

CT

June 2011

Pennsylvania
Botswana
Louisiana
Airlines



**AMAZONIAN
COMMISSIONS**

Page 12

**A CANADIAN'S
GUIDE TO SPAIN**
PAGE 17

**WIN A TRIP
TO SPAIN**
PAGE 37





Vacations that rock
their world.

NOW THAT'S NEW JERSEY

Get your customers ready to rock
With a vacation experience like they've
never had before – New Jersey! They'll be
dazzled by the Atlantic City nightlife and
casinos with ocean views. They'll be awed
by the stunning beauty of a bike ride

along the ocean in Cape May. And
they'll dig a cool and colorful "retro"
summer vacation in the one-of-a-kind
Wildwood. Whatever they love, they'll
find it in New Jersey. So start booking
vacations that'll rock their world, year
after year. Learn more at visitnj.org.


New Jersey
visitnj.org



Signature.ca 
vacations with you in mind



Experience *Elite Service* and enjoy complimentary:
Bon Voyage glass of champagne • Choice of hot meals • Wine with hot meals • Soft drinks • Snacks • Hot towel service • Leather seating • Pillows • In-flight, first run movies • Headsets • Kids backpack with games & toys • Courteous & friendly service



 **Sol Meliá CUBA**

Toronto Departures • 1 Week • All Inclusive

Varadero, Cuba
Melia Las Antillas ****plus



Supersaver Junior Suite
Jun 14 & 21
\$495 + 280 taxes

Cayo Santa Maria, Cuba
Melia Buenavista *****



Junior Suite Royal Service
Jun 10 & 17
\$745 + 280 taxes

Varadero, Cuba
Paradus Princessa del Mar *****



Junior Suite STD
Jun 9 & 16
\$795 + 280 taxes

Holguin, Cuba
Paradus Rio de Oro *****



Junior Suite
Sep 10, 17 & 24
\$945 + 280 taxes



For more hotels visit signaturevacations.com | For complete selection of the most current Signature flyers, visit agents.signaturevacations.com, OpenJaw/Fax Board or Travel HotNews/Fax Extra!/Travelinfo.ca. All product is available through Galileo Vacations, Sabrevacations, Amadeus, www.sirev.com or by calling 905.602.0893 or 1.800.268.7063.

Toronto departures. All prices are gross per person based on double occupancy for 7 nights all inclusive (unless otherwise specified) and were available at time of printing. Seats at the above prices are limited and subject to change without prior notice. Applicable to new bookings only. Transportation taxes & related fees shown must be pre-paid. For full terms and conditions, please refer to our current brochure. Applicable local taxes payable at the destination are extra (Cuba \$25 CUC). All flights are with Sunwing Airlines. Sunwing Tours Inc. D/B/A as Signature Vacations, 27 Fasken Drive, Toronto, ON. Ont (Tico) # 2476582, BC Reg # 39606, Que Reg # 800500. 06142011





Give your clients Mexico at its most.

Book select properties by Karisma with WestJet Vacations.

El Dorado Spa Resorts & Azul Hotels, by Karisma, in the exquisitely beautiful Riviera Maya, offers your clients Mexico at its most wonderful and diverse. They can sit back, relax and enjoy a Gourmet Inclusive® experience where the 'all inclusive' experience is more than just fantastic food, it's a return to luxury with gourmet dining, full-service concierge, a variety of suites and plenty of activities.

The El Dorado Spa Resorts are adult only and are ideal for a romantic getaway with in-suite Jacuzzis, romantic dining and spa services. If it's that perfect family vacation your clients are looking for, the Azul Hotels offer family-sized suites, toy lending and baby equipment program, family dining options, the Azulitos Kid's Club and much more to keep the whole family entertained.

Properties include:

El Dorado Casitas Royale ★★★★★

El Dorado Royale ★★★★★

El Dorado Maroma ★★★★★

Azul Fives Hotel ★★★★★

Book packages today at agent.westjetvacations.com
or call us at **1 877 737 7002**.





EDITOR-IN-CHIEF/PUBLISHER

Rex Armstead

ASSOCIATE PUBLISHER

Brad Liski

EDITOR

Janice Strong

STAFF WRITER-TORONTO

Merle Rosenstein

Tel: (416) 633-5522

DESIGN AND EDITORIAL PRODUCTION

Fusion FX Design & Marketing Inc.

www.fusionfxdesign.com

EASTERN REGION SALES MANAGER

Toni DeFino

Tel: (416) 307-7524

ACCOUNT MANAGER - VANCOUVER

Myles Armstead

Tel: (250) 860-9096

DESTINATION GUIDES

Stephen Fountaine

Tel: (250) 861-9006

REGIONAL REPRESENTATIVE MEXICO

Leticia Garcia

Tel: (55) 5683-5569

CRUISE ACCOUNTS MANGER - FLORIDA

DJ Towle

Tel: (321) 303-5629

PRODUCTION MANAGER

Bryan Nikkel

INTEGRATION MANAGER

Kahlil Yeates

SUBSCRIPTIONS

Subscription@canadiantraveller.net

All e-mail addresses:

firstname+initialoflastname@
canadiantraveller.net

PUBLISHED BY



CHIEF EXECUTIVE OFFICER

Rex Armstead

PRESIDENT

Brad Liski

WESTERN CANADA:
201-2080 Hartley Avenue
Coquitlam, BC
Canada V3K 6W5

Tel: (866) 699-9933
Fax: (604) 699-9993

EASTERN CANADA:
200-2810 Matheson Blvd. E.
Mississauga, ON
Canada, L4W 4X7

Tel: (416) 907-7524
Fax: (866) 250-6839

Subscription Rates: Canada: \$36 Per Year
USA: \$54 Per Year • International: \$72 Per Year

Printed in Canada

Canadian Publications Mail Product Sales Agreement
No. 40623544.

Postage paid at Vancouver, BC. Return undeliverable
Canadian addresses to Circulation Dept.,
201-2080 Hartley Avenue, Coquitlam, BC V3K 6W5.
Contents © copyright 2011 by ACT Communications
Inc. All Rights Reserved. Editorial submissions must be
accompanied by a self-addressed, stamped envelope. The
publisher assumes no responsibility for lost material.

ISSN 1207-1463



June 2011

Volume 26

Issue 6



12

Sales Development

4 *Selling With \$teve*

Going Social Means It's
How Many You Know

16 *Money Maker\$*

Need Commissions? Take Inspiration
From Spain's Marketing Slogan

46 *Money Maker\$*

The Airline Seat Is Still The
Most Crucial Part Of A Vacation

Africa

8 *Game On*

Watch Beast On Beast On Safari
in Botswana

South America

12 *Where The Wild Things Are*

Megadiverse Ecuador &
The Galapagos Islands

Europe

14 *Europe Report*

London's Best Hotels, Walking Through
Paris, Cruising in Portugal, First-Class
With Lufthansa

North America

United States

39 *Cajun Country*

Jambalaya, Swamp Tours &
Zydeco In Southwest Louisiana

40 *Wow Washington*

Bridges, Bets & A Look Way Back
In Washington County PA

43 *Discover America*

Family-Friendly Resorts Across The US



8

Canada

44 *In Hot Water*

Saskatchewan's Mineral Spas
Soothe Your Soul

CT Destination Guide

17 *A Canadian's Guide To Spain*

A Canadian's Guide To China, Hong
Kong, Korea, Malaysia & Thailand

Contest

37 *Win A Trip For 2 To Spain with HCC Hotels and Transat Holidays*

ON THE COVER:
SOME AMAZON LODGES ARE
RUN BY INDIGENOUS GROUPS
AND PROCEEDS FROM TOURISM
SUPPORT HEALTHCARE AND
EDUCATION. TURN TO PAGE
12 TO LEARN MORE ABOUT
SELLING ECUADOR.

PHOTO CREDIT:
MINISTRY OF TOURISM ECUADOR



\$elling with \$teve

It's Not Who You Know...

Going Social Means It's How Many You Know

BY STEVE CROWHURST, CTC



Steve Crowhurst, CTC, author, keynote speaker and trainer specializes in NBG – New Business Generation for the travel and tourism industry. He offers four free newsletters, *The O&M for agency owners and managers*, *The Frontline for counsellors*, *The Edge for home-based agents* and *The BDM for suppliers*. Visit his websites: www.smptraining.com, www.stevcrowhurst.com, www.homebasedtravelagenttrainer.com and www.bdmtraining.com

That's an old one isn't it? *It's not who you know, it's what you know!* Or was it the other way round? *It's not who you know, it's who knows you!* Aha, I think that was it – nope, that was an updated version. I got it. *It's not what you know, it's who you know.* Yeah that's it. Where am I going with all this? Well it's dawned on me that as we're now in the social era, this saying has come back into vogue with a slight tweak 'n' tweet.

Here's the updated version courtesy of your New Business Generator: *"It's not who you know, it's who they know who knows who they know!"* This is the social mantra that came to me after I checked my Facebook reminder telling me, "you have one message and three something-or-others". I have a Facebook account and I go there once in awhile to 'play' and test things out. It's not a source of business for me as it is for you. After one of my updates went live and I asked an old contact to be a pal, be a buddy, be a friend I was surprised to find that when I next visited my account I had 450 friends-in-waiting. This was Six Degrees of Separation happening in real time. That's when it hit me. The network behind this social tool – it really does exist. The truth being I didn't know these people from George, Paul, John or Ringo. But then again, indirectly because I knew him who knew her who told them about me, we're all mates, pals, buddies and friends. I had an extended social family and didn't really know that 'til now.

Recap: without doing too much other than accepting a friend's request, my network of potential travellers just increased beyond huge. From a travel agency's business point of view – this is instant prospecting.

Do You Know Anyone...

Now that you have a new family of friends, it is within the game to ask a question or two, just as you would if you were all sitting round a dinner table enjoying a meal. The "Do you know anyone..." question is a great way to start the viral prospecting activity. What ending would you like to tack onto the question? "Do you know anyone... going to Spain... getting married... knows how to make a good curry... who likes wine... who loves to cook..." Any questions like these will be zip zapped around your new pal network pretty quickly. Responses will

start to flow back to your pals and to you. Slowly you start to work towards 'Who wants to join me for dinner in Delhi?'

An Enlightened Twit

I was chatting with an artist friend recently about using social media to get her message out and during the conversation we were challenging the use of Facebook and Twitter as a great form of marketing. Using that network of friends to drive the viral message "art for sale". Twitter being the one where people follow you seemed to fit the bill in my friend's case. Rather than Tweet "I am having a coffee..." she could message each step in her next painting with links to each image as it progresses and even have an auction at the end, when the picture is completed. Now play that scenario back

That's when it hit me. The network behind this social tool – it really does exist.

with you and your agency changing places with my artist friend.

You are designing and building a tour to Spain for instance. You ask for responses, where would you go if you were going? You report back with updates as to how the tour is coming along, links to the routes, links to images along the way. Then, you message out when the tour is complete. Link to your website where your social pals can view and or download the entire brochure that explains the tour they helped to build. Customer Built is a phrase used by the trade in days past. British Airways used passenger input to redesign its seats, cabin, etc. The fashion trade has used the term, too – asking women for input on new handbag designs. Once produced, the new Customer Built products are marketed back to the customer who helped in the rebuilding. Very clever. Who wouldn't invest in something they helped to build. TA interpretation... some of those friends who helped design your next tour would more than likely want to go with you.

There. Two excellent ways to use your social connections to sell more destinations. Work your magic, send it viral and let your friends sell for you. ✈



ENJOY IBEROSTAR HOTELS & RESORTS IN CUBA



VARADERO

IBEROSTAR TAINOS

★★★★★

LOCATED ON A BEAUTIFUL STRETCH OF VARADERO BEACH SURROUNDED BY TROPICAL GARDENS, THE IBEROSTAR TAINOS OFFERS YOU EXCEPTIONAL VALUE-FOR-MONEY IN A 4-STAR RESORT!

TORONTO DEPARTURES
SEP 5, 12, 19 & 26
 HOTEL ROOM
 1 WEEK • ALL INCLUSIVE

\$595
 +\$280 taxes



VARADERO

IBEROSTAR PLAYA ALAMEDA

★★★★★

WITH ITS ANDALUSIAN STYLE OF COLONIAL ARCHITECTURE, THIS DELUXE RESORT FACES VARADERO'S SPARKLING WHITE BEACHES.

TORONTO DEPARTURES
SEP 1, 8, 15 & 22
 HOTEL ROOM
 1 WEEK • ALL INCLUSIVE

\$595
 +\$280 taxes



VARADERO

IBEROSTAR LAGUNA AZUL

★★★★★

SITUATED ON A GORGEOUS STRETCH OF VARADERO'S BEACH, THIS BEAUTIFUL PROPERTY COMBINES BOTH BEAUTY AND SERVICE FOR THE ULTIMATE VACATION EXPERIENCE.

TORONTO DEPARTURES
SEP 6, 13, 20 & 27
 HOTEL ROOM
 1 WEEK • ALL INCLUSIVE

\$665
 +\$280 taxes



**FOR MORE HOTELS & DESTINATIONS VISIT WWW.SUNWING.CA
 FOR COMPLETE SELECTION OF THE MOST CURRENT SUNWING FLYERS,
 VISIT OPEN JAW/FAX BOARD OR TRAVEL HOT NEWS/FAX EXTRA!**



AFRICA
[botswana]

Game On

Watch Beast On
Beast On Safari
In Botswana



By Merle Rosenstein

Deep in the heart of Africa, stunning Botswana shines as a top safari destination. The winding waterways, lush grasslands, striking salt pans and vast desert plains attract roaming herds of wild game and exotic birds. Opportunities for wildlife viewing abound in Botswana's interior. Visitors can jump in a jeep and track a herd of wild elephants, roll down the river in a mokoro (dugout canoe) or take flight in a hot air balloon. And with an area of 581,730 square kilometres (about the size of France or Kenya), Botswana has plenty of territory to explore.

CT CONTEST WINNERS

KENYA

Janet Radley of Helen Thompson Travel, Toronto, Ontario has won Canadian Traveller's Trip for 2 to Kenya, sponsored by Kenya Airways and Sita Tours Canada.

UTAH WEBINAR

CT's Learn & Earn Webinar was held on March 24. Margaret Cox of Uniglobe Plus Travel in Mississauga, ON won an America the Beautiful National Park Pass. Ian Klein of AMA in Edmonton, AB won a Backpack with t-shirts & an America the Beautiful National Park Pass. Lois McNiven of Visions Travel in Vernon, BC won 2 nights lodging St. George with 2 rounds of golf. Misty Anderson Omura of BCAA in Burnaby, BC won 3 nights lodging in Salt Lake City with 2 days skiing.

ITALY WEBINAR

Congratulations to the winner of CT's Learn & Earn Webinar on April 28. The prize was a \$250 Visa, courtesy of Collette Vacations, given to Michelle Montpetit of Sears Travel in Moose Jaw, Saskatchewan.



Kimberly Hartley with Myrtle Beach contest winner, John Zachar.

Order Your Free Copy Today

To subscribe go to
www.CanadianTraveller.net

Here are some of the top wildlife viewing areas in Botswana:

The Moremi & Okavango Region

The Okavango Delta is the largest inland delta system in the world – a 15,000 square kilometre series of waterways, lagoons, swamps and islands. The water from the Delta originates 1,600 kilometres away in the highlands of Angola. The islands of the Delta attract great numbers of animals that come from miles around, including elephants, zebras, kudus, gazelles, buffaloes and lions. Moremi Game Reserve, a 3,000 square-kilometre protected area covering about 20 per cent of the Okavango Delta, has a wide range of habitats from wetland and reed beds to forest and savannah woodland. Exotic birds, zebras, buffalo, wildebeest and giraffes, hippos and lions all call the Moremi Game Reserve home. One of the most popular safari destinations for big game, the Moremi Game Reserve hosts day and night game drives, walking safaris and mokoro rides. Private game reserves have luxury camps and exclusive safaris. The number of lodges and camping sites is limited to protect the environment.

The Chobe Region

Best known for the size of its elephant population, Chobe National Park boasts one of the largest game concentrations on the African continent. During the dry season, big game gather at the Chobe riverfront. Further south, the less crowded Savute, offers excellent views of elephants and lions, the endangered wild dog, leopard, cheetah and the hyena. During the summer,

the Savute offers prime birding opportunities.

The Linyanti Wildlife Reserve with its lagoons, rivers, forests, grasslands and dry wooded areas, hosts high concentrations of elephants, zebra, sable and roan antelopes, red lechwe and the aquatic sitatunga antelope, plus lions, leopards, cheetah, wild dogs and hyenas. Visitors are delighted by the daily chorus of singing birds, grunting hippos, thundering elephants, roaring lions and laughing hyenas.

Makgadikgadi & Nxai Pans Region

Salt pans are flat expanses of land covered in salt and other minerals. The Makgadikgadi Salt Pans are the largest in the world. The Makgadikgadi was an ancient lake covering much of southern Africa that dried up thousands of years ago. During the rainy season, the pans fill with water attracting huge flocks of flamingo and other migratory birds. The rains also regenerate the grasses, attracting zebra and wildebeest, kudu and steenbok. During the rainy season the zebra migration of the Makgadikgadi reaches into the Nxai Pan area. Nxai Pan is one of the more easily accessible of Botswana's parks and is popular for quad biking and mobile camping safaris. Although only two hours drive from Maun, this vast and starkly beautiful area remains relatively untouched.

Eastern & Central Region

Although the Eastern and Central Region is mostly agricultural, there are some worthwhile attractions for visitors. The Tuli Block is like no other area of Botswana with its rock outcroppings, stones and rocks in different sizes,

AIR BOTSWANA
Going Your Way

DISCOVER BOTSWANA WITH AIR BOTSWANA

Daily Flights from Johannesburg to Maun & Gaborone

- Book BP in your GDS.
- System published fares apply to all regional sectors.
- E-tickets issued through BP offices in Canada.

For more information call toll free
1-800-518-7781
Offices in Toronto and Vancouver



The islands of the Delta attract great numbers of animals that come from miles around, including elephants, zebras, kudus, gazelles, buffaloes and lions.

red sand and massive Nyala and yellow barked fever trees growing along the banks of the Limpopo River. The Tuli Game reserve is the largest privately owned game conservation area in southern Africa. Animals roam freely between the Motlouse and Limpopo rivers. Here visitors can follow groups of lions, leopards, elephants, giraffes, spotted hyenas, bat eared foxes, aardwolves, cheetahs, kudu, Burchell's zebras, bushbuck and baboons. The Tuli Game Reserve is perfect for game drives and adventure activities such as mountain bike safaris, horseback safaris, and hot air ballooning. On other reserves in Botswana, night drives are not allowed, but on the private Tuli Game Reserve, you can see many nocturnal creatures. On night drives and game walks, visitors may see porcupines, armadillos, spotted genets and civets, in addition to the larger carnivores. With over 350 species of birds identified in the area, Tuli is one of the best places in southern Africa for birders. Birds in Tuli include rock thrushes, boulder chats, shrikes, cormorants and kingfishers.



Opportunities for wildlife viewing abound in Botswana's interior. Visitors can jump in a jeep and track a herd of wild elephants.

When To Go

During the rainy summer season (January to March), animals tend to disperse and migrate to summer grazing areas, while in the dry winter season (April to November) animals congregate around watering holes, making for good game viewing. The best time to visit the Okavango Delta is between the months of April and November, when large numbers of animals gravitate towards the waterways. The calving months, November and December, are an excellent time to see newborn animals. In March and April, zebras and other animals move towards the Savuti area of Chobe National Park.

More information on safaris in Botswana can be found at www.botswanaturism.us ✈

AFRICA • ASIA • ISLANDS • LATIN AMERICA • DOWNUNDER

Bok - Bok - Bok - Booking Bonus!

Book a minimum of \$2500 on any Goway land product between May 2nd and June 17th and receive \$25 on your Goway Reward Card. Add international air and get an additional \$10 per person.

TERMS AND CONDITIONS: Valid on new bookings only made by June 17th, 2011. Cannot be combined with any other promotions.



Where The Wild Things Are

Megadiverse Ecuador & The Galapagos Islands

By Merle Rosenstein

Designated one of 17 'megadiverse' countries by UNESCO, Ecuador boasts an unbelievable array of wildlife (South America's second smallest country is home to 1,640 species of birds, a record per square metre). And, the country's four main regions showcase wildly differing geography. Where else can you trek through Amazon rainforest, traverse majestic snowcapped mountains, lounge on calm Pacific coast beaches and stroll through local markets all in one day? Check it out.



Patagonia Cruises

Take your journey on our new ship the MV Stella Australis.

Experience the grandeur of Patagonia cruises 3 and 4 night journeys at the end of the earth to Tierra del Fuego and Cape Horn with Cruceros Australis Expeditions Ships.

CRUCEROS AUSTRALIS
CAPE HORN & PATAGONIA

Call your travel agent or 1-877-678-3772
www.australis.com

Galapagos Islands

The Galapagos Archipelago is made up of 13 major islands lying 960 kilometres from mainland Ecuador. In 1959, 90 per cent of the land and all of the ocean territory was designated as an Ecuadorian national park. The Galapagos Islands are home to many native species and are famous for birds such as boobies, flightless cormorants, Galapagos penguins and magnificent frigate birds. The Galapagos Islands are also home to giant tortoises, Galapagos sharks, Galapagos sea lions and Galapagos fur seals.

Amazon Rainforest

The Amazon Rainforest or 'El Oriente', the largest region in Ecuador, boasts nine parks and reserves covering 33 per cent of the region. Home to more than 800 species of birds, 2,500 species of insects and 450 native flora, the Amazon Rainforest is the most biodiverse region in Ecuador. Stay in jungle villages or in jungle lodges complete with tour guides and luxury accommodation. Some Amazon lodges are run by indigenous groups and proceeds from tourism support healthcare and education.

Cuyabeno Reserve. The Cuyabeno Reserve's lush wetlands and river waterways cradle creatures like tapirs, ocelots, bats, jaguars, pumas, capybaras, anacondas, anteaters, peccaries, poison dart frogs, agoutis, iguanas and 15 different species of monkey. The waters are filled with turtles, pink freshwater dolphins, giant otters, manatees, five species of caiman and nearly 500 different species of fish, including the famous piranha. Of the more than 500 bird species, keep an eye out for woodpeckers, hummingbirds, tanagers, Macaws and toucans.

Papallacta. Thought to have healing properties, the hot springs at Papallacta, just 90 minutes from Quito, offer stunning views of the spectacular Artisan volcano. While you relax in the springs you can glimpse hummingbirds feeding nearby.



Left: Some Amazon lodges are run by indigenous groups and proceeds from tourism support healthcare and education.

Right: Ninety per cent of the Galapagos land and all of the ocean is a nation park to protect its iconic animal life.

PHOTOS: MINISTRY OF TOURISM ECUADOR

Puyo. Puyo serves as a gateway to the wilderness and is a perfect base for exploring the edges of the rainforest.

Pacific Coast

Mindo, set in the cloud forest 2.5 hours northeast of Quito, is part of the protected reserve called the Bosque Protector Mindo-Nambillo. Mindo makes an excellent base for exploring the amazing natural surroundings and outdoor activities. With rare species of birds like the toucan-barbet, the cock-of-the-rock and the golden-headed quetzal, Mindo is becoming known as one of the best birding spots in South America. In addition to bird watching, visitors to Mindo can go hiking, cycling, tubing or take a canopy tour by a waterfall.

Canoa. Canoa is known for its long stretch of beach and great surfing. Horseback riding, hang gliding and paragliding are other available activities.

Machalilla National Park. In Machalilla National Park, dubbed the “Poor Man’s Galapagos”, you can view sea lions, iguanas and blue footed boobies for less than the cost of a tour to the Galapagos Islands.

Malecón 2000 and las Peñas. Guayaquil, the largest city in Ecuador, is the entrance port to the Galapagos Islands. Once the social centre of Guayaquil, the Malecón 2000, along the banks of the Guayas River, links some of the city’s major

attractions. Las Peñas, one of Guayaquil’s oldest neighborhoods, is a wonderful place for a stroll.

Andes Highlights

- **Artisan market at Otaval.** Best visited on Saturday or Wednesday, this well-known market is a great place to interact with locals.
- **Quito’s Historic Town.** Quito, located in the Central Andes, has a number of museums, churches, and plazas to explore. Quito’s historic town, with its stunning examples of colonial architecture, has been restored and provides clues of what life was like during the colonial period.
- **Cotopaxi National Park.** Home of the highest active volcano in the world, the park offers mountaineering, hiking, birding, horseback riding, camping and mountain biking.
- **Baños.** This laid-back town has hot springs and is perfect for lovers of extreme sports, like whitewater rafting, rappelling and bungee jumping.
- **Ingapirca Ruins.** Although not as spectacular as Machu Picchu, the Ingapirca Ruins are the most important archeological remains of the Incas in Ecuador.
- **Cuenca.** This city boasts churches, houses and cathedrals built in the colonial style, as well as a wide array of cultural museums.

More information on this megadiverse destination can be found at www.ecuador.travel ✈

SunBreeze Hotel

Ambergris Caye, Belize



• Great Location in San Pedro Town • 43 Rooms
 Variety of Category • Restaurant & Bar • Massage
 Studio • Dive Shop • Singles, Couples • Families
 • Weddings • Conference • Packages Available

www.sunbreeze.net
sunbreeze@btl.net
Toll Free: 1-800-688-0191



SunBreeze Suites

Mention this ad for a booking incentive



• 20 Oceanfront Suites with private balcony
 • Kitchen, Living & Dining Area • Tour Desk • Mojito
 Bar & Grill • Centrally Located in Town Romance
 • Family • Couples • Packages Available

www.sunbreesesuites.com
sunbreesesuites@btl.net
Toll Free: 1-800-820-1631





VISIT THE **NEW** SMP TRAINING WEBSITE FOR

- ✓ FREE how NOT to do it videos
- ✓ FREE Logos you can cut and paste into your flyers
- ✓ FREE newsletters for travel agency managers, home based agents and frontline
- ✓ FREE webinars
- ✓ Sign up for SMP's new blog called Directions
- ✓ Access resources to help you sell more travel
- ✓ Check out Steve's reference & resources page
- ✓ Visit the SMP store where you'll find cutting edge publications
- ✓ You want more? Join the SMP mailing list and Steve will keep you informed.

www.smptraining.com
steve@smptraining.com
T:250-752-0106

EGERTON HOUSE IS NO. 1

The Egerton House Hotel, Knightsbridge, part of the Red Carnation Hotel Collection, has been named London's top hotel by the public, following research based on online guest satisfaction and guest reviews from over 70 million online reviews carried out by ReviewPro. Red Carnation Hotels dominated the top ten, with the five-star Milestone Hotel, Kensington, number five on the list; the five-star "41" Hotel, overlooking Buckingham Palace number six; and the four-star The Chesterfield, Mayfair, in the number nine spot. www.redcarnationhotels.com.



UNIWORLD LAUNCHES THE DOURO SPIRIT

Uniworld Boutique River Cruises' new ship, the Douro Spirit, sails an 11-day itinerary through the UNESCO World Heritage region. The Douro Valley that includes: three nights in Lisbon at a deluxe hotel with breakfast; a 7-night cruise in a stateroom with a French balcony onboard the new Douro Spirit; all meals with complimentary fine wine, beer, and soft drinks served with dinner onboard; 10 fully hosted shore excursions by English-speaking local guides; and transfers on arrival and departure days. www.uniworld.com



CURIOS IN PARIS

Curiosités offers more than 200 unusual and picturesque guided walking tours that explore the French capital. New tours for 2011 include the Covered Passageways, the Champs-Élysées, the Opéra district, the Butte-aux-Cailles and Montmartre. In addition to a quiz and a souvenir, the two-hour tours now feature 'video-walks': Ambassador guides are equipped with pocket overhead projectors to illustrate their commentary with animated sequences, videos or images. All tours are in French or English, and groups are limited to 20 people. www.curiosities.com



New First For Lufthansa

Lufthansa has re-introduced first-class service on its Vancouver-Frankfurt route. The airline's first-class service includes boarding directly from the Business/Senator lounge in Frankfurt; private wardrobe for each passenger; seats that convert to the longest and widest beds in the air; 17-inch monitors, two power outlets; amenity kits; pyjamas; and fine dining with menus developed by Michelin Star chefs, rare and fine wines, cappuccino, lattes and espresso and service surprises like whiskey tastings, Oktoberfest specialties and Captain's dinner. www.lufthansa.com



FEBRUARY 28

- ✓ Walk along landscapes classified as World Heritage Sites.
- ✓ Take quiet strolls amid waterfalls, lakes and cliffs.
- ✓ Find myself along the way.

Feel alive.



www.visitazores.com



Lagoa Seca - Pico

TREKKING

Located in the heart of the Atlantic, the Azores offer more than 60 walking trails in a safe breathtaking environment. Be bold and discover unique landscapes along trails completely surrounded by Nature.

Azores. A lively, magic and safe place where no two days are the same.



Caldeira Velha - São Miguel



I Need Spain

By Steve Crowhurst, CTC

Need Commissions?
Take Inspiration From
Spain's Marketing Slogan

You have to hand it to Spain...they have created a wonderful website that will attract you, guide you and educate you, too, if you look beyond the words and read between the lines. Do that and you will discover more than enough tour ideas to turn into some serious money. Look for the ideas that work for you, your business model and your client base and then ask your preferred suppliers to customize your idea and off you go to market with your custom FIT.

Creating custom Spain FITs is the best way to go as no competitor will "have it" meaning your offering will not be on their brochure rack and neither will they have the breakdown of components or pricing. But I'm ahead of my self. I've put the *carro* before the *caballo!* Back to Spain's website for a moment.

Such great use of colour, easy to find the information and click on what you are interested in and what's jumping out at me is the new (2010) slogan "I NEED SPAIN" – and for a new business generator like myself that's got some marketing moxie that you can use. So for you, it's a combination of **I Need Spain**, Spain Needs You, Your Clients Want Spain, Help Them Make It Spain Again... we could run an entire page of slogans based on the official slogan, I Need Spain.

I Need Lingo: Lost In San Millán de la Cogolla

A superb idea taken right off Spain's website. Learning a language onsite. I remember when I did this. Well sort of. Back in the day, four lads, me being one, took off in an old Bedford van and drove for two days from the UK to Calpe on the south east coast of Spain. Suddenly realizing we were not in an English-

speaking area, we had to learn the language very quickly. This meant, to our pal Tony, that he should act out the English word and see what returns as the equivalent in Spanish. In this case, our word was *eggs*. It was breakfast time you see. So there he was perched on his café seat, buk, buk, bukkin' like a chicken and then standing up to point to the seat where the egg would be. "Huevo!" our server responded as he collapsed to the ground holding his sides. "Si!" we all shouted back...EGGS! Fast forward to now...how about offering an easier version of learning the language and packaging your *Language, Life and Learning* tours to the birthplace of the Spanish language, San Millán de la Cogolla.

From Spain's website you can find these well written words to help attract your customer: "If you visit this unique place you will feel its great transcendence seeping from its very walls. Discover the place where the first words of a language now shared by more than 400 million people were forged." How captivating was that?

Now of course you cannot allow your clients to stay lost in translation...they will have to travel out from San Millán de la Cogolla after their studies. You will have your pre and post options ready to offer. Perhaps a visit to Madrid or any one of the many coastal areas? Perhaps over to the Canary Islands?

I Need Food: Tapping Into The Tapas

Are you ready to create your I Need Food! gourmet tours of Spain? Of course you are. And you want to lead the tour, too. Why not? Go for it. First of all, make a study of the various regional delicacies and specialities. Once you

have that information start to plan your itinerary by working with the team at the Spanish National Tourist Office located in Toronto. Imagine you could be offering a wonderful menu of travel, sightseeing, food with wines to match each delectable morsel...hmmm *fantástico!* See, I'm picking up the language just writing this. Amazing. *Incredible.*

As I moved around more web pages on Spain's website I find information not only telling me all about the types of food and which regions cooked up which dish, I also came across a selection of videos playing on YouTube. *Perfecto!* By now I am hoping that you have created your own agency's YouTube channel – and if you have and you are in the niche market of food tourism, wine tourism, or cuisines of the world all you have to do now, to use the videos produced by Spain, is link them or upload them to YOUR YouTube account. How easy is that? You can tap into the tapas through the power of video. www.youtube.com/watch?v=LBnTqp_7qoI&feature=player_embedded#at=35

I Need A Drink: Wine Routes & More:

I'm still sitting at the table of ideas and now looking for ways to profit from the grape. I'm thinking I Need Wine! So far I've counted 13 wine routes that you could either build into your own FITs or check to see if the tours offered by your preferred suppliers include any of these regions or routes. As you may or may not know, the companies that actually represent the wines of the world are usually quite eager to support an event where some wine tasting can be factored in. So in this case, you could work with a local rep for your area, arrange a venue

continued on page 38

ENTER TO WIN A TRIP FOR 2 TO SPAIN

THE PRIZE

1 City package to HCC Taber in Barcelona for 2 people. The package includes:

- Roundtrip airfare in Economy class to Barcelona, Spain from Montreal or Toronto for 2 adults on Air Transat or Canjet according to the Transat Holidays flight program;
- 7 nights accommodation (hot breakfast included);
- Hop-On Hop-Off pass and transfers to and from the airport.



QUESTIONS

1. The Caliphate Route explores Spain under _____, and their overthrow by King Ferdinand and Queen Isabella.
2. One of Europe's busiest conference centres, _____ range of event venues includes lavish palaces and castles and the modern conference centres.
3. A restaurant legend is Els Quatre Gats (The Four Cats, Catalan slang _____).
4. In the province of Ciudad Real, you can descend 700 metres below the earth's surface at _____, where mercury was extracted.
5. A thrill for any fan is to visit the places that raised the champions, like the _____ of tennis whiz Rafael Nadal, or the _____ of golf great Sergio Garcia.

Complete all information and fax to the number below or visit canadiantraveller.net/Contests/Spain:

Name: _____ Company: _____

Address: _____ City: _____

Prov: _____ Postal Code: _____ Telephone: _____

Fax: _____ Signature: _____

E-mail: _____



Fax: (604) 699-9993

THE RULES

1. To enter the contest, the entrant must be a bona fide travel agent actively working in the industry, a resident of Canada who has reached the age of majority in the province in which he/she resides, who is not an employee of, a member of the immediate family of, or domiciled with, an employee of ACT Communications Inc., its agents or distributors, or any of the prize donors. Note: Contest is not valid in any jurisdiction where prohibited by law. Odds of winning are contingent upon the number of entries received.
2. Entrants must complete all questions, and include their name, telephone number and signature.
3. Mail or fax entries to "Spain Contest" Canadian Traveller, 201-2080 Hartley Avenue, Coquitlam, BC V3K 6W5. Fax: 1 (866) 562-4405. Entries must be received by September 30, 2011.
4. The draw will be made October 3, 2011 from all correct entries received. All questions must be answered. The solutions can be found in the Spain Destination Guide.
5. One prize will be awarded consisting of a pair of round trip tickets, roundtrip transfers between the destination airport and hotel, and 7 nights lodging at HCC Taber, courtesy of Transat Holidays. Some restrictions apply.

6. The prize redemption dates will be provided to the winner. It must be accepted as awarded, is not redeemable for cash and is not transferable.
7. The winner will be advised by telephone during the week of October 3, 2011 and announced in the November issue of Canadian Traveller.
8. All entries become property of Canadian Traveller which assumes no responsibility for printing error or lost or misdirected entries. No communication will be entered into except with the winning entrant.
9. One entry per person. Duplicate entries will be disqualified.
10. If more than one agent in your office wishes to enter, please photocopy this page.

ADDITIONAL TERMS & CONDITIONS

1. Travel redemption dates are April through October 2012.
2. Booking must be made 30 days prior to the departure date;
3. The following black-out dates apply: Labour Day, Thanksgiving, Holiday and spring breaks.
4. The vacation package is based on selected travel periods and are subject to availability at time of booking;
5. In the eventuality that the winner resides in a city that requires transportation to

our departure cities, the costs associated to the transportation are the winner's entire responsibility.

6. Terms and conditions of the Transat Holidays' current brochure are applicable.
7. The winner has to respect the validity dates of the prize and will have to accept any alternatives proposed by Transat Holidays if need be. Transat Holidays reserves the right to offer a comparable product in the event of a program cancellation, Act of God or other unforeseen circumstances. No extensions will be permitted.
8. No extensions will be permitted and the prize cannot be exchanged, transferred or substituted for cash.
9. Travel documents are the responsibility of the winner and must be obtained prior to departure. Transat Holidays strongly recommend the purchase of travel insurance.
10. **Taxes including destination and airport taxes as well as fuel surcharge are not included in the prize and are the responsibility of the prize winner. They must be paid at time of booking.**
11. The winner and accompanying travellers must have the same departure and return dates on the flight tickets.
12. All personal expenses are the responsibility of the travelers.

continued from page 16

and present your next tour of Spain over a glass of wine. Do this professionally and your preferred suppliers may just get onboard, too. This would be a terrific combination of talent and support – you and your team, the Tourist Office Of Spain, the wine representative and your BDM from your preferred supplier.

I Need Cheap: Low Costa Vacations

As Canadians head for the beaches of the Caribbean, Mexico and Hawaii during the winter, why not promote sun, sand and sea vacations at any of Spain's many coastal areas. I've just looked at a few hotel rates for July along the Costa del Sol/Malaga region and back alley views start from \$100 to ocean views going for \$150 – Canadian dollars. You know that this is a niche market that the Europeans take for granted. You can even book ex-UK and find packages for a few hundred dollars that includes air, hotel and meals, too! Could this be a new niche for you? We have already found your marketing slogan: "Low Costa Vacations in Spain!"

There is a business here for you. Selling Spain's beaches in the summer is a mix of sun, sand and culture all wrapped into one. Sure your clients could head to the sun during the winter and don't sell them away from that idea. Close that sale. Next however, if they like beach vacations, here is a wonderful new take on an old style of vacation. You might even want to create a Best of Beach Bumming tour that puts your clients on a different beach, region of Spain every few days. This would be an FIT once again. Air, hotels, car, sightseeing...that's the easy part, creating and marketing and closing the sale is the tough part. Once again, use the support that the Tourist Office Of Spain can offer.

I Need Adventure!

This is one type of travel that is expanding across all areas of the world and also across all generations and lifestyles. Adventure is a travel buzzword today. Every Baby Boomer has it noted on their bucket list – they must experience a real adventure before they die. Spain has more than enough adventures for you to package and sell such as: ballooning, biking, canyoning, caves and caving, climbing, fishing, hiking, horse riding, rafting and walking. Then there's birdwatching and all sorts of low impact activities. Shopping! Yeah. That's an adventure, too.

I Need Friends: Socialize My Spain

Time to go Spain Social. Time to Facebook those low *costa* vacations, wine tours and adventures. Why not check out Spain's Facebook page and then see what you can do

with your Facebook account? You could link to Spain's Facebook account, too. When it comes to getting the word out, you should be socializing your message. Send your Spain viral and see what returns then you might be saying, "Hola to the Moola! 🇪🇸"

THEY SAID IT – SALES TIPS

Stéphanie Bishop
Managing Director,
Canada



Globus family of brands Avalon - Globus - Cosmos - Monograms

When selling the Spanish dream vacation, keep it simple and think about 3 things: Qualify your clients; sell the all-inclusive benefits of touring; tour directors: they are one of the most valuable aspects of your customer's vacation.

Cris David
President
Insight Vacations



Take a tour of the Alhambra, the Modernist architecture of Barcelona and Prado Museum; enjoy world famous wines of Spain; visit Madrid, Seville, Granada, Barcelona; experience the Spain our luxury 40 seat coaches.

Vittorio Lo Tauro
Vice President
Travel With Flair



Learn always as much as you can about the needs and life style of your clients, as the more you get to know your clients the better we can serve them. Today's internet is a great educational tool which may help to rouse the interest of travellers to visit the destinations that suit them best, but it takes an expert to make your clients' travel dreams a reality.

Nathalie Tanious,
Vice President
– International
Air Canada Vacations



If time constraints are an issue for your client, consider a 4-day city

stay in Barcelona. There are many tours and activities available including a tapas evening walking tour of Barcelona to enjoy the tastes that the city has to offer.

If clients have an extended vacation in mind, the two-city combo to enjoy Barcelona and Madrid paired with an extension to enjoy Seville would allow for your clients to experience all that Spain has to offer.

Robert Zuzek
President
Kompas Express



Learn about the destination and take advantage of the many opportunities brought forward by the Spanish Tourist Office such as the Spain specialist program "ILearnSpain.ca"

Tim Roebuck
Vice-President Sales
ACP Rail
International



When planning a trip by train in Spain, agents should look into the high speed routes for convenience and efficiency. Another great tip would be to book clients into the comfortable TrainHotel sleepers. Clients will travel in total comfort overnight and reach their main city of choice the next morning refreshed and ready to go. They'll also save the cost of a night's hotel.

To learn more and read the complete interviews, visit www.canadiantraveller.net

CAJUN COUNTRY

Jambalaya, Swamp Tours & Zydeco In Southwest Louisiana

Louisiana's Cajun Country sits west of Baton Rouge in the southwest corner of the state. The place takes its name from the Acadians who arrived in the late 1700s after their expulsion from Nova Scotia and French Canada. They learned to survive in the swamps from the local Native Americans, and began to farm crops like rice, peppers and okra.



Crawfish, or mudbugs, are a highlight of Cajun cooking and celebrated at festivals throughout Cajun Country.

The Acadian culture is very much alive today, in the area's language (a Cajun variation of French that is spoken as a second language), cooking (gumbo and jambalaya), and its music (a zesty mix of Cajun and zydeco).

Take a swamp tour and get up close to the region's wilder inhabitants in the massive Atchafalaya River Basin swamp and the along the Creole Nature Trail. Visit historic plantations, and living museums like the Jean Lafitte National Park System.

But the best way to experience Cajun culture is to do as the locals do. Head to "fais-do-do" events at local dance halls or stop at authentic zydeco roadhouses on the Cajun prairie. Sample crawfish, a freshwater shellfish resembling (and tasting like) a miniature lobster featured on local menus.

Or take in a festival. In Cajun Country they celebrate nearly everything. Take the Giant Omelette Celebration in Abbeville. Or the Rayne Frog Festival. Or the Cracklin Festival in Port Barre. But if you can only get to one, make it the Festivals Acadiens et Créoles in Lafayette in October. The Festivals cover the whole sweep of culture in the region, including its European, African and Indian roots. Since this is too much to capture in single festival, the event combines three – the Festival de Musique, which spotlights Cajun and Zydeco music; the Bayou Food Festival, celebrating Cajun and Creole cuisine like boudin, étouffée and jambalaya and the Louisiana Craft Fair featuring works from area craftsmen.

As Patrick Mould, a Cajun chef and one of the event's organizers says, "Just get here early and bring your dancing shoes." 🌳

French Canadian settler learned to tame the swamp and created the unique Cajun culture that still thrives in Louisiana.

Feel the beat Taste the heat
Share the Joie de Vivre!



In Lafayette the music is hotter, the cuisine is spicier, the folks are friendlier. Our Cajun and Creole culture makes everyday life as colorful as Mardi Gras. We call it *joie de vivre*. You'll call it the best time you've ever had.



800 346 1958 www.Lafayette.Travel

Wow Washington

Bridges, Bets & A Look Way Back In Washington County PA

Explore the past and enjoy the present in Washington County, tucked away in southwestern Pennsylvania. Quaint towns, historic monuments, living history attractions, baseball action, golf, hiking, biking, and a warm welcome are what Washington County is all about.

Look Back, Way Back

The earliest locals set up house about 16,000 years ago and you can see how they lived at the Meadowcroft Rockshelter and Historic Village. When Albert Miller looked into a groundhog hole on his farm in 1955 he discovered

a very early rock shelter that attracted the attention of the University of Pittsburgh's anthropology department. Today you can peer into the oldest and deepest parts of the excavation site, then ease your way back to today at a 16th-century Indian village, and

18th-century frontier farm and a 19th-century rural village at this National Historic Landmark.

In the late 18th century David Bradford, the Washington County Attorney General led mobs in the street to protest federal taxes. George Washington answered with 13,000 troops to put down what became known as the "Whiskey Rebellion." You can visit Bradford's house in the city of Washington.

Speaking of George Washington, The National Road (known as Route 40 in some parts) follows the military road

Washington & Jefferson College,
home to varsity sports action.

**Pennsylvania
Trolley Museum.**



I played here.

I shopped here.

I rediscovered history here.

And of course, I slept here.

Hey, there's a LOT to do in
Washington County, PA.

Call 1.866.927.4969



I also downloaded
Washington County's
new app.

It's free.
It's Easy,
It's so 21st century.



visit
Washington
County, PA

VisitWashingtonCountyPA.com

Pittsburgh
and
the
Countryside





Annual Covered Bridge Festival.



Meadowcroft Rockshelter and Historic Village.



Minor league ball action with the Washington Wild Things.

forged by George Washington in the mid-1700s. The first thoroughfare built entirely with Federal funds, construction stopped in the 1830s when the money ran out.

The LeMoyné House in the City of Washington was Pennsylvania's first national historic landmark of the Underground Railroad. Physician and inventor Dr. Francis Julius LeMoyné is also credited with establishing the first crematorium in the US.

In the Mon Valley, California Area Historical Society is housed in the Gallagher House, built in 1895 and listed on the National Register of Historic Places; the Charleroi Area Historical Society is transforming the print shop of anarchist Louis Goaziou, editor of the *L'Union des Travailleurs* (The Worker's

Union); and in Donora, the Donora Smog Museum commemorates the day in 1948 smog literally suffocated the town, sending 7,000 people to hospital, and as reminder that "Clean Air Started Here."

Over at the Pennsylvania Trolley Museum, hop aboard a vintage car for a 6.4-kilometre trip into the past and learn all about the local transit system from the 20th century.

The Bridges Of Washington County

And then there are the covered bridges. There are 28 covered bridges in Washington and Green counties, many over 100 years old. Pick up a driving guide (or download from www.washingtoncountypa.com) and head out to explore four different routes that

showcase these quaint structures

The 41st Annual Covered Bridge Festival celebrates 10 bridges in Washington and Green counties. Over two days

(September 17 and 18) locals and visitors can take in historical exhibits, chow down on home-style food, browse local arts and crafts and enjoy the program of unique entertainment.

Let's Go

But there are plenty of modern pleasures to enjoy. Head over to the Meadows Racetrack & Casino for live harness-racing and 3,500 slots and more than 60 table games. Or spend a summer evening at the ball park. The Frontier League's Washington Wild Things play at the CONSOL Energy Park and Lew Hays Field hosts the annual PONY League World Series. You can also take in the varsity action at the California University of Pennsylvania and Washington & Jefferson College.

Do It

Golfers head over to one of three courses: Chippewa Golf Club, Village Green Golf Course or Quicksilver Golf Club, former host of the Senior PGA Tour. Hikers and bikers have so many options, including the Panhandle Trail. The Montour Trail is a 73-kilometre multi-use rail-trail between Conopolis and Clairion. Stop in at the McDonald Trail Station & Meeting House, it is at the junction of the Montour and Panhandle trails and offers a picnic area, shops and restaurants as well as exhibits on local history.

Underground Railway stop, LeMoyné House.

For more information on Washington County, Pennsylvania, visit www.washingtoncountypa.com ✈



The Kids Are Alright

Family-Friendly Resorts Across The US



SMUGGLERS' NOTCH RESORT

Pools are huge for kids – no matter where or what time of year.

by Josephine Matyas

“ Don't underestimate the downtime kids need ”

Canadian travel writer Kate Pocock knows family travel – it's her speciality. She follows family travel trends and knows what features are important when families are on the road.

Here are a few of Kate's tips to keep in mind when looking for family-friendly resorts:

- Families are travelling more in groups, including inter-generational groups. Look for suites or connecting rooms that can accommodate up to five people.
- Pools are huge for kids – no matter where or what time of year. Additional features like water slides or nearby water parks earn bonus points!
- Nanny services and kids programs – including ones for teens – are popular features.
- Cooking facilities help save on meals and kids will eat healthier.
- Special programs – like tennis, kids in the kitchen, horseback riding lessons – are great. Teenagers love active vacations.
- Don't underestimate the downtime kids need – look for pools and places they can just hang out, relax and have fun.

Where: Hyatt Regency Huntington Beach Resort & Spa, California.
www.hyattregencyhuntingtonbeach.com

Why: This oceanfront resort includes 57 suites, perfect for families. Young guests can enjoy an adventurous day in Camp Hyatt while adults relax in the tranquil Pacific Waters Spa. Everyone can play together at the lagoon-style pool, take a surfing lesson, ride bikes along the beachfront, or roast s'mores around the outdoor fire pits.

Where: Universal Orlando, Florida.
www.universalorlando.com

Why: Two world-class theme parks feature attractions for any age (including popular The Wizarding World of Harry Potter) and three themed, on-site resort hotels (Loews Portofino Bay Hotel, Hard Rock Hotel and Loews Royal Pacific Resort) are a stroll or quick water-taxi ride away from the theme parks and entertainment complex. By staying on-site, guests automatically get early park admission and Universal Express Access to bypass the regular lines at most rides, attractions and shows in the theme parks.

Tour operators: Several Canadian tour operators include Thomas Cook, WestJet Vacations, Transat Holidays and Sunwing.

Where: Holiday Inn Resort, North Carolina.
www.wrightsville.holidayinnresorts.com

Why: This oceanfront property offers a summer

KidSpree Vacation Club (ages 4 to 12) with organized children's activities and theme nights. There's a bedtime tuck-in by Gabby, a costumed parrot, complete with milk and cookies. Indoor and outdoor pools and a separate kiddie pool. The Kidsuite is a room with a room so kids can have their own space with bunk beds, television and mini refrigerator.

Where: Vermont's Smugglers' Notch Resort, Vermont. www.smuggs.com

Why: All-day children's camps, guided hiking expeditions and eight pools with four waterslides. For active families there is a new ArborTrek Zip Line Canopy Tour, and a new Adventure Connection Vacation Package (tennis, llama treks, segway tours, skateboarding, kayaking and the zip line canopy tour). Award-winning, day-long children's programs (ages 3 to 17) offer nature discovery, games, arts and crafts, and water fun. Supervised child care for little ones (ages 6 weeks to 3 years).

Packages: Three different family packages include fully-equipped mountainside condominium lodging, unlimited use of pools and waterslides, daily guided hikes, two teen centres, miniature golf, disc golf, use of the skate park, unlimited use of the FunZone Family Entertainment Center, a kids' climbing wall, golf, and arcade games.

Tour operators: Fully commissionable to travel agents.

Where: Lutsen Resort, Minnesota.
www.lutsenresort.com

Why: The MN Family Vacation Package is a two-night package where kids (12 and under) sleep, eat breakfast and one dinner free. There's a swimming pool, a pitch and putt nine-hole golf course, disc golf, shuffleboard, live music, a game room and beach campfires with marshmallows to roast. Active families who love the outdoors can try sea kayaking, guided hikes, fly fishing classes, yoga, kid's pizza and movie night, cross-country ski tours and guided snowshoe hikes.

Where: Fairmont Scottsdale Princess, Arizona.
www.scottsdaleprincess.com

Why: The kids club has organized activities like scavenger hunts, swimming and lagoon fishing programs and a separate Hang Out area for teens. The National Geographic Explorers Camp brings the fantasy of wild safaris and animal exploration to life with National Geographic experts during the summer months. The kid-friendly Sonoran Splash is a water recreation area featuring two of the state's longest resort water slides. 🌴

To find out more about the Discover America - Canada Committee, attend a meeting or receive the bi-monthly newsletter, contact them by fax at (416) 352-5567, by e-mail at admin@discoveramericacanada.org or visit www.discoveramericacanada.org





The pool at Temple Gardens Mineral Spa Resort Hotel offers treetop views of Crescent Park.



Soothe away the day's troubles in the three interconnected pools at Manitou Springs Mineral Spa.

In Hot Water

Saskatchewan's Mineral Spas Soothe Your Soul

Rolling prairie, wheat rippling in the breeze under wide blue skies, long, straight highways – these pictures spring to mind when you think Saskatchewan. But what about the water? Yes, water. The province's lakes and rivers are teeming with aquatic adventure. And when your day is done, you can soak in natural hot water at Saskatchewan's mineral spas.

Little Manitou, one of Saskatchewan's 100,000 lakes, is special. Near Watrous, its briny waters are unique in the western hemisphere, possessing natural therapeutic properties found only at places like Karlovy Vary in the Czech Republic and Israel's Dead Sea. Minerals found in significant concentrations – magnesium, carbonate, potassium, mineral salts, sodium, calcium, iron, silica and sulphur – give the water a specific gravity of 1.06. This translates to an impossible-to-sink buoyancy that helps relieve pressure on tired or aching joints.

Pamper yourself with a visit to the Manitou Springs Mineral Spa at Manitou

Beach, a 60-room, European-style mineral spa that draws its waters from the lake. Three connected pools are heated to temperatures that range from 94 to 102 degrees Fahrenheit. An array of therapeutic and esthetic services is offered and the complex has a fully-equipped fitness centre. Shops linking the hotel with the spa pools provide a great place to look for souvenirs crafted by local artisans. And nearby Danceland features a one-of-a-kind dance floor built on a springy horse-hair pad. www.manitousprings.ca

In the heart of downtown Moose Jaw, Temple Gardens Mineral Spa Resort Hotel overlooks beautiful Crescent Park. This

four-and-a-half star, 181-room resort hotel showcases natural geothermal mineral waters drawn from "ancient seabeds" deep below the earth's surface (more than 1,350 metres) in a huge indoor/outdoor spa pool with a beautiful treetop view of the park and temperatures that range from 96 to 103 degrees. After "taking the waters", you can enjoy a variety of specialty treatments – everything from massage, body wraps to specialty facials. The hotel is across the street from Casino Moose Jaw, and within walking distance of many of Moose Jaw's other famous tourist attractions.

For more information, visit www.sasktourism.com ✈

Manitou Springs

HOTEL & MINERAL SPA

Lifting Spirits Naturally



*Discover the
Mystery of
Manitou*



*Unsinkable
Unforgettable*

It's time to give in to temptation....

Experience the effortless pleasures and therapeutic properties of Canada's largest indoor mineral spa along with:

- Recently renovated 102 room hotel and convention center with wireless internet
- Massage/Esthetic Services
- Sam's Steakhouse and Sports Lounge
- Recently expanded giftware shop
- Fitness Center
- Children's poolside play area

Call toll free 1-800-667-7672 • www.manitousprings.ca • Manitou Beach, Saskatchewan

Selling The Seat

The Airline Seat Is Still The Most Crucial Part Of A Vacation

By Steve Crowhurst, CTC

With all the recent events around the world you could be suckered into believing you cannot fly anywhere safely and securely. When you check where Canadians actually fly to, (and I'm referring to heavily flown routes, not the one-off trips to places beyond the average tourist's reach) it really is a doddle. We Canadians do not actually fly too much to places that are in trouble and likely to be dodgy, dicey and hostile. Here's where the majority of us fly to in order of most visits: United States; Mexico; United Kingdom; France; Cuba; Dominican Republic; Germany; Italy; Netherlands; Spain; Switzerland; Japan; Mainland China; Austria; Australia.

I'm not seeing any country listed there that we cannot fly to with full confidence, trust and a happy feeling to be going there. Sure my beloved Japan is suffering at the moment, however, the southern part of Japan where my wife's family live is open for business. So as I say...not one country listed has a war, an uprising, piracy – perhaps a few shootings, murders, political intrigue, muggings, drug dealings, wonky priests – you know, same old thing we have in Canada! So it's all good. Let's head to the airport, find our seat and get up where we belong.

Boeing, Boeing & Still Going

According to Boeing, the airline industry has grown five per cent each year since 1977. This report also predicts the industry will need another 30,000 new airplanes between now and 2029 and as old aircraft are retired the new builds will of course be more fuel efficient, more green in every aspect. So the horizon from a business point of view is looking pretty good. Keep this top of mind as you go about your daily business. For as long as YOU will be selling travel the airline industry will continue to evolve and put something on your plate each and every day. That means you will never run short of airline seats to sell. For more on the Boeing report you can visit this link: www.boeing.com/cmo

Marketing That Airline Seat

I've written about this many times over the years and it's still one of the biggest business building elements that travel agents must focus on. Despite all the chat

about airlines versus agents, fees for this and that, paying for a Jimmy Riddle at 30,000 feet...the airline seat is still one of, if not *the* most crucial component of a vacation or business trip. It's how we roll! It's just there and we sit there until we get there. Aircraft, airlines, seats – should all be listed on your internal training schedule plus all the websites that contain knowledge and support for anything airline related. You must know everything there is to know about air travel. From airline apps to arrival times. It's the lead-in component to most everything else.

The NG Tourist & The Not Yet Flown

The next generation of world traveller is online and checking things out. They will probably know before they arrive at your desk, phone or e-mail to make a booking – so, you had better be fully aware of your products as just one, "Err..." will cause NG Tourist to click away, hang up and walk out.

The not yet flown tourist is a different breed and here's where you can score many points and also offer a local service that will help you sell more airline seats. The idea is to offer How to Travel, or How to Fly on Vacation, or...Tips for First Time Travellers. The concept is not new. It's been done over the years until most of the Baby Boomers hit the skies. But now there's a new generation in town. Some are outgoing – some are not. The less confident personalities need help. They need guidance and no, the Internet cannot teach them and show them the love that you can. There are also

some Baby Boomers who have not yet travelled and now retiring are coming into their own space. They are free of work and management and want to clock a few miles in their remaining years.

Spend some time researching online. Get all the tips and tools for the not-yet-flown, to the afraid-to-fly and put together a nice, comfortable, easy-to-learn, one-hour seminar. Invite your new audience to visit your agency, put some chairs around the office, keep it very informal and chat, teach, show and tell. This might sound out of touch but this is actually high touch service.

If you are home-based without an office you have a couple of options. Host the event at a hotel, or if your host agency group has a location use that, or if you are into online training, deliver a webinar.

Air Social

How are you doing with your Facebook account? Have you moved from socializing to selling yet? How about prospecting? Referrals? Yes, no...nada? Well before you send a Tweet...there's more coming your way. Once again with the NG Traveller and this time corporate traveller, it might serve you well to know where your frequent flyers are socializing.

Take a click to: <http://milepoint.com/> check out what's hot, read the discussion threads, find out what's being said about airline everything and do read some of the questions that newbies, as they call them on this site, are asking. You might also want to read this fascinating article on and about the same topic: www.insideflyer.com/articles/article.php?key=6911 ✈



The world's friendliest people make the world's friendliest airline.

When you travel to Fiji for business or pleasure on Air Pacific, your experience begins the moment you're welcomed aboard. And, when we take you to Australia, New Zealand or the South Pacific Islands of Tonga, Samoa, Vanuatu, the Solomons, Funafuti, Tarawa or Christmas Island, your stopover in Fiji is absolutely free. So, sit back, relax and enjoy complimentary meals, cocktails, inflight entertainment in every seat and meet the world's friendliest people when you **fly the world's friendliest airline.**

Call 1-800-227-4446 or visit airpacific.com



Airline News From Around The World

Alitalia

There is always something to talk about at Alitalia. As of June 16, the airline operates from Terminal 3 at Toronto Pearson International Airport, with check-in counters located on the departure level with other SkyTeam partners Air France & KLM.

SkyBonus is a complimentary Corporate loyalty program designed for small and mid-sized companies traveling for business on Alitalia, Delta, Air France and KLM earning the company points while, you and your employees continue to earn miles in the frequent flyer program that you are enrolled in.

Finally, Alitalia now flies direct from Rome to Beijing four times a week, with an increase to five times weekly on October 4.



Orlando Sanford International Airport

Why get frustrated using a much larger airport when you can start your Orlando or Daytona Beach holiday sooner and arrive at your resort more relaxed. Orlando Sanford International Airport (SFB) offers you a Simpler. Faster. Better way to travel.

Simpler with a simpler Airport Design, stress-free atmosphere and easy in/easy out experience. Faster with shorter walking distances, rental cars adjacent to baggage claim, faster airport processing, and



ORLANDO SANFORD INTERNATIONAL AIRPORT

speedy deliver of bags allowing your clients to move from the jetway to the highway in minutes.

To enjoy a simpler, faster, better traveling experience land at our homepage first, www.OrlandoSanfordAirport.com. Orlando Sanford International Airport: We are SFB.



AIR PACIFIC

Air Pacific

It's the spirit of Fijian warmth and friendliness, renowned throughout the world, that your clients will experience first-hand, the moment they board Air Pacific. Flights are conveniently scheduled from the North American gateways of Los Angeles and Honolulu to make the most of their vacation time. And you can fly to 15 cities in 11 countries throughout Australia, New Zealand, China, Canada, the United States and the South Pacific Islands... and the stopover in Fiji is free. Complimentary onboard amenities include an entertainment system in each seat, meal service, cocktails and more. Frequent flyer mileage can be earned and redeemed on Air Pacific through frequent flyer programs.

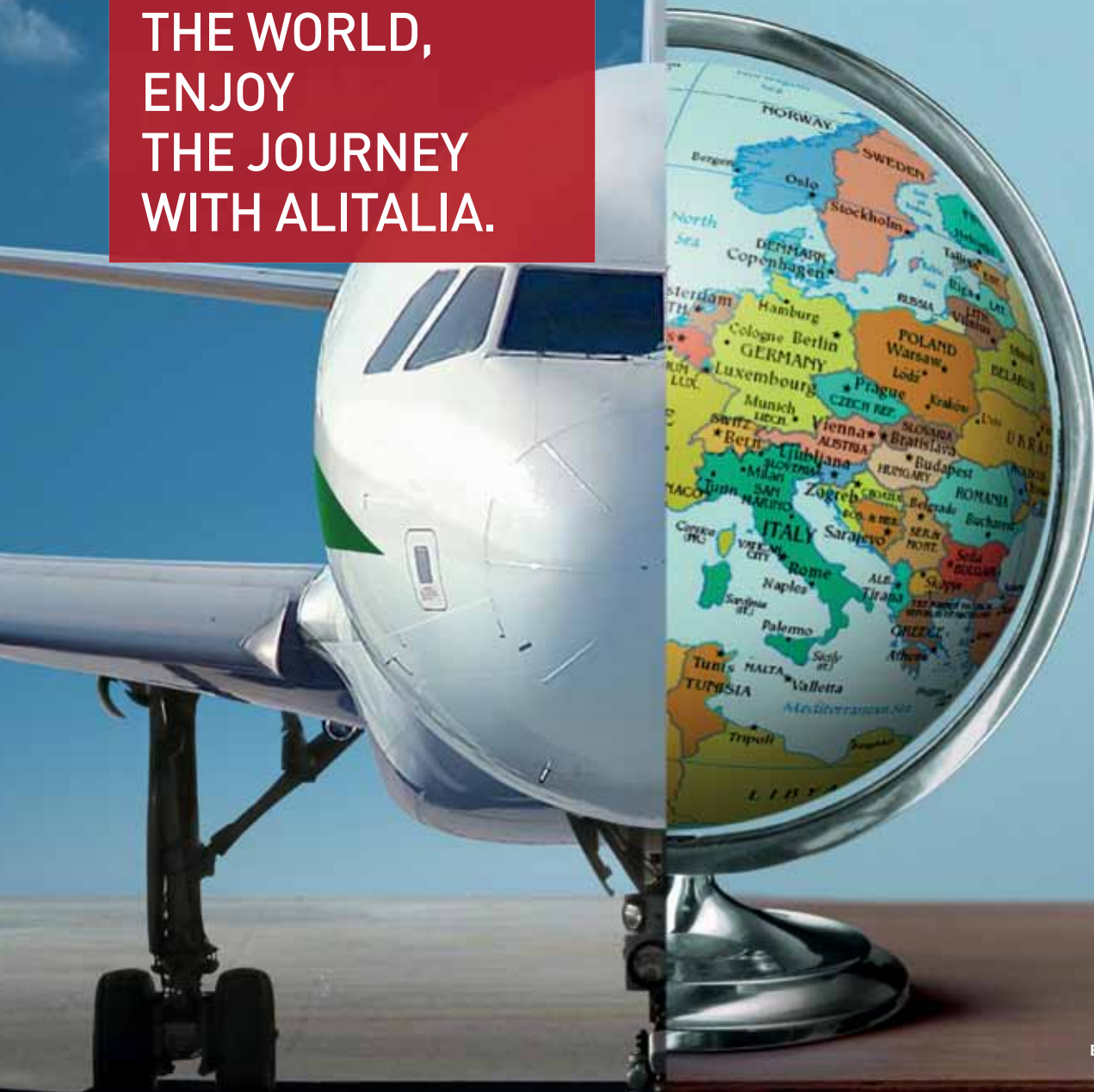
Allegiant

Las Vegas-based Allegiant Travel Company is focused on linking travellers in small cities to world-class leisure destinations such as Fort Lauderdale, Las Vegas, Los Angeles, Phoenix-Mesa, Orlando and Tampa/St. Petersburg. Through its subsidiary, Allegiant Air, the company operates a low-cost, high-efficiency, all-jet passenger airline offering air travel both on a stand-alone basis and bundled with hotel rooms, rental cars and other travel-related services. In 2010, Allegiant was ranked number one for low-cost carriers in *Aviation Week's* Top Performing Airline Study and ranked 25 on *FORTUNE* magazine's Fastest-Growing Companies list.



ALLEGIANT TRAVEL COMPANY

TRAVEL
THE WORLD,
ENJOY
THE JOURNEY
WITH ALITALIA.



Best Airline Cuisine 2010

ALITALIA IS ON THE MOVE IN TORONTO. ALITALIA IS MOVING FROM TERMINAL 1 TO TERMINAL 3. FROM 16 JUNE 2011 ALL ALITALIA FLIGHTS WILL OPERATE FROM TERMINAL 3 AT TORONTO PEARSON INTERNATIONAL AIRPORT.



alitalia.com | 1-800-361-8336



TRAVEL AGENTS RECEIVE COMMISSION
ON AIR+HOTEL PACKAGES!

A short drive for some BIG savings.

Avoid the fees and fly from one of our nearby cities to America's popular vacation destinations. Fly nonstop at low-low fares from Bellingham, Kalispell, Minot, Grand Forks, Fargo, Plattsburgh and Bangor.

NO GST
NO PST
NO AIF



allegiant
Travel is our deal.
allegiant.com

Call our travel experts at (702) 505-8888



Less is More at



Less...

- Less Canadian taxes via Allegiant's trans-border flights
Bangor, ME • Fargo, ND
Plattsburgh, NY
- Less complicated, small airport experience
- Less congestion; no long lines to slow you down
- Less hassle than Orlando's BIG airport

is More...

- More like how flying used to be
- More centrally located between Disney & Daytona Beach
- More family friendly and straightforward
- More convenient than Orlando's BIG airport

**We are SFB:
Simpler. Faster.
Better.**



www.OrlandoSanfordAirport.com

SMALL ISLAND, BIG VACATIONS



It's a beautiful world



ST. MAARTEN

Come to this island for its miles of silky, white-sand beaches, incredible duty free shopping and designer boutiques, its peaceful, cosmopolitan mix of cultures with a Euro-Caribbean flavour and... endless sunshine, elegant casinos, vibrant nightlife and... perfect climate and... What more can we say? Check it out for yourself – one little island, huge vacation possibilities!

PLAYFUL

ST. MAARTEN

For details, see the Transat Holidays Sun 2010-2011 brochure or visit transatholidays.com

