

JAXFAX[®] Travel Marketing MAGAZINE

JANUARY 2011

The Travel Agents' Path to Profits

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How to Prosper in 2011

For most businesses involved in the travel industry, 2010 has been a decent year. Not great - but definitely a year of recovery. And while the number of con-

sumers traveling showed moderate gains of about 8-10%, yields were up and that's good news for suppliers and travel agents. While there was still pressure on the hotel and tour industry to keep pricing at 2009 levels and/or maintain their added value incentive programs, the cruise, and most notably, the airline industry were able to increase their rates. Airlines in particular were able to increase their sales by 18% even with an average rate hike of between 14%-24%.

So what does this tell us about the year to come? Simply, that consumers are ready to travel and are willing to pay to do so. The total number of travelers increased by about 7% last year and indications are that this trend will continue into 2011.

What does it mean for Travel Agents?

In a recent Forrester Research Report that focused on consumer travel trends, it was noted that compared to 2008, 22% more of the respondents indicated that they would use a travel agent for their vacation planning. While consumers continue to research travel online, there is a growing trend of frustration over the time it takes and a growing realization that what you see is not always what you get. There have been numerous articles in consumer media this year heralding the return of the travel agent. When you look at the ARC sales numbers this

trend is confirmed. In 2008 and 2009 the average daily sales for an ARC agency were at about \$7,000. In 2010, the average sales for an ARC agency were \$11,300, a whopping 60% increase. Clearly the use of travel agents is on the rise.

Who has the money?

Baby boomers and seniors account for 51% of all leisure travel spending and this is the demographic that is most likely to use the services of a travel agent. More importantly, they have the money to spend, which is good news because the aforementioned research report found that 38% of travelers want to put less on their credit cards. As opposed to the conspicuous spending in the 90's, saving money is now a point of pride for Americans and travel is their reward for their frugality.

Getting your piece of the pie

Know your clients. Keep precise and accurate records of their travel patterns and anticipate their needs. Create a marketing plan and implement it. Reach out to your clients with relevant products at the time they are most likely to buy. Know when their kid's school vacations are, what types of vacations they enjoy, when their anniversary is and send them specific product offerings for these events with the appropriate lead-time. Most of all, they should feel like they are your only client. Service and personalization will lead to more and better sales for your agency.

Here's hoping for a prosperous 2011 for the travel industry!

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Holiday Shopping

It strikes me that the process of holiday shopping is not dissimilar from that of shopping for a holiday, or, in other words, planning a vacation. A lot of people nowadays will tell you that they find it easier to

track down what they need and buy it online. That makes sense, given the hassle of driving to the store, finding parking, working your way through the holiday shoppers, looking for something on the shelf, not finding it, hailing a sales associate and patiently waiting while they check their inventory, only to be told that she can call another store nearby, but you might want to check the website, usually you'll have better luck online.

Of course that's not always the case, and there are plenty of things that don't make sense to buy online. Let's say you wanted to buy ski boots, for example. You would want to be sure you got the right fit, and there's no other way to do that but to sit down with an experienced boot fitter and try them on until you find the right pair. Now it's highly likely that the first thing you did when you decided to buy ski boots was go online and do some research. If that's the case, then you probably did what we all do—you typed some embarrassingly unsophisticated search terms into your browser and embarked on a pinball journey between at least five different websites until you had absorbed enough product descriptions and user reviews to feel like you had narrowed it down to a selection you could be proud of. Now, armed with your

incomplete and biased product knowledge, you go to see the boot fitter, who quickly identifies your ability level, price range and brand preference and brings out a pair of boots that his expertise tells him are the best match for you. Maybe they're the exact same pair you arrived at online and set your heart on, but probably they're not. And then you both have a problem, because if he can't sense what's going on and you can't communicate it, you're not going to get the boots and he's not going to get the sale.

This is my long analogy to one of the points made at a presentation at USTOA in New Orleans by Henry Hartevelt, Vice President of Forrester Research. He said, "While travelers find online research and booking engines easy to use, they do not enjoy it." This goes back to the point I made months ago when I said that the intrusion of computers and OTA's should not intimidate you, but rather encourage you to consider once again the human dimension of your work.

Like the boot fitter, understand how your expertise and your best intentions might be perceived by the client. Find out where they are coming from and meet them there. Give them options and empower them to use their own judgment. The client who feels pressured or limited in their decision making is going to look elsewhere, but the client who you can appeal to on an emotional level, who trusts that you get it, will seek your advice again and again, and follow you anywhere.

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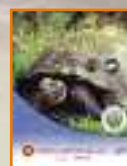
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Calendar This

That sound you hear is time passing. 2011 is already here, and no matter what you did last year, you can make this one more productive by gearing up for the creation of a 2011 business plan. An important part of every business plan—and a good start at generating the appropriate mindset—is a marketing calendar. Too few travel consultants incorporate the use of a marketing calendar in their practice. Yet, without a marketing calendar, many opportunities for strong marketing efforts slip by either unnoticed or weakly implemented.

Effective marketing drives sales. Period. But to be effective over the long term, marketing cannot be haphazard or random. Planning a marketing strategy with a calendar in front of you will ensure firstly that you are incorporating a variety of marketing efforts into your plan and secondly that you are doing so in synch with your clients' own planning.

Sit down with an annual calendar and mark these holidays and calendar events: Valentine's Day, Spring Break, the beginning of summer vacation, Father's Day, Canada Day, 4th of July, Labor Day, Thanksgiving, Christmas, New Year's and any other holidays or remembrances where the people of your community might have days off from work or might

travel. Now, back up three months (less if you have to) and consider what marketing efforts you might initiate directed at those holiday opportunities. Clients with children are planning their spring and summer vacations right now. Suggest a quick "get out of town" as a surprise Father's Day trip for dad. What is the family doing for New Year's this year?

Compare your 2011 calendar with your bookings for 2010. When did the most research activity in 2010 take place? When did the most actual travel take place? How could you best time your marketing to take advantage of your clients' own travel calendars?

Next, calendar the frequency of your most important client communications. When is your next newsletter going out? By when can you generate your next press release? When would be a good time to seek a speaking engagement? When is your next advertising campaign? Use your calendar to ensure that you have sufficient frequency and venues to stay top of mind and that your content for each is relevant to the seasonality.

If you spend a couple of hours today doing the exercise above, you will be on your way to a marketing plan. A good marketing calendar alerts you to the necessity for constant activity, the type of movement in which you must engage for your business to grow.

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Take Control of Your Environmental Destiny

Tourism serves many purposes. In the 1960s and 70s, travel and cultural exchange fostered world harmony and in no small way hastened the end of the cold war. In the 1990s, travel made possible the Asian Tiger boom and the surging economies of China, Singapore and Eastern Europe. In the 21st century, travel has an even greater opportunity - and challenge - to help achieve harmony with the environment.

With a backlog of orders for more jumbo jets and mega-cruiseships, there will be no shortage of travelers in the foreseeable future. How can we enhance the travel experience while reducing negative impact and promoting a more sustainable planet?

Anyone familiar with press trips knows that travel can be a real eye-opener, providing experiences that cannot be duplicated any other way, no matter how HD your TV. Whether or



not you are conscious of the changes around you, hospitality industry leaders are recognizing that sustainability is the only way to protect our planet and our profits. After all, if we destroy our destinations, we destroy our livelihood.

To travel green does not require you to choose between traveling well and doing without. One of the world's most respected and luxuriously upscale hotel groups, Rosewood, since the mid-80s, made a genuine commitment to long-term common sense business practices. Cherish what you love, conserve what you need, and

build with the future in mind. It's what their CEO Bob Zimmer referred to as holistic development.

In your office, you can cut waste and cut thoughtless practices. If you receive a ton of junk mail, don't just throw it out or recycle it. Take yourself off their lists. Also, your travel recommendations could reflect an awareness of the destination's green initiatives. Your clients will appreciate your vision and your efforts.

As we enter a new decade of a new century, let's make a commitment to take control of our environmental destiny beginning with our own industry. From Mahatma Gandhi's "Be the change you wish to see in the world" to David Neeleman's advice, "Do one thing that's green," the message is simple and the same: the solution is in your hands.

Mike Kong and the NYPATA Green Team welcome your comments and contributions. Email them at PATAgreen-team@optimum.net

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Beijing Your Way

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The Wu Men Gate at the Forbidden City

By Marian Goldberg

In the last several years, so many experiential travel companies and specialty guides have started businesses in China that visitors can uncover truly unique and in-depth cultural experiences no matter the length of their stay. Since the 2008 Olympics, Beijing in particular has seen an explosion in special interest travel, and I decided to check this out personally.

Beijing by Motorcycle Side-car

Frenchman Yves du Parc, Vice President and General Manager of **Beijing Sideways**, parked his motorcycle on the street and showed up on time (no traffic jams for the motor bike) to meet at my hotel. He sized my helmet and adjusted my lap belt in the side car of his *Chang Jiang* (literally "the long river") motor bike, took my photo, and hopped onto his seat. Then he turned the key in the ignition, and we were off. I had traveled through Beijing many times before, mostly in the back seat of a taxi, but this was my first motorcycle experience ever! I was thrilled to feel the wind on my face as we zipped through Beijing's new Central Business District or CBD and I got up close to the phenomenal new skyscrapers. I snapped photos of The **Park Hyatt** tower, the Jianwai Soho Center, and the copper-colored Reign-

CHINA NTO

Starbucks at the Forbidden City



wood Building connected to the **Fairmont Hotel** by its distinctive "Sky Bridge." I marveled at the Prospect Center, one of Beijing's new "green" buildings, and The Place retail complex with its 820x98 ft. LED "Skyscreen" that is suspended from six stories (80 feet). We whisked past the China World Trade Center, the country's tallest building, and the and the CWTC3. I was blown away by Reem Koolhaas' CCTV building, a non-traditional arch-like tower with the nick name "Boxer Shorts." I shot blurry, moving photographs of the SOHO

Guanghua, intriguing with its white panels sloping at various angles and circular windows sitting next to other colorful circular panels, all enhanced by street level semi-circular entrances and doorways. Speaking loudly over the street noise, Yves explained how SOHO stands for "Small Office Home Office," and Guanghua Lu is the area's major east-west thoroughfare.

We continued past the Ancient Ming Dynasty Observatory (circa 1442), now called the Ancient Astronomical Instruments Display Hall, situated at the southeast corner of Beijing's Jianguomen Bridge and on to the hutong alleyways of the ChongWenMen district, named for the gate that was once part of Beijing's city wall but was torn down in the 1960's to make room for the Second Ring Road. We drove through the Gulou hutongs in the area of the Drum and Bell towers—one of the oldest monuments in Beijing—as well as the most famous hutong, Nanluoguxiang. We also explored Beiluoguxiang, Fangjia hutong, and Dongsilutiao. We slowly motored through a food market hidden in a typical old hutong on Liuxie Street, a few hundred yards south of Tiananmen Square. Taking the motorcycle through the hutongs was truly a highlight. We got up close enough to actually watch old men playing Mahjong or checkers; kids tossing balls, eating ice cream from street



CHINA

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Panoramic View of Beijing

vendors, or riding around in toy tractors; and old men and women just walking around in their pajamas, as they view the streets as their yard. In fact, the streets were so narrow that we got stuck behind a small van (which wasn't supposed to be there) that could not turn one of the street corners. Yves got off the motorcycle to help hand turn the van with some of the residents. This actually turned out to be a great way to meet the locals.

Following the hutongs, we drove to a Pearl Market called Hongqiao. We parked the motorbike and hopped off. Inside, we meandered our way through the stalls with vendors shouting to me in broken English about some great deals on their handbags, shoes, and household items. An escalator to the third floor led us to where discount pearls and pearl jewelry are sold. Proceeding onward to a back corner stairway, we headed up one more level, where only the finest pearl jewelry was for sale. Another small entrance provided direct access to a "secret" rooftop terrace and garden. It was a glorious, private, panoramic view of Beijing, with the CBD in the distance to the west and a clear view of the main tower of the 600 year-old Temple of Heaven to the east. We could also see the southern Chinese Gate of Tiananmen Square.

I thought the rooftop garden was the conclusion of the tour, but I was wrong. For next came a lovely ride along the Houhai Lakes, north of Tiananmen Square, which had been dug in the Yuan Dynasty (14th century) to berth barges from the Grand Canal and bring goods from around China and beyond to the Emperor in his nearby Forbidden City. The leafy, once-Bohemian neighborhood, now lined with chic and trendy bars, boutiques, restaurants and tourist Pedi-cabs, was just a drive-by en route to our last attraction, the NCPA: Beijing Opera House, affectionately called "The Egg." Here, we once again parked the



Beijing Jianwai SOHO, Yitai Center

motor bike and got out to take a closer look. Newly completed in 2007, the 130,000 square foot, ultra modern elliptical dome of titanium and glass seats 5,452 people in three halls. It was designed by French architect Paul Andreu, who surrounded it with an artificial lake. Lit at night, it provides a dramatic contrast to the nearby 1959 formal Soviet-style Great Hall of the People, designed by Zhang Bo, where legislative and ceremonial activities are held.

This two-hour tour was all I had time for, but Beijing Sideways also offers full-day and over-night motorcycle side-car trips to the Great Wall, which include hiking and a first-quality French picnic atop one of the wall towers. Here, Canadian Jacques Mc Neil, found it so romantic that he told me he actually proposed to his girlfriend atop the tower—far away from the tourist throngs.

Beijing Sideways has five full-time "Insider Guides" and two part-time guides. They speak English, French, Spanish, Romanian, Dutch, German and Chinese. They have taken honeymoon couples to groups as large as 80 conference participants. So far, their oldest guest was 86, but they have even taken six-month-old babies on the city tours.

Beijing Culinary Safari

British food writer Tom O'Malley came

to Beijing in September 2008 to learn the Chinese language and the language of Chinese food. In March 2009, he became the dining editor of the local English-language daily, *The Beijinger*, and in June 2010, he left to pursue his freelance career and to begin offering culinary safaris around Beijing. Tom explains that because Beijing is a Political Center, it is a melting pot for all the provincial governments and their cuisines. Each government's capitol headquarters brought along its own regional chef, who set up a restaurant in the hotel in which the provincial diplomats stayed. In a short time, provincial food exploded around the city, and now residents and visitors can enjoy food from every corner of China, right in Beijing. In fact, there are over 40,000 restaurants in the city!

Tom encourages visitors to explore the rich diversity of ubiquitous street food snacks called *Xiao Cho* or "little eats," which have been available on Beijing streets for hundreds of years. It is the Beijing Muslim minority or "Hui," who are responsible for many of these snacks that are not well known overseas. They are mainly located around Niu Jie, meaning "Ox Street," where there is a colorful Muslim market selling lamb dumplings (since they don't eat pork), all imaginable parts of sheep, sweets made of sweet sticky rice and lots of vegetable and lamb hot pots.

Hutong area restaurants are brightly lit, and drinking is a big deal. Locals enjoy a vodka-strong rice wine liquor called *Bai Jiu* (literally "white alcohol") that is very cheap—about \$2 for a half liter. There is lots of shouting and throwing of lamb sticks on the floor. In general, the restaurants in Beijing's hutongs can offer some of the best food in the city, and a whole meal can often cost just \$3 to \$4. However, in order to make sure that the place is clean, it's often a good idea to get a recommendation or go with a guide like Tom. When I dined with Tom and several other food writers this August, we ate at

The Great Wall stretches from Shanhaiguan in the east, to Lop Nur in the west and a south arc through Inner Mongolia. Its length is 5,500.3 miles.

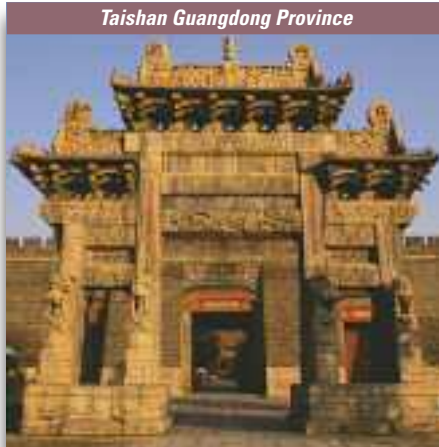
Qin Hua, on Meishuguan and enjoyed: tossed dry-rice noodles, pickled vegetables with black sesame-stuffed sticky rice balls, sour chilies, fried bamboo shoots, Guizhou style Laziji chicken with taro cubes, sour chili fried sea bass, and sour tomato soup—all for about ten dollars per person.

Upscale restaurants with big name chefs are also a growing trend, and it seems every hotel in Beijing has its special weekend Champagne brunch. Tom recommends the **Westin Financial Street** as the best. Additionally, while it's not so easy to find a good Beijing signature Peking Duck, there are a few good locations, and Tom has some suggestions.

Time for Tea

Joel Schuchat hails from Montreal's

Taishan Guangdong Province



Jewish quarter, where he observed a "bizarre infatuation with Chinese food." After finishing culinary school, he headed straight for Asia, and ended up

in Beijing to learn more about Chinese food, language and tea. In 2005, he began a tea import-export business, through which he really got to know the ins and outs of "Maliandao," Beijing's tea district. His tours were a natural outgrowth of this; "There are so many stories to share, so many different angels. How is tea priced? How it is sourced? How should it be paired with food?" Joel tells me he likes dark chocolate with robust green tea.

Joel helps guests select tea, educates them on properly tasting teas, and offers behind the scenes insight into the tea growing regions of China and the world. He even talks about the history of tea, offers facts about the tea tree, as the single source for all types of teas worldwide, and introduces medical details



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Houhai lake in central Beijing



China's Drum Tower with Mc Donalds Restaurant



Beijing National Centre for the Performing Arts

such as weight loss and caffeine content.

Generally, the tour begins at 10 am at a tea shop that specializes in unique and famous green teas from a region in Anhui province. Afterwards, Joel guides guests through several of the main tea buildings to check out what is or is not going on. From here, they end up at another smaller location that specializes only in one type of Oolong from Chaozhou city, Guangdong province. After a few dozen shots of tea, everyone is usually starving, so they head for lunch. Once everyone is done with lunch, they continue walking towards the largest tea wholesaling building and stop at the last location to taste a few more of Joel's favorite teas. By 3-3:30, everyone has had enough tea, and they are left alone to browse the shops, and Joel shows them who and what to trust in the area.

For lunch Joel takes them to a hidden North-Western Fujian restaurant run by a lovely family. The place is a gem in the rough, hidden amidst the huge tea market. Says Joel, "You can't find it on your own, and guests often leave after marking the GPS coordinates on their cell phone." They source many of their ingredients from their hometown on a weekly basis. Even though the place is completely nondescript, even a bit grungy, the food is just exceptional quality, and it's nice to be able to blow people away with food on a walking tour that doesn't specifically have food as its focus. The tour, including lunch, costs less than \$35 per person.

Hiking and Biking, Art & Outdoors

Australians Naomi Skinner and Scott Spencer founded **Bike Asia** in Guangxi province, China in 2003 after years of experience working in adventure travel. This January they will launch Beijing and Great Wall stand-alone trips, in addition to their longer country-wide travel programs. One interesting bicycle theme



tour explores the Guan Yuan Pet Market. Other theme tours visit the homes of a couple of the old masters with a look at their private art, antiques, and furniture collections, while still others travel through the hutongs or visit the HouHai Lake region or explore and interpret the Forbidden City in terms of its Feng Shui. Bike Asia also drives guests out to a remote location of the Great Wall for a three-hour Great Wall bicycle trip.

Additionally, Bike Asia is launching several full day arts-oriented car or van trips. In the morning they will explore Beijing's modern architecture and in the afternoon they will visit the 798 Arts District where participants will actually meet a couple of the local big name artists.

One particularly popular Bike Asia's guide has his own small hiking and biking business. Hong Gao is a local Beijinger, in his mid-30s, who lived in Silicon Valley, California for several years working in IT. He decided to come back to China, and actually rode his bicycle from Beijing to Vienna. This experience led him to be interested in tourism. In addition to biking through the hutongs on his own, Hong offers a 6.2 mile Dragon

Backbone Night Walk along the Central Axis of Beijing; the Beijinger's Temple of Heaven, showcasing the lives of ordinary Beijingers—explaining their morals and visiting the world heritage Temple of Heaven with a traditional Chinese exercise session—and an Ice Hiking tour in winter only. Hong was also recommended by the Opposite House, Beijing's chic and boutique **Swire Hotel**.

Zach Chen is a Chinese American, native of Chicago, who was a Wildland Firefighter in Idaho and is now one of the principal guides for another company, **Beijing Hikers**. Beijing Hikers offers scheduled (8 to 30 participants) and private hikes in and around Beijing. Some of their unique hiking locations include: cultural studies of temples in the countryside, a hike to a cave where people hid out when they were fighting the Japanese during World War II, a Chinese New Years' hike including a dumpling making contest, and a Valentine's Day hike to a hot spring resort. Another Beijing Hiking Leader, Sun Huijie is a fine artist and photographer, and she leads art related hike/tours to museums, galleries and public art spaces.

All these tours truly reveal a unique side of Beijing, demonstrating what a fascinating city it is. Scott Spencer of Bike Asia summed up the real reason to visit Beijing and take part in one or more of these experiences as follows, "China is probably one of the most dynamic places in the world at the moment. There is so much happening it is difficult to keep up. The contrasts couldn't be more dramatic with the modern China to the little changed rural areas we visit. Culturally it is a puzzle that is a delight to try to solve knowing that you never will. The landscapes and cycling are relatively unknown and incredibly impressive. I enjoy myself everyday.

For further information, contact the **China National Tourist Office** at 212-760-8218 or online at www.cnto.org

Go to page 60 for China River Cruises feature.

Shanghai in the Limelight

Fresh off the success of hosting the largest professional travel show in Asia, **Ms. Xinhong Zhang, Director of the China National Tourist Office** in New York sat down with us to reflect on the highlights from 2010 and offer a glimpse at her plans for 2011.

Shanghai hosted two major events this year, the World Expo 2010 Shanghai and China International Travel Mart. Can you comment on the relative success of these events and the impact they had on Shanghai and the promotion of tourism to China?

From my personal point of view, these two events are different from each other. The first is a national event with the participation of most of the countries in the world and international organizations. The World Expo is excellent for my home country, exposing China on a global stage to be experienced and known by everyone, which helps to promote access to China and the service industry in China. The second is a national travel industry event that consolidates and enhances the awareness of China as a tourist destination in Asia and in the world. CITM has put China's travel industry on the world tourism stage and sent a welcoming message to visitors from all the corners of the world.

These two events both took place in Shanghai this year, which was very valuable for Shanghai and its neighboring areas. Shanghai's city government and its people did a good job.

Did either of these events help the tourism industry to identify target markets or special interest groups that might be helpful in your planning for next year?

Our regular market consists mostly of visitors who are 50 and up. Our biggest special interest market is college students, which is on the rise due to exchange programs among universities of the two countries. The second special interest is the cruise market. We have built a couple of ports in recent years to accommodate ocean cruises along the eastern coast of China. The golf market is also important for us and we have developed very quickly in this segment with golf courses spreading out across the country.

Are there any emerging attractions or destinations to report on?

Yes, the secondary cities will be promoted in the U.S. market, in addition to the first-tier cities like Beijing, Shanghai, Xi'an, Guilin, Guangzhou and the Yangtze river cruises.

These secondary cities are those of Dalian, Tianjin, Qingdao, Hangzhou, Nanjin; Xiamen in the east coast of China; the inland cities of Chengdu, Chongqing, Kunmin and Lhasa, which are also the hub cities to explore the southwestern areas of China. Among these cities, there are more and more new international hotels and resorts.

Can you give us an update on some of the new hotels you're seeing?

As of May 2010, there are 7,847 hotels rated from one star to five star. Among the total number, there are 340 five-star hotels, 1,314 four-star hotels and 3,368 three-star hotels. New hotels are currently going up in Beijing, Shanghai, Tianjin, Qingdao, Hangzhou, Chongqing and Sanya, among others.

Is there any new flight service from the U.S. since this time last year?

China's major carriers like Air China, China Eastern, China Southern and Hainan airlines are serving between China and the U.S. on a daily basis, starting from the cities of Los Angeles, San Francisco, New York and Seattle.

U.S. carriers like United, Delta and American all have daily flights from different U.S. cities to China starting from New York, Newark, Chicago, San Francisco and Washington DC.

What upcoming events should travel agents and visitors mark on their calendars?

For trade events, China International Travel Mart is recommended for tour operators. CITM is an annual event that is held in Shanghai and Kun-

ming alternatively. As the largest professional travel mart in Asia, CITM has drawn the attention of people in the tourism industry worldwide. Participants in CITM come from all sectors of the travel industry including international and domestic tourist organizations, travel agencies, hotels, airlines and related travel companies. The CITM Organizing

Committee is sparing no effort to invite, through various channels, buyers with strong competitiveness from China (including Hong Kong SAR, Macao SAR, and Taiwan Province) and other countries and regions in the world to participate in the mart. Strict participation conditions and invitation procedures will guarantee the quality of buyers, so that the participants will surely enjoy the great benefit at CITM. Professional trade days will be arranged exclusively for registered delegates to ensure value in participation in CITM. For the year of 2011, CITM will be held in Kunming October 27 - 30.



Agents can contact the **China National Tourist Office** at 212-760-8218; ny@cno.org; or visit www.cno.org



Ms. Xinhong Zhang, Director of the China National Tourist Office in New York

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Head-turners in the South Pacific

By Marian Goldberg

The South Pacific has long conjured images of pristine beaches, verdant mountains and a bounty of marine life supported by its crystalline waters. Most of the islands found here are as varied as they are rich in tradition and activities for vacationers to revel in, so the obvious question is not whether to go, but where. Here are a few noteworthy properties to check out before booking your client's next trip.

This year, **InterContinental's Fiji Golf Resort and Spa** launched a new "Club Intercontinental" (www.ichotels-group.com). When your clients join, they can take advantage of romantic "Club Early Bird" specials offering complimentary breakfast, afternoon tea, sunset cocktails and canapés, kids' club (so parents can be themselves), private club pool, and more. The resort is located on Natadola Beach, which many consider to be the finest beach on Fiji's main island of Viti Levu. Your clients will enjoy the crystal clear water, sunset beach walks and the infinity pool by the beach, reserved for adults only. Club room guests also receive complementary sparkling wine and fruits upon arrival, canapés and free drinks at the Club at sunset, professional personal butler service, and free daily access to the Hamman ritual at the spa. In-room amenities include pure Fiji bath products and a special in-your-room Cleopatra bath offered by the spa for the height of romance.

Each of the 271-rooms includes an outdoor living area that extends the usable space, while still granting privacy. In addition to first-rate golf, horseback riding along the beach, snorkeling and jumping waves, guests can enjoy non-beach activities, such as a ride on the sugarcane train that runs though the property or a visit to the local fish market.

The **Warwick Fiji Resort & Spa** (www.warwickfijihotel.com) has been upgraded to a 5-Star property by Australia's AAA tourism corporation. The 250-room all-inclusive property is located on the Coral Coast, midway between Nadi International Airport and Suva, Fiji's capital. Its romantic "Sunset Bar" was voted among the Top 10 best hotel bars in the Pacific by www.HotelClub.com and www.wayn.com. The resort also recently completed renovation of its Suva Wing Ocean View rooms enlarging and redecorating the bathrooms with marble and adding new guest room furniture, teak parquet tiles, softer lighting and mahogany French doors.

Koro Sun Resort, near Savusavu town on the island of Vanua Levu, just re-opened in September after some major renovations. All guests are greeted with a complimentary foot massage from Mela, the magic behind Koro Sun's signature Rainforest Spa, one of Islands Magazine's 'Top Island Spas 2009.' The LEEDs certified, all-inclusive resort is an ideal destination for romantic getaways, with their own PADI dive center and 23 burees with a wide range of accommodations, including the Tree Top Honeymoon Bure and five new villas built over the Koro Bay lagoon. Visit www.korosunresort.com



The **Pearl South Pacific Fiji Islands** is a luxurious and contemporary take on the spirit of the South Pacific, centrally located on one of the longest stretches of beach in Fiji, walking distance from their own 18 hole Robert Trent Jones Jr. golf course and Arts Village, Pacific Harbor's shopping and cultural center. With 72 ocean or garden view rooms, six individually themed penthouse suites, four restaurants, six bars, a full spa and gym, The Pearl offers all the bells and whistles of a big resort while preserving its own remarkable intimacy and character. Visit www.thepearlsouthpacific.com

In Apia, the capital and largest city on the Island of Samoa, the **Tanoa Tusitala Hotel** (www.tanoahotels.com) re-opened this summer. This iconic hotel with 48 double-doubles, 45 deluxe kings, 1 junior suite and 1 presidential suite, has been restored to a 4.5 star standard, suitable for leisure and executive travelers. Each room opens to a romantic private balcony or patio allowing free-flowing breezes on tropical days.

On Vanuatu, the **Warwick Le Lagon Resort & Spa** (<http://lelagonvanuatu.vu>) opened its "Oasis Spa" in April 2010. The new facility features four spacious treatment rooms with private patios and a separate manicure/pedicure room. Of particular note are the dipping pool and private whirlpool lit by fiber optics!

On Rarotonga's stunning **Muri lagoon**, your client's private villa awaits. Five new romantic one-bedroom "Villa Suites" opened at Te Manava Luxury Villas & Spa (www.temanava.com) to complement the five pre-existing two and three bedroom villas. Each of the new villa suites features its own pool in a private beachfront or garden courtyard setting. The villas are located on Muri Beach, on the stunning southeast coast of the island. To celebrate the new suites opening at this 5-Star luxury self-contained accommodation, clients staying 7 nights or more receive 20% off the normal daily rates on any villa.

Finally, **Pacific Beachcomber**, a luxury hotel and cruise operator in French Polynesia, has added the 38-bungalow Maitai Rangiroa (www.pacificbeachcomber.com) to its portfolio. Located on one of the largest lagoons in the Southern Hemisphere, the Maitai Rangiroa offers quick access to one of the top five dive destinations in the world. Just a one-hour flight from Tahiti, the recently re-branded resort is set amid exotic gardens and overlooks the azure lagoon. The hotel's restaurant and bar, the Lagoon, offers French, international and Polynesian specialties for lunch and dinner in a graceful, traditional Polynesian setting.

To find out more about properties and packages in the South Pacific, visit the **South Pacific Tourism Organization** at www.south-pacific.travel

The South Pacific Tourism Organization is the mandated inter-governmental body for marketing and developing the tourism sector in the islands of the South Pacific.

\$2969 CHINA

Goway Travel is currently offering a savings of 50% off for the second traveler on their popular "A Taste of China" escorted tour program. Valid for departures January-June 2011, the 10 day tour is priced from \$2969 for the first traveler and 50% for the second person, based on twin accommodation, and offers first class hotels in all three cities. International and internal flights, and most meals are included, as well as comprehensive sightseeing with knowledgeable English-speaking guides. A Taste of China complements Goway's popular all-inclusive 18 day "Splendours of China and Tibet", the ever-popular escorted "China Odyssey" offering 11 and 14 day itineraries and the independent 11 day "Classic China". "A Taste of China is extremely affordable for first timers to this amazing country and who only have limited vacation time to see three of China's most popular cities – Beijing, Xian and Shanghai," commented Doug Vogl, Goway's Asia Product and Marketing Manager. Call 888-469-2988, visit www.Goway.com/asia or e-mail res@goway.com.

\$2085 CHINA

Available through April 30, 2011 **Aman Summer Palace** in Beijing is offering a unique way to experience the rich architectural marvels of Beijing with an insider's tour of the city's UNESCO World Heritage sites. "Discover Beijing" includes three nights accommodation for two, daily American breakfast, a complimentary Chinese tea ceremony, a guided Summer Palace tour and excursions to one of the following: The Forbidden City, The Great Wall of China or the Temple of Heaven. Aman at the Summer Palace, Beijing, is housed in a series of pavilions some of which are over one hundred years old. This tranquil retreat adjacent to the East gate of the Summer Palace is an ideal base from which to discover the multi-faceted city of Beijing. Guests can enjoy an expansive spa, and recreation facility, three restaurants, a bar, a library and a 37-seat cinema. Visit www.amanresorts.com

\$1798 JAPAN

Japan Deluxe Tours is offering a "Cherry Blossom Tour" from Osaka to Tokyo with weekly departures beginning March 14. Japan bursts into life and reaches full bloom in spring, and this journey captures the heart of Japan, swathed in pink. Join the viewing parties in Tokyo or stroll among the petals in Kyoto. The price of \$1,798 for this land only tour includes 5 nights including 1 night in a Japanese style hotel, 10 meals including buffet breakfast daily and variety of Japanese delicacies, all ground transportation during tour, all admission fees as listed on itinerary, service of an English speaking guide, and round trip-airport transfers. Prices are per person based on double occupancy. Single supplement is \$580. Airfare and tour extensions are available. Please call 800-AT-JAPAN, or visit www.jpandeluxetour.com

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For more information call 866-431-6541, or email booknow@qantasvacations.com

Tourism Fiji Launches New 'Romance Me' Website

Further positioning Fiji as one of the world's premier destinations for the international wedding, honeymoon and romantic travel sector, **Tourism Fiji** has launched its new 'Romance Me' website. Easily located on the national tourist office's umbrella website the new site contains considerably more information on the legal requirements for those considering getting married in Fiji or reaffirming their wedding vows, honeymooning, or simply looking for a couples holiday in one of the most romantic locales on the planet. The new website also contains a much increased section detailing the various operators who can help plan that perfect romantic visit. The huge number of hotels and resorts now offering specialized wedding and honeymoon facilities in Fiji have also been increased. Additional new features include an image gallery complete with video clips and for the first time, a blog. Visit www.FijiMe.com/RomanceMe

Sofitel, InterContinental join 'It's in Hua Hin'

Two of Thailand's finest resorts — **Sofitel Centara Grand Resort & Villas** and **InterContinental Hua Hin Resort** have joined "It's in Hua Hin," a publicity campaign comprising eight hotels, an award-winning golf club and a vineyard. The membership development comes nine months after "It's in Hua Hin" launched in an effort to promote the world-class accommodations and activities available in and around the century-old city of Hua Hin and neighboring beach town of Cha Am, less than three hours' south of Bangkok by car. With the addition of the Sofitel and InterContinental the cooperative now entails the cream of the region's lodging crop. Other hotels participating in this campaign are: Anantara Hua Hin, Banyan Golf Club, Banyan Resort, Hilton Hua Hin Resort & Spa, Hua Hin Hills Vineyard, Hua Hin Marriott Resort & Spa, Hyatt Regency Hua Hin, Sheraton Hua Hin Resort & Spa. In addition to broadcasting news about its members, "It's in Hua Hin" aims to be a source of information for events of interest to visitors. For additional information about "It's in Hua Hin" visit www.itsinhuahin.com.

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AUSTRALIA						
LOS ANGELES				To:ADELAIDE		
DAILY	SKED AIR	\$ 1106	Net	AUSSIE ADVENTURES LIMITED	12/23/10-1/31/11	866-828-AUSSIE;AIR ONLY AVAIL
LOS ANGELES				To:BRISBANE		
DAILY	SKED AIR	\$ 1106	Net	AUSSIE ADVENTURES LIMITED	12/23/10-1/31/11	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	SKED AIR	\$ 999	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
LOS ANGELES				To:CAIRNS		
DAILY	SKED AIR	\$ 1186	Net	AUSSIE ADVENTURES LIMITED	12/23/10-1/31/11	866-828-AUSSIE;AIR ONLY AVAIL
LOS ANGELES				To:MELBOURNE		
DAILY	SKED AIR	\$ 1071	Net	AUSSIE ADVENTURES LIMITED	12/22/10-4/30/11	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	SKED AIR	\$ 999	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
LOS ANGELES				To:PERTH		
DAILY	SKED AIR	\$ 1428	Net	AUSSIE ADVENTURES LIMITED	12/21/10-1/31/11	866-828-AUSSIE;AIR ONLY AVAIL

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ATLANTA				To:SYDNEY		
DAILY	SKED AIR	\$ 1172	Net	C & H INTERNATIONAL	12/22/10-4/21/11	VISIT CNHINTL.COM; CALL 888-708-0088
DALLAS				To:SYDNEY		
DAILY	SKED AIR	\$ 1357	Net	C & H INTERNATIONAL	1/10/11-6/16/11	VISIT CNHINTL.COM; CALL 866-206-8065
HOUSTON				To:SYDNEY		
DAILY	SKED AIR	\$ 1373	Net	C & H INTERNATIONAL	1/10/11-6/16/11	VISIT CNHINTL.COM; CALL 888-440-2288
LOS ANGELES				To:SYDNEY		
1234	BUSINESS	\$ 5748	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	BUSINESS	\$ 3250	Net \$ 4150	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776
DAILY	PRM ECON	\$ 1967	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	SKED AIR	\$ 735	Net	AUSSIE ADVENTURES LIMITED	4/2/11-4/30/11	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	SKED AIR	\$ 999	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
NEW YORK				To:SYDNEY		
DAILY	SKED AIR	\$ 1365	Net	C & H INTERNATIONAL	1/10/11-3/31/11	VISIT CNHINTL.COM; CALL 888-823-8839
DAILY	SKED AIR	\$ 1139	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
SAN FRANCISCO				To:SYDNEY		
1234	BUSINESS	\$ 5748	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	SKED AIR	\$ 825	Net	AUSSIE ADVENTURES LIMITED	4/1/11-6/8/11	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	PRM ECON	\$ 1967	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL



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WASHINGTON DC				To:SYDNEY		
DAILY	SKED AIR	\$ 1554	Net	C & H INTERNATIONAL	1/10/11-3/31/11	VISIT CNHINTL.COM; CALL 866-787-2288
CAMBODIA				To:SIEM REAP		
LOS ANGELES				TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL ASIA;800-999-9912
CHINA				To:BEIJING		
CHICAGO				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 3400		To:BEIJING		
DALLAS				LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
DAILY	OW BC	\$ 1453		To:BEIJING		
LOS ANGELES				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 2700		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS	\$ 2550		TOKYO TRAVEL SERVICE	CALL	RATES CHNG;800-227-2065;CST#1017187-60
DAILY	SKED AIR	\$ 560	Net	To:BEIJING		
NEW YORK				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 3300		To:BEIJING		
SAN FRANCISCO				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 2700		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS	\$ 2550		To:BEIJING		
SEATTLE				JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS	\$ 2440		To:BEIJING		
WASHINGTON DC				JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM
DAILY	SKED AIR	\$ 530	Net	To:SHANGHAI		
CHICAGO				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 3100		To:SHANGHAI		
LOS ANGELES				ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776
DAILY	BUSINESS	\$ 2750	Net \$ 3250	To:SHANGHAI		
NEW YORK				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 3150		To:SHANGHAI		
SAN FRANCISCO				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 2700				
FIJI				To:NADI		
LOS ANGELES				AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	SKED AIR	\$ 550.35	Net			
HONG KONG (CHINA)				To:HONG KONG		
CHICAGO				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 3500		To:HONG KONG		
LOS ANGELES				GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
DAILY	SKED AIR	\$ 655	Net	JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 2700		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS	\$ 2480		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
DAILY	OW BC	\$ 1243		TOKYO TRAVEL SERVICE	CALL	18% COMM ON PUB FARES;CST#1017187-60
DAILY	BUSINESS	\$ 2700		TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;NO ADV.
DAILY	SKED AIR	\$ 670	Net	To:HONG KONG		
NEW YORK				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 3150		To:HONG KONG		
SAN FRANCISCO				JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY	BUSINESS	\$ 2800		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS	\$ 2480		To:HONG KONG		
SEATTLE				JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS	\$ 2480		To:HONG KONG		
WASHINGTON DC				JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM
DAILY	SKED AIR	\$ 570	Net			

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LOS ANGELES			To:MUMBAI		
DAILY SKED AIR	\$ 1060	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
MIAMI			To:MUMBAI		
DAILY OW SKAIR	\$ 475		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES

INDONESIA

LOS ANGELES			To:BALI, DENPASAR		
DAILY SKED AIR	\$ 760	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
WASHINGTON DC			To:JAKARTA		
DAILY SKED AIR	\$ 838	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM

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LOS ANGELES			To:NAGOYA		
1234 SKED AIR	\$ 560	Net	TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;FARES CHNG
DENVER			To:NARITA		
DAILY OW BC	\$ 1653		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
WASHINGTON DC			To:OKINAWA		
DAILY SKED AIR	\$ 757	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM
LOS ANGELES			To:OSAKA		
DAILY SKED AIR	\$ 525	Net	TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;FARES CHNG
ATLANTA			To:TOKYO		
DAILY SKED AIR	\$ 837	Net	C & H INTERNATIONAL	1/7/11-4/24/11	VISIT CNHINTL.COM; CALL 888-708-0088
CHICAGO			To:TOKYO		
DAILY BUSINESS	\$ 3548		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DALLAS			To:TOKYO		
DAILY SKED AIR	\$ 790	Net	C & H INTERNATIONAL	1/7/11-4/24/11	VISIT CNHINTL.COM; CALL 866-206-8065
HOUSTON			To:TOKYO		
DAILY SKED AIR	\$ 790	Net	C & H INTERNATIONAL	1/7/11-4/24/11	VISIT CNHINTL.COM; CALL 888-440-2288
LOS ANGELES			To:TOKYO		
1346 BUSINESS	\$ 3116		TOKYO TRAVEL SERVICE	CALL	18% COMM ON PUB FARES;CST#1017187-60
DAILY BUSINESS	\$ 3116		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY SKED AIR	\$ 470	Net	TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;FARES CHNG
NEW YORK			To:TOKYO		
DAILY BUSINESS	\$ 2850	Net \$ 3750	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776
DAILY SKED AIR	\$ 751	Net	C & H INTERNATIONAL	1/7/11-4/24/11	VISIT CNHINTL.COM; CALL 888-823-8839
DAILY BUSINESS	\$ 4200		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY SKED AIR	\$ 613	Net	TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;RATES CHNG
SAN FRANCISCO			To:TOKYO		
DAILY BUSINESS	\$ 3200		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY BUSINESS	\$ 3116		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
SEATTLE			To:TOKYO		
DAILY BUSINESS	\$ 3250		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
WASHINGTON DC			To:TOKYO		
DAILY SKED AIR	\$ 751	Net	C & H INTERNATIONAL	1/7/11-4/24/11	VISIT CNHINTL.COM; CALL 866-787-2288
DAILY SKED AIR	\$ 560	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM

KAZAKHSTAN

DAILY TOUR PKG 3	\$ 346		To:ALMATY		
			RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;VISAS;HTLS AVBL ALL KAZAK.

KOREA

CHICAGO			To:SEOUL		
DAILY BUSINESS	\$ 2830		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
LOS ANGELES			To:SEOUL		
DAILY BUSINESS	\$ 2130		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY SKED AIR	\$ 590	Net	TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;MORE CITIES
NEW YORK			To:SEOUL		
DAILY BUSINESS	\$ 2630		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
SAN FRANCISCO			To:SEOUL		
DAILY BUSINESS	\$ 2300		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
DAILY BUSINESS	\$ 2130		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
SEATTLE			To:SEOUL		
DAILY BUSINESS	\$ 2160		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
WASHINGTON DC			To:SEOUL		
DAILY SKED AIR	\$ 620	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM

KYRGYZSTAN

DAILY TOUR PKG 3	\$ 310		To:BISHKEK		
			RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;VISAS;HTLS AVBL ALL KYRGY.

TRIP			ROUND TRIP PRICE		VALIDITY		ADDITIONAL INFORMATION
DEPARTING	TYPE	# DAYS	MIN	MAX	SUPPLIER	PERIOD	
MALAYSIA							
LOS ANGELES					To:KUALA LUMPUR		
DAILY	SKED AIR		\$ 798	Net \$ 1298	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL ASIA;800-999-9912
NEW ZEALAND							
LOS ANGELES					To:AUCKLAND		
DAILY	SKED AIR		\$ 738	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	BUSINESS		\$ 4317	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	PRM ECON		\$ 1740	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	866-828-AUSSIE;AIR ONLY AVAIL
DAILY	SKED AIR		\$ 958	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
NEW YORK					To:AUCKLAND		
DAILY	SKED AIR		\$ 1218	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
SAN FRANCISCO					To:AUCKLAND		
DAILY	SKED AIR		\$ 1080	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	NONSTOP;866-828-AUSSIE;AIR ONLY AVAIL
DAILY	PRM ECON		\$ 2078	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	NONSTOP;866-828-AUSSIE;AIR ONLY AVAIL
DAILY	BUSINESS		\$ 6497	Net	AUSSIE ADVENTURES LIMITED	ALL YEAR	NONSTOP;866-828-AUSSIE;AIR ONLY AVAIL
PHILIPPINES							
LOS ANGELES					To:CEBU		
DAILY	SKED AIR		\$ 825	Net \$ 995	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL ASIA;800-999-9912
LOS ANGELES					To:MANILA		
DAILY	BUSINESS		\$ 2345	Net	JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	SKED AIR		\$ 520		TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;MORE CITIES
DAILY	BUSINESS		\$ 2650		TOKYO TRAVEL SERVICE	CALL	18% COMM ON PUB FARES;CST#1017187-60
SAN FRANCISCO					To:MANILA		
DAILY	BUSINESS		\$ 2345		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
SEATTLE					To:MANILA		
DAILY	BUSINESS		\$ 2385		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
WASHINGTON DC					To:MANILA		
DAILY	SKED AIR		\$ 650	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM
SINGAPORE							
CHICAGO					To:SINGAPORE		
DAILY	BUSINESS		\$ 3230		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
NEW YORK					To:SINGAPORE		
DAILY	BUSINESS		\$ 3030		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
SAN FRANCISCO					To:SINGAPORE		
DAILY	BUSINESS		\$ 2430		JBTI TOUR LLC	YEAR ROUND	800-967-2345;212-696-2058;INFO@JBTI.COM
WASHINGTON DC					To:SINGAPORE		
DAILY	SKED AIR		\$ 600	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM
TAHITI							
LOS ANGELES					To:PAPEETE		
DAILY	SKED AIR		\$ 715	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
TAIWAN							
LOS ANGELES					To:TAIPEI		
DAILY	BUSINESS		\$ 2150	Net	JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS		\$ 2690		TOKYO TRAVEL SERVICE	CALL	18% COMM ON PUB FARES;CST#1017187-60
DAILY	SKED AIR		\$ 680		TOKYO TRAVEL SERVICE	CALL	800-227-2065;BLCKOUT;CST#1017187-60
SAN FRANCISCO					To:TAIPEI		
DAILY	BUSINESS		\$ 2150		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	OW BC		\$ 1453		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
SEATTLE					To:TAIPEI		
DAILY	BUSINESS		\$ 2150		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
WASHINGTON DC					To:TAIPEI		
DAILY	SKED AIR		\$ 570	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM
THAILAND							
LOS ANGELES					To:BANGKOK		
DAILY	SKED AIR		\$ 775	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
DAILY	BUSINESS		\$ 2670	Net	JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
DAILY	BUSINESS		\$ 2598		TOKYO TRAVEL SERVICE	CALL	18% COMM ON PUB FARES;CST#1017187-60
DAILY	SKED AIR		\$ 650		TOKYO TRAVEL SERVICE	CALL	VIA OSA;800-227-2065;CST#1017187-60
SAN FRANCISCO					To:BANGKOK		
DAILY	BUSINESS		\$ 2670		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
SEATTLE					To:BANGKOK		
DAILY	BUSINESS		\$ 2670		JGT TRAVEL/LAX	ALL YEAR	800-367-8833;OTHER CITIES & FARES AVAIL
WASHINGTON DC					To:BANGKOK		
DAILY	SKED AIR		\$ 660	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM
LOS ANGELES					To:PHUKET		
DAILY	SKED AIR		\$ 798	Net \$ 1298	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL ASIA;800-999-9912
UZBEKISTAN							
DAILY TOUR PKG 3 \$ 160					To:TASHKENT		
NEW YORK					RUSSIAN AMERICAN CONSULT. ALL YEAR 877-268-2677;VISAS;HTLS AVBL ALL UZBEK.		
4,7	SKED AIR		\$ 860	Net	To:TASHKENT		
DAILY	SKED TUR 10 \$ 500				UNITED TOURS CORP. TO 1/31/11 888-838-1674;212-245-1100;OW OK		
					CZECH VACATIONS 2011		CZECHVACATIONS.COM;800-321-2999;OTH TRS
VIETNAM							
LOS ANGELES					To:HANOI		
DAILY	SKED AIR		\$ 875	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
LOS ANGELES					To:HO-CHI-MINH CITY(SAIGON)		
DAILY	SKED AIR		\$ 670	Net	TOKYO TRAVEL SERVICE	CALL	800-227-2065;CST#1017187-60;RATES CHNG
WASHINGTON DC					To:HO-CHI-MINH CITY(SAIGON)		
DAILY	SKED AIR		\$ 526	Net	JGT	LOW SEASON	800-926-7274;WWW.JGTTRAVEL.COM

Azorean Journey

By Phyllis Meras Cocroft

It was more than three decades ago that I first visited the Azores, Portugal's stunning mid-Atlantic archipelago of nine islands. I remarked then that those verdant, volcanic islands, with their precipitous cliffs, abundant fruits and flowers and bubbling sulfurous springs, were the loveliest "undiscovered" tourist destination that I had ever seen. And so it was with considerable trepidation that I returned last spring, knowing that Ponta Delgada on the main island of Sao Miguel had become a major cruise ship port, that golf courses had been constructed there, too. I feared that I would return to find high-rise hotels blocking the exquisite views I remembered over the green-blue sea.

Happily, I was mistaken in my fears of over-development. My trip took me to six of the islands: to Sao Miguel, the largest in the archipelago; Faial, the yachtsmen's island; Pico, site of the 7,713-foot peak that is Portugal's highest mountain; Terceira, whose capital of Angra do Herismo is a UNESCO World Heritage site; Graciosa, the "gracious" island; and Sao Jorge, an exceptionally green island. I missed Santa Maria, site of the archipelago's only white sand beaches; three by two-mile Corvo; and flower-bedecked Flores.

In cities and towns, black and white mosaic sidewalk pavements still had sailing ships, birds and fish patterned into them. White houses with dark basalt doors and window frames lined narrow, quiet village streets. White-washed baroque and Manueline churches, their windows framed in dark natural basalt, were the centerpieces of town and village squares.

Sao Miguel, the Green Island, was still green, though highways now lead in and out of the capital of Ponta Delgada and one high-rise is a jarring feature above the waterfront. But Sea Gates, the three year-old maritime terminal that is scheduled to welcome 49 cruise ships this year, is low-key and unobtrusive. Now there are shopping malls in the city, but they are discreetly positioned. And the island still has the stunning, undisturbed view of the blue and green lakes of Sete Cidades. A blue-eyed princess, it is said, fell in love with a green-eyed shepherd. When their love was forbidden, she cried so hard that a blue lake was formed and his tears made a green one beside it. Yellow ginger lilies and pink St. Joseph's flowers still speckle the fields and hills in spring. Frisian and Holstein cows graze. There are no jarring road signs.

Though Sao Miguel is the Green Island, brown mineral waters bubble in its Valley of Furnas, and a popular attraction for both Azoreans and tourists there are the cookouts at which burlap bags of sausage, chicken, pork, cabbage, potatoes and fish are lowered into the springs and prepared for a local restaurant. Sao Miguel also offers tea and pineapple plantations.

On Faial, the harbor of Horta had expanded. A new marina is now chock-a-block with yachts. More than 1,000 of these crossing the Atlantic from west to east put into Horta each year. There, their captains and crews make sure to pick up their mail at Peter's Café Sport.

After a visit to Peter's to see the scrimshaw museum above

Landscape on Sao Miguel, The Green Island



PHYLLIS MERAS COCROFT

the café-restaurant, I walked along the harborfront where yachtsmen paint the name of their vessel and the date of their visit on a wall. I also went, as I had before, to the volcano of Capelinhos that erupted in the 1950s, burying homes and vineyards. It remains a desolate headland, but en route to it, the blue hydrangeas that have given Faial the name Blue Island, edged the roads and the fields.

From Faial, I took the 20-minute boat trip to rocky Pico. In the vineyards of Pico, the wine grapes are sheltered from wind and spray by four-foot tall basaltic walls. On my last visit to Pico, when whaling was still allowed, I saw a sperm whale butchered there one morning. Now the former whaling station at Sao Roque is a museum and there is another museum of whaling at Lajos.

I did not remember Terceira well, but on this trip I spent two nights in its capital, Angra do Herismo. With 17th- and 18th-century white houses with elaborate wrought-iron balconies, Angra is considered, architecturally, the archipelago's most beautiful city. Terceira is also renowned for its bullfights, though in most of them bulls are simply pulled through the streets on a rope while citizens dart out at them.

On Graciosa I descended 185 steps to its 50,000-year-old volcanic crater and lava lake. Above ground there, white and red windmills that once ground corn are now guest houses. And there were the same patchwork of fields- chartreuse, dark green and gold- with cows grazing on them, that there are on Sao Miguel.

On fertile Sao Jorge, an island that still grows much of its own food and exports cattle and a tangy cheese that is considered the best in the islands, I admired its cliffs (it is called the Switzerland of the Azores) and its tumbling waterfalls.

How pleased I was, on this recent journey, to find Portugal's Azorean archipelago still so tranquil, so lovely, so inviting and still so unspoiled!

Getting There

From mid-June to early October, **Azores Express/SATA** (www.sata.pt) operates five direct flights (only 4 hours) per week between Boston and Sao Miguel and one flight a week from Boston to Terceira. There is also a weekly direct flight between Oakland and Terceira. During the rest of the year SATA runs between Boston and Ponta Delgada twice a week. All flights from other U.S. hubs connect in Lisbon.

For further information, visit the **Azores Tourism Association** at www.visitazores.com or the **Portuguese National Tourism Office** at www.visitportugal.com

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Jewish Heritage Sites of Europe

By Monique Burns

Europe's Jewish heritage sites seem as numerous as stars in the firmament. There are venerable synagogues like the 12th-century, Moorish-style Santa Maria la Blanca in Toledo (the world's oldest), and the 13th-century Old-New Synagogue of Prague—the oldest still in use. There are “safe houses” where Jews hid during the Holocaust, including the Anne Frank House in Amsterdam and the nearby Corrie ten Boom House in seaside Haarlem. There are museums that celebrate a centuries-old cultural legacy and memorials that honor the war dead. Here's a sampling of sites—including the newest, Germany's Memorial Nuremberg Trials.

Memorial Route of the Jewish Martyrdom and Struggle

IN WARSAW—whose pre-war Jewish population of 300,000 was the world's third-largest—the Memorial Route of the Jewish Martyrdom and Struggle extends north from the Memorial to the Ghetto Heroes, a monumental sculpture depicting Warsaw Ghetto residents who rose up against the Nazis in 1943, to the Umschlagplatz Monument, a memorial to the 265,000 Polish Jews herded transported from here to the Treblinka death camp. Along the route—which includes the last remaining portion of the Ghetto's brick wall—17 granite blocks commemorate heroes like Mordechai Anielewicz, the 25-year-old uprising leader, and physician and orphanage founder Janusz Korczak who accompanied his young charges to the camps rather than abandon them. South of the Ghetto Heroes Memorial, the multimedia Warsaw Rising Museum (www.1944.pl/en) documents the Warsaw Ghetto Uprising as well as Poland's post-war Communist occupation. Visit www.warsawtour.pl or www.visitpoland.com

Getting There: Lot Polish Airlines (www.lot.com) has the only direct nonstop service to Warsaw from New York's JFK Airport.



Prague Synagogue

Jewish Museum of Prague

IN PRAGUE, Jews settled as early as the 10th century. Today, one of the world's most extensive collections of Jewish artifacts—including thousands of Torah ornaments, religious and household textiles, and paintings, drawings and manuscripts—are housed in the Jewish Museum in Prague (www.jewishmuseum.cz), a complex that includes four historic synagogues, a centuries-old cemetery and an art gallery. The 16th century Masiel Synagogue and Pinkas Synagogue, and the 19th-century Moorish-style Spanish Synagogue, trace the history of Jews from early times to the present. The 15th-century Old Jewish Cemetery, with 12,000 mossy headstones, is the final resting place of 17th-century scholar Rabbi Judah Loew, who legend has it, created a Golem, or humanoid, to protect Prague's Jews. Near the cemetery's entrance, the 1573 Klausen Synagogue exhibits artifacts related to circumcision, bar mitzvah, marriage and other Jewish customs. Opened in 2000, the Robert Guttman Gallery displays works by Czech Jewish artists.

Getting There: Various airlines, including American (www.aa.com), Austrian Airlines (www.austrian.com), British Airways (www.britishairways.com), Delta (www.delta.com), KLM (www.klm.com) and Lufthansa (www.lufthansa.com) have connecting flights to Prague from New York's JFK Airport and other U.S. gateways.

Visit www.praguewelcome.cz or www.czechtourism.com

Memorial Nuremberg Trials

GERMANY: Europe's newest Jewish heritage site is the Memorial Nuremberg Trials (www.museen.nuernberg.de). After World War II, victorious Allied Forces prosecuted high-

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ranking Nazis. They chose Nuremberg in central Bavaria's Franconia region, where the Nazi party's Nuremberg Rallies were held between 1933 and 1938, and where the anti-Semitic Nuremberg Laws were passed in 1935. In Nuremberg's Palace of Justice, tours of Courtroom 600, still a working courtroom, have been held since 2000. On November 22, a new 8,072-square-foot multimedia exhibit, using backlit panels, audio recordings, photos and documents, opened in the courthouse attic. The largest room focuses on the highest-ranking Nazi criminals, including Reich Marshal Hermann Göring, as well as the trial itself—the first time international law was used to sentence individuals. The other three rooms document trials against SS men, doctors and other Nazis, and chronicle how the Nuremberg Trials led to the development of today's International Criminal Court. Visit www.nuernberg.de and www.cometogermany.com

Getting There: Lufthansa Airlines (www.lufthansa.com) has connecting flights to Nuremberg from New York's JFK Airport and other major U.S. gateways.

Jewish Museum Vienna

AUSTRIA: Opened in 1896, the Jewish Museum Vienna (www.jmw.at) was the world's first. Today, collections are housed in three buildings. In the Palais Eskeles, the renowned Max Berger Collection includes 10,000 religious and secular objects. Another exhibit uses 21 holograms of places and people to document Jewish Vienna from medieval days to the present. In the Viewable Storage Area are thousands of ritual items, including elaborate gold and silver shofars, Hannukah lamps and Passover Seder plates, some charred during the November 1938 Nazi pogrom that saw 50 Viennese synagogues torched or desecrated. North of the Palais Eskeles, and facing the Judenplatz Memorial to Jewish Holocaust victims, is the recently refurbished Museum Judenplatz. There is an exhibit on Jews in the Middle Ages, excavated remains of a synagogue destroyed in a 15th-century pogrom, and a computerized database of 65,000 Austrian Jews killed during the Holocaust. The 19th-century Vienna City Temple, also part of the museum, has guided tours, Monday and Thursday. Visit www.vienna.info and www.austriatourism.com

Getting There: Austrian Airlines (www.austrian.com) has direct nonstop flights from New York's JFK Airport.

Museum of Art and History of Judaism

FRANCE has Europe's largest Jewish population, with historic communities stretching from the South of France to the Northeast. Half of France's estimated 700,000 Jews live in Paris, where the epicenter of French-Jewish culture is the Marais, known in Yiddish as the "Pletzl," or "Little Place." Near the neighborhood's northern edge, the Museum of Art and History of Judaism (www.mahj.org) examines Jewish life from the Middle Ages through the 20th century. Collections include exquisitely decorated ritual objects, including menorahs and Torah ornaments; 18th and 19th-century paintings, and works by famous artists like Chagall and Modigliani. Documents and audiotapes focus on the Dreyfus case in which a 19th-century Jewish army officer was falsely accused of treason. Visitors can trace their family origins in the media library. While in the Marais, visit the acclaimed Mémorial de la Shoah

holocaust museum (www.memorialdelashoah.org), and the nearby Mémorial des Martyrs de la Déportation, honoring 160,000 French citizens deported to Nazi camps. Visit www.parisinfo.com and www.franceguide.com

Getting There: Air France (www.airfrance.us) has direct nonstop flights to Paris.

NON PROFIT / NOT FOR PROFIT RESOURCES

Offering detailed description of sites and routes throughout Europe: The Jewish Cultural & Heritage, www.jewish-heritage-europe.eu with resources in Albania, Andorra, Austria, Belgium, Bosnia, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Greece, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Ukraine, United Kingdom, Vatican City.

For sites in Spain visit the Tourist Office of Spain, search site for Jewish heritage at www.spain.info or visit The Network of Spanish Jewish Quarters at www.redjuderias.org

For sites in Hungary, visit the Hungarian National Tourist Office website at www.gotohungary.com/culture-heritage/jewish-heritage

Slovak Jewish Heritage Center at www.slovak-jewish-heritage.org

The European Institute of Cultural Routes: www.culture-routes.lu

UPCOMING EVENTS

April 3 - 5, 2011 in Paris: The European Jewish Education General Assembly; visit www.ecjc-education-ga.org

May 8 - 11, 2011 in Brussels, Belgium: 6th Convention of B'nai B'rith Europe; visit www.bnaibritheurope.org



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Update from World Religious Travel Expo

By Maria Conte Mikkelsen

Events such as the canonization of St. André in Montreal last month and the Passion Play in Oberammergau, Germany helped keep the \$18 billion religious travel marketplace afloat this year, according to participants at the 2010 World Religious Travel Expo held in November in Montreal. The convention, operated jointly by the World Travel Religious Association (WRTA) and the National Tour Association (NTA), attracted 2,000 delegates and attendees, including about 500 for the WRTA Expo 2010.



Despite reports of foot dragging on signed contracts, many tour operators said that the religious sector offered security in a down economy.

"Business was up 44% for 2010 and we are presently projecting a 29% increase for 2011," according to John Klados, VP Director of Groups at Fairfax, VA-based **Key Tours** (www.keytours.com).

Christina Samara, president of the **Holy Land Incoming Tour Operators Association**, announced a revival of the 6-year-old organization with the goal of attracting some 2 million travelers in the near future to experience "another side of Palestine." Visit www.holylandoperators.com

Suppliers at the educational seminar "Who Is Today's Religious Travel Consumer" reported that the religious market has diversified beyond very traditional pilgrimage packages to include boutique programs like South American trips where business class upgrades and post tours to Antarctica are requested components.

Oberammergau, the Passion Play, held in Germany every 10 years, represented the lion's share of 2010 business for Rochester, Minnesota-based **Ed-Ventures**, according to representative Paul Larsen. In October the canonization of Saint André Bessette of Montreal brought 5,000 Canadian pilgrims to Rome for the ceremony. "When an individual is declared a saint, their shrines attract significant numbers of visitors," WRTA President Kevin Wright told CTV News Channel, during a blast of nationwide news coverage. "And we're going to see that in Montreal," Saint André's hometown. Visit www.ed-ventures.com

A focus on religious travel is one of the themes the **German National Tourist Office** is promoting for 2011. Suppliers are behind a slew of developments that highlight Pope Benedict the XVI's life in his home country as well as new venues to traditional German pilgrimage sites. Additionally, Lufthansa has expanded service between Montreal and Munich Airport to five times weekly, effective October 31, 2010.

The best selling faith-based vacations are still the Holy Land, with extensions to Jordan, Egypt and Turkey, as well as sacred sites in Italy, France, and the UK, according to Globus and Central Holidays, both key suppliers in the faith-based travel market. Visit www.WRTArelioustravel.com for additional information.

EUROPE

\$939 ITALY Enjoy a leisurely experience in Italy's Lake District and Umbria, the heart of Italy's rolling green countryside, with **Sceptre Tours' Italian Lakes & Luxury** package. Each lake has a distinct personality and ambiance but all are extraordinarily beautiful and offer travelers a rich experience that includes immersion in powerful and evocative landscapes, historical depth, architectural wonders, and fabulous hotels. Start with 3 nights at the prestigious **Hotel Brufani** in Perugia, and enjoy all the luxuries the hotel has to offer. Next, travel to Como where you will stay at the lovely **Hotel Barchetta**. Here you can enjoy all of the great scenery, food and culture along the Italian Lake District. As an added bonus, Sceptre Tours is giving back to agents with 15% commission on FIT's, Escorted Tours and River Cruise Vacations to Ireland, Italy, UK and Europe in honor of its 30th year in business. Call **800-221-0924** or visit www.sceptretours.com for reservations.

\$1599 GREECE **FIT Tours** gives travelers nine days to explore ancient Rhodes and Athens with their air-inclusive package tour. Visitors can see for themselves why Rhodes has been called "the rose of the Aegean." Famous since antiquity as the site of Colossus of Rhodes, one of the Seven Wonders of the World, the city also holds the citadel of Rhodes, one of the best preserved medieval towns in Europe and a UNESCO World Heritage Site. Stay four nights in Rhodes at the **Hotel Mediterranean** and enjoy a full day Delphi tour in Athens during a three-night stay at **Hotel Divani Palace Acropolis**. Upgrade to Seaview/Acropolis view rooms from \$129 per person. Call **800-248-3487** or visit www.fittours.com

\$1031 IRELAND **Dromoland Castle Estate** in western Ireland is now offering guests a chance to celebrate "the sport of kings" with new packages being offered in tandem with The Dromoland School of Falconry, helmed by expert falconer Dave Atkinson. With the castle as a backdrop and the vast estate at their disposal, guests of Dromoland Castle have a unique opportunity to experience falconry at its finest. The "Flying Falcons Walk" package, available until March 30, 2011, includes two nights' luxury accommodation with full Irish breakfast daily, dinner on the evening of choice, and a thrilling Hawk Walk around the estate with personal instruction in the art of flying a bird of prey. The package price per room for up to two adults and two children (aged 12 or younger) is around \$1,031. Call **800-346-7007** or visit www.dromoland.ie

\$343 CROATIA **Kompas Villas** offers the largest villa selection in Croatia, with over 100 villas in all destinations, including Istria, Kvarner Bay, Dalmatia, Hvar, Brac and Dubrovnik. **Villa Arancin**, located in Hvar, is priced from \$343 per day with a minimum seven-day stay and can sleep up to 10 people. The ground floor apartment comprises a bedroom with en-suite bathroom and toilet, and a large open-plan living room and kitchen. The second completely separate apartment in the house occupies the first floor and loft area. On the first floor is a living room, kitchen, two double bedrooms and one twin/loft bedroom. The cottage for two persons is consist of a ground floor and an upper floor. For bookings, call Kompas Holidays at **800-233-6422** or visit www.kompas-villas.com

\$5295 FRANCE

French Country Waterways will be introducing a new luxury canal barge in April of 2011, which will sail the picturesque route linking the regions of Alsace and Lorraine, in addition to her classic itinerary in Champagne. Prices for the weekly Sunday departures, April through July, are \$5,295 to \$6,295 per person double. Highlights of the itinerary include a walking tour of the historic quarter in Strasbourg; dinner ashore at the Michelin-starred Le Cerf in Marlenheim; a private tour and wine tasting at Domaine Bechtold; a visit to the 13th century chapel of the Cordeliers, with a stunning stained glass window designed by artist Marc Chagall; and a stop in Place Stanislas, considered one of the grandest squares in all of France. Guests are escorted to and from Strasbourg via private motorcoach. Call 800-222-1236 or visit www.fcwl.com

Louis Cruises Offers up to 50% Savings

Louis Cruises announced that it is waiving the single supplement and presenting significant savings on three winter sailings to exotic Mediterranean destinations onboard the *Louis Majesty*. As part of the company's SMART RATES promotional pricing, travelers can save up to 50 percent off published brochure rates, plus single supplements will be waived for *Louis Majesty's* 8-night Morocco & Spain Cruise departing January 25th, 2011, the 10-night Moorish Coasts Cruise departing February 2nd, 2011, and the 9-night Iberian Coasts Cruise departing February 12th, 2011. In addition, kids 16 and younger sail FREE when sharing a stateroom with two full-fare adults. Register online at www.louiscruises.com to book SMART RATES—all commissionable to agents.

Jewish Heritage Tours in Greece & Turkey

Cloud Tours is pleased to offer private customized Jewish heritage tours in Greece and Turkey. In Greece, among the cities and islands Jewish heritage tours are offered are Athens, Thessaloniki, Crete and Rhodes. Heritage tour includes visits to the Monastirion Synagogue, the Synagogue and Center for Historical Studies,

the Jewish Community Headquarters, the Square of the Jewish Martyrs of the Holocaust plus many more sites. In Athens, visit the two functioning synagogues, as well as the Jewish Museum. In Chania, Crete, our tour of Chania includes the Etz Hayim Synagogue. There are four synagogues in Rhodes. The tour begins at the Jewish Martyr square in the old town. Visit at least one Synagogue and the Jewish Cemetery, and The Jewish Museum.

In Istanbul, Turkey, the tour includes the centuries-old Jewish neighborhood, Galata. Visits to the four Synagogues: the Neve Shalom Synagogue which is the headquarters of the present Jewish community in Turkey, the Ashkenaz Synagogue, the old Ahrida Synagogue and the Etz Ahayim Synagogue can be included. In addition, the tour includes the Or-Ahayim Jewish hospital from the outside on the coast of Golden Horn and Ortakoy. Security clearance is necessary to confirm these tours, which is obtained by our offices locally. Call 800-223-7880 or email info@clouddtours.com.

VisitBritain Announces New VP

Karen Clarkson has been appointed to the new role of Vice-President, North America for **VisitBritain**. Clarkson will lead the North American team to deliver the organization's program of activities on territory in the USA and Canada. "We are delighted to see Karen assume this important leadership position," said Sandie Dawe, VisitBritain's Chief Executive. "The American and Canadian markets are critical to Britain's tourism industry so Karen's experience, enthusiasm and relationships will serve the organization and sector tremendously."

Karen joined VisitBritain in 1999 as a senior marketing executive in the New York City office. She has also worked for **VisitScotland**, headed VisitBritain's France and Benelux operations and recently led the US public relations and communications program. "I am thrilled to manage the talented and capable North American team in our effort to inspire Americans and Canadians to explore Britain," said Clarkson, who will be based in New York. "We have an exciting couple years ahead of us, as we look ahead to the Royal Wedding in 2011 and the 2012 Olympic and Paralympic Games. I am looking forward to harnessing these unprecedented opportunities and helping to keep Britain firmly on the world stage." Go to www.visitbritain.com

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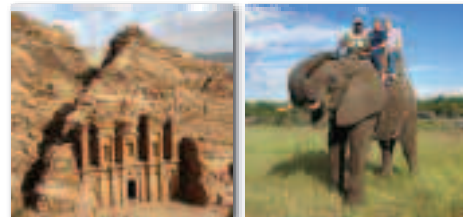
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DAILY SKED AIR	TATRA TRAVEL	TO 12/31/10	COACH/BUS;NET&COMM;800-321-2999;ADDONS	
NEW YORK	To:PRAGUE			
DAILY SKED AIR	AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	OW \$227;NET;CALL:800-228-0877	
DAILY SKED TUR 6	CZECH VACATIONS	ALL YEAR	CZECHVACATIONS.COM;800-321-2999;OTH TRS	
DAILY SKED AIR	DOWNTOWN TRAVEL	ALL YEAR	212-481-1800;WWW.DOWNTOWNTRAVEL.COM	
DAILY SKED AIR	TATRA TRAVEL	ALL YEAR	COACH/BUS;NET&COMM;800-321-2999;ADDONS	

ESTONIA

NEW YORK	To:TALLINN			
DAILY SKED AIR	DOWNTOWN TRAVEL	ALL YEAR	212-481-1800;WWW.DOWNTOWNTRAVEL.COM	

FINLAND

NEW YORK	To:HELSINKI			
DAILY SKED AIR	DOWNTOWN TRAVEL	ALL YEAR	212-481-1800;WWW.DOWNTOWNTRAVEL.COM	

FRANCE

NEW YORK	To:NICE			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
DENVER	To:PARIS			
DAILY OW BC	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	
LOS ANGELES	To:PARIS			
DAILY BUSINESS	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776	
DAILY OW SKAIR	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	
MIAMI	To:PARIS			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
NEW YORK	To:PARIS			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	

GEORGIA (EX SOVIET REPUBLIC)

NEW YORK	To:TBILISI			
DAILY SKED TUR 6	CZECH VACATIONS	ALL YEAR	CZECHVACATIONS.COM;800-321-2999;OTH TRS	
DAILY SKED AIR	DOWNTOWN TRAVEL	ALL YEAR	212-481-1800;WWW.DOWNTOWNTRAVEL.COM	
DAILY SKED AIR	PANORAMA TRAVEL, LTD.	TO 3/31/11	NET/COMM;COACH/BUS;ADDONS;800-204-7130	

GERMANY

NEW YORK	To:BERLIN			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
BOSTON	To:FRANKFURT			
DAILY BUSINESS	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	
CHICAGO	To:FRANKFURT			
DAILY BUSINESS	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776	
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
DALLAS	To:FRANKFURT			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
LAS VEGAS	To:FRANKFURT			
DAILY BUSINESS	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	
MIAMI	To:FRANKFURT			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
DAILY BUSINESS	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	
NEW YORK	To:FRANKFURT			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
DAILY SKED AIR	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	
SAN FRANCISCO	To:FRANKFURT			
DAILY OW BC	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	
WASHINGTON DC	To:FRANKFURT			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
DAILY BUSINESS	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES	

GREECE

ATLANTA	To:ATHENS			
DAILY SKED TUR 7	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;CRUISES/TOURS	
BOSTON	To:ATHENS			
DAILY SKED TUR 7	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;CRUISES/TOURS	
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
DALLAS	To:ATHENS			
DAILY SKED TUR 7	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;CRUISES/TOURS	
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
HOUSTON	To:ATHENS			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
LOS ANGELES	To:ATHENS			
DAILY SKED TUR 7	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;WEDDNGS/TOURS	
MIAMI	To:ATHENS			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
NEW YORK	To:ATHENS			
DAILY SKED TUR 7	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;WEDDNGS/TOURS	
DAILY SKED TUR 7	CROWN PETERS	FROM 1/1/11	AIR;6N ATH;CITY TOUR;MORE	
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
PHILADELPHIA	To:ATHENS			
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	
TAMPA	To:ATHENS			
DAILY SKED TUR 7	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;CULTURAL TOURS	
DAILY SKED AIR	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS	

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DEPARTING	TRIP TYPE	# DAYS	ROUND TRIP PRICE MIN	MAX	SUPPLIER	VALIDITY PERIOD	ADDITIONAL INFORMATION
WASHINGTON DC							
DAILY	SKED AIR		\$ 379	Net	To:ATHENS CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
NEW YORK							
DAILY	SKED AIR		\$ 282		To:THESSALONIKI CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
HUNGARY							
NEW YORK							
DAILY	SKED AIR		\$ 280	Net	To:BUDAPEST AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	OW \$207;NET;CALL:800-228-0877
DAILY	SKED AIR		\$ 250	Net	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
DAILY	SKED TUR	6	\$ 390		CZECH VACATIONS	ALL YEAR	CZECHVACATIONS.COM;800-321-2999;OTH TRS
ITALY							
BOSTON							
DAILY	SKED AIR		\$ 261	Net	To:MILAN CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
NEW YORK							
DAILY	SKED AIR		\$ 237	Net	To:MILAN CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
ATLANTA							
DAILY	BUSINESS		\$ 2675		To:ROME LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
BOSTON							
DAILY	SKED AIR		\$ 261	Net	To:ROME CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
DAILY	BUSINESS		\$ 2876		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
DALLAS							
DAILY	SKED AIR		\$ 384	Net	To:ROME CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
DAILY	BUSINESS		\$ 2785		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
HOUSTON							
DAILY	SKED AIR		\$ 343	Net	To:ROME CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
MIAMI							
DAILY	SKED AIR		\$ 373	Net	To:ROME CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
DAILY	BUSINESS		\$ 2698		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
NEW YORK							
DAILY	SKED TUR	5	\$ 599		To:ROME AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM:CRUISES/TOURS
DAILY	SKED TUR	8	\$ 799		AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM:CRUISES/TOURS
DAILY	SKED AIR		\$ 242	Net	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
DAILY	BUSINESS		\$ 2675		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
PHILADELPHIA							
DAILY	SKED AIR		\$ 258	Net	To:ROME CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
SAN FRANCISCO							
DAILY	BUSINESS		\$ 3265		To:ROME LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
WASHINGTON DC							
DAILY	SKED AIR		\$ 319	Net	To:ROME CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
BOSTON							
DAILY	SKED AIR		\$ 261	Net	To:VENICE CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
NEW YORK							
DAILY	SKED TUR	8	\$ 599		To:VENICE AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM:CRUISES/TOURS
DAILY	SKED AIR		\$ 277	Net	CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
LATVIA							
NEW YORK							
4,7	SKED AIR		\$ 475	Net	To:RIGA UNITED TOURS CORP.	TO 1/31/11	888-838-1674;212-245-1100;OW OK
DAILY	SKED AIR		\$ 400	Net	AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	OW \$291;NET;CALL:800-228-0877
DAILY	SKED AIR		NET/COMM		DOWNTOWN TRAVEL	ALL YEAR	212-481-1800;WWW.DOWNTOWNTRAVEL.COM
LITHUANIA							
NEW YORK							
DAILY	SKED AIR		\$ 309	Net	To:VILNIUS AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	OW \$291;NET;CALL:800-228-0877
DAILY	SKED AIR		NET/COMM		DOWNTOWN TRAVEL	ALL YEAR	212-481-1800;WWW.DOWNTOWNTRAVEL.COM
USA							
DAILY	SKED AIR		\$ 450		To:VILNIUS IMPRESSA CLUB, LTD.	ALL YEAR	OTH CITY;718-645-8578;IMPRESSACLUB.COM
MACEDONIAN REPUBLIC							
NEW YORK							
DAILY	SKED AIR		\$ 409	Net	To:SKOPJE 3KM TRAVEL	CALL	866-927-1272;WWW.3KMTRAVEL.COM



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NEW YORK				To:CHISINAU		
DAILY SKED AIR	\$ 360	Net		PANORAMA TRAVEL, LTD.	TO 3/31/11	NET/COMM;COACH/BUS;ADDONS;800-204-7130
SEATTLE				To:CHISINAU		
DAILY SKED AIR	NET/COMM			MISSION VALLEY TRAVEL	ALL YEAR	800-321-8069;WWW.MVTI.US;ALL CITIES

POLAND

NEW YORK				To:KRAKOW		
DAILY SKED AIR	\$ 217	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	EWK SAME;OW \$249;NET;800-228-0877
ATLANTA				To:WARSAW		
DAILY SKED AIR	\$ 324	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	KRK,GDN SAME;OW \$261;NET;800-228-0877
BOSTON				To:WARSAW		
DAILY SKED AIR	\$ 223	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	KRK SAME;OW \$193;NET;CALL:800-228-0877
CHICAGO				To:WARSAW		
DAILY SKED AIR	\$ 262	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	KRK SAME;OW \$251;NET;CALL:800-228-0877
DETROIT				To:WARSAW		
DAILY SKED AIR	\$ 296	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	KRK,GDN SAME;OW \$294;NET;800-228-0877
HOUSTON				To:WARSAW		
DAILY SKED AIR	\$ 320	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	KRK,GDN SAME;OW \$290;NET;800-228-0877
NEW YORK				To:WARSAW		
DAILY SKED AIR	\$ 198	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	GDN,KTW SAME;OW \$185;NET;800-228-0877
PHILADELPHIA				To:WARSAW		
DAILY SKED AIR	\$ 233	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	KRK SAME;OW \$189;NET;CALL:800-228-0877
WASHINGTON DC				To:WROCLAW		
DAILY SKED AIR	\$ 244	Net		AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	KRK,GDN SAME;OW \$295;NET;800-228-0877

RUSSIA

LOS ANGELES				To:IRKUTSK		
DAILY SKED AIR	\$ 925	Net	\$ 1125	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL EUROPE:800-999-9912
BOSTON				To:MOSCOW		
DAILY SKED AIR	\$ 240	Net		PANORAMA TRAVEL, LTD.	TO 3/31/11	NET/COMM;COACH/BUS;ADDONS;800-204-7130
CHICAGO				To:MOSCOW		
DAILY SKED AIR	NET/COMM			DOWNTOWN TRAVEL	ALL YEAR	800-952-3519;WWW.DOWNTOWNTRAVEL.COM
LOS ANGELES				To:MOSCOW		
DAILY SKED AIR	NET/COMM			DOWNTOWN TRAVEL	ALL YEAR	800-952-3519;WWW.DOWNTOWNTRAVEL.COM
DAILY SKED AIR	NET/COMM			MISSION VALLEY TRAVEL	ALL YEAR	800-321-8069;WWW.MVTI.US;ALL CITIES
DAILY HTL PKG 3	\$ 210			RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;VISAS;HTLS AVBL ALL RUSSIA
MIAMI				To:MOSCOW		
DAILY SKED AIR	NET/COMM			DOWNTOWN TRAVEL	ALL YEAR	800-952-3519;WWW.DOWNTOWNTRAVEL.COM
NEW YORK				To:MOSCOW		
DAILY BUSINESS	\$ 2050	Net	\$ 2950	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776
DAILY SKED AIR	\$ 302	Net		CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
DAILY SKED AIR	NET/COMM			DOWNTOWN TRAVEL	ALL YEAR	212-481-1800;WWW.DOWNTOWNTRAVEL.COM
DAILY BUSINESS	CALL FOR QUOTES			MISSION VALLEY TRAVEL	ALL YEAR	800-321-8069;WWW.MVTI.US;ALL CITIES
DAILY SKED AIR	\$ 240	Net		PANORAMA TRAVEL, LTD.	TO 3/31/11	NET/COMM;COACH/BUS;ADDONS;800-204-7130
DAILY HTL PKG 3	\$ 210			RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;HTLS AVBL ALL RUSSIA
VARY SHIP PKG 11	\$ 1200		\$ 1760	RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;VISA SVCS;HTLS;ALL GATES
SAN FRANCISCO				To:MOSCOW		
DAILY HTL PKG 3	\$ 210			RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;VISAS;HTLS AVBL ALL RUSSIA
SEATTLE				To:MOSCOW		
DAILY SKED AIR	NET/COMM			DOWNTOWN TRAVEL	ALL YEAR	800-952-3519;WWW.DOWNTOWNTRAVEL.COM
USA				To:MOSCOW		
DAILY SKED AIR	\$ 350			IMPRESSA CLUB, LTD.	ALL YEAR	OTH CITY;718-645-8578;IMPRESSACLUB.COM
WASHINGTON DC				To:MOSCOW		
DAILY SKED AIR	NET/COMM			DOWNTOWN TRAVEL	ALL YEAR	800-952-3519;WWW.DOWNTOWNTRAVEL.COM
NEW YORK				To:ST. PETERSBURG		
DAILY SKED TUR 6	\$ 450	Net		PANORAMA TRAVEL, LTD.	TO 3/31/11	CZECHVACATIONS.COM;800-321-2999;OTH TRS
DAILY HTL PKG 3	\$ 210			RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;HTLS AVBL ALL RUSSIA
VARY SHIP PKG 11	\$ 1200		\$ 1760	RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677;VISA SVCS;HTLS;ALL GATES

SLOVAKIA

NEW YORK				To:BRATISLAVA		
DAILY SKED AIR	\$ 360	Net		TATRA TRAVEL	ALL YEAR	COACH/BUS;NET&COMM;800-321-2999;ADDONS
NEW YORK				To:KOSICE		
DAILY SKED AIR	\$ 360	Net		TATRA TRAVEL	TO 12/31/10	COACH/BUS;NET&COMM;800-321-2999;ADDONS

SPAIN

LOS ANGELES				To:BARCELONA		
DAILY BUSINESS	\$ 3265			LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
NEW YORK				To:BARCELONA		
DAILY SKED TUR 14	\$ 599		\$ 1299	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;CRUISES/TOURS
DAILY SKED AIR	\$ 253	Net		CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS
WASHINGTON DC				To:BARCELONA		
DAILY BUSINESS	\$ 2465			LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
NEW YORK				To:COSTA DEL SOL		
DAILY SKED TUR 14	\$ 799		\$ 1999	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;CRUISES/TOURS
NEW YORK				To:MADRID		
DAILY SKED TUR 14	\$ 699		\$ 1699	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM;CRUISES/TOURS
DAILY SKED AIR	\$ 206	Net		CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL;800-321-1199;MORE DESTS



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DEPARTING	TRIP TYPE	# DAYS	ROUND TRIP PRICE MIN	MAX	SUPPLIER	VALIDITY PERIOD	ADDITIONAL INFORMATION
SWITZERLAND							
NEW YORK					To: GENEVA		
DAILY	BUSINESS		\$ 1757	Net \$ 3514	PERFECT TRAVEL	CALL	212-840-6777 CALL FOR RULES/OTHR CITIES
CHICAGO					To: ZURICH		
DAILY	BUSINESS		\$ 1864	Net \$ 3728	PERFECT TRAVEL	CALL	212-840-6777 CALL FOR RULES/OTHR CITIES
DALLAS					To: ZURICH		
DAILY	OW BC		\$ 1456		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436; LUIS@LEGEN.COM; OTH CITIES
LOS ANGELES					To: ZURICH		
DAILY	BUSINESS		\$ 2263	Net \$ 4526	PERFECT TRAVEL	CALL	212-840-6777 CALL FOR RULES/OTHR CITIES
MIAMI					To: ZURICH		
DAILY	BUSINESS		\$ 1840	Net \$ 3680	PERFECT TRAVEL	CALL	212-840-6777 CALL FOR RULES/OTHR CITIES
NEW YORK					To: ZURICH		
DAILY	BUSINESS		\$ 1760	Net \$ 3515	PERFECT TRAVEL	CALL	212-840-6777 CALL FOR RULES/OTHR CITIES
SAN FRANCISCO					To: ZURICH		
DAILY	BUSINESS		\$ 3175		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436; LUIS@LEGEN.COM; OTH CITIES
TURKEY							
MIAMI					To: ISTANBUL		
DAILY	SKED TUR	7	\$ 699	\$ 1299	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335; 13-16% COMM: CRUISES/TOURS
NEW YORK					To: ISTANBUL		
DAILY	SKED TUR	7	\$ 699	\$ 1299	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335; 13-16% COMM: PILGIMAGES
DAILY	SKED AIR		\$ 260		CROWN PETERS	FROM 1/1/11	BIZ NETS AVBL; 800-321-1199; MORE DESTS
DAILY	OW BC		\$ 1145		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436; LUIS@LEGEN.COM; OTH CITIES
UKRAINE							
WASHINGTON DC					To: DNEPROPETROVSK		
DAILY	SKED AIR		\$ 550	Net \$ 795	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL EUROPE; 800-999-9912
					To: KIEV		
DAILY	TOUR PKG	3	\$ 295		RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677; VISAS; HTLS FOR ALL UKRAINE
CHICAGO					To: KIEV		
DAILY	SKED AIR		NET/COMM		DOWNTOWN TRAVEL	ALL YEAR	800-952-3519; WWW.DOWNTOWNTRAVEL.COM
LOS ANGELES					To: KIEV		
DAILY	SKED AIR		NET/COMM		DOWNTOWN TRAVEL	ALL YEAR	800-952-3519; WWW.DOWNTOWNTRAVEL.COM
NEW YORK					To: KIEV		
DAILY	SKED AIR		\$ 302	Net	AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	OW \$221; NET; CALL: 800-228-0877
DAILY	SKED AIR		NET/COMM		DOWNTOWN TRAVEL	ALL YEAR	212-481-1800; WWW.DOWNTOWNTRAVEL.COM
DAILY	BUSINESS		CALL FOR QUOTES		MISSION VALLEY TRAVEL	ALL YEAR	800-321-8069; WWW.MVTI.US; ALL CITIES
DAILY	SKED AIR		\$ 300	Net	PANORAMA TRAVEL, LTD.	TO 3/31/11	NET/COMM; COACH/BUS; ADDONS; 800-204-7130
DAILY	SKED TUR	6	\$ 400		PANORAMA TRAVEL, LTD.	ALL YEAR	PAN4AGENT.COM; 800-204-7130; OTHER TOURS
SAN FRANCISCO					To: KIEV		
DAILY	SKED AIR		NET/COMM		DOWNTOWN TRAVEL	ALL YEAR	800-952-3519; WWW.DOWNTOWNTRAVEL.COM
SEATTLE					To: KIEV		
DAILY	SKED AIR		NET/COMM		DOWNTOWN TRAVEL	ALL YEAR	800-952-3519; WWW.DOWNTOWNTRAVEL.COM
DAILY	SKED AIR		NET/COMM		MISSION VALLEY TRAVEL	ALL YEAR	800-321-8069; WWW.MVTI.US; ALL CITIES
USA					To: KIEV		
DAILY	SKED AIR		\$ 300		IMPRESSA CLUB, LTD.	ALL YEAR	OTH CITY; 718-645-8578; IMPRESSACLUB.COM
NEW YORK					To: LVOV		
DAILY	SKED AIR		\$ 354	Net	AMERICAN TRAVEL ABROAD	12/24/10-3/31/11	OW \$231; NET; CALL: 800-228-0877
DAILY	SKED AIR		NET/COMM		MISSION VALLEY TRAVEL	ALL YEAR	800-321-8069; WWW.MVTI.US; ALL CITIES
					To: ODESSA		
DAILY	TOUR PKG	3	\$ 255		RUSSIAN AMERICAN CONSULT.	ALL YEAR	877-268-2677; VISAS; HTLS FOR ALL UKRAINE

NOTICE TO TRAVEL AGENTS: The listings displayed in JAX FAX may or may not include all of the government taxes/fees, fuel surcharges, airport facility and airline security charges, since these will vary depending upon the airline(s) used and the specific route flown for the ticket(s) actually purchased. Travel agents are hereby advised that the U.S. Department of Transportation requires that consumers be advised of the total amount of applicable taxes, fees and charges before the ticket sale is consummated. Be sure to determine from the wholesaler what the applicable amount is and advise your clients.— The Publisher

Emerging Middle Eastern Destinations

By Lisa Loverro

World-renowned museums, ultra-modern theme parks, iconic buildings and 5-star luxury properties are popping up all over the Arabian Peninsula, providing a fresh look into this corner of the Arab world. And although it may take Americans some time to fully embrace the Middle East as a leisure destination, there is no denying its powerful presence in the tourism industry.

The Allure of Abu Dhabi

The name alone conjures up images of camels in the desert, of sultans and palaces. These are more fact than fiction, and while this oil-rich neighbor of Dubai sets to propel itself into the tourism spotlight, they've held onto their cultural roots. Abu Dhabi, meaning "father of deer," is fast becoming one fascinating destination and the new "must visit" in the Middle East.

The biggest news to come out of this Emirate is the development of **Saadiyat Island** (www.saadiyat.ae), which began construction in 2009 and will roll out in phases with full completion in 2018. Upon its completion, Saadiyat—one of the most expensive projects to be undertaken in Abu Dhabi, with a budget close to \$27 billion—would be able to accommodate 150,000 residents through some 38,000 apartment units and 8,000 luxury villas. Saadiyat Beach will host nine five-star, highly landscaped resorts including a **St. Regis** and **Park Hyatt** scheduled to open mid 2011.

In total, some 29 hotels will also be built on the island, which together will add about 7,000 rooms to Abu Dhabi's existing hotel industry. The cultural district on Saadiyat will feature some of the world's most recognized contemporary art museums, including an \$800 million dollar Frank Gehry Guggenheim and an almost one-half billion dollar Louvre.

If this alone was not enough to boost tourism to Abu Dhabi, the newly built **YAS Island** (www.yasisland.ae) offers unrivaled attractions; a themed-park Ferrari World, Formula One racing, five-star hotels, a marina and a signature Gary Player championship links golf course. The five-star **YAS Hotel** (www.theyashotel.com), a shimmering enclave of luxury rooms and suites, sits on the Formula One racetrack and up the road, the Ferrari World theme park (www.ferrariworld-abudhabi.com), recently opened this past November, claims the fastest rollercoaster on the planet!

For a trip to the desert not soon forgotten, send your clients to **Qasr Al Sarab Desert Resort** by Anantara (www.qasral-sarab.anantara.com). A two-hour drive deep into the Arabian Desert leads to an oasis in the "Empty Quarter," one of the largest uninterrupted deserts in the world. Surrounded by majestic rolling sand dunes, the rugged landscape and blistering sun set the stage for a five-star property filled with warm, Middle Eastern hospitality and welcoming smiles. Comprised of palatial villas, a free-form swimming pool, a signature Anan-



LISA LOVERRO

tara Spa and gourmet dining, this is one unique property. The activities offered here are one-of-a-kind as well: sunrise trekking, 4-wheeling atop massive sand dunes and the ever-popular camel ride.

Dubai: Don't Call it a Come Back

A recent report released by the **Dubai Department of Tourism and Commerce Marketing (DTCM)** indicates Dubai had achieved significant growth in terms of hotel occupancy and tourism arrivals in the first half of 2010 (January through June).

Khaled Ahmed bin Sulayem, director general of DTCM, said that despite the challenging conditions faced by the global tourism industry in 2009, Dubai was still able to achieve impressive results in terms of tourist arrivals, hotel revenues and tourism related events. Statistics show that the number of hotels operating in Dubai has reached 566, representing a 7 percent increase from 530 in 2009, while hotel rooms reached 67,369, indicating a 16 percent increase from 58,188 rooms. European guests reached 1,254,518, increasing by 3 percent over 2009.

Hotel guests from the Americas reached 334,984 compared with 312,904 during 2009's first half, representing a 7 percent increase. This is all great news for the tourism industry in this part of the world—and it's likely to only go up from here.

Happy Birthday to an Emerging Icon

The Burj Khalifa, celebrating one year from its official Grand Opening on January 4, 2010 has significantly helped to boost Dubai's sustainability in the leisure market. Housed in this "vertical city" are corporate suites, luxury residences, swimming pools, fitness centers and the first ever **Giorgio Armani Hotel Dubai** (www.armanihotels.com). But the main attraction for its visitors might just be "bragging rights" to have soared to the structure's observation deck on the 124th floor in a mere 60 seconds. This massive structure of concrete and steel has become the focal point around the downtown area surrounded by Bellagio-style fountain shows, souks and shopping malls.

There are a number of new hotel openings in Dubai worth mentioning, most notably the Armani Hotel. Reflective of the designer's passion for style and comfort, the rooms and suites are clad with curved walls, covered in fabric and hand made leather from Florence while the bathrooms are adorned in green bamboo marble from Brazil, quite unlike any other property in the region. On the other side of the city sits the first luxury 5-star trackside hotel, Jumeirah's **The Meydan Hotel** (www.jumeirah.com), with 285 extravagantly appointed rooms and suites. Positioned directly alongside the landmark racetrack stadium of the same name, a stay at this property allows for an exhilarating view of the races from the comfort of a hotel room. For longer stays, **Fraser Suites Dubai**



(www.dubai.frasershospitality.com) offers residential quality apartments with 5-star, hotel-style service. Occupying the top 23 levels of a sleek 45-story tower building, the contemporary designs in all of their 180 fully equipped accommodations allow for commanding views of the impressive city lights. Perfect for families as well.

Nightlife in the city continues to thrive with a new ultra-modern Chinese lounge, Red Lounge Terrace, on the 19th floor of **Raffles Hotel** (www.affles.com). With impressive panoramic city views and a sleek, modern design, be sure to send your clients to the newest lounge in town for cocktails with a view.

Sophisticated Qatar

Over the past 3-5 years, Doha, the capital city of Qatar, has emerged from a small village to an urban oasis with skyscrapers to rival any modern city. In the usual Arab opulent fashion these buildings are commanding and posh, distinctive and luxurious. With the recent news that Qatar has won the bid to host the 2022 World Cup, it's more apparent than ever that this region of the world is actively on a mission to change the face of the Arab nation. Qatar plans to renovate three stadiums and build nine new ones with an estimated total cost of the construction and renovation alone around \$3 billion. For more information on 2022 World Cup visit www.qatar2022bid.com

Along with the mainstay hotels located here, the city's newest players, the **Ritz Doha** (www.ritzcarlton.com) and **Four Seasons** (www.fourseasons.com), step it up by adding trendy and chic to the country's vernacular. The **W Doha** (www.starwoodhotels.com) features Jean Georges' Spice Market restaurant, a sexy lounge, Crystal, with international DJs spinning hot beats and a Bliss Spa to indulge the mind, body and senses, making any guest feel as though they are in New York City or London rather than the desert. Book your VIP clients into one of the "Wow" Suites to complete the experience. The **Kempinski Residences and Suites** (www.kempinski.com) is an ultra modern and chic property, housing a cool bar, The Lounge, to mingle with Qatar's social elite and perfect for clients with families or looking for an extended-stay option.

Cultural options include a must-visit to the Museum for Islamic Arts, with a collection spanning across three continents and its artwork dating back from the 7th through to the 19th century. The building itself is a creation by I.M. Pei, most famous for his Pyramid du Louvre.

Nightlife in Doha is minimal, but what is there is pretty impressive. W Doha has their Crystal Lounge for some fascinating eye candy, steaming dance floor and hot sounds. **La Cigale Hotel** (www.lacigalehotel.com) offers a Skyview rooftop lounge with superb views of the city skyline, and recently opened, the newest and largest nightclub to hit the region named "7" holding approximately 700 people which, by Doha's standards, is rather huge.

The largest residential and leisure development in Doha is The Pearl, described as the Riviera in the Arabian Gulf. From

luxury villas, five-star hotels, marinas and upscale retail outlets including famed Italian design house Salvatore Ferragamo, which recently opened in November 2010, The Pearl is likely to bring with it a tremendous amount of tourism to the area. The **St. Regis** (www.starwoodhotels.com) is scheduled to open on The Pearl in May 2011 and as with most other 5-star hotels in the region, it will surely be fashioned to Arabian opulence along with chic sophistication.

Traditional Oman

Steeped in tradition, the Sultanate of Oman, as it's officially named, shows a different side of the emerging landscape in the Middle East. Laid-back and void of skyscrapers, the country is filled with white sand beaches, rolling desert dunes and expansive mountain ranges. A quick 35-minute flight from Dubai lands you in Muscat, the capital city. A new destination to most North Americans, over the past few years Oman has become increasingly popular with visitors from around the globe. Considered the new jewel of the Middle East, the country has seen so much growth that it has begun expansion of their International Airport to increase passenger per year capacity from 5 million to 48 million, with estimated completion in 2015.

The capital city of Muscat offers a variety of accommodations with some interesting changes. The **Al Bustan**, an **Intercontinental** property, has changed hands to become a **Ritz-Carlton** resort effective early this year. It will mark the first property in the country for the Ritz-Carlton. The uber chic **Chedi** (www.ghmhotels.com) and the better-known **Grand Hyatt** (www.hyatt.com), both just 15 minutes from the airport, are located in the center of the city while **The Shangri-la**, a sprawling luxury destination (www.shangri-la.com), is a few miles outside. There's a new **Anantara**, the **Al Madina A'Zarqa Resort & Spa** (www.anantara.com), scheduled to open early 2011 located 40 minutes from the airport—an exciting addition to the country's luxury line-up. Dillip Rajakarier, chief operating officer of Minor Hotel Group, the owners of Anantara Hotels Resorts & Spas, commented that "the new Omani property marks another great step in our Middle Eastern presence."

The **Six Senses** resort **Zighy Bay** (www.sixsenses.com), on the northern Musandam Peninsula in Oman nestled between a dramatic mountain range and stunning coastline is accessible via a two-hour drive from Dubai (they'll send a driver to pick up your clients at the airport).

Getting There

There's so much good news coming out of this region in regard to tourism that air lift has also increased to the Arabian Gulf with **Emirates**, **Qatar** and **Etihad Airways** all offering non-stop service from the States. In recent news, **Jet Blue** has announced the launch of an interline agreement with **Emirates Airlines** that now offers travelers seamless connections to cities across the globe via New York's John F. Kennedy (JFK) International Airport.

\$1265 EGYPT

It's hard to think of a better way to get around and sightsee in Egypt than the Nile, which is why **SkyLink Holidays'** 10-day tour package is called "Land of the Nile." In Cairo, travelers will be able to visit the great pyramids of Giza, the Sphinx, Memphis, Sakkara, Abu Serga church, Ben Ezra synagogue and Mohamed Ali mosque and bazaar. From Aswan they will begin a three-night Mirage Nile Cruise that includes breakfast, lunch and dinner. Along the way, they will visit East Bank Karnak and Luxor temples. Package price also includes two nights at the Cairo Sheraton, one night at Basma Aswan, one night at the Luxor Maritime Helipolis, entrance fees and an English speaking guide for sightseeing in Cairo.

Call 800-262-6818 or visit www.skylinkholidays.com

\$1699 TURKEY

The 11-day "Exploration of Magical, Mystical, Ancient Turkey" from **FIT Tours** now includes non-stop flights from JFK, all from \$1,699. This is a fully escorted tour covering Istanbul, Ankara, Cappadocia, Pamukkale, Kusadasi and Canakkale. Highlights include a visit to the Roman Hippodrome, Obelisk of Theodosius, Serpentine Column, Blue Mosque, Topkapi Palace, St Sophia Museum, Anatolian Civilizations Museum, the Salt Lake, Kaymakli Underground City, optional balloon tour and the beautiful "Cotton Castle." Daily breakfast and a licensed tour guide are included and a \$299 surcharge buys an upgrade to all 5 star hotels throughout the stay. Call 800-248-3487 or visit www.fittours.com

\$2429 ISRAEL

"Treasures of the Holy Land," an eight-day tour package from **Cloud Tours**, gives travelers five days of sightseeing with an English-speaking tour guide, daily breakfast and dinner and round trip airfare from New York to Tel Aviv. They will sail on the Sea of Galilee in a wooden boat modeled after one from Jesus' time, ascend to the Mt. of Beatitudes, drive to Capernaum to visit the synagogue and the ruins of Peter the Apostle's House. Drive by Beth Saida, the fishing village of the Gospel, and proceed to Jerusalem, Jericho, Qumran, Masada, the Mount of Olives and Bethlehem. Select departures are available from \$2,429 between January 4 and August 30, 2011. Visit www.cloudtours.com

Ethiopian Airlines Announces Special Low Fare

Ethiopian Airlines announced a special "Buy One Get One Free" fare of \$777 to celebrate the historic addition of the Boeing 777-200LR aircraft to the airline's fleet. Thanks to the longer range of the aircraft, the flight time from Washington-Dulles International Airport to Bole International Airport in Addis Ababa, Ethiopia is now 12 hours, compared to the previous 15 hours. With this launch, travelers will not only be getting to Africa quicker, but they can bring a friend for free, for only \$777.

From December 16 through 25, Ethiopian Airlines is offering buy-one-get-one-free round-trip airfare (excluding taxes) from Washington-Dulles International to 38 African destinations beyond Addis Ababa for a mere \$777. Outbound travel must take place between February 1 and 28, 2011.

Ethiopian Airlines provides seamless service from Washing-

ton-Dulles International Airport to 38 destinations throughout Africa, including: Abidjan, Abuja, Accra, Addis Ababa, Bamako, Bahir Dar, Brazzaville, Bujumbura, Cairo, Dakar, Dar es Salaam, Dire Dawa, Djibouti, Douala, Entebbe, Harare, Johannesburg, Juba, Khartoum, Kigali, Kilimanjaro, Kinshasa, Lagos, Libreville, Lilongwe, Lome, Luanda, Lubumbashi, Lusaka, Malabo, Mekele, Mombasa, Monrovia, N'Djamena, Nairobi, Ouagadougou, Pointe-Noire, and Zanzibar.

Call 800-445-2733 or visit www.ethiopianairlines.com

Turkish Airlines Now Non-stop to DC

Turkish Airlines has started its non-stop flights from Washington D.C. on November 6, 2010. There are four flights a week from Istanbul aboard A-330 aircraft. Washington D.C. is Turkish Airlines' third gateway in the United States and fourth gateway in North America. With easy connections to and from all parts of the United States aboard Star Alliance partners, Washington Dulles International Airport (IAD) is the base of operations for this new service that links two of the world's greatest cities and foster greater communication, trade and tourism between Turkey and the United States. Visit www.turkishairlines.com

BMI Launches Service to Tripoli

BMI has begun daily non-stop service between London Heathrow and Tripoli, Libya. The new service, operated by an Airbus A319, will depart from London Heathrow at 08:55 a.m. and arrive in Tripoli at 2:30 p.m. Return service will depart Tripoli, at 3:15 p.m. arriving at London Heathrow at 4:45 p.m. From the U.S., travelers can depart from 10 gateways—Boston, Chicago, Denver, Houston, Los Angeles, Miami, Newark, Philadelphia, San Francisco and Washington DC—on bmi's codeshare partners (Air New Zealand, Continental Airlines, United Airlines, US Airways, Virgin Atlantic Airways) to London Heathrow and connect to BMI's service to Tripoli. Visit www.flybmi.com

Touring Israel Lifestyle Tours

Touring Israel offers a selection of exclusive luxury private tours for the more discerning traveler. Touring Israel's "Lifestyle Tours" offer the very best that Israel has to offer in recreation, spirituality and culture. Tourists can choose from themed itineraries such as Secret Hideaways, Israeli Wine & Cuisine, New Age/Desert Experience, ISRA-ART (Israeli art & architecture), Cultural Experience, and Red-Med Dive Safari; or mix and match Lifestyle Tour elements with Touring Israel's other standard tours. All Touring Israel private tours are completely fine tuned to the exact preferences of the tourist with the help of his or her travel agent. All tours feature native English speaking guides with Masters degrees in relevant fields, transport in luxury air-conditioned vehicles, VIP assistance at Ben Gurion Airport, 5 star accommodation, all sites and attractions and VIP "in country" service such as dinner and entertainment reservations. For more reservations or more information, call 877-778-8644 or visit www.touringisrael.com

CORRECTION: In the December Israel cover story, we reported that non-stop flights to Tel Aviv "operate from Atlanta, Los Angeles, Miami, and both Newark and JFK." There is no direct flight from Miami at this time. Also, the reference to a kibbutz at the city of Masada is incorrect. The Masada kibbutz is in fact located in the north, by the Sea of Galilee.

AFRICA & THE MIDDLE EAST



TRIP DEPARTING TYPE	# DAYS	ROUND TRIP PRICE MIN	MAX	SUPPLIER	PERIOD	VALIDITY ADDITIONAL INFORMATION	
EGYPT							
LOS ANGELES				To:CAIRO			
DAILY	SKED TUR	7	\$ 799	\$ 1599	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM:NILE CRS/TOURS
NEW YORK				To:CAIRO			
DAILY	SKED TUR	7	\$ 649	\$ 1699	AEGEAN/MED CRUISES/TOURS	TO 1/31/11	888-968-0335;13-16%COMM:NILE CRS/TOURS
ETHIOPIA							
PHILADELPHIA				To:ADDIS ABABA			
DAILY	SKED AIR		\$ 999	Net \$ 1250	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912
GHANA							
ATLANTA				To:ACCRA			
DAILY	SKED AIR		\$ 617	Net	C & H INTERNATIONAL	1/10/11-3/31/11	VISIT CNHINTL.COM; CALL 888-708-0088
DALLAS				To:ACCRA			
DAILY	SKED AIR		\$ 617	Net	C & H INTERNATIONAL	1/10/11-3/31/11	VISIT CNHINTL.COM; CALL 866-206-8065



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800 - 822 - 7600

TRIP DEPARTING TYPE	# DAYS	ROUND TRIP PRICE MIN	MAX	SUPPLIER	VALIDITY PERIOD	ADDITIONAL INFORMATION
GHANA						
HOUSTON				To:ACCRA		
DAILY SKED AIR		\$ 707	Net	C & H INTERNATIONAL	1/10/11-3/31/11	VISIT CNHINTL.COM; CALL 888-440-2288
NEW YORK				To:ACCRA		
DAILY SKED AIR		\$ 612	Net	C & H INTERNATIONAL	1/10/11-3/31/11	VISIT CNHINTL.COM; CALL 888-823-8839
WASHINGTON DC				To:ACCRA		
DAILY SKED AIR		\$ 512	Net	C & H INTERNATIONAL	1/10/11-3/31/11	VISIT CNHINTL.COM; CALL 866-787-2288



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ISRAEL						
ATLANTA				To:TEL AVIV		
DAILY SKED AIR		\$ 720	Net	C & H INTERNATIONAL	12/24/10-3/31/11	VISIT CNHINTL.COM; CALL 888-708-0088
DALLAS				To:TEL AVIV		
DAILY SKED AIR		\$ 671	Net	C & H INTERNATIONAL	12/24/10-3/31/11	VISIT CNHINTL.COM; CALL 866-206-8065
HOUSTON				To:TEL AVIV		
DAILY SKED AIR		\$ 670	Net	C & H INTERNATIONAL	12/24/10-3/31/11	VISIT CNHINTL.COM; CALL 888-440-2288
LOS ANGELES				To:TEL AVIV		
DAILY BUSINESS		\$ 1818	Net \$ 3306	PERFECT TRAVEL	CALL	212-840-6777 CALL FOR RULES/OTHR CITIES
NEW YORK				To:TEL AVIV		
DAILY SKED AIR		\$ 566	Net	C & H INTERNATIONAL	12/24/10-3/31/11	VISIT CNHINTL.COM; CALL 888-823-8839
DAILY BUSINESS		\$ 1658	Net \$ 2976	PERFECT TRAVEL	CALL	212-840-6777 CALL FOR RULES/OTHR CITIES
USA				To:TEL AVIV		
DAILY SKED TUR 8		\$ 499		IMPRESSA CLUB, LTD.	ALL YEAR	TFR;HTL;TUR;7186458578;IMPRESSACLUB.COM
WASHINGTON DC				To:TEL AVIV		
DAILY SKED AIR		\$ 560	Net	C & H INTERNATIONAL	12/24/10-3/31/11	VISIT CNHINTL.COM; CALL 866-787-2288

IVORY COAST						
HOUSTON				To:ABIDJAN		
DAILY SKED AIR		\$ 1295	Net \$ 1395	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912

KENYA						
NEW YORK				To:NAIROBI		
DAILY SKED AIR		\$ 1125	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
SEATTLE				To:NAIROBI		
DAILY SKED AIR		\$ 1075	Net \$ 1195	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912
WASHINGTON DC				To:NAIROBI		
DAILY BUSINESS		\$ 3750	Net \$ 4950	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776

LIBERIA						
NEW YORK				To:MONROVIA		
DAILY SKED AIR		\$ 1548	Net \$ 1710	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912

MADAGASCAR						
NEW YORK				To:ANTANANARIVO		
DAILY SKED AIR		\$ 1295	Net \$ 1795	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912

MALI						
BOSTON				To:BAMAKO		
DAILY SKED AIR		\$ 1645	Net \$ 1845	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912

MAURITIUS						
NEW YORK				To:MAURITIUS		
DAILY SKED AIR		\$ 1150	Net \$ 1425	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912

NIGERIA						
NEW YORK				To:KANO		
DAILY SKED AIR		\$ 725	Net \$ 998	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912
MIAMI				To:LAGOS		
DAILY OW BC		\$ 1654		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES

SOUTH AFRICA						
ATLANTA				To:JOHANNESBURG		
DAILY OW SKAIR		\$ 420		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
NEW YORK				To:JOHANNESBURG		
DAILY BUSINESS		\$ 3750	Net \$ 4950	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776
DAILY SKED AIR		\$ 805	Net	GOWAY AIR	ALL YEAR	800-387-8850;AIRFARES@GOWAY.COM
PHOENIX				To:JOHANNESBURG		
DAILY OW BC		\$ 1895		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES

SUDAN						
NEW YORK				To:KHARTOUM		
DAILY SKED AIR		\$ 1380	Net \$ 1840	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912

SYRIA						
NEW YORK				To:DAMASCUS		
DAILY SKED AIR		\$ 655	Net \$ 795	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL MIDDLE EAST;800-999-9912

TANZANIA						
MIAMI				To:DAR ES SALAAM		
DAILY SKED AIR		\$ 834	Net \$ 1224	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912
ORLANDO				To:KILIMANJARO		
DAILY SKED AIR		\$ 834	Net \$ 1224	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912

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UNITED ARAB EMIRATES

BOSTON

DAILY	BUSINESS	\$ 3465		To:DUBAI	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
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DALLAS

DAILY	OW SKAIR	\$ 248		To:DUBAI	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
DAILY	BUSINESS	\$ 3365			LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
DAILY	OW BC	\$ 1875			LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES

DENVER

DAILY	BUSINESS	\$ 3565		To:DUBAI	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
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LOS ANGELES

DAILY	BUSINESS	\$ 3875		To:DUBAI	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
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MIAMI

DAILY	OW BC	\$ 1834		To:DUBAI	LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
DAILY	BUSINESS	\$ 3465			LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES

NEW YORK

DAILY	BUSINESS	\$ 2950	Net \$ 4450	To:DUBAI	ARROW TRAVEL	ALL YEAR	CALL FOR OTHER CITIES;866-359-2776
DAILY	BUSINESS	\$ 3265			LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES

ZIMBABWE

NEW YORK

DAILY	SKED AIR	\$ 1430	Net \$ 1890	To:HARARE	TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL AFRICA;800-999-9912
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2011 CALENDAR OF TRAVEL TRADE SHOWS AND EVENTS

DATE	EVENT	LOCATION	CONTACT INFORMATION
January 15-16	Adventures in Travel Expo	Santa Clara, CA	www.adventureexpo.com
January 16-18	Caribbean Marketplace	Jamaica	www.caribbeanhotelandtourism.com
January 19-23	FITUR Intn'l Tourism Trade Fair	Madrid, Spain	www.ifema.es/web/ferias/fitur/
January 25-27, 31	The Travel Trade Show	WA, OR, NV	www.travel-trade-shows.com
January 29-30	Adventures in Travel Expo	Chicago, IL	www.adventureexpo.com
February 1-3, 8-10	The Travel Trade Show	CA	www.travel-trade-shows.com
February 5-7/12-14	India Travel & Tourism Mart	Chandigarh/Ahmedabad, India	www.indiatravelmart.com
February 15-16	AIME	Melbourne, Australia	www.reedtravelexhibitions.com
February 15-17	NY Times Show	New York, U.S.A	www.nytimes.com/travelshow
March 8,9,12,15-17	The Travel Trade Show	NC, MD, VA	www.travel-trade-shows.com
March 9-13	ITB Berlin	Berlin, Germany	www.itb-berlin.com
March 12-13	Adventures in Travel Expo	Washington DC	www.adventureexpo.com
March 14-17	Seatrade Cruise	Miami FL	www.cruiseshippingmiami.com
March 16-17	BTTF - British Travel Trade Fair	Birmingham, UK	www.britishtraveltradefair.com
March 19-20	LA Times Travel Show	California, U.S.A	www.latimes.com/travelshow
March 12-13	Adventures in Travel Expo	Washington DC	www.adventureexpo.com
March 19-20	Adventures in Travel Expo	Los Angeles	www.adventureexpo.com
March 24-25	TUR-Trade Fair for Travel, Tourism	Göteborg, Sweden	www.swefair.se
March 27-29	Beneath the Sea	New Jersey, U.S.A	www.beneaththesea.org11
March 3-April 3	Travel World Expo	Mishref, Kuwait	www.kif.net
April 4-7,11-14	The Travel Trade Show	OK, TX,CO	www.travel-trade-shows.com
April 14-17	International Destination Expo	San Juan, Puerto Rico	www.asta.org
May 2-4	OSSN Homebased Agent Forum	Las Vegas, NV	www.homebasedtravelagentforum.com
May 2-5	Arabian Travel Market	Dubai, UAE	www.arabiantravelmarket.com
May 11-13	Expotur	San Jose, Costa Rica	www.expotur.com

Summer Escapes in Argentina

By Ryley Hartt

Just as one cannot visit Argentina without noting the extraordinary convergence of European and provincial influence, it is similarly impossible not to be reminded of Galileo, who once referred to wine as “sunlight held together by water.” While for vacationing purposes it may be more fitting to think in terms of sunlight and water held together by wine, the point is that all three exist in staggering abundance in Argentina, which not only boasts one of the world’s most dynamic and accessible wine regions but also eight UNESCO World Heritage Sites, a true bucket list of natural wonders for active vacationers and an evolved infrastructure for worry-free travel to even the most remote corners of the map.

From the eclectic mix of Buenos Aires’ French and Italian architecture to the Jesuit Estancias of Córdoba and all the way to the Welsh colonies of Patagonia, there is evidence everywhere to suggest that this is a country chiefly comprised of foreigners who could not pull themselves away. The same holds true today, and whether initially drawn to trek across the Perito Moreno glacier, soak up the panoramic beauty of Iguazú Falls, get caught up in the throng at a Boca game (soccer), ski the Andes or discover firsthand why Argentines eat more beef per capita than anyone else, the greatest challenge for visitors is not finding the perfect niche but, having found it, resisting the urge to stay put.

The summer months (December-March) are perfect for just about anything except for riding the subte, but are especially suitable for exploring Mendoza during the wine harvest season, which culminates in a week-long Vendimia (grape harvest) festival at the beginning of March. A two-hour flight from Buenos Aires, the capital city of Mendoza is an attractive and convenient base of operations, with all the nightlife and accommodations of a big city centered around a large pedestrian plaza that feels like a charming oasis. Another option, just 30 minutes south of the city, is Chacras Glebínias, which was ranked among the top 10 Best Bargains and Best Hidden



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ARGENTINA NTO

Gems in TripAdvisor’s 2009 Travelers’ Choice Awards. For activities Mendoza offers over 1,000 bodegas to choose from, so arranging a wine tour is no problem. The nearby Atuel and Diamante rivers also offer a wide range of rafting excursions for those looking for serious rapids or just a way to break up the afternoon.

Traveling north from Mendoza by car or bus, the breathtakingly beautiful Ruta 40 extends all the way up the spine of the Andes to the Bolivian border, granting access to some of the most spectacular and closely guarded treasures Argentina has to offer. The topography in the Northwest transforms repeatedly and without warning, from Andean foothills to the surreal volcanic moonscapes of Tinogasta, to sub-tropical jungle, to towering sandstone formations at Las Flechas.

Visitors can easily lose themselves in Salta’s capital city, known primarily for the vibrantly colored Iglesia San Francisco and Peña dinner shows along the Balcarce Strip. La Casona del Molino is the best place to unwind over authentic empanadas and listen to folklore music into the wee hours after riding the tram to the top of San Bernardo Mountain to watch

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the sun go down over the city. Thirty minutes outside the city in Chicoana, the **Bo hotel** is unbeatable and also offers packages which include horseback riding excursions with real local

gauchos, day trips to Cachi and Cafayate in 4x4's and classes on how to cook all of the Northwest staples like empanadas, humitas, tamales and loco. Visit www.bo-chicoana.com.ar

The final stop on the Northwest circuit is the Quebrada de Humahuaca in Jujuy. Designated as a UNESCO World Heritage Site in 2003, this valley has served as a major trade route for over 10,000 years, with evidence of pre-Incan villages set among the looming bristled sierras, multi-colored hills and giant cardón cactus. The Cerro de Siete Colores in Purmamarca is the focal point of the Colorados tour, which also visits Humahuaca and Tilcara, where thousands of panpipe musicians descend from the hillside every year on Easter.

With the exception of several destinations in Patagonia that offer direct service, nearly all domestic flights connect in Buenos Aires. **Aerolineas Argentinas** and **LAN Argentina** offer the best internal service, and it is recommended that Aerolineas customers make use of the new South American Pass to cut down on the tourist premium placed on domestic air travel. Overland travel on luxury buses is a cheap and reliable alternative for regional exploration, with numerous carriers offering daily service to major destinations north of Patagonia. Travel times vary, but **Flecha Bus** and **Andesmar** both offer overnight service from Retiro Station in Buenos Aires to Mendoza from AR\$160 for a standard Semicama and AR\$250 for a fully-reclining Cama Suite.

For information visit the **Argentina Ministry of Tourism** at www.turismo.gov.ar

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ORLANDO	688	688	943	775	599	599	599	639	866	864	950
PENSACOLA	750	750	910	775	599	599	599	730	663	663	633
PITTSBURGH	580	580	580	775	599	579	579	516	643	844	613
PHILADELPHIA	573	513	850	775	599	579	579	516	643	844	613
SAN FRANCISCO	625	625	705	675	499	499	499	516	725	832	713
SAN DIEGO	688	688	943	775	599	599	599	639	866	864	950
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The 11-day "Machu Picchu - MV Galapagos Legend" tour package from **Solar Tours** combines one night in Lima, two nights in Sacred Valley, one night in Machu Picchu with a train ride and guided tour, two nights in Cuzco and finally two nights in Quito, Ecuador. That's not even the end of it; there is still a three-night cruise around the Galapagos Islands, with air tickets, meals, sightseeing, guides and lectures included. To recap, travelers will visit the City of Kings, the Sacred Valley of the Incas, one of the New Seven Wonders and the Galapagos Islands. Additional activities can be added at extra cost. Call **800-388-7652** or visit www.solartours.com

\$995 PANAMA

Take two daytime cruises on the Panama Canal, one through the canal locks and another cruise on Gatun Lake, on the "Panama Canal Cruise, Rainforests & Beaches" tour from **Caravan**. Visit the ruins of Panama Viejo, see the Atlantic and Pacific oceans, be introduced to friendly natives in the jungle. Cruise by the Bridge of the Americas, pass through Miraflores and Pedro Miguel Locks, across the Continental Divide. Then wind through the Gaillard Cut to the town of Gamboa. The small passenger vessel allows for close-up views of the opening and closing of the huge six foot thick steel gates of both the Miraflores and Pedro Miguel Locks. After travelers have had their fill of the canal, a two-night stay on the Pacific Coast awaits. Call **800-CARAVAN** or visit www.caravan.com

\$6990 BELIZE

Known to be a couple's paradise, **The Inn at Robert's Grove** in Placencia is announcing savings of more than \$1,000 with a new 20 percent discount on its Wedding and Honeymoon package. Couples will have no worries while planning their destination wedding and honeymoon with a personal wedding coordinator, and other package inclusions, such as flower arrangements, marriage license fees, champagne, a wedding cake, a romantic candlelight wedding dinner and more. Newlyweds will receive all meals for free, eight nights in a one bedroom deluxe suite and couples' massages. For a spice of adventure, couples can enjoy a Monkey River float and trail walk, snorkeling, and a Maya ruin and cave swimming excursion. Visit www.belizebeachweddings.com.

Cruceros Australis Unveils New Ship

Adventure cruise specialist **Cruceros Australis** announces the unveiling of its new ship, the *Stella Australis*. Launched in December 2010, the *Stella* was commissioned in celebration of *Cruceros Australis'* 20th anniversary. The *Stella* will have a capacity of 210 passengers in 100 cabins, each 177 square feet. Guests can choose between cabins with a large double bed or two twin beds. For those seeking roomier accommodations and larger beds, superior cabins are available. Cabin highlights include picture windows, independent climate controls, private bathrooms and a satellite phone. Travelers with *Cruceros Australis* take a trip to the end of the world to explore the southernmost regions of South America including Patagonia, Tierra del Fuego and Cape Horn, one of the few un-

spoiled destinations on the planet. Additional highlights include Ainsworth Bay and Glacier Alley, as well as a number of small group excursions including a trip to Magdalena Island to visit the Magellanic Penguins. Expedition leaders prepare and present daily lectures in both English and Spanish to complement the educational component of the expeditions. The talks take place both on the ship (with audio-visual support) and on land during excursions. From September to May of each year, *Australis* offers four-night itineraries from Punta Arenas, Chile, to Ushuaia, Argentina, with rates starting at \$1,120 per person, and three-night itineraries from Ushuaia, Argentina, to Punta Arenas, Chile, with rates starting at \$840 per person. Visit www.australis.com

SITA Launches Pre and Post Cruise Packages

In response to an optimistic outlook for luxury cruise business emanating from foreign ports, **SITA World Tours** has inaugurated a program of pre and post cruise itineraries in 13 port cities featured in their 2010/2011 brochure. The program features six cities in Asia—Bangkok, Beijing (from Taijin and Xingang), Dubai, Hong Kong, Shanghai and Singapore. In South America, destinations include Buenos Aires, Iguassu Falls (from Santos), Machu Picchu (from Callao), Rio de Janeiro, and Santiago (from Valparaiso). And in addition, there are programs from Cairo and Capetown in Africa and Istanbul in the Near East. With more than 70 years experience in exotic, worldwide travel, SITA World Tours has a well-earned reputation for their customized approach to value-priced luxury travel. SITA's packages provide for luxury or deluxe hotels with airport and cruise port transfers, sightseeing and entrance fees. In most cases the itineraries are of 3 nights duration pre cruise and 2 nights post cruise and include 2 meals daily. Call **800-421-5643** or at sitatours@sitatours.com

Travel Impressions Adds Tours in Mexico

Travel Impressions has expanded its Mexico product portfolio for 2011 with new tours including dinner cruises, sightseeing, whale watching, and zip line experiences. Days, times and transportation to and from tours vary by activity. All tours are fully commissionable to travel agents.

In Cancun, a three-hour Lobster/Steak Dinner Cruise includes a one-hour catamaran sail with relaxing music, canapés and open bar, followed by an exquisite, romantic dinner on the beach, priced at \$100. An eight-hour trip to Contoy Island (\$90 per adult/\$48 per child) visits part of the second largest coral reef chain in the world. In Puerto Vallarta, Canopy Tour zip lines priced at \$75 per person allow the opportunity to see Puerto Vallarta from a different perspective as participants traverse through the tops of the forest using pulleys on horizontal cables. A seven-hour Marietas Island Tour/Whale Watching for \$75 per adult/\$38 per child, offers a wonderful opportunity to combine sun and fun while discovering the wonders of the natural world. Humpback whales are regularly sighted in the Bay from November to April. Dolphin encounters are a regular, year-round occurrence.

These are just some of the tours that can be booked independently or in conjunction with vacation journeys throughout Mexico. For additional information about Travel Impressions, call **800-284-0044** or visit www.TravelImpressions.com

BEEN THERE **HAVEN'T** DONE THAT

By Prof. Barry Goldsmith

The Bilbao Effect: Setting the Standard for Architecture

Shanghai and Beijing get lots of buzz about their cutting-edge architecture. Both have spectacular 21st-century architecture that's breaking the mold – with more on the way.

Shanghai's Jinmao Tower is cited as Shanghai's best. I buck popular architectural criticism. I vote for Shanghai's World Financial Center as its best building. Like a piece of sculpture, its appearance changes as you walk around it. (The Oriental Pearl Tower, the intended city symbol, is kitsch. And the Jinmao is magnificent, but very "retro.")

Beijing's symbol, its "Eiffel Tower," should be Koolhaas' gravity-defying CCTV building instead of Herzon and Meuron's unusual "Bird's Nest" Olympic stadium. (The favorite of most critics.)

Shanghai and Beijing, both cities with over 10 million people, have great modern architecture. However, Bilbao – with a little over 350,000 people – has more great new architecture per capita than any city in the world. (Besides, they also have restored their medieval core and other historic buildings.)

And, like Shanghai's and Beijing's constantly upgraded infrastructure, Bilbao's keeps up with its urban planning (unlike the USA's). You know the city is special if it has a spectacular entrance – no matter how you arrive. By air, your first impression is Calatrava's soaring, bird-in-flight-like new airport. And by cruise ship – there's a brand-new cruise-ship terminal that's an impressive Bauhaus-like series of connecting squares (and it's totally eco-friendly). Bilbao is a must-see port of call. There are more side trips than even from Barcelona. From Bilbao you can see Burgos, Pamplona (with or without the bulls), San Sebastian (with or without the Film Festival), Biarritz (France), Guernica, Laguardia (an undiscovered medieval walled town), and the Riojas Wine Country with even more iconoclastic buildings by Gehry, Calatrava and Hadid!

The "Bilbao Effect" started with Gehry's sensational Guggenheim Museum. The world's most spectacular (and largest) sculpture isn't in a museum – it is a museum – Bilbao's cornerstone for resurrection as one of Europe's most elegant re-planned cities.

What looks like arbitrarily colliding swirls and curves of titanium on the outside becomes one of the lightest, brightest and most daring interior public spaces in the world. Once inside, all the spaces interconnect and open up – logical design becomes apparent. When you enter, the light at the end of the hall draws you to a bright sunlit space – a 165-foot soaring atrium.

Looming over Bilbao's Guggenheim is the unfinished elegant Cesar Pelli Tower. A vertical "crease" runs down the front, culminating in a wavy, spreading glass entrance that surrounds the base – as with an expanding base of a Doric column. A work of "art" towering over Gehry's "art."

The buildings are linked by a cleaned-up river – now clean enough for fishing. Unlike river-banks in most American cities, Bilbao's great architecture begins at its river – with park-like promenades on both sides. The Guggenheim's next-door neighbor is a library, the Deusto University Library designed by Rafael Moneo. All these wonderful sites were a short walk from my hotel, the **Melia** by Ricardo Legorreta (Mexican). The hotel's towering atrium looks more like a fantastic sci-fi drawing by Piranesi.



Santiago Calatrava's sculptural foot-bridge which connects with Isozaki Atea Twin Towers Project.

BY PROF. BARRY GOLDSMITH

I relaxed on my balcony, overlooking the park across the street, a park that has not one fountain, but three. Also across the street was the Zubiate shopping mall with detailing that looked more like a brick El Escorial (palace) than it does a commercial mall. My curiosity piqued, I had to drop in. And, as in a palace, there was a grand staircase – but here with hidden escalators. Who could design such a retro work of art – other than my former studio-design critic at Columbia Graduate School of Architecture – Robert AM Stern (American)?

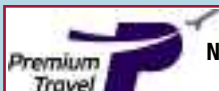
Much to Bilbao's credit, even with this unique mall, it still has a luxurious, elegant and crowded shopping street: the Gran Via, which begins at a monument-topped rotary and ends at another statue-endowed square. (Sadly, too many American and South American cities have abandoned their downtown major shopping street in favor of the enclosed mall – adding to downtown decay.)

Bilbao also does the ultimate in green architecture – recycling an early 20th-century commercial building – turning it into a culture-community center complete with gourmet restaurants and one of the most whimsical Philippe Starck interiors. (The brand new Alhondiga Cultural Center was just opened by Stark last May.) Inside are two new (though old-looking) warehouse-like brick buildings supported by stubby, quirky (almost humorous) columns of which no two are alike. The Philippe Starck architectural joke that we all expect is there: a rooftop swimming pool (with a clear glass bottom) that is visible from the floor below.

Sculpture unites Bilbao's river banks in the form of a fan-like skeletal Calatrava Bridge leading to Irata Isozaki's Twin Towers. Besides having buildings designed by world-class architects, Bilbao even has "starchitect" infrastructure – bridges and subway. Norman Foster designed only one new Underground station in London. In Bilbao he designed the entire subway line, with "Slinky-like" entrances seducing the rider to go down.

Spain is now the leader of the "Sydney Effect" – revitalizing run-down cities into world-class tourist destinations: Barcelona (1992 Olympics), Valencia (Calatrava's Arts & Sciences Center) and Bilbao. And now the "Bilbao Effect" is changing the rest of the world: Manchester (UK), Montpellier (France) and the Emirates. That is, if Bilbao's "starchitects" – who are still designing even more buildings for Bilbao – decide they want to take on other clients, in other cities, too.

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Jammin' Caribbean Carnivals

By Melanie Reffes

From steel pan and jump-ups to pageants and parades, carnivals in the Caribbean are the greatest parties under the tropical sun. The tradition started centuries ago when Italian Catholics hosted costumed balls before the first day of Lent. As meat eating was not allowed during the holiday, they called the festival 'carnevale' which translates to "put away the meat."

Catching on with parishioners across Europe, the tradition made its way to the Americas, where wealthy plantation owners hosted grand carnivals in their homes while their slaves held smaller ones in the backyard. After slavery was abolished, carnival took to the streets, honoring the African tradition of parading through villages sporting bone, bead and shell-decorated costumes and masks fashioned from feathers and fabric. Aimed not only at bringing good fortune to the revelers, these flashy fetes also appeased angry relatives who had passed into the next world. The rest is carnival history and today, virtually every country in the Caribbean hosts a cultural kaleidoscope of high-octane dance, raucous street jams and fantastical pageantry.

"Sharing our carnivals with our visitors is one of our greatest joys," said Hugh Riley, secretary-general, **Caribbean Tourism Organization (CTO)**. "Be warned that Caribbean music is highly infectious and can lead your body, and other people's, to move muscles one wouldn't normally use in daily life. Expect to be lured into a music-infused, costumed-covered trance that is addictive and hard to resist."

Carnival Trifecta in USVI

Three islands and three carnivals rock the USVI with the Crucian Christmas festival in St. Croix leading the pack through January 8 with food, crafts and music. "I've been participating since I was eight years old," remembers Chantal Figueroa, deputy commissioner, Department of Tourism. "During the month-long celebration, we eat traditional dishes to delight our bellies and then wash it all down with old time drinks." Visit www.stxfestival.com

Get Happy in St. Kitts

St. Kitts kicks up her heels through January 2 with Mocko-Jumbies on eight-foot stilts, dancers in bejeweled costumes, body-gyrating calypso and performances of the comedic play The Bull. "Visitors are enthusiastically welcome and can even participate in the Grand Parade," says Senator Ricky Skerritt, minister of tourism. "I am especially fond of the street parades and have been an active participant since I was a teenager." Visit www.stkittsneviscarnival.com

Aruba Rocks

Kicking off on New Years Day and continuing through March 8, Carnival is the biggest blow-out of the year in Aruba. Homes are transformed into elaborate sewing factories as lovelies of all ages primp for Carnival Queen Competitions. "Jump ups" keep the mojo in high gear, road marchers shout out catchy melodies and the Lighting Parade on February 26 is carnival magic as the tiny lights that are sewn into costumes illuminate the night sky.



Heralded as the best party on earth, Trinidad Carnival is the granddaddy of them all attracting hard core fans from across the globe who book air tickets and hotel rooms six months in advance

March 1 is Tourist Night at Paseo Herencia with a roster of steel bands; Grand Parade in Oranjestad on March 6 is the longest and the largest with enthusiastic islanders in sequined regalia following mega-decibel music machines on wheels. The Old Mask Parade on March 8 celebrates the Dutch Caribbean tradition of burning the effigy of King Momo to signal the start of a new year. Visit www.carnavalaruba.net

Curacao Celebrates

January 8th-March 8th mark the liveliest two months of the year in Curacao, with the African-Caribbean musical mélange called Tumba showcased from January 31 to February 4, Horse Parade on February 20, Children's Parade on February 27 and Teen Parade on March 4. On March 6, non-stop shimmying is the signature of the Grand Carnival or "Gran Marcha" and on March 8, the Farewell Parade delights with a fireworks-stuffed King Momo that ignites after dark.

"Since Carnival is such a celebratory time," smiles Andre Rojer, Curaçao Tourist Board, "we like to say that babies born in November are Carnival babies." Visit www.curacaocarnival.info

Jammin' in Jamaica

Starting on February 18 and continuing through May 1, Bacchanal heats up Jamaica with road marches through the streets of Kingston and on the Hip Strip in Montego Bay. Mostly a local affair, tourists are welcome for all events like Bacchanal Fridays, Beach J'ouvert on April 23, Soca at De Sandbar on April 27 and Bacchanal J'ouvert on April 29. Visit www.bacchanaljamaica.com

Party Hearty in Trinidad

Heralded as the best party on earth, Trinidad Carnival (March 5-8) is the granddaddy of them all, attracting hard core fans from across the globe who book air tickets and hotel rooms six months in advance. Mas' or masquerade steel pan concerts, flamboyantly risqué costumes that can reach thirty feet high and take months to create, and revel-

ers slathered in everything from oil and grease to chocolate and mud are the sacred hallmarks of Carnival Monday and Tuesday (March 7th and 8th).

For diehard carnival-philes, joining a band for the annual eruption of sun and rum is more fun than hanging on the sidelines. A fee (the lowest is \$500.00) buys a costume, food and libations for two full days of reckless abandon. Selecting a band with a theme that suits your style is paramount with options that include 'Way of the Warrior' for the Tribe band, which is the largest with more than 4,000 people signing up each year (www.carnivaltribe.com) and the 'Planet Rock' theme for the Harts band (www.hartscarnival.com).

Visit www.goTrinidadandTobago.com

Plan Ahead

St. Maarten, April 25- May 2: Grand Parade and Festival Village are the big draws. Visit www.VacationStMaarten.com

St. Thomas, USVI, April 29 – 30: The largest of the USVI carnivals heat up Charlotte Amalie and the Lionel Roberts Stadium. Visit www.usvitourism.vi

Cayman Islands, End of April – early May: Inspired by the sea, Batabano Carnival refers to the tracks left in the sand by the turtles as they drag themselves onto the beach to nest. Visit www.caymanislands.ky

Bermuda, May 24: A Heritage Day Parade celebrates the birthday of Queen Victoria. Visit www.bermudatourism.com

St. Lucia, May 30 – July 30: Carnival season is a month-long

affair. Visit <http://luciancarnival.com>

St. John, USVI, Early June - July 4: Fireworks in the National Park are a must-see. Visit www.vicarnival.com

Summer Festivals

Antigua: July 24- August 3 This summer marks the 53rd anniversary of Carnival. Visit www.antiguacarnival.com

Nevis: Culturama delights with parades and roadside BBQ's. Visit www.nevisculturama.net

St. Vincent & the Grenadines: Vincy Mas is celebrated throughout the island chain. Visit <http://discoversvg.com>

Grenada: Spice Mas is the Spice Island's version of Carnival. Visit www.grenadagrenadines.com

Barbados: CropOver is the harvest festival in August.

Anguilla: The Summer Festival is chockablock with fireworks, boat races and calypso concerts. Visit www.axasummerfestival.com.

Carnival Survival Kit

- Sneakers or comfortable walking shoes
- Sunscreen
- Ear plugs
- Tickets for popular events
- Water bottles
- Small amount of cash (keep valuables in the hotel safe)
- Camera and batteries (many stores close during carnival)
- Backpack to carry the above

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2011 SCHEDULE

JANUARY

- 25: Bellevue, WA
- 26: Seattle/Tacoma, WA
- 27: Portland, OR
- 31: Reno, NV

FEBRUARY

- 1: Sacramento, CA
- 2: Marin County, CA
- 3: Sonoma County, CA
- 8: Concord/Walnut Creek, CA
- 9: Palo Alto, CA
- 10: S. Francisco/San Jose, CA

MARCH

- 8: Charlotte, NC

- 9: Greensboro, NC
- 10: Raleigh/Durham, NC
- 15: Baltimore, MD
- 16: Alexandria, VA
- 17: Richmond, VA

APRIL

- 4: Oklahoma City, OK
- 5: Ft. Worth/Dallas, TX
- 6: Austin, TX
- 7: San Antonio, TX
- 11: Albuquerque, NM
- 13: Colorado Springs, CO
- 14: Denver, CO



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Solutions You Need in a Tough Economy

Tie The Knot In Jamaica

By Melanie Reffes

Just in time for Valentine's Day, Jamaica is wooing the romance market with picturesque venues, a slew of recent honors from the World Travel Awards, three new weekly nonstop flights from Chicago to Montego Bay and the most popular Facebook page under the tropical sun with 100,000 fans and counting. (www.facebook.com/visitjamaica)

From traditional to downright whimsical, with dolphins acting as aquatic ring bearers, Jamaica is the go-to island for dreamy nuptials. "Destination weddings are the fastest growing segment of the travel and tourism business," said Wayne Cummings, president, **Jamaica Hotel and Tourist Association**. Director of Tourism John Lynch noted, "It's a piece of cake to tie the knot in Jamaica." Referring to the opening this month of the Montego Bay Convention Center and the Falmouth Cruise Port, John Lynch added that visitor arrivals are looking rosy. "As we begin 2011, we will be poised to attract a growing number of visitors, and we will continue our work with travel agents as our partnership is essential to Jamaica's continued success."

Twenty-four hours after arriving in Jamaica, couples can be legally married, providing prior application has been made for a marriage license. Although many resorts offer assistance in obtaining the license, couples wanting to do it themselves can contact the Ministry of Justice at 876-906-4923.

In order for the ceremony to be legally recognized at home, proof of citizenship is required including certified copies of birth certificates and the original divorce decree if this is a second (or third) marriage for one of the spouses.

SAY I DO

Sandals and **Beaches Resorts** have paired with Martha Stewart for a myriad of wedding options including a 'Vision in White' package for couples who prefer a classic wedding to the 'Flutter of Romance' option, that invites butterflies for a splash of fantasy. Recently recognized as AAA Four Diamond resort, **Sandals Negril Beach Resort** is among just the top four percent of member properties to earn the prestigious distinction. "We have spent countless hours ensuring that this resort is a leader in eco-friendly tourism, without compromising its stance as a top-tier luxury resort," said Gordon 'Butch' Stewart, chairman. (www.sandals.com, www.beaches.com)

Formerly Sandals Dunn's River Village, 250-room all-inclusive **Jewel Dunn's River Beach Resort** (www.jeweldunnriverresort.com) in Ocho Rios is open for business with pool concierges that serve skewers of fresh fruit and eucalyptus-infused water.

At **Couples Tower Isle**, **Couples Sans Souci**, **Couples Swept Away** and **Couples Negril**, marriage proposals carved in ice are a cool way to pop the question. With a nod to clever marketing, 'LoveAway' offers a deferred no-interest payment plan aimed at twosomes—a \$100 deposit guarantees the rate and room category. "A vacation provides pairs with the much-needed opportunity to not only combat their intimacy problems, but also strengthen and repair their bond," said Randy Russell, chief romance officer. Visit www.couples.com

Celebrating 'second time around' and 'third time lucky', **Franklyn D. Resort** and **FDR Pebbles Resort** (<http://fdrholidays.com>) encourage couples with kids in tow. While wedding



From traditional and trendy to downright whimsical with dolphins acting as aquatic ring bearers,

planners look after the minister to the music, newly-blended families have plenty of quality time to bond on the beach.

Honeymoons in paradise are de rigueur at **Tensing Pen** (<http://tensingpen.com>) on the western tip of Negril. A collection of thatch and stone cottages, hammocks scattered along the cliffs and a cove bridge perfect for photographs are the stuff of story-book honeymoons. "We do at least one wedding each week with couples often staying for their honeymoon and then returning on their anniversary," said Joseph Smith, manager. (Note to newlyweds and agents: The Lodge has been refreshed with shiny new floors crafted from Jamaican Blue Mahoe, the national tree of the island).

THE BIG DAY

Dolphin Cove (www.dolphincovejamaica.com), the largest dolphin attraction on the island, is open in Negril with eight Cuban-born dolphins that are trained to act as wedding witnesses. The trainer places the wedding ring in a flotation device in the water, a dolphin fetches it and then re-surfaces with the device (and the ring) balanced on its nose. "The word is getting out about our dolphin weddings," said Stephen Bethel, general manager. "They have become an unexpected niche market for us." A 15 percent agent commission is offered for bookings of a wedding, Dolphin Swim experience and the Touch Encounter that allows visitors the memorable opportunity to stroke the dolphins while standing in shallow water. Additions will include a crocodile habitat, interactive stingray program and a 500 – 700 room hotel.

Fronting the Hip Strip in Montego Bay, weddings are a breeze on **Cornwall Beach** (www.cornwallbeachja.com) in seaside gazebos strung with colorful bouquets. A minister not only performs the ceremony but also offers pre-wedding counseling to warm up cold feet. "We cater for two to two-hundred people," says Lorraine Chung, wedding organizer. "We can also do the rehearsal dinner if the couple is already booked to have a wedding in a church or resort."

SOON TO COME

January 16-18: Caribbean Hotel & Tourism Association (CHTA), in conjunction with the Jamaica Tourist Board (JTB) and the Jamaica Hotel & Tourism Association (JHTA) host Caribbean Marketplace at the Montego Bay Convention Center.

Jan. 23 – 29: Grammy award-winning pop-rock band Maroon 5 will headline the 15th anniversary of the Jamaica Jazz & Blues Festival at the Trelawny Multi-Purpose Stadium, east of Montego Bay.

The first **Royal Caribbean** cruise ships at the Falmouth Pier include the Navigator of the Seas on Jan. 7, (3,270 pax) and the Freedom of the Seas on January 12, (3,816 pax). The Allure of the Seas, the newer of the Genesis class ships, arrives on March 16, (5,670 pax) and the Oasis of the Seas arrives on March 22, (5,670 pax).

Aiming to cash in on the foot traffic at the pier, **Chukka Caribbean Adventures** (www.chukkacaribbean.com) will debut "Chukka at Good Hope", a soft adventure excursion to the Good Hope Estate for scenic views of the Marta Brae River and tours of the historic plantation.

To plan a wedding or a vacation in Jamaica call the **Jamaica Tourist Board** at 1-800-JAMAICA or click www.visitjamaica.com

\$574 CARIBBEAN CRUISE Single travelers can experience the beauty and tranquility of a Caribbean cruise with **MSC** at special rates for 7-night sailings on MSC Poesia from \$574 plus government fees and taxes (GFTs). Single guests can book an interior, ocean view, balcony, and balcony superior stateroom for one on a Caribbean cruise through February 12, 2011 at a savings of more than 30 percent. This special single promotion offer is applicable for all categories, excluding suites, on the 7-night "Western Caribbean Wonders" cruise, with departures January 16 and 30, and February 13; and the 7-night "Eastern Caribbean Enchantment" cruise departing January 9 and 23, and February 6. Rates are cruise only and subject to availability for U.S. and Canadian residents. Certain restrictions apply. For more information, visit www.msccruisesusa.com

\$1600 TURKS & CAICOS With the special dining offer from **Amanyara** resorts, guests can stay in a Pavilion or Villa for four consecutive nights and enjoy complimentary daily breakfast and one dinner (excluding beverages) from January 9 to April 14, 2011. Meals may be enjoyed on the terrace of guest pavilions or at one of the resort's dining venues: the Restaurant, featuring indoor and outdoor dining, or the Beach Club overlooking the ocean. Prices start from \$1,600. Offer is valid for one or two guests sharing a Pavilion and one or two guests per bedroom in the Villa Homes. Not applicable during the US President's Week (February 18 – 26, 2011). Visit www.amanresorts.com

\$1837 ST. THOMAS Toast to love with **Bolongo Bay Beach Resort's** Valentine's Day Package. The St. Thomas resort is offering a five-night Valentine's Day package filled with romantic extras, available February 10 – March 31, 2011. This package includes: one free night on a five night stay in an Oceanview room, romantic sunset cocktail cruise aboard Bolongo's 53' catamaran, three-course dinner at The Lobster Grille including a bottle of wine, bottle of champagne and rose petals on the bed upon arrival, all non-motorized water sports equipment and a discover scuba lesson in Bolongo's oceanfront pool. For the ultimate romantic experience, couples may upgrade the dinner to the "Romantic Rendezvous," set up under a bamboo arch on the beach. Valentine's Day package must be booked by February 14, 2011. Call 800-524-4746 or visit www.BolongoBay.com

\$599 ST. LUCIA As an added holiday present from the Green Globe Certified luxury St. Lucia resort, **Windjammer Landing Villa Beach Resort**, families can enjoy the new Caribbean Family Holiday Escape with a two bedroom Anthurium Lily Suite at a savings of more than 25 percent. From January 4 to April 30, 2011, the nightly double occupancy rate for the two-bedroom suite is \$599 versus \$648. All-inclusive nightly add on rates are \$150 per adult, \$75 per teen, \$40 per child ages 4-11; children under age 4 are free. The resort will also present a gift of \$100 nightly Sun Dollars (resort) credit during the holiday week and winter 2011 season with the package. Call 800-958-7376 or visit www.windjammer-landing.com

\$3845 CARIBBEAN CRUISE Not many technological marvels are still operating just as they were almost 100 years ago. The Panama Canal, however, continues to serve as a vital link between the Atlantic and Pacific oceans just as it was when it transited the first ship in 1914. Crystal Symphony will be among the last luxury cruise ships to pass through the canals in their original form as construction will begin to widen this monument to transportation in early 2011. Crystal Symphony makes her first 2011 departure from Miami on February 23, 2011 and calls in Tortola, St. Barts, St. Martin, and Aruba before passing through the Panama Canal and disembarking in Caldera, Costa Rica. Visit www.crystalcruise.com

Caribbean Air Launches Nonstop from JFK

In anticipation of a strong rebound in travel demand from the United States this winter, tourism officials have announced that **Caribbean Airlines** has begun twice weekly non-stop service from JFK to Antigua and Barbuda on Tuesdays and Fridays. A fare sale will offer a special one-way rate of \$189 from JFK to Antigua and \$209 one-way from Antigua to JFK, in addition to taxes and service fees. Visit www.caribbean-airlines.com or call 800-744-2225 for bookings.

50% off St. Thomas' All-Inclusive resort

The **Wyndham Sugar Bay Resort & Spa**, St. Thomas' All-Inclusive resort, welcomes visitors to save on an all-inclusive vacation to America's Caribbean in January 2011. Guests enjoy 50 percent off all-inclusive nightly rates for travel January 2-February 8, 2011. All rates include meals and beverages, entertainment, half-day access to the supervised Kid's Club, and a comprehensive activities program featuring snorkeling, kayaking, sailing, scuba instruction, miniature golf and family movie nights.

Guests can book the special nightly rates from \$422 double occupancy until February 8, 2011 by calling 340-777-7100 or 888-582-9104 or visiting www.sugarbaywyndham.com.

Breezes Resorts Gifts: "Every Fifth Night Free"

Breezes Resorts & Spas celebrates the season of giving with "Every Fifth Night Free" promotion. When bookings are made by February 17, guests will enjoy every fifth night free at seven Super-Inclusive properties in Jamaica, Curaçao, Panama and Brazil, while those staying at Breezes Bahamas will get every fourth night free. This limited time offer is valid for travel between January 4 and August 31.

Breezes Resorts proposes additional savings for couples looking to tie the knot in the New Year. The "Every Fifth Night Free" promotion can be combined with the Breezes Dream Weddings Collection. Offered at seven resorts in Jamaica, Curaçao, Panama and the Bahamas. "Every Fifth Night Free" is also available at Breezes Resorts beyond Jamaica.

For 30 years, Breezes Resorts' "Super-Inclusive" concept has offered the best vacation value, offering a single payment for accommodations; all meals and multiple dining options; unlimited premium brand drinks; myriad land and water sports including equipment rental and instruction; entertainment; weddings; recreational activities; and hotel taxes. Tipping is not allowed.

Visit www.breezes.com, call 877-BREEZES.

CARIBBEAN & BERMUDA



DEPARTING	TRIP TYPE	# DAYS	ROUND TRIP PRICE MIN	MAX	SUPPLIER	VALIDITY PERIOD	ADDITIONAL INFORMATION
ANTIGUA							
NEW YORK	DAILY	SKED AIR	\$ 425	Net \$ 550	To:ANTIGUA TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
ARUBA							
NEW YORK	DAILY	SKED AIR	\$ 325	Net \$ 450	To:ARUBA TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
BARBADOS							
NEW YORK	DAILY	SKED AIR	\$ 365	Net \$ 495	To:BARBADOS TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
DOMINICAN REPUBLIC							
NEW YORK	DAILY	SKED AIR	\$ 299	Net \$ 495	To:PUNTA CANA TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
GRENADA							
NEW YORK	DAILY	SKED AIR	\$ 325	Net \$ 450	To:GRENADA TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
GUADELOUPE							
MIAMI	DAILY	SKED AIR	\$ 475	Net \$ 550	To:POINT-A-PITRE TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
HAITI							
MIAMI	DAILY	SKED AIR	\$ 120	Net \$ 240	To:PORT AU PRINCE TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
JAMAICA							
FT LAUDERDALE	DAILY	SKED AIR	\$ 148	Net \$ 218	To:MONTEGO BAY TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
MARTINIQUE							
MIAMI	DAILY	SKED AIR	\$ 475	Net \$ 550	To:FORT DE FRANCE TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
SAINT MARTIN							
MIAMI	DAILY	SKED AIR	\$ 335	Net \$ 450	To:ST. MAARTEN TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
ST. KITTS							
WASHINGTON DC	DAILY	SKED AIR	\$ 460	Net \$ 590	To:ST. KITTS TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
ST. LUCIA							
NEW YORK	DAILY	SKED AIR	\$ 325	Net \$ 450	To:ST. LUCIA TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
ST. VINCENT & THE GRENADINES							
NEW YORK	DAILY	SKED AIR	\$ 735	Net \$ 845	To:ST. VINCENT TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
TRINIDAD & TOBAGO							
MIAMI	DAILY	SKED AIR	\$ 385	Net \$ 495	To:PORT OF SPAIN TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912
U.S. VIRGIN ISLANDS							
NEW YORK	DAILY	SKED AIR	\$ 250	Net \$ 360	To:ST. THOMAS TRAVEL PEOPLE	ALL YEAR	ALL USA TO ALL CARIBBEAN;800-999-9912

Consolidators to the Rescue

Air ticket consolidators have been building a positive reputation for themselves for the past 30 years or so, but the air consolidator *modus operandi* is still largely unknown or misunderstood by many U.S. travel agents.

In this article I will make a determined attempt to explain **WHY** air consolidators can, in many cases, help travel agents improve their bottom line and **WHAT** agents can expect when dealing with the reputable consolidators who display their listings in the monthly issues of JAX FAX. I will also provide suggestions as to **HOW** you can deal more effectively with the consolidators of your choice and **WHEN** you should or should not consider using a consolidator for both leisure and business clients.

WHY Can Consolidators Help Your Bottom Line?

Some consolidators still pay commission, plus overrides (and no caps) on the fares quoted to travel agents. Their commission beats nothing! Most consolidators, however, quote **NET** fares to travel agents, which permits the agent to add whatever markup to the fare that the local marketplace will allow.

Since the tickets issued by consolidators do not show the actual fare paid by the client, agents can usually add at least 10 percent to the net fare and still provide the client with substantial savings. Note: Be sure to add in your fee or service charge before you quote the "selling fare" to your client!

Sell Tour Packages with Air

You can also use consolidator fares when booking tour packages. Book your land package with your favorite tour wholesaler or operator and then book the appropriate flights with your consolidator "partner." Note: In many cases tour wholesalers can now provide the needed air flights at a good discount, but check out the air fare with a consolidator to be sure.

WHAT to Expect When Dealing with a Consolidator?

Remember that consolidators are not airlines. They are entrepreneurs like yourself, intent on offering you good value air tickets which will satisfy your clients and make them feel they are getting a good deal by booking through your agency.

All "prime consolidators" have written agreements with several, even dozens, of name brand and secondary IATA airlines, which spell out to the consolidator how many seats can be sold by the designated consolidator at special rates on specific routes, dates and flights.

Consolidators sell to agents using the airlines' rules and tariff provisions which vary from airline to airline. Airlines change the rules from time to time. The message here is check the terms and conditions with your consolidator on every booking. No two airlines operate under the same rules. Most of the top level consolidators will provide agents with the rules and/or restrictions applicable to a specific ticket. You need to know this information to pass it on to your client along with their tickets.

Understand that "prime consolidators" buy their seats directly from the airlines. "Secondary consolidators" buy from a prime consolidator. Keep in mind that every consolidator does not have an agreement with every airline. Even prime consolidators buy some of their seats from other consolidators. This is entirely legal and part of the consolidator system.

HOW Can You Do Business More Effectively?

Step number one: appoint yourself, your manager or a top sales agent as "The Air Consolidator Expert" in your office. The experts should familiarize themselves with the procedures for the one or several consolidators that you have chosen to work with. You don't need to deal with dozens of consolidators, but choose several that meet your needs and that demonstrate through good service (and good fares) that they want and deserve your business.

Know how your selected consolidators operate, what they offer in terms of destinations and airlines. Know their payment terms, their option rules and ticketing procedures.

Understand that the best consolidator deals are offered on overseas flights. Consolidator tickets—like every other commodity—reflect seasonal demand in pricing.

WHEN Should You Consider Using a Consolidator?

Remember when you sell consolidator tickets, you will probably be earning higher compensation or commission with no caps. But you are purchasing a discounted air ticket and such tickets, while they carry confirmed reservations, do not offer all the benefits of a full fare ticket. Many (but not all) airlines allow passengers to collect frequent flyer miles. Again, your consolidator will advise you on which airlines do or do not credit frequent flyer miles.

Like any other business partner you deal with, it behooves you to know who your consolidators are and how long they have been serving travel agents. Like airlines and travel agents, some consolidators are better than others. We believe that the consolidators who list and advertise in JAX FAX are worthy of your review and business. Let us know about your experiences working with consolidators.

AIRLINE INTELLIGENCE CONTINUED ON PAGE e57 ➤

consolidator news

Grand Holidays Offers Consolidator and Tour Services

Grand Holidays is one of the proud members of **USACA**. The corporation was established in 1979 and currently has offices in San Francisco, Los Angeles, New York, Houston, Vancouver in Canada and Beijing in China. They are a well-known consolidator of major airlines, including **American Airlines, Air China, Continental Airlines, Cathay Pacific Airways, EVA Air, Emirates Airlines, United Airlines, Virgin Atlantic, Jet Airways**, etc. Grand Holidays specializes in providing international and domestic airline reservations and air ticketing to travel destinations in China, SE Asia, North America, Europe and Middle East. They are also specialty experts in the creation of tours for incentive travel groups. No matter where you are, Grand Holidays translates into high standards and optimum program management while providing excellent travel value!

You can access all of their facilities at the click of a mouse, 24 hours a day, 7 days a week, as easily and friendly as directly calling their travel consultants.

If you would like to know more about **Grand Holidays** or the travel products they offer, please visit their website at **www.grandholidays.com**, call **800-788-1898** or e-mail **info@pacificairtravel.com**



Caption

Las Vegas Events 2011

by Bill Becken

Despite its risque reputation and slowly vanishing water supply, Las Vegas powers along, renewing itself, still building an occasional new hotel, casino, or shopping plaza. It also continues to please with an array of new events and attractions.

Hitting Vegas to attend one or more of these can be a source of both relaxation and business promotion for clients. **The Las Vegas Convention and Visitors' Authority (LVCVA)** reports that 16 percent of visitors utilize an agent. An agent's Vegas business can easily become its own franchise: 80 percent of visitors are repeaters.

The Simmering Skinny

Ostensibly, a client may travel here for a particular event, attraction or show. But tastes vary, so that one client may relish an in-your-face experience with plenty of resort shows and gaming; another, an experience in which the destination event is central, with shows and gaming more peripheral. To satisfy different tastes, value-added packages are key, says Jeff Eisenhart, vice-president for leisure sales at **MGM-Mirage**. "Packages combine shows with hotel nights to ensure the satisfaction of particular guests."

A notable hotel/venue opening late last December: the luxury **Cosmopolitan Hotel** on the Strip (Las Vegas Blvd.), taking its place among other brand-new hotels such as the **Aria**, **Vdara** and **Mandarin Oriental**. One of the Cosmo's first basic package deals, "Toast On Us," runs through June 30th and includes a two-night stay, bottle of wine or champagne, \$50 for in-room snacks and \$50 resort credit applied at reservation for about \$300. For more information, call 877-551-7772 or go to www.cosmopolitanlasvegas.com

A compelling attraction has just opened at the remodeled but revered **Tropicana** (www.troplv.com). The Las Vegas Mob Experience features artifacts from the estates of underworld figures such as Meyer Lansky, Sam Giancana, Bugsy Siegel and Tony "the Ant" Spilotro.

In the same vein, set to open this summer just a block or so from downtown's "Fremont Street Experience," is the city's \$50 million Las Vegas Museum of Organized Crime and Law Enforcement. Tabbed by locals as the Mob Museum (www.themobmuseum.org), it will reside in the city's old post office and former federal courthouse. Guests will find immersive exhibits

spread over three floors of this neoclassical, mid-1920s edifice, in a scheme created by the company that produced the Spy Museum in Washington, D.C. With the revamping of the Lady Luck Hotel Casino (now underway) and the revival of the Fremont Street East District, downtown shines as never before.

Mark Your Calendar

Here is a short list of events taking place here over the next few months (not to forget Vegas for upcoming seasonal special periods or holidays, such as Superbowl Weekend and Valentine's Day):

Jan. 6-Jan. 9, 2011—International Consumer Electronics Show (CES)—Regarded to be equally as much an event and business meeting. The world's largest consumer technology tradeshow. To learn more about the show, visit www.CESweb.org

Jan. 15, 2011—90th Annual Miss America pageant, **Planet Hollywood Resort & Casino**. Presented by Designer Shoe Warehouse and other sponsors. To learn more, go to www.MissAmerica.org

Feb. 7-10, 2011—Mesquite Branson Fest Out West. Town-wide event in Mesquite, about half an hour out of Vegas. Featuring musical acts Apple, Elvis, The Cats Pajamas on Feb. 7, 8, 9 respectively. For more information, go to www.mesquite-bransonfest.com

Feb. 12-13, 2011—USA Sevens Rugby Tournament, Sam Boyd Stadium. Largest rugby event in North America, featuring 16 teams, 44 matches, professional players. Special room rates available at **Tropicana**, **Palms**, **Vegas Hard Rock** and other hotels. To learn more, go to www.USASEvens.com

March 4-6, 2011—NASCAR Weekend, Las Vegas Motor Speedway, featuring Lowe's Kobalt Tools 400 and Sam's Town's 300 events. Las Vegas NASCAR package available at www.raceawayhospitality.com. To learn more about NASCAR weekend, go to www.LVMS.com

March 4-7, 2011—West Coast Conference (WCC) Basketball Championships, Orleans Arena. Playoffs of this exciting eight-team conference. To learn more, go to www.wcc-sports.com

March 8-12, 2011—Mountain West Conference Basketball Championships. Thomas & Mack Center. Features 18 men's and women's teams. Winners move on to the NCAA Basketball Championship. Participating hotels include **MGM Grand**, **Vegas Hard Rock Hotel & Casino**, **Luxor**, and **Southpoint**. To learn more, go to www.themwc.com

Travel Bound Expands Portfolio, Extends Rewards

Travel Bound's portfolio of North American hotels has increased 60% in the past few months to a total of more than 13,000. The company has also extended its popular agent rewards program for North American hotel bookings into 2011 (previously, travel had to be completed by the end of 2010).

Agents earn one dollar on their personal American Express®-branded Travel Bound Rewards card for each hotel night booked and traveled within the U.S. and Canada. In addition, several major hotel chains now qualify for double points/dollars, earning \$2 for each hotel night booked and traveled.

The 13,000 properties are located in both major and secondary destinations and include hotels in 3-3-, 4- and 5-star categories. Most of the properties recently added are members of major, well-known hotel chains. Travel Bound sells exclusively to travel agents.

To date, more than 7,000 agents have signed up for the Travel Bound Rewards program. Rewards points are in addition to standard commissions. Agents can customize clients' travel and earn more commission by adding any of Travel Bound's thousands of services, such as private and shared transfers, attractions and sightseeing tours, to hotel bookings. For complete details, log on to Travel Bound's agent-only website, www.booktravelbound.com or call 800-808-9541.

Travel Industry Executive Tony Gonchar to Lead ASTA



ASTA is pleased to announce that Tony Gonchar, a travel industry veteran with more than 25 years of global travel industry experience, has accepted the position of CEO. Gonchar will leverage his successful leadership roles in complex strategic planning; marketing and branding, sales management; and customer recognition and retention in taking

ASTA to the next level and maintaining its position as the foremost travel trade association. Gonchar's first day will be January 3, 2011. "ASTA is excited to introduce Tony Gonchar as the incoming CEO. He has an extensive background in many different facets of the industry," said Chris Russo, ASTA president and chair. "I have said we need a strong ASTA for the future, and we believe Tony gives us the ability to change with the industry to be strong now and in the future." "I am honored and excited to have been selected for this position," said Gonchar. "I look forward to building upon the 75-year history of ASTA's relevancy and value to its members and the travel industry."


In 2007, Gonchar was appointed executive vice president of sales and marketing at Virtuoso. Prior to working at Virtuoso, Gonchar spent seven years at Expedia running its private label and branded partnerships division. Most recently, he was a consultant for Microsoft, where he was responsible for building a CRM strategy for the online Microsoft Store division. Prior to working in the travel industry, Gonchar was a database marketing partner for Bozell, and a manager of direct marketing for Bank of America. Gonchar received his B.A. in economics from Hobart and William Smith Colleges. For information, email Chris Russo at crusso@asta.org or Tony Gonchar at tgonchar@asta.org

\$718 LAKE TAHOE

Aston Lakeland Village and Heavenly Mountain Resort have packaged a winter wonderland offer skiers will find hard to refuse. Located in the heart of South Lake Tahoe, California, Aston Lakeland Village is offering a two-day ski/ride special for six adults from \$718 per night, including a luxury stay in a Pinegrove Townhome. Or, skiers can consider a two-night stay for two adults in a deluxe studio from \$259 per night. Both resort experiences include 2-day lift tickets at Heavenly Mountain; home of the Adventure Peak Gondola that soars up 2.4 miles in twelve minutes, offering spectacular views of Lake Tahoe. The free Aston Lakeland Village shuttle picks up and delivers guests to the mountain, as well as around South Lake Tahoe. Upgrade to one bedroom suite available for additional \$30 per night. Rate valid January 2, 2011 to Heavenly closing in mid-April. Package is based on availability at the time of booking and is not combinable with any other offer or discount. Rates do not include taxes and resort fee. For more information, visit www.Aston-Hotels.com or call 866-774-2924.


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Wisconsin's River Country

By Tom Bross

Old Man River travels a long distance. From its headwaters on eastern Minnesota's Lake Itasca, the mighty Mississippi makes a sharp U-turn in north-side St. Paul, then flows downstream 2,348 miles toward Louisiana's vast 10,100 sq. mi. delta. On the lengthy route: 10 states, 32 towns and cities. The biggest: Minneapolis-St. Paul, St. Louis, Memphis, New Orleans.

They are linked by the visitor-friendly Great River Road National Scenic Byway (www.greatriverroad.org), developed in 1938, now dotted with family-cultivated wineries and five dozen handy interpretation centers in those 10 states. The road rambles through eight west side Wisconsin counties. Three million visitors yearly are attracted to the multi-state Upper Mississippi River National Wildlife and Fish Refuge, extending 261 miles north-to-south through 200,000 acres of apple orchards, prairie grasslands, marshes and forested mid-stream islands. Prehistoric glaciers carved the topography and created the lakes out of melted ice.

Way up north in Minnesota and Wisconsin—where limestone bluffs loom 500 ft. above dairy-cow pastures, berry patches and neatly plowed farm fields—crisp autumn air brings out the season's gorgeous foliage, covering hillsides and those river islands. French voyageurs and Swedish-Norwegian immigrants found their way to this part of the Midwest, originally hunting grounds patrolled by Dakota-Chippewa-Hopewell Native American tribes.

Riverside Road to LaCrosse & Prairie du Chien

Easygoing Badger State riverbank communities with intriguing names include Alma, Lakeside Pepin, Trempealeau, Prairie du Chien, Fountain City and Buffalo City, Diamond Bluff, Genoa, Potosi, Prescott, Bagley, Onalaska, Maiden Rock, DeSoto, Stockholm and hub-city "metro" La Crosse. Citizens and out-of-towners stroll through mile-long Riverside Park and browse La Crosse's five-block commercial district, where fur traders haggled two centuries ago, but now containing 107 buildings listed on the National Register of Historic Places.

Thirty-three years ago, the city's 1880-era water-pumping station on King Street was transformed into the Pump House Regional Arts Center, a topnotch venue for exhibitions, concerts, movies and meetings beneath this Romanesque-Revival structure's vaulted oak ceilings. To learn more visit: www.thepumphouse.org.

In October 2009, Stockholm's early 20th-century opera house became the Widespot Performing Arts Center for dance, music, theater and filmfests. While touring Alma, where 200-plus buildings are on the National Register and pleasure-boat skippers drop anchor in two marinas, don't miss a chance to clamber up any of the town's 12 San Francisco-type wooden



The Mississippi River Sculpture Park, near Prairie du Chien

stairway "streets." Best bluff-top overlook: Buena Vista Park, an especially popular destination in October-November, when flocks of snow-white tundra swans can be seen on a long migratory flyway, wing-flapping south from Alaska and Canada to their off-season Chesapeake Bay habitat.

Or watch them soaring above Rieck's Lake Park, two miles north of town. Birdwatchers like the 5,700 acres of wetlands in Trempealeau County's National Wildlife Refuge. Searching skyward for bald eagles? Self-guide your way up to the spectacular bluffs crowning Trempealeau's Perrot State Park.

Wisconsin's Buggy-Riding Amish Citizens

Travelers who angle 25 miles straight inland from LaCrosse get to Monroe County's tidy Cashton village (population 1,062). Despite its smallness, this is the Midwest's best-known Amish homestead, where Main Street storefronts display quilts, hand-crafted maple and cedar furniture, cookware, leather goods, toys and weathervanes with a horse-and-buggy motif.

On a wayside wagon track seven miles north of Pepin, a humble log cabin has literary significance. It's Laura Ingalls Wilder's 1867 birthplace. Her beloved, internationally best-selling children's books about a pioneer family were adapted for TV's Little House on the Prairie series (1974-83) co-starring Melissa Gilbert and Michael Landon.

Where the Wisconsin River tumbles into the Mississippi near north-side Prairie du Chien, active-travel enthusiasts paddle canoes on Wyalusing State Park's five-mile stream. Or else they hike the forested park's nine up-and-down trails, stopping at high-altitude lookout terraces to see where the region's first Europeans—Louis Jolliet and Jacques Marquette—arrived in 1672.

Bike-Touring Wisconsin's Great River Trail

The Potosi Brewing Company—pouring premium ales, bocks and lagers since 1852—welcomes visitors to its restaurant-with-beer garden and a fascinating National Brewery Museum, displaying a treasure trove of artifacts (old-time bottles, glasses, coasters, neon signs, advertising memorabilia); South Main St., www.americanbreweriana.org.

Switch to some serious outdoor exercise by renting a two-wheeler from **Onalaska's Blue Heron Bicycle Works** (www.blueheronbikes.com). Then steer onto the 24-mile Great River Trail (which doubles as a wintertime snowmobile path), where a steel trestle bridge spans the Black River. Overall, a network of four bike trails loops through 100-plus miles of west-Wisconsin ecosystems.

Flanking marshlands and streams on Onalaska's I-90 highway-connected southeastern outskirts, the **Stoney Creek Inn** (www.stoneycreekinn.com) provides 12,000 sq. ft. of function space for meetings, conferences and private celebrations. Wisconsin-rustic north woods ambience pervades the non-smoking property's 157 balconied guest rooms (from \$175 nightly) and suites.

A bit north from there, developers converted a circa-1945 brick riverside dairy into the Maiden Rock Creamery's four tall-

windowed, high-ceilinged loft apartments (each \$175). Guests are treated to a wine and coffee bar. On-site, too: the top-floor Nelson Hall art gallery (www.maidenrockcreamery.com).

The town center's Maiden Rock Inn (\$150) was a 1906 schoolhouse; panoramic views from the rooftop, visit: www.maidenrockinn.com.

To take advantage of lake views on Stockholm's western edge, choose from the **River Road Inn's** pair of handsomely appointed suites (\$220; www.riverroadinn.com). Or stay in the roomy carriage house—complete with private deck, fireplace, double-spa shower and king-size iron-framed bed (\$255).

The **Wisconsin Department of Tourism**, headquartered in state-capital Madison, is your reliable resource for travel-planning materials, events schedules and sales aids.

Call 800-432-8747 or visit www.travelwisconsin.com

AIRLINE INTELLIGENCE (CONTINUED) — By Bob Levine

Iberia To Offer New L.A. and Miami Routes

Starting March 28th, the Spanish company will operate three non-stop flights weekly from Los Angeles – on Monday, Wednesdays, and Saturdays – with an additional Thursday flight in July-September. The flights will depart Los Angeles at 17:55 h. and arrive in Madrid at 14:15 h. the following day. The return flight will depart the Spanish capital at 12:35 h. and arrive in Los Angeles at 16:15 h. The new Miami-Barcelona service begins on March 29th, with flights on Tuesdays, Fridays and Saturdays, departing Miami at 18:45 h. and arriving in Barcelona at 10:35 h. the following day. The return flight will leave at 13:30 h. to reach Miami at 17:10 h. These new routes and the increase of seats offered in New York, Chicago and Boston are part of the “joint business agreement” launched on October 1st between Iberia, American Airlines, and British Airways for routes over the North Atlantic. Visit <http://grupo.iberia.com>

AA to Launch Seasonal Chicago-Cozumel Service

American Airlines is launching new weekly seasonal service this winter from Chicago O'Hare to the tourist island of Cozumel, which is near the larger Caribbean resort of Cancun and is part of Mexico's Quintana Roo state. The Saturday-only service will begin on February 12 and will run through April 2. The flight will return to American Airlines' schedule for the winter season in November 2011. The schedule calls for flight AA1867 to depart Chicago O'Hare International Airport (ORD) at 9:50 a.m. and arrive at Cozumel International Airport (CZM) at 1:40 p.m. local time. In the other direction, flight AA1870 is timed to leave CZM at 2:45 p.m. and to land at ORD at 6:35 p.m. Visit www.aa.com

News From Royal Brunei

The city of Melbourne in Australia will be part of the Royal Brunei Airlines network beginning March 29, 2011. A four-times weekly service will be introduced in which Royal Brunei Airlines will depart Bandar Seri Begawan to Melbourne on Tuesday, Wednesday, Friday and Saturday. Visit www.brunair.com

Air India's U.S. Gateways Now Non-stop

All of Air India's flights to India from its four North American gateways are now non-stop. The service includes daily flights from New York's JFK, Chicago's O'Hare, and Toronto airports to Delhi; and daily flights from Newark to Mumbai. The recent opening of the state-of-the-art Terminal 3 at Delhi's Indira Gandhi International Airport, the sixth largest in the world, features over 70 aero-bridges, 168 check-in counters, and more than 90 immigration desks. The terminal can also handle nearly 13,000 bags per hour. Call 1-800-255-3191.

Continental Airlines Goes South

Continental Airlines announced that it will begin daily nonstop flights between Chicago O'Hare International Airport (ORD) and Ft. Lauderdale (FLL) and West Palm Beach (PBI), Fla.; and between Denver International Airport (DEN) and Ft. Lauderdale on Feb. 17, 2011. Flights will depart ORD in the morning at 8:50 and arrive FLL at 12:50 and in the afternoon at 2:35, arriving at FLL at 6:35 p.m. Returns from FLL are at 11:35 a.m., arriving ORD at 1:40 p.m. and at 4:35 p.m., getting to Chicago at 6:40 p.m. West Palm Beach service leaves ORD at 8:30 a.m. and arrives at 12:23; return trips leave PBI at 1:20 p.m. and arrives in Chicago at 3:38 p.m. Passengers can leave Denver (DEN) at 10:45 a.m. and arrive at FLL at 4:29 p.m., returning from FLL at 5:25 in the afternoon and arriving at DEN at 8:02. Visit www.continental.com

Hahn Air Expands IET Network

Hahn Air has now activated interline e-ticketing (IET) with 231 partner airlines worldwide; and its global ET (E-Ticketing) platform continues to grow. With the latest implementations of IET agreements with **South African Airways**, **Vueling (VY)**, **Five Forty Aviation (5H)**, **Mahan Airlines (W5)** and **Proflight (PO)**, Hahn Air has further strengthened its position as the industry's leading universal ET platform. In total, tickets from 231 partner airlines can now be issued on insolvency-insured HR-169 e-documents worldwide. Looking ahead, the company is on course to reach its next target of 240 global airline partners. Within the next two months alone, seven more airlines will be implemented as IET partners for ticketing on HR-169. Visit www.hahnair.com

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MIA/MCO	TO LAX/SFO/SAN/SEA	\$498*	DFW/IAH/OKC	TO BOS/WAS/CLT	\$498*
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TRIP DEPARTING	TRIP TYPE	# DAYS	MIN	ROUND TRIP PRICE MAX	SUPPLIER	VALIDITY PERIOD	ADDITIONAL INFORMATION
ARIZONA							
MIAMI					To:PHOENIX		
DAILY	OW SKAIR		\$ 154		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
BOSTON							
ST. LOUIS					To:BOSTON		
DAILY	OW SKAIR		\$ 167		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
CALIFORNIA							
NEW YORK					To:LOS ANGELES		
DAILY	OW SKAIR		\$ 198		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
BOSTON					To:SAN DIEGO		
DAILY	OW SKAIR		\$ 198		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
WASHINGTON DC					To:SAN FRANCISCO		
DAILY	OW SKAIR		\$ 167		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
ATLANTA					To:SANTA ANA		
DAILY	OW SKAIR		\$ 175		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
CANADA							
ATLANTA					To:CALGARY		
DAILY	OW SKAIR		\$ 225		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
LOS ANGELES					To:MONTREAL		
DAILY	OW SKAIR		\$ 198		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
MIAMI					To:OTTAWA		
DAILY	OW SKAIR		\$ 176		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
BOSTON					To:QUEBEC		
DAILY	OW SKAIR		\$ 175		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
NEW YORK					To:TORONTO		
DAILY	OW SKAIR		\$ 165		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
DALLAS					To:VANCOUVER		
DAILY	OW SKAIR		\$ 198		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
COLORADO							
DALLAS					To:DENVER		
DAILY	OW SKAIR		\$ 98		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
NEVADA							
ORLANDO					To:LAS VEGAS		
DAILY	OW SKAIR		\$ 118		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES
NEW YORK							
ARKANSAS					To:NEW YORK		
DAILY	OW SKAIR		\$ 167		LEGEND TRAVEL AND TOURS	TO 12/15/11	800-295-3436;LUIS@LEGEN.COM;OTH CITIES

Familiarization Trips

CHINA

Cultural China & Yangtze River Cruise & China In-Depth

Departing March 9, 11-day Cultural China & Yangtze River Cruise FAM from \$1,599 pp with air, covers Beijing and Shanghai with a four-night Yangtze River sailing from Yichang to Chongqing on a five-star Victoria Cruises.

March 2011, 14-day China In-Depth from \$1,599pp with air from Los Angeles or San Francisco (add \$200 for NYC), features a six-night luxury cruise on a Victoria ship covering the full navigable length of the Yangtze from Chongqing to Shanghai. Pacific Delight Tours at 800-221-7179.

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Sunny Land Tours: 1-800-783-7839 or visit www.HotFamTrips.com

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Escorted: February 19, 2011 and March 5, 2011

5 nights accommodations (2 nights Apollo Museumhotel, Amsterdam; 1 night Novotel Brugge Centrum, Bruges; 2 nights Mercure Paris Tour Eiffel Suffren, Paris). All transfers; Breakfast daily; Sightseeing per itinerary Local guides in Paris. Pricing: Agent (Double Occupancy): \$349*; Companion: \$549*, Single Supplement: \$100*. Round-trip flights from NYC available from \$660. Other departure cities available.

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Yalla Tours 800-644-1595; information@yallatours.com; www.yallatours.com

China's River Cruise Resurgence

By Lillian Africano

The year-end good news about the resurgence of the cruise industry also includes good news for companies operating river cruises in China, one of the markets that has seen the most development over the last decade.

Earlier this year CLIA reported continuing growth in the river cruise market in general, fueled in part by the shifting passenger demographic, the rise in the number of younger guests and the growing popularity of exotic destinations. River cruise lines have responded with new ships with calls at exotic ports and new passenger experiences reflecting the trends throughout the cruise industry.

China has begun to re-engage energetically with the outside world. New developments in tourism make a city stay plus a river cruise an appealing package. Last year saw the opening of **The Peninsula Shanghai** (www.peninsula.com); this year, it was the restoration of the glamorous deco-era **Fairmont Peace Hotel** (www.fairmont.com); and next year will see a **W Hotel** in Guangzhou (www.starwoodhotels.com).

Viking (www.vikingrivercruises.com) will debut its new 264-guest **Emerald** in Europe in 2011 as part of its \$250 million investment in eight new ships and two refurbishments, then relocate it to China to replace the **Century Sun** on the Yangtze River. The ship has 132 deluxe staterooms (269 square feet, with hotel-style beds and private balconies), 14 suites, four junior suites and two Presidential Suites. At 840 square feet, these are the largest suites in river cruising, complete with separate sitting and sleeping areas, two flat-screen televisions, panoramic windows and private wraparound balconies.

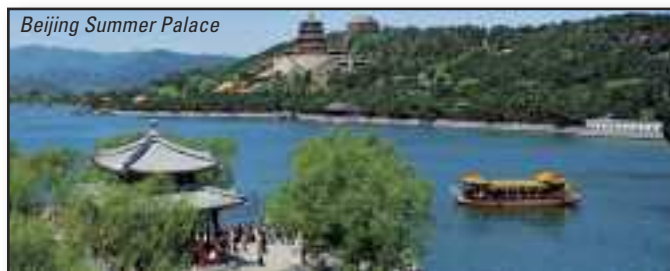
Viking Emerald will be the newest ship sailing the Yangtze, with a state-of-the-art kitchen where Asian and European cuisine will be prepared by a catering staff trained and managed by Viking's Swiss management team.

The Emerald will sail three China cruises in 2011, as part of cruise-tours ranging from 12 to 17 days. Said Viking representative Julie Rosoff, "Our China cruisetours have been among our highest-rated itineraries since we introduced them – from staff and service to accommodations, food and tours – we far exceed our guests' expectations. With the launch of Viking Emerald we are investing in the future of this destination as well as committing to provide the best of everything for our guests."

Uniworld (www.uniworld.com) has stepped up its presence in China from just two cruisetour packages in 2010 to six in 2011, ranging from eight to 17 days.

"We have experienced fantastic growth in our business to China in 2010," said Uniworld's President and CEO, Guy Young. "China is very popular with our past guests who have traveled with us in Europe and now trust our company to offer them a great vacation experience in China. We receive outstanding ratings in China and our guides in particular receive extremely high marks. This positive feedback obviously helps us grow our business. I believe that tourism to China will continue to grow as the country receives increasing exposure and influence on the world stage."

Abercrombie & Kent (www.abercrombiekent.com) offers a dazzling variety of packages that include cruises aboard the 124-passenger **Sanctuary Yangzi Explorer**, with land components that not only include China's principal attractions, but



VIKING RIVER CRUISES

also Hong Kong and Mongolia.

Smaller than other ships on the river, the **Yangzi Explorer** has 38 deluxe cabins (290 square feet), 20 suites, four Specialty suites, two at 732 square feet, two and 829 square feet; all have private balconies. With a luxury spa and gourmet dining, the ship has been likened to a floating boutique hotel.

Tauck (www.tauck.com) also has two packages that include cruises on the **Yangzi Explorer**, a 17-day Westbound "China, the Yangtze River and Hong Kong" and the reverse 16-day Eastbound option.

Avalon (www.avalonwaterways.com) offers eight cruisetours, from 11 to 23 days, with sailings aboard the **Victoria Anna** and the **Victoria Jenna**. Several of the programs include land extensions to Hong Kong and/or Mongolia.

Victoria (www.victoriacruises.com) is bullish on China despite a slight decrease in the number of American passengers. "We have seen a sharp increase in demand for our five-star luxury cruises on China's Yangtze, particularly following the launch of our Executive Suite Deck program which provides upgraded amenities from concierge service to à la carte dining," said Larry Greenman, manager of public relations and customer service for Victoria Cruises.

"We experienced a strong 2010 due to an increase in domestic Chinese travelers which helped make up for slight decrease in the outbound U.S. market," noted Greenman. "We expect to see many sold out voyages throughout 2011 as the tourism industry continues to rebound," he added.

Due to high demand, Victoria has increased capacity in its winter schedule by using two of its largest five-star ships – the new **Victoria Jenna** and recently renovated **Victoria Katarina** – for departures through December. From January through March, winter sailings will be aboard the **Victoria Queen** and **Victoria Star** – with the exception of the February 4 and February 7 Chinese New Year departures on the **Victoria Jenna**.

New in the Mekong

In addition to growth in the China, several companies are expanding into southeast Asia with Mekong River cruises. In addition to its 92-passenger **La Marguerite** (which began Mekong sailings in September 2009) **AMA Waterways** (www.amawaterways.com) will introduce a second, 124-passenger ship in summer 2011. Rudi Schreiner, the president of AMA has stated that the combination of major destinations such as Angkor Wat, Hanoi, Siem Reap and Ho Chi Minh City, as well as charming villages and scenery, makes for a perfect river cruise experience.

Viking has a 15-day Mekong program through Vietnam and Cambodia for the 2010-2011 season. In August, the company partnered with **Pandaw River Cruises**, a Singapore-based company with head offices in Scotland, to charter the 66-passenger **Tonle**. "Our guests have requested that we expand to other destinations so they can experience even more of the world," said Chairman Torstein Hagen. "With the addition of this new Mekong River program, Viking now offers itineraries in six regions, which is more than any other river cruise line worldwide."



New Chief Operating Officer for South African Tourism

South African Tourism (SAT) is delighted to announce the appointment of **Timothy Scholtz** as Chief Operating Officer (COO). Scholtz's impressive 26-year career spans the non-profit, retail and financial management sectors of the South African economy. He has extensive experience in Corporate Services and execution, and brings impressive management and business process credentials to his new role.

"The staff, the board and the stakeholders of South African Tourism are delighted to welcome Mr. Scholtz," said Thandiwe January-McLean, CEO of SAT. "We are confident his skills and experience will stand him in good stead to take SAT to the next level, achieving maximum value for all stakeholders."

Scholtz is also the Chairperson of two non-profit organizations, dealing with young entrepreneurs, and a job creation initiative with rural paper-making entities. His experience in international compliance and his passion for non-profit organizations

started when he was CFO of the Nelson Mandela Foundation (2003).

Scholtz holds a B.Comm degree from the University of South Africa, a Post-Graduate Diploma in Information and Knowledge Management from the University of Johannesburg and holds an Institute of Accounting Commerce membership as an Accounting Officer.

Ms. January-McLean also expressed her gratitude to Roshene Singh, the Chief Marketing Officer of SAT, who has acted as Chief Operating Officer from May 2010. Visit www.southafrica.net



Jet Airways honored at the 'Friends of Thailand' Awards 2010

Jet Airways, India's premier international airline, has been honored in the 'International Airlines'

category of the prestigious 7th 'Friends of Thailand' Awards 2010. Senior General Manager Mr. **Gilbert George** received the award on behalf of the airline at a reception organized by the Tourism Authority of Thailand (TAT) on September 27, 2010, at the Centara Grand Hotel in Bangkok, in the presence of several dignitaries from the Thai and international travel trade. This

award seeks to honor individuals and companies worldwide who have contributed to the success of the Thai tourism industry, one of the most important contributors to Thailand's economic and social development.

Jet Airways, which currently operates four daily, direct flights to Bangkok from three Indian gateway cities: Mumbai, Delhi, and Kolkata, was recognized for its efforts in boosting Indo-Thai tourism through its air services as well as its introduction of several attractive promotional schemes, including its popular

JetEscapes travel packages on these routes. According to Mr. Nikos Kardassis, CEO, Jet Airways, "Bangkok is one of the busiest destinations in our growing international network, with Jet Airways having consistently registered strong loads on all our services to Thailand. The airline has consistently sought to promote Indo-Thai tourism through various marketing and sales initiatives, and as one of the leading carriers on the Indo-Thai sector, we are delighted to receive this prestigious award." For more information, visit www.jetairways.com



USTOA Names Terry Dale President

The **U.S. Tour Operators Association (USTOA)** has named **Terry Dale** as its President. In his new position, Dale's responsibilities will include the association's marketing initiatives, and managing

the association's marketing initiatives, and managing

the association's advocacy on issues affecting tour operators. "We're excited to have Terry as USTOA's new President. He is the ideal person to move the association forward and to help implement our goals, as well as position USTOA for the future," says John Stachnik, USTOA Chairman.

"I'm honored and enthusiastic about joining USTOA and becoming a part of the as-

sociation's future. I hope to build upon the foundation that Bob Whitley established during his successful tenure," says Dale. He comes to USTOA after serving as President of Cruise Lines International Association (CLIA) since 2003. Previous positions include five years with NYC & Company, where he was Executive Vice President. Visit www.ustoa.com



Mok Singh Elected Skål International Vice President

Mr. **Mok Singh**, a 38-year travel industry veteran, has been elected Vice President of **Skål International** at the recently

held Skål International Congress in Sydney, Australia. Mr. Singh is the first member

from Skål USA to be elected to the Executive Committee in more than a decade. Mr. Singh has held prestigious positions within Skål at local chapter, national and international levels. In 1994, Mr. Singh was President of the Los Angeles Skål chapter and in 2006, President of Skål USA after serving on the national board for six years. His elec-

tion to Vice President comes in his second year on the Executive Committee. For thirty years, Mr. Singh has been President of Airworld Alliance, the largest General Sales Agent airline representation company based in North America. Airworld Alliance represents fifteen international airline accounts, operating out of six sales offices.

World Travel Awards Winners Spearhead Travel Recovery

World Travel Awards capped its year-long search for travel and tourism's finest with its glittering Grand Final 2010 Ceremony at London's Grosvenor House hotel.

After a challenging year for the industry, organizations including **American Express**, **Kuoni**, **InterContinental Hotels & Resorts**, **Europcar** and **Abu Dhabi Tourism Authority** all demonstrated their world-class pedigree as they spearheaded the global travel and tourism recovery.

Hailed as "The Oscars of the Travel Industry" by the Wall Street Journal, the World Travel Awards is recognized worldwide as the ultimate travel accolade.

London beat off the likes of New York, Cape Town, Rio de Janeiro and Sydney to win "World's Leading Destination" in a year that saw tourist arrivals in the capital rise to 27 million as the excitement builds ahead of the 2012 Olympics.

Etihad Airways continued its meteoric rise by picking up "World's Leading Airline" for the second year in succession, following a year that saw the UAE flag carrier launch five new routes and play a leading role in a resurgent year for aviation.

A host of VIPs attended the gala ceremony, including His Royal Highness Prince Khalid Al Faisal of Saudi Arabia, who collected "Leading Personality of the Year" for his development of religious tourism in the Holy City of Makkah, and his pioneering philanthropic work for the King Faisal Foundation.

Meanwhile, German businesswoman Regine Sixt, President of **Sixt**, was voted "Woman of the Year" for her pivotal role within the organization that has navigated its way through the downturn.

Other VIP attendees included David Scowscill, President & CEO, **WTTC**; Sally Chatterjee, CEO, **VisitLondon**; H.E. Chumpol Silapa-Archa, Minister of **Tourism & Sports, Thailand**; Fiona Jeffery, Chairman, **World Travel Market & Just a Drop**; Alec Sanguinetti, CEO & Director General, **CHTA**; Josef Forstmayr, President, **CHA**; Tan Sri Dr. Mohd Munir bin Abdul Majid, Chairman, **Malaysia Airlines**; Dato' Lee Choong Yan, President & COO, **Resorts World Genting**; Hon. Ed Bartlett, Minister of Tourism, **Jamaica** and Adam Stewart, CEO, **Sandals Resorts International**.

The WTA Grand Final marked the climax of a year-long search to find the very best travel companies in the world, and follows heats in Dubai, Johannesburg, Antalya, Delhi and Jamaica.

WTA 2010 nominations featured 5,000 companies in 1,000 categories across 162 countries. The winners were selected by thousands of industry professionals and consumers worldwide who have been voting online.

Graham Cooke, President and Founder, World Travel Awards, said: "This year, like the last, continues to challenge every strata of travel and tourism. However tonight's World



2011 WTA winners at the Grand Final Gala Ceremony

Travel Awards winners see struggle not as sign of weakness or failure, but as an opportunity for growth and renewal, and a chance to put their business model through the ultimate test."

He added: "By combining flair and ambition with savvy business acumen, these organizations are spearheading the worldwide recovery of travel and tourism. In doing so they are also reinforcing our industry's role as one of the mainstays of the global economy."

Established 17 years ago, World Travel Awards is committed to raising the standards of customer service and overall business performance throughout the international industry.

Consumers are increasingly using the list of winners as a reliable guide and means of reassurance when choosing their holiday. Companies and destinations that make it on to the winners' podium receive global coverage and commercial benefits.

Log on to www.worldtravelawards.com for a complete list of World winners.

PARTNER'S VOICE

By Richard Earls

Continued from page 10

Good marketing requires frequency. Clients must hear your message over and over, not only to remember it, but also to respond to it. Your challenge is to build an association between your name and the concept of travel—when a client thinks of you, they think of "that travel person." More importantly however, when the client thinks of travel, they think of you! To develop an association of that magnitude, a client needs to hear your message not only frequently, but from a variety of sources. The client that sees an advertisement in a local newspaper might consider your services if he happens to be in need of them immediately. If that same client then sees a press release from your office, the message gets a bit closer to home. If your word of mouth efforts then deliver to that client a recommendation or referral from an acquaintance to use your services, you are far more likely to get his business.

Planning your marketing against a calendar is smart. If 2010 passed by with things left undone in your marketing plan, renew your commitment to getting your message across in a timely and frequent fashion.

Nothing succeeds like planning to succeed.

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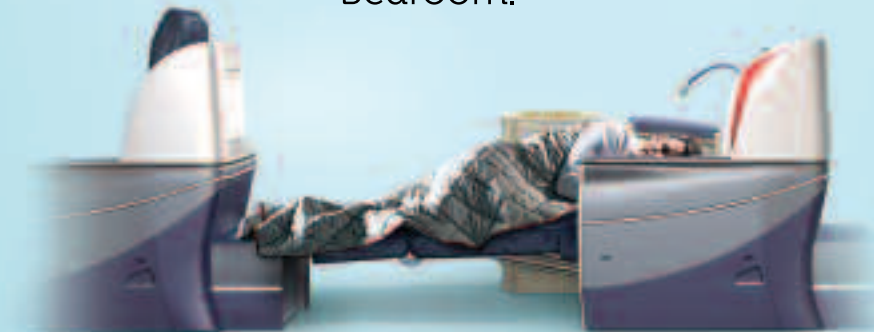
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