

MARCH 2009

Travel World

The Magazine for Destination Travel Specialists

NEWS®

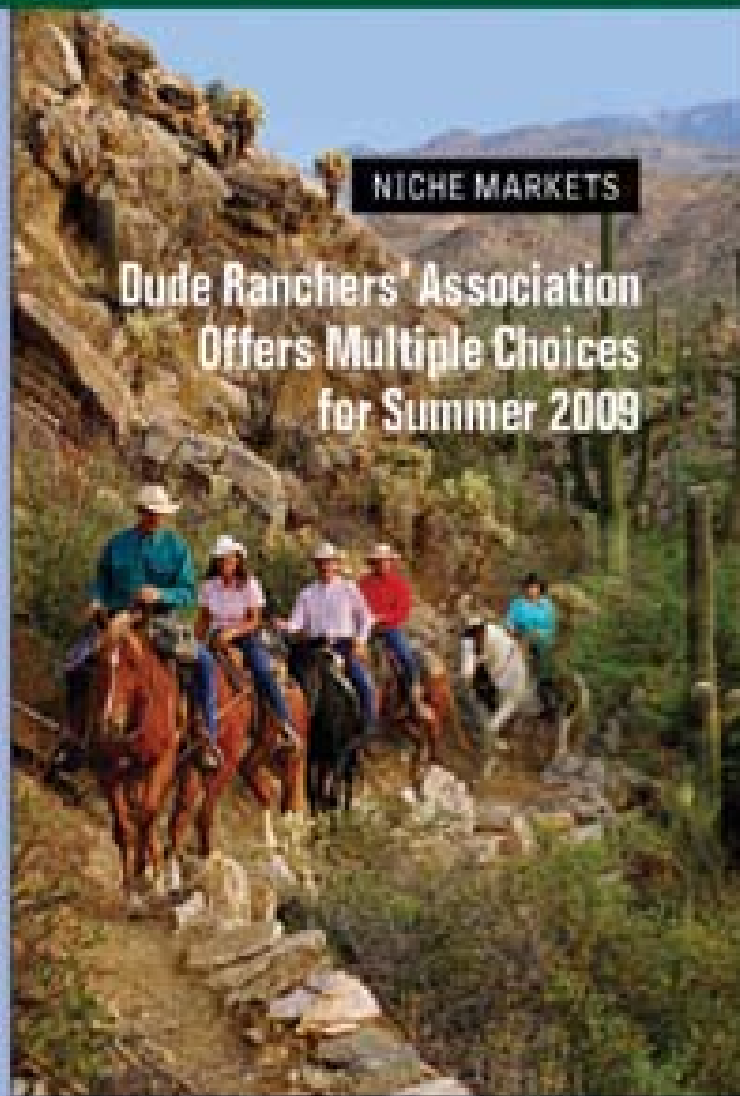
CARIBBEAN

The 'Grand' in Jamaica's
Two Grand Palladium
Resorts



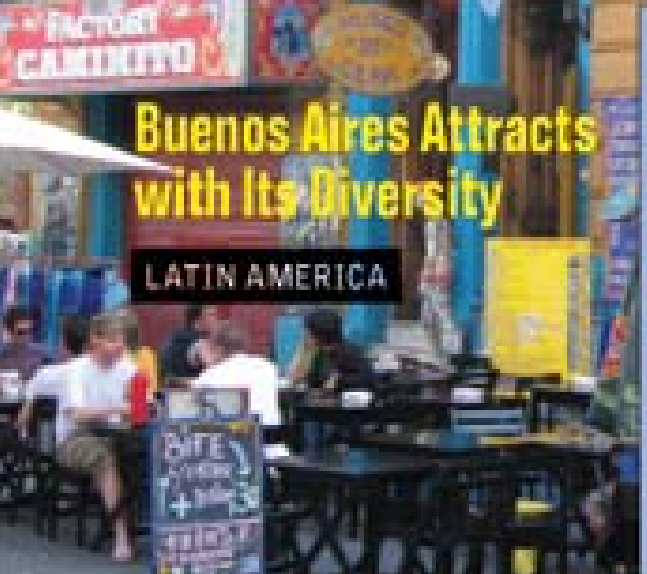
NICHE MARKETS

Dude Ranchers' Association
Offers Multiple Choices
for Summer 2009



Buenos Aires Attracts
with Its Diversity

LATIN AMERICA



Discover America MEETS MADRID



Travel World NEWS[®]

The Magazine for Destination Travel Specialists

MARCH 2009

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FITUR XXIX Faces Up to the Storm and Comes Out, Well, Not All That Badly Bruised

The world economy couldn't be a whole lot worse. But, in Madrid this year, there were still many encouraging signs of life in the travel industry.

MARK ZUSSMAN

No wonder informal conversations at this year's FITUR kept returning to the world economic crisis. FITUR is Madrid's Feria Internacional de Turismo, or International Tourism Fair. It's the big one — make that Big One — at the end of January that gets the annual cycle of European travel trade fairs percolating at fever pitch.

What that meant this year of course is that FITUR, in its 29th edition, had the dubious honor of being the first big travel event since people have had a chance to take some measure of the damage that the world financial crisis was causing in the travel industry.

What, after all, is the great fact of the travel and tourism industry, aside from its phenomenal growth in recent years? That it's a reed in the wind. Crisis comes, people batten down, the first thing they sacrifice is non-essential gallivanting.

Let's get the negative out of the way first, then go on to the positive. The most distressing indicator of hard times at FITUR? Participation on the part of travel-related businesses was off 9 percent since the fair's 2008 edition. Rented exhibition space fell by 13 percent. Ana Larrañaga, the director of FITUR, has been running the event for nine years. This was the first time, she said, that she had seen negative growth.

FITUR, mind you, remains a giant despite this year's contraction. FITUR this year continued to make use of all 12 pavilions at the Parque Ferial Juan Carlos I, and the vast majority of the 11,137 registered and paid-up exhibitor companies from every nook and cranny on the planet actually turned up. It was also useful to keep the losses in perspective. Ms. Larrañaga argued, for example, that "the results were a positive one for the tourism industry by comparison with what was going on in other economic sectors."

Salvador Santos Campano, the president of FITUR's organizing committee, pointed out that the decline in sale of exhibition space was no greater than the previous edition's gains. He further contended that many entities that in the past had mounted their own stands were still present. They were simply a touch less visible by virtue of using the umbrella of their local or regional or national tourism promotion boards.

Antonio Bernabé, the general manager of Turespaña, considered the overall picture encouraging, because the industry had at least come out of the storm of 2008 alive and, even



Spanish royals, Prince Felipe and Princess Letizia pose with the folks in serapes.

without any growth over 2007, results very closely resembled those of 2006, which was "un año magnífico." Can we assume that no translation is required there?

Novelties

Among other positive signs: Participation from the Asia-Pacific region was actually up by 10 percent. Bosnia-Herzegovina, Gabon, Nigeria and Kuwait made premier appearances at the show, and so did the official government tourist offices of Myanmar, Cambodia, the Philippines, Botswana, Kenya, Mozambique, Armenia, Georgia (the one in the Caucasus, not the one in the American South), Reunion Island (a French overseas department just east of Madagascar), and the British Virgin Islands. The Latin Americans, decked out in their brightest and, in some instances, their gaudiest colors and with the wildest, most improbably stuff piled on top of their heads, also bucked the downsizing trend. Their efforts, admittedly, were probably directed less at the travel industry pros in attendance than at the general public welcome over the FITUR weekend, but, whatever the motive, their show was all-stops-out, and it was not for nothing that the awards for best presentation went to Mexico, Guatemala, and Brazil.

Spanish Perspective

Same as in the past, about half of all FITUR exhibitors this

CONTINUED ON PAGE 4

INDUSTRY EVENTS

FITUR XXIX FROM PAGE 3

year were from Spain itself, and the range and the depth of the offerings were much too rich to be sorted out easily. That's why it was interesting, in the FITUR month of January 2009, to pick up Madrid's leading newspaper, El País, and see the five home destinations that the newspaper's editors were most enthusiastically recommending to readers.

1. **Asturias.** Oviedo, the capital of this province on Spain's northern coast, has a fine Gothic cathedral and some lovely small churches. But the real draw here will be the nice little fishing ports, the off-the-beaten track villages, the mountains and the meadowy mountain valleys, the beaches, the seaside cliffs. The Tito Bustillo cave contains interesting prehistoric animal drawings, and the Peña Tu statue, or idol, in the Sierra Plana de la Borbolla is thought to be a relic of the Bronze Age.

2. **Galicia.** The ancient Romans thought that this region in Spain's northwestern corner, west of Asturias, north of Portugal, was the end of the earth, and so in some respects it may seem even today. At La Coruña, the largest city hereabouts, there is even a surviving Roman lighthouse. Many visitors to the region still get here on an extended tramp to the pilgrimage site of Santiago de Compostela, sometimes starting from as far away as Southern France. Others will prefer to visit Compostela only in passing and use a rented car to explore the dramatic Costa de la Muerte, or Coast of Death, so named for its tempests and shipwrecks, the medieval villages and towns, the gorgeous and lonesome beaches.

3. **Castile and León.** Asturias and Galicia are mountainous. The Castile and León region is as flat as a pancake, but with a grandeur all its own. This is where the medieval walled city of Ávila, perfectly preserved, rises out of the sand-colored plain, and Segovia, not very far away, still thrills visitors with its extraordinary Roman aqueduct, its Gothic cathedral, its Romanesque churches, and its Moorish fortress.

4. **Andalucía.** The El País inventory makes no mention of either Madrid or Barcelona, but in Andalucía, in the Spanish south, American visitors will be back on familiar turf. Don't like the idea of a Death Coast, as in Galicia? Come here for the Sun Coast, one of the world's great playgrounds, but also for the great Moorish and Christian architectural monuments of Sevilla, Córdoba, and Granada and for plenty of clattering castanets.

5. **The Canary Islands.** Most North Americans wanting a taste of Spanish island life will head for the Balearics — for either Ibiza or Majorca. The Canaries are something else altogether. They're off the coast of Africa and, whereas the Balearic Islands are Mediterranean, the Canaries are tropical. Water sports are high on the agenda here, along with tennis and golf, but the islands' music and folklore and crafts are unlike any anywhere else in Spain, and ditto the cuisine.

FITUR, www.fitur.ifema.es

DISCOVER AMERICA MEETS MADRID



The Discover America Pavilion made a debut appearance at this year's FITUR with a contingent of 25 exhibitors including an impressive cluster of power players ranging from NYC & Company to the Las Vegas Convention and Visitors Authority to the Massachusetts Office of Travel and Tourism to Harrah's Entertainment to The New York Palace Hotel. Many another country has a National Tourism Office that serves as an umbrella at travel fairs for numerous exhibitors that prefer not to mount large stands of their own. For the United States, no such big umbrella exists as yet. For the U.S., the Discover America Pavilion, a division of B-FOR International, fills the gap.

In the course of the current year, the Discover American Pavilion is also going to have put in appearances at the BIT in Milan in February, at the OTMs in Mumbai and Delhi in February, at the ITB in Berlin in March, at the MITT in Moscow in March, at the ATM in Dubai in May, at the ITB Asia in Singapore in October, at ABAV in Rio de Janeiro in October, at the WTM in London in November, and at several other such gatherings.

In Madrid, the Discover America Pavilion's occupied approximately 1600 square feet of exhibition space, and an exhibitor that drew a disproportionate amount of attention was the Department of Homeland Security. The DHS had gone along to demonstrate its new on-line Electronic System for Travel Authorization, more commonly known as ESTA, for non-U.S. citizens traveling to the U.S. under the Visa Waiver Program. The idea was to allay concerns that Spaniards might have been feeling about the rigors of getting through U.S. immigration, and positive responses on the floor suggest that the effort paid off.

**The Discover America Pavilion,
mwalsh@exhibitpro.com,
www.discoveramericapavilion.com**

ANNUAL TRADE SHOW BY AWTA IN WESTCHESTER

The Alliance of Westchester Travel Agencies (AWTA) will stage a Trade Show at the Greentree Country Club in New Rochelle, New York, on Monday, March 30.

Admission is free for all travel agents, who are urged to come and meet suppliers from 5 to 7 pm, after which there will be a complimentary dinner immediately following the show. All that's needed is two business cards for entry.

To pre-register, agents may phone 718-684-2051, fax 718-684-2052, or register by email to awta1@optonline.net.

Alliance of Westchester Travel Agencies (AWTA), awta1@optonline.net

WTTC ANNOUNCES THEME FOR 2009 GLOBAL TRAVEL & TOURISM SUMMIT

Members of the World Travel & Tourism Council (WTTC) met in January with the Brazilian Minister of Tourism, Luiz Barretto and President of Embratur, Jeanine Pires, along with high-level representatives of the Brazilian state of Santa Catarina and other key business leaders to unveil the theme of the 9th Global Travel & Tourism Summit: 'Real Partnerships—Energizing Economies.'

At the launch event, WTTC's President and CEO Jean-Claude Baumgarten outlined WTTC's provisional estimates for the industry's economic impact in 2008 and 2009.

"The deterioration in the macroeconomic environment and the marked slowdown in the monthly indicators of tourism activity in the last months of 2008 resulted in a much more pronounced cycle in Travel & Tourism Economy GDP than envisaged in January 2008," Baumgarten noted.

The theme of the 9th Global Travel & Tourism Summit, which will be held in Santa Catarina's state capital, Florianópolis, is therefore all the more pertinent, and it has been acclaimed as an exemplary public-private partnership as it will bring together national, state and local governments from Brazil and other parts of the world, together with leaders of the pri-

vate sector from every continent.

In welcoming the Summit to Brazil, Jeanine Pires, President of Embratur, noted: "The Government of Brazil, Embratur, the Brazilian Ministry of Tourism and the State of Santa Catarina have partnered with WTTC to realize the world's highest-level gathering of global industry leaders to discuss ways in which the industry can overcome the economic downturn."

Announcing his commitment to the Summit, Luiz Mór, the TAP Executive

Board Member responsible for the Commercial, Sales, Marketing and Communications departments at TAP, the national flag carrier of Portugal and the leading Portuguese airline, said "TAP is delighted to join the prestigious list of Summit partners and we look forward to providing the level of service and commitment to the Summit participants in which we at TAP pride ourselves."

Global Travel & Tourism Summit, regine.doloy@wttc.org, www.globaltraveltourism.com



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INDUSTRY EVENTS

SOUTH AFRICAN AIRWAYS ANNOUNCES \$599 TRAVEL INDUSTRY FARES FOR INDABA

South African Airways (SAA), South Africa's flagship airline, has announced a special fare of \$599 round trip (excluding taxes and fuel surcharges; limited seating) for travel from New York JFK or Washington, D.C., to Durban, South Africa, for industry delegates attending Indaba, Africa's premier travel and trade exhibition.

Indaba will take place May 9–12 at the Albert Luthuli International Convention Center in Durban.

"We offer this low fare as an opportunity for travel agents and industry partners to make a small investment in their business that could later translate into larger profits. Attending Indaba will go a long way toward making that happen," said Todd Neuman, vice president of sales for SAA in North America.

South African Airways, 800-722-9675, www.flysaa.com

ANNUAL CARIBBEAN HOTEL & TOURISM INVESTMENT CONFERENCE IN BERMUDA APRIL 14–16

With record-breaking attendance and more than \$100 billion in investment in the Caribbean announced at the 2008 convention, the 13th Annual Caribbean Hotel & Tourism Investment Conference (CHTIC) slated for April 14–16 at the Fairmont Southampton in Bermuda will build on that momentum when it brings together hoteliers, tourism officials, developers, bankers and other lenders to discuss and plan investment strategies for the Caribbean.

The Caribbean Hotel & Tourism Association (CHTA), the event's organizer, is developing the conference program to include vital topics impacting today's tourism marketplace. Session subjects will include: Outlook for the Caribbean, New Capital/Equity Sources, How to Develop and Operate a 'Green' Product, Devising and Implementing 'Green' Destination Strategies, Investing in the Caribbean, The Resort/Vacation Ownership/Real Estate Component, Managing Debt While Building a Hotel in Today's Economy, Asset Management and Value Preservation, and Putting Together the Timeshare/Fractional Deals.

"As demonstrated at last year's CHTIC, there is a strong interest in investing in the Caribbean region and we are providing a forum for investors to hear about the opportunities available within our countries," said Enrique De Marchena, president of CHTA. CHTA registration rates are \$975 for members and \$1,075 for non-members. Delegates can register for the conference via the CHTA website.

CHTIC was founded by CHTA and CTO in 1997 with the specific objectives of improving the tourism investment and operating climate in the Caribbean, raising awareness of development opportunities and stimulating a continuing flow of equity and loan capital into the region.

Caribbean Hotel & Tourism Association (CHTA),
events@caribbeanhotelandtourism.com,
www.caribbeanhotelandtourism.com



The Jamaica Product Exchange

Jamaica's Premier Hospitality & Tourism Trade Show

May 11-14, 2009

Ritz Carlton Golf & Spa Resort, Jamaica

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

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

To participate, contact:

The Jamaica Hotel & Tourist Association

2 Ardenne Road, Kingston 10, Jamaica

Tel: (876) 926-3635-6 - Fax: (876) 929-1054

Email: info@jhta.org

VACATION.COM'S ANNUAL CONFERENCE HAS NEW PROGRAM

Vacation.com® plans to stage extensive training and supplier seminars at their 11th International Conference & Trade Show June 16–20 at Caesars Palace in Las Vegas.

Key enhancements to their products will be shown including EZguider's upcoming airline displays, the Engagement marketing program's ability to target travelers with discretionary income and new client acquisition programs via e-Engagementplus.

Attendees will have opportunities to train on EZguider and exclusive products like e-Engagementplus.

Attendees will also be able to garner insights from Vacation.com's Preferred Suppliers, as well as a VIP Industry Panel moderated by *Travel Weekly's* Arnie Weissmann.

Vacation.Com, www.AgentNet.com/conference

UMA AND NTA PLAN TO CO-LOCATE ANNUAL CONVENTIONS AND TRADE SHOWS

The United Motorcoach Association (UMA), representing the bus and motorcoach industry, and the National Tour Association, tourism professionals from the packaged travel industry, announce a plan to explore co-locating their two annual conferences, UMA Motorcoach Expo and the NTA Annual Convention, to strengthen the industry and refocus the industry's event calendar.

ASTA WINTER FESTIVAL



The New York ASTA (American Society of Travel Agents) recently held their annual "Winter Festival" at Tavern on the Green. Pictured from Left to Right: is the new Board of Directors: Barbara Columbo, ASTA VP, Bronx; Bob Paradiso, NY ASTA VP, NYC; Simone bassous, ASTA VP, NYC; Allice Tillem, Chairperson; Ralph Vasami, Treasurer; Barbara Jathas, NY ASTA President; Migdalla Cruz, ASTA VP, Brooklyn.

NTA currently hosts the Destination and Attractions aisle at UMA Motorcoach Expo, while UMA reciprocates by sponsoring the motorcoach exhibits during NTA's Convention. The two associations share members with common customers, and group travel passengers, as well as common challenges and opportunities.

United Motorcoach Association (UMA), www.uma.org;
National Tour Association (NTA), www.NTAonline.com

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2009 • CALENDAR OF EVENTS

DATE	EVENT	LOCATION	CONTACT
APRIL			
2-6	Cruise 3sixty	Fort Lauderdale, FL	www.cruise3sixty.com
4-8	Travel South 2009	Kissimmee, FL	www.travelsouthusa.com
9-12	Ecuador Verde	Quito, Ecuador	www.turismoverdeecuador.com/
14-16	CHTIC 2009	Hamilton, Bermuda	www.caribbeanhotelandtourism.com
15-16	Cultour	Dusseldorf, Germany	www.cultourfair.com
15-17	IT&CM	Shanghai, China	www.itcmchina.com
20-22	DATE 2009	Punta Cana, DR	www.drdate.net
22-24	COTTM 2009	Beijing, China	www.cottm.com
23-25	SATTE OPEN WORLD	New Delhi, India	www.satte.org
24-26	Peru Travel Mart	Lima, Peru	www.perutravelmart.com.pe
26-29	Tianguis 2009	Acapulco, Mexico	www.tianguisturistico.com.mx
MAY			
5-8	ATM	Dubai, UAE	www.arabiantravelmarket.com
7-10	SITC	Barcelona, Spain	www.salotourisme.com
7-10	IGLTA Annual Convention	Toronto, Canada	www.iglta.com
9-12	Indaba 2009	Durban, South Africa	www.indaba-southafrica.co.za/default.aspx
10-12	GTM 2009	Rostock, Germany	www.germany-travel-mart.de
11-14	JAPEX 2009	Ocho Rios, Jamaica	info@jhta.org
13-15	Expotur 2009	San Jose, Costa Rica	www.expotur.travel
15-16	WTTC Global Economic Forum	Florianopolis, Brazil	www.globaltraveltourism.com
16-19	POW WOW 2009	Miami, FL	www.powwowonline.com
17-19	Global Spa Summit 2009	Interlaken, Switzerland	www.globalspasummit.com
17-22	ATA 34th Annual Congress	Cairo, Egypt	www.africatravelassociation.org
18-19	EMIF 2009	Brussels, Belgium	www.emif.ru
19-22	RTD-3	Belize	www.icrtbelize.org
20-22	SMART 2009	St. Maarten, NA	www.shta.com
21	LATAM Show 2009	Miami, FL	www.latamshow.com
26-28	IMEX	Frankfurt, Germany	www.imex-frankfurt.com
JUNE			
3-5	Asia Tourism Resort & Attraction 2009	Shanghai, China	www.tourism-attraction.com
4-6	NTA Tour Operator Spring Meeting	Monterey, CA	www.ntaonline.com
11-14	ITE 2009	Hong Kong, China	www.itehk.com
15-16	City Break	Gothenburg, Sweden	www.citybreakexpo.com
15-18	Asia Luxury Travel Market	Shanghai, China	www.altm.com.cn/
JULY			
29-31	DMAI Annual Convention	Atlanta, GA	www.destinationmarketing.org
SEPTEMBER			
8-10	CIBTM	Beijing, China	www.cibtm.travel
9-11	La Cumbre	San Juan, Puerto Rico	www.lacumbre.com
22-25	Top Resa	Paris, France	www.topresa.com
23-25	Travelmart Latin America	Pantagonia, Chile	www.travelmartlatinamerica.com
28-29	MITM Euromed	Oviedo, Spain	www.mitmeuromed.com
29-Oct 1	The Motivation Show 2009	Chicago, IL	www.motivationshow.com
OCTOBER			
10-11	Adventures in Travel Expo	New York City, NY	www.adventureexpo.com
25-30	ADHT 2009	Dar Es Salaam, Tanzania	www.adht.net
20-22	Adventure Travel World Summit	Quebec, Canada	www.adventuretravelworldsummit.com
NOVEMBER			
7-11	ICCA Exhibition	Florence, Italy	www.iccaworld.com
9-12	WTM	London, England	www.wtmlondon.travel
14-18	NTA Annual Convention	Reno, NV	www.ntaonline.com

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

HILTON HOTELS CORPORATION ANNOUNCES APPOINTS BILL DUNCAN SENIOR VP, BRAND MANAGEMENT FOR ITS HOMEWOOD SUITES AND HOME2 SUITES



BILL DUNCAN

Hilton Hotels Corporation (Hilton) has appointed Bill Duncan to Senior Vice President, Brand Management for the Homewood Suites by Hilton and newly-launched Home2 Suites by Hilton™ brands. He replaces Rebecca Wyatt, who left the company to be with family in Atlanta.

“Bill has held nearly every role imaginable on both the management and brand sides of hotel operations and has practical experience in the nuances of the extended-stay segment,” said Phil Cordell, Global Head of Focused Service Brands, Hilton Hotels Corporation.

Duncan is responsible for product development, marketing and growth of the two brands. Based at Hilton’s Memphis Operations Center, he is also responsible for brand management planning and development, and overseeing all programs designed to increase occupancy and enhance owner satisfaction.

Previously, Duncan was Vice President of Sales and Marketing for Homewood Suites for 10 years, where he directed strategy and implementation in the areas of sales, marketing, public relations, quality, guest retention, and development support. He also served as Vice President of Hotel Performance Support for the brand, where he oversaw the growth and productivity of revenue management, product service and development, brand performance support, and financial management and profitability.

A 27-year industry veteran, Duncan began his career as a hotel management trainee and rose rapidly to key executive positions. With practical sales management experience and expertise in all market segments, he’s held a variety of management positions with the Embassy Suites and Homewood Suites brands, as well as with Hilton Family marketing.

Duncan holds a BA in Business Administration (major in marketing, minor management) from Texas A&M. He’s on the board of directors of the National Coalition for the Homeless and several nonprofits in the Memphis area. Last month, he was honored with the Hospitality Sales & Marketing Association’s “Top 25 Extraordinary Minds in Sales & Marketing” award at the organization’s 52nd annual Adrian Awards.

Hilton Hotels Corporation; Homewood Suites by Hilton, 800-CALL-HOME (-225-5466), www.homewoodsuites.com; Home2 Suites, www.Home2Suites.com



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ARTA ELECTS LYNN HAYES, CTC, MCC AS CHAIRMAN AND RE-BRANDS WITH NEW LOGO



LYNN HAYES

At its first board meeting of 2009, held at the Hilton Hotel, ARTA elected Lynn Hayes, CTC, MCC (CWT Vacations, formerly Piedmont Travel, Greenville, SC) as Chairman. Hayes was previously ARTA Chairman from 1997-2000. Other ARTA Executive Committee officials newly elected include Jane Dever (Crosby Cruises & Tours, Florida, NY) as Vice Chairman; Carol Young, CTC (Experience Travel, Hixon, TN) as Secretary; John Faulds, CTC (Travel Destinations, Scottsdale, AZ) as Treasurer; and Nancy Linares, CTC (Holidays 'N Travel, Austin, TX) as Member-At-Large. ARTA's executive committee reflects both continuity of leadership and a deep commitment to take ARTA successfully into the future.

Also all-new is ARTA's corporate identity. ARTA has re-branded its organizational identity with a new logo and complementary banners. Using a "compass metaphor," ARTA seeks to convey its goal of assisting travel agencies in navigating a profitable travel agency and the association's leading the way through advocacy, education, and strengthening the travel agency sales and distribution channel.

The Association of Retail Travel Agents (ARTA) is the largest non-profit association in North America that represents travel agents exclusively. It's headquartered in Scottsdale, Arizona, and is the strategic partner of Canadian-based ARTA Canada.

ARTA, 800-969-6069, pat@artaonline.com

ROMANTIK PRESIDENT ROLAND ZADRA HOTELIER OF THE YEAR 2009



ROLAND ZADRA

Roland Zadra, owner of the Romantik Hotel Landschloss Fasenerie in Zweibruecken and president of Romantik Hotels & Restaurants International, was named Hotelier of the Year 2009 by the Allgemeine Hotel & Gaststaetten Zeitung (AHGZ) and the publishing house Deutscher Fachverlag during a gala event in Berlin in January. Since 1990 this most important hospitality industry award in Germany is bestowed on an individual who renders outstanding services to the hospitality industry. The main criteria are the pursuit of continuity, the courage to take risks, a spirit of innovation and enduring economic success.

All of the above can be found in the South Tyrolean born Roland Zadra. In 1993 he took over the Romantik Hotel Landschloss Fasenerie in Zweibruecken, a country manor he was enamored with from the beginning. Today he calls it "a refuge from daily routine" and continues the tradition of an inviting country estate seamlessly. Roland Zadra has always considered the training and promotion of young employees as very important, not only in his own hotel, but also within Romantik Hotels & Restaurants International and hence within the European

hospitality industry. He expressed his gratitude to his family and his employees, because without them he would not be able to transform these admirable goals into real life projects.

For 37 years, Romantik Hotels & Restaurants in 11 European countries have been offering discerning guests a wide selection of 200 historic and award winning properties: country inns and city mansions, castles and palaces, manor houses and cottages. Regionally influenced gourmet cuisine plays a very important role at Romantik Hotels & Restaurants—20 of the chefs have been awarded Michelin stars, over 60 hold 14 points or more at the prestigious Gault Millau gourmet guide. A tip for Spa aficionados: 62 hotels in five countries meet the criteria of the proprietary Romantik Wellness seal and offer a variety of treatments in a relaxing atmosphere.

Romantik Hotels & Restaurants, www.romantikhotels.com

ANNOUNCING A NEW SWISS FIRST CLASS: A SUITE ABOVE THE CLOUDS

Starting this spring, SWISS will gradually introduce a new First Class cabin in conjunction with its fleet renewal program. The focal point is the new SWISS First seat offering exclusive design, top in-flight comfort, and extensive privacy.

"With our new First Class, we're setting new benchmarks for individual travel in an exclusive in-flight environment," says Christoph Beckmann, Chief Marketing and Product Officer. "Our 'suite above the clouds' underlines SWISS' positioning as a top-quality airline, and marks a further consistent step in our ongoing quality drive, both on the ground and in the air."

With numerous settings and comprehensive adjustability, the new SWISS First Seat offers excellent in-flight comfort that can be specifically tailored to each guest's individual preferences. The spacious surroundings and adjustable sidewalls provide extensive privacy, while sophisticated lighting and the contemporary-yet-warm SWISS design combine to create a pleasant sense of space. As a further bonus, the unique guest seat, complete with backrest and armrests, enables the First Class customer to dine or work with a fellow traveler at a generously proportioned table.

The SWISS First seat can be reclined at the touch of a button into a totally lie-flat bed that is more than six feet long. It is also equipped with a down-filled duvet, and incorporates an innovative pneumatic air cushion that can be adjusted to individual preferences in any seating position. Further extras include a 23-inch in-flight entertainment screen, and generous work surfaces and storage facilities.

SWISS, 877-FLY SWISS (-359-7947), www.swiss.com

Egyptian Tourist Authority Saw Healthy Increase from American Market in 2008

American tourism to Egypt showed a dramatic increase of arrivals in 2008 over the previous year according to an announcement made by the Hon. Zoheir Garranah, Egypt's Minister of Tourism. "We had 319,000 thousand visitors from the US last year, representing a 17-percent increase."



ZOHEIR GARRANAH

According to Hon. Garranah, "Egypt is optimistic that despite the challenging economic climate, this growth will continue because we have an excellent, diverse, high-quality tourism product that offers Americans great value for the dollar."

The Minister added, "We are confident that the travel industry will bounce back and we will be ready. We have modernized our airports, ports, roads and we are now working on our railway networks. Regarding hotel investment, Egypt has been very successful in attracting international investment in tourism. It is interesting to note that the US has the largest market share among foreign hotel management companies. By the end of 2008, we had 211,000 rooms with 156,000 under construction, 70 percent of which are at Egypt's coastal resorts."

Egypt is hosting four major US-based travel industry organizations within an eight-month period, and that will ensure the popularity of that destination in America. Mr. Sayed Khalifa, Director, Egyptian Tourist Office in New York, noted that "the American Tourism Society (ATS) held a conference in Cairo in October, 2008. This spring we are hosting the Society of American Travel Writers (SATW) Freelance Council February 2-10, 2009, the United States Tour Operator Association (USTOA) Executive Council in March 2-11, 2009 and the Annual Africa Travel Association International Congress, May 17-21, 2009." Egypt Air, now a partner in the Star Alliance, has been offering special rates for delegates to these industry conferences.

Much of this optimism is supported by US-based tour operators. Robert Whitley, President, USTOA, said "In these times when many Americans are cutting back on travel, the real bright spot is Egypt which has enjoyed growth while other destinations have had declines. USTOA is excited about going to Egypt with the hope that more tour operators will include Egypt in their programs and tour operators who currently have Egypt programs will expand their product."

Phil Otterson, Sr. VP External Affairs, Tauck World Discovery and President, the American Tourism Society (ATS), said "Exotic destinations that offer value for the dollar, such as Egypt, are doing quite well in 2009. We are very pleased that as a result of the ATS conference, some of our members who had never been to Egypt before, were so impressed with the quality of the tourism experience there, that they are now including Egypt in their tour programs."

"One of the strengths of our destination," added Mr. Khalifa, "is that it has such a diverse range of activities and accommodation, that there are tours that appeal to the high-end luxury client as well as for those on more limited budgets."

Mohamed Anwar, President, Lotus International Tours, said "we expect an increase in traffic in 2009 despite the economic climate. At Lotus there is a demand for lower-cost trips and we can offer quality Egyptian programs for limited budgets. In fact the demand for Egypt is so high for this coming summer, that Lotus is adding one more student package to its Egyptian programs."

"2008 was an excellent year for US tourism to Egypt and we expect that 2009 will be equally as good," said, Ronen Paldi, President, Ya'lla Tours USA. "Egypt is what we call an 'emotional' destination. Our clients want to go to fulfill their once-in-a-lifetime dream, to see the world famous Pyramids, take a Nile cruise stopping Luxor and Aswan. For this reason, Egypt has proven to be almost 'recession' proof. Ya'lla has experienced a steady flow of bookings since the New Year and we have not had to compromise our high standard or quality of our large selection of tour options."

Adam Leavitt, Vice President Marketing at Trafalgar said "Egypt tours have been growing steadily in popularity over the past few years. Our passenger numbers for 2007 Egypt tours were up 35 percent over 2006, with 2008 up 44 percent over 2007. 2009 is looking strong as well, and we are over 35 percent ahead with our 2009 bookings year to date. Given the current state of outbound international travel in general, these numbers are incredibly encouraging and speak well to another successful year for Trafalgar's tours to this region. We see this increase in popularity as a result of both the incredible value that escorted touring provides in visiting exotic destinations as well as the desire on the part of our passenger to visit Egypt knowing that all of the details and any of their concerns are being handled by experts."

Egyptian Tourist Authority, www.egypt.travel

BRAZIL

South Star Tours is offering a new FAM to Brazil, a diverse, sophisticated destination enjoying popularity nowadays for its economy and scientific achievements.

To ensure enough convenient choices, four inexpensive seven-day/six-night programs are planned. Agents may take up to three companions at additional cost of only \$90 each!

All programs include Rio de Janeiro: HD Sugar-Loaf Tour, HD Corcovado Tour, FD Tropical Islands with lunch, Rio By Night: Dinner and Samba Show. Ground transportation, taxes and service charges at hotels, daily breakfast, English-speaking guides, and the assistance of local representatives is included.

Offered are Rio de Janeiro and Iguassu, from \$599 ppdo; Rio de Janeiro and Buzios, from \$669 ppdo; Rio de Janeiro and Angra Dos Reis, from \$777 ppdo, and Rio de Janeiro and Salvador Da Bahia, from \$789 ppdo. Detailed itineraries

and tour particulars are available on the website. Agents must have a valid IATAN card/IATAN list, CLIA, OSSN or valid travel business license; offer provided to a maximum of two agents per agency for the year.

**South Star Tours, 800-654-4468,
sales@southstartours.com,
www.southstartours.com**

EGYPT

Sunny Land Tours has prepared a fantastic FAM to Egypt that includes a luxury Nile cruise! Agents and their companions will enjoy Egypt for 10 days, departing JFK October 2 and December 4, 2009.

The trip is priced from \$1,090 and includes: Round trip air from JFK, all inter-Egypt domestic flights, and all airport/hotel/cruise boat transfers. Featured are a four-night deluxe Nile cruise aboard MS Carnival from Luxor to Aswan, and four nights' deluxe accommodation in Cairo at Pyramids Intercontinental with breakfast daily and all meals during the cruise.

There are excursions to Cairo with lunch (visiting Egyptian Museum), and visits to the Pyramids, Sphinx, Memphis and Sakkara with lunch. Egyptologist tour guides and all admission fees to museums and other places of interest are included; escorts throughout.

This is for IATAN agents only, with up to four companions (\$700 supplement each); limited space. Details are provided at www.HotFamTrips.com.

**Sunny Land Tours, 800-783-7839,
www.sunnylandtours.com;
HotFamTrips.com**

KENYA

Cheli & Peacock is offering a stunning scheduled Kenyan Fam this year for June 16–22 and June 24–30, 2009. The price is \$850 per participant (lower cost as does not include coastal properties). Agents participating on the June Fam trips will visit Cheli & Peacock's safari properties only.

Kitich Camp is not included due to the temporary closure for refurbishment. Park/conservation fee waivers are being ne-

gotiated with KWS and KATO.

Itinerary inclusions (based on 10 participants traveling in shared accommodation) are: full-board accommodation at all properties; soft drinks, beer, non-luxury spirits and house wine at all properties; game drives in 4x4 vehicles; shared private charters, scheduled flights, airport/airstrip transfers, all domestic flight departure taxes; laundry; and membership to Flying Doctors Society.

Excluded are champagne, luxury spirits and wines at all properties, special activities such as spa, massage and balloon flights; any statutory increases beyond the control of Cheli & Peacock; international flights and visa fees; gratuities to camp staff and park/conservation fees.

John Moody will respond to requests for detailed itineraries for the date selected. Bookings are on a first-come, first-served basis through Caro Njambi (email below).

**Cheli & Peacock, johnafrica@mac.com,
pamarketing@chelipeacecock.co.ke;
www.chelipeacecock.com**

RUSSIA

Imperial River Cruises is planning a 10-day fam cruise from Moscow to St. Petersburg, on the M/S Lavrinenkov, from May 15 to 24, 2009.

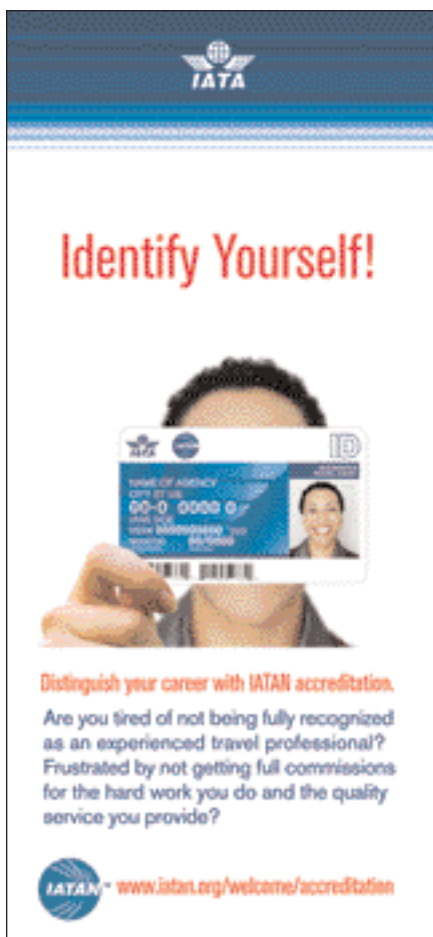
Agents will learn about Russian history and culture, Imperial's ships and cruise facilities, accommodations and how to attract more clients and earn more money.

A government-licensed guide will describe the history, mythology, and art of the ports visited for a greater understanding of Russia. A detailed itinerary is available on the website.

Prices are from \$995 per person, cruise only, and includes accommodations, three meals per day, sightseeing and shore excursions with English-speaking guides. Companions may accompany for \$1,095.

Airfare can be purchased on request; port tax of \$95 and fuel surcharge of \$60 are not included in the price.

**Imperial River Cruises, 800-555-0678,
river@cruisebyriver.com,
www.imperialrivercruises.com**



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AUSTIN-LEHMAN ADVENTURES ANNOUNCES FAMILY-FRIENDLY CYCLING ITINERARIES



In summer 2009, Austin-Lehman Adventures (ALA) brings its active family vacation programs to Europe with four family-friendly cycling trips exploring France, Holland, Germany and Austria.

Dan Austin, Director, says that routes have been carefully assessed both for cycling ease and inclusion of those sites and scenes that will be of most interest to children as well as their parents. "Instead of focusing on the most prestigious lodgings with paths that get us there."

The four new European itineraries for 2009 are fully described on their website, and are called:

France Family: La Loire Valley of the Kings—July 11–18 and August 15–22; eight days/seven nights at \$3,498 per adult double (\$565 single supplement); \$3,148 first child, \$2,798 additional child.

Holland Family: Bike Paths, Windmills & Pancakes—July 19–26 and August 9–16; eight days/seven nights at \$2,998 per adult double (\$510 single supplement); \$2,698 first child, \$2,398 additional child.

Germany Family: Mosel Magic—July 11–17 and August 8–14; six days/five nights at \$2,498 per adult double (\$480 single supplement); \$2,248 first child, \$1,998 additional child.

Austria Family: Fun in the Alps—June 27–July 4 and August 8–15; eight days/seven nights at \$3,298 per adult double (\$780 single supplement); \$2,968 first child, \$2,638 additional child.

Austin-Lehman Adventures, 800-575-1540,
info@austinlehman.com, www.austinlehman.com

HIGH VALUE IN GERMANY'S HISTORIC CITIES

The Maritim Hotel Group has established their signature combination of luxurious accommodations with advanced business meetings capabilities at six East German destinations accessible from Frankfurt and Berlin, some with names familiar for their cultural

and historical influence.

Together with the adjoining International Congress Center Dresden (ICD), the Maritim Hotel Dresden provides an impressive 21 halls accommodating up to 6,800. This unusual hotel in an historic warehouse enjoys an enviable spot right on the banks of the River Elbe close to the center of town. The Maritim Hotel Magdeburg has a prime location in the center of Saxony-Anhalt's capital, and includes 514 sleeping rooms and 15 halls for up to 1,600 participants as well an additional four meeting suites for up to 30. Magdeburg's Gothic cathedral, dating back as early as the 10th century, is within walking distance of the hotel.

Near the central station, the Leipzig/Halle Airport and the exhibition city of Leipzig, the Maritim Hotel Halle has 298 sleeping rooms and 13 meetings rooms. Halle is best-known as the birthplace of Georg Friedrich Handel, whose music can be heard at the annual Handel Festival in the city's 700-year-old cathedral.

Other Maritim properties in Germany's eastern region are found in Travemuende, Heringsdorf, and of course, Berlin.

Events planners can be confident, even in cities traditionally less traveled by Americans that Maritim's experienced, efficient and proactive personnel will provide a wide range of conference packages and related services.

And now for the very pleasant surprise: The daily delegate rate at the Maritim Hotel Dresden begins at approximately \$60 per person, the Maritim Hotel Magdeburg rate is about \$58 per person, and at Maritim Hotel Halle it's around \$44 per person.

Maritim Hotels, 800-843-3311, info@maritimusa.com,
lcherepon@maritimusa.com, www.maritim.com;
German Convention Bureau (GCB),
gcb@germany-meetings.com, www.germany-meetings.com

DUBROVNIK TRAVEL JOINS EUROMIC AS MEMBER FOR CROATIA

Euromic, destination management partnership in Europe and the Mediterranean Basin, voted to admit Dubrovnik Travel, Croatia's leading DMC and PCO, as its 29th official member.

A booming European destination, Croatia draws nearly 10 million international visitors a year. As well as offering newly-renovated properties, Croatia is easily accessible from international gateways and just a short flight from many major European cities. MICE business is a fast-growing sector of Croatian tourism. Meeting and incentive planners looking to "wow" clients are increasingly eager to take advantage of the unique fusion of Central European culture and the stunning, luxurious Dalmatian coastline, a popular excursion for Mediterranean cruise programs. Visitors are especially attracted to the Old City in Dubrovnik, called "the Pearl of the Adriatic" by Lord Byron. It was the medieval rival to Venice in culture and commerce and has been designated a UNESCO World Heritage Site.

"Dubrovnik Travel is proud to become part of the Euromic tradition of excellence," said Daniel Marusic, CEO of Dubrovnik Travel. Euromic, marketing_usa@euromic.com

THE MARMARA HOTELS & RESIDENCES OPEN THIRD ISTANBUL HOTEL, MARMARA SISLI

The Marmara Hotels & Residences, which operate Turkey's most prestigious hotel collection, opened its third hotel in Istanbul. The Marmara Sisli, a four-star hotel located in the city's business district of Mecidiyeköy, will join The Marmara Istanbul, the only five-star hotel in Taksim Square and The Marmara Pera in historic Old Istanbul.

Travel + Leisure magazine voted Istanbul the #3 city in Europe in their 2008 "World Best Awards" and recognizing the growing popularity of Istanbul as a top travel destination, Marmara Hotels & Residences wanted to offer a variety of accommodation levels in the city's prime locations.

Offering panoramic views of Istanbul, The Marmara Sisli features a stylish and modern interpretation of 1950s design. The 107-room hotel is within walking distance

to Istanbul's business centers, historic sights, shopping and active nightlife, making it an affordable choice for both business and leisure travelers.

The Marmara Sisli's "Nano" rooms offer the most affordable option. These provide all the necessities and amenities in a chic, comfortable and cheerful setting. Guest accommodations also include 88 "Square" rooms and 13 "Wagon" rooms. Located on the penthouse level, the "Wagon" rooms are designed to resemble individual train compartments giving the entire floor the appearance of a train. All guestrooms have satellite cable LCD TV, complimentary wireless high-speed Internet access, in-room safe, and mini-bar. Room rates start at approximately \$161, exclusive of VAT.

The Marmara Sisli also features a lobby lounge concept, Marmara's alternative to the usual hushed public spaces found at luxury hotels. Located on the ground floor is an expansive open area that incorporates a restaurant, lounge, and lobby all into one inviting, interactive public space where guests can relax, dine and work.

The Marmara Sisli is the latest property to open after The Marmara Hotels & Residences' announcement this year of plans to spend \$1.5 billion on international expansion with the goal of adding 40 hotels globally over the next 10 years. Marmara Hotels & Residences, www.themarmarahotels.com

55+ TRAVELERS QUALIFY FOR \$200 PER COUPLE DISCOUNTS THROUGH CIE TOURS INTERNATIONAL

Travelers 55 and over can save \$200 per couple (or \$100 per person) on more than 100 escorted vacation departures to Ireland and Britain in 2009 by booking with CIE Tours International.

For example, the \$100 discount is valid on seven departures of CIE's Irish Odyssey, a fully escorted 12-day vacation that covers the coastal circuit of Ireland, regularly priced from \$1,598 for land-only or from \$1,982 including airfare from New York or Boston. The mature traveler discount applies to departures on March 26, May 3,

June 4, July 2, August 13, September 3, and October 1.

Conducted at a leisurely pace, with many two-night hotel stays including a night at a castle, the itinerary provides a kaleidoscope of the most scenic parts of Ireland, starting at Dublin, and taking in sixth-century Cashel, Blarney, Cork, Killarney, Dingle Peninsula, Adare, Bunratty, Cliffs of Moher, Galway, Connemara, Knock, Sligo, Donegal, Derry, Giant's Causeway, Omagh, and Cavan.

The price covers superior and first class hotel rooms with private bath for 10 nights; full Irish breakfast daily; nine dinners including dinner with traditional Irish entertainment in Dublin, and farewell dinner with music at Cabra Castle; welcome get-together drink; tour of Dublin with local guide; "Titanic" walking tour of Cobh and walking tour of Derry; fully escorted sight-seeing tour via luxury motorcoach including admission fees to 14 attractions; service charges, baggage handling, and taxes.

The \$100 discounts are also offered on three departures of the 10-day Irish Legends tour; six departures, 13-day Irish Classic tour; two departures, 10-day Irish Explorer; seven departures, 12-day Irish Odyssey; five departures, 13-day Irish Tradition; and one departure each for the 10-day Irish Interlude, 9-day Mystical Ireland, and 7-day and 9-day Irish Fling. In addition, the discount applies to three departures of the 10-day British and Irish Delight; 15 departures, the 11- or 12-day Taste of Scotland & Ireland; four departures, 11- or 12-day Scots Irish Tour; two departures, 13-day Scottish and Irish Dream; six departures each, 15-day British and Irish Voyager and the British and Irish Grandeur; nine departures, Scottish Isles and Glens; two departures, 6- or 7-day Taste of Scotland; seven departures, 8-day Scottish Dream and four departures, 9-day Scottish Dream; and one departure of the English and Scottish Discovery.

Early booking is essential; discounts are limited to the first 15 seats requested for each date.

CIE Tours, 800-CIE-TOUR (-243-8687), www.cietours.com

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LIBRARY HOTEL NEW YORK CALLED "BEST LUXURY HOTEL UNITED STATES" BY TRIPADVISOR



KHHotels' The Library Hotel New York, was chosen as a "Best Luxury Hotel United States" by *TripAdvisor*® in its 2009 Travelers' Choice® awards. "We are especially proud of this award, because unlike any other hotel awards program in the world, *TripAdvisor* Travelers' Choice winners are based on real and unbiased reviews and opinions about the hotel from our actual guests," noted Director of Sales Yogini Patel.

Designed to feel more like a private club than a hotel, each of the Library's 60 elegantly appointed accommodations have been individually adorned with a collection of art and 25–100 books based on one distinctive topic. Each floor of the hotel is dedicated to a major category of the Dewey Decimal System and the guest rooms on that floor reflect the featured topic: Social Sciences, Literature, Languages, History, Math & Science, General Knowledge, Technology, Philosophy, The Arts and Religion.

Personal service goes one step further as guests may request a room based on a favorite interest such as those found on the Literature floor—subjects from Poetry to The Classics to Erotic Literature—or they

may explore the unique delights of each room, one visit at a time. Intriguing room themes such as Astronomy and Botany are offered on the Math and Science floor. Law, Eastern Religion, Money, and New Media are also among the eclectic themes.

The Library Hotel, www.libraryhotel.com; KHHotels, www.hkhotels.com

GRAY LINE NEW YORK SIGHTSEEING CREATES NEW TOUR ATTRACTION

Gray Line New York Sightseeing has added an additional attraction to their "Spectacular Red-Hot Winter Sale," which can save New York City travelers who are Gray Line guests over \$218 on regularly priced tour loops and attractions.

Gray Line New York Sightseeing's All Loops Tour includes Uptown, Downtown, Brooklyn Loops, and the Night Tour (which is not hop-on, hop-off). Led by experienced tour guides on the world's largest fleet of double-decker buses, Gray Line New York, offers unlimited hop-on, hop-off access to over 50 stops throughout Manhattan and Brooklyn. The 48-hour All Loops Tour is \$49 and the 72-hour All Loops Tour ticket is just \$10 more.

"The time to visit New York is now," said Gray Line New York President Tom Lewis. "We are seeing historic bargains all around town, which is exactly where Gray Line will bring you. Our expert, guided double-decker bus tours are world-renowned for excellence, and we are happy to offer winter travelers a way to enjoy them for a little less."

During this special offer, Gray Line customers who purchase 48 and 72-hour All Loops Tours during March receive: Unlimited hop-on, hop-off privileges on all four loops throughout New York City at more than 50 locations (the Night Tour is not hop-on, hop-off). New York Water Taxi Statue of Liberty New York Express Harbor Tour (daily; \$25 value). Discover Staten Island Tour (Friday through Sunday only; \$15 value). Sports Museum of America (Closed Mondays; \$17 value). Meet a Broadway Performer (Tuesday, Thursday, Friday, Saturday only; \$25 value).

And now free Admission to the Rock & Roll Hall of Fame Annex NYC (Thursday through Sunday only; \$24.50 value), and 10 percent off on select store merchandise. Gray Line New York's All Loops Tour customers seeking additional savings can purchase tickets online and save \$10 per ticket.

Gray Line New York Sightseeing, 800-669-0051, www.NewYorkSightseeing.com

TRUMP HOTEL LAS VEGAS EXTENDS \$89 SUITE ESCAPE' VALUE THROUGH JUNE

In order to accommodate the overwhelming response to its "Suite Escape" package priced from \$89 per night, Trump Hotel Las Vegas has extended the extraordinary opportunity to experience its personalized service and world-class amenities through June 30, 2009.

Accommodations include an elegant Studio Suite boasting floor-to-ceiling windows, custom-designed furniture, European kitchens, expansive marble bathrooms, and a bed with custom mattress and 500-thread-count linens. Guests will also receive a \$50 credit at the 10,000-square-foot Spa at Trump, applicable toward any massage or facial, including exclusive treatments such as the Vegas Recovery Massage or Royal Facial. In addition, they will be treated to a late check-out (4 pm).

Some restrictions apply. The spa credit is valid exclusively for massage and facial treatments, and rates cannot be combined with another offer, nor are they applicable to groups.

Located just off the Strip across from the Fashion Show Mall, the 24k gold-clad Trump Hotel Las Vegas is an oasis from the stresses and concerns of the outside world. With its non-gaming, smoke-free environment, it provides all of the comfort and services of a boutique hotel. DJT, its Michelin-starred signature restaurant, offers chic dining in the lobby of the hotel.

Trump Hotel Las Vegas, 866-939-8786, tourtravellv@trumhotels.com, www.TrumpLasVegasHotel.com

SANTA FE'S "UNDERSTATED LUXURY" GRACES MUSEUM, GALLERY, HOTEL, AND CONVENTION CENTER OPENINGS

As America's oldest capital city approaches its 400th Anniversary in 2010, Santa Fe's timeless attributes along with new projects are luring visitors, homebuyers and meeting planners alike.

The New Mexico History Museum will open in historic downtown Santa Fe on Memorial Day weekend, May 24. The 96,000-square-foot cultural institution will offer state-of-the-art, immersive interactive exhibitions that redefine the modern history museum. A multi-media environment brings to life legendary New Mexico, exploring its early history through 400 years of Spanish colonization, the Mexican Period, and travel and commerce on the Santa Fe Trail. The museum also speaks to New Mexico's world-renowned arts communities and the clash and melding of cultures—Native American, Spanish, Mexican, French and Anglo-American.

Innovative exhibition treatments were created in partnership with two internationally recognized design firms: Gallagher & Associates of Bethesda, Maryland, whose past projects include the Jamestown Settlement Museum; and Second Story, a Portland, Oregon, company known for its award-winning interactive work for the Smithsonian Institution and the National Geographic Museum.

Last year Santa Fe debuted the Railrunner Express, a new train service that links downtown Albuquerque with the Santa Fe Depot, located in Santa Fe's vibrant Railyard District. Shuttles are available from the depot to the Santa Fe Plaza. The new service holds great potential for visitors as well as commuters, with shuttle service from Albuquerque's International Sunport Airport.

The new 72,000-square-foot Santa Fe Convention Center provides 40,000 square feet of event space and state-of-the-art audio/visual capabilities. A full schedule of events in 2009 includes SOFA Santa Fe, June 11–14—the renowned exposition of sculptural objects and functional art.

Santa Fe Convention and Visitors Bureau, www.santafe.org

THE ROOSEVELT HOTEL NEW YORK SWITCHES TO UTELL® HOTELS & RESORTS

Madison Avenue's historic The Roosevelt Hotel has selected Utell® Hotels & Resorts to generate bookings and increase visibility worldwide. Utell, the largest and most experienced third-party hotel marketing, sales and representation company, will provide global distribution and aggressive promotion through its international sales force to help The Roosevelt better compete on a global level.

Boasting 1,015 rooms and suites, as well as more than 30,000 square feet of meeting space, The Roosevelt in New York City is a prime destination for business and leisure travelers. Its heritage, sterling reputation and prime location at Grand Central Station make it a desirable property to add to Utell's more than 11,000-hotel portfolio, according to Ric Leutwyler, president of Utell.

"We're proud to now offer The Roosevelt Hotel to the travel agen-

cies, major TMCs, corporations and consortia groups who rely on Utell," said Leutwyler. "It's a standout in our overall portfolio, and greatly adds to our U.S. and New York City offering. With Pegasus' distribution solutions to increase visibility of the hotel, and our demand sales teams actively promoting it, we know we can help The Roosevelt book more room nights, even in this economy."

The Roosevelt Hotel, www.theroosevelthotel.com;
Utell® Hotels & Resorts, 800-44-UTELL (-448-8355),
www.UtellAgent.com, www.utell.com

THOSE WHO BOOK DISNEYLAND® RESORT CAN PUT CASH IN THEIR POCKETS

From now until the end of March, United Vacations is awarding \$1,800 in VISA gift cards to the agents who rev up their Disneyland® Resort bookings the most. The incentive runs through March 31, 2009 for travel through December 31, 2009.

Weekly prizes are two \$100 VISA gift cards, awarded to the top two Disneyland® Resort agent producers of the week. The Grand Prize is a \$100 VISA gift card, to be awarded to the top onsite Disneyland® Resort agent producer of the entire incentive. A Consolation Prize of a \$100 VISA gift card will be awarded to one random agent from all Disneyland® Resort onsite bookings made during the incentive. (Agents can increase their chances of winning with onsite bookings!)

Valid reservations are: Airfare, hotel and three-day or longer Park Hopper® Bonus Ticket for entire party, paid in full; and Hotel and three-day or longer Park Hopper® Bonus Ticket for entire party, paid in full. Onsite and offsite hotels qualify. A minimum of one onsite booking per week is required.

The following combinable deals are valid for bookings made by April 25, 2009 for travel through April 26, 2009.

\$150 Disney Gift Card received at hotel check-in— Stay four nights or more at one of these Hotels of the Disneyland® Resort for arrivals through April 26, 2009: Disneyland® Hotel, Disney's Grand Californian Hotel® & Spa, or Disney's Paradise Pier® Hotel; New! \$100 Disney Gift Card received at hotel check-in— Stay three nights or more at a Hotel of the Disneyland® Resort for arrivals through April 27, 2009; New! \$50 Disney Gift Card received at hotel check-in— Stay two nights or more at a Hotel of the Disneyland® Resort for arrivals through 4/28/09; Everyone Plays for the Kids' Price— Purchase a Disneyland® Resort Park Hopper® Bonus Ticket for an adult and receive the child's rate.

Save up to 20 percent on Dollar full-size cars and minivans. Instant \$75 off per reservation— Simply enter promotion code CITY at the time of booking.

Travel agents can book United Vacations through VAX VacationAccess at www.vaxvacationaccess.com or the VAX VacationAccess technology via Amadeus AgentNet, Sabre Vacations, and Vacation.com AgentNet.

Complete terms and conditions are described on the website.

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