

MAR 2007

# Travel World

The Magazine for Destination Travel Specialists

NEWS®

The Travel Industry Kicks Off 2007  
at **FITUR**



**CARIBBEAN: Summertime Fun Along Mexico's Riviera Maya**

**LATIN AMERICA: Mundo Maya—Mexico's Hottest Opportunity**

**PROFITABLE WORLD OF NICHE MARKETS:**

**Rail Travel—Around the World**

**A Wild West Experience with Members of The Dude Ranchers' Association**

**SATH Wraps Up Successful 11th World Congress**

# Travel World NEWS®

The Magazine for Destination Travel Specialists

MARCH 2007

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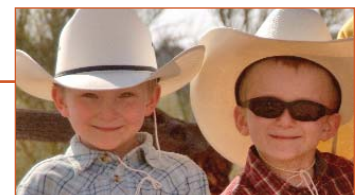
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# The Travel Industry Kicks Off 2007 At FITUR

The 27th Edition showcases a growing international dimension and professional approach.

**F**ITUR once again brought the tourist industry together at its 27th edition, January 31- February 4, 2007. This new edition, which was characterized by its growing international dimension and more professional approach on the days set aside exclusively for the trade, was the first grand world event on the tourist industry calendar, one that provides participants the ideal opportunity to boost their commercial strategies. In this respect, IFEMA made all 10 halls at Feria de Madrid available to members of the industry, bringing together some 845 direct exhibitors and 13,190 represented companies from 170 countries/regions within a net exhibition area measuring 89,000 square meters.

The International Tourism Trade Fair once again became one of the most important points of reference for the travel industry, providing all its participants with an ideal setting in which to define their strategies, exchange impressions and opinions and present their new products and destinations. Furthermore, FITUR, the second most important tourism fair in the world and the most important fair for Latin America, introduced a series of initiatives and new features that enhanced its effectiveness as a leading center for business. In this respect, the organizers boosted a range of new computer-based tools and tightened the access controls on the days set aside for professionals, thus making FITUR the very best framework in which the participating companies could achieve their objectives.

In effect, in the general growing context of the fair, the considerable international stature stands out at FITUR, reflected by the fact that 43 percent of the direct exhibitors were foreigners.

FITUR 2007 once again featured one of the most significant trends of recent years: strong growth under the heading of international participation. The new countries that had official representation included Niger Azerbaijan, Armenia and Zimbabwe. These new incorporations confirm the growing level of interest on the part of various up-and-coming destinations in taking part at FITUR, especially countries in the Asian-Pacific Region and in Africa. Likewise there was an increase in the official presence from Qatar, Yemen and Mauritania, and the countries of Latvia and Estonia returned to FITUR after their absence at the last edition. There was an increase in the number of companies attending the fair from Vietnam, Nepal, China and Korea, countries that are becoming increasingly popular among tourists. Likewise companies from Egypt, Uzbekistan and Mongolia also increased their



HM King Juan Carlos addresses the delegates at the FITUR 2007 opening ceremony, the first grand world event on the tourism industry calendar.

presence at the fair.

Europe accounted for 30 percent of total participation, followed by the Americas, with 20 percent; Asia-Pacific with 17 percent; Northern Africa and the Middle East with 12 percent; Africa, with 10 percent, and the international hotel chains, with 10 percent as well.

The Spanish participants, distributed throughout Halls 3, 5, 7 and 9, as well as Halls 8 and 10, once again reflected the dynamic nature of an industry that continues to progress favorably in Spain.

The most strongly represented sectors at FITUR are the Hotel and Catering sector and Public Bodies (24 percent each); Travel agencies and Tour Operators (20 percent); followed by Transports (12 percent) and Service-providing Companies (10 percent). There was also a significant increase in participation on the part of cruise-based tourism companies, reflecting the growing popularity of this segment in recent years.

FITUR 2007 also presented the exhibitions that have been developed over the years to cater for ongoing specialization within the field of tourism.

FITUR CONGRESOS took place on January 29-30. This workshop employed a series of personalized appointments in order to bring together the best Spanish congress and meetings products, represented by 151 companies, with a carefully selected list of representatives of international demand, consisting of 257 buyers from 30 countries. This edition included two new markets: New Zealand and Australia. This event was completed with an exhibition area featuring 40 Spanish stands and a Pre-tours Programme that offered participants

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the opportunity to view some of the most attractive Spanish destinations for this kind of tourism product.

For its part, FITUR ACTIVO presented the latest new products and services of different bodies and companies operating within the fields of adventure tourism, cultural tourism and nature tourism.

The 13th edition of FITUR KNOW HOW was the showcase for technological innovations applied to tourism.

The world of travel agencies, property agents, builders, developers, financial bodies and similar companies had its own exhibition area in Hall 3, brought together under the heading of FITUR RESIDENCIAL, which staged its fourth edition this year.

As reflected at FITUR, the tourism industry is enjoying an increasing rate of growth, one that is well above that of other sectors of activity. In Spain, some 55.1 million foreign tourists entered the country between January and November 2006, which represents an increase of five percent, with regard to the same period in 2005. These favorable figures are in line with the favorable development of tourism throughout the world, as confirmed by the WTO with its last report, which estimates the number of international tourist arrivals at 578 million up until August 2006, which represents an increase of four percent compared to the same period in 2005.

**FITUR, [www.fituronline.com](http://www.fituronline.com)**

**WHISTLER TO HOST MOUNTAIN TRAVEL SYMPOSIUM IN APRIL**

Mountain Travel Symposium (MTS) will be held in Whistler April 15-21, 2007. MTS is expected to bring 1,000 delegates to Whistler, including North America's top buyers and sellers of mountain resort products. "Mountain Travel Symposium is Whistler's opportunity to demonstrate what we do best in front of the brightest in the ski industry," said Karen Goodwin, Director of

Sales, Tourism Whistler. "A lot of business will be generated during the week-long symposium and we expect a lot of new Whistler business given that we are hosting the event and the 'product' is front and center." MTS coincides with the Telus World Ski & Snowboard Festival providing the opportunity to showcase Whistler to clients and colleagues during Whistler's legendary celebration of winter sport and culture.

Mountain Travel Symposium is the largest and longest-running annual gathering of mountain travel professionals in North America. The event features an educational forum with several major presentations, individual breakout sessions. A variety of social events and activities are scheduled throughout the week to provide additional networking opportunities.

Tourism Whistler, 800-WHISTLER, [www.tourismwhistler.com](http://www.tourismwhistler.com); Mountain Travel Symposium, [www.mtntrvl.com](http://www.mtntrvl.com)

**BERMUDA PREMIER DR. EWART F. BROWN KEYNOTE SPEAKER AT IIPT AFRICAN CONFERENCE**



**DR. EWART F. BROWN**

IIPT Founder and President, Louis D'Amore has announced that Bermuda Premier and Minister of Tourism and Transport, The Hon. Dr. Ewart F. Brown, JP, MP will be a featured Keynote

Speaker at the 4th IIPT African Conference on Peace through Tourism being held May 20 - 25 in Kampala, Uganda, under the patronage of H.E. Yoweri Kaguta Museveni.

The Conference is being hosted by the Uganda Ministry of Tourism, Trade and Industry, and organized in partnership with the Africa Travel Association (ATA) in support of the UN Decade of Peace and Non-Violence for the Children of the World and the UN Millennium Development Goals.

As Minister of Tourism and Transport and Deputy Premier, Dr. Brown hosted the 2006 Africa Diaspora Heritage Trail Conference

held in Bermuda, September 2006. The goal of the 2006 conference was to provide a continuing forum for sharing philosophies, policies, resources, strategic models, and cultural expression that will enhance heritage tourism development and stimulate the perpetuation of African Diaspora Heritage Trail destinations, programs and products.

In making the announcement, Louis D'Amore said: "We are most honored to have Premier Brown again join us as a Keynote Speaker and look forward to supporting Bermuda's bold initiative in facilitating long term relationships between the nations of Africa, the Caribbean, North and South America by means of the Africa Diaspora Heritage Trail. The Africa Diaspora Heritage Trail serves to educate visitors and enhance the economies of destinations."

The theme of the conference is "Building Strategic Alliances for Sustainable Tourism Development, Peace and Reconciliation on the African Continent." Its goals are to broaden awareness of the social, cultural, environmental, and economic benefits of tourism; identify new markets; facilitate product development and investment opportunities; contribute to reconciliation peace, wealth creation and poverty reduction on the African continent; and continue building bridges of tourism, friendship, and collaboration.

The Conference will bring together Ministers of Tourism and senior executives from both the public and private sectors of tourism, NGOs, and donor agencies, as well as educators, policy analysts, leading practitioners, entrepreneurs and future leaders of the industry.

IIPT is dedicated to fostering and facilitating tourism initiatives which contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage and poverty reduction, and through these initiatives, help bring about a more peaceful and sustainable world.

**International Institute for Peace through Tourism (IIPT), 802-253-2658, [Africa@iipt.org](mailto:Africa@iipt.org), [www.iipt.org](http://www.iipt.org)**

## ATTA SELECTS WHISTLER FOR ADVENTURE TRAVEL WORLD SUMMIT

Canada's Whistler Mountain Resort was chosen by the Adventure Travel Trade Association as the site for the 2007 Adventure Travel World Summit. The Summit will be held at the TELUS Whistler Conference Centre October 4-6, 2007.

In its third year, the Adventure Travel World Summit (ATWS) will continue to deliver a premier international forum for executive-level industry networking, multi-disciplinary sessions aimed at sustainable and responsible growth, and solutions-oriented dialogue, debate, and deliberation on critical topics.

Keynote presentations and a mix of strategic and tactical interactive roundtables, workshops, and forums will help adventure travel organizations turn operational, marketing, partnership and prospect opportunities into results-oriented endeavors. Delegates include tour operators, destination marketing organizations, tourism boards, lodges/resorts and transportation companies. Adventure travel agents, attractions, and travel-oriented gear manufacturers will also participate. "Early-bird" registration is \$675 for ATTA Members, \$900 for non-members. Early-bird registration expires April 15, 2007.

Adventure Travel Trade Association (ATTA), [cdoyle@adventuretravel.biz](mailto:cdoyle@adventuretravel.biz);  
Adventure Travel World Summit,  
[www.adventuretravelworldsummit.com](http://www.adventuretravelworldsummit.com)

## TRAVEL INDUSTRY WOMEN TO HOLD CONVENTION IN NEW ORLEANS

To show its support for the New Orleans travel and tourism industry, the International Federation of Women's Travel Organizations will be holding its 38th annual convention in New Orleans, Louisiana. The theme for this convention, which will be held at the Astor Crowne Plaza Hotel, from June 12-17, 2007, is Rebuilding for a Better Tomorrow. New Orleans-based IFWTO member organization, Mid-South Women in Tourism, won the bid to hold the convention in New

Orleans at the March 2006 convention in Athens, Greece.

New Orleans' convention bid team leader was Sherry Constance, President of Mid-South Women in Tourism. IFWTO Chairman Faye Alexander of Sydney, Australia and Convention Coordinator Ewa Burton of Edmonton, Canada report that plans are well advanced for a full and exciting convention.

The registration fee of \$1,150 pp twin share (single supplement \$285) includes five nights accommodation and most meals.

Guest and spouse delegates will receive a five-day Power Pass.

IFWTO's objectives are to develop an international network of travel professionals; to enhance personal and professional growth and leadership of its members through educational programs emphasizing global understanding and modern technologies; and to actively promote and develop sustainable and responsible tourism.

The International Federation of Women's Travel Organizations (IFWTO),  
[www.ifwto.org](http://www.ifwto.org)



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**A three-course dinner immediately follows. At this time a one on one contact with supplier and agent is maximized and encouraged.**

**The evening wraps up with a brief 3 – 4 minute presentation by each of our suppliers over coffee and desert.**

## **SPRING 2007 SCHEDULE**

### **WEEK IV**

Cocoa Beach, FL	03/12/2007
West Palm Beach, FL	03/13/2007
Fort Myers, FL	03/14/2007
Sarasota, FL	03/15/2007

### **WEEK V**

Philadelphia, PA	03/19/2007
Allentown, PA	03/20/2007
Bucks County, PA	03/21/2007
Cherry Hill, NJ	03/22/2007

### **WEEK VI**

Pompton Plains, NJ	03/26/2007
Bergen County, NJ	03/27/2007
New Jersey Shore Area	03/28/2007
Edison, NJ	03/29/2007

### **WEEK VII**

Troy, MI	04/16/2007
Grand Rapids, MI	04/17/2007
Toledo, OH	04/18/2007
Novi, MI	04/19/2007

### **WEEK VIII**

Pittsburgh, PA	04/23/2007
Harrisburg, PA	04/24/2007
Columbia, MD	04/25/2007
Washington, DC Sub.	04/26/2007

## **CONTACT: *NATIONAL TRADE SHOWS, INC.***

P.O. Box 109, Riverdale, New Jersey 07457 • Phone (800) 526-0041 • (973) 835-1340  
FAX (800) 525-3087 • (973) 835-5783

**E-Mail: [info@ntshows.com](mailto:info@ntshows.com) • Website: [ntshows.com](http://ntshows.com)**

## NCMA OFFERING TRAINING PROGRAM IN APRIL

The Niche Cruise Marketing Alliance (NCMA) will present its training program in conjunction with the Home Based Travel Agent Conference in Charlotte, N.C. this April.

The Home Based Travel Agent Conference is produced by Travel Industry Shows and co-sponsored by the 7,000-member Outside Sales Support Network. Further information about the show and online registration forms can be found on the Travel Industry Shows website. Agents can sign up for the NCMA seminar during the show sign up process.

The Niche Cruise Specialist training program, to be offered on Thursday, April 12, will provide detailed presentations on how to capitalize on the growing niche cruise product market and the huge commission potential it represents. Attendees will receive the new NCMA Sales Manual and upon completion will receive a certificate as a Niche Cruise Specialist, \$700 in bonus commission certificates, will be listed on NCMA's web site as specialists, and be signed up to receive NCMA's monthly e-newsletter and special offers.

The Niche Cruise Marketing Alliance, 425-867-0399;  
NicheCruise@msn.com, www.NicheCruise.com;  
Travel Industry Shows, www.travelindustryshows.com

## CULTOUR A SUCCESS FOR 2007



CULTOUR, the first truly international fair of cultural tourism in the world, was held January 24 - 27 in Santiago de Compostela, Spain. The fair was only for professionals—worldwide wholesaler and retailer travel agencies—offering cultural tourism related tour packages, such as city breaks, festivals, religious events, pilgrimages, archaeology, cities of art, cultural events, dance and music festivals, theatre, musical shows, museums, wine cellars, ecology, sport events, and gastronomy among others.

There were tour operators hosted by CULTOUR in Santiago de Compostela from around the world, including Argentina, Canada, Germany, Hungary, India, Ireland, Israel, Italy, Japan, Mexico, Netherlands, Poland, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom and the U.S.

Exhibitors, who balanced the number of hosted tour operators, were tourist service providers from all over the world. They were national, regional or local tourist offices, hotels and incoming travel agencies from Argentina, Bulgaria, Chile, Croatia, Dominican Republic, Egypt, Greece, Italy, Libya, Malta, Mexico, Netherlands, Peru, Romania, Russia, Turkey, Ukraine and the U.S.

Apart from these hosted tour operators, another 100 Spanish tour operators were present as visitors, so approximately 352 delegates from 32 countries participated. A total of 3,056 appointments were made, and around two million euros in business in future sales were estimated by the event organizers.

Exhibitors of 20 countries were present, a unique opportunity to show tour operators and travel agencies their cultural offerings. Cultural travel, the WTO says, is the tourist sector of most interest for worldwide tourism providers, which is, at the same time, the most profitable and fastest growing sector.

Turgalicia, the city of Santiago and the Xacobeo were co-sponsors of CULTOUR, organizing cultural and welcome programs. Turgalicia organized a post-CULTOUR prospection tour to "Rias Baixas" and to the "Ribeira Sacra" and the organization Alava Incoming arranged a post tour to the "Rioja Alavesa."

The next edition of CULTOUR will be held at the Koeln Messe congress palace in Cologne, Germany, from June 5 - 8, 2008, and it will be extended to four days of travel market, two for professionals and the weekend for the public.

CULTOUR / G.S.A.R. Marketing, gсар@gсарmark.com,  
www.cultourfair.com

## ASEAN TOURISM FORUM 2007 POWERS DOWN

The ASEAN Tourism Forum (ATF) 2007 came to a successful close with a party at the St. James Power Station. St James Power Station epitomizes Singapore's efforts to rejuvenate itself as a destination. This location, once Singapore's oldest power station, has been transformed into a popular entertainment complex that houses nine outlets spread over 60,000 sq feet.

This year, more than 1,700 delegates including government officials, buyers, sellers and media personnel from over 50 countries participated.

To signify the handing over of ATF to Thailand, Mr. Lim Neo Chian, Chairman of the Singapore Host Committee presented a handover gift - Framed Vanda Miss Joaquim Orchid, and the ATF Commemorative Trophy - to Dr. Sasithara Pichaichannarong, Deputy Permanent Secretary, Ministry of Tourism and Sports, Thailand.

Speaking at the closing ceremony, Mr. Lim said "ATF 2007 has been productive and fruitful. There was much enthusiasm and commitment from my ASEAN NTO colleagues and our dialogue partners, in pursuing concrete results and actions. Key outcome of the ASEAN tourism Ministers and NTO meetings include strengthening integration in the region, with focus on increasing connectivity and liberalizing travel barriers to facilitate easy cross-border intra-ASEAN travel, as well as making it convenient for visitors to travel into and within ASEAN.

As ATF 2007 comes to a close, I am pleased to hand over the hosting of ATF 2008 to Thailand."

ASEAN Tourism Forum 2007, info@atf2007.travel,  
www.atf2007.trave

## MEXICO EDUCATION SERIES ADOPTS SUSTAINABLE TOURISM THEME

Mexico Travel Marketplace, the travel industry tradeshow series that has frequented cities in the U.S. and Canada since 1995, has adopted the theme of Sustainable Tourism: Our Shared Legacy for its 2007 events.

By introducing this theme, show producers hope to raise awareness with both industry suppliers and travel agents about sustainable tourism practices.

Travel professionals in 16 cities will learn about how their travel decisions can make a difference in protecting and conserving Mexico's historic and natural treasures. Presenters will cover sustainable tourism practices, how to partner with responsible operators, and challenge existing perceptions about true eco-tourism.

"Travel agents will come away with much more than a bag full of brochures," says Custer. "And they'll also be helping the long-term well-being of local communities across Mexico." A portion of agent registration fees are to be donated to the World Heritage Alliance for preservation projects around Mexico's 26 UNESCO World Heritage Sites.

Examples of practices that tourism companies can undertake to enhance sustainable tourism are: minimize negative environmental impacts; promote travel that respects culture and traditions; have a written policy covering their environmental impact, employment and cultural policy; identify the key environmental issues facing them and how to deal with them; employ local guides and trip leaders; provide training opportunities for local employees; limit the size of groups; have a "green" purchasing policy; employ business practices where monies spent by travelers remain in, or revert to, the local community; work with local charities or conservation projects, or initiate projects of their own that "give back" to the community; and engage guests to reduce and use wisely both energy and products while enjoying their visit.

The Mexico Tourism Board-sponsored events will come to four Canadian and 12 U.S. markets in February through May of 2007. A full calendar and details, as well as online registration, is available on their website.

Mexico Travel Marketplace, [www.mexicotraveltmarket.com](http://www.mexicotraveltmarket.com)

## OSSN PLANS SPRING 2007 CONFERENCE IN INDIA

More than 150 home-based travel retailers will descend upon India in May as part of the Outside Sales Support Network's (OSSN's) spring 2007 International Conference. The training event will combine tours and events in New Delhi, Agra, Jaipur, and Udaipur with comprehensive sales seminars conducted by India Tourism. "Many home-based agents have visited the 'usual suspects' like Mexico, the Caribbean, and Europe," said Gary M. Fee, OSSN's President and founder. "However, very few have explored 'Incredible India.' After this trip, they'll return home with firsthand knowledge of one of the world's most exotic and exciting destinations."

Departing May 1 from Chicago/O'Hare, Los Angeles, or New York/Kennedy, participating agents will arrive in New Delhi for two nights at the Taj Palace Hotel. The next day, they will tour the primary sights in India's capital. On May 4, India Tourism will guide the agents through an intensive travel sales workshop before they transfer to Agra (staying at the Trident Hilton Agra) for dinner with a traditional Kathak dance performance. At sunrise on May 5, the agents will visit one of the "Seven Wonders of the Ancient World": the Taj Mahal. They will move to Jaipur in the afternoon for a four-night stay at the Trident Hilton Jaipur (India's "Pink City"), along with tours of the Amber Fort, the City Palace, and the Royal Observatory. On the evening of May 7, the OSSN delegates will observe a royal elephant polo match, followed by a gala dinner. The group returns to New Delhi on May 8 for a free day before return departures begin the next day. For agents who prefer to stay longer, OSSN has added a postconference four-night stay in Udaipur, the "City of the Lakes." Domestic flights from Jaipur to Udaipur and back to Delhi are included. Agents would then return to the United States on May 12. Eastbound Tours will operate the conference in partnership with Kartagener Associates Inc., Air India, and India Tourism. The conference rate for OSSN members is \$649 ppdo. Non-member agents, spouses, and companions will pay an additional \$50. The discounted group airfare from JFK, LAX, or ORD via Air India is also available for all participants.

OSSN, 941-322-9700, [www.ossn.com](http://www.ossn.com)

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**NOVEMBER 14 DECLARED  
WORLD RESPONSIBLE  
TOURISM DAY BY WTM**



Industry leaders hope that 2007 will be the turning point in mobilizing the international travel industry to help the environment and fight poverty in developing countries. World Travel Market in London has declared that November 14 will be the first World Responsible Tourism Day of Action. Hopefully other ITTFA member exhibitions will come up with similar initiatives, and start to mobilize support for poor countries where tourism can really make a difference.

The World Tourism Organization is making the fight against poverty a priority this year, and will organize a summit on Tourism and Climate Change during WTM. It is calling on developed countries to come up with strategies to encourage tourism to poorer destinations, and advising developing countries to recognize the impact that tourism can have. Its Secretary-General, Francesco Frangialli, says: "The tourism sector is the largest common area of export income and foreign direct investment across the world's poorest countries. Tourism to these countries is growing at twice the rate of industrialized markets, and no sector spreads wealth and jobs across poor economies in the same way as tourism. It just needs imagination and political will. Industrialized states should see their tourists as human development support, with the additional benefit that they build bridges of understanding between cultures." The World Tourism Organization is making a call to action to governments and agencies around the world to act on this, while WTM is taking practical steps to encourage responsible tourism.

In the lead-up to World Responsible Tourism Day of Action it will keep the issue high on the agenda, and in the meantime it

has devised an action pack telling the travel industry how to get involved. This can be downloaded from [www.wtmwrtd.com](http://www.wtmwrtd.com).

WTM managing director Fiona Jeffery says: "This is a chance for individuals, agents, operators, travel companies, destinations, attractions and governments to come together in true global co-operation which can – and will – make an impact."

For eight years WTM has been the guiding force behind Just a Drop, the international travel and tourism charity which has sponsored clean water projects and saved an estimated 800,000 lives in poor countries. Fiona Jeffery stresses that World Responsible Tourism Day of Action is not just about the environment but also about poverty. "We have a responsibility to help local people and provide them with shelter, jobs, clean water, food and education," she says. "We need to protect them from exploitation, corruption and deceit, and offer them the right to a decent and dignified standard of living."

ITTFA, [www.ittfa.org](http://www.ittfa.org)

**FIRST WORLD CULINARY  
TRAVEL EXPO TO BE HELD  
MAY 25-27**

In recent years, the popularity of cooking shows and celebrity chefs has escalated the interest and demand for culinary travel around the world. A destination's culinary style reveals its history, culture and influences. Culinary travel bridges people and cultures. According to Fiona Jeffery of the World Travel Market, food tourism today is where eco-tourism was 20 years ago; people are starting to take an interest. Travelers today look for more experiential, hands-on, interactive tourism experiences. Whether it is taking a cooking class in a school or a gastronomy trip to an exotic destination, culinary travel is poised to gain a fast-growing segment of the world's travel industry. This May 25-27, 2007, Vancouver, Canada will host the first World Culinary Travel Expo. The expo will be held within the EAT! Vancouver festival at B.C. Place Stadium and 25,000 visitors are expected at the event. Vancouver is a hub for innovative food trends and as a Hip Foodie

Paradise that is renowned for its globally diverse, rich culinary and cultural attractions. This is a superb opportunity to meet and see celebrity chefs in action, watch cooking competitions, sample cuisines and food and beverage products including wines from different countries. Seminars are available on how to spice up tours and explore the value and profit in the culinary travel business.

World Culinary Travel Expo, [culinary-travel@gmail.com](mailto:culinary-travel@gmail.com), [www.worldculinary.net](http://www.worldculinary.net)

**MIBEXPO RUSSIA  
BEGINS SALES**

Russia's largest international event for the meeting industry, MIBEXPO RUSSIA, has started sales for its next edition which will take place September 25-27, 2007 in IEC Crocus Expo. MIBEXPO RUSSIA is organized by Euroexpo.

MIBEXPO RUSSIA offers the 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 programme, pre-arranged appointments and networking events. MIBEXPO RUSSIA is fully supported by the Russian Business Travel Association (RBTA).

Russia's second edition of MIBEXPO was a success. 171 exhibitors from 25 countries took part along with 7,000 trade visitors.

MIBEXPO RUSSIA Conference will again be the best platform for professional education in Russia. This year renowned speakers from national and international associations will again take part.

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. Together, these three events form the most comprehensive professional tourism industry event on the Russian market.

Euroexpo Exhibitions & Congress Development GmbH,  
[e.kohlhauser@euroexpo-vienna.com](mailto:e.kohlhauser@euroexpo-vienna.com),  
[www.euroexpo-vienna.com](http://www.euroexpo-vienna.com)

DATE	EVENT	LOCATION	CONTACT
<b>A P R I L</b>			
12-14	DATE 2007	Punta Cana, DR	<a href="http://www.drdate.net">www.drdate.net</a>
15-21	Mountain Travel Symposium	Whistler, BC	<a href="http://www.mtntrvl.com">www.mtntrvl.com</a>
17-19	IMEX 2007	Frankfurt, Germany	<a href="http://www.imex-frankfurt.com">www.imex-frankfurt.com</a>
19-21	BITE 2007	Cuenca, Ecuador	<a href="http://www.bitecuador.org">www.bitecuador.org</a>
19-22	SITC	Barcelona, Spain	<a href="http://www.saloturisme.com">www.saloturisme.com</a>
19-22	TPOC Conference & Trade Show	Ft. Lauderdale, FL	<a href="http://www.tpoc.org">www.tpoc.org</a>
19-22	SATTE Open World	New Delhi, India	<a href="http://www.satte.org">www.satte.org</a>
25-27	TREX 2007	Belize City, Belize	<a href="http://www.trexca.com">www.trexca.com</a>
26-28	KITF 2007	Almaty, Kazakhstan	<a href="http://www.kitf.kz/en/2007">www.kitf.kz/en/2007</a>
26-28	NTA Tour Operator Spring Meet	Kelowna B.C., Canada	<a href="http://www.ntatravel.com">www.ntatravel.com</a>
26-29	IFT 2007	Belgrade, Serbia	<a href="http://www.ift-belgrade.com">www.ift-belgrade.com</a>
27-29	Miami Travel Expo	Miami, FL	<a href="http://www.miamitravelexpo.com">www.miamitravelexpo.com</a>
27-30	JAPEX 2007	Ocho Rios, Jamaica	<a href="http://www.jhta.org">www.jhta.org</a>
<b>M A Y</b>			
1-4	Arabian Travel Market	Dubai, UAE	<a href="http://www.arabiantravelmarket.com">www.arabiantravelmarket.com</a>
4-6	Travel Expo 2007	Baku, Azerbaijan	<a href="http://www.sadixovexpo.com">www.sadixovexpo.com</a>
6-11	ATA Congress	Addis Ababa, Ethiopia	<a href="http://www.africatravelassociation.org">www.africatravelassociation.org</a>
10-12	MIT 2007	Tunis, Tunisia	<a href="http://www.mit-tourism.com">www.mit-tourism.com</a>
10-12	WTTC Global Travel & Tourism Summit	Lisbon, Portugal	<a href="http://www.globaltourism.com">www.globaltourism.com</a>
12-14	Home Based Travel Agent Show & Conf.	Charlotte, NC	<a href="http://www.homebasedagentshow.com">www.homebasedagentshow.com</a>
14-16	BITTM 07	Beijing, China	<a href="http://www.bittm.com">www.bittm.com</a>
14-16	COTTM 2007	Beijing, China	<a href="http://www.bittm.com">www.bittm.com</a>
14-16	Global Ecotourism Conference	Oslo, Norway	<a href="http://www.ecotourismconference.org">www.ecotourismconference.org</a>
15-16	Premium Travel 2007	London, England	<a href="http://www.premiumtravel2007.com">www.premiumtravel2007.com</a>
17-20	MITF 2007	Moscow, Russia	<a href="http://www.mitf.ru/en">www.mitf.ru/en</a>
27-Jun3	EXPOTUR - The Costa Rica Travel Mart	San Jose, Costa Rica	<a href="http://www.expotur.com">www.expotur.com</a>
<b>J U N E</b>			
14-16	ITE HK 2007	Hong Kong, China	<a href="http://www.itehk.com">www.itehk.com</a>
18-21	Asia Luxury Travel Market	Shanghai, China	<a href="http://www.reedtravelexhibitions.com">www.reedtravelexhibitions.com</a>
<b>J U L Y</b>			
11-13	6th Mediterranean Travel Trade Show	Denver, CO	800-247-3323
22-25	NBTA International Convention	Boston, MA	<a href="http://www.nbtaconvention.org">www.nbtaconvention.org</a>
<b>S E P T E M B E R</b>			
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>
27-30	FITE 2007	Guayaquil- Ecuador	<a href="http://www.fite.info">www.fite.info</a>
28-29	No Frills Travel & Technology Expo	Bergamo, Italy	<a href="http://www.nofrillsexpo.com">www.nofrillsexpo.com</a>
<b>O C T O B E R</b>			
31-Nov 3	DEMA	Orlando, FL	<a href="http://www.demashow.com">www.demashow.com</a>
<b>N O V E M B E R</b>			
17-18	The Philadelphia Inquirer Travel Show	King of Prussia, PA	<a href="http://www.phillytravelshow.com">www.phillytravelshow.com</a>
27-29	Travel Media Showcase	Palm Springs, CA	<a href="http://www.travelmediashowcase.com">www.travelmediashowcase.com</a>

## FREEGATE TOURISM OFFERS COMBO COUNTRY TOUR OF GREECE AND TURKEY

One of the more popular tours offered for 2007 - the 11-day / nine-night Greece and Turkey Highlights tour which includes a cruise between the two countries, from Mediterranean specialist FreeGate Tourism, has already started booking up rapidly for the '07 season.

The unique itinerary, which starts in Istanbul, and includes a seven-day/six-night cruise of the Greek Islands and Turkey, followed by a stay in Athens, with sightseeing in both, Istanbul and Athens, all transfers, and international airfare from New York offers travelers a unique opportunity to cruise between the two countries rather than fly. The tour includes the first night in an Istanbul hotel, before checking in on-board the ship which stays in port overnight, affording two nights in Istanbul and ample time for sightseeing. After the

cruise, two nights in an Athens hotel are also included in the program.

The tour departs the U.S. every Thursday and offers a choice of three hotel categories in Istanbul and Athens as well as upgrades on the cruise. Prices start at \$1,959 per person, plus taxes for the value hotels. Additional air add-ons are available from most U.S. gateways.

FreeGate Tourism, 800-223-0304, [www.freegatetours.com](http://www.freegatetours.com)

## CORINTHIA HOTELS REVENUE FROM U.S. MARKET SHOWS DRAMATIC GROWTH

Corinthia Hotels has announced a dramatic 70 percent growth in 2006 of overall room revenues from the U.S. market. This includes Corporate Travel, Meetings and Incentives as well as Leisure. The announcement was made by Ann Tillman, VP Sales and Marketing, Corinthia Hotels USA.

Tillman, in commenting about this remarkable increase in one year, said: "Although we only launched Corinthia in the U.S. in January 2005, our success here is mainly due to our product and our people. The Malta-based Corinthia Hotels are a group of five-star city-center luxury properties located in some of the hottest destinations in Europe - Lisbon, Portugal; Prague, Czech Republic; Budapest, Hungary; Malta - as well as St. Petersburg, Russia and Tripoli, Libya. We distinguish ourselves from other luxury properties by radiating the *Spirit of Corinthia*."

Geoff Andrew, Group Director, Sales & Marketing, Corinthia Hotels, said "We see the U.S. market as probably our greatest growth opportunity over the next two to three years, particularly since the finalization of our new agreement with Wyndham Hotel Group. Corinthia's increase in business from the U.S. also reflects the fact that American travelers are becoming more adventurous in their choice of destinations in Europe and are truly appreciating the beauty and attractions of places like Budapest, Prague and Lisbon."

The Meeting, Incentive, Conference and Event (MICE) Market as well as Corporate Travel have been the major thrusts in the U.S. market, according to Tillman. The Corinthia Lisboa Hotel in Lisbon, the Corinthia Grand Hotel Royal in Prague, the Corinthia San Gorg in Malta and the Corinthia Bab Africa in Tripoli, represents the largest conference center hotels in their respective cities. In St. Petersburg, the Corinthia Nevskij Palace Hotel, upon completion of their expansion in 2008, will also be the largest hotel conference facility in that City.

Tillman said "In Budapest, the City that made spa living the by-word of health and wellness, the Corinthia Grand Hotel Royal just completed the four million Euro (more than \$5 million) renovation of its historic Royal Spa. This cutting edge, luxurious spa facility, has already proven to be a major draw for the American market."

What has also given Corinthia the competitive edge in the MICE market is their unique program called events@corinthia. "We have a Corinthia promise. We guarantee a 24- hour response to any RFP for group business and we guarantee our quotes in U.S. Dollars," said Tillman. "We also offer free in-room internet access for U.S. groups. But what is truly unique is our dedicated traveling event assistant. Every group organizer is assigned an events@corinthia assistant on 24-hour call. If an organizer is planning another conference at another Corinthia hotel in a different country, we will send that same assistant to the other city to brief the new team and welcome the organizer."

Tillman said that Corinthia also expects to see a major increase in revenue in the U.S. market in 2007. "As more and more meeting planners, travel managers and agents become familiar with our product, they are 'sold'," said Tillman. "We already have confirmed bookings for this year from new group business as well as new corporate clients." Tillman estimates that 65 percent of 2007's revenue will be generated by group business and the remaining 35 percent by corporate and leisure. Corinthia Hotels, [www.corinthiahotels.com](http://www.corinthiahotels.com)



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## FIRST MINISTER OF SCOTLAND LAUNCHES NEW EVENTS BUSINESS



Pictured on the right, Jack McConnell, First Minister of Scotland, launches Arran Events with Victoria Rand and Daniel Steel.

The First Minister of Scotland, Jack McConnell, took time out of his Christmas break on the Isle of Arran to launch a new events business – Arran Events – on Friday, December 29, 2006 at Kilbride Parish Church in Lamlash.

The First Minister joined company directors, Daniel Steel and Victoria Rand, to officially mark the opening of the new business which will provide professional events management and planning services on the Scottish island.

The First Minister said: "Arran is growing again because of successful businesses that have shown ambition and put quality first. I am sure that Arran Events will add something new to the island, and I wish Daniel and Victoria all the best."

Arran Events will provide full events planning and management services for corporate groups and will be creating a range of bespoke events including meetings, incentives, conferences, and exhibitions.

Director of Arran Events, Daniel Steel, said: "I have organized events all over the world but it has been our ambition for many years to develop innovative and professional events on the Isle of Arran."

"The island is a perfect location for businesses to get away from the stress of city life for meetings, incentives and conferences. It has outstanding natural beauty, a selection of quality accommodation, meeting and conference venues, activity providers and of course the warm Scottish hospitality which makes so many people fall in love with the island."

"The Isle of Arran offers the tranquil surroundings of the Scottish Islands but is easily accessible from Scotland's central belt and the main airports in Glasgow, Edinburgh, and Prestwick. And with

seven golf courses, a distillery and spa resort on the island there is plenty to attract domestic and international visitors to the island nicknamed 'Scotland in miniature.'"

"We are delighted that Argyll & Islands Enterprise has supported the business start-up, and we are confident that we can enhance the popularity of the island as a destination for corporate events by providing a full management service to our clients and working closely with existing businesses and groups on the island."

Arran Events, [www.arranevents.com](http://www.arranevents.com)

## DISCOVER THE CHANGING FACE OF CENTRAL EUROPE WITH EASTWEST INTERNATIONAL TOURS

EastWest International Tours' founder and scholar, Professor Robert Feldman, is set to lead its one-time departure of Highlights of Central Europe from May 30 – June 14, 2007. Feldman's intimate experiences with Russian Communism allow him to share a unique understanding of the historical influences of this part of Europe.

"EastWest journeys are most enjoyed by travelers who have an eager sense of learning and exploration" says Feldman. "The pursuit of cultural enrichment and understanding between West and East is what led me to form this company 29 years ago."

Awe-inspiring scenery, numerous UNESCO World Heritage Sites, and remarkable historical treasures bearing the marks of religious and political strife are features of the 16-day Highlights of Central Europe itinerary visiting Dubrovnik, Split, Plitvice, Zagreb, Budapest, Krakow and Prague.

In Croatia, walk the old town of Dubrovnik and see Onofrio Fountain and the Franciscan Monastery's 600 year old pharmacy; tour the impressive Roman ruins of the Dioclesian's Palace; visit the Ethnographic Museum and Archeology Museum in Split; take in the beauty of the Plitvice Lakes and explore the 900 year-old capital city of Zagreb. In Budapest, see the contrasting sights of modern Pest and historical Buda and enjoy a dinner cruise on the Danube River dividing them. Continue through the scenic Tatra Mountains to Krakow, rich with heritage sites and historical treasures. Visit the Wieliczka Salt Mine and take a tour of the former Nazi Concentration Camp, Auschwitz. The program ends with three nights in Prague, abounding in culture, exquisite architecture, numerous churches and synagogues, and a history that spans thousands of years. Walk the cobblestone streets of Old Town, tour Prague Castle, visit the unique Jewish Cemetery and Museum and attend a theatre performance.

The date of the tour is May 30 – June 14, 2007. Price is \$5,590 ppdo; single accommodations are upon request for an additional \$990. Included are deluxe accommodations, all internal transportation, most meals, sightseeing with English speaking guide, lectures and discussions and services of Dr. Feldman, arrival and departure transfers, portage and taxes.

EastWest International Tours, 800-359-6719,  
[info@eastwest-tours.com](mailto:info@eastwest-tours.com), [www.eastwest-tours.com](http://www.eastwest-tours.com)

## HOTEL PROVINCIAL OFFERS SPECIAL PACKAGE FOR VATICAN EXHIBIT



From January 28 to June 1, New Orleans will boast yet another attraction - priceless mosaic artworks on a rare leave of absence from the Vatican Mosaic Studio making their only U.S. appearance at the historic Ursuline Convent in New Orleans' French Quarter, close to the Hotel Provincial. To celebrate the rare exhibit - many of the artworks have never left the Vatican before - and to honor the city's rich cultural Catholic heritage, Hotel Provincial will offer its "Fragments of Culture" package designed for visitors on a spiritual journey or artistic quest. "Fragmenters" will enjoy two nights at the family-owned Hotel Provincial, a breakfast at local boite Café Beignet, tickets to the Exhibition of the Vatican Mosaic Studio and can tour the Crescent City using a map specially annotated by Hotel Provincial to highlight the most holy sites in the city.

The 37 centuries-old mosaics hail from the Vatican Mosaic Studio. In addition to its ongoing restoration work, the studio commissions special projects for clientele including the Pope. Along with the ancient works at the Ursuline Convent, the oldest building in the Mississippi Valley, newer mosaic replicas of pieces by Renoir and other famous artists will be on display. All were crafted within the last five years by Vatican artisans using traditional mosaic technique dating to the 16th century. Exhibition visitors will also have the unique opportunity to watch an artisan from the

Vatican painstakingly construct a mosaic before their very eyes.

Hotel Provincial has researched holy sites in New Orleans to customize a map to follow on a spiritual pilgrimage. Sites include: St. Louis Cathedral in Jackson Square, founded in 1720 and the oldest cathedral in North America; the National Shrine of Our Lady of Prompt Succor, New Orleans' patron saint personified in a statue brought from France in 1810; Blessed Saint Francis Seelos Catholic Church, gutted by fire and damaged by Hurricane Katrina, restored to its original splendor and named for lifelong missionary Father Francis Seelos; and the National Shrine of Blessed Francis Seelos in St. Mary's Assumption Church, the first German Catholic Church in Louisiana. Hotel Provincial's "Fragments of Culture" package includes: two nights in an antique-accented room; tickets to the Exhibition of the Vatican Mosaic Studio including 45 minute self-guided tour; map of holy sites throughout New Orleans; and breakfast at boite Café Beignet. The package is available January 28 to June 1, 2007, for \$331.54 based on double occupancy.

**Hotel Provincial, 800-535-7922,  
www.HotelProvincial.com**

## NAPLES BEACH HOTEL & GOLF CLUB OFFERING SPECIAL "SPRING VALUE RATES"

Travelers can now take advantage of special "Spring Value Rates" being offered by The Naples Beach Hotel & Golf Club. The "Spring Value Rates" start at \$244 per room, per night, and are available April 15-May 28, 2007, according to Jim Gunderson, General Manager of the 125-acre resort, which is Southwest Florida's only resort directly on the beach that offers on-site championship golf, a world-class spa, and an award-winning tennis center.

In addition to accommodations, The Naples Beach Hotel & Golf Club's "Spring Value Rates" include two reserved beach chairs, unlimited tennis, access to the resort's complete Fitness Center at The Spa, valet parking, afternoon tea and cookies daily, and admission for children

ages five to 12 in the morning activities of the Beach Klub 4 Kids supervised child activity program.

Taking advantage of the special rate will provide the opportunity to experience Naples' newly renourished beach, named "America's Best All-Around Beach" by the Travel Channel. Guests will also experience the renowned resort, which recently completed \$40 million in resort enhancements over the last six years.

Guests have the opportunity to play golf on the 18-hole course that is consistently named "Best Public Golf Course in Southwest Florida."

Enjoy a large beachfront swimming pool; an award-winning Tennis Center with six Har-Tru tennis courts; the world-class Spa, which offers an array of massage services, body treatments, skincare services, hydrotherapy, and salon services; the Fitness Center; Beach Klub 4 Kids; and an Orchid House, which is home to over 5,000 tropical plants.

Dining options include HB's on the Gulf, the city of Naples' only beachfront restaurant, featuring fresh regional seafood and sunset views; and Broadwell's, overlooking the golf course. Another "must do" is to experience the hotel's popular Sunset Beach Bar, often named "Best Place To Catch A Southwest Florida Sunset," and recognized by the Travel Channel as "Naples' Best Beach Bar."

Guest rooms and suites all have furnished balconies overlooking the Gulf, the grounds, or the golf course. Standard amenities include large closets, in-room refrigerator, two telephones with voicemail, modem access, iron and ironing board, hairdryer, in-room coffee, in-room safe, cable television, climate control, and security keycards. High-speed wireless Internet access is also available.

Located near to the renowned 5th Avenue and historic 3rd Street shopping districts, the resort is also within minutes of Venetian Village, Waterside Shops, Bayfront and Tin City.

**Naples Beach Hotel & Golf Club, 800-237-7600, 239-261-2222,  
www.NaplesBeachHotel.com**

## SEA LODGE HOTEL RENAMES PROPERTY LA JOLLA SHORES HOTEL



The Sea Lodge Hotel on La Jolla Shores Beach has announced a name change to La Jolla Shores Hotel. The name change occurred as of January 1, 2007, and the property will remain under the current ownership and operation of La Jolla Beach & Tennis Club, Inc.

"The Sea Lodge Hotel is a local landmark in the La Jolla Shores community," states John Campbell, General Manager La Jolla Beach & Tennis Club, Inc. "The hotel has evolved over the past 36 years into a unique and dynamic property. The new name of La Jolla Shores Hotel better compliments our dedication to continued property upgrades coupled with its beautiful beachfront location."

Improvements to the property began earlier this year when the on-site restaurant, The Shores, was remodeled and a new menu concept implemented, which now offers classic steakhouse favorites and fresh seafood. The restaurant has fast become a local favorite as the venue of choice for family gatherings, dinner with friends and special events.

Future projects include continued exterior building upgrades, as well as guest room interior enhancements.

Opened in 1970, the three-story, Spanish-style hotel property has a longstanding reputation in the La Jolla Shores neighborhood, providing 128 guest rooms, an oceanfront restaurant and bar, meeting and banquet facilities and a variety of recreational activities. Leisure guests, business travelers and locals are continuously drawn to its unique location and amenities, including a family-friendly environment, and close proximity to surfing, kayaking, and scuba diving.

Guest rooms face the ocean, coastline or interior courtyards and offer hi-speed Internet capabilities, turndown service, and personal patios or balconies.

The hotel also features indoor and outdoor meeting and banquet space, full-service conference services, and is one of the only hotels in San Diego to provide wedding ceremonies directly on the beach. Other hotel amenities include two tennis courts, in-room massage therapy services, outdoor swimming pool and spa, fitness center and beach services.

The La Jolla Shores Hotel, [www.ljshoreshotel.com](http://www.ljshoreshotel.com)

## SHERATON WILD HORSE PASS RESORT & SPA NAMES TWO NEW SALES MANAGERS



**BOB SWEENEY**



**MEGHAN SEGAR**

Sheraton Wild Horse Pass Resort & Spa has announced the appointment of Bob Sweeney as National Sales Manager. Sweeney's efforts will focus on securing meeting and event business from the Southwest U.S. region.

With extensive experience in the tourism industry, Sweeney brings a wealth of knowledge and a luxury background to Sheraton Wild Horse Pass Resort & Spa. Most recently serving as Director of Sales at the Tempe Mission Palms, Sweeney has spent more than 14 years in the luxury resort industry at several esteemed properties such as Doubletree Paradise Valley Resort and the J.W. Marriot Camelback Inn.

Sweeney received a Bachelor of Science degree in Business from Arizona State University and is a member of Meeting Planners International (MPI).

The Sheraton Wild Horse Pass Resort & Spa has also announced Meghan Segar as the new Travel Industry Sales Manager. I

n this position she will focus her efforts on securing leisure business from local corporate accounts and the retail market within the United States and Canada.

Segar joins the Sheraton Wild Horse Pass Resort & Spa from The Phoenician Resort where she served as the Travel Industry Sales Coordinator.

Segar received her Bachelor of Science degree in Biology from Saint Michael's College and is a member of Arizona Business Travel Association (AZBTA) and the Make-A-Wish-Foundation.

"We are thrilled to have two new team members with such extensive sales experience join us. They will both serve as invaluable resources in generating revenue for the resort," said Director of Sales and Marketing, Patrick Connors.

The Sheraton Wild Horse Pass Resort & Spa is Arizona's only Native American-owned luxury resort. Located on the Gila River Indian Community, this resort features 500 culturally themed rooms, Aji, a 17,500 square foot spa with Native American-inspired treatments, 36-holes of Troon Golf, four swimming pools, a waterslide and AAA Five Diamond award-winning restaurant Kai, featuring James Beard Award-winning chef, Janos Wilder.

**The Sheraton Wild Horse Pass Resort & Spa,**

[info@wildhorsepassresort.com](mailto:info@wildhorsepassresort.com),

[www.wildhorsepassresort.com](http://www.wildhorsepassresort.com);

Starwood Hotels & Resorts, [www.starwoodhotels.com](http://www.starwoodhotels.com)

**WYNDHAM WORLDWIDE APPOINTS BETSY O'ROURKE TO SENIOR MARKETING POST**



**BETSY O'ROURKE**

Wyndham Worldwide Corporation has announced the appointment of travel industry veteran Betsy O'Rourke as Senior Vice President, Marketing and Communications.

In her new role, O'Rourke will develop corporate marketing programs, oversee Wyndham Worldwide media relations and employee communications, and serve as marketing and communications liaison with the company's business units: Wyndham Hotel Group, Wyndham Vacation Ownership and RCI Global Vacation Network.

She previously was Senior Vice President

of Marketing for the Travel Industry Association of America, where she was one of three members of the senior management team.

From 1991 to 1998, O'Rourke served Choice Hotels International of Silver Spring, Md., in various roles. She was named Senior Vice President, Marketing Services, a corporate officer, in 1996 and ultimately directed a 90-person team, a \$60 million budget and the company's "celebrity-in-a-suitcase" television campaign.

Among her numerous awards, O'Rourke was named one of the "Top 25 Marketing Minds in the Travel Industry" by the Hospitality Sales and Marketing Association International two years in a row. She received the Inspiration Award from the Association of Travel Marketing Executives for her September 11, 2001, travel industry recovery campaign. She received her Bachelor of Arts degree from the University of California at Berkeley in 1977.

Wyndham Worldwide,  
www.wyndhamworldwide.com

**ARTA ANNOUNCES NEW IDENTIFICATION PROGRAM**

The Association of Retail Travel Agents (ARTA) has announced the launch of an initiative to develop a new travel agency identification and registration program to provide both travel agencies and travel suppliers with clearer and more precise recognition of the travel agency distribution channel and its participants.

At its board meeting in Chicago in November 2006, ARTA studied interest expressed by travel suppliers that the agency sales environment was becoming so varied and robust that suppliers were finding it difficult to identify new and emerging agency sales channels, as well as being able to cost-effectively reach them with product and service information. In addition, travel suppliers and travel agencies alike are concerned about the growing number of benefit seekers which have plagued the industry for years.

ARTA, recognizing the importance of a

more intimate and identifiable relationship between professional travel sellers and travel suppliers, approved a plan at its January 2007 board meeting in San Francisco to reengineer a travel agency identification system which would meet today's needs and objectives.

The travel agency association-managed program contains two core elements: T-Number and TRIP. T-Number is a revised numbering plan to provide non-ARC/non-IATA-BSP agencies with a new multi-character agency code number to better reflect the growth and nature of agencies which do not participate in an airline settlement plan, nor directly issue airline tickets on standard industry ticket stock or e-tickets. ARC and IATA-BSP-accredited travel agencies are not affected by the new program.

TSI (USA) and TIDS (Canada) agencies will be invited to migrate from the current IATA-managed program.

TRIP is a new travel agent identification system (Travel Retailer Identification Program) to provide enhanced recognition of the growth of professional sellers of travel beyond the legacy structure of the existing designation and requirements developed by IATA and its member air carriers. All travel agents will be invited to migrate from the IATA/IATAN ID Card program to the TRIP ID system.

As a benefit to travel suppliers which participate in the program, accessible database and communication tools will be provided, to enable suppliers to reach travel agencies and travel agents more effectively.

Both the T-Number and TRIP programs are earmarked for U.S. and Canadian travel agencies, and ARTA will be seeking support from agency groups and travel suppliers for the creation of a non-profit organization to manage the programs. If interest develops in the programs outside of North America, the program will be scaleable in order to embrace other countries.

Proceeds from the initiative will be reinvested in the travel agency community. The Association of Retail Travel Agents (ARTA), www.artaonline.com

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**www.artaonline.com**

## EGYPT

Nabila Tours & Cruises is offering an Egypt FAM to travel agents and companions. Dates are April 11-April 19; April 25-May 3; May 2-10; and May 9-17.

This nine-day/seven-night package is \$999. Price includes airfare JFK/CAI-CAI/JFK on EgyptAir; all transfers in Egypt; two nights accommodations at the Sofitel Sphinx, including tax, service charge and buffet breakfast; three night/four day deluxe Nabila Nile cruise, including all meals and shore excursions; sleeper train: CAI/LXR--ASW/CAI; sightseeing of Cairo and Giza as per itinerary, including all entry fees and English-speaking guide; and lunch at a local restaurant during the Cairo sightseeing. Optional tours can be added such as Sound and Light Show in Cairo \$35; Memphis and Sakkara \$75; Dinner Cruise in Cairo \$55; Sound and Light Show in Luxor \$35; Solar Boat Museum \$25; Great Citadel and Mosque \$75; and Abu Simbel \$200.

Single supplement is \$250, the spouse supplement is \$100, and companion supplement is \$200. Land only is \$599. There is a \$50 processing fee and \$200 supplement to fly between Cairo and the cruise.

**Nabila Tours & Cruises, 800-443-NILE (6453), 415-979-0160, nabilatc@aol.com, www.nabilatours.com**

## ITALY, GREECE, SICILY

Sterling Vacations is offering a 10-day cruise to Italy, Greece and Sicily. Departures are May 11, 21, 31; June 20, and July 10. Louis Cruises' m/s Sapphire sails round trip from Genoa, Italy, and visits all the famous Greek islands plus Olympia, Kusadasi, Turkey and Messina, Sicily. Industry rate is from: \$799 pp plus tax. Guests are welcome for \$100 more than the agent rate.

**Sterling Vacations, 866-345-7755, info@sterlingvacations.com, www.sterlingvacations.com**

## PERU, ECUADOR/GALAPAGOS, THE AMAZON

Optimum Tours is offering a "three-in-one" FAM. Chose one, two or all three FAMs to Peru, Ecuador and the Galapagos, and the Amazon. All FAMs are connected to each other starting April 23. All FAMs are offered to Travel Agents, Interliners active or retired, and their companions.

Discover the Inca Empire Peru is April 23 - 28 (six days) for \$649 ppdo and includes transfers, most meals, most taxes, train tickets to Machu Picchu, guides and sightseeing. Trip visits Lima, Cusco, Pisac, Ollantaytambo, Urubamba and Machu Picchu. Discounted domestic and international air fares are offered. Companions pay \$69 extra.

Spectacular Ecuador & the Galapagos is April 28 to May 4 (seven days) for \$899 ppdo and visits Quito and the Galapagos Islands. It includes accommodations in a 4-star hotel and yacht, transfers, all meals on yacht, all taxes (except the GPS park entrance fee of \$100,) guides and sightseeing. Discounted domestic and international air fares are offered. Companion pays \$99.

Cruising Down the Amazon is May 3-9 (seven days) for \$699 ppdo. It includes all transfers, full board onboard ship, all taxes and service charges, and tours. Discounted domestic and international air fares are offered. Companion pays \$69.

**Optimum Tours, optimumtours@idmail.com, www.optimumtours.com**

## TANZANIA

United Travel Group presents The Best of Tanzania, an educational trip for travel agents, April 19-28 and May 9-18. Tour includes roundtrip airfare USA-Nairobi; accommodations; breakfast daily; seven lunches and seven dinners (BLD); game-viewing; complimentary bottled water on safari; all park entry fees, service charges and hotel taxes; UTG Safari Kit; and UTG Exclusive Safari Delay Protection. Highlights include Lake Manyara, the Serengeti, Olduvai Gorge, the Ngorongoro Conservation Area, and Tarangire.

Prices from NYC / BWI / IAD / PHL / BOS are \$2,495, prices from MIA / ORL / TPA / ATL / ORD / DTT / DFW / HOU are \$2,595 and prices from SFO / SEA / LAX / DEN / PHX are \$2,795. Departure taxes, security fees and fuel surcharges are additional. Price is based on sharing twin accommodations; no singles.

**United Travel Group, 800-223-6486, www.unitedtravelgroup.com**

## COPPER CANYON, PERU/GALAPAGOS

S & S Tours is offering a FAM trip by rail to Copper Canyon September 20-24, 2007 (with an optional extra day in El Fuerte). Land package is \$595 ppdo.

S & S Tours is also offering a Peru/Galapagos Combo April 16 - May 5, 2007. In addition to the normal destinations in Peru it includes time in the Sacred Valley in the Incan Maras salt mines and the accessible Incan Moray Agricultural Center that has the same intrigue as the Nasca Lines.

**S & S Tours, 800-499-5685, ss@ss-tours.com, www.ss-tours.com**



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