

NATJA says it will go to Stowe

Vivacious Vermont, home of Ben & Jerry's Ice Cream, will host the 2006 NATJA conference and marketplace.

Site of the conference will be the historic village of Stowe, which won the event after a five-way fight that made the final decision difficult.

Located at the base of Mt. Mansfield, the tallest peak in the state, Stowe is a world-class resort community with a myriad of warm-weather activities: hiking, biking, fishing,



padding, horseback riding, rock-climbing, and golf/tennis. The birthplace of modern snowshoeing, Stowe has 70 shops, 60 lodges, and 50 restaurants.

The conference will take place shortly after Memorial Day, when summer activities are open. All three previous NATJA conventions, including Newport, RI, Chicago, and Santa Fe, were held between Mother's Day and Memorial Day.

For further information, see www.gostowe.com.



The WAYFARER

North American Travel Journalists Association

Summer 2005

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Competition opens! 44 awards up for grabs

An enticing array of prizes awaits the winners of NATJA's 14th annual travel journalism awards competition, which officially opened July 1.

Entries may be submitted until Oct. 1, with judges announcing their decisions Dec. 1, and prizes distributed by year's end after winners indicate their Top 10 prize preferences by ballot. The contest is open to all travel writers, broadcasters, authors, photographers, and publicists worldwide.

There are a record 44 prizes to choose from, including grand prizes donated by Club Med Columbus Isle, a Bahamas property; a three-night Curacao package that includes airfare for two; a four-night stay at the RockResorts of the winner's choice; and a trip for two on the Rocky Mountaineer, a luxury train that links Vancouver, B.C. with the Canadian Rockies.

Most prizes are three-night stays for two people, valid during calendar year 2006, but many have hidden extras, such as breakfasts, dinners, spa treatments, or extra nights.

For the first time, Grand Prizes will be awarded to the two best overall entries by writers and the two best entries by photographers.

At the suggestion of the judges, chosen from the journalism faculty at Fairleigh Dickinson University, three new prize categories have been added: Senior Travel, Family Travel, and Culinary Travel (travel in conjunction with food and wine).

As a result, there are 19 categories for

consumer journalism; two for the business & trade; four for photographers; three for public relations & advertising; and three for editorial excellence.

The total of 31 categories is the most in the history of the NATJA awards.

There are international prizes from properties in Ireland, Curacao, the Turks & Caicos Islands, San Juan, and Canada, plus a winner's-choice prize offering a stay at one of 10 RockResorts.

The prize list has new look, with only 11 repeat sponsors from previous years. They are Club Med, the Casablanca Inn B&B (St. Augustine), the Fairmont Newfoundland, the Hotel Montelone (New Orleans), the Mohegan Sun (Uncasville, CT), the Mount Washington (NH) Resort at Bretton Woods, packages from Monterey County (CA) and the North of Boston CVB, plus prizes from the Renaissance Vinoy Resort & Golf Club (St. Petersburg) and Wyndham Hotels & Resorts, along with an overnight train trip on the upscale Rocky Mountaineer through the Canadian Rockies.

Independence Air, a Dulles-based discount carrier with a fast-expanding route map, donated six roundtrip tickets anywhere it flies. Because all prizes are good for two people, that donation has been divided into three separate prizes.

Also extremely generous with their donations were the San Mateo County (CA) Convention & Visitors Bureau, which convinced its members to donate five prizes, and Cheryl Andrews Marketing

Communications, which provided two prizes from clients in Curacao and a third to Ocean Club Resorts, on the Turks & Caicos Islands. The Ocean Club prize is a four-night, all-inclusive package that includes all meals plus three drink vouchers per person.

The prizes vary widely:

The Phoenician, a lavish Scottsdale resort that is part of Starwood's Luxury Collection, provided a two-night prize.

Tiburon Hospitality, also based in Arizona, donated a two-night weekend stay at Carefree Resort & Villas, and a two-night escape at Ocean Place Resort & Spa in Long Branch, NJ, little more than an hour from Manhattan.

Disney buffs should appreciate the donation of ResortQuest Orlando: three nights in a three-bedroom luxury room with private pool.

The RockResorts prize is valid for four nights at any of their properties, from Palm Springs and Sausalito to Jackson Hole, Santa Fe, Vail Valley, and beyond. Five other prizes also came in from the Santa Fe area, site of the just-concluded NATJA national conference.

Winners can pick prizes from big-city hotels (Boston, Los Angeles, New Orleans, San Francisco, Toronto); bed & breakfasts (Casablanca Inn); mega-resorts (Gaylord Palms Resort & Convention Center, The Phoenician); or historic properties (the Mount Washington Resort at Bretton Woods and the Renaissance Vinoy).

Wyndham Hotels & Resorts, a longtime supporter of the NATJA competition, provided a prize from its El Conquistador Resort & Golden Door Spa, a change from its previous policy of allowing winners to choose any non-resort from its long roster of properties.

Marriott, also a past sponsor, donated a four-night stay at Druids Glen, a sprawling golf resort between the Irish Sea and Wicklow Mountains but only 20 miles south of Dublin. Daily breakfast, two dinners, two rounds of golf, and two spa treatments are part of its package.

Two 50-minute spa treatments, plus unlimited use of the Canyon Ranch SpaClub facilities, are part of the four-night package from the Gaylord Palms, the Kissimmee-based sister property of Nashville's Opryland. It is less than five minutes from Disney World.

Choosing the perfect prize won't be easy: the Mount Washington winner may choose a golf or ski

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'Spectacular' would describe Santa Fe conference, setting

Many of the 200+ media members and exhibitors who attended NATJA Santa Fe in mid-May issued glowing reports about their experiences.

The third annual conference and marketplace featured appearances by long-time TV star Sally Jessy Raphael, Santa Fe Mayor Larry Delgado, and Mike Certetti, Secretary of Tourism for the State of New Mexico.

The roster of speakers also included NATJA president Dan Schlossberg, who delivered an Opening Night address, and local CVB rep Steve Lewis, who served as the conference emcee.

Other speakers included five editors interested in acquiring freelance articles: Fran Golden of the Boston Herald, Garland Pollard of Virginia Living, Jeff Miller of AAA EnCompass magazine, Gabrielle Gayagoy, senior associate editor of Shape, and Meghan Yudes, past editor of Family Circle and current host of ed2010.com.

Raphael, America's first female talk-show host and the future host of a projected travel TV show, spoke about her globe-trotting experiences in a humorous Opening Night talk that included a revelation

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Awards

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package that is MAP: daily breakfast and dinner included with the three-night stay.

There's even a prize for a gambling soul: three nights, plus two dinners for two, at Mohegan Sun, a 1200-room resort in coastal Connecticut between New York and Boston.

Not counting the flexible RockResorts award, Florida has a half-dozen prizes on the 2005 list, while California has eight. Many of those are from properties surrounding the San Francisco Airport, in San Mateo County.

All prizes are good for two people, sharing the same accommodations, during calendar year 2006 on a space-available basis.

The Club Med winner will receive an all-inclusive, four-night stay to an 80-acre Bahamian resort regarded as a cross between a romantic retreat and a scuba-diver's delight. Whomever wins the Curacao grand prize will get round-trip airfare for

two from his/her home city plus three nights at the 247-room Curacao Marriott Beach Resort & Emerald Casino, located on Piscadera Bay not far from the floating market of Willemstad.

With the exception of the Curacao grand prize and Independence Air tickets, winners must make their own arrangements for transportation.

Judges, who have yet to be selected, may have a hard time determining those winners, since there were a record 486 entries in the NATJA competition a year ago. Entries were received from virtually every major newspaper and magazine in North America, plus prominent publications around the world.

The entry fee remains \$25 per piece for NATJA members and \$50 for nonmembers. Articles may be entered in only one category at a time, though the same article may be entered in several categories if the entry fee is paid for each.

All prizes were personally solicited by NATJA president Dan Schlossberg. See Page 3 for the official entry blank plus the centerfold for complete prize details.

Santa Fe

(Continued from Page 1)

that she just learned the meaning of the word "FAM" (familiarization) trip.

Raphael also told her post-dinner audience:

- "The least important thing about a trip is what you wear."

- "Never miss an important opportunity to do absolutely nothing."

- "You get many more big hugs from the Italians than the French, but in France, if you need a plumber at 2 a.m., he's there, and I need a plumber more than a hug."

The 40-year broadcast veteran, still wearing her signature red glasses, said her passions are food, wine, art, friends, and travel but criticized commercial TV for being devoid of art and culture. "If I wrote for a living and read that Paris Hilton's dog got a book contract, I'd kill myself," she said.

An unassuming celebrity, Raphael and her husband Karl mixed freely with members throughout the conference and turned up all over town, including places like the Georgia O'Keeffe Museum.

So did Pollard, the effervescent keynote speaker, whose post-conference email noted, "I was so impressed with not only the organization but the folks it attracted. And I really enjoy getting to talk and share ideas."

The conference followed the time-tested format of morning seminars, afternoon tours, and evening social functions.

In addition to the popular Travel Editors Roundtable, seminars also focused on Digital Concepts for Travel Writers & Photographers' Photoshop (hosted by Steve & Nancy Ross plus Bob Malish of Canon's Consumer Imaging Group); How to Use NATJA Benefits (with executive director Elizabeth Beshear and NATJA

media trips chairperson Ron Stern); and Working With the Travel Media, a workshop for publicists co-hosted by NATJA president Dan Schlossberg, former San Francisco Chronicle travel editor Georgia Hesse, and Miami-based freelancer Sara Churchville.

A Photographer Panel was led by Mary Schilpp, Caryn Levy, and Michael Defrietas, while a seminar on Freelance Travel Writing: Back to the Basics was hosted by Linda Formichelli and W. Eric Martin, both of twowriters.net.

Tour topics included Spas and Healing Arts, Museums, City History and Art Walk, and a Santa Fe Photographic Workshop for photographers only. The Santa Fe School of Cooking staged a special NATJA class on the particulars of cooking Northern New Mexico's regional fare, while other tours visited nearby pueblos or featured pottery-making demonstrations.

Special events included the unveiling of the ultimate margarita, by Jim Beam Brands; a wine-tasting sponsored by Washington State Tourism; and a farewell dinner at the Gerald Peters Gallery, on Canyon Road. The gallery, open only to the NATJA private party, featured an outdoor reception, indoor buffet, and the playing of "Moonlight in Vermont" to announce next year's conference site, which had been a well-guarded secret.

There was no shortage of ways to fill free time: Santa Fe has 250 art galleries, 200 restaurants, and more than a dozen museums, plus a myriad of photo ops. A 400-year-old town on a high desert plateau, Santa Fe is known for its climate, cultural calendar, and reputation as a spiritual and healing place. The nearby ruins of the once-mighty Anasazi Empire open a window to the past.

Delegates were housed in the Eldorado, which served as the conference headquarters, as well as the Santa Fe Hilton and Hotel Santa Fe.

Places bidding for future conferences are Boston, Louisiana, Knoxville, and Costa Mesa, CA.

LETTERS

NATJA CRITICS OFF-BASE

After reading some of the anti-NATJA postings on travelwriters.com, the best answer to people like Susan McKee is, "If you don't like the organization, don't be a member or attend its conferences."

As readers of The Wayfarer know, I have opinions and can be very critical. But as far as the conference in Santa Fe, IT WAS OUTSTANDING. Over many years, I have been involved with several large travel organizations and run conferences for some of the largest travel agencies in the US. As far as I am concerned, Elizabeth and her staff did a fantastic job at the conference. I was very impressed and very glad I attended. As far as the quality of your membership, all of those I met on the Los Alamos fam were true professionals.

Both Elizabeth and Dan kept a low profile at the Santa Fe Conference. At other travel conferences, the leadership tends to think that those events are recognition or awards for them and they are always dominating the conferences. Elizabeth and Dan did the right thing and did not make it the "Elizabeth-and-Dan Show." They simply made the conference a worthwhile event for members. If a person did not get value out of the conference, that was their fault. And the price for conference was very reasonable too.

I hope the NATJA leadership does not let the criticisms of a very few bother them.

KAL LONDON
Wethersfield, CT

TAX RULES RUIN AA'S PRIZES

In March I entered a contest sponsored by American Airlines entitled "Why You Fly," in which entrants were required to create videos, photos, or writing telling a story as to why they fly. My entry won the grand prize in the video category. The prize consisted of twelve flights for two people from any American to city to any worldwide destination that American Airlines services. The flight vouchers would have to be used within one year or forfeited. Upon my notification of the prize, I was very excited, as my wife and I love to travel, and have done so frequently on American Airlines. I had worked hard creating my video entry, and I felt that my work had been justly rewarded.

However, when I received the winner's package, I noticed some fine print that indicated that I would be issued a 1099 form for the full retail value of the prize, and that I would be required to pay all federal, state, and local taxes on that value. This concerned me greatly as American Airlines had indicated that the retail value of this prize was \$52,800. I spoke to my tax accountant and a representative of the company, Shamrock Industries, that organized the contest, and confirmed that I would have to pay tax on \$52,800 as if it were income that I had received.

I was shocked, to say the least. I did the math, and determined that my tax liability on this prize, between federal, state, and local taxes, would be somewhere between \$15,000 and \$23,000, depending on my other income for the coming year. I know it's the law that taxes must be paid on winnings, and this certainly makes sense where winnings are in cash, or are items that can be sold if necessary to cover the taxes. However, in this case, I would not be able to sell the flight vouchers, and even if I was, I can't imagine anyone who would be willing to pay \$2,200 for a restricted economy ticket. Yet this is what American Airlines has valued each flight voucher at.

I spoke to the representative from Shamrock Companies, who indicated to me that American came up with this valuation based on a worst-case scenario. I explained that it was highly unlikely that I would be able to use all or even any of the vouchers to fly to exotic destinations. Due to the one-year time limit, there is no way that I could get the time off for 12 such trips in such a short time, let alone pay the ancillary costs of the trips. Most likely, the majority of the tickets would be used to fly domestic short hops to places such as Miami or Chicago to visit friends. This is where American's valuations become absurd. On American's Web site, a ticket to Chicago costs approximately \$200, including airport taxes. Yet, if I were to use one of these vouchers to fly to Chicago, I would be required to pay income tax on \$2,200. This could amount to approximately \$1000 out of my pocket in taxes for a ticket worth \$200. Not a very good deal, especially when you consider that I would also have to pay airport taxes on top of this.

Shamrock told me that I would be responsible for paying taxes on American's full retail value no matter where I used the vouchers to fly, and even if I only used some -- or none. I explained that it seemed outrageous to me that, should I accept this prize, I would be required to come up with an amount of \$20,000 (estimated) to pay taxes on money I never even received. I asked if I could be given a cash reward, or if American Airlines would lower its valuation to a more reasonable amount.

American refused to do anything to make their prize actually worthwhile and do not seem to understand the absurdity of the valuation they have used. The best they could do was to offer me fewer flight vouchers, but each flight would still be at the inflated valuation of \$2200. I explained that paying \$1000 in tax on one flight is proportionally just as bad as paying that amount for twelve, so in fact they haven't offered an effective solution, but my appeals have fallen on deaf ears.

My wife and I have been frequent fliers on American Airlines for many years, and thus are outraged that American made no attempt to offer anything of value. I now question the company's motivation in sponsoring such a competition, which seriously misleads winners into thinking they will receive a great prize when the reality is that they receive no net benefit. I have written a letter to American's CEO and to their customer relations department, but I suspect that will do nothing. I have also sent my story to over 20 TV stations and newspapers in the hope that, at the very least, I can generate some deserved negative publicity for American Airlines.

ANONYMOUS



The WAYFARER

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2005 NATJA Awards Competition

(see centerfold for complete sponsor info)

JOURNALIST/PHOTOGRAPHER CATEGORIES

Newspaper, Magazine, Internet, Video, Radio

- 1a. Destination Travel: Domestic (Newspaper)
- 1b. Destination Travel: Domestic (Magazine)
- 2a. Destination Travel: International (Newspaper)
- 2b. Destination Travel: International (Magazine)
- 3. Bylined Column (Print)
- 4. Local Lifestyle (i.e. India's snakecharmers)
- 5. Leisure Activity (i.e. dining out in France)
- 6. Series (one or multiple authors)
- 7. Sports in Conjunction with Travel
- 8. Resorts (descriptions of hotels, inns, B&Bs)
- 9. Cruises
- 10. Personality Profile
- 11. Historical Travel
- 12. Senior Travel
- 13. Family Travel
- 14. Culinary Travel (i.e., travel journalism concerned primarily with food)
- 15. Best Audio Travel Broadcast

- 16. Best Visual Travel Broadcast
- 17. Best Travel Article Written For Internet

Books

- 18. Best Travel Book
- 19. Best Travel Guide Business & Trade Press
- 20. General Trade Story
- 21. Tips & Advice

Photography

- 22. Overall Excellence
- 23. Best Cover Photo
- 24. Landscape, Sunset, Mountain or Ocean View
- 25. Architecture and/or Facility

PUBLIC RELATIONS/CVBS/PUBLICATION CATEGORIES

Public Relations & Advertising

- 26. Press Release
- 27. Brochure, Program, Books, or Newsletter
- 28. Best Overall Press Kit
- 29. Best CVB/Tourist Bureau Web Site

Editorial Excellence

- 30. Best Newspaper Travel Section
- 31. Best Travel Magazine
- 32. Best Online Travel Magazine
- 33. Best Domestic Newspaper Article
- 34. Best Domestic Magazine Article
- 35. Best International Newspaper Article
- 36. Best International Magazine Article

Grand Prizes & Judges' Decisions

Judges are empowered to select two journalist entries and two photographer entries as Best Overall, with winners to receive Grand Prizes after indicating prize preferences by ballot. Such entries must rise well above the ordinary. Judges may make more than one award per category but do not have to award prizes in every category. Public Relations professionals and publications will receive award certificates but *do not receive trips*. Judges may make special awards at their own discretion for unusually outstanding entries. Judges will announce winners December 1, 2005. Distribution of award prizes will be the sole decision of judges after consultation with winners. Prizes are subject to space availability and policies of providers.

NATJA AWARDS - ENTRY FORM

Register Online at www.natja.org/awards

You may enter as many qualifying entries as you like. Please photocopy this form to submit more than two entries. Just complete **5 EASY STEPS**.

STEP 1 - Status and Fees:

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> NATJA Member (Media)
\$25 per entry | <input type="checkbox"/> Non-member Journalist
\$50 per entry | <input type="checkbox"/> NATJA Associate Member
\$100 per entry | <input type="checkbox"/> Non-member Publications/CVB/PR Firms
\$125 per entry |
|---|--|--|--|

STEP 2 - Contact Information:

Name: _____

Publication/Company (if entering a pub/PR category) _____

Address: _____

City: _____ State/Prov: _____ Postal Code: _____

Tel: _____ Fax: _____

Email Address: _____

STEP 3 - Entries:

Entry 1: _____	Entry 2: _____
Title: _____	Title: _____
Date Published: _____	Date Published: _____
Outlet/Pub: _____	Outlet/Pub: _____
Category: _____	Category: _____

STEP 4 - Payment:

Check/Money Order
Made Payable to "NATJA"

VISA

MasterCard

AMEX

Credit Card Number: _____ Expiration Date: _____

Signature: _____

I am not a NATJA member please send me information

STEP 5 - Submit Entries:

Clip this form from *The Wayfarer*. Mail form and payment with a photocopy or duplicate of your entries to:
NATJA AWARDS, 531 Mail Street #902, El Segundo, CA 90245. Entries will not be returned.

2005 Award Sponsors

(*indicates past participant)

GRAND PRIZES (4)

***Club Med Columbus Isle** – All-inclusive four-night stay. Stretched across 80 acres of pristine white beach, this Bahamas resort is both a lover's hideaway and a top-rated diving destination. Decorated with custom-designed furniture and an international collection of exotic artifacts, this resort features swimming, boating, open-air cocktail lounges, all-day dining options, and a lively seaside nightclub. Lovebirds will appreciate their oceanview balconies and strolls along the beach, while sports enthusiasts will relish windsurfing, waterskiing, sailing, tennis, volleyball, and more.

Curacao Marriott – Two roundtrip airline tickets, courtesy of the Curacao Tourism Board, plus three nights at the Curacao Marriott Beach Resort & Emerald Casino. The island of Curacao, 35 miles off the coast of Venezuela, blends the charm of Old Amsterdam with the warmth of the southern Caribbean. The 247-room Marriott Beach Resort, hidden away on Piscadera Bay, features fitness facilities, tennis, nearby golf, free-form pool, two outdoor Jacuzzis, and an on-site water sports center in addition to the casino. The famous floating market of Willemstad, plus historic structures, the Seaquarium, and Fort Nassau, are located nearby.

RockResorts – 4-night stay for two in resort of winner's choice. Options include Palm Springs and Sausalito, CA; Beaver Creek, Keystone, or Vail, CO; Islamorada, FL; Santa Fe, NM; Manchester Village, VT; Orcas Island, WA; or Jackson Hole, WY. Guests of RockResorts enjoy discreet personalized service, spacious accommodations, a myriad of recreational opportunities, exceptional cuisine, and breathtaking locations.

***Rocky Mountaineer** – Enjoy a classic two-day, all-daylight journey aboard the Rocky Mountaineer ("the world's most spectacular train ride") in GoldLeaf Service traveling between coastal Vancouver, B.C. and the Canadian Rockies (Banff or Calgary in Alberta). Includes two days and four meals for two people on the train, three nights' accommodations in Vancouver/Kamloops/Banff or Calgary, dinner in Kamloops, rail station transfer, admission to The Lookout in Vancouver, luggage handling, and a National Parks pass.

FIRST PRIZES (40)

Admiral Leigh Golf Resort, Ft. Myers, FL – Three-night "Stay & Play Golf Package," includes morning breakfast each morning plus two rounds of golf (green fees & shared cart). This property hosts two 18-hole golf courses and the only 707-yard, par-6 hole in Florida. Located 33 miles from the Gulf of Mexico, the resort is also known for its spacious guest rooms and comprehensive fitness facility.

Carefree Resort & Villas, Carefree, AZ – Two-night weekend stay in deluxe room. With 370 rooms, many of them casitas or luxury villas, this resort is the flagship of Tiburon Hospitality Management. Less than an hour from the heart of Scottsdale, the property is surrounded by wildflowers, cacti, and mountain vistas, with a plethora of desert wildlife. Amenities include three pools, a full-service spa, health club, tennis, and preferred tee times at more than 16 championship golf courses.

***Casablanca Inn B&B, St. Augustine FL** – 3-night midweek stay in Jacuzzi suite, with daily breakfast for two. One of seven Inns of Elegance, this 1914 Mediterranean revival is listed on the National Register of Historic Places. Some of its rooms and its grand porch overlook the bay. Antique-decorated suites have private baths and private entrances. Guest amenities include complimentary beverages and fresh-baked chocolate-chip cookies.

Congress Hall, Cape May, NJ – Three-night stay plus \$75 certificate for dinner in the Ebbitt Room at The Virginia and \$50 certificate toward dinner in Blue Pig Tavern. Congress Hall is an oceanfront resort that combines 20th century elegance with 21st century amenities. All rooms have DVD and CD players, flat-screen TVs, and twice-daily housekeeping. Many have ocean views and some have private balconies. The Virginian, home of the Ebbitt Room, is a Victorian in the heart of Cape May's historic district.

Crescent Hotel, Beverly Hills - Three-night stay. A highly-stylized independent hotel, the Crescent is known for its service, its restaurant, and its location. It is Comparable to The Hotel on Rivington or Soho Grand, both in New York, and the Clift in San Francisco.

Doubletree Hotel, San Francisco Airport – Two-night "Park & Fly" package. All 390 rooms at this San Mateo County property have European decor and many have views of San Francisco Bay. All have two-line speaker phones, work desks, coffee-makers, ironing boards, and more. The hotel also features a guest library, business center, and fitness facility, plus a bayside jogging track and adjacent golf driving range. Doubletree's hallmark chocolate-chip cookies too.

Embassy Suites, San Francisco Airport – Two-night stay in two-room suite, plus cooked-to-order breakfast and manager's reception. Located 10 minutes from downtown, this 312-suite property embraces the Embassy Suites concept of a good night's sleep. Suites feature separate living room, refrigerator, microwave, coffee-maker, two color TVs, and much more.

***Fairmont Newfoundland** – 3-night stay in Fairmont Deluxe Room. Situated in the heart of St. John's, the oldest city in North America, The Fairmont Newfoundland provides breathtaking views of the harbor, Signal Hill and the historic city center. Although Newfoundland is known as "the Rock" because of its rugged terrain, it is home to some of the friendliest souls in Canada. Many of them work at this property, a blend of rustic scenery and eastern Canadian hospitality.

The Galisteo Inn, Galisteo, NM – 2-night stay plus dinner for two at La Macha restaurant. Just 17 miles from Santa Fe, Galisteo is a picturesque village full of adobe structures. Its name means "village of many nations." Many movies are filmed in the area.

Gaylord Palms Resort & Convention Center, Kissimmee, FL – 4-night stay in deluxe Atrium View room, two 50-minute spa treatments, plus unlimited use of Canyon Ranch SpaClub facilities. This 1,406-room resort is set on 65 acres of land less than five minutes from the main gate of Disney World. The four-and-a-half acre glass atrium features an exhibition of lush Florida gardens, turtles, and alligators. Visitors enjoy themed environments, including the Everglades, Key West, and St. Augustine.

Glenwood Springs, Colorado – Two-night stay includes pair of passes to world's largest hot-springs pool; two Iron Mountain tram rides, two tickets to Glenwood Caverns' Fairy Caves; two passes to Yampah Spa and Vapor Caves; and two lift tickets (in season) at Sunlight Mountain Resort.

Hilton Curacao – Three-night stay in oceanview room. This 196-room beachfront resort is perched on Piscadera Bay on the southern coast of Curacao, in the Netherlands Antilles. It is 10 minutes from both Hato International Airport and downtown Willemstad. Spread over 23 landscaped acres, the Hilton has guest rooms with modern conveniences, including cable-TV, direct-dial phone with data port, and electronic safe. The tropical oasis also has an on-site PADI Scuba Dive Center.

Hilton Garden Inn, San Francisco Airport North – Two-night weekend stay. Each of the 169 rooms has a refrigerator, microwave, coffee-maker, and ironing board, plus two phones and large work desk with ergonomic chair. Located eight miles from downtown, the hotel has a fitness center and free airport shuttle. Children 18 or younger are free if sharing a room with their parents.

Hilton Toronto – Three-night stay. Located in the heart of the city's financial and entertainment districts, this property is 30 minutes from Pearson Airport, five minutes from Union Station, and directly on the subway line. The hotel connects to miles of climate-controlled underground shops, offices, and restaurants.

Hotel Monteleone, New Orleans, LA – Two-night stay in deluxe room. This family-owned French Quarter property, open since 1886, has often hosted Hollywood celebrities, politicians, and visiting royalty. Every inch of the hotel has been redone, from the crystal chandeliers of the lobby top the granite and marble guest bathrooms. The guest list has featured Liberace, Elvis, and James Galdolini, and such literary giants as Truman Capote, William Faulkner, and Tennessee Williams. Bourbon Street is a block away.

Hotel NineZero, Boston – Two-night stay. A sleek, ultra-modern haven for business travelers, Boston's newest downtown luxury hotel is located in the Ladder District, steps from Boston Common, Faneuil Hall, and Quincy Market. Boston Magazine named it the city's "best boutique hotel" in 2003. The property is loaded with high-tech, high-speed, and high-touch amenities blended with personalized service.

Hotel Westminster, Livingston, NJ – Two-night stay. This four-diamond luxury property has 187 rooms and a state-of-the-art fitness center, all located less than an hour from midtown Manhattan. The hotel features a classic contemporary style and the Strip House Restaurant, with enticing meals in a chic nightclub atmosphere.

Hyatt Regency Tamaya Resort & Spa, Santa Ana Pueblo, NM – Two-night stay. Tamaya on the Santa Ana Pueblo is 30 minutes north of Albuquerque and 40 miles south of Santa Fe. Guests smell fresh bread baking in Pueblo ovens, learn to make adobe by hand, and hear the legends of the stars by moonlight. This is a sublime, sophisticated, and secluded getaway with all the amenities of a luxury hotel.

Independence Air (3 separate prizes) – Two tickets anywhere it flies. This fast-growing discount carrier, based at Dulles International in suburban Washington, serves more than 40 destinations. Its route map includes Seattle, San Francisco, San Diego, San Jose, Los Angeles, and Las Vegas in the West; Jacksonville,



ROCKR
The Difference

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Orlando, Tampa, West Palm Beach, and Fort Myers in Florida; Chicago, Cleveland, Columbus, Detroit, Louisville, Knoxville, and Nashville in the Midwest; Atlanta, Charleston (SC), Charleston (WVA), Columbia, Savannah, Charlotte, Raleigh, Norfolk, Greensboro, Greenville, and Huntsville in the South; and Newark, New York, White Plains, Boston, Providence, Portland, Burlington, Manchester, Albany, Syracuse, Rochester, Buffalo, and Hartford in the Northeast. In May, the carrier revolutionized the industry by announcing free flights for passengers whose bags don't arrive with them.

Inn on the Alameda, Santa Fe – 3-night stay in deluxe king with breakfast, afternoon wine & cheese reception, two-and-a-half hour class at Santa Fe School of Cooking plus signature apron and cookbook. Secluded behind adobe walls are 71 rooms and suites containing the essence of Santa Fe: authentic southwestern decor, including kiva fireplaces. This property blends the ambiance of a B&B with the amenities and professionalism of a full-service hotel.

Inn of the Governors, Santa Fe – 3-night stay with breakfast and parking. This 100-room property is located steps from the Plaza, within walking distance of museums, shops, galleries, and restaurants. Guests enjoy a "Mountain Sunrise" breakfast buffet, afternoon hot tea and sherry service, secluded garden patio dining, outdoor heated pool open year-round, and airy guest rooms decorated with authentic Spanish folk art, custom-crafted furnishings, and natural wood-burning Kiva fireplaces.

Larkspur Landing Home Suite Hotel, South San Francisco – Two-night weekend stay in studio suite. This property, 2.5 miles north of San Francisco International and seven miles south of downtown San Francisco, offers complimentary shuttle service to BART, CalTrain, the airport, and nearby Tanforan Mall. Guests receive welcome baskets, freshly-baked cookies every evening, and grocery shopping service for fully-appointed in-room kitchen. Rooms have video and CD players.

Marriott Ireland – Four-night stay for two, including breakfast daily, two dinners, a round of golf at Druids Glen and a round of golf on Druids Heath plus two 50-minute spa treatments. Druids Glen, a 400-acre golf resort between the Irish Sea and the Wicklow Mountains, is 20 miles south of Dublin. The 108-room property has hosted four Irish Opens and was voted European Golf Course of the Year by Hertz International in 2000. The hotel overlooks the 13th hole.

***Monterey County, CA** – Two-night stay, with breakfast, at Captain's Inn at Moss Landing (a B&B), tickets to National Steinbeck Center, and tickets for an Elkhorn Slough Safari guided nature tour (on a 27-foot pontoon boat). Captain's Inn reopened in 2003 after extensive renovation to the 1906 main house and completion of a new boathouse. The four rooms in the main house and six in the boathouse all have private bathrooms, phones, and TVs. Located on the banks of Monterey Bay and Elkhorn Slough, the property offers proximity to kayaking, whale-watching, birding, hiking, and antiques. Elkhorn Slough, one of California's largest coastal wetlands, contains such wildlife as otters, seals, and waterfowl.

***Mohegan Sun, Uncasville, CT** – Three-night stay plus dinner for two in Rain and dinner for two in Todd English's Tuscan. This 1200-room resort, located in coastal Connecticut between New York and Boston, is a world-class entertainment destination with more than 300,000 square feet of gaming excitement, 32 dining options, and 135,000 square feet of retail and entertainment space.

***Mount Washington Resort at Bretton Woods (NH)** -- Three-night Ski & Stay or Golf & Stay for two, includes superior Sunset accommodations, MAP dinner and breakfast daily, and tax. This prize, with a minimum value of more than \$1,400, features a stay in the Ammonoosuc River Valley, surrounded by New England's tallest peaks. Babe Ruth, Winston Churchill, and Thomas Edison have stayed at the historic hotel, built in 1902, and Travel + Leisure named it one of the Top 500 Hotels in the World last year. Features include 27 holes of golf, 12 red-clay tennis courts, horseback riding, hiking, mountain biking, and proximity to the famous cog-wheel train.

***North of Boston** – Three-night stay, with breakfast, in Hawthorne Hotel, Salem, plus dinner for two at Woodman's of Essex and tickets to Salem Witch Museum, Captain Bill's Whale Watch, North Shore Music Theater, and the Wenham Museum. The Hawthorne Inn, opened in 1925, features a rooftop replica of a cabin from the Taria Topan, one of the last Salem vessels to ply the lucrative East India trade route. Hotel guests have included Walter Cronkite, Bette Davis, Colin Powell, and President George H.W. Bush, plus the honeymooning Billy Joel and Christy Brinkley. The cast of TV's Bewitched stayed there while filming in the area.

Ocean Club Resorts, Providenciales, Turks & Caicos Islands – Four-night, all-inclusive package, at either the original Ocean Club or the newer Ocean Club West, includes all meals plus three drink vouchers per person, \$25 on-site merchant certificate, and round-trip airport transfers. Both resorts are located on Grace Bay. With less than 100 suites each, the two Ocean Club resorts offer a wide variety of activities in an intimate setting. Suites are appointed with seaside decor and have screened balconies and terraces with island, garden, garden/ocean, or grand ocean views. Turks & Caicos Islands, a British crown colony, are 85 minutes from Miami by air. "The last frontier of the Caribbean" features pristine beaches and 200 miles of barrier reef where visibility can reach 150 feet.

Ocean Place Resort & Spa, Long Branch, NJ – Two-night "Spa Escape" package for two, valued at \$1,260, includes coastal-view room, spa breakfasts, and two spa treatments. This 254-room beachfront resort, an hour south of Newark International Airport, features a full-service spa, fitness facility, indoor and outdoor pools, tennis, nearby golf, and proximity to upscale shopping at the adjacent Pier Village. Rooms have private balconies with ocean views. Ocean Place is one of three resorts operated by Tiburon Hospitality.

Papagayo Beach Resort, Curacao – Three-night stay in private two-bedroom villa. Located 20 minutes from the airport and 10 minutes from the capital of Willemstad, Papagayo Beach Resort is a tropical paradise. Complementing the Dutch Caribbean island's reputation for tranquility, the winner's accommodations include a fully-equipped kitchen with refrigerator, microwave, coffee-maker, and stove; a naturally-cooled living room where walls wrap around a covered terrace overlooking the gardens, pool, or ocean; and air-conditioned bedrooms with private bathrooms. A Moroccan-themed restaurant is a stone's throw away on Jan Thiel Bay.

The Phoenician – Two-night stay. Nestled at the base of Camelback Mountain in Scottsdale, this spectacular resort features 474 guest rooms, 107 private casitas, 73 suites, a 27-hole championship golf course, 12 tennis courts, 11 restaurants and lounges, nine heated pools, an \$8 million art collection, and the caring, exceptional service guests would receive at a private club. Owned by Starwood Hotels & Resorts as part of its Luxury Collection, The Phoenician also holds the AAA five-diamond award for culinary excellence. It is located nine miles from Phoenix Sky Harbor International Airport.

Radisson Santa Fe – Two-night stay plus dinner for two in Las Mananitas Restaurant. Perched on a hill just off St. Francis Drive, this 137-room property provides spectacular views eastward toward the Sangre de Cristo Mountains and south toward the Sandias. The Plaza is a five-minute drive, with the Santa Fe Opera a little further, and there's free access to the Santa Fe Spa next door. Rooms have southwestern furnishings and earth-tone fabrics.

Renaissance Esmeralda Resort & Spa, Indian Wells, CA – Three-night stay in resort view room, plus bottle of champagne and strawberries delivered day of arrival, plus one breakfast for two and one dinner for two, including tax and gratuity, in Charisma. This 560-room resort is nestled at the base of the Santa Rosa Mountains in an exclusive desert community. There are five dining options, two golf courses, tennis and fitness facilities, and proximity to Palm Springs (16 miles away). Jeep rides, hot-air balloon rides, the aerial tramway, and Joshua Tree National Park are local diversions. Rooms have hair-dryers, coffee-makers, modem lines, and cable-TV.

***Renaissance Vinoy Resort & Golf Club, St. Petersburg, FL** – Three-night stay. This historic 360-room property, a member of Historic Hotels of America, blends old and new in an idyllic location overlooking Tampa Bay. Grand furnishings and vintage architectural detail surround guests in luxury, suggesting the style and grace of another era. Amenities include an 18-hole golf course, 12-court tennis complex, fitness center, day spa, marina, and proximity to such attractions as the Salvador Dali Museum, Mahaffey Theater, and The Pier. Guests can stay in the restored original building or a connected seven-story tower. Many rooms have balconies overlooking the bay.

ResortQuest Orlando – 3-night stay in 3-bedroom luxury home with private pool. These homes, all with 2-15 miles of Disney World, include spacious living rooms, fully-equipped kitchens, and multiple bathrooms, not to mention private pools. ResortQuest gives guests comfort and privacy not found in typical hotels.

Sheraton Delfina, Santa Monica, CA – Three-night stay. A blend of urban chic and relaxed beach attitude, this 308-room property overlooks the Pacific from the heart of Santa Monica. Just steps from the most celebrating shopping, dining, and beach activities in Southern California, it also has proximity to Los Angeles, Hollywood, and Beverly Hills. Free shuttle service is available. A large three-story atrium features vintage photos of Santa Monica.

Staybridge Suites, Plantation, FL – 2-night weekend stay in Studio Suite with breakfast. A new concept for extended stays, this resort is an all-suite hotel that emphasizes guest comfort. Suites include kitchens, separate living and work areas, ample closet space and storage areas, free high-speed internet access, DVD/VCR, and well-lit work area with expansive desk and ergonomically designed seating. Property features 24-hour fitness center, convenience store, and laundry facilities, breakfast buffet, evening cocktail receptions, plus pool, sport court, and barbecue pavilion.

***Wyndham El Conquistador Resort & Golden Door Spa, San Juan, PR** – Three-night stay, valued at \$900. Perched atop cliffs overlooking the Atlantic Ocean and Caribbean Sea, this grand hotel is known for outdoor recreation, championship golf, and spa therapy. Each of its four environments offers touches and amenities of its own. Activities range from wave-running to horseback riding, plus windsurfing, scuba diving, fishing, boating, and swimming in six different pools. The balconies of La Marina Village overlook the sea and lie just steps from the hotel marina, while Las Casitas Village offers private check-in, pool, and personal butler, while the villas of Las Olas Village are built into the side of a cliff, offering ocean views. This four-diamond property was named "Best of the Caribbean" by Caribbean Travel & Life readers for 2005.

Fun in the sun: boating, baseball, and more

ANNAPOLIS: The home of the U.S. Naval Academy has a myriad of waterfront activities. From 40-minute harbor cruises to Day on the Bay journeys to the Eastern Shore, Annapolis is the gateway to the Chesapeake. There are sailing and powerboat classes, escorted cruises on a 74-foot schooner, boat charters, and even boat & breakfast sleepovers. The summer schedule features Wednesday night sailboat races. The smiling press rep is Susan Steckman, director of communications, Annapolis and Anne Arundel County Conference & Visitors Bureau, 26 West St., Annapolis, MD 21401 (Tel. 888-302-2852 or 410-280-0445 x19, ssteckman@visitannapolis.org).

ARIZONA: Royal Palms Resort and Spa, adding to its national reputation for romance, has added luxurious new mattresses in all 117 guestrooms, casitas, and villas. Called "Desert Dream," the new bedding is the jewel in a crown that already includes candles, robes, flowers, and wood-burning fireplaces. PR rep is Sally Cooper (Tel. 480-946-9446, sally@salleycooperandcompany.com).

BALTIMORE: Sports Legends at Camden Yards, an expansion of the Babe Ruth Birthplace and Museum, bills itself as "the best sports museum in America." Located in historic Camden Station, an 1856 structure that once served as the grand passenger terminus of the Baltimore & Ohio Railroad, the museum features Orioles and State of Maryland Halls of Fame, history of the Orioles, Ravens, and Baltimore Colts, plus exhibits on the Negro Leagues, minor leagues, Civil War, and the local railroad legacy. To learn more, contact Johanna Colburn, Maryland Office of Tourism Development, 9th floor, 217 E. Redwood St., Baltimore, MD 21202 (Tel. 877-209-5883, Fax 410-333-6643, jcolburn@mdwelcome.org) or www.SportsLegendsatCamdenYards.com.)

BRITISH COLUMBIA: The Pan Pacific Whistler Village Centre, located in the heart of the village, is an 83-room boutique property that opened in July with a 25-yard lap pool, two hot tubs, spa and treatment rooms, a fitness facility, outdoor barbecue area, and more. To arrange a visit, contact Molly Cahill, Pan Pacific Hotels & Resorts, c/o Hook, Line & Thinker, 390 Fernwood Drive, Moraga, CA 94556 (Tel. 925-631-7971, Fax 925-631-7970, mocaahill@aol.com).

BUCKS COUNTY: Less than an hour from Philadelphia, Bucks County has 22 parks, 11 covered bridges, 8 wineries, and a benign summer climate. A good "news hook" is the 25th birthday of Sesame Place theme park, where Sesame Street comes to life. To arrange a visit, contact Lauren Tosti, public relations coordinator, Bucks County Conference & Visitors Bureau, 2107 Street Road, Bensalem, PA 19020 (Tel. 215-639-0300 x231, lauren@bccvb.org).

CAPE COD: With 1,000 restaurants, 475 galleries, 115 beaches, 106 miles of bike path, and 83 museums, what's not to like about this 70-mile strip of land in southeastern Massachusetts? Plus the press rep is the great-to-journalists Glenn Faria (Tel. 508-737-2595, glenn@mpdcld.com).

COOPERSTOWN: The inaugural Hall of Fame Fantasy Camp, featuring Cooperstown immortals Duke Snider, Lou Brock, George Brett, and Phil Niekro, will be held Oct. 5-9. The five-day experience at Doubleday Field

TRIPS FOR MEMBERS

Quebec offers choice of press trips

A quartet of Quebec press trips is offered to working travel journalists:

Aug. 4-7, New France Comes Alive in Quebec City: the city's European charm, with locals in 17th-century costumes celebrating their heritage on cobblestone streets, combined with gourmet cuisine, boutique accommodations, and journeys to the country

Sept. 7-11, Camping With Caribos: discover animals native to Quebec living freely via walking paths or a screen-protected train and experience the 36-hour excursions offered by the Center for the Conservation of Boreal Biodiversity (also known as "the Wild Zoo" of St. Felicien)

Sept. 26-30, Fall Colors, Fine Inns, and Gourmet Moments: sample Quebec's ice wine, Lake Brome Duck, and regional produce while visiting the Eastern Townships just in time for fall foliage season

Oct. 2-6, Fine Country Gourmet Inns, Bird Observation, Fall Colours, and Irish Memorial: a Different Take on Quebec City: this tour features fall foliage, lakeside inns and spas, home-grown produce served in award-winning restaurants, bird-watching, and a visit to the Grosse-Ile memorial, where Irish immigrants were quarantined on an island in the St. Lawrence River.

Press rep is Yves Gentil, Tourism Quebec, Suite 500, 51 E. 42d St., NY, NY 10017 (Tel. 212-599-1430, Fax 212-599-2430, yves.gentil@tourisme.gouv.qc.ca)

will also feature Joe Niekro, Carl Erskine, Dave Bergman, Jamie Quirk, Jon Warden, and Maury Wills. Open to male and female participants at least 35 years old, the camp will cost \$7,995. To learn more, contact Jeff Idelson, Baseball Hall of Fame, 25 Main St., Cooperstown, NY 13326-0590 (Tel. 607-547-0215, Fax 607-547-2044, info@baseballhalloffame.org).

DELAWARE: The 78-room Bellmoor Inn, recently named to the Select Registry, offers complimentary two-night stays, with breakfast and dinner each day, plus spa treatment, to travel journalists on assignment. Writers will receive a free tour of the Rehoboth Beach area with plenty of time for individual exploration. The upscale inn, a blend of B&B and European boutique, is located two blocks from the Rehoboth Beach oceanfront. Arrange with Joan Prescott of Prescott PR (Tel. 757-331-4620, Cell 757-477-8252, joanprescott@direcway.com).

DETROIT: The host of baseball's All-Star Game July 12 and football's Super Bowl in 2006, this city is sprucing up with a \$4 billion downtown redevelopment program. Retail stores are returning, more than 20 new restaurants have opened, and more than 1500 downtown residential units are newly-open or under construction. To learn more, contact Larry Jones, Marx Layne & Co. (Tel. 248-855-6777, LJones@MarxLayne.com).

GARLIC FESTIVAL: There must be something to this, since this year's event is the 27th annual. An announcement for the Gilroy Garlic Festival was headlined "Eat, Drink, and Stink." The event, slated for July 29-31, features arts and crafts, entertainment, garlic bread, shrimp scampi, pepper steak sandwiches, and more. Contact the Gilroy Visitors Bureau (Tel. 408-842-6436, director@gilroyvisitor.org).

GREENBRIER COUNTY: In the heart of the Allegheny Mountains, Greenbrier County is located within 250 miles of two-thirds of the country's population. It features world-famous resorts, quaint small towns, and a myriad of outdoor recreation venues. To learn more, contact press rep Kelly Tucker, Greenbrier CVB, 540 N.

Jefferson St., Box 17, Suite N, Lewisburg, WV 24901 (Tel. 800-833-2068, ktucker@greenbrierrwv.com).

JET BLUE: The largest airline at JFK, JetBlue is expanding to a new Terminal 5, adjacent to its current quarters in Terminal 6. The new terminal, which covers 74 acres and 600,000 square feet, will expand gate capacity from the current 14 to 26. The \$875 million cost of the new facility will be financed by the Port Authority of New York and New Jersey. Officially named a major airline by the U.S. Dept. of Transportation, JetBlue plans to unveil the first Embraer E190AR aircraft, ideal for midsize markets, in October. Also this fall, all JetBlue planes will have XM Satellite Radio and wider seatback TV screens. The carrier's fleet is the newest in the sky. For details, contact Gareth Edmondson-Jones, VP, Corporate Communications, JetBlue Airways, 118-29 Queens Blvd., Forest Hills, NY 11375 (Tel. 718-709-3089, Fax 718-709-3621, gareth.edmondson-jones@jetblue.com).

LAKE PLACID, NY: There's something called the Aphrodisiac Dinner on the menu at Lake Placid Lodge. Served in the privacy of a guest room, the gourmet meal is accompanied by wine with each of its four courses. To learn more, contact Simone Rathle (Tel. 800-496-1733, simonepr@aol.com).

MARRIOTT: For a friendly, helpful Marriott press rep, contact Kess Connelly, International Public Relations, Marriott International 55/955.62, Marriott Drive, Washington, DC 20058 (301-380-1306, 301-380-4684, Kess.Connelly@marriott.com).

MENDOCINO: Summer visitors to Mendocino County can tour a lighthouse by moonlight, ride the Skunk Train, cook what artists eat, savor the menu of a harborside restaurant, or earn free nights at coastal inns by driving hybrid cars. Details on lodging, dining, wineries, events, and more are posted at www.goMendo.com. For press help, contact Sharon Rooney (Tel. 707-838-1637, sjrooney@aol.com).

MICHIGAN FAM: The Kalamazoo County, Battle Creek, and South Haven CVBs are teaming up for a Southwest Michigan press trip Sept. 21-23. The projected itinerary includes a visit to Battle Creek, the Cereal City; dinner and Lake Michigan sunset at South Haven; and a visit to the world's most exciting aviation attraction in Kalamazoo, birthplace of Derek Jeter. Contact Kalamazoo County CVB's PR director, Cynthia L. Witteveen (Tel. 800-530-9192 or 269-382-7002, cwitteveen@kazoochamber.com).

MILWAUKEE: Travel writers are invited to partake of Summerfest, billed as "the world's largest music festival." It's one of several planned press trips, along with All that Jazz, Bottoms Up, and Gourmet Getaway. Press rep is Wendy Haase (Tel. 414-287-4254, whaase@milwaukee.org).

MONTANA FAM: La Cense Montana, an 80,000-acre ranch along the western slopes of the Blacktail Mountain range in the southwestern part of the state, plans travel writer FAMs July 15-17, Sept. 30-Oct. 2, and Oct. 21-23. Trips include roundtrip airfare to Dillon, MT

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Ocean Properties builds impressive roster

What began as a one-property family business in 1969 has grown into one of the largest privately-held hotel operating and development companies in North America. Ocean Properties, Ltd. Of Delray Beach, FL owns and operates more than 100 hotels in North America.

The crown jewels in the Ocean Properties orbit are luxury, coastal resorts in New England, Florida, and the Caribbean. They include Samoset Resort on the Ocean in Rockport, ME; Wentworth by the Sea Marriott Hotel & Spa, New Castle, NH; the Delray Beach Marriott, Hollywood Beach Marriott, Jupiter Beach Resort, Key West Hilton Resort & Marina, and Sunset Key Guest Cottages, all in Florida; and the Carambola Beach Resort in St. Croix, USVI.

To learn more, contact Chuck Smith, KingstonSmith Communications (Tel. 561-362-8704, ChuckSmith1@adelphia.net) or Kerry Morrissey, Ocean Properties (Tel. 561-274-2313, KerryMorrissey@hotmail.com).

Pow Wow draws wows from world audience

If this year's event serves as an accurate barometer, Pow Wow will be a whopping success when it moves its venue from Manhattan to mid-Florida next year.

Designed to promote American tourism among international travel industry and media, Pow Wow prompted talk of hospitality, security, and the changing role of agents, tour operators, and journalists. There were 3,500 registered delegates and more than 5,000 participants at the week-long event, which featured lavish evening social functions at Rockefeller Center, Time Warner, and Ellis Island.

It was the first major public event for new TIA president Roger Dow, who said he wants to work on improving America's image abroad and finding the right balance between hospitality and security. Both Dow and Barbara Richardson, the TIA national chair and vice president, support the goal of international delegates purchasing U.S. travel. "It is perhaps the greatest product America has to offer," said Richardson, vice president of marketing and sales for Amtrak.

Since 1992, U.S. market share of international travelers slipped 36 per cent – a figure that must change, according to keynote speaker Henry R. Silverman, chairman & CEO of the New Jersey-based Cendant Corporation. Changing worldwide perceptions of America should be a top priority of the travel industry, Silverman said.

"We're doing to do our part to reintroduce the international traveler to the U.S. All of us [including travel writers] are part of the solution," said Silverman, who praised Dow and local host Christy Nicholas, president of NYC & Company.

As they were leaving the Javits Center, several delegates paused to convey their impressions. All seemed more than satisfied.

Jean-Claude Raemy, editor of the Zurich-based Travel Inside, advised travel journalists to be "open and genuinely interested in any aspect of the world—not just about travel, but about sports, news, culture, social aspects: these are all parts of the travel experience. General knowledge is always a great help when you write about travel."

Along with other travel writers, he attended the marketplace at POW WOW. Paul Van Laarhoven of Rotterdam's Panta Reizon called the event, produced by the Travel Industry Association, "a good show from a quality point of view. It's mostly networking. I

CARLA'S CORNER

Carla Rupp



Carla Rupp

think the real deals are made at night. During the day, the time is too limited. How can you make a deal in 20 minutes? I'll be making my deals when I return to New York in October."

Marketing manager Elena Arhiluc, of OL & Di Arhiluc, a tour operator from Kishinev, Moldova, came with her director Olga Arhiluc. "We concluded many contracts," said Arhiluc, a first-time attendee. "It's all very important to us to bring tours to America from our country. We thank the American embassy in our country to open us up for visas."

Nabil Boughazaleh, of Skyways Travel & Tourism in Amman, Jordan, said, "I will be able to send a lot of tourism groups to the States as long as we don't face visa problems. This is our biggest problem. I expected Colin Powell (a POW WOW speaker) to say a whole lot more about improving and making it easier for our people to have a visa to visit the U.S.A. It's very hard for our people to come to America. They have to convince the U.S. to give them a visa. Most of the time, it's hard; so it makes our job harder to sell tourism to America."

In his remarks, Powell called himself "a champion for travel." Speaking to the foreigners in the audience, Powell said, "We are so different than what you see on television. Being open and welcome to people is our best weapon." The former Secretary of State said that's why "personal relationships are so important. We've got to push the power of travel—and what a great value America is."

Patricia Carman, a Chicago-based foreign correspondent for Ladevi Ediciones of Buenos Aires, said she believed the U.S. "should not close borders, but be welcoming people to America so they can see the essence of the American people. I believe Americans are very warm and giving."

Now the problem is improving America's image. Those who attended Pow Wow were impressed with New York City's hospitality. People said they felt safe in the city. Akihiro Iizuka of American Tours International of Los Angeles said she believes "it is becoming a friendly world." And she advises writers to "always

contact your local CVB. They will have all the PR contacts for you."

"New York hospitality was great," said Tokyo native Ko Ueno, from the San Diego CVB, holding his book of 25 appointments. "I did so much business." Yvonne Kuhn, also of San Diego, said, "Why wouldn't the foreigners want to come to San Diego? It's a wonderful destination, with over 70 miles of beaches and 70-degree weather year-round. I think the foreigners are returning to America."

Tina Arniotis, from Airlink, was among those who provided the seamless transportation for delegates and said that "between TIA, NYC & Co. and the different vendors, everything went perfectly and efficiently."

Carolina Salaberry, sales & marketing manager of the Sea View Hotel in Bal Harbor, FL, called the TIA organization "very impressive." She said she felt safe and welcomed in Manhattan.

Rosita Chapman, sales manager for Madame Tussaud's in New York and Las Vegas, said, "For us personally, it's a wonderful show. It allows us to have so much exposure to an international clientele. That's good PR. It would take us hundreds of hours otherwise to meet this many people."

Paula Fisher of the Plymouth County (MA) CVB, also issued a glowing postmortem. "I love Mr. Dow's 'let's go get 'em' attitude," she said. "I love what he says about travel and tourism being the face of American to help with America's image; that's an important part of what America should do!"

Next year's event is scheduled for May 6-10 in Orlando.

Carla Rupp is a travel writer based in New York City. Do you have any pet travel suggestions? Email her at Carla@offbeatnewyork.com.

TRIPS

(Continued from Page 6)

and accommodations at the ranch, where visitors will learn the "Horse Whisperer" method of Pat Parelli Natural Horsemanship. Even inexperienced riders or those afraid of horses are encouraged to come and experience the safe mount provided by a La Cense Montana steed. Contact Norah Lawlor, Lawlor Media Group, Suite 1008, 443 Park Avenue South, NY, NY 10016 (Tel. 212-967-6900, Fax 212-967-9123, info@lawlormediagroup.com).

NEWPORT, RI: Upcoming events include the Newport Music Festival (July 8-24), Jazz Festival (Aug. 12-14), Classic Yacht Regatta & Parade (Sept. 2-4), and International Boat Show (Sept. 15-18). For a complete list, see www.GoNewport.com.

NEW YORK: NYC & Company arranges press passes for visitors, coordinates press trips, and helps travel journalists on assignment. Check out their website or contact them at nymedia@nycvisit.com (Tel. 212-484-1270).

PENNSYLVANIA DUTCH COUNTRY: The 20th anniversary of the movie *Witness* was the motivating factor in the creation of "Witness Movie Experience Tours," bringing visitors to the numerous sites where the movie was filmed. To learn more, contact Cara O'Donnell, media relations manager, Pennsylvania Dutch CVB, 500 Greenfield Rd., Lancaster, PA 17601 (Tel. 717-299-8901, Fax 717-299-0470, codonnell@padutchcountry.com).

RICHMOND: Two years from now, the nation will focus on Virginia during the 400th anniversary of the landing at Jamestown. The historic Richmond region is ready, with planned projects that include the Patrick Henry Road to Revolution, extension of the Canal Walk to include the Great Ship Lock, completion of construction at Henricus Historical Park, and the James River Freedom Festival and National Folk Festival. There are also numerous Civil War sites to see. Contact Janene Charbeneau (Tel. 804-783-8411, jcharb@richmondva.org).

ROCKRESORTS: The latest addition to the RockResorts roster is the 56-room Lodge & Spa at Cordillera in Vail Valley, CO. Built in 1988, it underwent a \$6 million renovation last July, allowing it to keep its AAA four-diamond award for the 15th straight year. Contact Angela Berardino, communications manager, RockResorts (aberardino@vailresorts.com).

SANTA FE: La Posada de Santa Fe Resort & Spa, a member of RockResorts, is a 157-room pueblo-style village nestled on six landscaped acres two blocks from the historic Plaza. Get info from Sara Green, Laura Davidson Public Relations (Tel. 212-696-0660, sara@ldpr.com).

SCOTSDALE: The \$250 million, 11-acre Scottsdale Waterfront project, now under construction, includes office, retail, and residential space, including the Fiesta Bowl headquarters and museum. Set for completion late next year, the project will also feature considerable open space, an outdoor amphitheater, public art, and recreation paths along the canal, plus a pedestrian-only bridge linking the waterfront to Scottsdale Fashion Mall and the Fifth Avenue shopping district. To learn more, contact Laura McMurchie, VP of communications (Tel. 480-429-2253, LM@scottsdalecvb.com).

SOUTHERN DELAWARE: Historic Lewes, the first town in the first state, marks its 375th birthday next year. A year-round historic celebration for the state and the nation will take place throughout the historic colonial-maritime fishing town on the Delaware Bay. Contact Karen O'Neill, executive director, Southern Delaware Tourism, P.O. Box 240, Georgetown, DE 19947 (Tel. 302-856-1818, www.VisitSouthernDelaware.com).

TAMPA BAY CHANGES: Kelly Earnest has moved to Memphis as Director of Public Relations at the Peabody Hotel. E-mail kelly.earnest@peabodymemphis.com. For help with Tampa Bay info, contact Karen Brand, vice president of marketing for the CVB (kbrand@VisitTampaBay.com).

TANGLEWOOD: The 2005 season runs June 24-Sept. 4 and features the Tanglewood debut of James Levine as music director of the Boston Symphony. Season details and digital hi-res images are available at www.bso.org/presskits/tanglewood or contact Amy Rowen (Tel.

617-638-9280, ARowen@bso.org).

USA 3000: What a concept! An all-first class plane with wide seats, wide cabin, more space, more leg room, a seat pitch of at least 30 inches. No round-trip purchase or Saturday night stayover required. Low change fee per segment. Credit for a year on unflown segments. Fresh meals, with choices of entrees, on most flights. Latest Hollywood movies. Nine audio channels. "Welcome" mimosa cocktails on international flights. Small animals welcomed. Route map includes eight northeast and midwest airports with airports in Florida, Mexico, and the Caribbean. Contact Christy Ortiz at USA 3000 (Tel. 877-USA-3000, www.usa3000.com).

WASHINGTON: Big-league baseball is back. The National Portrait Gallery and Smithsonian American Art Museum have re-opened. More than \$300 million in theater development is underway. Cultural Tourism DC has launched two new neighborhood heritage trails. And attractions under construction include Newseum (2007) and the U.S. Capitol Visitor Center (late 2006). New hotels include a 228-room Hampton Inn two blocks from the Washington Convention Center and the 233-suite Residence Inn Capitol. Rebecca Powlowski welcomes writer inquiries. Contact her at the Washington, DC Convention & Tourism Corporation, Suite 400, 901 7th St. NW, Washington, DC 20001 (Tel. 202-789-7099, rebecca@washington.org).

SOUTHERN WEST VIRGINIA: This nine-county area features rafting through the New River Gorge, hiking, biking, and camping in 10 state parks, spelunking (caving) in Greenbrier County, and fishing for trout and bass on the New, Gauley, and Greenbrier Rivers. Exploring the railroading legacy of historic Hinton is also a must. Contact press rep Shannon Dean, Suite 2, 221 George St., Beckley, WV 25801 (Tel. 800-847-4898, Fax 304-252-2252, Shannon@visitwv.com).

PRESS REPS: Mention in this column is free. Send short blurbs, plus complete contact information (including street address), to NATJA, 10 Ballard Place, Fair Lawn, NJ 07410-3601 or e-mail dan@natja.org. No phone calls please.

There's nothing wrong with free trips for travel writers

The world of the freelance writer is like the living room of the Haunted Mansion, with four walls closing in fast.

Beyond the magazines that are folding and downsizing, increasing numbers of newspaper travel editors refuse to take stories from "sponsored trips."

That's not only wrong but stupid.

Editors who eschew stories from hosted trips are hurting themselves and their readers. They're reduced to running wire service copy (whose authors probably took free trips anyway) or running press releases guaranteed to be nothing more than puff pieces.

As long as writers know their first obligation is to their readers and realize they must report things fairly, there's nothing wrong with accepting a full or partially-sponsored trip.

For one thing, most freelance writers can't afford to pay their own way. Since newspapers seldom have the budget to underwrite them, the alternative is accepting an offer from an on-site publicist or outside PR firm.

Too many papers cling to the cockeyed concept that free travel is a bad idea — even though they give complimentary seats to their theater critic and allow sportswriters to eat and sit in the press box, travel on the team plane, and accept ballclub prices at hotels (usually one-third the going rate).

Does the term *double standard* come to mind?

The best policy is the one employed by numerous sensible editors: don't ask, don't tell. As long as the writer produces good copy, the editor has no need to know.

By the same token, publicists need to know that writers are obligated to call things fairly. If the hotel, restaurant, or destination is bad, the writer should say so.

Nearly 30 years ago, just such an experience presented itself. A Windjammer cruise in the Caribbean had its share of pitfalls, which found their way into a full-page feature that ran in The New York Post. Owner Mike Burke wrote to say, "You ripped me but you were fair. Will take you again anytime."

THE PREZ BOX

Dan Schlossberg

Unfortunately, most newspaper travel editors don't get the point. The 2005 Survey of Newspaper Travel Editors tells what papers take freelance (abbreviated as FL) and which frown on sponsored trips. Here are some quotes:

The San Francisco Chronicle "no longer accepts stories from sponsored or hosted trips, or trips where the writer paid a press rate."

The Denver Post "rarely uses articles based on free or sponsored travel."

The Orlando Sentinel, St. Petersburg Times, Boston Globe, Providence Journal, Kansas City Star, and Nashville Tennessean say "no subsidized travel."

This is a scam, folks, a hoax perpetrated on the public by a travel editor with a misguided notion. It is also the biggest problem facing the freelance travel writer.

The North American Travel Journalists Association urges writers to stand up for their rights and editors to come to their senses. To run the best travel section possible, return the pages to the writers who produce the best work: the freelancers who need freebies to survive.

Foggy forums: Because we're leaner and meaner than some of our competitors, NATJA-bashing has become a popular sport in the forum sections of other organizations. We have nothing against SATW, ASJA, or so-called "competitive" groups, and we have members who also belong to other associations. But we object to wild, unsubstantiated accusations, privately or publicly expressed, generated by writers who never let the facts get in the way of a good story. As stated at the Santa Fe conference, NATJA members with questions or concerns should contact executive director Elizabeth Beshear [elizabeth@natja.org] or me [dan@natja.org] for answers.

"Instant" invites: For the second time in recent weeks, an e.mail invitation arrived during a two-day assignment that took me away from the computer. An acceptance sent out May 27 — the same day the invitation was read — brought the disappointing response that all space was gone, even though the invite carried a June 13 RSVP date. CVBs and PR firms need to be more flexible than that, especially when dealing with journalists who travel for a living. How about granting at least a week's turnaround time before slamming the doors in our faces?

That's Independence: Congratulations to Independence Air, the year-old discount carrier and NATJA awards sponsor, for its most practical and creative promotion. It announced that customers whose bags don't arrive with them will receive a credit for future travel in the amount of the one-way fare paid for that flight. In other words, the flight will be free as compensation for the inconvenience. Other carriers should be paying attention.

No more Marlboro Country: Montana, the backdrop for Marlboro Country, has become one of 10 states to ban smoking in all enclosed public places, including bars and restaurants. The ban, which begins Oct. 1, passed by a lopsided 40-10 vote in the state Senate, promoting Gov. Brian Schweitzer to sign it. Other states with such comprehensive bans are California, Connecticut, Delaware, Florida, Idaho, Maine, Massachusetts, New York, and Rhode Island. A few well-placed words from travel writers might convince the other 40 states to jump on the bandwagon.



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ADDRESS CORRECTION REQUESTED