

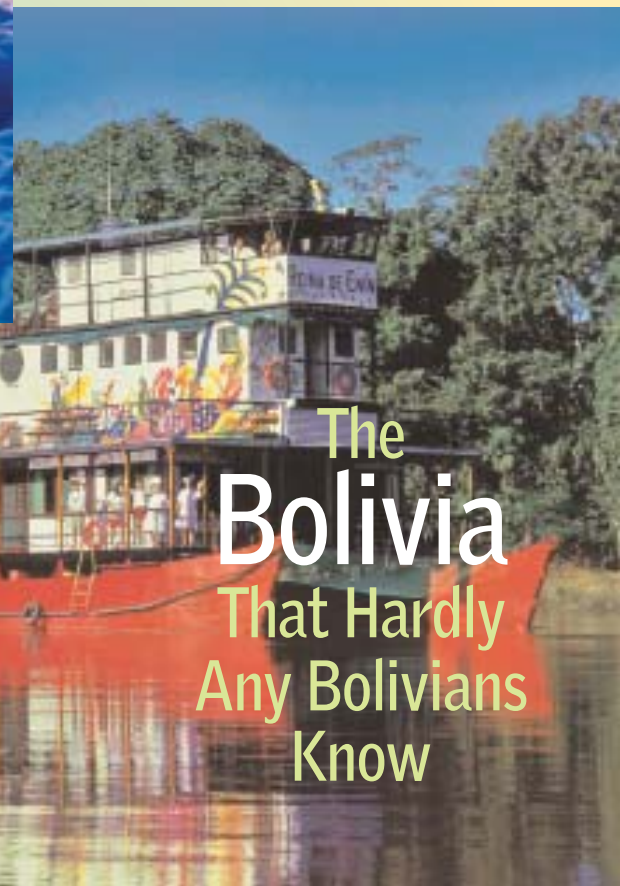
AUGUST 2009

Travel World

The Magazine for Destination Travel Specialists

NEWS®

*South African Airways Continues to Fly High
After 75 Years of Serving Its Spectacular Homeland*



The
Bolivia
That Hardly
Any Bolivians
Know



Mexico City *Reborn*

Travel World NEWS®

The Magazine for Destination Travel Specialists

AUGUST 2009

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LA CUMBRE FORMS ALLIANCE WITH SITE LATIN AMERICA

The main business meeting for the Travel Industry of the Americas, La Cumbre's 20th edition will be held in San Juan September 9–11 at the Puerto Rico Convention Center. Over 700 exhibitor and buyer companies will represent the segments of leisure, business and meetings and incentives travel.

As a development within its MICE segment, La Cumbre 2009 has signed into an alliance with the leading worldwide organization for business incentives research, SITE Latin America. SITE specializes in introducing travel industry professionals to leaders of all business types, according to their incentive needs. Outstanding as international leaders in this field, their mission is always aimed at the accomplishment of visible results in staff potential optimization for top companies around the world.

Gastón Isoldi, Director of La Cumbre for Reed Exhibitions Latin America, said: "We are very pleased with the support of SITE Latin America. This serves as a confirmation of the fact that the job we started two years ago, when we started the meetings and incentives sector at the show, is on its right path. The fact that both organizations will work together from now on, enhances the potential this segment has in the Americas."

Supporting the travel industry's ever-growing needs, Reed Exhibitions as show organizer has not only developed the Hosted Buyer Program, but also encouraged discounts from partner air-

lines, who have put fares at 10–25% below listed prices for the event.

Copa Airlines (Gold sponsor) offers 20-percent discounts on regular ticket fares from South and Central America, and 15-percent off base ticket fares from Brazil. American Airlines (Gold sponsor) is applying 25-percent discounts to all delegates' published ticket fares. Spirit Airlines (Silver sponsor) offers 10-percent discounts for any ticket fare to Puerto Rico, while Aeroméxico (Gold sponsor) will offer 15-percent discounts for economy-class fares published departing from México or any other Central American city, arriving Miami International. Other sponsors are Compañía de Turismo de Puerto Rico, Puerto Rico Convention Bureau, Condado Plaza Resort & Casino, Caribe Hilton San Juan, La Concha Renaissance Resort (Platinum); Prime Outlets, Dollar Rent-A-Car, Thrifty Car Rental (Gold); Travel Ace Assistance (Silver), and CNN En Español as the official Media sponsor.

Buyers and exhibitors will stay at host hotels Condado Plaza Hotel & Casino and Caribe Hilton San Juan, which also have special fares, beginning at \$129 per night for exhibitors, and for the reservation of any additional nights requested by attending buyers, whose accommodation is included in the registration fee for the duration of the show.

La Cumbre, www.lacumbre.com; Reed Exhibitions Latin America, prensalacumbre@reedlatam.com

AMERICAN MARKETING GROUP ANNOUNCES FIRST-EVER 2010 GLOBAL CONFERENCE

American Marketing Group's first global conference will take place June 9–13, 2010, at the exclusive Boca Raton Resort & Club. Travel agents, suppliers and staff from all of American Marketing Group's 13 travel brands will participate in the convention.

"This is an historic gathering for American Marketing Group," said Rick Mazza, President and CEO. "Since we opened our doors in 1970, we've watched market trends closely and built an organization that leverages market opportunities in the most profitable industry sectors. We've adapted to marketplace demands, partnered with the best of the best, and today we are stronger than ever."

The acclaimed Boca Raton Resort & Club is now part of the Waldorf Astoria Collection and one of the country's premier resort destinations and private club facilities. The redesigned Beach Club's amenities include two 18-hole championship golf courses and the Dave Pelz Scoring Game School, Spa Palazzo, 30 tennis courts and the Evert tennis academy, seven swimming pools, three state-of-the-art fitness centers, a half-mile stretch of private beach, a full-service marina, renowned chefs and a comprehensive children's program.

Stephen J. Ast, President of the Boca Raton Resort & Club, commented, "We are delighted to host the American Marketing Group for June 2010. The Boca Raton Resort & Club recently completed a 220-million-dollar renovation creating a fresh new look and dynamic new amenities geared for today's traveler."

American Marketing Group, www.amg-stl.com

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Combining Tourism and Real Estate Expos in Santo Domingo

BTC and ARE meet concurrently July 2nd through the 4th.

D.O. CHRISTIAN RIEGER IV

The 13th annual Bolsa Turistica del Caribe, Luis Felipe Aquino, president, met from July 2nd to the 4th in Santo Domingo, Dominican Republic at the Dominican Fiesta Hotel. This year BTC took a unique approach to travel industry fairs by concurrently showing with Americas Real Estate Expo, Lucia Hall, Miami, Florida, producer and director of sales.

Both trade shows bring together buyers and sellers of their respective industries in scheduled one-on-one meetings, seminars and social activities. Since real estate and tourism are dependent on each other in many respects, it was a natural for these two trade shows to experiment with simultaneous events — the first anywhere. It worked.

In regards to this first ever endeavor, Aquino observed, "The word bolsa means a place where different opportunities are provided. Combining these two expos provides more opportunities than before."

Hall added, "The advantage for the buyer of tourism destination products is that most of the real estate developers also have rental programs. The combined market gives travel agents an unprecedented opportunity to be at a trade show to see traditional resorts in addition to less traditional rentals of real estate developers."

Investigation Brings Understanding

One real estate developer used the combined event from a different perspective. Ricardo Atencio, a real estate consultant with A. R International Properties in Panama and Costa Rica, came to discover why the Dominican Republic has more rooms than any other destination in the Caribbean and how they are kept filled. He learned, "It is a combination of factors that makes it a strong competitor."

"First," he continued, "There is an abundance of inexpensive, all-inclusive resorts. Secondly, many of the resorts are owned by huge chains that have excellent marketing and enjoy the advantage of being popular with travel wholesalers. So when opening a new resort, they already have sound reputation and a ready market."

Three: "The Dominican resorts are inexpensive for several reasons. Just about everything is low cost. Low-cost labor is a factor both in construction of the resorts and in



Shown from left to right: Luis Felipe Aquino, Founder and President of BTC; Eli Tilen, Manager for Economic Development, Mayagüez, PR; Luisa Aquino, Executive Director of BTC; Lucia Hall, Producer and Director of Sales, ARE; and Tim Hall, Vice President of ARE at the booth for the 21st Central American and Caribbean Games in 2010 in Mayaguez.

CHRISTIAN RIEGER

staffing them. Additionally, most resort food grows in the Dominican Republic. And the DR makes its own beer and rum, thus nearly eliminating the high costs of imports."

To these he adds a fourth factor: "Fast jet access from the United States and Europe with seven international airports to land at, nearly eliminating long trips from the airport to a resort."

Fifth, "An abundance of historic, eco-tours and adventure tours, particularly on the north shore from Puerto Plata, through Cabarete to the Bay of Samana."

And fifth, "and perhaps the most important, is an encouraging and cooperative government."

Since the combined expo centered on all the Caribbean and Central America, it was the natural place for the 2010 Central American and Caribbean Games in Mayaguez, Puerto Rico, to have representation.

According to Eli Tilen, the Mayaguez representative at the expo, "Going to the 2010 games is an opportunity to see the best of the athletes in the Caribbean basin. It is also a chance to see the historic and natural beauty of the west coast of Puerto Rico from its varied sea shore at Rincon, to the historic city of Mayaguez, to the nearby Monte del Estado rain forest."

BTC, www.btc.com.do;

ARE, www.americasrealestateexpo.com

INDUSTRY EVENTS

ATS TO CELEBRATE ANNIVERSARY OF FALL OF BERLIN WALL AT ANNUAL CONFERENCE IN GERMANY



The elegant and historic five-star Grand Hotel Heiligendamm on the shores of the Baltic Sea will be the venue for the 2009 ATS Fall Conference.

The American Tourism Society (ATS) has set its Fall 2009 Annual Conference for October 26–28 at the five-star Grand Hotel Heiligendamm in the State of Mecklenburg-Vorpommern, Eastern Germany. The event will celebrate the 20th anniversary of the fall of the Berlin Wall, while at the same time marking the 20th anniversary of the founding of ATS. The joint announcement was made by ATS President, Phil Otterson, also Executive VP of External Affairs, Tauck World Discovery; and Tobias Weitendorf, Deputy CEO of Mecklenburg-Vorpommern Tourism Association, a destination marketing organization.

The Conference will follow one of ATS's most successful ever—in Cairo, Egypt, October 2008. ATS Chairman, David Parry, also Chairman Academic Travel Abroad, commented "In Egypt we had great feedback on the expanded ATS Tourism College program which involved over 200 tourism university students on one level and the private sector on another; as well as on the new partnerships we launched with the National Tour Association (NTA) and Tourism Cares. All of these initiatives will be even further developed at our conference in Mecklenburg-Vorpommern."

"Meck Pomm," as often referred to by the locals, is located in the northeastern part of Germany on the Baltic Sea. Only two hours from Berlin, the same hotel and venue used for the G8 Summit in 2007 is being used for the ATS Fall Conference. Although most of its 10 million annual visitors come for seaside resorts and activities, it is also a region rich in history and culture, with over 2,000 castles and manor houses.

"Mecklenburg-Vorpommern mixes a very modern infrastructure with a rich cultural heritage dating back to the medieval times," said Mr. Weitendorf. "There is a booming tourism industry here with more than 2,000 businesses focused on hospitality alone. However, we are a best-kept secret in the American market. Hosting the ATS conference will provide us with a rare opportunity to showcase our destination to the ATS members and press, as well as to educate our local private sector on marketing to the U.S." American Tourism Society (ATS), www.americantourismsociety.org

In a few days the Americas' Travel Industry Summit starts!!!



From **September 9–11**, 450 buyers and 250 exhibitors of the USA, Caribbean, Central and South America will do business in the enchanting island of Puerto Rico.

During 3 days, the leaders of the region of three segments: Pleasure, Corporate and Meetings and Incentives will meet in one place, **La Cumbre**.

If you have not registered yet, you cannot miss this chance. Do it right now!!!



Contact: Rosadela Arenas - Rosadela.Arenas@ReedLatam.com
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 Reed Exhibitions

www.lacumbre.com

Africa Travel Association Holds 34th Annual Congress in Cairo

Tourism Ministers and Leading Travel Experts From Across Africa Convene and Connect The Africa Travel Association (ATA), in cooperation with the Egyptian Ministry of Tourism and the Egyptian Tourism Authority (ETA), hosted its Annual Congress May 17–21 in Cairo, Egypt. Under the banner "Connecting Destination Africa," the event gathered tourism ministers, tourism boards, airlines, hoteliers, and ground operators, as well as corporate, non-profit and academic sectors and press, to help shape Africa's tourism agenda.

Held at the Conrad Cairo Hotel, the congress was hosted by Hon. Mohamed Zoheir Garranah, Egypt's Minister of Tourism.

Honorable Shamsa Mwangunga (MP), ATA President and Tanzania's Minister for Natural Resources and Tourism, opened speaking of tourism as a driver of African development.

"Africa realizes the important role tourism can play in each country particularly in the areas of economic development, poverty reduction and promotion of peace. In fact, we have already seen that most peaceful countries have witnessed a steady increase in tourism arrival receipts," she said.

In his introductory remarks, Amr El Ezaby, Egyptian Tourist Authority Chairman, said the congress presented an opportunity to share information and ideas on marketing Africa's tourism products, especially during challenging times.

"Until twenty to thirty years ago, Egypt was a one-product destination: the classic Egypt tour. But in the 1980s Egypt started to diversify its product in order to retain its competitive edge, by developing resort tourism on the Red Sea, desert tourism and cultural tourism. This diversification led to dramatic demand and generated an increase of infrastructure from 18,000 rooms in 1982 to 210,000 rooms in 2008." "Today," he said, "Egypt is striving to change its image even further by developing high-end resorts to appeal to the luxury market."

The success of Egypt's diversification strategy is reflected in the country's increase in the number of tourism arrivals, with 17-percent growth in 2008 despite the climate.

Dr. Elham M. A. Ibrahim, the African Union's Commissioner of Infrastructure and Energy, sent words of support: "The African Union counts on ATA to come up with practical solutions particularly on how to cost-effectively promote Africa's tourist attractions as well as foster cooperation among all tourism stakeholders includ-



(L to R): Paulino Baptista, Angolan Deputy Minister of Hotels & Tourism; Bello Gada, Nigerian Minister of Culture, Tourism and National Orientation; Shamsa Mwangunga, Tanzanian Minister of Natural Resources & Tourism; Hisham Zazzou, First Assistant to the Minister, Egyptian Ministry of Tourism; Edward Bergman, ATA Executive Director; Tadelech Dalecho, Ethiopian State Minister of Culture & Tourism; Amr El-Ezaby, Chairman, Egyptian Tourist Authority; and Mohamed Hegazy, Deputy Director, Egyptian Tourist Authority USA & Latin America (photographs courtesy of Egyptian Ministry of Tourism).

ing policymakers, development planners, investors, financiers, operators and the public at large, with a view to addressing the specific development needs of the tourism sector in Africa... I wish to assure you that the African Union will always be ready to work closely with ATA to ensure that the continental tourism industry meets its primary objectives of facilitating socio-economic development and integration of Africa," she wrote in the letter to the delegates.

Edward Bergman, ATA Executive Director, spoke of ATA's longstanding ties with Egypt and the opportunity the congress presented to build public-private partnerships.

"ATA is thrilled to be joined by so many distinguished leaders in the industry who bring their unique experiences and expertise to the congress and lead us in addressing the key issues facing Africa's emerging tourism industry today," he said.

High-profile delegates included Lisa Simon, President of the National Tour Association (NTA), who discussed what travel professionals need to know when doing business in the United States.

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

EUROPEAN TOURISM CONFERENCE ADDRESSES 'TRAVEL & TOURISM: THE DAY AFTER—TURNING CRISIS INTO GROWTH'

Tourism is proving to be one of the most resilient sectors of the economy and so, can be one of the major factors that will contribute to the recovery of the global recession. According to the World Tourism Organization, Europe is the world's leading international tourist destination with 500 million arrivals (53 percent of the world's total) generating \$434 billion and an even more significant volume of domestic tourist arrivals. So role of the tourism industry is significant and marks the importance of its further development in the European region. After the success and the international recognition of the first Conference (about quality in tourism and development perspectives), Helexpo and Europress Media Group (EMG) are organizing a second European Tourism Conference entitled "Travel & Tourism: The Day After—Turning Crisis into Growth."

The event will be held along with the 25th International Tourism Exhibition, Philoxenia, October 30–31, 2009, in Thessaloniki, Greece, with the support of the Association of European Journalists, European Business Review magazine and the "Best of Greece" annual edition.

Europress Media Group (EMG),
info@europress.gr,
www.europress.gr/etc2009,
www.europress.gr; **Helexpo,**
www.helexpo.gr

CHTA SMALL HOTELS RETREAT DATES SET FOR THIS FALL IN ST. THOMAS

The Small Hotels Retreat, "Serving the Needs of Small & Independent Hoteliers," will take place September 30 through October 2 at the Frenchman's Reef & Morning Star Marriott Beach Resort, St. Thomas, U.S. Virgin Islands, hosted by The Caribbean Hotel & Tourism Association (CHTA) with the USVI Hotel and Tourism Association.

The conference is open to all CHTA mem-

bers, however its primary audience is small hotels of 75 rooms or less. There will be presentations during the morning and "round-table" discussions in the afternoon focusing on developing marketing skills, technology and human resources.

The first day will be "Operations Day" where presentations will be dedicated to small and independent hotel management. The next day is "Marketing Day," where presenters will provide an innovative and applied approach to hotel marketing.

The conference includes a trade show to promote products and services to hoteliers. Rates for a tabletop display are \$750 plus \$150 per exhibitor delegate registration. Breakfast and lunch will be provided both days in the exhibit area for networking opportunities.

CHTA has an early bird registration fee of \$150 for hotelier delegates and \$275 for non-hoteliers who pay by September 1, after which registration increases to \$200

for hoteliers and \$325 non-hoteliers. Day passes are available to hoteliers for \$125 per day for October 1 and 2.

Frenchman's Reef & Morning Star Marriott Beach Resort offers a special group rate of \$135 per night (single or double occupancy). Reservations can be made online via the Small Hotels Retreat section of the CHTA website or by contacting Patricia Telemaque at the hotel. Taxes and surcharges are not included in the group rate, which must be booked by September 4, 2009. After this date reservations will be accepted on a space-available basis.

This year's Small Hotels Retreat is sponsored by Choice Hotels International, RCI and Virgin Holidays.

The Caribbean Hotel & Tourism Association (CHTA),

events@caribbeanhotelandtourism.com,
www.caribbeanhotellassociation.com/smallhotelsretreat.html,
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Los Angeles, CA • February 13-14, 2010 | **Washington D.C.** • March 6-7, 2010
Seattle, WA • November, 2010

2009/10 • CALENDAR OF EVENTS

DATE	EVENT	LOCATION	CONTACT
SEPTEMBER			
8-10	CIBTM	Beijing, China	www.cibtm.travel
9-11	La Cumbre	San Juan, Puerto Rico	www.lacumbre.com
13-15	THETRADESHOW	Las Vegas, NV	www.thetradeshow.org
22-24	Leisure - Otdykh	Moscow, Russia	www.msi-fairs.com
22-25	Top Resa	Paris, France	www.topresa.com
22-25	WYSTC 2009	Manchester, England	www.wystc.org
23-25	Travelmart Latin America	Pantagonia, Chile	www.travelmartlatinamerica.com
28-29	MITM Euromed	Oviedo, Spain	www.mitmeuromed.com
28-29	VA- 1 Virginia Travel & Tourism Conference	Alexandria, VA	www.vatc.org/va1
29-Oct 1	The Motivation Show 2009	Chicago, IL	www.motivationshow.com
OCTOBER			
6-8	Intl. Ukraine Travel Market	Kiev, Ukraine	www.ukraine-itm.com.ua
8-9	Home Based Travel Agent Show	Atlantic City, NJ	www.travelindustryshows.com
10-11	Adventures in Travel Expo	New York City, NY	www.adventureexpo.com
14-16	CIS Travel Market	St. Petersburg, Russia	www.cistravelmarket.com
16-18	TTG Incontri	Milano, Italy	www.ttgincontri.it
25-30	ADHT 2009	Dar Es Salaam, Tanzania	www.adht.net
20-22	Adventure Travel World Summit	Quebec, Canada	www.adventuretravelworldsummit.com
21-23	Discover American Pavilion at ABAV 2009	Rio de Janeiro, Brazil	www.discoveramericapavilion.travel
21-23	Discover American Pavilion at ITB Asia 2009	Singapore	www.discoveramericapavilion.travel
29 - Nov 1	Philoxenia	Thessaloniki, Greece	www.helexpo.gr
NOVEMBER			
3-5	BTC 2009	Rome, Italy	www.itffa.org
7-11	ICCA Exhibition	Florence, Italy	www.iccaworld.com
9-12	WTM	London, England	www.wtmlondon.travel
9-12	Discover American Pavilion at WTM 2009	London, United Kingdom	www.discoveramericapavilion.travel
14-16	WRTA Expo 2009	Reno, NV	www.wrtareligioustravel.com
14-18	NTA Annual Convention	Reno, NV	www.ntaonline.com
16-19	IGTM 2009	Malaga, Spain	www.igtm.co.uk
16-19	Pure Life Experiences	Marrakesh, Morocco	www.purelifeexperiences.com
19-20	MITM Americas	Havana, Cuba	www.mitmamericas.com
19-22	Discover American Pavilion at CITM 2009	KunMing, China	www.discoveramericapavilion.travel
20-24	UFTAA Congress	Kathmandou, Nepal	www.uftaa.travel
21-24	Travel Counsellors Conference	Marbella, Spain	www.travelcounsellors.com
DECEMBER			
1-3	EIBTM 2009	Barcelona, Spain	www.eibtm.com
1-3	Discover American Pavilion at EIBTM 2009	Barcelona, Spain	www.discoveramericapavilion.travel
5-6	Adventure in Travel Expo	Seattle, WA	www.adventureexpo.com
JANUARY 2010			
12-17	Vakantiebeurs	The Netherlands	www.vakantiebeurs.com
20-24	BTL	Lisbon, Portugal	www.btl.fil.pt
21-24	MATKA	Helsinki, Finland	www.matkamessut.fi
21-24	Moroccan Travel Market	Marrakech, Morocco	www.mtm.ma
21-24	Slovakiatour	Bratislava, Slovak Republic	www.incheba.sk
21-24	Tourism & Leisure Show	Ljubljana, Slovenia	www.tourism-fair.com
27-31	Discover American Pavilion at FITUR 2010	Madrid, Spain	www.discoveramericapavilion.travel
FEBRUARY			
4-7	Holiday World	Czech Republic	www.holidayworld.cz
7-14	Discover American Pavilion at OTM 2010	Mumbai/New Delhi, India	www.discoveramericapavilion.travel
11-14	EMITT	Istanbul, Turkey	www.emittistanbul.com
18-21	Discover American Pavilion at Bit 2010	Milan, Italy	www.discoveramericapavilion.travel
24-28	IFT	Belgrade, Serbia	www.ift-belgrade.com
26-28	2010 New York Times Travel Show	New York, NY	www.nytravelshow.com
MARCH			
8-9	TTG Polish Travel Mart 2010	Warsaw, Poland	www.polishtravelmart.pl
10-14	ITB Berlin 2010	Berlin, Germany	www.itb-berlin.com

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PACIFIC DELIGHT TOURS NAMES INDUSTRY VETERAN LARRY KWAN AS PRESIDENT



LARRY KWAN

Larry Kwan, long-time industry veteran and Asia industry icon, has returned to Pacific Delight Tours to assume the role of President. With five decades of management experience in the travel industry, he'll preside over operations, marketing, sales, and strategic management for the multiple award-winning operator.

Former President Jerry Pi will return to the family real estate business to finish two major New York City development projects.

"It is like returning to family," said Kwan. "Pacific Delight sets the standard for quality, value and execution for luxury travel throughout Asia. I am excited to return and continue to establish new levels of sophistication for Pacific Delight Tours. Under my leadership Pacific Delight will continue to be the standard," added Kwan.

Kwan started with Pan American Airways in the 1960s in reservations and sales. He then moved to Varig Brazilian Airways becoming the first district sales manager and launching its Hong Kong office.

Kwan arrived at Pacific Delight Tours in 1973 as Senior Vice President. He worked with founder Francis Luk for over 27 years to build Pacific Delight's reputation and shape the company into the undisputed industry leader for luxury travel to China and Asia.

After Pacific Delight Tours, Kwan was President of Far & Wide's Asia division where he served from 2001–2003. He then became vice president of the Asia division for Travel Bound until 2005 before entering semi-retirement but remained active in the industry with various consultancy projects.

Pacific Delight Tours, 800-221-7179, www.PacificDelightTours.com

SCEPTRE TOURS APPOINTS BILL GARDINER DIRECTOR OF NATIONAL ACCOUNTS

William (Bill) Gardiner has been appointed Director of National Accounts at Sceptre Tours, it was announced recently by Chris Accomando, President.

Gardiner is a travel industry veteran with 35 years of experience. Prior to joining Sceptre Tours, he owned and operated National Trade Shows with his family for over 30 years and during that time, ran over 5,000 travel industry functions. Bill has been a CTC since 1982 and received the CTIE designation from the Travel Institute. A long-time active member of ASTA, SKAL, Travel Agents of Tennessee, and many other industry organizations, Bill has interacted and developed close relationships throughout the travel industry.

In his new role, Mr. Gardiner will be responsible for the execution and management of business development plans for targeted travel agencies, participation at industry trade shows and events, training seminars, and village workshops. He will also work to develop relationships with key accounts on a national level.

Based in Lynbrook, New York, Sceptre offers escorted tours to Ireland, Britain, and Italy as well as river cruises, plus golf tours, walking tours, activities and group programs. Completely customizable tours are bookable online.

Sceptre Tours, 800-221-0924, www.sceptretours.com

IGLTA CLAIMS GAY TOURISM IS RECESSION-PROOF

The gay travel market remains strong despite the recession, according to the International Gay and Lesbian Travel Association, the tourism association that represents the gay and lesbian travel industry worldwide.

"Twenty-five years ago, gay tourism was a small, specialist niche" said John Tanzella, Executive Director of the IGLTA. "Now it's a thriving sector worth over \$70 billion last year in the USA alone."

Paul D. Gibb, CTC and President of Gibb Travel Corporation, a Tzell Travel Specialist, from Boston, MA, said, "by joining the International Gay & Lesbian Travel Association (IGLTA), it was and still is an important way to personally get to know the gay and gay friendly suppliers, and their agents. It is a place for all of us to grow our business."

A new online study indicates that GLBT travel illustrates more resilience as reported in the most recent tourism survey by Harris Interactive, a global market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the GLBT market.

Gay, lesbian, bisexual and transgender (GLBT) consumers report on average they are likely to spend about \$2,300 between May and August 2009 for both leisure and business travel, while heterosexuals on average they are likely to spend about \$1,500 during that same period.

The IGLTA boasts over 1,600 members in 66 countries worldwide, with more than 800 members from the USA. Its annual convention, attracting up to 500 companies, will next be hosted by Antwerp in Belgium. The Association also attends major travel trade shows that include ASTA Tradeshow in Las Vegas, ITB in Berlin, National Tour Association in Reno, the World Trade Fair in London, and The Luxury Travel Show in Las Vegas.

IGLTA, www.iglta.org

COACH USA APPOINTS MIKE ALVICH NEW VP OF MARKETING



MIKE ALVICH

Coach USA today announced that Mike Alvich, formerly Vice President of Sales & Marketing at Gray Line New York Sightseeing, has been promoted to Vice President of Marketing for Coach USA.

Based in Coach USA's Northeast Regional office in Paramus, New Jersey, Alvich, in his expanded role, will be working with Coach USA's companies in Chicago, Wisconsin, Pittsburgh, New York City and New Jersey developing consumer motivational programs and providing additional value to Coach USA's growing and popular bus transportation services.

Mr. Alvich stated, "I am deeply grateful for the trust placed in my hands by Dale and his exemplary team at Coach USA and I look forward to working with Coach USA's companies to grow our customer services throughout these important markets."

Alvich, an experienced transportation and tourism manager responsible for the creation and direction of consumer and BTB sales and marketing programs for TWA, the New York Transit Authority and, since 2001, Gray Line New York Sightseeing, was responsible for directing the successful marketing campaign which launched Megabus.com, a new USA inexpensive, intercity bus transportation service offering consumers tickets for as low as a dollar. Coach USA, www.coachusa.com

CALSAE HONORS DEMA'S TOM INGRAM AS EXECUTIVE OF THE YEAR



TOM INGRAM

The California Society's Association of Executives (CalSAE) honored Diving Equipment & Marketing Association's (DEMA) Executive Director Tom Ingram with its 'Executive of the Year' Award at its annual dinner in California recently. The award is presented to the Chief Executive Officer of a CalSAE member association/bureau who's achieved success and recognition through committee participation, member recruitment, Board service, and other volunteer efforts to his or her organization and CalSAE.

Ingram has been Executive Director of DEMA since 2002. He holds masters degrees in Marketing and Management and is a member of CalSAE, the International Association of Exhibitions and Events (IAEE), the Professional Association of Diving Instructors (PADI), the Outdoor Industries Association and the Trade Show Exhibitors Association. He's served on the governing board for the Cayman Islands International Scuba Diving Hall of Fame. He's been on both CalSAE's Professional Development Committee and the Communications Committee. He now serves on the San Diego Regional Council as immediate Past-Chair, and on the CalSAE

Board of Directors. Since June 2008, Ingram has been a member of the CalSAE Awards Committee, suspending his activity due to his nomination for Executive of Year. In 2009, Ingram added Chair of the Member Experience Committee to his resume and continues to participate in issues pertinent to the industry. He has also been cited by numerous business periodicals and has been an instructor and trainer/course director for both NAUI and PADI.

With more than 1,600 members, DEMA promotes scuba diving through consumer awareness, media campaigns and sponsorship of the DEMA Show, open only to companies doing business in the scuba diving, action water sports and adventure/dive travel industries. DEMA Show 2009 will take place November 4-7, 2009, in Orlando.

DEMA (Diving Equipment & Marketing Association), www.demashow.com, www.beadiver.com, www.dema.org

KAI AND ASK ME FORM NORTH AMERICAN PARTNERSHIP

In an effort to provide hotels with a multi-faceted sales and marketing platform throughout North America, KAI and ASK ME have joined forces, combining years of knowledge of the travel market. By providing hotels with comprehensive and tactical initiatives, each designed to generate brand awareness and garner sales, the KAI and ASK ME team will implement programs for their hotel partners designed to move market share through a variety of mediums.

"Partnering with KAI was a decision we made based solely on the fact that our two companies share a common philosophy and work ethic. The core foundation of our goals and the services we provide our hotel partners are one and the same; it only makes great business sense to offer our clients the ability to have streamlined representation for both US and Canada," said Marilyn Cairo, Vice President of Marketing for ASK ME.

"To be successful in the travel industry, you need to have a company which is on top of the market trends, competition, what's hot-what's not, contacts with the wholesalers, agencies and media—and that's where we can help. We do the groundwork; implement the plan of action and hotels reap the rewards in increased sales and exposure," said Annika Klint, Managing Director of The KAI Group.

The team's external sales force consists of former experienced sales and marketing executives of wholesalers, tourism boards, and destination resorts, each with established relationships with key branding partners in five regions nationwide.

The KAI Group and ASK ME, mcairo@askmeaboutdestinationweddings.com, annika@klintassociates.com

The Inside Track

Do you have upscale, sophisticated, educated clients looking for something new to see?

This new column is for you.

BARRY GOLDSMITH

Been there. Done that." Those are words that travel agents dread hearing -- especially from their best clients. This *Travel World News* column will recommend great undiscovered cities around the world as well as undiscovered sites in familiar cities. Even in famous cities -- London, Paris, Rome, Amsterdam, Madrid, Vienna -- there are many compelling sites you'll now discover.

Where is the only existing Benjamin Franklin home in the world? Philadelphia? No. Downtown London. No American visitors last time I was there.

Tired of the usual day trips out of London to Stonehenge and Hampton Court/Windsor Palaces? Try Hatfield House -- the palace where Princess Elizabeth was told she was Queen. That's Elizabeth I. Combine it with George Bernard Shaw's house a few miles away.

And in another direction, there are Hever Castle, childhood home of Anne Boleyn; Seven Oaks, ancestral home of Virginia Woolf; and Chartwell, home of Sir Winston Churchill. All in the same 'hood.

From Paris: Most commercial day trips to Rheims include just the cathedral and the champagne cellars. But they miss one of Europe's most historic sites: the schoolhouse where the Nazis surrendered to Eisenhower ending WWII in Europe.

Near Paris is the chateau that inspired the building of the Palace of Versailles and inspired Alexander Dumas to write *The Man in the Iron Mask* -- Vaux le Vicomte -- the most beautiful chateau in France. Coincidentally, Vaux is also the location of the Leonardo DiCaprio movie *The Man in the Iron Mask*.

In Rome, most tourists see ancient Rome in ruins. On my tours we see



4-Star Toilet

Ancient Rome, No in Ruins: the late-Roman church Santa Costanza (the burial place of Emperor Constantine's daughter has some of the oldest Early Christian mosaics), Trajan's market (an almost perfectly preserved indoor market under dramatic barrel vaults) and the Domus Aurea (Nero's palace).

Near Amsterdam is the rarely visited Kroeller-Mueller Museum with its collection of Van Goghs. And just a few miles away is Het Loo, the Dutch royal palace, with magnificent Baroque parterre gardens. (I prefer Amsterdam off-season, when the trees lining the canals are leafless and the entire facades of great 17th and 18th-century canal houses can be seen.)

Madrid's Monasterio de las Descalzas Reales (a 17th-century convent for Spanish noblewomen) is filled with masterpieces in an eerie setting. And yet most tourists have never heard of it.

Something as fragile as Montezuma's feather headdress still exists--and not in Mexico City. It's in Vienna's Hofburg Palace. Vienna's Military Museum exhibits the car in which Archduke Franz Ferdinand was assassinated -- triggering WWI.

Above all, Leisure travel should be fun. I'm often asked, "Do those squat toilets in Asia bother you?" Let me answer that question with this photo I just took in Beijing's Forbidden City.

At a revolving restaurant in Shanghai,

a journalist created quite a stir when she discovered -- 10 minutes after we were seated -- that her handbag was missing. She presumed it was stolen. Fifty minutes later, we returned to the same window from which we had departed. There was her handbag still on the windowsill. Humor and travel go hand in hand. (Or in this case, handbag in hand.)

Want unique gifts? Shop at museum stores. I buy ties and scarfs for presents at Madrid's Prado. My friends and family wear one-of-a-kind "Prado." Not listening attentively, some think they're wearing "Prada."

I'm developing a TV series called Location Vacation--taping where movies were filmed around the world. This column will regularly include Do you have upscale, sophisticated, educated clients looking for something new to see?

The London locations in the movie *Last Chance Harvey* offer more entertainment than the actual movie. Several scenes took place in the courtyard of the restored Somerset House -- the world's largest 18th-century office building. Today Somerset House hosts *three* London's best museums: the Courtauld Institute, a branch of the Hermitage and a branch of the National Maritime Museum. New so far in 2009 alone are the Acropolis Museum, the Pinault Museum of Contemporary Art (Venice), the Neues Museum (Berlin), the Hermitage (Amsterdam) and the latest extension of the Art Institute of Chicago. And the expansion of the Anchorage Museum with its new Cafe operated by the 'Marx Brothers.' (Another example of architecture and humor.)

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

ARUBA

Bucuti Beach Resort in Aruba is inviting travel agents to experience its romantic ambience at special rates now through December 22, 2009.

Agents can check out the couples-only resort, named one of the top 10 most romantic resorts in the world by TripAdvisor travelers, at rates starting at just \$167 per night ppdo in the Superior Gardenview room category.

The resort welcomes couples for sunset weddings, vow renewal ceremonies, intimate honeymoons, same-sex weddings and even simple beach vacations for two.

Bucuti is ISO14001 certified and has been recognized by Green Globe, American Express and ISLANDS magazine.

For an added taste of Aruba, agents can participate in a Dine Around program for \$38 per person, per dinner, during their stay. The \$167 travel agent rate includes all taxes and a daily American breakfast buffet for two.

Agents can make online reservations and

view a FAQ page, where they log in as "Travel" using the password "Industry." Agents are eligible for 10-percent commission on all bookings, including oceanfront wedding packages.

Bucuti Beach Resort, 888-4-BUCUTI (428-2884), info@bucuti.com, www.bucuti.com/en/travel_industry/

EGYPT

HLO Tours is offering a deluxe HLO educational FAM trip called The Best of Egypt, scheduled for December 4–13, 2009, and June 4–14 and December 3–12, 2010.

The 10-day/9-night trip is priced at \$1,999 for IATA approved agents, \$2,150 for spouse, and \$2,350 for companions. Included in these prices are round-trip airfare from New York (JFK), deluxe hotel and Nile cruise accommodations, most meals, private guided tours, hotel and Nile cruise boat inspections, in-depth visits to ancient Egyptian historical monuments, all transfers and domestic air within Egypt.

Also guests will experience in-depth ancient Egyptian historical sites and monuments including four nights on a luxurious Nile cruiser.

Agents may sample services and enjoy the same approach that will be taken with their clients, so they may book confidently—knowing their clients will be pampered and cared for in the HLO tradition of quality.

A current copy of the IATA list along with a \$300 per-person deposit is required. Single supplement is \$495.

Agents may wish to discuss a five-night Jordan extension when speaking with Hamdy Nossair.

HLO Tours, 800-736-4456, hlotours@yahoo.com, www.hlotours.com

HUNGARY

FAMfacts will be hosting a land-only fam trip to Heviz, Hungary, October 6, 2009, for a 14-day/14-night stay at first-class Danubius Hotel Hévíz at the lower end of Lake Balaton, with its world-class European spa, Danubius Health Spa

Resort.

The price is \$1,478 per person, double. Single supplement (\$203) and transfers (\$50) are additional. Two full meals daily are included.

Danubius Premier Fitness Club offers a Finnish log sauna in an outdoor garden; two Indoor thermal pools; an outdoor thermal pool with a sun terrace; a second outdoor thermal/adventure pool; an indoor Olympic lap pool, a Jacuzzi, steam room, hot air bath, and sauna, and morning exercise classes including aqua-fitness.

Among the many Spa treatments offered are relaxation and medial massage, reflexology, mudpack treatment, hydrotherapy and electrotherapy.

The Balneotherapy package includes a physician exam and 10 medical treatments.

FAMfacts, grouptravel.hungary@gmail.com, www.famfacts.com/famtrips.html

MEXICO


Ixtapan Spa Hotel and Golf Resort, Ixtapan de la Sal, Mexico, is offering an agent fam with a 50-percent discount October 11, 2009, for four or seven nights. Prices are four nights/seven nights ppdo \$485.10 and \$548.10, and four nights/seven nights single \$740.25 and \$875.70.

Prices include: lodging, meals, bottled water, organic spa treatments (massages, facials, mani-pedi, loofah, fango, reflexology, hair/nail treatments), golf and tennis lessons, fitness and yoga classes, taxes and gratuities, plus two seminars—Using the Internet to Increase Group Spa Business and How to Be an Effective Group Leader.

The cost is fully refundable with the first group of ten or more clients booked. There are additional terms and conditions.

Agents may contact Ixtapan's U.S. office and Rosie Davila, group specialist.

Ixtapan Spa Hotel and Golf Resort, Ixtapan de la Sal Mexico. 800-IXTAPAN (498-2726), ixtapan@spamexico.com, www.spamexico.com



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GOLFERS WHO TRAVEL GERMANY CAN CHOOSE FROM NEARLY 700 COURSES

With nearly 700 courses, many less expensive than other countries, playing golf in Germany is rewarding. Green fees for 18-hole courses can start as low as \$40 and are usually not higher than \$150 even for pro championship courses. An electric golf cart can be rented for less than \$40.

Over 40 courses along the North and Baltic Sea coasts in Schleswig-Holstein participate in the Golfkuesten (golfcoast) card, which provides 18-hole rounds on five selected courses for a discounted fee of less than \$200. The card is valid for a year and can be booked via Internet.

Bad Griesbach near Passau in Bavaria's southeast offers five 18-hole championship courses designed by Germany's golf star Bernhard Langer—three nine-hole courses, a professional indoor driving range and a children's course. It has high-end spas, thermal baths, great local and gourmet restaurants, and the beautiful Alps nearby.

Hotels range from five-star Hotel Maximilian to smaller family-friendly ones, all in walking distance to courses and spas. Bad Griesbach offers three all-inclusive nights with accommodation, meals, golf and spa passes beginning at \$400 per adult and only \$140 per child under 12.

Around two hours north of Berlin in the beautiful Mecklenburg

Lake district, Golf and Country Club Fleesensee features three courses including the 18-hole castle course, a modern driving range and training facilities, and a children's course with extra large holes.

Its Spa is high-end and modern. One can stay in the elegant Radisson Castle Hotel or in a small house in the Fleesensee Vacation Village. The Robinson Club entertains with special courses from golf to water sports and daily animation programs.

The Rhineland area has more courses than any other region: 151. Around Cologne alone, there are 37. Cologne's Golf Week August 1–8 makes them more accessible to the public—eight courses for eight tournaments in eight days with reduced green fees of \$55 each.

Besides being Germany's main airport hub and financial center, Frankfurt has nearly 20 courses, from championship to the less demanding nine-holes. A definite must for ambitious golfers is the Frankfurter Golf Club course. Not far from the city center, it's already hosted the German Open 12 times. Combining golfing and exquisite dining, Frankfurt's five-star Castle Hotel Kronberg offers luxury, the Kronberg Golf Course and its high-end restaurant—truly a royal golf getaway in the business metropolis.

German National Tourist Office, www.cometogermany.com



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CS-27632



'LOUIS MAJESTY' SAILS FOR LOUIS CRUISES FROM DECEMBER ONWARD

M/V Norwegian Majesty retains royal status, changes colors and sails for Louis Cruises from December 4, 2009, onward under the new name "*Louis Majesty*." Louis Cruises acquired the cruise liner from Star Cruises in July 2008. The vessel is chartered to Norwegian Cruise Lines until the end of October 2009, operating cruises from the United States. *M/V Louis Majesty* will undertake *M/V Coral's* itineraries from the ports of Genoa and Marseilles until January 3, and shall then operate a number of itineraries to enticing Mediterranean destinations.

M/V Louis Majesty was built in 1992 and has undergone a multi-million-dollar full refurbishment operation (1999) that extended its length to almost 680 feet.

All the features that made *M/V Louis Majesty* a favorite in the Caribbean and Bermuda will be further enhanced. *M/V Louis Majesty's* 730 well-appointed, stylish staterooms and suites can accommodate 1,790 passengers come with VCRs as well as TVs. Many of the 481 outside staterooms and suites feature large picture windows.

M/V Louis Majesty has six international restaurants and nine bars and lounges. Shaped like an amphitheater, 'The Palace' show lounge is for production shows and major cabaret acts. Passengers can try their luck at the Monte Carlo casino, dance away at the

disco or toast the day at the Observatory lounge while catching the sunset. The ship has a spacious open deck space, six elevators, international library and a 'Kid's Corner' useful for families.

Commenting on the enhancement of both the fleet as well as the own brand cruise programs, Mr. Costakis Loizou, Louis Group Executive Chairman, stated: "*M/V Louis Majesty's* acquisition and imminent commencement of her cruise program under the own brand operations, form yet another solid step in materializing the company policy for the continuous upgrade of its product and services. The addition of *M/V Louis Majesty*, a contemporary cruise liner, to the fleet substantially increases the annual number of passengers who choose Louis Cruises. Her deployment from the ports of Genoa and Marseilles, where Louis Cruises' cruise programs enjoy great success and continuous development, is indicative of the company's growing strength in the international cruise market and its further establishment as a major cruise operator in the Mediterranean".

Louis Cruises, 877-LOUIS US or 877-568-4787, LCLUSA@louis cruises.com, www.louis cruises.com

WITH TURKEY A POPULAR DESTINATION, FEST TRAVEL OPENS USA OFFICE IN N.J.

Fest Travel, Turkey's specialist in cultural tours both inbound and outbound, has opened its new office in Rutherford, N.J., to be able to serve clients better.

Fest Travel has operated with a full license "A group, No: 1410" of the ministry of Tourism since 1985. Fest is a member of the Association of Travel Agencies of Turkey (TURSAB), American Society of Travel Agencies (ASTA), International Bureau of Social Tourism (BITS) and works under the supervision of both TURSAB and the Ministry of Tourism in Turkey.

As an international operator Fest Travel provides services to cultural organizations, tour operators, travel agencies, travel shops, group organizers, and companies and to individuals.

Fest has resources allowing them to compose comprehensive cultural, biblical, study and educational tours for travelers from around the world, using company-leased buses and salaried guides.

The General Director and the owner of the company, Faruk Pekin, is a member of the Board of Directors of BITS (International Bureau of Social Tourism) established in Brussels, which has 140 members from 40 different countries including the Ministry of Culture and Tourism in Turkey.

Faruk Pekin is President of the Committee of Cultural Tourism within TURSAB (Association of Turkish Travel Agencies) and the President of the Cultural Awareness Foundation, a non-profit organization. He is also the advisor to the President of TURSAB and a member of the Executive Board of the Initiative for Istanbul 2010: European Capital City.

Fest Travel tours are carefully coordinated by experienced staff to provide rewarding travel experience at convenient cost. With over 200 itineraries, there is something for everyone.

Fest Travel U.S.A., www.festtravelusa.com

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EAT, DRINK AND BE MERRY IN TUSCANY OR IRELAND ON TWO CELTIC TOURS VACATIONS

Celtic Tours World Vacations has announced its "Harvest in Tuscany" program for 2009. A wine-producing villa, Villa Casagrande, constructed in 1392, will serve as the program base for five nights.

The Villa is located in Figline Valdarno, a medieval village of the 12th century situated in the middle of the triangle made up of Siena, Arezzo and Florence.

Here, travelers can enjoy the many delicacies of the Tuscan lifestyle while visiting the colorful local markets and culinary harvest fairs.

The independent land program features five nights at Villa Casagrande in Tuscany including daily breakfast and transfers to the Villa. The special Thanksgiving departure offers a complementary "Tuscan Feast" including wine.

There are three departures: November 1-7, November 8-14, and a special Thanksgiving departure November 22-28, 2009. The seven-day/five-night program is priced at \$289 per person sharing a twin room.

Celtic Tours also offers low-cost air rates; details are available by calling the destination specialists.

Due to lower hotel rates and strong exchange rates, Celtic Tours

will offer outstanding discounts on their most popular guaranteed departure, St. Patrick's Week in Ireland Tour.

Passengers will be able to save \$100 per person, with the land rate reduced from \$1,098 to \$998, for the trip scheduled March 13-20, 2010.

The tour includes a six-night stay at four-star hotels, six breakfasts and four dinners, a night of traditional entertainment and dinner at the Merry Ploughboy Pub (or similar), sightseeing and professional Irish driver/guide throughout, portage and local taxes.

Additionally, Celtic has increased group travel agent commissions up to 20 percent, based on passenger numbers.

Celtic Tours offer an extensive selection of published tours. The company can also customize itineraries to suit group needs; group rates are available on all programs.

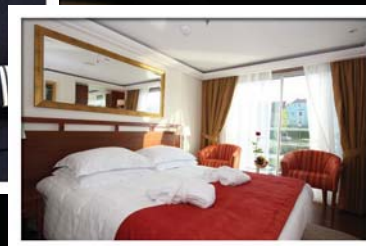
To see the complete range of discounts offered, travel agents should visit Celtic Tours' website and scroll down to the 'Sales and Specials' links. Travel Agents are urged to book as soon as possible for this tour, as space is very limited.

Rates for St. Patrick's Day 2011 are now available. The company will guarantee St. Patrick's Day tour rates through 2011 if under deposit by November 20, 2009.

Celtic Tours World Vacations, 800-833-4373,
www.celtictours.com

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MALTA IN THE FALL IS VIBRANT — WITH EXCITING SPORTS, ARTISTIC AND HISTORICAL EVENTS



Malta has been the meeting place of civilizations for over 7,000 years and likewise, the winds of change from season to season blend in perfect harmony here, to offer warm mild days and cool nights that allow for outdoor activities, open-air events and dining al fresco in romantic surroundings that have defied time.

From September through mid-November, the islands come alive with activities and events to delight all persuasions—theatrical, operatic, artistic, sporting and gastronomical celebrations prevail this season.

There's no better way to celebrate the fruits of summer harvests than with events like the Delicata Wine Festival in Nadur (Gozo) and the Qormi (Malta) Wine Tasting Festival, both held September 4–6. In keeping with the theme, the village of Zejtun organizes the Olive Oil Festival on the 26th to 27th that combines street music, dancing, booths and dining al fresco.

For aviation enthusiasts, the Malta International Air show is a spectacle of vintage and new aircraft showcasing brilliant solo or formation aerial displays, also on the 26th and 27th. Aircraft will be parked at Luqa airfield with the action at St. Pauls' Bay/Qawra area (over the sea).

The much-awaited Notte Bianca on October 3 is a one-night spectacle of splendor that will thrill all ages, with the old baroque City of Valletta coming alive for the entire night. Old Auberges baroque homes and imposing palaces built by the Knights of St. John dating back to the mid-1500s are all open to the public for free. Autumn also brings with it the 'changing of the guards' parades re-enacted by the In Guardia teams. Regular September re-enactment shows are held at Fort St. Elmo on the tip of Valletta within the fortifications of the UNESCO World Heritage city.

The even older city of Birgu bursts forth with "Birgu Fest" October 9–11, as candlelit streets illuminate the very first fortified city built by the Knights. The international Military Tattoo is presented October 10 and 11. For yachting enthusiasts and those seeking crew placement aboard one of the many sailing boats participating in the International Rolex Middle Sea Race, warm-up races begin a few days before the start of the prestigious event on October 17. This renowned four-day offshore race leaves Malta to circum-

navigate around Sicily and its islands, ending again in Malta at the Grand Harbour of Valletta.

Malta Senior's Open Bowling Championship 2009 will run October 14–18, with the Doubles' Handicap Challenge Tournament set for the 19th and 20th. Both events are being held at the Eden Leisure Complex in St. George's, St. Julian's.

For land-lovers, the grueling Malta International Challenge Marathon takes place on November 27.

Opera and theatre enthusiasts will love Malta and Gozo productions such as Aida, Rigoletto and the Malta International Choir Competition and Festival. Organ recitals take place in classic Baroque churches. Regular orchestral, soloist concerts and theatrical plays also occur in stunning historic venues like the Manoel Theatre, the Mediterranean Conference Center (formerly the infirmary of the Knights), the St James Cavalier Center for Creativity and the MITP.

Malta Tourism Authority, www.visitmalta.com

NEW GRANDHOTEL LIENZ IN AUSTRIA MEETS HIGHEST STANDARDS OF 'GREEN'

Grandhotel Lienz, a stunning new five-star property that opened in Austria's medieval city of Lienz in May, is the greenest hotel in the country. Created by Heinz Simonitsch, who was previously Managing Director of Half Moon Club in Jamaica, the first hotel in the Caribbean to become an environmentally friendly hotel, Grandhotel Lienz is a paradigm in energy conservation.

Windows and doors were selected to hold in the heat in winter and air conditioning in summer. All specifications were carefully examined before the relevant equipment was ordered and no gas or oil is used for energy within the hotel. All accommodations use a Room Card to open and close the door along with controlling the master light switch. Lights in areas not regularly used are turned off, and turn back on when movement is detected.

Waterworks generate electricity. Hot water is produced through a central plant that serves most of the town and uses wood chips. In addition, solar water heaters on the roof heat the indoor and outdoor swimming pool. Further energy is gained through a very efficient heat exchange from the largest underground lake in Austria. All waste is sorted and recycled.

The water in East Tyrol, where Grandhotel Lienz is located, is chlorine-free and very safe. The hotel serves still or sparkling tap water in carafes, reducing the use of plastic bottles.

Grandhotel Lienz emphasizes health and well-being and contains a Medical Spa and Wellness Center offering western, acupuncture and homeopathic treatments. Plastic surgery services are also offered. The hotel contains 76 suites with landscaped terraces, indoor/outdoor swimming pool, lobby bar with open fireplace and a conference center with up-to-the-minute communications facilities. The hotel's restaurant features international and health-oriented menus.

Grandhotel Lienz, info@grandhotel-lienz.com, www.Grandhotel-lienz.com