBEXPO is the only mice exhibition in Russia which offers mice professionals the chance to arrange appointments with MIBEXPO exhibitors online prior to the show.

The organizers are sure that this system will be highly appreciated by both exhibitors and buyers.

MIBEXPO Russia will take place September 25-27, 2007 in IEC Crocus Expo. MIBEXPO RUSSIA is organized by Euroexpo, the leading exhibition company with more than 14 years experience in the Russian Market.

MIBEXPO RUSSIA offers its participants the perfect opportunity to enter the rapidly growing mice market in Russia and CIS with a special program for the Russian Agency and corporate buyers, international hosted buyers program, pre-arranged appointments and networking events.

MIBEXPO RUSSIA is fully supported by the Russian Business Travel Association (RBTA).

Russia's second edition of MIBEXPO in 2006 was a full success. 180 exhibitors from 25 countries took part; they were able to welcome 7,000 trade visitors. Mr. V. Strzhalkovsky, Head of the Federal Tourism Agency of the Russian Federation and Ray Bloom, Chairman of IMEX, took part in the official opening.

Among the 180 exhibitors of MIBEXPO Russia were national and international MICE key players such as: Academservice, Accor Hotels Group, Business Aviation, Coral Travel, Hunt&Palmer, Jordan Tourism Board, Kuala Lumpur Convention Centre, Kuoni Group Switzerland, Madrid Convention Bureau, Malaysian Tourism Board, Singapore Tourism Board, Tallinn City Tourist Office & Convention Bureau, Tez Tour, Travco, Visit Britain,

Visit London and Warsaw Convention Bureau.

Ms. Kararzyna Sobierajska, Director of the Polish Convention Bureau, was one of several highly satisfied participants: "We very much appreciate the opportunity of starting Poland promotion as a MICE destination and introduction of the Polish business tourism products at this very important event in Moscow. We and our co exhibitors hope to participate in this event next year."

MIBEXPO RUSSIA Conference will again be the best platform for professional education in Russia.

Important industry associations, experts and renowned speakers including Mr. Didier Scaillet from MPI, Mr. Tony Carey (Tony Carey Consultancy), Richard Lewis communications, and more have already confirmed their participation in the conference, this year titled "Meetings, Incentives and Business Travel: Modern Concept, Future Challenges and Best Practice."

MIBEXPO RUSSIA is a part of MATIW – Moscow Autumn Travel Industry Week and is held in combination with the 13th "Otdykh-Leisure," Russia's largest international autumn tourism show, and the 2nd "Luxury Leisure," international trade fair for luxury travel in Russia. All three shows take place in the newest and biggest exhibition venue of Russia, "Crocus Expo," on 30,000sqm. Together, the three events form the most comprehensive professional tourism industry event for the Russian market.

MIBEXPO RUSSIA, [www.mibexpo.com](http://www.mibexpo.com)

**MITM LATIN AMERICA NOW OPEN TO NORTH AMERICA AND CARIBBEAN EXHIBITORS**

GSAR Marketing, the organizer of the 24 international editions of MITM (Meetings & Incentive Travel Market), has announced the expansion of MITM Latin America to exhibitors from U.S., Canada and the Caribbean; previously, only Central and South American exhibitors were invited to exhibit.

This edition of MITM, now referred to as MITM Americas, will be celebrating its 8th edition in the coastal city of Salvador de Bahia, Brazil.

The event will be hosted at the five-star Pestana Bahia Hotel on December 13-14, 2007.

MITM stands out from other major Meeting & Incentive trade shows because of its firm commitment to only invite legitimate hosted buyers who actually organize events in a given region (the Americas).

MITM Americas is limited to 84 exhibitors and 84 hosted buyers. The buyers will be conducting up to 20 pre-scheduled appointments each, and will then have the opportunity to participate in various fam-tours, such as Recife, Manaus, and Rio de Janeiro.

MITM Americas is hosted by Pestana Hotels of Brazil, Bahiatursa, and the Salvador de Bahia CVB.

MITM Americas, [www.mitmamericas.com](http://www.mitmamericas.com)

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# 2007/08 - CALENDAR OF EVENTS

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

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

# Welcome to the Greek Islands – The World of Louis Cruise Lines

Imaginative itineraries, quality services, and 72 years of tradition are the trademarks of Louis Cruise Lines.

**I**maginative itineraries, quality services and 72 years of tradition are the trademarks of Louis Cruise Lines. Visitors are invited on a quest to discover the natural and cultural riches of the Mediterranean. Their Greek Officers and European crew—unsurpassed in hospitality and nautical tradition—offer travelers a memorable experience.

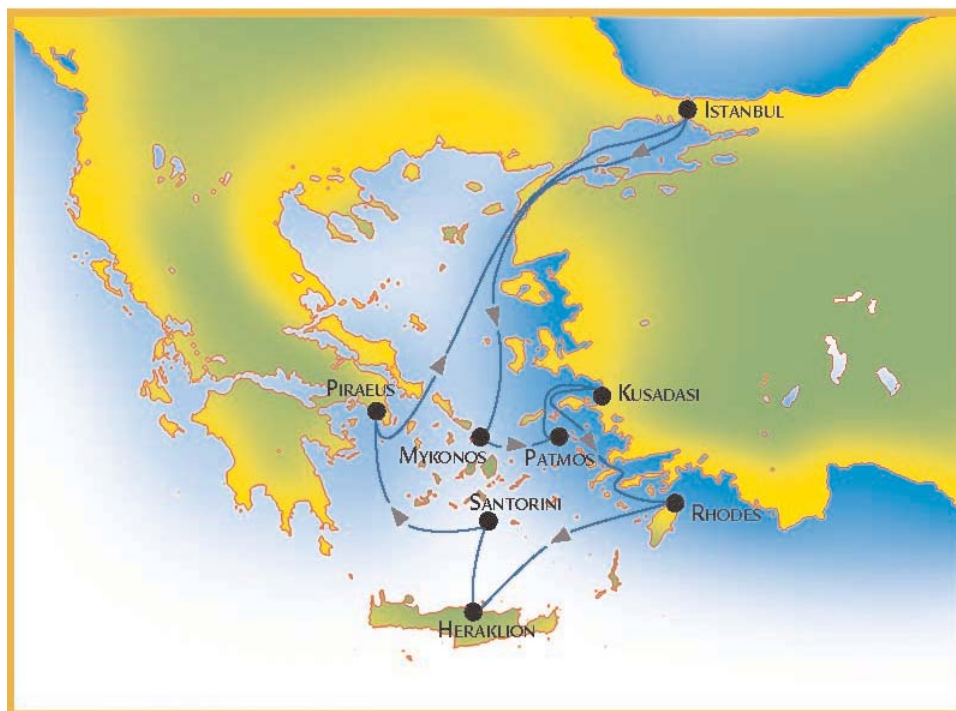
Onboard the small and mid-size cruise ships, celebrated for their classic style and intimate atmosphere, guests will be transported both literally and figuratively to the lands of philosophers and dreamers. Cruising in the Mediterranean was always centered on destination and Louis

Cruise Lines' cruise ships represent the perfect vehicle for an unhurried and enriching experience. Timely arrivals, flexible itineraries, smooth embarkation and disembarkation procedures, and fascinating shore excursions are their specialty.

Louis Cruise Lines own and operate 14 cruise ships. The list includes the newly acquired 480 stateroom *Cristal*, the 364 stateroom *Orient Queen*, the recently updated 395 stateroom *Perla* and the 410 stateroom chartered *Ruby*.

All four cruise ships are deployed out of the port of Piraeus for the operation of their renowned Greek Island & Turkey cruise itineraries along with their Footsteps of St. Paul & Black Sea cruises. The classic 344 stateroom *Coral* and the yacht like 288 stateroom, *Sapphire* are positioned in Western Med performing their unique six-16 day cruise itineraries from the ports of Genoa, Civitavecchia & Naples in Italy, Barcelona in Spain, and Marseilles, France.

From March to December their three-to-16-day cruise itineraries include the most sought after destinations in the Eastern and Western Mediterranean, including mainland Greece, the Greek Islands, Turkey, the French Riviera, Italy, Spain, Morocco, Malta and Libya. They have also added two new itineraries called "Black Sea Adventure" and "In the Footsteps of St. Paul." These itineraries combine popular destinations with less-traveled exotic ports to stimulate imag-



ination and entertain the mind, body, and soul.

The three and four-day Greek Island cruises visit the white-washed and windmill strewn harbor of cosmopolitan Mykonos, the treasures of medieval Rhodes, the wonders of ancient Ephessos (Kusadasi), the Holy Island of Patmos where St. John the Divine transcribed The Book of Revelations, the port of Heraklion, Crete, gateway to the Minoan city of Knossos, and the island of Santorini, the fabled site of the lost city of Atlantis. Embarkation in Mykonos and disembarkation in Santorini is an option.

The seven-day Greek Island and Turkey cruises will include an overnight stop or embarkation in Istanbul, Turkey. Istanbul's dazzling amalgam of mosques, churches, cabarets, palaces, and bazaars add to the itinerary "a once in a lifetime experience."

Louis Cruise Lines is firmly committed in maintaining its major posture in the cruise industry and overall Mediterranean tourism it has enjoyed for over three decades. All its vessels are fully insured and have been inspected in accordance with SOLAS (Safety of Life at Sea) regulations. They are members of the Niche Cruise Marketing Alliance (NCMA) and applied for CLIA membership.

**Louis Cruise Lines, [LCLUSA@louiscruises.com](mailto:LCLUSA@louiscruises.com), [www.louiscruises.com](http://www.louiscruises.com)**

## 50% DISCOUNT ON THALYS TRAINS FROM RAIL EUROPE



One-way full-fare tickets on all routes of the high-speed Thalys train connecting Paris-Brussels-Amsterdam are now on sale at 50 percent off the normal price for summertime travel from Rail Europe. Tickets must be booked by August 15 for travel from June 1-August 31, 2007.

This special offer is for first or second class full-fare tickets between all French, Belgian, and Dutch cities Thalys serves. The normal one-way full-fare ticket between Paris and Brussels costs from \$204 (first class) or \$131 (second), compared to the promotional fare from \$102 (first) or \$66 (second). Between Paris and Amsterdam the normal full-fare ticket costs from \$272 (first) or \$170 (second); with the summer promotion, that drops to \$136 (first) or \$85 (second). While full-fare tickets are fully exchangeable and refundable, the summer promotional fares are non-exchangeable and non-refundable. This promotion is not valid for travel to/from Germany.

Thalys takes just one hour 25 minutes to go from downtown Paris to Brussels, most of the journey made at 186 mph. In 2008, all Thalys tracks will be high-speed and travel times Paris-Amsterdam (currently four hours 11 minutes) and Paris-Cologne (presently three hours 50 minutes) will be cut to three hours nine minutes and two hours 50 minutes, respectively. Up to 27 trains travel between Paris and Brussels in each direction daily, making the service convenient as well as fast.

The number of North Americans buying tickets on Thalys in 2006 increased five percent compared to 2005, reports Rail Europe, largest North American distributor of European rail products. Last year a total of 6.5 million passengers rode the sleek red train.

Thalys has given the airlines so much competition since it began operation in 1996 that all flights between Paris and Brussels were discontinued, and the airlines instead book their passengers on the train.

Agent commission on Thalys tickets starts at five percent for electronic bookings.

Rail Europe, 888-382-7245, <https://agent.raileurope.com>

## AUSTRIAN AIRLINES' "AWESOME AUSTRIA" PACKAGE COMBINES INNSBRUCK, SALZBURG AND VIENNA



Austrian Airlines, together with Austrian Airlines Vacation Center, operated by IMTC, Inc., offers a 10-day vacation package combining three consecutive nights in each one of three very different Austrian cities: Innsbruck, Salzburg and Vienna. This "Awesome Austria" vacation package is available for travel between September 10 and October 31, 2007.

Guests will travel in economy class on Austrian Airlines from either New York (JFK), Washington, DC (IAD), or Chicago (ORD) to Innsbruck, stay three nights in Tourotel Breinoss, take the train from Innsbruck to Salzburg to spend three nights in the NH Hotel Salzburg, and then travel by rail to Vienna to enjoy the last three nights in the Atlantis before flying back to the U.S. Rates start at \$1,499 ppdo. Extension nights in all three cities, as well as a single supplement at \$359 are available.

"Austria has so many different facets – beautiful mountain scenery, charming villages and historic old towns, and of course, the always surprising and sophisticated city of Vienna. This package gives you the opportunity to sample Austria's treasures in a cost-effective manner, without spending too much of your precious vacation time traveling back and forth," notes Bram Majtli, Austrian Airlines Vacation Center's President. "You will be delighted by the variety of experiences we offer in this one vacation package!"

All packages must be paid in full within seven days after reservations are confirmed, and no later than 14 days prior to departure. Once confirmed, the packages are non-refundable, non-transferable, and cannot be changed. All packages will be booked on Austrian Airlines in economy class and are subject to schedule and space availability. The minimum stay is three nights or one Saturday overnight, and the maximum stay in Europe is 30 days. Awesome Austria package prices include fuel surcharges, but do not include U.S. customs / INS / Aphis fees / international transportation tax / passenger facility charges / civil aviation security fee / domestic and foreign security and airport charges of up to approximately \$135 per passenger, depending on the itinerary. Additional taxes and fees may be collected by foreign governments. All taxes / fees / surcharges are subject to change and exchange rate fluctuations and may vary on the day of booking.

Austrian Airlines Vacation Center, 800-790-4682, [info@austrianair-vacations.com](mailto:info@austrianair-vacations.com), [www.austrianair-vacations.com](http://www.austrianair-vacations.com)

## FANTASTIC SUMMER PACKAGES FROM GRAND SIERRA RESORT AND CASINO

America's adventure capital is Reno and Grand Sierra Resort and Casino is located in the heart of this exploratory city. Families planning a summer vacation will find a childhood journey with the excitement of the Family Fun Package offered by the luxury resort. This package includes accommodations for two nights, a dinner from Round Table Pizza, 50 game tickets and adventure for whole family. Prices start at \$199 for weekdays and \$249 on the weekends.

The golf package offered by Grand Sierra Resort and Casino features a two night stay and breakfast for two at the resort along with a day of golf at one of Nevada's finest golf courses, D'Andrea Golf Club. Prices start at \$298 for weekdays and \$358 on the weekends for double occupancy, and cart and green fees are included.

Both the Family Fun Package and the Golf Package are available until December 2007.

Grand Sierra Resort, 800-648-5080,  
www.grandsierraresort.com

## ALASKA HERITAGE TOURS EXPANDS IN SEWARD

Alaska Heritage Tours is expanding in Seward, adding an environmentally sound, 82.8-foot catamaran to Kenai Fjords Tours, and 36 guest rooms to Seward Windsong Lodge. The addition of the 150-passenger *m/v Aialik Voyager* to the Kenai Fjords Tours fleet allows the company to introduce 1,300 tour passengers a day to Alaska's Kenai Fjords National Park. The *m/v Aialik Voyager*, which will operate out of Seward, provides superior stability, fuel efficiency and maximum guest comfort on high-speed catamarans. High-tech LCD video monitors and a fully integrated sound system assist the Captain in sharing the marine tour route along with special on-screen presentations. All of this combined with a full-service galley ensures a first-class experience. Alaska Heritage Tours,  
www.alaskaheritagetours.com

## GREAT SUMMER HOTEL DEALS AVAILABLE IN NEW ORLEANS

From the world-famous cuisine to the renowned attractions, there's no better place to be than the Big Easy this summer. Several hotels are offering great deals and packages.

The Chateau Sonesta Hotel is offering a "French Quarter Forever" package through September 30, 2007, starting at \$89 per night. The package includes guest rooms, champagne upon arrival, and discount coupon book.

*The Chateau Sonesta Hotel,*  
504-586-0800

Harrah's New Orleans Hotel is offering a "Dusk 'til Dawn" package starting at \$199 per night. Package includes accommodations and breakfast at Riche, by Todd English. In addition, book at least 14 days in advance and save up to 20 percent off prevailing rates.

*Harrah's New Orleans Hotel,*  
504-533-6522

The Hilton Garden Inn New Orleans Convention Center is offering a "Sizzlin' Southern Summer Special" package through September 3, 2007 with an \$89 per night rate. Package includes parking, one in-room movie, and two sodas from Pavilion Pantry.

*Hilton Garden Inn New Orleans Convention Center,* 504-525-0044

With the Hilton New Orleans Riverside "Summer Special" deal, buy two nights and get one free. Available June 15-September 4, 2007, exclusively on www.neworleansonline.com through Travelocity; package code is MSY.

*Hilton New Orleans Riverside,*  
504-561-0500

The Hotel Monteleone "Suite Summer Deals" package, effective through September 30, 2007, offers suites from as low as \$169; and guest rooms Sunday-Thursday, \$99 and Friday-Saturday, \$109.

*Hotel Monteleone,* 504-523-3341

The InterContinental New Orleans presents their "It's a Gas Giveaway" package, effective through September 30, 2007, where guests receive a free gas card and

free valet parking. Rates start at \$129 per room, per night.

*InterContinental New Orleans,*  
504-525-5566

At Loews New Orleans Hotel, summer rates start at \$149 per night. Book online and receive a one year subscription to *Travel + Leisure* magazine and *Travel + Leisure Family* magazine.

*Loews New Orleans Hotel,* 504-595-3300

The Ritz-Carlton New Orleans "Crescent City Comeback" package is \$1,100 a night and includes accommodations, transportation to a relief organization site to participate in a relief effort, lunch, one butler-drawn bath, and couples massage. Their "Sportsman's Paradise" package is \$18,000 and includes a day-long fishing excursion, Presidential Suite for two nights, lunch and dinner. Their "A Night of Jazz in New Orleans" package is \$519 and includes Club Level accommodations, dinner for two, and an evening of jazz.

*Ritz-Carlton New Orleans,* 504-524-1331

At Windsor Court Hotel, "Summer Escape" rates range from \$129 to \$169, approximately 40 percent off rack rates. Their "Suite Dreams" package is from \$179 through September 30, 2007 and includes breakfast and suite accommodations.

With their "Stay Another Day," guests can stay three nights with the fourth night complimentary.

*Windsor Court Hotel,* 504-523-6000

Royal Sonesta Hotel offers its "French Quarter Romance" package for \$275 ppdo and includes accommodations, breakfast in bed, brunch, dinner and romantic turndown service. Their "Streetcar Named Desire" package is \$399 ppdo and includes accommodations, breakfast, sightseeing, lunch, dinner, and Mardi Gras masks. Their "Taste of New Orleans" package is \$455 ppdo and includes accommodations, breakfast, coffee and beignets at Café du Monde, French Quarter Cemetery Tour or Ghost Tour, lunch, dinner, and New Orleans Cookbook & Desire Hot Sauce.

*Royal Sonesta Hotel,* 504-586-0300  
New Orleans Metropolitan Convention and Visitors Bureau, www.neworleanscvb.com

### ELIZABETH CHURCHILL NAMED VP SALES & MARKETING FOR AQUA HOTELS



ELIZABETH CHURCHILL

Mike Paulin, Chairman and CEO of Aqua Hotels & Resorts announced that Elizabeth Churchill has been named Vice President Sales & Marketing for the company. "Beth is Aqua's visionary leader and I'm very pleased to make this announcement," said Paulin. "She has tirelessly worked to establish the Aqua brand and she championed the development of Aqua's service leadership program. Consequently, Aqua is currently

TripAdvisor's 'most honored hotel' company in Waikiki with three of its hotels in the Top 10." Churchill has been with Aqua since 2005 and was most recently VP Marketing & Guest Services, responsible for strategic marketing and advertising, eCommerce initiatives, and guest services, as well as development of new project acquisitions. Paulin says Churchill's transition to the newly-created VP Sales & Marketing position creates a more efficient business process for the company that was not possible earlier. In her expanded role, Churchill also directs the global sales and revenue management initiatives for Aqua's 10 Waikiki properties. Actively involved in both the international and Hawaii travel industry, Churchill was past president of the Travel & Tourism Research Association – Hawaii Chapter and Education and Environmental Chair, PATA Hawaii Chapter. Churchill received her Bachelor of Science degree from Syracuse University, Syracuse, New York. Aqua Hotels & Resorts, 866-406-2782, [aquaresorts.com](http://aquaresorts.com)

### TRAVELSAVERS LAUNCHES LUXURY TRAVEL BOOKING ENGINE

TRAVELSAVERS has unveiled a state-of-the-art luxury booking engine to help its agencies capture upscale travel business both online and offline.

Nicole Mazza, Chief Marketing Officer at TRAVELSAVERS, said: "With b-to-b and b-to-c components, our luxury booking engine was very well-received in beta testing. We're excited now to bring this tool to our entire agency base, to further support them in capturing e-commerce opportunities in this highly lucrative travel segment."

There are three ways TRAVELSAVERS agencies can profit from using the booking engine: book their clients' luxury vacations through the travel agent section of [www.theaffluenttraveler.com](http://www.theaffluenttraveler.com) site or The Affluent Traveler magazine section of the TRAVELSAVERS Agent Extranet (at [agents.travelsavers.com](http://agents.travelsavers.com)); add the [www.theaffluenttraveler.com](http://www.theaffluenttraveler.com) link to their agency's website; or receive a royalty to the TRAVELSAVERS agency that has been assigned that e-territory. In addition, any visitor who registers at [www.theaffluenttraveler.com](http://www.theaffluenttraveler.com) has the opportunity to locate their nearest, personal TRAVELSAVERS luxury travel agent. "Once again, The Affluent Traveler is directing luxury business to their

door, further expanding their customer base in this rewarding market segment," added Mazza.

The booking engine is just one component of TRAVELSAVERS' new Affluent Traveler Vacations luxury marketing and booking program. Affluent Traveler Vacations also includes a well-received consumer travel magazine and an enriched amenities program. The Affluent Traveler magazine showcases world-class luxury travel experiences and the 2007 Winter/Spring edition is now available. Also part of the Affluent Traveler Vacations program, TRAVELSAVERS agencies have access to an enriched luxury amenities program. These enriched amenities are exclusively available to TRAVELSAVERS agencies, and include such indulgences as complimentary spa admission, free nights, and category upgrades.

Affluent Traveler Vacations, [www.theaffluenttraveler.com](http://www.theaffluenttraveler.com);  
TRAVELSAVERS, 516-624-0500, [slopata@travelsavers.com](mailto:slopata@travelsavers.com),  
[www.travelsavers.com](http://www.travelsavers.com)

### JOYSTAR JOINS VACATION.COM

Joystar, Inc, one of the nation's fastest-growing travel agency networks and a leading seller of cruises and vacations, has joined Vacation.com, North America's leading travel services marketing organization.

"After assessing several of the top leisure travel groups, we concluded Vacation.com offered the most comprehensive marketing package to meet the diverse needs of our travel agency partners," said Aleic T. Grant, Vice President of Business Development, Joystar Brands, adding: "We believe their marketing programs and shared commitment to product knowledge and training will increase Joystar's competitive advantage."

The primary benefit for Joystar members is Vacation.com's award-winning Engagement direct marketing program. Each year, Joystar agents will be able to participate in over 50 targeted direct mail and numerous e-mail offers to drive their bookings and revenue. Vacation.com works with over 100 of the top cruise, vacation package and tour suppliers in the industry including Classic Vacations, Funjet Vacations, Travel Impressions, The Globus Family of Brands, Pleasant Holidays, SuperClubs, Marriott International, ResortQuest, Celebrity Cruises, Costa Cruises, Crystal Cruises, Cunard Line, Holland America Line, Majestic America Lines, Norwegian Cruise Lines, Oceania Cruises, Princess Cruises, Regent Seven Seas, Royal Caribbean International, Silversea Cruises, Viking River Cruises, and Windstar Cruise Line

Joystar ICs are immediately eligible to attend the upcoming Vacation.com International Conference & Trade Show in New Orleans taking place June 27 – July 1. "With over 150 hours of educational opportunities, world-class entertainment, and the chance to meet with hundreds of industry professionals, the conference is a must for all agents," said Lauraday Kelley, CTC, MCC, vice president of Education and Training for Vacation.com.

Vacation.com, 800-843-0733, [www.joinvacation.com](http://www.joinvacation.com);  
Joystar, Inc., [www.joystar.com](http://www.joystar.com), [www.vacationcompare.com](http://www.vacationcompare.com),  
[www.travelstar.com](http://www.travelstar.com)

## DAN SULLIVAN JR. AND DAN SULLIVAN SR. TO BE INDUCTED INTO TOURISM CARES HALL OF FAME



DAN SULLIVAN JR.

Tourism Cares has announced the upcoming induction of Dan Sullivan Jr., President and CEO of Collette Vacations and the late Daniel Sullivan Sr., into the Tourism Cares Hall of Fame. The official induction ceremony will take place at a gala dinner and celebration on Wednesday, August 8 at the Mohegan Sun Resort in Uncasville, Connecticut.

The Tourism Cares Hall of Fame recognizes individuals who, among other business accomplishments, have made significant personal contributions to travel and tourism through philanthropic, volunteer and mentoring activities. The Sullivans will join the ranks of recent inductees that include Arthur Tauck, Chairman of Tauck World Discovery, Gilbert Haroche, Co-founder and Chairman of Liberty Travel, Bob Dickinson, President and CEO of Carnival Cruise Lines, William E. (Bill)



DAN SULLIVAN SR.

La Macchia, Chairman of The Mark Travel Corporation, and John Stachnik, Founder and Co-Owner of Mayflower Tours.

"The Sullivans join an elite group of honorees in the Tourism Cares Hall of Fame," said Bruce Beckham, Executive Director of Tourism Cares. "The personal values set forth by Dan Sullivan, Sr. have been carried on and amplified by his son, Dan, Jr. Both honorees will be recognized for their success in business as well as their philanthropy both in their local communities and in the hospitality and tourism industry."

Platinum and Gold Level sponsorships as well as individual tickets are available for the Hall of Fame Dinner. For details or to participate as a "host" for this annual event, please visit the Tourism Cares website. All proceeds from the evening benefit the initiatives of Tourism Cares, the non profit supported by the travel industry that gives back through grants, scholarships and volunteer projects. Tourism Cares, [www.tourismcares.org](http://www.tourismcares.org)

## RSAA ANNOUNCES 2007-2008 BOARD OF DIRECTORS

The Receptive Services Association of America (RSAA) has announced the new Board of Directors elected to serve RSAA and the industry for 2007 – 2008.

Returning to the board to serve a second term are RSAA President Robert Santamaria of Event Travel Solutions, Past President Stephan Forget of Go West Tours, Treasurer Vincenzo Perretta of TeamAmerica/Volatour, DMO Director Fred Dixon of NYC & Company, and Directors Ellen Persons of FTI North America, and Jane Rutter of AmericanTours International.

Newly elected Vice President Beverley Callender of AlliedTPro succeeds Richie Karaburun of GTA-USA, while former Director Nick Bell of Welcome USA Tours, Inc. will assume Callender's role as Secretary of RSAA. Aiding the board are Director Jonathan Zuk of Amadeo Travel, Associate Director Barbara Friedman of Omni Hotels, and Advisory Board Voting Member Tracy Goodson of Walt Disney Parks & Resorts. Suzi Steiger of RMP Travel returns to the board as Chairperson and former Chairman Jerry DiPietro of TOURCO, Inc. will return as Director. As its first official act of duty, the new board will meet in Las Vegas May 31 – June 3 for the RSAA Board Retreat. This event provides a forum for board members to meet, brainstorm, discuss the direction of the association and industry, and plan for the upcoming year.

RSAA, 856-638-0423, [rsa@ahint.com](mailto:rsa@ahint.com), [www.rsana.com](http://www.rsana.com)

## PACIFIC HOLIDAYS NAMES MARTA VISU NEW VP OF SALES AND MARKETING



MARTA VISU

Pacific Holidays, a premier tour operator for the Pacific regions and South America, has announced the appointment of Marta Visu as Vice President of Sales and Marketing. Ms. Visu brings to Pacific Holidays more than 20 years of sales and marketing experience in the travel industry. She will apply her expertise to solidifying the company's position as the agency of choice for travel consultants and individual tourists seeking customized and group trips to destinations in Asia, South Pacific, or Latin America. With a focus on increasing the company's visibility coast to coast, she will also create seasonal packaging.

Most recently, Ms. Visu was LibGo Travel's product and marketing manager for Hawaii, Tahiti and the US West, shaping creative advertising for those destinations and negotiating numerous hotel contracts. Recognized nationally early in her career for her outstanding sales achievements, Ms. Visu holds a master's degree in tourism and hospitality from New York University. Her experience includes overseeing daily operations of TAROM Romanian Air at New York City's JFK international airport.

"I strongly believe that both the novice traveler and the seasoned traveler who are looking for a more in-depth travel experience or a learning adventure appreciate the customized itineraries that Pacific Holidays offers," Ms. Visu states, "including off-the-beaten-path destinations such as Tibet, Nepal, Patagonia, and the Galapagos, or a South Pacific island."

In operation since 1993, Pacific Holidays has gained a reputation for its broad and innovative selection of itineraries to Asia, South Pacific and Latin America. With its highly knowledgeable sales force and close cooperation with most major airlines Pacific Holidays made its luxury group and individual travel both high quality and affordable.

Pacific Holidays, [www.pacificholidayinc.com](http://www.pacificholidayinc.com)

### RONALD R. ROY APPOINTED LUXURY LIFESTYLE HOTELS & RESORTS EXECUTIVE VICE PRESIDENT, AMERICAS



RONALD R. ROY

Luxury Lifestyle Hotels & Resorts, a joint venture of The Stein Group and Sol Meliá Hotels & Resorts, has appointed Ronald R. Roy as Executive Vice President, Americas for Luxury Lifestyle Hotels & Resorts. In his new position, the industry veteran will spearhead the introduction of the Luxury Lifestyle Hotels & Resorts in the Americas.

"Ronald Roy's seasoned experience in the hospitality industry makes him ideally suited to oversee the new development efforts for the Luxury Lifestyle Hotels & Resorts in the Americas, where we have observed an extraordinary opportunity for growth in the coming years," stated David Stein, Chairman of The Stein Group. "We are extremely pleased to have him join Luxury Lifestyle Hotels & Resorts at a very opportune time."

A native of Scotland, Mr. Roy's vast experience in the hospitality industry began in 1966 when he was named British Tourist Authority (BTA) Manager for West Germany and Austria.

Since then, he has held a number of positions within the tourism industry in Europe, the United States and Asia. He joined Sol Meliá Hotels & Resorts in 1997 as Vice President of Sales and Marketing for the Asia/Pacific Division and most recently served as Vice President of Marketing and Distribution for the Americas.

Prior to that, he was Senior Vice President, Sales and Marketing for Swissotel Management and was Chief Executive for the Greater Glasgow Tourist Board and Convention Bureau and also served as Vice President of Sales and Marketing for Cunard Hotels & Resorts and later joined Holiday Inns Worldwide as Vice President, Intermediary Marketing.

Luxury Lifestyle Hotels & Resorts, [www.lhotels.com](http://www.lhotels.com)

### PATH NOW ACCEPTING TRAVEL SUPPLIER APPLICATIONS

PATH (Professional Association of Travel Hosts) is now accepting travel supplier applications as members of this Host Agency organization. PATH is a non-profit, non-partisan society of national mainstream Host Agencies that prides itself upon conducting high performance standards and a strictly enforced code of ethics. All of its Host Agency members work only with the serious minded travel professional.

Home-based travel agents are the fastest growing segment of the travel distribution system, yet they are elusive because they work from their homes. PATH provides the access and the "state of the art" software program that will allow their supplier members to reach this serious segment of the travel agent distribution system.

PATH, [www.pathonline.travel](http://www.pathonline.travel)

### SOL MELIÁ HOTELS & RESORTS APPOINTS TONY CORTIZAS VICE PRESIDENT OF MARKETING FOR THE AMERICAS



TONY CORIZAS

Sol Meliá Hotels & Resorts has announced the appointment of Tony Cortizas as Vice President of Marketing for its Americas division. In his new position, Mr. Cortizas will oversee all aspects of marketing including advertising, public relations, promotions and e-commerce for the Spanish-based company's brands which include Paradisus Resorts, Gran Meliá and Meliá.

Mr. Cortizas' extensive background in the travel and tourism industry includes 12 years with Sandals & Beaches Resorts where he oversaw global marketing and advertising for the Sandals, Beaches and Royal Plantation brands. While at Sandals, his accomplishments included spearheading several major brand repositionings and key strategic marketing partnerships such as the Sesame Street relationship, and the creation of the Sandals honeymoon registry program on the WeddingChannel.com. Prior to joining Sandals, Mr. Cortizas enjoyed a successful career in advertising, working for several top-agencies and an array of prestigious accounts. Mr. Cortizas is a graduate of Rollins College in Winter Park, Florida.

Sol Meliá Hotels & Resorts, [www.solmelia.com](http://www.solmelia.com)

### TRIPOLOGY.COM MATCHES TRAVELERS WITH AGENTS

Tripology.com, a new travel website, matches consumers with specialized travel agents; a well-timed twist for travelers whose vacation dreams go beyond the usual online air/hotel packages. For these experientially minded travelers, Tripology.com makes it easy to find travel agents with expert knowledge in specific destinations and particular types of trips.

On the site, consumers fill out a trip request describing the geographic location, purpose of the trip, number of people traveling, activities from outdoor pursuits to sports, leisure and cultural diversions, plus approximate dates that suit them, and Tripology.com finds agents with matching expertise.

Figures from the American Society of Travel Agents (ASTA) in 2006 indicate an increase in travel agencies with sales over \$10 million. And according to a recent survey by industry experts, travel agents book 87 percent of all cruises, 81 percent of all tours and packages, 51 percent of airline tickets, 47 percent of hotels, and 45 percent of car rentals. Keeping pace with travel agency growth is the steady rise in consumer demand, especially for international travel, with 61 million U.S. citizens traveling outside the U.S. in 2006 and spending more than \$95 billion.

Tripology.com is free to consumers, and agents are charged a small fee for each lead they select.

Tripology.com, [www.tripology.com](http://www.tripology.com)

## COSTA RICA

Abercrombie & Kent is offering an Educational Study Tour to Costa Rica October 20 – 28, 2007 for IATA-approved agents and companions.

Itinerary includes a visit to the Monteverde Butterfly Garden and Cloud Forest which includes a private dinner with one of the original Quaker settlers of Monteverde; the Arenal Hanging Bridges; Hidalgo Hot Springs; Tortuguero National Park; and La Paz Waterfall Gardens in San Jose. Per person rates are \$1,030 (agent or companion), \$491 internal air, and \$260 for single supplement. The minimum number of participants required is eight. Limit one agent per agency. The tour includes all lodging; land and water transportation in Costa Rica; meals per itinerary; group transfers; sightseeing; hotel site inspections; entrance fees and tips to local drivers. The tour does not include international air; airport departure taxes; internal air; costs of obtaining passports; excess baggage charges; travel insurance; personal expenses; gratuity to A&K escort and ship crew; sightseeing or meals not included in itinerary; telephone calls, or faxes.

Abercrombie & Kent, Inc., 800-323-7308, x 887,  
www.abercrombiekent.com

## DOMINICAN REPUBLIC

Puntacana Resort & Club is offering special rates and conditions for the industry. From now until December 22, 2007 room prices are: Deluxe room, \$85; Junior Suite, \$100; Suite Deluxe, \$125; Two Bedroom Beach Casita, \$247; and Three Bedroom Beach Casita, \$352.

All above mentioned rates are per room, per night based on double occupancy and are subject to 16 percent tax and 10 percent service charge. They offer complimentary full Dominican buffet breakfast at the La Cana Restaurant.

Max capacity in rooms and suites is two adults and one child. Max capacity in a two bedroom Beach Casita is four adults and one child. Max capacity in a three bedroom Beach Casita is six adults and two children.

Children 2-12 complimentary basis is based on the maximum number of children per room category. A current industry ID is required at the moment of check-in to validate industry rate. Rates are subject to availability at the moment of reservation.

Puntacana Resort & Club, 888-442-2262, info@puntacana.com,  
www.puntacana.com

## HONDURAS

Coral Bay Dive Resort, the newest dive resort on Guanaja, the Bay Islands, Honduras, is offering a fam trip for travel agents. They are offering a week of all inclusive dive packages including food, accommodation and boat dives (three per day). Nitrox is available at additional cost. Price is \$600 plus 16 percent sales tax, plus airfare. Dates are the weekend of July 28-29 to August 4-5.

Coral Bay Dive Resort, 877-682-9054, bill.blakey@rogers.com,  
info@coralbay.ca, www.coralbay.ca

## INDIA AND NEPAL

Exotic Journeys is offering an air inclusive fam trip to India and Nepal with extension to Tiger Tops in cooperation with Air India, various deluxe hotels and Tiger Tops.

Departure is September 1, 2007 from Los Angeles, Newark, New York or Chicago to Delhi via Air India for 12-nights or 14-nights with Tiger Tops.

Cost is \$2,920 ppdo and includes Business Class airfare, internal domestic flights in India and Nepal, accommodation in five star deluxe hotels, daily breakfast, all transfers, sightseeing and excursions, entrance fees, and English speaking guides. The trip visits Delhi, Jaipur, Agra, Khajuraho, Varanasi, Kathmandu and Tiger Tops (optional).

Trip cost with Economy class airfare is \$2,199. The single supplement is \$655; trip cost without international airfare is \$1,699; companions are eligible at the cost of \$4,999 with Business Class and \$2,499 with Economy Class airfare.

Visa fee, airlines fuel surcharge and taxes not included. Tiger Tops extension is \$695 pp.

Exotic Journeys, 800-554-6342, exoticjourneys@sbcglobal.net,  
www.exoticjourneys.com

## NICARAGUA

Parque Maritimo el Coco, an exclusive beach hotel located on the South Pacific coast in Nicaragua Central America, is offering special rates to U.S. travel agents: up to 70 percent off room rates (subject to availability) during the months of June and October 2007.

In these two months the Red Olive turtles arrive to lay their eggs. A free tour will be given to explain this main attraction.

Parque Maritimo el Coco, gerencia@playaelcoco.com.ni,  
www.playaelcoco.com.ni

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For Brochures and list of tour operators send request to: [LCLUSA@louiscruises.com](mailto:LCLUSA@louiscruises.com)  
Additional information can be found online at: [www.louiscruises.com](http://www.louiscruises.com)

