

OCTOBER 2007

Travel World

The Magazine for Destination Travel Specialists

NEWS®

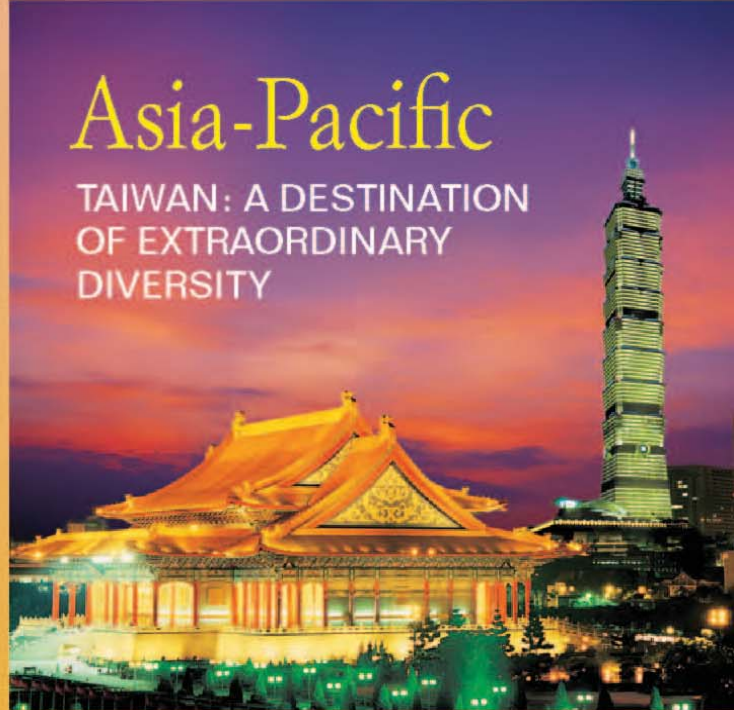


Caribbean

RIVIERA MAYA: REEF PLAYACAR COMBINES ALL-INCLUSIVE AMENITIES WITH SMALL BOUTIQUE ATMOSPHERE

Asia-Pacific

TAIWAN: A DESTINATION OF EXTRAORDINARY DIVERSITY



THINK YOU DON'T KNOW THE GHL HOTELES? IN FACT, MAYBE YOU DO!

Latin America



FOR THE HAPPY FEW, THE KIAROA ECO-LUXURY LODGE

Travel World NEWS[®]

The Magazine for Destination Travel Specialists

OCTOBER 2007

ISSUE NO. 232

executive office

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

internet website

www.travelworldnews.com

publisher

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

editor

Jennifer M. Lane
editor@travelworldnews.com

design production manager

Linda Rogers
production@travelworldnews.com

Maria Rebello, Accounting Manager
Cindy Johnson, Circulation Manager
Carol A. Petro, Design Consultant

dive editor

Lorry Heverly

cruise editor

Michael Iachetta

southeast regional correspondent

Joan Gonzalez

western regional correspondent

Connie Skoog

south america correspondent

Mark Zussman
mark_zussman@yahoo.com.br

contributing editors

Jacque Balaschak • Andrew Billi • Mona Birch
Jerry W. Bird • Ann Charles • Gail Dubov
George Hairston • Al Haut • Evelyn Kanter
Marjorie Klein • Nancy Marcantonio • Anita Mason
D.O. Christian Rieger • Knox Robinson • Mary Ellen Schultz
Robin Swados • Helen Kittl Smith • Diane Terry

Travel World News (ISSN 1044-4602) is published monthly by Travel Industry Network, Inc., 50 Washington Street, South Norwalk, CT 06854-2710. The cost of a subscription in the USA is \$25, in Canada \$40. For subscribers outside USA or Canada, the rate is \$80. Please send check or money order in U.S. dollars payable to **Travel World News**. For change of address, please enclose your mailing label and send to: Circulation Department, **Travel World News**, 50 Washington Street, South Norwalk, CT. Periodicals postage paid at Norwalk, CT, and additional mailing offices. POSTMASTER: Send address changes to **Travel World News**, 50 Washington Street, South Norwalk, CT 06854-2710. Address advertising inquiries and/or editorial copy to: **Travel World News**, 50 Washington Street, South Norwalk, CT 06854-2710. Copyright 2007. All rights reserved. Printed in USA. No part of this publication may be reproduced without permission.

All advertising in **Travel World News** is based on data submitted to the Publisher by the advertisers. The Publisher shall not be liable for the accuracy or inaccuracy of any information contained in **Travel World News** and shall not be liable, including but not limited to consequential or special damages, to any party for any products or services advertised or reported upon herein. The Publisher shall not be responsible for typographical errors. All information contained herein is subject to change without notice by the parties providing such products and services. The Publisher reserves the right to reject any advertising that has been submitted at his sole discretion. Upon providing a refund of any amount paid to the party whose submittal was rejected, the Publisher shall not have any liability to any party for such rejection.

INDUSTRY EVENTS 3

U.S. Increases Participation at FITUR '08
Bhutan Becomes First-time Participant 4



CALENDAR 10

INDUSTRY NEWS 11

EUROPE 13

FAM TRIPS 15

SECTION TWO • CARIBBEAN

Reef Playacar Combines All-Inclusive
Amenities With Small Boutique Atmosphere 2



SECTION THREE • LATIN AMERICA

Think You Don't Know The GHL Hoteles?
In Fact, Maybe You Do! 3

For The Happy Few,
The Kiaroa Eco-Luxury Lodge 6



SECTION FOUR • ASIA PACIFIC

Taiwan: A Destination of
Extraordinary Diversity 2



TIA AND B-FOR INTERNATIONAL FORM PARTNERSHIP TO EXPAND DISCOVER AMERICA PAVILION PROGRAM

The Travel Industry Association (TIA) and trade show organizer B-FOR International have created a strategic partnership to promote and expand TIA's Discover America Pavilion Program to market the U.S. at leading international travel and tourism trade shows.

B-FOR International are the organizers of Discover America Pavilions at ITB in Berlin, WTM in London, BIT in Milan, and TUR in Gothenburg, but the new agreement will initially include an expanded Discover America presence at FITUR in Madrid, MITT in Moscow, ABAV in Rio de Janeiro, FIT in Buenos Aires, and ITB Asia in Singapore.

"B-FOR is an established professional company we have worked with in the past and this new agreement will allow us together to expand to more markets throughout the world, thus serving TIA's membership and the U.S. travel industry as a whole," said Bruce Bommarito, TIA's Vice President of International Development. "Often the first contact an international traveler or travel professional has with America is at an international travel show, where the U.S. must compete with national pavilions organized by well-funded NTOs. It's critical that the U.S. travel industry unites and

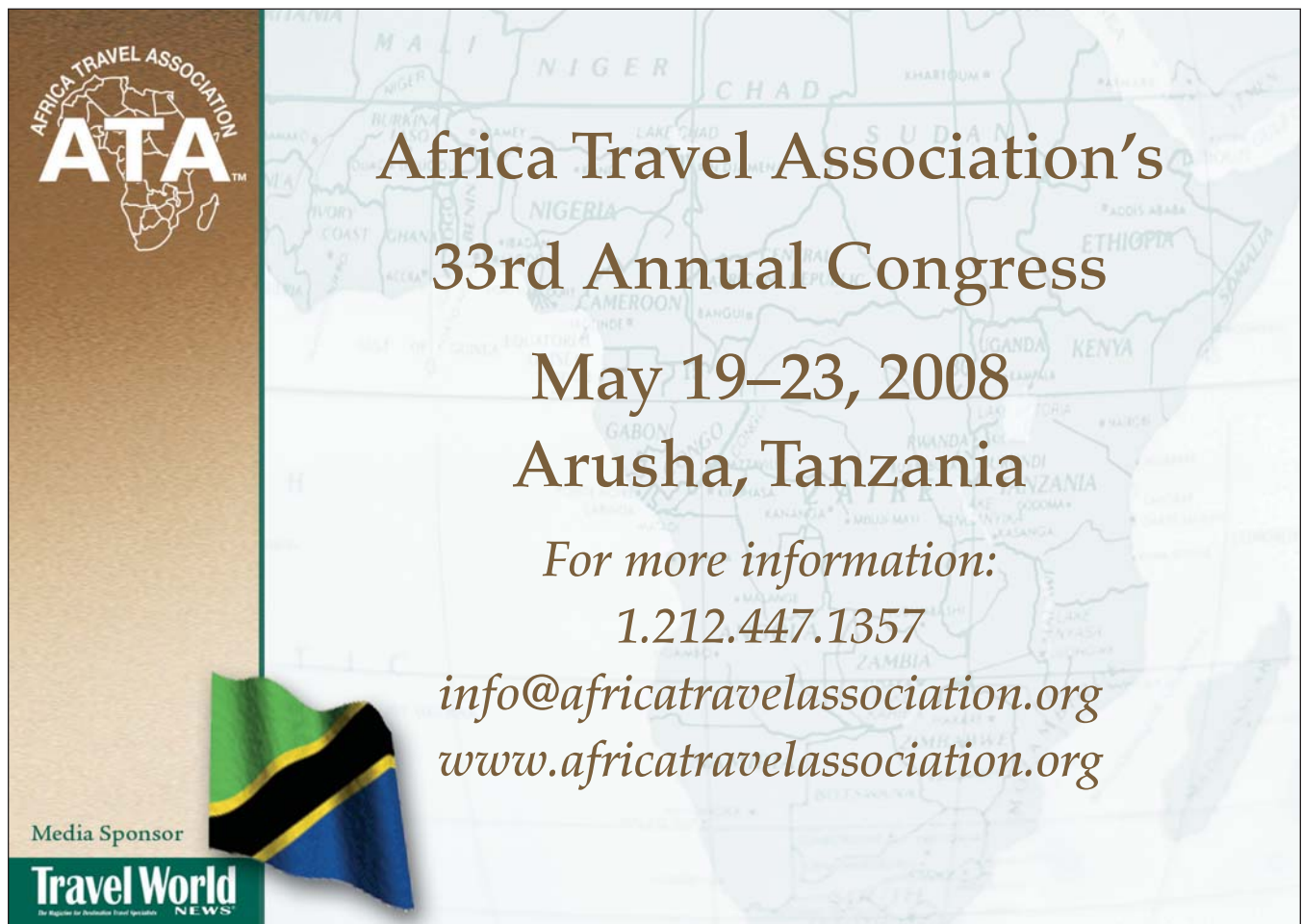
uses its limited resources wisely at international travel and tourism events to present the United States as the world's premier travel destination."

"Formalizing our long-standing cooperation with TIA sets the standards and direction of the Discover America Pavilion program and enables us to better involve the industry in developing cost-efficient ways to showcase the United States at international travel and tourism shows," said Björn Bieneck, President and Chief Executive Officer, B-FOR International. "Our alliance with TIA makes it possible to integrate our Discover America Pavilions in the global, regional, and national marketing of the United States, and gives the industry control over the U.S. image as it is presented at international travel and tourism shows overseas."

Participation in branded Discover America Pavilions provides U.S. travel and tourism destinations and organizations with an in-country opportunity to interact face-to-face with their primary buyers through cost-effective participation alternatives. The Discover America brand serves as a unifying element for the whole industry; it positions and promotes the United States, and, increasingly, serves as a quality standard for representing U.S. travel and tourism interests abroad.

The Travel Industry Association, www.tia.org

Discover America Pavilions www.discoveramericapavilion.com



Africa Travel Association's
33rd Annual Congress
May 19–23, 2008
Arusha, Tanzania

For more information:
1.212.447.1357
info@africatravelassociation.org
www.africatravelassociation.org

Media Sponsor
Travel World
The Register for Professional Travel Specialists
NEWS

U.S. Increases Participation at FITUR 2008; Bhutan Becomes First-time Participant

As the most popular destination in North America among Spaniards, the U.S., will increase in its exhibition space considerably, contributing to the fair's increasingly international appeal. In addition, the Kingdom of Bhutan's first-time participation reflects the fair's growing international dimension.

The United States will again take part at FITUR, the International Tourism Trade Fair, whose 28th edition will take place at Feria de Madrid between January 30 and February 3, 2008. Additionally, it will do so with a considerable increase in its exhibition space, which reflects the country's interest in being strongly represented at this established event, which provides an ideal framework in which to do business.



ANA LARRAÑAGA
MANAGING DIRECTOR

The United States' participation at FITUR has steadily grown since 1995, matching the increase in the number of tourists who visit the country from abroad, especially Spaniards. The U.S. occupies third place in the ranking of most popular world destinations in terms of foreign tourist arrivals, following only France and Spain, according to figures furnished by the World Tourism Organization (WTO).

At the next edition of FITUR, the United States plans to increase its exhibition space, thus contributing to the fair's increasingly international appeal. The U.S. will have the opportunity to discover the current state of the tourism industry thanks to the participation of 14,000 companies from 170 countries/regions. The fair also attracts 250,000 visitors, including more than 151,000 professionals from the industry.

FITUR 2008 will undertake a new stage in its development by presenting its products and services throughout 12 Halls. For first time, FITUR'08 will occupy the new Halls, 12 and 14, at Feria de Madrid.

The layout of FITUR 2008 around 12 halls will lead to an improved layout of the different sections that make up the event. The fair will provide each section with a larger area for their growth needs. Changes will be made to the size of many of the exhibitors' stands, as is the case with the United States. The organizers expect to witness considerable growth throughout the fair as a whole. Additionally, the whole of Hall 2 will be set aside for visitor registration, a procedure that can also be carried out in the new halls and at the North Gate.

The United States will be located in Hall 8, alongside the

other countries that form part of the American Continent. The rest of the international area will be distributed throughout Hall 6 (Asia-The Pacific, Africa and the International Hotel Chains and Global Companies), and Hall 10 (Europe, North Africa and the Middle East).

The Official Spanish Bodies and Organizations will be distributed throughout Halls 1, 3, 5, 7 and 9. Tour operators, transport companies, the hotel and catering industry, travel agencies, associations, etc., will move to Halls 4, 12 and 14 (ground floor). FITUR CONGRESOS will be located in the First Floor of Hall 14.

Bhutan to Take Part at FITUR for the First Time in 2008

The Kingdom of Bhutan, a country located in the Himalayas, will attend FITUR '08. Their first-time participation reflects the fair's growing international dimension.

The Association of Bhutanese Tour Operators (ABTO) will provide tourism professionals with an insight into Bhutan's most appealing aspects. The country, known as the Kingdom of the Dragon, offers visitors the opportunity to discover a number of interesting destinations, such as Thimbu, the country's capital, and the Paro Valley, which provides the setting for the Kychu Lhakhang Monastery, not to mention Dzong Drukyl and Dzong Rimpung, as well as Taktsang, a monastery built in the late eighth century on the top of an enormous rock. Phuntsholing, another region, presents a combination of the traditional customs of India, Nepal and Bhutan itself. The Punakha Valley offers visitors the opportunity to see the Fortress of Punakha, formerly the country's religious and administrative center, in addition to other holy temples such as Macchin Lhakhang.

Bhutan offers a combination of modern and contemporary influences and customs, festivities and religions. This attractive country will undoubtedly make a strong impact at the International Tourism Trade Fair 2008.

The incorporation of official representatives from Bhutan confirms the interest of a number of up-and-coming Asian destinations in participating at FITUR.

The 28th edition of FITUR will occupy all 12 halls at Feria de Madrid, opening its doors between January 30 and February 3, 2008.

FITUR, www.fituronline.com

1ST ANNUAL "SEE ECUADOR" IN QUITO TO LAUNCH OCTOBER 24-26, 2007

The Corporación Metropolitana de Turismo (CMT), Quito and William H. Coleman, Inc. announce plans to hold the 1st Annual "See Ecuador" October 24 - 26, 2007 in Quito, Ecuador.

"See Ecuador" is designed to increase inbound tourism to all four Ecuador Regions/Destinations: Amazonia, Andes, Costa, and Galapagos. Tour operator "buyers" and retail travel agents from global markets and Ecuador suppliers from all destinations will be invited to participate. The organizers estimate a total attendance of 450 delegates for this inaugural event.

Tour operator buyers will pay a \$250 registration fee and receive three nights single room accommodations at a four or five star host hotel, round trip airport transfers, participation in the pre-scheduled appointments Buyer-Supplier "Marketplace," attendance at all business and social functions including the "Exposition," ground transportation, and a directory of all participants.

Travel agent registration fees are \$175 which include three nights double room accommodations at a four or five star host hotel, round trip airport transfers, participation in all seminars and workshops, attendance at all business and social functions including the Exposition, ground transportation, and a directory of all participants.

Registered and confirmed tour operators and travel agents will be


eligible for discount airfares on American Airlines, the Official See Ecuador Host Airline, and participate in pre-post tours.

Suppliers pay a \$695 registration fee that includes two delegates, a booth/office and pre-scheduled appointments with tour operators, attendance at the travel agent "Exposition", participation at all business and social functions, and a directory of all participants. Suppliers also pay a \$100 delegate fee for additional delegates to attend.

Irma Coleman, President & CEO of William H. Coleman, Inc. said: "This is an excellent and efficient opportunity for tour operators and travel agents to really see how they can develop their Ecuador business. The "See Ecuador" format has been carefully constructed to enable delegates to make the most of their time and investment, and we are delighted to be a part of this Corporación Metropolitana de Turismo (CMT) effort."

"See Ecuador" is being held in conjunction with the "Meet Ecuador" road show seminars sponsored by the Quito Visitors Bureau and managed by William H. Coleman, Inc. that were held May 7-10 in Atlanta, New York-Manhattan, Toronto, and Chicago. Travel agents, tour operators, and suppliers who participated in the "Meet Ecuador" seminars receive discounted registration fees for "See Ecuador," and travel agents are recognized as "Official Ecuador Preferred Travel Agents."


See Ecuador, www.seecuador.com



Experience Djibouti with the Africa Travel Association!

11th Annual ATA Eco & Cultural Tourism Symposium
December 3 – 7, 2007
Djibouti City, Djibouti

Official Symposium
Hotel



Media Sponsor

Travel World
NEWS

For more information:
1.212.447.1357
info@africatravelassociation.org
www.africatravelassociation.org

TANZANIA TO HOST ATA'S 33RD ANNUAL CONGRESS IN ARUSHA, MAY 19-23, 2008



Edward Bergman (left), ATA Executive Director, and Honorable Professor Jumanne Maghembe, Tanzania's Minister for Natural Resources, at Tanzania Tourist Board's Annual Gala Awards Dinner at the ATA Congress in Ethiopia in May 2007.

The Tanzanian Ministry of Natural Resources and Tourism and the Africa Travel Association (ATA) announced that Tanzania will host the Africa Travel Association's 33rd Annual Congress from May 19-23, 2008 in Arusha, the country's "Safari Capital." The announcement was made by Honorable Professor Jumanne Maghembe, Tanzania's Minister for Natural Resources, and Eddie Bergman, ATA Executive Director.

ATA has significant ties to Tanzania. In May 1998, ATA held its first-ever Congress in Arusha; and in December 2003, Zanzibar hosted ATA's Eco and Cultural Tourism Symposium. Tanzania also led the association for four years, holding the position of President of the ATA International Board of Directors.

"When Tanzania hosted ATA in 1998, it marked the official re-launch of our country's promotion in the American market," said Minister Maghembe. "The results were excellent. Tourism to Tanzania is now booming. The rapid growth in the number of tourists from the American market in these past nine years since the ATA Congress has resulted in the U.S. becoming the number two source for Tanzania visitors worldwide. Now, we anticipate that hosting the 2008 Congress will most definitely generate even more tourism growth from the U.S., soon making it the number one source market. Tanzania's goal is to receive 150,000 American visitors annually in the next few years."

According to Bergman, "Given Tanzania's close ties to China and ATA's partnership with the Pacific Asia Travel Association (PATA), ATA will realize its goal to make the 33rd Congress break new ground by having for the first time a delegation from the Asian travel industry."

Peter Mwenguo, Tanzania Tourist Board's Managing Director said, "Tanzania expects to raise its profile and increase these numbers even more as it continues to host major international conferences like the TED Global Conference in Arusha this June."

ATA's five-day Congress program will address topics such as new tourism growth markets, Asia outbound travel, and social responsibility and the travel industry. It will also include roundtables for

ministers and suppliers and tour operators, networking events, a marketplace expo, host country days, gala dinners, and award ceremonies, as well as pre and post-country tours. ATA's Young Professionals Network and African Diaspora network, which were established at ATA's 10th Annual Eco and Cultural Tourism Symposium in Nigeria in November 2006, will also meet.

Last year's 32nd Annual Congress was held in Addis Ababa, Ethiopia from May 6-11, 2007, bringing leading tourism industry experts from more than 20 countries in Africa, North America, Europe, and Asia came together to participate in the five-day event devoted to 'branding Africa as a tourist destination.' Ethiopian Airlines served as the Official Congress Carrier.

The Africa Travel Association (ATA),
www.africatravelassociation.org;
Tanzania, www.tanzaniatouristboard.com

ANNUAL ATS FALL CONFERENCE TO BE HELD OCTOBER 21-25 IN SILESIA

The American Tourism Society (ATS) announced that its Annual Meeting and Fall Conference will take place in two different historic cities located in the Lower Silesia region in the Southwest of Poland. The ATS general sessions will take place October 21-23 in Wroclaw, followed by a Travel Mart in Poznan, October 24-25. In both cities, the ATS conference venues will be the SAS Radisson Hotel. The announcement was made by ATS Executive VP, Don Reynolds. According to Reynolds, ATS will use the Fall Conference in Lower Silesia to launch several new initiatives. One such initiative is the unveiling of the new ATS Strategic Plan. The Plan features membership development, new partnerships, education, marketing and media relations.

At the Wroclaw Conference, ATS will also introduce its new Tourism College. In keeping with the ATS policy that the organization give back something to the destinations where it meets, several past initiatives proved a big success with everyone concerned. The new formalized Tourism College, which will take place for one day at each meeting, will focus on four different groups that would benefit from education about tourism. The first will be for high school students interested in the tourism industry, the second for college students seeking career opportunities, the third for government officials involved in economic development and the tourism ministries and tourist offices, and the fourth for travel industry professionals. Following the ATS general sessions and Tourism College in Wroclaw, ATS delegates will proceed to nearby Poznan, where they can participate in the Travel Mart. ATS will sponsor a workshop focusing on the U.S. Market for the leading travel agents and tour operators from Central and Eastern Europe who will be attending the Travel Mart. A pre-conference tour of Lower Silesia, scheduled for October 19 to 21, will feature castles and churches, resorts and spas.

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

**REGISTRATION FOR ITB ASIA
OCTOBER 2008 BEGINS**

October 2008 will mark the debut of ITB Asia, aimed primarily at buyers from the Asian-Pacific region and taking place annually in Singapore as the Asian meeting platform for the travel industry.

It will be held at the Suntec Exhibition and Convention Centre. The three-day B2B trade show will be accompanied by a convention and take place from October 22-24, 2008.

ITB Asia offers a highly attractive product for small and medium-sized companies of the Asian travel industry. Provided they are not state-owned or part of a franchise, companies with up to 50 employees can present their innovative products and services at special rates.

In addition to traditional travel products, ITB Asia will also focus on the rapidly expanding areas of MICE (Meetings, Incentives, Conventions and Events) as well as business travel. International exhibitors from all parts of the value-added chain will be represented at ITB Asia, including the main destinations of all continents, international tour operators, airlines and hotels, as well as online and other reservation systems.

This presentation of the entire spectrum of the global travel industry at ITB Asia will enable buyers from Asia to search for

new products in order to market them throughout Asia and the world, as well as assisting international sellers to expand into new markets.

One of the main features of ITB Asia will be the conference taking place at the same time. Based on the successful ITB Berlin Convention "Market, Trends & Innovations," which has now evolved into the largest event of its kind in Europe, the ITB Asia Convention is also tailored to meet the needs of the new generation of Asian travel entrepreneurs.

Dr. Martin Buck, Vice President CompetenceCenter Travel & Logistics of Messe Berlin said: "Asia is already the continent that is driving the global economy.

For many Asian countries, tourism is not only an important industry but, as a result of the growing economies of these regions, it is enabling growing numbers of people from Asia to travel, not only within Asia, but also to other parts of the world.

With our expertise of over 40 years of ITB Berlin, and together with Singapore as the ideal venue for buyers from all over Asia, we believe that ITB Asia will provide a market place for the travel industry of the future, which accurately reflects the importance of this continent both as a destination and as a source of tourists."

ITB Asia, www.itb-asia.com



You know that success is a journey.
You know that success is a journey.

We help you stay on course.

Our products and services bring customer satisfaction and improved vendor relationships. That means more business for you.

- Automated Escrow Accounting System streamlines your efforts, improves efficiency and complies with DOT Public Air Charter Regulations.
- Travel Funds Protection Plan* (TFPP) places deposited travel funds in an escrow account controlled by National City.
- Special Purpose Depository Escrow Agreement (SPDA) protects deposited funds with specific requirements not otherwise covered.

Visit our Web site at NationalCity.com/corporate/ and click on Travel Financial Services under Asset Management.

For more information or to schedule a time to discuss your needs, call 248-729-8375 or 248-729-8372, fax 248-729-8803 or e-mail David Valpredo at David.Valpredo@NationalCity.com.



Member FDIC
©2007, National City Corporation.
*The TFPP is endorsed by ASTA and approved by the California Seller of Travel Law.
CS-25183





ANNOUNCEMENTS AND UPDATES FOR WORLD TRAVEL MARKET 2007

Staged annually in London, World Travel Market (WTM) provides a unique opportunity for the global travel trade industry to meet, network, negotiate, conduct business and stay abreast with the latest developments in the travel industry. WTM 2007 will take place November 12-15, 2007 at ExCeL London.

Fiona Jeffery Appointed Chairman of World Travel Market



FIONA JEFFERY

Fiona Jeffery, Managing Director of World Travel Market, part of Reed Travel Exhibitions (RTE), has been appointed to the role of Chairman. She will be concentrating on the event's strategic development, as well as building and developing Just a Drop and WTM's World Responsible Tourism Day. Jeffery continues to report to Richard Mortimore, Managing Director of Reed Travel Exhibitions. The day to day running of the global business event in London is to be undertaken by Craig Moyes, recently appointed Exhibition Director.

In announcing the management changes, Richard Mortimore, Managing Director of RTE said: "Many congratulations to Fiona, who has been responsible for driving and developing the World Travel Market brand for 20 years. Her contribution to the evolution and growth of the event has been exemplary. Craig Moyes appointment means that she will have more time to concentrate on key

aspects of the business, including the development of partnerships. She will also continue her role as spokesperson for World Travel Market." Moyes says he is looking forward to the new challenges of World Travel Market and states: "There is no other business event on earth like World Travel Market and I feel privileged and delighted to be involved."

Abu Dhabi Named WTM's Premier Partner

Abu Dhabi has signed to a unique two-year agreement to become WTM's official Premier Partner for 2007 and 2008 in a move that underlines the Gulf emirate's commitment to Britain's top travel show and to building its profile in the UK and wider European market. Abu Dhabi has emerged as one of the world's most rapidly developing destinations in recent years following the government's

decision to promote tourism as a key priority sector in its diversification strategy. Voted the World's Leading New Destination at last year's World Travel Awards, Abu Dhabi plans to build on this success by capitalizing on its outstanding natural and cultural attractions, as well as enhancing and diversifying its tourism infrastructure for the future.

The ADTA will use the platform of its Premier Partner sponsorship to help promote the philosophy of Abu Dhabi as a destination attractive to more discerning up-market travelers, and to showcase its plans to expand and diversify its tourism facilities.

WTM and Euromonitor to Present Global Trends Report 2007

Euromonitor International, the world's leading provider of global business intelligence on industries, countries and consumers, has teamed up with World Travel Market for the second year to produce the World Travel Market Global Trends Report. The report will be presented on the first day of WTM on November 12.

The report will cover key trends on UK/Ireland, Western and Eastern Europe, Middle East, North and South America, Africa and Asia Pacific.

Caroline Bremner, Global Travel and Tourism Manager at Euromonitor said "Following the success and feedback of last year's presentation and report we are delighted to be working with World Travel Market again to help exhibitors and visitors pinpoint the key trends and issues that will drive the travel industry forward over the coming years."

Historic UNWTO Ministers' Summit at WTM 2007

World Travel Market is to host a major UNWTO Ministers' Summit on Tourism and Climate Change. Ministers will be asked to consider and ratify a Declaration recommended by environmental experts at the UNWTO's Summit on Climate Change in Davos, Switzerland in October.

The Ministerial Declaration is to be put to the UNWTO's General Assembly at the end of November and will be a major aspect of the organizations submission to the UN's Bali Climate Summit in December 2007. The Ministers' Summit on November 13, forms part of World Travel Market's Ministers' Programme, now in its third year.

UNWTO Spokesperson Geoffrey Lipman said: "We are delighted that World Travel Market is supporting this event. We believe that UNWTO has a unique opportunity to input to the global decision making process on this critical matter of Climate Response. We plan to do this in a way that reflects key issues of importance to the public and private sector players who we represent, as well as destinations and travelers themselves. We will also ensure that there is a real coherence between Climate Change solutions and the Millennium Development Goals, as they apply to our sector."

The Summit on Tourism and Climate Change is to be held on the eve of the first ever WTM World Responsible Tourism Day, again in association with the UNWTO, on Wednesday November 14.

World Travel Market 2007, www.wtmlondon.com

BERMUDA PREMIER DR. THE HON. EWART F. BROWN TO SPEAK AT WTMS



DR. THE HON.
EWART F. BROWN,
JP, MP

Dr. The Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport, Government of Bermuda, has accepted the invitation as the Strategic Global Partner and distinguished Speaker of the 2nd World Tourism Marketing Summit (WTMS), which will take place in Beijing, China, October 28-30, 2007. The announcement was made by

Sujit Chowdhury, Secretary General of the Summit and President of the Canada-based World Trade University Global

Secretariat (WTU). The Summit, hosted by the Beijing Tourism Administration of the People's Republic of China, will bring together more than 400 travel and tourism industry leaders from over 50 countries around the globe.

"We view Bermuda's support of this World Tourism Marketing Summit in China as a natural part of our tourism objectives and strategy, keeping up with the rapidly and radically changing travel industry. Now, more than ever, it is essential that our marketing, advertising and product development teams obtain the knowledge and in-depth analysis of what travelers truly desire. I am confident that the Summit in Beijing, with its high level speakers and experts from around the globe, will provide the Bermuda delegation an opportunity to glean new ideas for expanding our tourism reach and explore new joint venture opportunities," said Dr. The Hon. Ewart F. Brown.

Following the huge success of the historic first Summit in Nanjing China in 2004, the 2nd World Tourism Marketing Summit will provide an opportunity to network, explore joint ventures and learn from the brightest how to develop strategies to enhance cooperation between the international business community and one of the world's largest tourist markets.

World Tourism Marketing Summit, www.worldtourismsummit.com

CRUISE3SIXTY TO BE HELD MARCH 7-9 2008 IN FORT LAUDERDALE

cruise3sixty, the annual conference and trade show of Cruise Lines International Association (CLIA), will be held March 7-9, 2008, with pre- and post-conference activities on March 6 and 10 at the Greater Fort Lauderdale/Broward County Convention Center, the show's home for the last three years. In making the announcement, CLIA's President and CEO Terry L. Dale said that the Greater Fort Lauderdale location, with its full-service convention center connected to the destination's active cruise port, Port Everglades, is an ideal event venue.

"We are excited to be in Fort Lauderdale again in 2008," said Dale. "It's CLIA's home, a vacation destination in high demand by consumers and an ideal cruise port to offer ship inspections for our travel agent training certification."

cruise3sixty brings the cruise lines together with travel agents and other sellers of travel for the purpose of doing business, networking, and gathering and exchanging information. The 2008 conference will feature the extremely popular cruise3sixty elements of extensive CLIA training opportunities; a trade show representing cruise lines, ports, destinations and a wide range of related travel services and vendors; ship inspections; and workshops on technology, destinations and products. In addition, there will be a series of educational seminars and general sessions with distinguished keynote speakers and panel discussions, as well as entertainment and networking events.

cruise3sixty, www.cruise3sixty.com;

Cruise Lines International Association (CLIA), www.cruising.org

10TH EDITION OF INTERNATIONAL GOLF TRAVEL MARKET TO BE HELD DECEMBER 3-6

International Golf Travel Market (IGTM), the world's premier event focused on the golf travel market, will be celebrating its 10th anniversary in Cancun, Mexico from December 3-6, 2007.

With IGTM marking its first decade, Mexico is sure to provide the perfect host destination. Having grown steadily over the past few years, IGTM has become the first and only trade exhibition exclusively dedicated to the rapidly growing and increasingly profitable golf travel market.

Testament to the host destination was its receipt of the International Association of Golf Tour Operators' (IAGTO) award, 'Latin America & Caribbean Golf Destination of the Year,' in November 2006.

In 2005 Mexico's golf travel sector generated an estimated \$400 million and attracted 600,000 visitors. With over 155 first-class golf courses, including Nicklaus and Weiskopf designed courses, Mexico's commitment to developing and expanding the golf market has been recognised by ABTA Golf Magazine, which described the destination as 'number 1 with discerning resort golfers, with Los Cabos the prime hotspot.' Further proof of Mexico's strong presence in the market is the US PGA Tour Mayakoba Classic, which was staged in the country in February 2007.

Breaking away from the normal trade exhibition format, IGTM will feature pre-scheduled appointments with buyers selecting appointments with their chosen exhibitors amounting to over eight hours of pre-scheduled one-to-one meetings. In addition there will also be over three hours of dedicated free networking opportunities on the show floor each day

Manuel Diaz Cebrian, Director of the Mexican Tourism Board in the UK, Ireland and Scandinavia, said: "We are delighted to host the 10th edition of IGTM. We look forward to the show and to the opportunity to promote the true potential of Mexico as a top class golf destination to the international golf travel industry's leading representatives. The show will also enable other Mexican cities and clubs to show their attractions."

International Golf Travel Market (IGTM), www.igtm.co.uk

2007/08 - CALENDAR OF EVENTS

DATE	EVENT	LOCATION	CONTACT
NOVEMBER			
1-4	Philoxenia	Thessaloniki Greece	www.helexpo.gr
2-7	NTA 2007	Kansas City, MO	www.ntaonline.com
3-6	FIT PERU	Trujillo, Peru	www.fitperu.org
6-8	Madi Travel Market 2007	Prague, Czech Republic	www.madi.cz
7-9	ALTA Airlines Leaders Forum	Cancun, Mexico	www.latamleaders.com
8-9	BTC International	Rome, Italy	www.btc.it
12-15	WTM-World Travel Market	ExCel London, UK	www.wtmlondon.com
12-15	Discover America Pavilion at WTM 2007	ExCel London, UK	www.discoveramericapavilion.com
16-19	UFTAA 41st Annual Congress	Casablanca, Morocco	www.uftaa.travel.org
17-18	The Philadelphia Inquirer Travel Show	King of Prussia, PA	www.phillytravelshow.com
17-20	FIT America Latina	Buenos Aires, Argentina	www.fit.org.ar
22-25	International Tourism Salon	Athens, Greece	www.its-athens.gr
27-29	EIBTM 2007	Barcelona, Spain	www.eibtm.com
27-29	Travel Media Showcase	Palm Springs, CA	www.travelmediashowcase.com
28	NACTA's 2.0 Conference	Ft. Lauderdale, FL	www.nacta.com
DECEMBER			
1-3	ITM: India Travel Mart	Ludhiana, Punjab, India	www.indiatravelmart.com
2-5	8th Int'l Gay & Lesbian Tourism Conference	Ft. Lauderdale, FL	www.communitymarketinginc.com
3-7	ATA EcoTourism & Cultural Conference	Djibouti, Djibouti	www.africatravelassociation.org
3-6	International Luxury Travel Market	Cannes, France	www.iltm.net
3-6	International Golf Travel Market	Cancun, Mexico	www.igtm.co.uk
4	Travel Institute Annual Conference	Las Vegas, NV	www.thetravelinstitute.com
4-7	Colombia TrAAvel Exchange	Medellin, Colombia	www.colombiatravelexchange.com
6-9	Arab World Travel & Tourism Exchange	Beirut, Lebanon	www.awtte.com
JANUARY 2008			
6-9	SATH World Congress	Orlando, FL	www.sath.org
11-13	Monte Carlo Travel Market	Monte Carlo	www.mctm.com
13-15	Caribbean Marketplace 2008	Paradise Island, Bahamas	www.caribbeanhotels.org
16-20	BTL 2008	Lisbon, Portugal	www.btl.fil.pt
17-20	ITF SlovakiaTour	Bratislava, Slovakia	www.incheba.sk
17-20	MATKA 2008	Helsinki, Finland	www.matkamessut.fi
18-26	ATF	Bangkok, Thailand	www.atf2008thailand.com
21-24	Go West Summit	Colorado Springs, CO	www.gowestsummit.com
30-Feb 3	FITUR 2008	Madrid, Spain	www.fitur.ifema.es
30-Feb 3	Discover America Pavilion at FITUR 2008	Madrid, Spain	www.discoveramericapavilion.com
FEBRUARY			
14-17	Holiday World 2008	Prague, Czech Republic	www.holidayworld.cz
19-20	AIME	Melbourne, Australia	www.reedtravelexhibitions.com
21-24	BIT 2008	Milan, Italy	www.bit.expects.it
21-24	Discover America Pavilion at BIT 2008	Milan, Italy	www.discoveramericapavilion.com
28-Mar 2	IFT 2008	Belgrade, Serbia	www.ift-belgrade.com
28-Mar 2	UTAZAS 2008	Budapest, Hungary	www.utazas.hungexpo.hu/2007_kiallitas_eng.php
29-Mar 2	NY Times Travel Show	New York City, NY	www.nytravelshow.com
MARCH			
5-9	ITB Berlin 2008	Berlin, Germany	www.itb-berlin.com
5-9	Discover America Pavilion at ITB 2008	Berlin, Germany	www.discoveramericapavilion.com
7-9	Cruise3Sixty	Ft. Lauderdale, FL	www.cruise3sixty.com
11-12	British Travel Trade Fair	NEC, Birmingham, UK	www.reedtravelexhibitions.com
13-16	TUR 2008	Goteborg, Sweden	www.turfair.com
13-16	Discover America Pavilion at TUR 2008	Goteborg, Sweden	www.discoveramericapavilion.com
19-22	MITT 2008	Moscow, Russia	www.mitt.ru
19-22	Discover America Pavilion at MITT 2008	Moscow, Russia	www.discoveramericapavilion.com
26-29	UITT 2008	Kiev, Ukraine	www.uitt-kiev.com
29-30	Greater Houston Travel Show	Houston, TX	www.travelindustryshows.com
APRIL			
2-4	NTA Tour Operator Spring Meeting	Uncasville, CT	www.nta.travel
6-12	Mountain Travel Symposium	Vail, CO	www.mtntrvl.com

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

THE GREENBRIER APPOINTS LEANNE MACK EXECUTIVE DIRECTOR OF SALES



LEANNE MACK

Paul Ratchford, President of The Greenbrier, has appointed hotel industry expert Leanne Mack as Executive Director of Sales.

Mack has over 10 years of sales management experience, her most recent posting being the Director of Sales for the Ritz-Carlton in Half Moon Bay, California. While there she exceeded all of her personal and team goals for 2006, and became the only Director of Sales at Ritz-Carlton to achieve the Chairman's Circle Award. She also consistently surpassed all revenue targets and took part in developing key accounts for the hotel. Throughout her career in the hotel industry, she has been awarded several other honors including Sales Manager of the Year, Outstanding Sales Production Award for seven consecutive years, and Supervisor of the Quarter and Sales Team of the Year.

Mack started her hospitality career in 1995 with Hyatt Regency Hotels and Resorts, making her way from Group Sales Manager to Senior Sales Manager, to Associate Director of Sales, to finally Director of Sales and Marketing. During her tenure at Hyatt, she has worked at eight different Hyatt properties.

Jerry Wayne, Vice President of Sales and Marketing, is excited about this new addition to the resort, and says, "We are delighted to welcome Leanne to The Greenbrier. Her dedication and in-depth experience in the hospitality industry will bring a fresh perspective to the resort's sales department."

Mack's new role as Executive Director of Sales will be based at The Greenbrier in White Sulphur Springs, WV. The Greenbrier Resort, 800-624-6070, www.greenbrier.com

MK TOURS JOINS WITH GLOBALIA CORPORACIÓN EMPRESARIAL TO FORM MK TRAVELPLAN

MK Tours, Inc., the leading South Florida Hispanic tour operator, travel agency and cruise retailer, has formed a partnership with Travelplan, S.A., an affiliate of Globalia Corporación Empresarial. Juan Jose Hidalgo, President of Globalia Corporación Empresarial, signed the agreement with MK Tours President Amelia Cachaldora. Cachaldora will become the president of the newly formed company, MK Travelplan.

In the United States, MK Travelplan expects to expand its customer base in new domestic markets. Internationally, the company intends to build on its existing relationships in Mexico and the Dominican Republic, with additional destinations planned for Europe, Central and South America.

According to Amelia Cachaldora, commenting on the new partnership, "Globalia gives MK Travelplan exciting growth prospects. Our combined resources and capabilities will provide MK Travelplan customers with quality travel services at very competitive prices."

MK Travelplan, 888-441-7600

NORWEGIAN COASTAL VOYAGE REBRANDS AS HURTIGRUTEN

Norwegian Coastal Voyage has announced its name change to Hurtigruten, adopting the official name of the parent company as it's known throughout the world. The change of name is just one of several steps Hurtigruten has taken over the past few years as it works hard establishing itself as the leading player in the explorer cruise market. This year the company launched a new 318-berth deluxe exploration ship, the *MS Fram*, built especially for polar waters.

The recent merger of its two partner companies has created a more powerful player in the global market.

Hans Rood, President of Hurtigruten Inc., explains "This is one of several advance-

ments taken in our evolution as a leader in exploration cruising to the most pristine regions in the world with 16 ships and an extensive variety of voyages. Hurtigruten already has strong partnerships with travel agents and tour operators and we will seek to maximize these distribution channels and further promote our brand character and values, as well as continue to deliver top products and service which have made the company so successful. Strategically this is an exciting time for everyone involved."

Over the coming months, the North American market will become accustomed to seeing "Hurtigruten" and the new logo as the campaign continues to build its share of the Norwegian cruise market and promote new destinations and itineraries.

Hurtigruten is a world leader in expedition cruising sailing to many of the world's last frontiers including Antarctica, Greenland and the Arctic's Spitsbergen.

Hurtigruten, 800-323-7436, www.hurtigruten.us

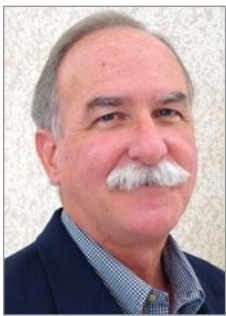
ARTA
100%
Travel Agents.

We're proud to say that ARTA does not accept airlines or other suppliers as members.

We work **ONLY** for agents!

Sign up for our **FREE** 30-day trial membership: www.artaonline.com

CONTINENTAL AIRLINES VACATIONS NAMES BRUCE WOOD GENERAL MANAGER



BRUCE WOOD

Bruce Wood, a veteran of more than 35 years in the aviation and tour operator industries, was recently named General Manager of Continental Airlines Vacations. The official tour operator arm of Continental Airlines, Continental Airlines Vacations is operated by Certified Vacations Group, Inc. In his new role as Continental Airlines Vacations' top executive, Bruce oversees all day-to-day operations, including product development,

marketing and sales.

Immediately prior to joining the Continental Airlines Vacations/Certified Vacations Group team, Bruce served as Vice President of Product Development and Planning for American Airlines Vacations, the official tour operator arm of American Airlines.

This position culminated a successful 35-year run for Bruce at American, which saw him gain experience in virtually all aspects of aviation management, including airport operations, marketing, sales, customer service, forecasting, traffic analysis and more.

Nick Davison, COO of Certified Vacations Group, commented on Bruce's appointment stating: "We couldn't be happier to have a true professional with such a tremendous track record of success join our executive team."

Certified Vacations is focused on growth and cementing our leadership position within the vacation package industry. Having an industry veteran like Bruce on our side certainly puts us in position to achieve our goals."

A graduate of the University of Notre Dame, Bruce holds a Bachelor of Arts degree in marketing.

Continental Airlines Vacations, www.covacations.com

VISITBRITAIN APPOINTS SIMON BRADLEY EXECUTIVE VICE PRESIDENT, THE AMERICAS



SIMON BRADLEY

VisitBritain, the national tourist office for England, Scotland and Wales, has appointed Simon Bradley as Executive Vice President, The Americas. Bradley, based in New York City, is responsible for VisitBritain's operations in the United States, Canada and South America, overseeing regional offices in New York, Toronto, Los Angeles, Chicago and Sao Paulo.

He will spearhead VisitBritain's business travel, consumer marketing, and travel trade campaigns, as well as work closely with industry stakeholders to elevate Britain's visibility in The Americas. Bradley reports directly to VisitBritain

CEO Tom Wright in the organization's London head office.

Simon Bradley joined VisitBritain in 2003 from South West Tourism – a tourism agency promoting the south-west region of England. Since joining VisitBritain, he has been Regional Manager for Europe Nordic, responsible for marketing Britain in Sweden, Norway, Denmark and Finland, based in Stockholm. Most recently, Bradley was based in London heading up development of VisitBritain's domestic online marketing and websites, and overseeing the vast network of visitor information centers across the country.

According to VisitBritain's new Executive Vice President, The Americas, "I am delighted to be bringing my international marketing experience to The Americas to position it for growth in the years to come. The Americas is VisitBritain's largest overseas market, and we welcomed more than 4.6 million visitors to Britain from The Americas last year."

Born and educated in Britain, Simon Bradley graduated in History from Bristol University, and followed this with a Tourism Management Diploma at Manchester. Bradley currently resides with his wife and three children in Westchester County, New York. VisitBritain, www.visitbritain.com

SIT ITALY APPOINTS BARBARA RUBIN SALES MANAGER



BARBARA RUBIN

SIT Italy founder and CEO, Giuseppe Aloï, announced the appointment of Barbara Rubin as Sales Manager to enhance awareness and support for his exclusive customized product to U.S. travel agents.

Rubin's background in high-end travel sales spans more than 20 years and includes such reputable companies as Travcoa, Grand Expeditions, Intrav and Clipper Cruise Lines. As a former tour manager, she traveled the globe leading discriminating travelers to exotic locales in Europe, Africa, South America, and Asia.

"I am excited to have Barbara on board with her passion for Italy and her knowledge of the U.S. travel agent community," says Dr. Aloï. "I feel that this is a match that will make a personal difference to us both and most importantly to the confidence of the travel agents who entrust their clients to our personal care."

SIT Italy is currently updating their website to help travel agents in selling the customized programs that include villas, historical and religious themes, weddings and events, food and wine extravaganzas and leisurely spa experiences. Hotels are specially selected by Aloï and his top staff for quality, service, location and amenities. Guides are also selected based on their expertise for the particular client. Prices vary according to programs and commissions begin at 10 percent.

SIT Italy, 888-813-4450, Barbara.rubin@sit-italy.com

ADVENTURE WEEK TOUR OFFERED BY ICELAND EXPERIENCE

"Iceland Adventure Week Tour" is an inclusive package offered by Iceland Experience, a division of The Great Canadian Travel Company, North America's foremost experts in travel to the "Top of the World." After arrival in Iceland, transfer to the hotel in downtown Reykjavik for five nights. After spending the night at the Reykjavik hotel, join in the first of two Super Jeep Excursions. For this tour to the Golden Circle of Iceland, guests will visit Geysir hot spring area, the famous Gullfoss waterfall, and the ancient parliament at Thingvellir National Park. Gear is then provided for an hour-long snowmobile ride. The next day, head out from the capital in the morning to Thorsmork to drive off-road to explore glacial lakes, to cross rivers, and to hike in the reserve surrounded by mountains and, perhaps, play in the black sands. On the following day, fly to Akureyri, the capital of the north. Then to the Lake Myvatn area with its lunar-like landscape of pseudo-craters, lakes, bubbling mud pots and Godafoss waterfall. There's a day open to follow individual adventure, from bicycling to kayaking, depending on the season. On the final day in Iceland, transfer to the Blue Lagoon Geothermal Spa for a relaxing soak in the mineral waters.

Included in this package is round-trip airfare from North American gateway to Iceland, return airport transfer and five nights' hotel accommodations with breakfast daily. Also included is Golden Circle Super Jeep Excursion, Thorsmork Super Jeep Excursion, Akureyri and Lake Myvatn tour, and Blue Lagoon transfer.

Departures are year-round during 2007. Prices range from \$1,959 ppdo for low-season booking with departures from Boston, Baltimore or New York; \$2,029 from Minneapolis or Orlando; \$2,299 from Chicago; \$2,389 from Dallas; and \$2,539 from Los Angeles. Packages are also available from other U.S. gateways. Iceland Experience, 800-661-3830, www.iceland-experience.com

VISIT THE HOLIDAY MARKETS OF BAVARIA WITH AHI INTERNATIONAL

Celebrate the coming holidays and go back in time by visiting the storied holiday markets of Bavaria.

"Bavarian Markets Discovery" is a specially designed weeklong vacation program offered by AHI International, allowing guests to enjoy a tour of each city visited while retaining flexibility for independent exploration. AHI is a specialist travel company that has been providing deluxe tour programs for alumni groups, associations and special-interest organizations for more than 40 years.

Spend three nights in Rothenburg and the next four in Munich. Travel the famous "Romantic Road" from Rothenburg, perched above the Tauber River, to Nuremberg, where the colorful booths of one of Germany's largest Christkindlmarkts await.

Spend three nights at the Eisenhut Rothenburg, composed of four patrician houses that were once home to wealthy ruling families. The hotel is centrally located on the town square, near to the festive holiday market. In Munich, stay at the centrally located Hotel

Excelsior and enjoy a sightseeing tour of the city with a stop to admire the famous Glockenspiel and a visit to the Marienplatz market. A farewell dinner will be held at a Bavarian restaurant that features Christmas specialties.

Included in a package price from \$2,981 (double occupancy) is scheduled jet service from North America to Frankfurt, with return from Munich, motorcoach transfers from the Frankfurt airport to the Hotel Eisenhut with return from the Hotel Excelsior to the Munich Airport. Included are seven nights' deluxe hotel accommodations, welcome reception and farewell dinner, and full buffet breakfast daily. Package price also includes domestic and foreign governmental airport/departure taxes and fees, airport security surcharges, fuel surcharges, and service charges. Guests will also receive a deluxe travel wallet.

Departure dates are November 29, December 4, December 9 and December 13, 2007. Per person prices are New York City \$2,986; Washington, DC \$3,011; Chicago \$3,060; Atlanta \$3,116; Houston \$3,140; Denver \$2,981; and Los Angeles \$3,166. Add \$500 for a single supplement.

AHI International Corporation, 800-323-7373, www.ahitravel.com

LONDON'S LEICESTER SQUARE HOTEL NOW OPEN

Following an approximately \$12 million renovation, the Radisson Edwardian Leicester Square Hotel is now open. The hotel closed in March for a six-month renovation.

New features that have been added include installation of air conditioning, a new fitness center, small business center and two conference rooms. A seventh floor extension added three bedrooms, bringing the total to 60. All rooms feature complimentary wireless Internet access.

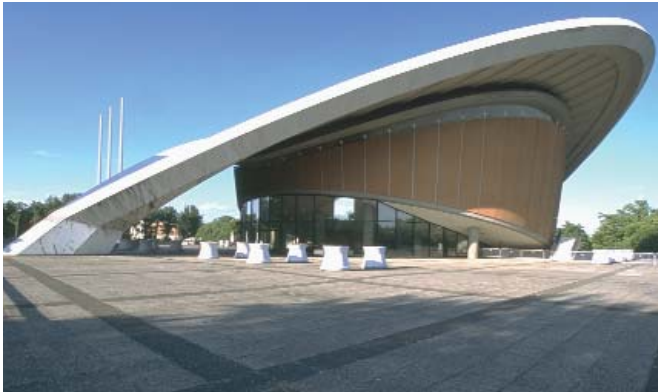
"Let Loose in London" rates at the Leicester Square Hotel start at approximately \$388 from November 1 - December 15. "Let Loose in London" rates are valid on Friday, Saturday and Sunday nights, and include full English breakfast for two and VAT of 17.5%. Weekday rates are slightly higher. All rates are paid in British sterling, and may change with currency fluctuations.

With its central location at Leicester Square next to the five-star Radisson Edwardian Hampshire Hotel, the Leicester Square Hotel is convenient to West End theaters, Covent Garden, Picadilly Circus, Chinatown, Soho, Trafalgar Square, National Portrait Gallery, Buckingham Palace, and stores on Regent and Oxford Streets.

Radisson Edwardian Hotels is one of the UK's largest, privately owned, upscale hotel groups, with 12 four- and five-star hotels in London, and a five-star hotel in Manchester. Although independent, Radisson Edwardian is also a longstanding partner of Carlson, one of the world's largest and most successful hospitality, travel and marketing businesses.

Radisson Edwardian Leicester Square Hotel, 800-333-3333, www.radissonedwardian.com

HOUSE OF WORLD CULTURES CELEBRATES 50TH ANNIVERSARY; REOPENS IN BERLIN



After an elaborate one-year restoration project, Berlin's House of World Cultures celebrated its 50th anniversary with a special reopening on August 23, 2007. Formerly known as the "Congress Hall," the Hugh Stubbins-designed modernist structure was the USA's contribution to the INTERBAU, a renowned building exhibition held in 1957, which included designs by many of the time's most prominent architects.

That same year, the United States government officially gave the building to the City of Berlin to be used as a congress hall and cultural center. Underscoring the philosophy behind the building, the opening exhibition "New York - States of Mind" will feature visual art and film works by 26 artists and two artist collectives, all of whom live and work in New York.

Considered to be one of Berlin's most interesting landmarks, the House of World Culture's bold design is a symbol of freedom of thought and expression.

Its most notable features are the building's spacious and open room-design and its unusual curved roof. Because of its shell-shaped roof line, the House of World Cultures is often fondly referred to as the "Pregnant Oyster." Architect Stubbins, who worked with Walter Gropius, always felt that he created a roof that contained "a great promise," and wished that no limitations be placed on the activities carried out beneath it.

Built as a post World War II statement of a new and modern transatlantic cultural age, in which the USA and Germany both played an important role, the House of World Cultures was constructed on an artificial mount, ensuring that its contours would be clearly visible from Communist-ruled East Berlin. Today, the building continues to be used as a meeting venue.

The opening exhibition "New York - States of Mind" will showcase the specific ways in which artists from the U.S. metropolis engage the public in debate.

Accompanied by an extensive film program, the exhibition focuses on the psyche of New York and demonstrates the close relationship between the people, the city, and the cultures that contribute to New York's vitality.

Significant eras and events, such as the 1960s, post 9/11

New York, and the Iraq conflict will be artistically represented. Featured artists include Marcel Duchamp, Hans Haacke, Gordon Matta-Clark, Kehinde Wiley, Carolee Schneemann, Jon Kessler and others.

"New York - States of Mind" will run from August 23 through November 4, 2007 at the House of World Cultures. The exhibit is open Tuesday – Sunday, noon until 8 p.m.

House of Word Cultures, www.hkw.de;
Berlin, www.visitBerlin.de

FAMILY CHRISTMAS PACKAGE AT LONDON'S ATHENAEUM HOTEL

London's Athenaeum Hotel has planned the perfect London family Christmas. Families can spend quality time together in five-star comfort at an affordable price.

Accommodations for the family are in one of the hotel's 33 apartments. The apartments offer privacy, space, convenience and independence with a sitting room, adjoining bedrooms, kitchen and bathroom, all with the services of a five-star hotel. Children under 12 can share their parents' apartment for free and children (10 years and under) will receive breakfast in Damask for 50 percent off. Rates for a one-bedroom apartment start from approximately \$680 per night plus tax.

Seasonal treats will include a festively decorated basket of DVDs of Christmas films delivered upon arrival and a Christmas cookie decorating kit and mini-aprons for smaller chefs. All children will be welcomed with age- and gender-appropriate toy boxes to use for the duration of their stay; for older children, Xboxes, Playstations and iPod docking stations will be available for use. Families with children ages 10 to 14 will also receive priority entry to the Hard Rock Café, two blocks from the hotel.

The Athenaeum, one of the first deluxe properties in London with a dedicated children's program, provides their small VIPs with special children's check-in service, tear-free toiletries (soap, shampoo, bubble bath), and children-sized bathrobes with matching slippers. Milk and cookies are part of turndown service. Nearby, sophisticated kids can check out Tartine & Chocolat, Petit Bateau, Daisy & Tom, BabyDior and, of course, the world-famous toy emporium Hamleys, just a stroll away on Regent Street.

Renowned for having London's most personable, professional and friendly hotel staff, the Athenæum enjoys an unsurpassed London location, directly opposite Green Park and within walking distance of Buckingham Palace.

The hotel is close to many of the city's main cultural attractions, including the Royal Academy of Arts, Trafalgar Square and Churchill's Cabinet Rooms. London's best shops, restaurants, theaters and parks are within easy walking distance.

The Athenaeum will be serving a festive Afternoon Tea during the holiday season and a traditional Christmas menu on Christmas Eve, Christmas Day and Boxing Day.

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

BRAZIL

TAM Vacations is offering independent FAM Trip travel from New York (JFK) to Rio de Janeiro, Sao Paulo, and Iguassu Falls, Brazil. Programs feature travel from New York (JFK) on TAM Brazilian Airlines daylight flight, and four nights accommodation at selected hotel with breakfast included. Prices are \$439 to Sao Paulo, \$449 to Rio, and \$489 to Iguassu Falls.

TAM Vacations is also offering independent FAM Trip travel from Miami to Rio de Janeiro, Sao Paulo, Belo Horizonte, Manaus, and Fortaleza, Brazil. Programs feature travel from Miami on TAM Brazilian Airlines daylight flight, with four nights accommodation at selected hotel, including breakfast. Prices are \$426 to Sao Paulo, \$436 to Rio de Janeiro, \$499 to Belo Horizonte, \$449 to Manaus, and \$449 to Fortaleza via Manaus.

Prices are based on double occupancy, with companion rates available. Agent single supplement rates are also available. All programs are plus taxes and governmental fees. IATA ID must be presented to be eligible for travel. Stopovers are not permitted. Offer is valid through November 30, 2007. All travel must be completed by November 30.

TAM Vacations, 866-627-2945

CAYMAN ISLANDS

Sunset House is offering travel agents a 25 percent discount off their nightly room rates. If the agent is a diver, they will also offer 10 percent off the diving. The discounted rates are offered throughout the year except for Thanksgiving, Christmas and New Year.

Nightly rates through December 21, 2007 start at \$155 (single) and \$165 (double). Rates from December 22, 2007 – March 31, 2008 start at \$200 (single) and \$210 (double). Rates from April 1, 2008 - December 21, 2008 start at \$160 (single) and \$120 (double).

Sunset House, www.sunsethouse.com

INDIA

Value World Tours is offering a nine-night land/cruise package from Calcutta, India

December 5-14. This exclusive travel agent offer is to launch their new 2008 River Cruises in India. Price includes two nights at a five star hotel in Calcutta; seven night cruise in outside upper deck cabins on the deluxe 24-passenger rv "Sukapha" with daily sightseeing and safaris; two intra-India flights and all transfers; half day sightseeing in Calcutta; English speaking guides throughout; most meals, and more. Agent rate is \$1,595 pp twin or a single supplement of \$595. Companion rate is \$1,695. Port and cruise fuel surcharge is \$72 pp. Indian visa is \$118. International net airfare from the U.S. can be arranged. Value World Tours, 800-795-1633, nancy@valuecruises.net, www.valuecruises.net

MEXICO

The all-inclusive Casa Velas, a deluxe adults-only boutique hotel located on the greens of Marina Vallarta's 18-hole golf course, is offering a special Travel Agent Rate available now through December 20, 2007 (stay must be completed by December 20). The all-inclusive rate is \$150 per person per night, based on double occupancy and it includes accommodations in a Master Suite, a la carte breakfast, lunch and dinner, premium liquors, taxes and gratuities.

The rate also includes 24-hour in-suite dining, unlimited use of the hydrotherapy facility at the Spa Casa Velas and fully equipped fitness center, golf privileges at Marina Vallarta Golf Club, wireless internet access, and shuttle service to and from the private Beach Club.

Casa Velas, 866-612-1097, www.hotelcasavelas.com

TAMPA

Caliente Resort in Tampa, Florida is offering fam trips for new agents. The first three nights are complimentary, and subsequent nights are 50 percent off of rack rate. They also offer a \$100 Cash Card, and the Day Fee is waived. A fam trip renewal is offered at a standard reduced rate of 50 percent off the rack rate and the Day Fee is waived. Both are room offers only and

subject to availability. Located in Tampa, Florida, Caliente Tampa offers clothing optional luxury on Florida's west coast. Caliente Resorts, vle@calienteresorts.com, www.calienteresorts.com

TURKEY

Ya'lla Tours USA is offering a fam trip to Turkey, November 28 – December 9, 2007. Highlights include Ephesus, Pergamum, Pamukkale, Troy, and Istanbul. Departure is from JFK or ORD on Turkish Airlines. The trip is 10 nights and the cost is \$1,495 ppdo. Cost includes roundtrip economy class air, departure taxes, accommodations, daily breakfast, nine dinners, transfers, seven days of touring, entrance fees, hotel taxes and service fees. Fam is available to one agent per agency, full-time agents only. No companions. IATAN card is required.

Ya'lla Tours USA, 800-644-1595, information@yallatours.com, www.yallatours.com

Identify Yourself!

Distinguish your career with IATAN accreditation.

Are you tired of not being fully recognized as an experienced travel professional? Frustrated by not getting full commissions for the hard work you do and the quality service you provide?

www.iatan.org/welcome/accreditation



68 new sales leads
41 contracts
4 new business ideas
3 notepads
14 cappuccinos
202 countries
All at 1 event.

Job done.

Join us at WTM 2007.
Share the experience and the business.

Register free online at
www.wtmlondon.com/twn

**world
travel
market** 

ExCeL London 12-15 Nov 2007
The Global Event for the Travel Industry

Travel World
OFFICIAL SUPPORTING
PUBLICATION

Abu Dhabi

WTM OFFICIAL
PREMIER PARTNER