

SEPTEMBER 2009

Travel World

The Magazine for Destination Travel Specialists

NEWS®



Chile

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Was Invented*

Travel World NEWS[®]

The Magazine for Destination Travel Specialists

SEPTEMBER 2009

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AMERICAN TOURISM SOCIETY 2009 Fall Conference MECKLENBURG-VORPOMMERN, GERMANY

AmericanTourismSociety.org/events

October 26-29

NTA Product Development Post-Tour:
October 29–November 1



Grand Hotel Heiligendamm

Help us celebrate the 20th anniversary of the fall of the Berlin Wall from behind the Iron Curtain in “Meck-Pomm” and Berlin, Germany!

ATS 2009 Fall Conference

Featuring speakers and panels covering topics relevant to the Meck-Pomm tourism industry, as well as the culture and transformational aspects of life in this burgeoning region of eastern Germany.

NTA Product Development Post-Tour to Mecklenburg-Vorpommern and Berlin

Includes visits to Rostock, Schwerin, a night at the renowned lakeside five-star Schloss Ulrichshusen and two days of experiences in Berlin, featuring highlights of life behind the “Iron Curtain.”

Special Programs

“Become local” as you attend the ATS Tourism College at the University of Rostock. You will be joined by college students representing four regional universities. Also includes the Tourism Cares Tree Planting, where you’ll visit the protected Klimawald (Climate Forest) for the first international tree planting event planned by the Meck-Pomm Ministry of Agriculture and the Meck-Pomm Tourismusverband.

REGISTER NOW!

The 2009 conference includes:

- 3 nights at the five-star Grand Hotel Heiligendamm
- Admission to all events and expert presentations
- All meals, entertainment, sightseeing and transfers
- Priority access to government and tourism officials
- Education, networking and trade opportunities
- Become “local” with Tourism Cares and Tourism College
- 2 nights in Berlin featuring life behind the “Iron Curtain”



DETAILS

See complete conference info and download a registration form here...

AmericanTourismSociety.org/events

...or call...

(800) 556-7896



New and Improved Features for World Travel Market 2009 in London

Travel agents rewarded with points that further their careers, getting around vastly facilitated at the all-important industry event.

London ExCel will host *the* global event for the travel industry—World Travel Market 2009, Monday, November 9, through Thursday, November 12. The vibrant, must-attend event will present a diverse range of destinations and industry sectors to travel professionals worldwide and, as such, represents a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof.

Last year, a record-breaking 49,963 travel industry professionals were in attendance. Participants realize they stand to gain immediate competitive advantage for their businesses while remaining abreast of crucial developments in the industry through their presence at this valuable show.

Improved Policy for Admission

A new admission policy gives exhibitors greater choice over who attends on the first day of the event and all WTM delegates more flexibility over when to attend.

On Monday, November 9, WTM is open to all exhibitors, exhibitor invitees, ministers, press and WTM invitees.

On Tuesday, November 10, the conference, seminar and event program opens to all exhibitors, Meridian Club members, travel trade professionals, exhibitor invitees, ministers and press.

On Wednesday and Thursday, November 11 and 12, the exhibition and conference, seminar and event program is open to all exhibitors, Meridian Club members, travel trade professionals, exhibitor invitees, ministers, press and students (university and second-year college students only).

Due to exhibitor and participant feedback, the deadline for exhibitor invitation submissions has been extended by an additional four weeks to Monday, September 14. Chairman Fiona Jeffery said: "The invitation submission extension will allow exhibitors to invite even more of their key business contacts, giving them more time and greater flexibility when deciding who to invite to attend WTM on the Monday."

WTM remains a four-day trade event with a comprehensive conference, seminar and events program running from Tuesday through Thursday, November 10–12. Participants are welcome to attend these sessions and visitor numbers are expected to rise in accordance.

To encourage exhibitors to invite key contacts, a new database initiative has been launched. If an exhibitor invites 50 percent or more of their invitee allocation before the deadline, they will have free access to the 'My Invitations' database.



Busy floor, lots of buyer traffic always at WTM.

The database allows exhibitors to engage with pre-registered participants from Monday, September 28.

Agents Earn ATP Points

For the first time, travel agents attending WTM can further their careers by earning a host of Accredited Travel Professional (ATP) points. World Travel Market has joined forces with the ATP organizers—ABTA, Institute for Travel and Tourism and People 1st—to offer ATP points to agents attending WTM 2009. ATP allows agents to demonstrate their commitment to their profession through continued professional development.

Agents gain two ATP points for attending WTM and a further one ATP point for every conference seminar. WTM 2009 will hold around 70 seminars across three days from Tuesday, November 10, to Thursday, November 12.

Furthermore, agents can earn six additional ATP points by attending the ITT Skills Zone Program taking place Thursday, November 12. The Program sessions are: 1—Selling During a Recession, two ATP points; 2—Maximizing Earnings, two ATP points; and 3—Dealing With Customers, two ATP points.

ITT will also hold a special seminar on Tuesday, November 10, targeted toward senior industry decision makers, as well as a series of seminars on Thursday, November 12, designed especially for travel agents. Attendees at

the travel agent sessions will qualify for APD points.

Ethical Travel

November 11 begins the recognition of WTM World Responsible Tourism Day at the show, with several valuable lectures and conferences planned throughout—for business, for profitability and for the planet. The focus is taking care of the world the industry seeks to promote, preserving heritage and cultures and taking into account the views and needs of local communities. Travel and tourism companies and organizations in the world are under increasing pressure to handle this more responsibly.

Some of the world's leading Responsible Tourism experts will explain how 'going green' can help improve the bottom line as well. A unique conference on November 12 called "The Business Case for Responsible Tourism" will provide access to specialists with case histories and world-class advice on how this worthwhile approach can be successfully introduced.

Free Travel

WTM is giving away 5,000 off-peak London Travelcards for Thursday of the event. The free cards are available to senior buyers who are all members of WTM's Meridian Club, good for travel on London Underground, Docklands Light Railway and London train services after 9.30 a.m. November 12. Meridian Club members can collect the free Thursday Travelcard at WTM on Tuesday and Wednesday, November 10–11 (first-come, first-served basis).

Senior industry buyers will also be treated to an inspirational speech by Amir Latif, founder of tour operator for the blind The Traveleyes Team, who, despite losing his sight in his twenties, went on to become a TV personality and entrepreneur. He's appeared on the BBC2 series 'Without Boundaries' and earned the Chambers of Commerce International award of Young Business Entrepreneur of the World.

Complimentary shoe shining and reflexology services will be on offer in the Meridian Club Lounge along with free newspapers, refreshments and Internet access, with special exhibitor networking opportunities including the M Bar and meeting room facilities, welcome packs and Meridian Club badge, allowing exhibitors to identify buyers on the show floor.

Meridian Club members are also invited to the World Travel Market 30th Birthday Party on Wednesday of the show.

Free Hotel Coach Transfers

WTM is operating a free hotel coach transfer service from eight central London hotels for the show: Millennium Gloucester, Millennium Mayfair, Quality Crown Hyde Park, Radisson Marlborough, Radisson Kenilworth, Thistle City

Barbican, Mercure City Bankside, and Quality Crown Kensington.

The Docklands Light Railway has promised to increase frequency of peak trains for all four days. The reopening of Tower Gateway Station for WTM 2009 will help to ease congestion at Canning Town Station by allowing people to commence their journey from an earlier station.

WTM has expanded its bus transfer operation from Canning Town Station to and from ExCeL to supplement the DLR. For 2009 WTM will run a fleet of London Bendy Buses from Canning Town Station, increasing the number of passengers by 65 per bus. A clearly signposted walking route from Canning Town Station will mark an alternative route to and from the event.

Commuter boat operator Thames Clippers is increasing the frequency of its catamarans to pick up delegates from a number of piers along the Thames and drop them off at Canary Wharf where buses will take people to ExCeL-London.

The Organizer

World Travel Market 2009 is organized by Reed Exhibitions, the leading events organizer worldwide. Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific.

World Travel Market (WTM), www.wtmlondon.com

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New York, NY • October 10-11, 2009 | Chicago, IL • January 9-10, 2010
Los Angeles, CA • February 13-14, 2010 | Washington D.C. • March 9-11, 2010
Orlando, FL • November 2010

THE GAMBIA TO HOST ATA'S 35TH ANNUAL CONGRESS IN MAY 2010



Honorable Nancy Seedy Njie, The Gambia's Minister of Tourism and Culture, and Edward Bergman, Executive Director of the Africa Travel Association (ATA), have announced that the Republic of The Gambia will host ATA's 35th Annual Congress in the capital city of Banjul in May 2010.

Known as the "Smiling Coast of Africa," the West African country is famed for luxurious beach resorts, quaint fishing villages and magnificent coastline. Affordable and safe, with peaceful and friendly people it offers eco-tourism, sports fishing, bird watching and safaris, music, dancing and traditional wrestling matches, and visiting trans-Atlantic slave trade sites.

ATA's hallmark international event will be attended by African tourism ministers and industry experts representing tourism boards, travel agencies, ground operator companies, airlines, and hotels. Participants from the travel trade media and the corporate, non-profit and academic sectors are also expected to attend.

The four-day event will engage delegates in discussions on industry topics such as public-private sector partnership, marketing and promotion, tourism infrastructure development, industry trends, and social media. ATA member countries will organize a few evening networking receptions and ATA's Young Professionals Network will meet with local hospitality professionals and students. For the second year, the congress will also include a marketplace for buyers and sellers specializing in Destination Africa. Delegates will also have the opportunity to explore the country on pre- or post-congress trips, as well as on the Host Country Day.

The Gambia, the smallest country on the African continent, has an estimated population of 1,600,000. With the exception of a small shoreline, the English-speaking country is surrounded by Senegal. Approximately 120,000 charter tourists, mainly from

Europe, arrive annually. The Ministry plans to attract 500,000 arrivals by 2012 by targeting the US marketplace and "up-market" tourists, and by lengthening the tourist season to year-round. Public-private sector plans to increase the accommodation stock and build a conference center are underway. Travel and tourism accounts for sixteen percent of Gambia's GDP.

The 2010 Congress builds on the success of the West African country's longstanding ties with ATA. In 1984, ATA held its ninth congress in Banjul, immediately following the association's eighth congress in Cairo, Egypt.

"ATA is excited to return to Gambia and anticipates that the 2010 congress will help Gambia reach its goal of bringing in more tourists and industry investment," said Bergman. "We are especially grateful to our private sector partners, particularly Starwood Hotels, who have been instrumental in bringing the Ministry and ATA together to organize this important continental event."

Africa Travel Association (ATA),
info@africatraselassociation.org,

www.africatraselassociation.org;

Gambia Tourist Authority (GTA), www.visitthegambia.gm/

WORLD MAJOR ITB COMES TO INDIA CO-BRANDED WITH SATTE

World major ITB Berlin, a product of Messe Berlin, has announced a co-branded show with SATTE for 2010. The endorsement reflects commitment to the India market and the entire South Asian region. It recognizes the power of the Indian traveler and India as a major generator on the travel and tourism circuit of Asia, and also identifies the leadership position of SATTE as the premier tourism product of the region.

SATTE and ITB have signed a Memorandum of Understanding in New Delhi. Present at the event, Dr. Martin Buck, Director of the Competence Center Travel and Logistics at Messe Berlin, saw the developments as most positive, coming from ITB Berlin, regarded as the world's biggest tourism business platform.

ITB has been looking to increase its international presence and last year embarked upon its first show in Singapore, launching the first edition of ITB Asia. A co-branded show in India is a significant recognition of the Indian market and of SATTE in particular.

SATTE and ITB have been working together over the last four years. This new agreement will secure a world-class experience at the 17th annual edition of SATTE January 28-30, 2010.

ITB Berlin 2010 will take place Wednesday to Sunday, March 10-14. The show will be open to trade visitors only from Wednesday to Friday. Parallel with the event, the ITB Berlin Convention, the world's largest specialist convention for the industry, will be held Wednesday to Saturday, March 10-13, 2010. In 2009 a total of 11,098 companies from 187 countries exhibited their products and services to 178,971 visitors, including 110,857 trade visitors.

ITB Berlin, ITB Berlin Convention, www.itb-kongress.com,
www.itb-berlin.com, www.itb-convention.com

21ST ANNUAL GRAMADO TOURISM TRADE FAIR FEATURES MATURITY AND INNOVATION

The 21st anniversary edition of Brazil's Gramado Tourism Trade Fair will take place at Serra Park complex in Gramado, November 19–22 this year. Showroom for more than 2,600 brands, the trade fair is expected to assemble around 13,000 professionals—operators and executives, along with representatives from the international press.

Following the format of trade fairs around the world, the Gramado fair has its showrooms in different areas, all having a new layout this year. The edition will open with the LGBT Trade Show, in partnership with the IGLTA (International Gay and Lesbian Tourism Association). The representative for LGBT in Brazil and commercial manager of TAM Airlines, Clovis Casemiro, commented, "We will work with the LGBT tourism in niches, with its differences and needs, like in any other segment, with a trade show concerned only with professionals."

In the area of Special Destinations, two popular destinations will share the new space: South Africa (World Football Cup 2010) and the Rio Grande do Sul, Brazilian state—represented by the FAMURS (association of cities of Rio Grande do Sul). The ex-President of this association, Elir Girardi, believes tourism leads to opportunities, and that to encourage tourism is to encourage the commerce and development of cities. "The participation in the 21st Gramado Trade Fair represents an opportunity to show the Rio Grande do Sul's destinations to the international market and do business," he says.

The Agrarian Development Ministry (ADM) will be returning to the fair this year. Their support has been confirmed by Marta Rossi, director of the event, with Minister Guilherme Cassel and the Federal Deputy Affonso Hamm (PP-RS), president of the Tourism and Sport Committee. The Minister has guaranteed support especially to the rural tourism area—he deems this space very important because it presents different products and culture. He's also impressed with the importance of the event in the tourism market and the opportunities the Trade Fair presents to rural workers. Deputy Hamm says that rural tourism has great space in the event and with MDA participation, rural tourism has an incredible chance of growing in the tourism market.

Gramado Tourism Trade Fair,
www.festivalturismogramado.com.br

AMERICAN TOURISM SOCIETY HOLDS FIRST TOURISM COLLEGE SEMINAR IN THE U.S.

By holding a tourism training session for students from the German state of Mecklenberg-Vorpommern recently in New York City, The American Tourism Society's Tourism College program has undertaken a jump-start of its fall educational program. The ATS Tourism College program will take place during the ATS Annual Conference to be held at the Grand Hotel Heiligendamm in Heiligendamm, Germany October 26–28, 2009, as students from area universities have been invited to attend all activities of the

conference. Additionally, ATS industry professionals will teach courses under the auspices of the ATS Tourism College at the University of Rostock, which will be attended by some 200 students from around Mecklenberg-Vorpommern.

ATS recently hosted 21 students at a training session in New York City, which took place in the Board Room of Travel Bound. This was the first time that the ATS Tourism College conducted a tourism seminar on the U.S. market for visiting students. These participants included tourism and economics students from the University of Applied Sciences, Stralsund. Don Reynolds, Executive VP of ATS moderated the session together with Jan Rudomina, Director for North America, The Polish National Tourist Office, Nico Zenner, General Manager of Travel Bound, and Dave Spinelli, ATS Vice President and Secretary, and Director of Strategic Business Development at Vacation.com. "For me this event proved once again how motivated and hungry future travel industry leaders are for up-to-date knowledge about key travel destinations..." said Mr. Rudomina.

Spinelli, noting the resounding success of the ATS Tourism College's first seminar in the U.S. said "This was the most interactive exchange ATS has had with tourism students to date."

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

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ICRT-BELIZE CONFERENCE RESCHEDULED FOR OCTOBER



In May 2009, Belize was slated to host the Third International Conference on Responsible Tourism in Destinations. But due to an unfortunate presentation of H1N1 Influenza, a postponement was taken.

After consultations with partners, however, ICRT-Belize is making re-adjustments to hold the conference on October 19–22, 2009. The Third World Conference on Responsible Tourism will be held in Belize's capital of Belmopan City. The four-day conference, as previously planned, is expected to have in attendance over 200 international and local delegates that will convene to participate in discourses and presentations from both local and international experts in: Tourism and Local Economic Development; Impact of Tourism on the Marine and Coastal Zones; Impacts of Cruise Tourism in Belize and around the world; Second homes, condominiums, and their impact on local communities; and Climate Change and Tourism.

The purpose of the conference is to expound on these areas and showcase how they influence the country of Belize, the region and the world at large in its development toward the responsible use of the earth's resources, especially through the sustainable management of tourism. The registration fee of \$300 for all delegates includes access to all conference seminars, coffee breaks, lunch breaks and an invitation to the closing ceremony festivities. Registration can be made electronically on their newly-constructed website.

International Centre for Responsible Tourism-Belize,
info@icrtbelize.org, www.icrtbelize.org

ITTFA'S INCHEBA IS HOLDING ITS OWN IN CENTRAL EUROPE

ITTFA member Incheba, responsible for the successful shows SlovakiaTour and Holiday World, originally came about through the first Exhibition of Chemical products held in June 1967. This was the start of a new exhibition tradition in Bratislava, which had its roots in the 18th and 19th centuries when various markets were organized, later to become the Danube Trade Fair.

Holiday World's 18th event, held in February this year, hosted

868 exhibitors from 47 countries. In 2010 the fair will be held February 4–7, the first two days for specialist visitors only with the weekend days open to the general public. As well as a broad representation from foreign exhibitors, the fair will present all of the domestic regions under the umbrella of 'Region World.' It will include an extensive program for professionals, including seminars, presentations, conferences and an interesting World Travel Films feature.

Increased interest in the Slovak market has assisted in the prosperity of Holiday World's sister show, ITF SlovakiaTour for Central Europe. In January of this year, the 16th fair Hunting and Leisure and the first exhibition Wellness and Fitness took place at Incheba Expo Bratislava. A record number of exhibitors (536) participated in the show, representing 32 countries. Over 65,000 attended the show over four days, 9,000 of which were registered as industry professionals.

Bearing in mind the current global financial crisis, Incheba will focus on 'Quality' for the 2010 IFT SlovakiaTour to be held January 21–24 in Bratislava, based on the conviction that exhibitors will need to concentrate on the kind of customer satisfaction resulting from quality product and experience.

ITTFA, International Tourism Trade Fairs Association, represents successful travel trade events worldwide.

International Tourism Trade Fairs Association (ITTFA),
info@ittfa.org, www.ittfa.org

ST. LUCIA, FCCA COUNTDOWN TO ANNUAL CRUISE CONVENTION & TRADE SHOW IN OCTOBER

St. Lucia is getting ready to host hundreds of delegates for the 16th annual Florida-Caribbean Cruise Association (FCCA) Cruise Convention and Trade Show October 26–30, 2009.

FCCA officials said preparations were in full swing for the industry event at which cruise executives, destinations, suppliers and tour operators meet with key players in the industry to analyze trends and discuss current issues.

FCCA President Michele Paige said her organization's mandate is to "foster a better understanding of the cruise industry and to develop cooperative relationships with our destination partners at both the public and private sector levels, in order to create a win-win situation for all."

The conference's business sessions, social functions and trade show will again provide a forum for cruise industry partners to network, exchange information, share ideas and cultivate valuable business relationships. Paige explained that the trade show allows industry stakeholders to stay in the forefront during tough economic times, by showcasing destinations and products to member lines' cruise executives representing destinations spanning the globe from Europe, the Caribbean and Latin America.

Information regarding registration and securing trade show booth space are available on the website.

Florida-Caribbean Cruise Association (FCCA), www.fcca.com

VACATION.COM CHOOSES ORLANDO WORLD CENTER MARRIOTT RESORT AS SITE OF 2010 CONFERENCE



After successfully hosting its annual meeting at Caesars Palace for the last two years, the marketing organization Vacation.com® has selected the Orlando World Center Marriott Resort as the site of its 12th International Conference and Trade Show, to be held June 27 through July 1, 2010.

The world's largest Marriott, the Orlando World Center is a centrally-located golf and spa resort set on 200 lush Central Florida acres, with over 2,000 guest rooms and suites, along with 450,000 square feet of event space.

Along with an outstanding educational lineup, world-class entertainment, product demonstrations, thought-provoking general sessions and a packed trade show, 2010's Conference plans include pre- and post-event cruise opportunities, a ship inspection with lunch and a golf tournament.

Even before the Orlando site was announced, many Vacation.com member agents were already planning to attend. Results from a survey given at the end of the 2009 Conference showed that 90 percent of attendees were committed to returning next year, mostly due to the event's 95-percent overall satisfaction rating.

U.S. members receive one complimentary registration to Conference, while additional employees and Canadian members can take advantage of the \$79 early-bird rate until October 31. Vacation.com members may visit AgentNet for more information and to register for the 12th International Conference & Trade Show.

Vacation.com, 800-843-0733, www.joinvacation.com

DEMA SHOW SITUATED TO STRENGTHEN DIVE INDUSTRY RELATIONSHIPS

The Power of DEMA Show 2009 to provide networking, education, and face-to-face connections is strengthening the dive industry's ability to strategically market to consumers and creatively retain current customers. This year DEMA will sponsor 24 new learning and networking opportunities that will focus on understanding the dive consumer's buying style, marketing to potential

customers utilizing marketing materials such as those provided by DEMA's "Be A Diver" advertising campaign, and improving sales during the current economic downturn.

This DEMA-Sponsored year's seminars will focus on five tracks—Track 1: Selling to the Target Customer; Track 2: Be A Diver: Tools for Tough Times; Track 3: Keep Your Current Customers Buying; Track 4: Tough Times Call for Smart Business; and Track 5: Protecting the Underwater Environment.

Each seminar is conducted by an expert in the respective field including representatives from the Disney Entrepreneur Center and Smithsonian Scientific Diving Program. A complete schedule of DEMA Sponsored Seminars is available on their website.

DEMA Executive Director, Tom Ingram, the DEMA Board of Directors and staff will provide the annual DEMA Member Update on DEMA's 2010 membership benefits and industry programs, Thursday, November 5, from 8:30–9:30 a.m. in room S210CD. The meeting will also include a free continental breakfast, free member pins and ribbons.

DEMA Show 2009 will take place November 4–7, 2009 in Orlando, Florida.

Diving Equipment & Marketing Association (DEMA), www.demashow.com/dema-sponsored-seminars.html, www.demashow.com

AGENTS TO GAIN RECOGNITION AT WORLD TRAVEL AWARDS MEXICO CEREMONY

Leading North American travel agencies and tour operators will be recognized for their exceptional achievements over the last 12 months during the World Travel Awards North American and Central American ceremony in Mexico on September 21.

Mexico, always been a top destination for travelers, is gearing up for this exciting event that will take place at the new luxury Caribbean resort, Hacienda Tres Rios near Cancun.

Graham Cooke, president of the World Travel Awards, commented, "Over the past 16 years these awards have been built on fostering the very highest quality in every aspect of travel and tourism, but this year has taken on an even greater significance due to the challenging economic climate, meaning each nominated company has had to go that extra mile."

The award scheme, described by the Wall Street Journal as the 'Oscars' of the international travel industry, has nominated more than nearly 200 North American destinations, operators, hotels, airlines and car rental in 26 categories, which include; North America's Leading Business Travel Agency, North America's Leading Tour Operator, North America's Leading Tour Operator. The complete list of nominees for the World Travel Awards North American and Central American Ceremony 2009 is available on their website. The event will be followed by the World Travel Awards Grand Final, set to take place November 8 immediately before World Travel Market, at the five-star Grosvenor House, a JW Marriott hotel in London.

World Travel Awards, www.worldtravelawards.com

2009/10 • CALENDAR OF EVENTS

DATE	EVENT	LOCATION	CONTACT
OCTOBER			
6-8	Intl. Ukraine Travel Market	Kiev, Ukraine	www.ukraine-itm.com.ua
8-9	Home Based Travel Agent Show	Atlantic City, NJ	www.travelindustryshow.com
10-11	Adventures in Travel Expo	New York City, NY	www.adventureexpo.com
14-16	CIS Travel Market	St. Petersburg, Russia	www.cistravelmarket.com
14-16	Cancun Travel Mart	Cancun, Mexico	www.cancuntravelmart.com
16-18	TTG Incontri	Milano, Italy	www.ttgincontri.it
25-30	ADHT 2009	Dar Es Salaam, Tanzania	www.adht.net
20-22	Adventure Travel World Summit	Quebec, Canada	www.adventuretravelworldsummit.com
21-23	Discover American Pavilion at ABAV 2009	Rio de Janeiro, Brazil	www.discoveramericapavilion.travel
21-23	Discover American Pavilion at ITB Asia 2009	Singapore	www.discoveramericapavilion.travel
29 - Nov 1	Philoxenia	Thessaloniki, Greece	www.helexpo.gr
NOVEMBER			
3-5	BTC 2009	Rome, Italy	www.ittfa.org
7-11	ICCA Exhibition	Florence, Italy	www.iccaworld.com
9-12	WTM	London, England	www.wtmlondon.travel
9-12	Discover American Pavilion at WTM 2009	London, United Kingdom	www.discoveramericapavilion.travel
14-16	WRTA Expo 2009	Reno, NV	www.wrtareligioustravel.com
14-18	NTA Annual Convention	Reno, NV	www.ntaonline.com
16-19	IGTM 2009	Malaga, Spain	www.igtm.co.uk
16-19	Pure Life Experiences	Marrakesh, Morocco	www.purelifeexperiences.com
19-20	MITM Americas	Havana, Cuba	www.mitmamericas.com
19-22	Discover American Pavilion at CITM 2009	KunMing, China	www.discoveramericapavilion.travel
20-24	UFTAA Congress	Kathmandou, Nepal	www.uftaa.travel
21-24	Travel Counsellors Conference	Marbella, Spain	www.travelcounsellors.com
DECEMBER			
1-3	EIBTM 2009	Barcelona, Spain	www.eibtm.com
1-3	Discover American Pavilion at EIBTM 2009	Barcelona, Spain	www.discoveramericapavilion.travel
5-6	Adventure in Travel Expo	Seattle, WA	www.adventureexpo.com
8-10	USTOA Annual Conference	Banff, Alberta, Canada	www.ustoa.com
JANUARY 2010			
12-17	Vakantiebeurs	The Netherlands	www.vakantiebeurs.com
20-24	BTL	Lisbon, Portugal	www.btl.fil.pt
21-24	MATKA	Helsinki, Finland	www.matkamessut.fi
21-24	Moroccan Travel Market	Marrakech, Morocco	www.mtm.ma
21-24	Slovakiatour	Bratislava, Slovak Republic	www.incheba.sk
21-24	Tourism & Leisure Show	Ljubljana, Slovenia	www.tourism-fair.com
27-31	Discover American Pavilion at FITUR 2010	Madrid, Spain	www.discoveramericapavilion.travel
28-30	SATTE 2010	New Delhi, India	www.satte.org/exhibit-2010.asp
FEBRUARY			
4-7	Holiday World	Czech Republic	www.holidayworld.cz
7-14	Discover American Pavilion at OTM 2010	Mumbai/New Delhi, India	www.discoveramericapavilion.travel
11-14	EMITT	Istanbul, Turkey	www.emittistanbul.com
18-21	Discover American Pavilion at Bit 2010	Milan, Italy	www.discoveramericapavilion.travel
21-23	Jordan Travel Mart	Dead Sea, Jordan	www.jordantravelmart.com
24-28	IFT	Belgrade, Serbia	www.ift-belgrade.com
26-28	2010 New York Times Travel Show	New York, NY	www.nytravelshow.com
MARCH			
8-9	TTG Polish Travel Mart 2010	Warsaw, Poland	www.polishtravelmart.pl
10-14	ITB Berlin 2010	Berlin, Germany	www.itb-berlin.com
10-14	Discover American Pavilion at ITB Berlin 2010	Berlin, Germany	www.discoveramericapavilion.travel
17-20	MITT	Moscow, Russia	www.mitt.ru/en
17-20	Discover American Pavilion at Mitt 2010	Moscow, Russia	www.discoveramericapavilion.travel
25-28	TUR	Gothenburg, Sweden	www.ittfa.org
25-28	Discover American Pavilion at TUR 2010	Gothenburg, Sweden	www.discoveramericapavilion.travel
MAY			
4-6	CHTIC 2010	San Juan, Puerto Rico	events@caribbeanhotelandtourism.com
4-7	Discover American Pavilion at ATM 2010	Dubai, UAE	www.discoveramericapavilion.travel
25-27	Discover American Pavilion at IMEX 2010	Frankfurt, Germany	www.discoveramericapavilion.travel

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SERA CAWANIBUKA APPOINTED NEW REGIONAL MARKETING OFFICER FOR TOURISM FIJI



SERA CAWANIBUKA

Sera Cawanibuka was recently named new regional marketing officer for Tourism Fiji Americas, according to Regional Director of The Americas, Ili Matatolu.

In her new position, Cawanibuka's responsibilities will include the coordination of Fiji's trade and consumer calendar, developing priority niche markets, progressing its leads generation program, and maximizing marketing opportunities in Canada and second-tier markets.

Prior to her appointment as regional marketing officer, Cawanibuka served as the regional coordinator for Tourism Fiji's Matai Specialists Program, where she was responsible for the implementation of training new Matai Specialists, overseeing annual awards, organizing Fiji Super Fam trips and developing marketing materials for the Matai Specialists Program.

Cawanibuka was also charged with overseeing incentive-based initiatives, the Matai newsletter, Bula seminars and yearly road shows.

"Cawanibuka will continue to be a valuable asset to our North American team here in Los Angeles and we look forward to working closely with her in her new capacity," said Matatolu.

Cawanibuka is a graduate of the University of the South Pacific with a Bachelor of Arts in Tourism Management & Public Administration.

Tourism Fiji, infodesk@bulafiji-americas.com, www.fijime.com

KEMPINSKI HOTELS APPOINTS JEFFREY THOMAS DIRECTOR OF GLOBAL GROUP SALES EAST COAST USA & CANADA



JEFFREY THOMAS

Jeffrey E. Thomas has been appointed as Director of Global Group Sales East Coast USA & Canada, based at Kempinski's global sales office in New York. In his new role he is managing Kempinski's existing and acquire new MICE accounts on the East Coast and Canada and will actively drive an increase of business opportunities for Kempinski's global portfolio. Jeffrey reports directly to Christian Renz, Vice President Global Sales for Kempinski Hotels.

Jeffrey joins the corporate sales team from the Kempinski Hotel Barbaros Bay Bodrum, Turkey, where he worked as Director of International Sales overseeing the MICE and leisure sector.

Prior to his time with Kempinski, Jeffrey gained ample sales experience by working for Banyan Tree Desert Spa & Resort in Bahrain, Crowne Plaza Resort Salalah in Oman, Radisson SAS Hotel Kyiv and the Hilton Salalah Resort Oman.

Born in Norwalk, Connecticut, Jeffrey grew up in Germany, where he graduated from the University of Hotel and Business School in Bavaria and additionally completed his apprenticeship in hotel and restaurant management. He is bilingual in German and English.

Kempinski Hotels, www.kempinski.com

SOUTH AFRICAN TOURISM WELCOMES DAVID DI GREGORIO AS NEW MARKETING & COMMUNICATIONS MANAGER



DAVID DI GREGORIO

South African Tourism has announced the appointment of David DiGregorio to the position of Manager: Marketing & Communications USA.

DiGregorio comes to South African Tourism with a wealth of marketing experience, including several years at Grey Global's G2, where he was responsible for the design and implementation of integrated marketing programs for multinational clients including Kraft, Dannon, Shell, Absolut, and Nokia.

David's international experience spans four continents and includes time working in Sydney for the Australia-Israel Chamber of Commerce, in Europe consulting on corporate renewal for the French wine industry and in China managing media relations at the 2008 Summer Olympic Games.

David supplements his marketing skills with over a decade of experience as a web developer and Internet marketer.

"We are delighted to have David on board," said Sthu Zungu, President, South African Tourism, North America. "He brings a fresh perspective and unique skill set to our team; he will be responsible for the development and implementation of all our communications above, below and through the line."

David will be based in South African Tourism's New York office, at 500 Fifth Avenue.
South African Tourism, www.southafrica.net

NATURALIZED KOREAN CHARM LEE TO HEAD KOREA TOURISM ORGANIZATION



CHARM LEE

The Korea Tourism Organization (KTO) has appointed German-born naturalized Korean Charm Lee, 55, as their new President and CEO.

At a press conference, Lee pronounced: "With my extensive understanding and experiences of cross cultures, I will do my best to elevate the Korean tourism industry through such as strengthening overseas marketing and expansion of tourism infrastructures from the perspective of a consumer."

Lee is the first naturalized Korean to take a top government post in Korean history. His appointment reflects the Korean government's willingness to open up a high-level government public office to a foreign-born individual that possesses professionalism, which is in line with the new wave of globalization as Korea becomes more preeminent on the international stage. It is also expected to impact positively on attracting foreign investment to Korea.

Lee arrived in Korea in 1978. Since becoming naturalized in 1986, he's been actively involved in various fields in corporate management and major media including TV, which has made him a well-known public figure, recently hosting a program regarding tourism and globalization of Korean food.

A chronology of his vast experience includes posts as Director of Korean-German Chamber of Commerce and Industry; CEO of Charmsmart; a member of Visit Korea Year Committee (Ministry of Culture and Tourism); President of Bigwell Inc.; Outside Director of KT Freetel Co., Ltd.; and Corporate Adviser of both Kia Motor Company and Yeil Accounting Corporation.

Lee has authored "A Native Korean Made in Germany" and "Korea, Stuff with Unlimited Possibility." Korea Tourism Organization (KTO),

ELDORADO HOTEL & SPA TAPS KAREN BUTLER AS DIRECTOR OF SALES & MARKETING



KAREN BUTLER

Eldorado Hotel & Spa in Santa Fe, New Mexico has appointed Karen Butler Director of Sales and Marketing. Butler brings 26 years of hospitality experience to the helm of the sales and marketing department of the 219-room hotel. In her new role, Butler is responsible for achieving revenue goals, developing hotel-wide sales and marketing strategies for the leisure and group segments and maintaining the highest levels of guest and associate satisfaction.

"I look forward to playing a key role in further enhancing our guests' experience at Eldorado Hotel & Spa," said Butler. "This dynamic hotel has been Santa Fe's premier property for many years and I'm thrilled to be a part of its continued success."

Butler was director of Sales & Marketing at Hilton Santa Fe Historic Plaza for two years before joining the Eldorado Hotel & Spa executive team. Butler has also served as director of sales for Country Inn & Suites by Carlson in San Diego Sorrento Mesa, Residence Inn San Diego La Jolla and Hilton Pasadena in California.

Butler began her career in the hospitality industry as a front-office manager at the Pontchartrain Hotel in Detroit, MI.

Eldorado Hotel & Spa, 800-955-4455, www.eldoradohotel.com

CHTA SIGNS STRATEGIC PARTNER ALLIANCE WITH MASTERCARD

The Caribbean Hotel and Tourism Association (CHTA) and MasterCard Worldwide have announced an agreement in which MasterCard has been designated as a Strategic Partner of the Caribbean hospitality industry and is now the "Official Card" of the Caribbean Hotel and Tourism Association.

CHTA Strategic Partners are leading organizations and companies involved in a wide range of industry sectors and activities for the betterment of the Caribbean.

"We are excited about the addition of MasterCard to our elite group of supporters of the Caribbean hospitality industry," said Enrique De Marchena Kaluche, president of CHTA. "MasterCard brings a new strategic focus and dimension to our hospitality industry and will enable our entire membership to, in some way, experience the benefit of their participation. We are pleased that MasterCard, like our other Strategic Partners, recognizes the importance of tourism and the hospitality sector and our impact on the region's economy."

The addition of MasterCard as a Strategic Partner will create opportunities for developing a number of new initiatives with the CHTA membership including hotels, attractions and restaurants.

In addition to year-round recognition and exposure alongside CHTA, benefits of the Strategic Partnership include the sponsorship of all CHTA conferences and events and the designation of "Host" at Caribbean Marketplace 2010 in Puerto Rico, among other benefits.

MasterCard joins ARDA, Eventstar, Caribbean Travel & Life, FirstCaribbean International Bank, Fosters Group, Interval International, Tropical Shipping and Utell Hotels & Resorts as CHTA Strategic Partners.

Caribbean Hotel & Tourism Association (CHTA), www.caribbeanhotelandtourism.com; MasterCard Worldwide, www.mastercard.com

The Inside Track

BARRY GOLDSMITH

One of the questions that a leading online dating service asks to determine a couple's compatibility is, "Do you like cities or the beach?" Why do I have to decide? Vacation at one of the many great *urban* beaches – relax *and* sightsee at a single destination.

Great American beach cities are San Diego, Los Angeles, Miami, Honolulu...Of those I like Honolulu best.

Honolulu has great international-caliber museums – the Bishop Museum and the Hawaii Academy of Art. It also has the only palace in the United States – Iolani Palace. But only Honolulu has Pearl Harbor. Seeing the oil still oozing from the *USS Arizona* will haunt me forever.

I enjoyed staying at two luxurious, historic landmarks on Waikiki Beach – the Moana Surfrider Westin and the recently renovated Royal Hawaiian Hotel. Yes, I had rooms facing the ocean. In fact, my room at the Moana Surfrider had double exposure – windows faced the ocean on two sides. Even though it was hot, I slept with all my windows open. What's the sense of being on the beach if you can't feel the ocean's breeze, hear the ocean and smell the salt water?

Ironically, I had to call maintenance to open my windows – which were permanently shut since air conditioning was installed decades ago. Why pay extra for an ocean view if you eliminate three senses of appreciation – touch, sound and smell? I travel not only to see – I travel to feel, hear and smell.

My favorite American urban beach? Chicago. Surprised? Not many people consider Chicago a great beach town. The last time I stayed at the beautiful Drake Hotel, I asked reservations for a beach view. The reservationist replied, "What beach?"

What are the greatest beach cities in the world? South America has Rio de Janeiro's world-famous Copacabana beach – and many more beaches including Ipanema, Leblon...There are so many beaches in Rio – and so many natives crowding them every day – the city just doesn't import enough fabric for everyone's swimsuit, so they have to ration it. That accounts for the world's skimpiest bathing suits – and not just for women, but also for men. The Rio man of any age looks good in his Speedo, which on me would be a "Speedon't."

Brazil has many large cities with urban beaches. Among them are Recife and Brazil's amazing first capital, 16th-century Salvador de Bahia with its UNESCO-restored 400-year-old downtown – which is actually uptown – on a hill. Its vibrant-colored buildings and ornately carved church facades are now easily visited on direct flights from the U.S. on American Airlines.

Another South American surprise is Montevideo, where I



Montevideo's urban beach.

rediscovered their incomparable Art Deco buildings on the Sheraton/American Airlines press trip I led. I'm now helping Montevideo achieve UNESCO status. Sophisticated travelers hearing the name "Ramblas" think of Barcelona's main esplanade. Montevideo's Ramblas is an even longer esplanade – bounding a thirteen-mile beach.

My favorite Caribbean beach is Cartagena. (Yes, Colombia is Caribbean.) Cartagena is a UNESCO 18th-century walled city with plazas, fountains and Botero sculpture. Cartagena even has its own Inquisition Museum. Cartagena has a tropical beach with a Miami-like resort, the Cartagena Hilton. A convent within the walled city displays numerous antiques around its fountained cloister. It's the Hotel Sofitel Santa Clara – a convent converted to a resort hotel.

My favorite European urban beach? Venice. Surprised? Yes, Venice has its own lido (beach).

This is another category: the city and *distant* beach. A beach that's far from the developed urban center, but still within the city limits. How does this urban-with-faraway-beach qualify as an urban beach? My credo: If you can't see the beach from the highest point in the city (natural or manmade) – the beach is too far to fall into my "urban beach" category.

Hong Kong, one of the world's densest cities, has a beautiful beach that's in the movie *Love is a Many Splendored Thing* – the beach at Repulse Bay. No, it can't be seen from the other side of Hong Kong Island – the urban part. Nor can Macao's excellent beaches be seen from downtown Macao.

Why do I still consider Venice's lido my favorite European urban beach even though it is separated from the rest of city by water? Because *everything* in Venice is separated by water – even your next-door neighbor. Venice is a city of islands. And besides, when I take the elevator to the top of San Marco's Campanile, I can see the lido – with my binoculars.

Barry Goldsmith is a professor of architecture and humor. Goldsmith is a television host of travel-related TV series in the USA and UK. And he is a regular on a new syndicated radio show, Let's Travel Radio.

GRENADA

An Amazing All Inclusive Holiday at LaSource in Grenada is being offered to travel agents for just \$135 per person. This is the rate for agent and adult person staying in the same room. This rate includes all that guests receive: complimentary limo airport transfers, complimentary scuba dive per day, free nine-hole executive golf course, premium-label drinks/afternoon tea and room service for Continental breakfast, free daily spa treatment, yoga t'ai chi and meditation, and Internet access.

Those booking now through December 9 for travel now through December 16, 2009, get two nights free in the Luxury Oceanfront category, so paying for five nights allows them to stay for seven nights. The single supplement is waived for bookings for travel to October 31, 2009. Restrictions apply; offer subject to availability; not combinable with other offers and applicable to Luxury Oceanfront categories only.

Air Jamaica has increased its non-stop flights from New York to Grenada to four weekly flights.

**LaSource (on-property), 888-527- 0044,
reservations@theamazingholiday.com,
www.theamazingholiday.com**

MEXICO

The Westin Resort & Spa in Cancun has a Special Travel Agent Rate that starts as low as \$59, and includes a 20-percent discount on massages, 20 percent off food and beverages, and free Kids Club use.

Agents' IATA cards are required at the moment of check-in. Rates, valid until December 10, 2009, are subject to availability at booking time, and also to a 10-percent VAT tax and 2-percent lodging tax.

Agents may contact Yuliana Ferreira at the email address provided to book under the special rate.

**Westin Resort & Spa, yuliana.ferreira@westin.com,
www.westincancun.com**

NEW YORK / CHICAGO / WASHINGTON, D.C.

Denihan Hospitality Group (DHG) is offering exclusive travel agent rates this summer at Affinia Hotels, The Benjamin, The James and affiliate hotels from \$69 per night. These weekend rates are exclusive to travel agents only. The Buckingham, the newest property managed by DHG, is now part of GDS code NY.

The rate at Affinia Chicago, Liaison Capitol Hill, An Affinia Hotel (Washington, D.C.), and Eastgate Tower Hotel (NYC) is \$69 per night.

At Affinia Hotels in New York City (Affinia Shelburne, Affinia 50, Affinia Manhattan, Affinia Gardens and Affinia Dumont), and The Buckingham (NYC), it's \$79 per night.

At The James Chicago and The Benjamin New York, the rate is \$99 per night.

Special travel agent rates available at Affinia New York hotels

and The Benjamin for Friday, Saturday and Sunday stays through September 7, 2009, three-night stay maximum per agent. The rate is available at Affinia Chicago and The James for stays from Sunday to Wednesday through September 7, 2009. The travel agent must present IATAN card upon arrival. When booking, agents must mention promotion code TAPROM.

**Affinia Hotels, 866-233-4642, (The James) 877-JAMES-55
(526-3755), www.affinia.com/taprom**

TANZANIA

Agents can experience Tanzania first-hand by signing up for United Travel Group's fam slated for November 1-11, 2009. Travel will be throughout the full northern circuit that includes Ngorongoro, Tarangire, Lake Manyara and the Serengeti.

Luxury accommodations, most meals, and full game viewing are all included. Space is limited, so early booking is necessary. The price of the tour is \$2,595 per person including air from NYC. Add-ons are available from all BA gateways. Departure taxes and full surcharges are additional.

The itinerary can be viewed online.

United Travel Group, www.unitedtravelgroup.com

TURKEY, EGYPT, GREECE

FLO-USA has arranged several interesting fam trips for the upcoming fall season.

An Eastern Turkey Fam Trip is scheduled for October 1-14, 2009, that includes land plus air for \$3,395, with companion supplement \$460. The trip includes international flight from JFK on Turkish Airlines, all domestic flights, all meals, travel insurance, all admissions and all transportation.

A Deluxe Turkey Fam is planned for October 21-November 4, 2009, at \$1,795 land only. The cost for land plus air from JFK is \$2,545. A companion supplement is \$550.

The trip features all five-star hotel accommodations at Istanbul, Canakkale, Kusadasi, Pamukkale, Antalya, Cappadocia, and Bursa. Also included are all buffet breakfasts and dinners, travel insurance, all transfers and tours, all entrance fees and all local taxes and service charges.

The Deluxe Egypt Fam Trip is set for October 10-November 21, 2009, at a price of \$1,399 land only; companion supplement \$290.

This deluxe fam includes five-star hotel accommodations, a three-night Nile cruise on a five-star ship, all meals, travel insurance, all entrance fees, all taxes and service charges.

A fam called Ancient Greece Fam Trip is scheduled for November 3-10, 2009. It is priced at \$1,299, with a companion supplement price of \$400. The price includes four-star accommodations with daily breakfasts, transfers, tours, entrance fees and trip insurance.

**FLO USA, 888-435-6872, shebby@flo-usa.com,
www.flo-usa.com**

Round-Trip, Off-Peak: Venice is Beyond Beautiful

In the off-season, one of the world's most ravishing cities is the answer to your winter blues.

ROBIN SWADOS

Winter's coming to an end. Before the fares go sky-high, tourists weary of the cold, the snow, the slush decide to take off on a vacation to Europe. Venice sounds good, yes? Imagine that they arrive at the head of the Grand Canal swathed in typical winter paraphernalia—coat, gloves, scarves, boots. Then imagine their shock and delight as it begins to dawn on them: *It's March. It's sunny. It's almost seventy degrees. Why didn't I bring a couple of T-shirts?* The fact is, Venice in early spring or autumn can, just possibly, come close to being one of the most perfectly beautiful places on the face of the earth. In summer, this city—unarguably one of the world's most popular tourist destinations—can be wildly overcrowded, oppressively hot and humid, and, how shall I say, malodorous. In the dead of winter, Venice can turn bone-chillingly frigid, with icy winds whipping at your back.

In the off-season months, however—March, April, May; September, October, November—Venice can transform itself into a magical paradise of dazzling sunshine, gentle breezes, and laid-back hospitality. On a trip to Venice late last winter, I not only joined my traveling companions in shedding our winter clothes for shorts and T-shirts, I was also afforded the privilege of staying in one of the city's most fabled hotels, the Danieli. I also took a visual and gastronomic tour of two more legendary hotels—The Gritti Palace and the Westin Europa and Regina—as well as a couple of fantastic lunches at yet two more of the city's most historic dining establishments, the Caffè Florian and the Caffè Quadri.

A Palace You Can Live In

The Palazzo Dandolo, known today as the Hotel Danieli, was built at the end of the 14th century and transformed into a real hotel in 1822. Entering its lobby—a visual interplay of sun and shadows—guests are immediately immersed in a glorious walk into the past, confronted first with the amazing “golden staircase,” then soaking in the marble columns, wooden moldings, beams, precious original 18th-century doors and Murano glass chandeliers. Numerous renovations to the hotel's 225 guest rooms over the course of the last hundred years have moved the Danieli into the 20th and 21st centuries while still managing to preserve its historical accuracy and beauty. A highlight of a nine-month renovation in 2008 is the hotel's Terrazza Danieli Restaurant, an extraordinary rooftop space renovated in Venetian Gothic style and overlooking the Venetian Lagoon not only from the outer deck but



Breakfast outside the Terrazza Danieli Restaurant at the Hotel Danieli.

from every corner of the interior of the restaurant as well. The kitchen, also completely refurbished, is run by Executive Chef Gian Nicola Colucci, who has developed a tasting experience that ranges from traditional Venetian recipes to Oriental touches, different salts and spices, and a carefully selected variety of olive oils. As for breakfast, I ate it on the outdoor deck each day while the early-morning sun reflected on the water five stories below made the use of sunglasses an absolute necessity. As the hotel's publicity material proudly states, “There are palaces in Venice you can visit, and one you can live in: Hotel Danieli.”

The Palaces Next Door

For the traveler interested in an ultra-luxury vacation, two alternatives to the Danieli would leave not the slightest trace of dissatisfaction: The Gritti Palace and the Westin Europa and Regina (formerly the Europa Regina). The Gritti Palace, originally built in 1525 as a residence for the Doge Andrea Gritti, comprises 91 distinctive rooms detailed with Murano glass chandeliers, chatoyant draperies, marble tiles, and original gold-trimmed ceilings. Smaller and more intimate than the Danieli, the hotel has nevertheless frequently served as the destination of choice for the world's royalty, from presidents to movie stars. Many of the rooms contain large terraces or balconies, one of which (for example) served as the scenario of the 1999 hit film “The Talented Mr. Ripley”. The “Golden Book” of guests who have stayed at the Gritti Palace boggles the imagination, ranging from Charles Dickens in 1884 to Fred Astaire, Sean Connery, Catherine Deneuve and Richard Gere, to name but a few.

CONTINUED ON PAGE 16



ROBIN SWANOS

A floral arrangement in the lobby of the Westin Europa and Regina.

The Westin Europa and Regina, directly next door to the Gritti Palace, offers 185 rooms, many offering direct views on to the Grand Canal. Three suites on the seventh and top floors contain terraces even larger than the rooms themselves. Lacquered furniture in pastel colors, typical of the Venetian style, help to make the Europa's rooms especially warm and inviting, and all its bathrooms are made of marble in colors that perfectly match the décor. Dinner at the hotel's elegant restaurant La Cucina was superb, and the recently refurbished Bar Tiepolo, featuring a gorgeous terrace overlooking the Grand Canal, serves as a perfect gathering place for international visitors.

Where to Eat

If luxury is the visitor's goal, two dining establishments stand out in Venice: The Caffè Florian and Quadri. The former, founded in 1720 and set under the arcades of the Procuratie Nuove in the Piazza San Marco, has always been frequented by an incredibly illustrious clientele—ambassadors, merchants, fortune hunters, men of letters and artists. Today, the Florian is still a place for a glittering array of personalities to meet, and it is actively engaged in present-day Venetian life, organizing top-quality events, with an emphasis on art and music. From April to October, Florian's offers live music just outside its doors, presenting a repertoire of classical music, pop, and operettas. Its meals comprise an elegant and scrumptious array of fresh ingredients, as well as amazing desserts, sweets and coffees.

The lovely Caffè Quadri was one of the earliest coffee shops to open in Piazza San Marco and boasts the only above-ground-level view of the world-famous square. The Quadri's sumptuous dining room and magnificent menu offer the visitor in search of high-end Venetian cuisine a stunning variety of appetizers, pasta, fish, and meat.

Hotel Danieli and Campo Santa Maria del Giglio,

www.starwoodhotels.com;

San Marco, www.westin.com/europaregina;

Caffè Florian, info@caffeflorian.com;

Caffè Quadri, www.quadrivenice.com

DUBROVNIK TRAVEL HAS PACKAGE DEALS FOR LAST-MINUTE AND EARLY BOOKINGS

Croatia destination-management company Dubrovnik Travel DMC has announced the recent opening of two new Dubrovnik hotels geared to business travel and the meeting industry. The Valamar Lacroma Resort is situated in the Mediterranean greenery of the Babin Kuk peninsula, and the Radisson Blu Resort and Spa features cascading terraces that extend toward the sea. Both hotels have gone a long way in increasing Dubrovnik's room capacities, with 385 rooms at Lacroma and Radisson Blu's 201 rooms and additional 207 luxury apartments. Dubrovnik has now become a viable destination for large congresses and meetings.

Dubrovnik Travel DMC has created promotional meeting package deals for last-minute bookings as well as early booking for 2010 for the two properties, starting at \$199 for a two-night, all-inclusive meeting package. The new hotels are expected to become European hotspots for business and meeting travel.

Dubrovnik Travel, www.dubrovniktravel.com

VIRGIN VACATIONS OFFERS DELUXE EXPERIENCE IN HIP HOTELS AND PRIVATE AIRPORT TRANSFERS

Virgin Vacations, a leading travel operator to the UK, Europe and South Africa, now includes HIP Hotels in its distinguished brand to offer deluxe affordable and personalized escapes.

Virgin seeks boutique properties with HIP Hotels—a collection of Highly Individualized Places (HIP)—for their design, architecture, and style unique to their setting. Virgin Vacations and HIP Hotels unite to offer air and hotel packages from affordable to extravagant, and now even private roundtrip airport transfers are included.

Virgin's London offerings include three hotels from trendy to grand. Designed by Philippe Stark, The Sanderson is a sophisticated yet funky urban retreat. At the important Edwardian building One Aldwych, there's music piped-in to the pool. A short walk from the glamorous neighborhood of Knightsbridge, The Metropolitan offers stunning views and some of the city's best sushi at Nobu. London packages begin at \$799 per person for three nights p/p; guests can add-on additional nights.

Virgin Atlantic brings a stylish air feature to the packages. In Upper-Class Suites, the seat becomes the longest full-body flatbed in any airlines' business class. The Freedom menu services allow eating what you want whenever you want it. Premium Economy or spacious Economy seats offer at least 31 inches of seat pitch.

Virgin Vacations now offers more of Europe and new Virgin Atlantic destinations such as India and Hong Kong. More recently, Africa has been added, with the option of visiting Sir Richard's private game reserve Ulusaba.

Virgin Vacations/HIP Hotels, 866-674-6209,

www.hotels.virgin-vacations.com; Virgin Vacations,

888-937-8474

FLO USA PLANS SPECIAL TO CELEBRATE 'THANKSGIVING IN TURKEY'



Flo USA has a special eight-day/six-night trip planned to celebrate 'Thanksgiving in Turkey' this year departing JFK November 21, for only \$1,599 ppdo including airfare (\$1,345 single), plus airport taxes, \$282.

Included in the price are: arrival and departure transfers if international tickets are issued by FLO USA, two domestic flights (Istanbul/Cappadocia/Istanbul), hotel accommodation at Cappadocia's boutique Gamirasu Cave Hotel and in Istanbul Germir Palas Hotel (also boutique), all sightseeing tours as stated in the itinerary, a special Thanksgiving feast, the services of an English-speaking local tour guide, trip insurance (FLO USA TPP), entrance fees, meals as stated in the itinerary (six breakfasts, two dinners), portage fees, and all local taxes and eight-percent VAT charges. Not included are: international flights, visa fees, tips for tour guide and driver, personal expenses, and any meals and drinks unless stated in the itinerary.

Some highlights are Topkapi Palace that served as the Imperial Residence to 25 sultans and 4,000 people during the great Ottoman Empire, and Istanbul's Grand Bazaar with almost 5,000 shops arranged according to their trade—a giant maze of small streets and passages. Guests will also see the Hippodrome, originally built in 203 by Roman Emperor Septimus Severus; St. Sophia (Hagia Sophia), the magnificent Byzantine church, fourth largest in the world; the Sultan Ahmet Mosque—the Blue Mosque, its walls along the galleries covered with 21,000 17th-century Iznik tiles with flower motifs in a dominant blue color; and a cruise on the Bosphorus.

In Cappadocia, guests will tour Goreme open-air Museum, with its dozens of painted cave-churches, a surrealistic geological formation that's one of the wonders of the world. Other highlights are the Kaymakli Underground City where early Christians hid from persecutors, and the Soganli Village famous for dolls. Here's where guests will enjoy their special Thanksgiving feast at a local restaurant. This tour is scheduled as a special one-time departure and the group size can be more than Flo's maximum group size of 16. Flo USA, 888-435-6872, info@flo-usa.com, www.flo-usa.com

IMAGE TOURS' 2010 EUROPEAN BOOKINGS OPEN

Image Tours has posted its 2010 Escorted Europe Tour schedule, with numerous departure dates and applicable discounts online—so groups can avail themselves of the opportunity to book early in order to secure plans. These escorted tours are highly popular for group departures, family vacations, and church group travel.

In 2010, Image Tours has arranged ten uniquely designed itineraries, including their signature Heart of Europe tour. This 15-day panoramic adventure features seven popular countries: Holland, Belgium, Germany, Austria, Italy, Switzerland, and France. Another popular tour is the 16-day Heart of the British Isles tour. An enchanting journey through England, Scotland, and Ireland provides an impressive combination of historically rich and entertaining attractions including Edinburgh Castle and Stonehenge.

Image Tours will be offering special initial pricing for reservations made prior to October 30, 2009.

Departure dates are available online for the 2010 tours including the Passion Play in Oberammergau, Germany. There is currently a \$400 per couple discount.

Image Tours offers tours of Western Europe and the British Isles, with itineraries ranging from 9 to 22 days. Full pricing and details for 2009 are currently available on the company's website.

Image Tours, www.imagetours.com

ICELAND, ITS ECONOMY ON THE MEND, SLASHES PRICES TO STIMULATE AMERICANS TO VISIT

Expecting stimulus dollars from American travelers, Icelandair just announced a new \$469 per person package in November that includes airfare from New York or Boston, two nights' lodging in three-star FossHotels in the capital city of Reykjavik, and huge Scandinavian-style breakfasts for two mornings. The same package in October is just \$90 more. Although September travel is slightly higher, costs are still generally 20–30 percent lower than peak season rates. (Taxes and other restrictions apply.)

Here are some upcoming events that lure travelers: The Reykjavik International Film Festival (RIFF), September 17–27; Lighting of Yoko Ono's Peace Tower, October 9. The Imagine Peace Tower is a work of art located on Videy, a little uninhabited island just outside Reykjavik harbor; Iceland Airwaves Music Festival, October 14–18. Iceland Airwaves is an international music festival that showcases hot new bands from Iceland and the rest of the world. Visit Reykjavik Welcome Card—A Welcome Card from Visit Reykjavik discounts some of the capital city's best attractions. Available for 24-, 48- or 72-hours starting around \$11, the Welcome Card offers discounts at restaurants, shops and tours, in addition to free admission to museums and thermal pools.

Iceland Tourist Board, iceinar@goiceland.org, www.icelandtouristboard.com, www.icelandnaturally.com, www.icelandair.com; www.riff.is, www.imaginepeace.com, www.icelandairwaves.com, www.visitreykjavik.is

CAPELLA TELLURIDE NAMES BILL MARSHALL DIRECTOR OF SALES & MARKETING



BILL MARSHALL

Bill Marshall has been appointed director of sales and marketing for Capella Telluride (Telluride, Colo.), the region's newest luxury resort and residential property. Previously senior sales manager for Capella Telluride, Marshall's new post will include the oversight of all sales and marketing strategy and activities for Capella Hotels and Resorts' first U.S. property, which debuted February 2009.

"Bill has been an invaluable contributor to our successful launch and first five months of operations," said Capella Telluride's general manager, John Volponi. He continued, "We are thrilled to announce Bill's promotion, and know that under his guidance, Capella Telluride will continue to thrive as we introduce the resort and Telluride to new guests and welcome back newly-made friends."

With more than 20 years of experience in the hospitality and tourism industries, Marshall brings a wealth of knowledge and insight to Capella Telluride. Prior to joining the team in November 2008, he served as director of sales and marketing for Snake River Lodge in Jackson Hole, Wyoming. He has also held executive sales and marketing positions at The Lodge at Vail, SaddleRidge at Beaver Creek, Resort at Squaw Creek, the Telluride Ski & Golf Company and several established hotels in Telluride including The Inn at Lost Creek and Wyndham Peaks Resort and Golden Door Spa. An outdoor enthusiast, golf fan and former ski instructor to the stars, Marshall is a great ambassador for Telluride's outdoor adventures. He lives in the community with his wife, Diana, and their seven year old daughter, Ashlyn.

Capella Telluride, www.capellatelluride.com

AMARA HOTEL, RESTAURANT AND SPA HAS SPECIAL PACKAGE THAT SHOWCASES GRAND CANYON

Amara Hotel, Restaurant and Spa, the AAA Four-Diamond award-winning property in Sedona, Arizona, has created a travel package for a real Grand Canyon adventure. Guests staying at Amara get to experience one of the top ten scenic drives in America when traveling up Oak Creek Canyon via luxury minibus to the ultimate destination—the Grand Canyon, where they then spend a day on a professionally guided tour of the natural marvel.

Travelers will be in the heart of Sedona, Arizona—what USA Today calls "the most beautiful place on earth." Sedona's natural beauty, climate, clean air and water make it one of Arizona's most popular tourist destinations. Guests enjoy red-rock views beside the tranquil waters of Oak Creek at Amara Hotel, Restaurant and Spa, chosen one of the "World's Best Places to Stay" by the discriminating voters of *Conde Nast Traveler* magazine. With an award-

winning restaurant, top-notch spa and an outdoor recreational paradise too, the Grand Canyon package at Amara Hotel, Restaurant and Spa offers plenty of pleasure.

Included in the package are lavish two night's accommodations, full-service breakfast for two each morning at award-winning restaurant Hundred Rox (value up to \$35 per day), and a full-day Grand Canyon tour for two by Red Stone Tours (departing 8:30 a.m. and returning 5:45 p.m.).

Rates are from \$685 for the entire two-night package, available now through December 17, 2009.

Amara Hotel, Restaurant & Spa, 866-455-6610,
www.amararesort.com

LA QUINTA RESORT AND CLUB TO HOST THIRD ANNUAL DESERT CLASSIC CONCOURS D'ELEGANCE

The third annual Desert Classic Concours d'Elegance will take place Friday, February 26, through Sunday, February 28, at the iconic La Quinta Resort & Club in La Quinta, California. Celebrants of the motorsports lifestyle will view the most rare automobiles in the world alongside cocktails and cuisine prepared by La Quinta's culinary team. Exhibit areas will also include displays of other collectible items such as jewelry, watches and art.

"We are delighted to host The Desert Classic Concours d'Elegance," said Ralph Vick, managing director of La Quinta Resort. "La Quinta Resort has a long history of bringing together the world's most exciting people and hosting signature events."

Paul Merrigan, founder of the Desert Classic Concours d'Elegance, commented, "La Quinta Resort is the perfect setting for our event. As one of the top destination resorts in the world, La Quinta provides a spectacular backdrop for some of the most beautiful and historically significant cars seen anywhere. It's a classic meets classic partnership."

Guests will view more than 150 legendary classic, sports and racing vehicles elegantly displayed at the La Quinta Resort Mountain Course. The exclusive selection of marques will include Bugatti, Delahaye, Mercedes Benz, Packard, Alfa Romeo and more. The cars will be displayed with detailed information so that spectators can learn about the history and significance of the vehicles. Awards will be presented to more than 30 automobiles in 14 categories.

In its third year, The Desert Concours has established itself as one of California's premier classic car events. Last year, it attracted more than 4,500 spectators from around the world and received recognition from national media as well as automotive aficionados.

Advance tickets to the Sunday Concours d'Elegance are \$25 per person. Tickets will be on sale beginning November 1, 2009. Children 12 and under receive complimentary admission.

The Desert Classic Concours d'Elegance is a 501©3 non-profit corporation; proceeds benefit Coachella Valley charities.

La Quinta Resort & Club, 800-598-3828,
www.laquintaresort.com; Desert Classic Concours d'Elegance,
www.desertconcours.com

THE MAYFAIR HOTEL & SPA OFFERS A 'SUITE' SUMMER DEAL



The newly revitalized Mayfair Hotel & Spa, located in hip Coconut Grove, is offering a "suite" summer deal with an exclusive More Space, Less Rate offer. Now through September 31, 2009, guests can enjoy room upgrade to an Executive Suite from a standard Mayfair Suite for just \$15. This affordable perk gives guests more space to stay and play, without breaking the bank.

Having completed a multi-million dollar transformation, the Mayfair has re-emerged as Coconut Grove's newest hot spot, complete with rooftop Cabana One Pool Club & Lounge and famed New York steakhouse Angelo & Maxie's. Gaudí-inspired design defines the enclave, complete with an orchid-filled, open-air atrium and Japanese soaking tubs on private bougainvillea-covered terraces.

Situated on the rooftop of the legendary Mayfair Hotel & Spa is Cabana One Pool Club & Lounge, offering panoramic views of Biscayne Bay and escape from the bustle of South Beach. Among the 7,000 square feet of space, a floating cabana roof and planks of teakwood comprise the bar area. A bench built into the parapet winds around a fire feature and white curtains enclose eight private cabanas with sofas, flat-screen TV's and private safes. Cabana One offer Nintendo Wii centers and with high-end bottle service.

Angelo & Maxie's opened its only location outside of New York City at the Mayfair. The restaurant is reminiscent of an old Cuban sugar mill, featuring vintage stones, extensive millwork and La Cantina doors that open up into the open-air atrium.

Drawing from Eastern and Western philosophies on well-being, the Mayfair's Jurlique Spa specializes in a variety of services ranging from manicures and pedicures to massages, facials and signature treatments. Jurlique exclusively utilizes its own line of organic products following a holistic approach to outer beauty and inner health.

Mayfair's 'Suite' Summer Deal is not valid for existing reservations. It's based on availability and can be booked only by phone. Mayfair Hotel & Spa, 800-433-4555, www.mayfairhotellandspa.com

ANDALUZ OPENING DATE RE-SCHEDULED FOR OCTOBER 1, 2009

Due to unavoidable delays in receiving products from the factory, the official reopening of Andaluz (formerly the La Posada de Albuquerque) has been delayed from September 1 to October 1.

"We're shooting to achieve Gold LEED certification for Andaluz," said Paul D'Andrea, Regional Director for Gemstone Hotels & Resorts, manager of the property. "A big part of that certification comes from the use of eco-friendly materials in everything from custom built furniture and fixtures, to products such as carpet padding made from recycled material. There is unprecedented demand for these eco-friendly products and as a result, some of our vendors are simply not able to get their products delivered to us in time for us to meet our targeted opening date of September 1. Because of that, we felt the most prudent thing was to delay the opening 30 days to accommodate those revised product delivery schedules. All of our vendors are as committed to sustainability as we are, and they are doing their best to get us the products we need as close to their original delivery date as possible." D'Andrea said.

Andaluz, www.hotellandaluz.com

FAMILY VACATION CONNECTION TWO-ROOM DEAL IS A STEAL AT ORLANDO WORLD CENTER MARRIOTT RESORT

At the Orlando World Center Marriott Resort, a two-room package deal is now in play to enhance family vacation connections. Accommodations in a resort-view room with king bed and a guaranteed connecting room with two double beds from only \$279-\$419 per night are available through April 30, 2010.

The 200-acre outdoor playground is an oasis of excitement for all ages, encompassing one-million gallons of liquid in six pools including the signature lagoon-shaped pool with cascading waterfalls, 106-foot waterslide and daily poolside kids' activities ranging from beach ball drop to dive-in movies. An indoor pool; two children's pools; a secluded spa pool and six revitalizing whirlpool spas round out the experience. Games like water volleyball and basketball are entertaining and fun, as is building a castle in the sand, or visiting the arcade center for a game of pinball, air hockey or ping-pong.

Guests can enjoy a round on the championship 18-hole Hawk's Landing Golf Club which wraps around the resort; take in a golf lesson at the Bill Madonna Golf Academy at Hawk's Landing Golf Club; schedule a spa treatment or a spirited workout inside the 10,000 square-foot spa and fitness center.

The Orlando World Center Marriott Resort is exceptionally located only a mile and a half from Walt Disney World® and just minutes from SeaWorld® Orlando, Discovery Cove®, Aquatica™, and Universal Studios® Orlando.

Interested vacationers should ask for rate code LLR when booking. The offer requires three-day advance booking and is subject to availability. The package is commissionable to travel agents.

Orlando World Center Marriott Resort, 888-99-World (888-999-6753), www.marriottworldcenter.com

HOTELIER HARRIS ROSEN RECEIVES LEGACY AWARD FOR GREEN EFFORTS



Harris Rosen, President and COO, Rosen Hotels & Resorts, poses in 1987 in front of his fourth hotel, the Comfort Inn Lake Buena Vista.

Orlando hotelier Harris Rosen was honored with a Legacy Award, Sustainable Florida's highest honor, during the organization's 11th Annual Best Practices Awards held at Rosen Shingle Creek June 9.

Sustainable Florida, a program of the Collins Center, is a public-private alliance of organizations and businesses that promote sustainable best management practices, protecting and preserving Florida's environment while building markets for Florida's businesses by enhancing their competitive advantages today through collaborative educational efforts.

Nearly 80 Best Practices nominees, including city and county governments, businesses and individuals, vied for wins in seven categories with the Legacy Award presented as the finale. This marks only the third year the Legacy Award was presented in the awards' 11-year history.

According to Tim Center, Vice President of Sustainable Florida, the Legacy Award is presented "to a unique one-of-a-kind individual, initiative or collaborative project" and "one of the major criteria regarding judging the nominations is the ability to replicate the project." Rosen was recognized by the organization for "operating a business for the betterment of the triple bottom line—economically, environmentally and socially."

Center cited Rosen Hotels & Resorts' eco-friendly and conservation efforts, as well as Harris Rosen's groundbreaking medical care program for hotel associates, his multi-million dollar charitable gifts, his philosophy of operating his business free from debt and other example-setting corporate social responsibility programs.

Stated Center, "Sometimes you come across an individual who stands out more than any other—who is not only committed to creating a more sustainable Florida, but has made an incredible impact in our state and beyond. It is why we created the Sustainable Florida Legacy Award and it is why we are pleased to honor Mr. Harris Rosen."

Rosen Hotels & Resorts, www.rosengreenmeetings.com.
www.rosenhoteles.com; Sustainable Florida,
www.sustainableflorida.org, www.collinscenter.org

NAPLES BAY RESORT INTRODUCES 'ELITE GOLF PACKAGE'

Naples Bay Resort on Florida's Paradise Coast has introduced an exclusive 'Elite Golf Package' for summer and fall 2009 that enables guests to play any of 17 world-class, private courses: the Arthur Hills-designed Quail West in Naples; renowned Tuscany Reserve Golf Club of Naples, featuring courses designed by Pete Dye and Greg Norman; Twin Eagles, also of Naples, with courses designed by golf greats Jack Nicklaus, Jack Nicklaus II and Gary Player; Olde Cypress of Naples, featuring a course designed by renowned architect P.B. Dye; Miromar Golf Club in nearby Miromar Lakes with a course designed by master architect Arthur Hills—his only 'Signature' course in southwest Florida—all among a dozen additional private and exclusive members-only courses. Specific information on each is available from Naples Bay Resort's concierge.

In addition, they have access to the Spa at Naples Bay and full use of the resort's health amenities at the Club at Naples Bay, as well as tennis on Har-Tru courts and six unique pools, including a meandering lazy river pool.

The 'Elite Golf Package' includes access to 17 private, members-only, world-class golf courses; 18 holes of golf and cart for two; luxury guest suite for two with marina, water and yacht club views; hotel concierge scheduling of tee times for two; access to the health and lifestyle amenities of the Club at Naples Bay; access to the renowned Spa at Naples Bay; valet parking; and wireless Internet access.

Naples Bay Resort Elite Golf Package is from \$169 per couple per night (\$25 for each additional guest accompanying a couple; from \$139 for single occupancy) and is available through October 31, 2009.

Naples Bay Resort, 866-605-1199, www.naplesbayresort.com

EXTENSIVE OFFERINGS AT THE BROADMOOR FOR MEETINGS, EVENTS, CONVENTIONS

Minutes from downtown Colorado Springs, The Broadmoor has 744 rooms and suites, including the brand new Broadmoor Cottages; 18 restaurants, cafés, and lounges, a newly renovated tennis club, three championship golf courses, 25 retail shops, and a world-class spa, in addition to special perks that make meetings, weddings and events rewarding.

The 60,000 square-foot Broadmoor Hall is a pillarless, carpeted facility that functions as ballroom for general sessions and dining, as well as serve as a state-of-the-art exhibit space. Adjacent to the 20,000 square-foot International Center and the 18,000 square-foot Colorado Hall, these facilities make up The Broadmoor Events Center Complex, offering 185,000 total square feet of adaptable and flexible function space throughout the resort.

Partner hotels within five minutes away provide up to 1,700 peak night rooms for groups, and are able to provide inclusive transportation to and from The Broadmoor.

The Broadmoor, 800-634-7711, www.broadmoor.com