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GOWAY'S DOWNUNDER MEGA FAMIL A GREAT SUCCESS



Following the success of their 40th Anniversary Famil in 2010 for 40 North American agents, this May Goway invited 44 agents to journey from North America on one of four itineraries for special Downunder training.

The groups arrived in Sydney having explored Fiji, Tahiti, New Zealand or other parts of Australia. Each educational was designed to offer firsthand experience of the destinations—from shark feeding in Bora Bora; an Amazing Race in Fiji; to helicopter rides over the Great Barrier Reef.

Melanie Gatzke from AMA Travel loved "holding Walter the Koala (Goway's sponsored koala), feeding kangaroos, snorkeling for the first time on the Great Barrier Reef and taking my first helicopter tour over the Great Barrier Reef. Oh, and the photos I was able to get!"

The company's commitment to the South Pacific made this Mega Educational unique. In Sydney, the agents attended a training workshop with over 50 suppliers and a celebratory dinner, all handled by the management and staff of the Sydney office, the local contact for all travelers booked with Goway.

Ruth Louie from Best Connections Travel chose to celebrate her birthday with Goway. "It was a great trip. I got a really good feel for the country for my clients. The awesome beauty of the New Zealand landscape was breathtaking. As agents we're always looking for ways to offer new and diverse activities to our clients. And Goway pulled it all together for us and kept the program moving along."

Goway's 132 page Downunder Travel planner is available on their website or by toll-free contact.

Goway, 888-469-2944, www.goway.com

FIJI FOR FREE EN ROUTE DOWN UNDER WITH APT TOURING

APT has the perfect stopover on the way to Australia and New Zealand with three nights at one of Fiji's fabulous resorts, Outrigger on the Lagoon on the Coral Coast. The stopover is available for free when booking APT's 21-day Royal Escorted or 24-day Southern Explorer vacations by July 31, 2011. There are many guaranteed

departures through March 31, 2012, and savings are offered up to \$1,010 per couple.

In New Zealand, guests can choose to do a country home stay with a local family in Rotorua, explore the panoramic beauty of Mount Cook during a stay at the famous Hermitage Hotel, step aboard the TranzAlpine Train for an award-winning journey across the Southern Alps and discover the magic of Milford Sound while cruising in the Fiordland National Park.

In Australia guests stay at The Pier One Sebel uniquely situated under the Sydney Harbour Bridge, experience the rainforest and Great Barrier Reef in tropical Cairns, 'Sounds of Silence' dining under the stars in the outback at Uluru (Ayers Rock) and on the Colonial Tramcar in Melbourne and much more. Southern Explorer also includes travel on The Ghan railway.

The offer must be asked for at time of booking. \$1,010 Free Fiji savings are based on new E21 (21-Day Royal Escorted)/E24 (24-Day Southern Explorer) bookings with air from Los Angeles. Savings for travelers not using international air are \$780 per couple. Seats are limited and subject to availability. Airline taxes are additional.

The following departure dates are guaranteed and more will be guaranteed as the season progresses: (2011) September 4, October 23, November 6, and December 18; (2012) January 1, 15, 22; February 5, 12, 19, and March 4, 11, 18.

At Outrigger on the Lagoon in Fiji guests will stay in a luxurious Superior Resort View Room with a private lanai (balcony). The resort's many facilities include a freshwater pool, one of the largest in the South Pacific. The stopover includes three nights accommodation, transfers and breakfasts each morning.

APT Touring, 800-290-8687, reservations@aptouring.com, www.aptouring.com

AYRAVATA CRUISES OFFERS GRAND VOYAGE OF CHINDWIN RIVER

Ayravata Cruises is presenting a Grand Voyage of the Chindwin River. This river is the second most important river in Myanmar as well as being the largest tributary of the mighty Ayeyarwaddy. It flows entirely within Burma, meandering through beautiful valleys and jungles. Lofty blue mountains rise in the distance and tower over the towns and villages on its banks.

Apart from its spectacular scenery, Chindwin offers many old religious monuments. Grand Voyage of the Chindwin River is a river journey to discover the hidden treasures of the Golden Land, visiting Bagan, Pakkoku, Pakhan-Gyi, Monywa, Mingit, Kalewa, Mawlayik, and Mandalay. A journey on the Chindwin is perhaps one the most beautiful river cruises of Southeast Asia.

This journey runs September 20–29. 2011 (10 days/9 nights), and starts from \$3,150 pp.

Ayravata Cruises has been operating cruises on the Chindwin since 2003.

Ayravata Cruises, res@ayravatacruises.com, www.pandaw1947.com, www.ayravatacruises.com

INTERNATIONAL SOCIAL MEDIA CONVERGE FOR GVB'S 2ND ANNUAL MAILA TA FAN BOKA



More than 50 social media from seven countries converged on Guam for the 2nd Annual Maila Ta Fan Boka sponsored by Guam Visitors Bureau (GVB) May 26–28 in an effort to promote the island's authentic food culture. Bloggers and photographers from Japan, Korea, Hong Kong, China, Philippines, and Taiwan arrived for the three-day event that allowed them to see everything from crops grown on Guam to how dishes are prepared.

Media were welcomed with an orientation breakfast at Toh-Lee Restaurant in Nikko Hotel, where an expansive view of Tumon Bay greeted them. Bus transportation secured through MHI them transported them to Johnny Castro's mango farm in Talofofo, Hamomoto Fruit World in Yona, and a hydroponic lettuce farm in Mangilao before capping the day off at the Muna home, where media learned how to prepare dishes like hineksa' agaga' (red rice), lechen biringhenas (barbecued eggplant with coconut milk) and gollai appán lemmai (breadfruit in coconut milk) in the family's backyard kitchen. Cultural entertainment was also provided by Inetnon Gef Pa'go.

Before venturing off to individual group tours with their respective market ground operators May 27, the 54-member group was treated to a special introduction of Lina'la' Chamorro Cultural Park in Tumon. On Saturday, the event capped off with the 2nd Annual Maila Ta Fan Boka Culinary Competition and lunch at the Agat Mango Festival.

Sponsors for Maila Ta Fan Boka included the Guam Hotel & Restaurant Association (GHRA), The Westin Resort Guam, Lina'la' Chamorro Cultural Park, the Micronesian Chefs Association, Farmer's Cooperative Association of Guam, GPO, Pacific Islands Club, Guam Community College, Fiesta Resort Guam, Hotel Nikko Guam, Continental Airlines, the Agat Mayor's Office, the Department of Chamorro Affairs, IT&E, Nippon Rent-a-Car, DFS Guam, Outrigger Guam Resort, Sandcastle Cocktail Show, Gyoza Yatai, Skydive Guam, Alupang Beach Club, Two Lovers Point, Capricciosa, and Atlantis Submarine.

Guam Visitors Bureau (GVB), www.visitguam.org

WTTC CEMENTS ITS TIES WITH CHINA'S HAINAN PROVINCE

Reflecting the shift of the World Travel & Tourism Council's focus toward emerging economies and the growing success of their China

Initiative, the Chinese delegation at the recently concluded 11th Global Travel & Tourism Summit in Las Vegas exceeded 60 industry and government representatives, four of them new WTTC members.

The Chinese region best represented (delegation of 20) was Hainan, led by WTTC member Chen Feng, Chairman of the HNA Group, a large multi-industry enterprise group that operates in many sectors of Travel & Tourism and related industries—from air transport (with seven airlines) and airports, to hotels, real estate, logistics and retail.

Attendance included the Hainan People's Government led by Tan Li, Vice Governor and Director General of the Hainan Tourism Development Commission, together with Lu Zhiyuan, Assistant Governor of Hainan Provincial People's Government.

The study, soon to be completed, was especially timely since Hainan Island has been earmarked as an international resort island by China's State Council. As a result, there is huge growing interest in the destination among tourism and hospitality investors and management companies—not least among WTTC Members.

Jean-Claude Baumgarten, a WTTC Vice-Chairman and the association's former President & CEO, was invited to chair the Tourism International Advisory Board of Hainan Province. "I am very honored to accept this invitation," Baumgarten said, "as this is the first time that a non-Chinese from the world of Travel & Tourism has been honored in such a way by the Hainan People's Government."

World Travel & Tourism Council (WTTC), www.wttc.org

MALAYSIA LEAPS THREE POSITIONS IN WORLD RANKING FOR MEETINGS

Malaysia leaped a notable three places to the 28th position in the latest ICCA, International Congress and Convention Association, country rankings. The number of meetings the country hosted grew by 24 percent, from 96 meetings (2009) to 119 meetings (2010). Malaysia retained its position as one of the top 10 meeting destinations in the Asia Pacific.

Malaysia's ranking was assisted by an additional seven international meetings held in Kuala Lumpur, from 72 (2009) to 79 (2010). The largest meeting held during 2010 was the 18th World Congress of Accountants, which attracted a record attendance of over 6,000 delegates.

In 2010, Malaysia welcomed 1.3 million international business event visitors, contributing an estimated \$6 billion in economic impact. Key developments in the pipeline include the expansion of the Kuala Lumpur Convention Centre by the end of 2013, the Penang International Convention and Exhibition Center by 2014, and the proposed development of the MATRADE Centre by 2014.

In addition, new infrastructure will support the growing industry, which includes the upcoming Kuala Lumpur International Airport (KLIA) 2, an integrated urban mass rapid transit (MRT) system, and the construction of a series of pedestrian walkways throughout the capital city as part of the Greater Kuala Lumpur plan.

Malaysia Convention & Exhibition Bureau (MyCEB), www.myceb.com.my

FRIENDLY PLANET TRAVEL TURNS UP HEAT ON SUMMER TRAVEL DEALS



While the cost of traveling this summer continues to increase, Friendly Planet Travel is dropping their prices even more. They have recently announced their nine-day Taste of Thailand tour for \$1,199 and 14-day Incredible Thailand tour for \$1,599.

Here's what's included in the price. Roundtrip airfare from Los Angeles via China Airlines, including fuel surcharges; intra-Thailand transportation; accommodations at first class hotels; daily American buffet breakfast; a welcome dinner; sightseeing tours as per itinerary and all transfers; professional, English-speaking tour guides; and more.

The Taste of Thailand tour brings travelers to Thailand's historic Bangkok, Ayutthaya, and Kanchanaburi. The tour begins in Bangkok, was once known as the "Venice of the East" due to its extensive canal and boating transport system. Travelers will experience the iconic canal boat rides and gain a closeup view of traditional Thai life. They will also visit historic temple sites, including Wat Po, the oldest temple in Bangkok, and Wat Traimit, where the 5-ton, 700-year-old Golden Buddha resides—the largest in the world.

Then it's on to Ayutthaya, a UNESCO World Heritage Site and Bang Pa, King Rama IV's summer palace. Travelers will head to Kanchanaburi and the River Kwai, where they can ride on elephants through the lush jungle and enjoying a bamboo raft ride.

The Incredible Thailand tour stops at all the above destinations while also visiting Sukhothai Historical Park in Sukhothai, Chalermchai Kositpipat's "White" Temple, Chiang Rai with option to take an elephant ride to the Yao Hilltribe Village and Akha Hilltribe Village for lunch. A boat trip is offered to the Golden Triangle, and then travelers can continue on to Chiang Mai.

Travelers can also choose from two optional extensions on either tour. The first is Phuket Island, Thailand's largest island, also known as "the Pearl of the Andaman Sea." This stop includes a relaxing stay at Thailand's famous Novotel Resort with plenty of sundrenched days on the pristine beaches of Kalim Bay. There's also an optional tour to the astonishing Angkor Wat in Cambodia for travelers looking to explore one of the most magnificent archaeological sites in the world.

Friendly Planet Travel, jaime@gregoryfca.com, www.friendlyplanet.com

USTOA PROGRAMS HIGHLIGHT TASTE SENSATIONS IN FIVE ASIAN COUNTRIES

Tour companies are serving up a menu of Asian food adventures, from cooking classes to culinary feasts to suit varying tastes and palates.

On A Portrait of India (18 days/17 nights), foodies enjoy a cooking demonstration and dinner at the home of a noted Indian chef on this Tauck trip, with visits to New Delhi, Varanasi, Khajuraho, Agra, Jaipur, Udaipur, Cochin, Kumarakom, and Mumbai. Priced from \$7,890 pp land only, the tour must be booked by December 1 for travel until December 21, 2011. According to Tauck, this virtually all-inclusive price reflects savings up to 40% over making the same arrangements on one's own. 800-468-2825, www.tauck.com.

With Explorations' Treasures of Angkor Wat and Vietnam (16 days/15 nights), guests experience a half-day Vietnamese cooking class in Hoi An, including a visit to the market and preparation of five traditional dishes. The trip to Thailand, Cambodia, and Vietnam is for a small group of twenty-eight passengers. Price begins from \$2,999 pp, saving travelers up to 25% over independent booking, according to Collette Vacations. Booking must be made by March 1, 2012, for travel through April 12, 2012. International airfare is additional. 877-451-8687, www.explorationstouring

On International Expeditions' Laos and Vietnam: Sacred Jewels of Southeast Asia (16 days/15 nights), travelers sample the famous roast chicken at Anh Tuyet's restaurant in Hanoi featured on Anthony Bourdain's "No Reservations." In Laos, culinary offerings include lunch at Makphet Restaurant in Vientiane and Italian cuisine at Xe Pian ecolodge. Also offered is an elephant fish lunch in Vietnam's Mekong Delta. Activities include sightseeing by cyclorickshaw, tuk-tuk, long boat, sampan boat and elephant back. An overnight cruise on Halong Bay in Vietnam aboard a Chinese junk, plus visits to Luang Prabang in Laos and Ho Chi Minh City in Vietnam are also included, as are excursions to local markets, villages, and sustainability projects, a private baci welcome ceremony, and a sacred tak bat ceremony. Hotel accommodations are for thirteen nights, with three nights in secluded Xe Pian National Protected Area.

The tour can be booked at any time and costs from \$4,298 pp land only, available until December 1, 2011. 800-633-4734, www.ietravel.com/explore-laos

China Impressions (10 days/9 nights) lets guests savor a Beijing duck dinner and local culinary lunches. Cost starts from \$2,199 pp, representing up to a 40% savings over booking independently, according to Pacific Delight Tours. The itinerary visits Beijing, Xi'an, Suzhou, and Shanghai, and includes international airfare from Los Angeles (add \$200 for New York), deluxe hotels, meals, sightseeing, and transfers. This tour is available through March 2012. 800-221-7179, www.pacificdelighttours.com

All tour prices are based on double occupancy. Restrictions and additional security fees, departure and local taxes and fees may apply. Prices may vary based on departure date.

USTOA, www.ustoa.travel.com, www.ustoa.com

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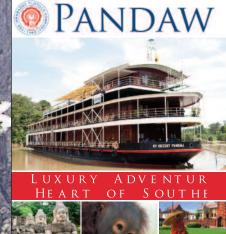




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CENTURY CRUISES LAUNCHES MAJOR U.S. MARKETING PROGRAM



Century Cruises has launched initiatives supporting its preferred tour operator partnerships in the US. The campaign includes increasing its outreach to travel agents through trade shows and emarketing, and inaugurating a public relations program to enhance brand recognition, distinguish the cruise line from its competition, and increase its share of the US market. The move comes as Century finalizes the timetable for the introduction of two new luxury ships to its Yangtze fleet. With the addition of these new ships, Century will have one of the strongest presences on the river.

The Century fleet is composed of the *Century Star, Century Sky, Century Sun, Century Diamond* and *Century Emerald.* Century is the only 5-star cruise line on the Yangtze with all ships built after 2003. Century cruises are currently featured in the programs of many leading tour operators that include Viking River Cruises, Gate One Travel, Princess Cruises and Tours and Travel Bound.

Century Cruises recently became the first river cruise company to issue an Initial Public Offering (IPO) on a major stock exchange, the Shenzhen Stock Exchange in China. Its river cruise experience provides world-class service and accommodations, Western style and Chinese cuisine, and amenities that include a wide range of entertainment, cultural, and other leisure activities, as well as Internet access and top international cable channels.

Info is available from Senior US Rep Jeff O'Rourke.

Century Cruises, 888-980-8747, jeff@centuryrivercruises.com
(Rourke), www.centuryrivercruises.com

DELTA RESUMES FLIGHTS BETWEEN GATEWAY IN ATLANTA AND SHANGHAI

Delta Air Lines has launched nonstop service between Atlanta and Shanghai, connecting its largest hub and global gateway with one of the world's fastest-growing markets.

The flight operates twice weekly on 269-seat Boeing 777 aircraft, featuring full flat-bed seats in BusinessElite as well as Delta's new Economy Comfort class with additional legroom.

Delta first launched service between Atlanta and Shanghai in 2008, but later suspended the service amid the economic slowdown.

The Atlanta-Shanghai schedule is: Tuesdays and Sundays, Flight 229 departs Atlanta at 9:55 am, arriving Shanghai the next day at 1:40 pm; Flight 228 departs Shanghai at 3:45 pm and arrives Atlanta at 6:25 pm Mondays and Wednesdays.

Delta has expanded significantly into China in recent years, and will operate 47 weekly flights out of China this summer. In addition to the new Atlanta service, Delta is beginning nonstop flights between Detroit and Beijing July 1. Delta also offers service from Beijing to Seattle and Tokyo-Narita; Shanghai to Detroit and Tokyo-Narita; and Hong Kong to Detroit and Tokyo-Narita.

On June 1, Delta announced a new codesharing agreement with China Eastern, one of China's largest international airlines, which will allow US customers to enjoy convenient connecting service in Shanghai to more than 20 cities throughout China.

Delta Air Lines, www.delta.com

TOP 10 UNFORGETTABLE ASIAN TRAVEL EXPERIENCES WITH INTREPID TRAVEL

Sustainable travel company Intrepid Travel has been operating small group adventures to Asia for 22 years and knows the continent—and its quirks—inside and out. Here's what they list as the Top 10 Unforgettable Asian travel experiences:

- 1- Tuck into Tarantulas in Cambodia. A popular, protein-filled snack, eating tarantulas became common during shortages. Now they're a roadside treat—for those who dare.
- 2- Get hyper-colored at India's Holi Festival, a swirling mass of revelers showering each other with vibrant, colored powder in celebration of the arrival of the harvest season.
- 3— Meet the "Man of the Forest" in Borneo. Watching an orangutan swing from the trees in unbridled joy is one of life's simple pleasures.
- 4— Celebrate two humps at the Pushkar Camel Fair in India. Snake charmers, acrobats, magicians, musicians, mystics and travelers appear for the annual five-day event where camels are dressed up, traded and raced. Timing depends on lunar cycles.
- 5— Experience the Eighth Wonder of the World in the Philippines. Remarkable feats of engineering, the verdant Banaue Rice Terraces were carved into the mountains by hand more than 2,000 years ago by the indigenous people of Ifugao.
- 6— "Float" in a sea of volcanoes in Indonesia. While many tourists head to the popular Bali beach spots, Indonesia's volcanic lakes and seabeds are a rewarding find.
- 7- Get Spiritual in Varanasi. Witnessing an evening Aarti ceremony on banks of the River Ganges is life-affirming, with incense and chants filling the air.
- 8- Trek to the Tiger's Nest in Bhutan. Perched on a Himalayan cliff, Tiger's Nest Monastery is a transcendental trip.
- 9— Get "stuck" during Thaipusam in Malaysia. This annual Hindu festival sees brave worshippers and devotees take elaborate sacrificial measures, including impaling themselves with hooks and metal skewers. Some would say the climb of 272 steep stairs up to Batu Caves is torturous enough, but there's comfort in the form of a colossal, golden statue of Lord Murugan who looks on with pride.
- 10— Go nomadic in Mongolia. Spending an overnight in an environmentally-friendly tentlike ger allows travelers to experience how the native people lived for eons.

Intrepid Travel, 866-360-1151, www.intrepidtravel.com

PANDAW RIVER CRUISES INTRODUCING SECOND SHIP IN BURMA



Pandaw River Cruises has announced the construction of its second ship on the Irrawaddy River. As demand continues to grow briskly for Myanmar (Burma), this new addition expands the Pandaw fleet to 7 vessels plying the rivers of Southeast Asia by the end of 2012. The intimate 16-cabin *RV Katha Pandaw* is slated for completion in November 2011. When completed, the ship will join the *RV Pandaw II* and *RV Orient Pandaw* (repositioning to Burma in September 2012) offering 10- and 14-night cruise programs from Mandalay to Prome or reverse.

"An increasing number of westerners who experience our popular Mekong River program are returning to us for further exploration of Southeast Asia," says Sales & Marketing VP Tom Markwell. "They truly enjoy their onboard experience with us; accommodations, cuisine and service far exceed their expectations while visiting one of the most culturally enriching destinations in the world." Decorated with brass and teak finishes and spacious well-appointed cabins with French doors, the new vessel will be similar in style to the others in the fleet.

Since 1995, Pandaw has been exploring the rivers of Southeast Asia, beginning with the Irrawaddy and Chindwin Rivers in Burma, then the Mekong River in Vietnam and Cambodia, and most recently the Rajang River in Borneo. The largest cruise company in the region, Pandaw has pioneered river exploration in Southeast Asia.

Pandaw River Cruises, 800-798-4223, www.pandaw.com

BLUE OCEAN RESORT TEES UP GOLF HOLIDAY ON VIETNAM COASTAL COURSES

The Blue Ocean Resort is taking a swing at the notion that first-rate golf holidays must come with absurd price tags. In May, the Life Resorts-managed hotel launched a golf package that couples rounds on two of Phan Thiet's spectacular seaside courses with a two-night stay in one of Mui Ne's premier resorts.

The \$180 net pp package "Enjoy, Stay and Play" includes green fees for 18 holes at Ocean Dunes Golf Club, 18 holes at the Sea Links Golf and Country Club, two nights' accommodation in a Superior Room with breakfast, plus discounts for additional nights

and non-golfing guests.

The two golf courses hug the winding coastline of Phan Thiet less than 15 minutes' drive from Blue Ocean Resort. The two courses recently launched a golf destination marketing effort, Golf the Beach.

"We decided to include both courses so guests wouldn't have to choose, and so there would be an array of opportunities appealing to golfers of every stripe," said Chris Duffy, general director of Life Resorts Management.

Built on rolling sand dunes over 260 ft above sea level, the Golfplan-designed Sea Links course offers famously beautiful panoramic views of the sparkling East Sea, while the 9th Hole on the Ocean Dunes course, designed by former world number one Nick Faldo, was rated "One of the Top 500 Holes in the World" by Golf magazine.

"When people think of world-class courses and upscale hotels, what first springs to mind are the steep costs. But with "Enjoy, Stay and Play" we were able to pack a premium golf holiday that's actually affordable," said Duffy.

"There are no frills, just great golf," he said. "Blue Ocean Resort stripped the package of the non-essentials because we wanted to offer the best possible price to visitors who come to Vietnam and Mui Ne, above all else, to play these stunning coastal courses. And when I see the tag, I think we succeeded there."

"Enjoy, Stay and Play" is valid until the end of the 2011, and does not include golf cart or club rental.

Blue Ocean Resort, www.blueoceanresort.com.vn

PLANHOTEL GROUP PRESENTS DIAMONDS WATER VILLAS IN MALDIVES' ARI'S ATOLL

Located in the lagoon of Diamonds Athuruga Beach & Water Villas, the 25 exclusive Water Villas, recently built, are the ideal place for a dream-filled holiday.

Each of the 25 water villas have a private large terrace with direct access to the water. All rooms are equipped with personalized climate control and tasteful furnishings that include custom-made rattan furniture with canopy king-size beds, Italian contemporary lighting and handmade inlaid wooden parquet floors. The villas offer ample living space with comfortable sofa bed and a mini bar corner with in-room coffee- and tea-making facilities. The large bathrooms have twin basins, vanity mirror, bathrobes and slippers plus a choice of personalized fine toiletries. Spacious walk-in showers feature a double showerhead and private access to the outside terrace.

Set on a spectacular over-water deck, the exclusive restaurant serves a sumptuous breakfast plus an a la carte lunch and dinner menu featuring a choice of Italian dishes, Asian and Oriental cooking and Maldivian specialties. On the open-air terrace are also served international cocktails, selected spirits, beer, wine, fruit juices and soft drinks.

Guests have access without additional cost to the bar and to the restaurant's buffet where on selected days, evening theme nights offer fresh-caught fish prepared on the barbecue.

Planhotel Group, www.planhotel.com

