

JetBlue, Southwest, Spirit donate airline travel Legacy resort, Montana Rail Tours provide grand prizes

The 10th annual NATJA awards competition, open to all travel journalists worldwide, is off and running.

After an extensive solicitation program that started in late February, nearly a dozen of last year's sponsors contributed prizes again, while several members of the travel/hospitality industry became new NATJA sponsors.

For the first time, the popular awards competition even received donations from three different airlines: JetBlue, Southwest, and Spirit Airlines. That helps, since none of the other prizes includes airfare.

This year's Grand Prizes are five-night packages, one from The Legacy Golf Resort in Phoenix and the other from Montana Rockies Rail Tours.

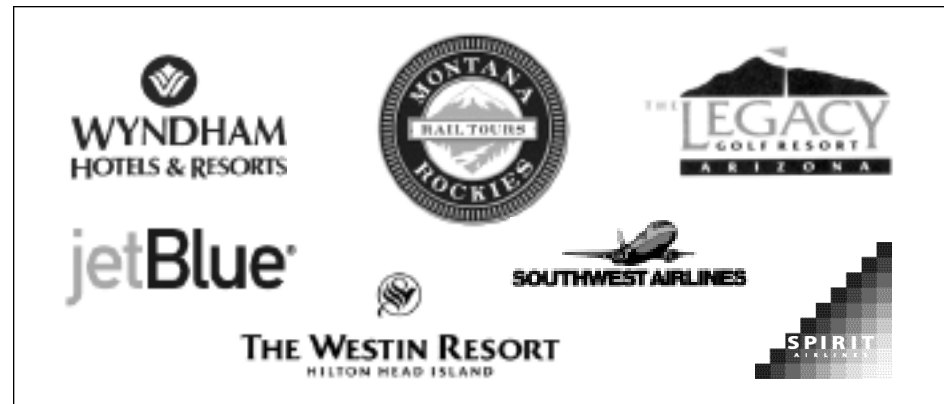
The rail tour prize, valued at \$5,000, provides a five-day, four-night, 1000-mile roundtrip through Big Sky Country, the Northern Montana Rockies, and the Continental Divide aboard the Montana Daylight. The train features restored cars from the streamliner era of the '40s and '50s, widely heralded as "The Golden Age of Rail."

The winner and a guest will enjoy Big Sky service, with dome-car seats and lunch in a traditional dining car, in one direction, and return with Montana Gold service, featuring exclusive and exquisite service with an executive chef, stewards, dining, dome, lounge, and a presidential-style, open-air rear platform. Montana Gold seating is limited to no more than 14 passengers.

Golfers or tennis players might prefer the prize from The Legacy Golf Resort, tucked into the Phoenix foothills near South Mountain. Each of its 328 well-appointed guest suites features Spanish Mission decor with modern amenities: full kitchen, a balcony or patio, and mountain views. Its six-day, five-night package includes all breakfasts plus one dinner for two.

The Legacy's hallmark is an 18-hole golf course designed by Gary Panks. The rolling terrain, surrounded by wildflowers and shrubs, affords exceptional views of South Mountain, Squaw Peak, and downtown Phoenix.

First prizes range from rafting in Maine to flying across the country, though most are three-night stays for two in top-of-the-line accommodations, on a space-available basis during calendar year 2003. Awards are officially announced in detail in the next issue, after the roster of donors has been competed. The annual competition, open to all journalists and broadcasters worldwide, runs until Nov. 1, with winners announced by Thanksgiving and prizes



distributed by year's end.

Entry fees will remain at last year's level, \$25 each for members of NATJA and its partner, East-West News Bureau, but \$50 each for nonmembers.

The winner of the Raft Maine award will enjoy a rafting getaway for two on the Kennebec River with Unicorn Expeditions. It includes lodging for two nights and a one-day raft trip with an open-grill barbecue. The getaway is available Sunday-Thursday with rafting Monday through Friday.

Also new to the NATJA competition this year is a prize from the Colony Beach & Tennis Resort, an all-suites property located on 18 acres of Longboat Key beachfront. Minutes from Sarasota, the Colony is widely considered the top tennis resort in the country, with guests enjoying unlimited free playing time on 21 courts. Facilities include a health spa, full-service salon, on-property shopping, and three waterfront restaurants.

Another new sponsor is Fifteen Beacon, a Boston boutique hotel that belongs to Preferred Hotels & Resorts. Its prize, valued at \$850, consists of a weekend stay for two with continental breakfast.

The Hilton Santa Clara, also a first-time NATJA donor, offers a two-night weekend stay. The 280-room property, in the heart of Silicon Valley, combines European styling with proximity to San Jose and San Francisco.

Other new sponsors include Noble House Resorts and Le Manoir Richelieu, a Fairmont hotel in Quebec.

Southwest Airlines donated ten \$50 gift certificates, good for travel anywhere in its system, while Spirit Airlines contributed a pair of roundtrip tickets anywhere it flies. Since both lines fly routes that differ from JetBlue's, the air ticket prizes should have more appeal to con-

testants from different parts of the country. Though all three are low-fare carriers who don't impose multiple restrictions on ticket purchasing, JetBlue made recent headlines with a highly-successful public stock offering that will allow extensive expansion of its fleet and route system. The line is already known for its plush leather seats and free 14-channel DirecTV service.

Complete details on all three airline sponsors will be contained in the next issue.

In addition to JetBlue, returning sponsors, in alphabetical order, are the Comfort Suites Downtown (New Orleans); the Fairmont Newfoundland; the Hermosa Inn (Paradise Valley, AZ); The Inn at Perry Cabin (St. Michaels, MD); The Mount Washington (NH) Hotel; The Orchid at Mauna Lani (Hawaii); the Renaissance Vinoy Resort & Golf Club (St. Petersburg, FL); the Westin Hilton Head Resort; Windsor Court Hotel (New Orleans); and Wyndham Hotels & Resorts.

A former sponsor, The Lodge at Moosehead Lake, has also returned to the roster of donors under its new owners, Bruce and Sondra Hamilton. The luxurious Greenville, Maine property holds four diamonds from AAA and membership in both Select Registry and Passport to New England.

The Inn at Perry Cabin and the Windsor Court Hotel, both members of the upscale Orient-Express Hotels group, provided three-night stays for two at their handsome properties. The former, perched in a quiet corner of Maryland's Eastern Shore, has reopened after extensive expansion and renovation, while the latter continues to collect raves for its art collection and five-star Grill Room restaurant, the only one in New Orleans. The Windsor Court

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Hey, Congress! Amtrak Acela Express is a real keeper

Amtrak is living proof that people are quick to criticize but slow to praise.

While European countries realize that passenger railroads are consumer-friendly commodities worth subsidizing, U.S. lawmakers are leaning toward liquidating Amtrak and returning the rails to private service.

That's a lousy idea, especially since the high-speed Amtrak Acela Express has done an excellent job in reducing the travel time in the Northeast Corridor and Amtrak AutoTrain provides a comfortable, much-needed rail rank between Florida and points north. A key hallmark of both is the constant presence of the polite, polished, and efficient service personnel.

But all of that could soon follow the buffalo nickel and Sunday doubleheader into oblivion.

Congress was quick to bail out the airline industry after Sept. 11 but apparently failed to notice how well train service filled the void created by across-the-board reductions in flight schedules.

A group of travel journalists on Amtrak's "Who's on First?" baseball FAM trip in April not only received superlative service but encountered three U.S. Senators, including Pennsylvania's Arlen Specter and Rick Santorum, and actor Ray Fiennes. All seemed to be enjoying themselves.

One New Jersey resident, asked how he compared Acela Express to regular Amtrak service, said, "That's like comparing Star Trek Voyager to a steam engine."

Acela Express even features special events, including monthly book-signings by well-known authors (Bo Derek was aboard in February).

In its First Class car, Acela Express passengers can listen to classical music on headphones will reclining in comfortable seats with ample legroom. A choice

THE PREZ BOX

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of three gourmet entrees, plus a variety of wines and soft drinks, is brought to seats by attendants.

Accommodations range from single window seats (presumably for those who prefer to read or do quiet laptop work) to clusters of seats surrounding solid desk-tops with maneuverable sides.

The only glitch in the smoothing Acela Express program is the inability to extend Amtrak's popular "quiet car" program into the First Class Acela car. The railroad, responding to a crescendo of passenger requests, has expanded its "quiet car" program, effectively banning cell-phone use, on many of its runs.

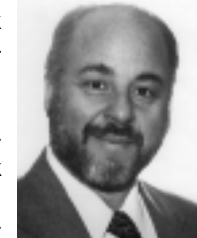
It would also be wise for Amtrak to ditch the name "Acela Regional," which is the poor, brown-shoe cousin of Acela Express. The only thing they have in common, besides the name, is that they run on the same tracks.

Travel journalists who haven't ridden the rails recently will find Amtrak Acela Express a pleasant surprise. But they better enjoy it soon, because a budget-conscious Congress, facing new elections this fall, is in a cutting mood.

Perhaps publicity can save the day. Nothing motivates legislators more than public opinion and nothing shapes that opinion more than the news media. That applies to travel journalism too.

It's worth noting that Amtrak closed Fiscal Year 2001 with ridership exceeding 22.5 million and ticket revenues of almost \$1.2 billion. Both figures went up for the fourth straight year.

[For further information, contact Cecilia Cummings, National Railroad Passenger Corporation, 30th Street Station, Philadelphia, PA 19104, Tel. 215-



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349-2735, Fax 215-349-1858, mediarelations@amtrak.com.]

NOTHING TO SNEEZE AT

Though volumes have been written and spoken about airline service recently, never have we heard anyone suggest that flight attendants add this line to their pre-takeoff speech: "For the protection and comfort of all our customers, please don't forget to cover your mouth when coughing or sneezing."

Even such enlightened, consumer-oriented carriers as JetBlue, a NATJA awards sponsor, are missing the mark on this one.

Planes, more than any other form of mass transportation, lack the ventilation and fresh air necessary to keep germs from spreading. Pressurized cabins and recirculated air make it easy to spread colds, flu, and more insidious diseases, including tuberculosis.

This is an issue that demands serious attention from the FAA and the airline industry.

SMOKE-ENDERS

As confirmed believers that a smoke-free world is better for all, Holland America Line - Westours and the usually-conservative State of South Dakota deserve our thanks. The former implemented a new onboard no-smoking policy, banning the habit in all dining areas and the enclosed portion of its Lido restaurants, while Tom Daschle's home state enacted a law prohibiting smoking in most public places, workplaces, and restaurants. This will make it much easier for thousands of out-of-staters who come to see Mount Rushmore, Crazy Horse, The Badlands, the Lewis & Clark Trail, and Custer State Park this summer.

What we can't understand are (a) restaurants that advertise a smokefree environment but allow smoking on their outdoor patios, (b) eateries that post signs stating they are smokefree on weekends between 7 a.m. and 3 p.m. only, and (c) menus banning cigar, pipe, and even clove smoking but ignoring cigarettes, the most insidious, abused, and annoying tobacco vessel.

MANY THANKS

Because the economic downturn, coupled with the September 11 debacle, forced severe belt-tightening in the hospi-

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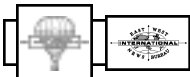
THE WAYFARER



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'Webby' awards honor best travel Web sites

One of five nominees will be named Best Travel Site of the Year in San Francisco June 18, when the International Academy of Digital Arts & Sciences names the winners of its sixth annual Webby Awards.

The five nominated sites are:
IgoUgo (<http://www.igougo.com>)
Lonely Planet Online (<http://lonelyplanet.com>)
World Hum (<http://www.worldhum.com>)
travel intelligence.net (<http://www.travelintelligence.net>)
site59.com (<http://www.site59.com>)

Hailed by The Wall Street Journal as a celebration of "sites that pave important paths to the Internet's next phase," the Webby Awards are the leading international honors for Web sites as well as individual

achievement in creativity and technology.

The awards are determined by the academy, a diverse, 350 member organization whose rolls include Francis Ford Coppola, David Bowie, Esther Dyson, Rob Glaser, and Julia Child.

Members also include writers and editors from The New York Times, The Los Angeles Times, Forbes, Details, Fast Economy, Elle, Vibe, and other prominent publications.

The public can pick its favorite sites through the People's Voice Awards, with online fans casting ballots at the official Webby Awards site (<http://webbyawards.com>).

Winners in 29 different categories, including travel, will be announced at the California Palace of the Legion of Honor next month. In keeping with Webby traditions, acceptance speeches will be limited to five words or less.

According to Maya Draisin, executive director of the Academy, "We're thrilled to honor the travel Web sites, both big and small, that are setting the standards for the medium and transforming the way we travel."

Founded in 1996, the Webby Awards are the leading international honors for consumer web sites and recognition of individual achievement in the field.

Sponsors include SBC, International Data Group (IDG), Getty Images, The Creative Group, Elias Arts and partner Nielsen/NetRatings. Nominations, final decisions, and presentations are made by the International Academy of Digital Arts and Sciences (www.iadas.net).

The Academy is dedicated to the creative, technical, and professional progress of the Internet and evolving forms of interactive media.

The 2001 winner in the travel category was Expedia (<http://www.expedia.com>).

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tality industry, soliciting donations for the NATJA 2002 awards competition proved to be exceptionally difficult.

Not only did many of last year's sponsors decline to participate again but a troubling majority did not even offer a polite refusal of our e.mailed request.

On the other hand, many other hotels, transportation companies, and tour operators responded favorably, enabling NATJA to form another fine roster of awards (see Page 1). With several additions expected over the next few weeks, the final list of sponsors will appear in the next issue.

Readers will note, by the way, that The Wayfarer produces five, eight-page issues (40 pages) per year, as opposed to the former practice of six, six-page issues (36 pages). There are no issues in March, when awards are solicited, or August, which is prime travel month.

To make things easier for readers, issues will now be named for the four seasons, with the lone exception being the Holidays issue containing the names of the NATJA award winners.

We hope you like the change.

NEWS FOR NATJA?

Letters, member notes, trip information, or other news of interest to NATJA and EWNB members should be faxed to 201-791-3349, e.mailed to Braves1@compuserve.com, or sent to NATJA, 10 Ballard Place, Fair Lawn, NJ 07410-3601. Illustrative artwork is welcomed.

Prizes

(Continued from page 1)

prize, which includes a bonus certificate worth \$125 toward dinner for two, has a pre-meal value of \$1837.50.

Also from New Orleans is a three-night certificate from the Comfort Suites Downtown, a seven-story property with 102 one-room suites (some with whirlpool baths) in the heart of the central business district. A free deluxe continental breakfast is included.

The first 2002 donation from outside the United States came from the Fairmont Newfoundland, a 301-room property overlooking the harbor and historic city center of St. John's. The success of the recent Kevin Spacey movie The Shipping News is expected to make it a popular choice when prize winners list their Top 10 preferences by ballot after winners are announced.

The Mount Washington prize, which can be used at The Mount Washington Hotel & Resort of the adjacent Bretton Woods Mountain Resort, is a three-night, midweek ski or golf package, depending upon time of year, that

includes breakfasts and dinners for two.

Three nights accommodations in an island-view room are offered by the Westin Hilton Head, while The Orchid at Mauna Lani sent a \$1720 prize for a three-night stay in partial-oceanview room. Another tropical prize certain to be popular with winners is the Renaissance Vinoy Beach & Golf Club of St. Petersburg, FL. Its 360 rooms are divided between the restored original building (258) and the new, connected tower (102), a seven-story structure. Tower rooms have outdoor patio spas (first floor) or balconies (all other floors). The hotel, fronting Tampa Bay, is on the National Register of Historic Places and is a member of Historic Hotels of America.

Like the Renaissance Vinoy and Mount Washington Hotel, the southwestern-flavored Hermosa Inn is also a member of Historic Hotels. The Paradise Valley, AZ property, hand-built by cowboy artist Lon Megargee as his home and studio, has 35 rooms, many in spacious adobe casitas, and a main lodge.

As always, all prize donations were personally solicited by NATJA president Dan Schlossberg.

Sail away with \$5000 prize in Southam competition



Win prizes ranging from \$1000 to \$5000 in the annual competition of John Southam Award for Excellence in Sailing Communications. There are no entry fees and deadline for entry submissions is January 6, 2003.

Categories include adventure; magazine; newspapers with at least 100,000 readers; papers with less than 100,000 circulation; electronic/broadcast; online media; and expanded outlets (web/film documentary/books).

The incumbent Grand Prize winner, Paul Lagasse, won \$5000 from the trade association for "Taking It To The Wind," his account of learning to sail with the Jworld Annapolis Sailing School. Judged the best of 90 submitted entries, it was published in Recreation News.

According to Sail America marketing committee chair Sally Helme, "He (Lagasse) provided a relaxed, straightforward, and non-intimidating introduction for would-be sailors and covered costs, details, and time requirements for various commercial and community sailing schools in the region. Ultimately, he provided a sense of confidence for readers to try sailing for themselves."

Sail America executive director Scot West will help writers track down leads in pursuit of stories. Find him on the group's website (www.sailamerica.com) or contact him by direct e-mail (scotw@sailamerica.com).

Complete contest criteria and 2002 entry forms may be downloaded from the Sail America website via the Southam Awards icon.

For further information, contact Wanda Kenton Smith, Kenton Smith Advertising & Public Relations, Suite 200, 466 S. Orange Ave., Orlando, FL 32802 (Tel. 407-872-7799, Fax 407-872-7823, wanda@kenton-smithadv.com) or Sail America (Tel. 800-817-SAIL, roni@sailamerica.com).

Summer menu features festivals, trains, water venues

TRIPS FOR MEMBERS

BALTIMORE: The comprehensive B&O Railroad Museum celebrates the 175th anniversary of railroading through July 6, 2003, culminating in The Fair of the Iron Horse. Two million visitors are expected during the festival, which began February 27, the date in 1827 that the B&O became the first railroad to receive a government charter. PR contact is Kathy Hargest, B&O Museum, 901 W. Pratt St., Baltimore, MD 21223 (Tel. 410-752-2464).

CHANNEL ISLANDS: Though Britons may not agree, the Channel Islands are in the Pacific, not the Atlantic. Visitors can now enjoy progressive dining at Channel Islands Harbor in Oxnard via the local water taxi. The boat brings guests to several harbor restaurants, with visitors able to choose up to five participating eateries. Meals include appetizers, entrees, dessert, and coffee. Channel Islands National Park consists of five islands located 25 miles off the Santa Barbara coast. PR rep is Janis Flippen PR, 1577 Joshua Place, Camarillo, CA 93012 (Tel. 805-389-9495, Fax 805-383-7105).

DALLAS CVB MOVES: After 15 years in the Renaissance Tower, the CVB has moved to the Republic Center. PR contact remains Cheryl Lewis but her new address is Suite 700, 325 North St. Paul St., Dallas, TX 75201 (Tel. 214-571-1000, Fax 214 571-1008, www.visitdallas.com).

FAIRBANKS: A natural playground that offers something for everyone, Fairbanks features cultural, recreational, and sightseeing attrac-

tions not found anywhere else. To partake of the short summer season, contact communications manager Karen Lundquist, Fairbanks CVB, 550 First Ave., Fairbanks, AK 99701 (Tel. 907-457-3282 x227, Fax 907-452-4190, klundquist@explorefairbanks.com).

HISTORIC HOTELS: The National Trust Historic Hotels of America has added 11 new members. In alphabetical order, they are The Ahwahnee (123 rooms, Yosemite National Park); Best Western Gettysburg (83 rooms); Best Western Mariemont Inn (60 rooms, Cincinnati); the Churchill Hotel (144 rooms, Washington); the Hermosa Inn (35 rooms and casitas, Paradise Valley, AZ); Hyatt Regency Cleveland at the Arcade (239 rooms); the Latham (139 rooms, Philadelphia); the Mulberry Inn (145 rooms, Savannah); the Porches Inn (50 rooms and suites, North Adams, MA); the Radisson Broadview Hotel (231 rooms, Wichita); and the Wawona (104 rooms, Yosemite). Contact PR rep Mary Billingsley, National Trust Historic Hotels of America, 1785 Massachusetts Ave. NW, Washington, DC 20036 (Tel. 202-688-6061, mary_billingsley@nthp.org, www.historichotels.org).

ITALY: Thanks to The Parker Company of Lynn, MA, anyone visiting Italy can now afford to spend some time tasting wine, learning a recipe, partaking in a mushroom hunt, or watching a local artisan at work.

Such arrangements can be made through Actividayz.com, a website that allows travelers to go online and schedule a day with an Italian artisan, cook, or farmer and participate in an authentic Italian activity of their choice. Programs are divided into three categories: undiscovered Italy, culinary arts, or Artisans at Work, featuring painters, potters, sculptors, and other artists. Participants stay in villas represented by the Parker Company, which sent more than 25,000 visitors to Italy last year. Company reps inspect each villa before adding it to the firm's portfolio. For more info, contact Gina Sonsalvo, Mullen PR, 36 Essex St., Wenham, MA 01984 (Tel. 978-468-8948, Fax 978-468-1133, gina.consalvo@mullen.com).

LAKE PLACID: This former Olympic venue is especially attractive in summer. Come find out, says PR rep Donna Smallin (Lake Placid/Essex County CVB, Olympic Center, 216 Main St., Lake Placid, NY 12946, Tel. 800-447-5224 x125, Fax 518-523-2605, donna@lakeplacid.com).

LOS ANGELES: The former Bank of California building is now the Standard Hotel, opened to the public this month. The downtown property, near Staples Center, caters to a corporate but hip clientele, including NBA teams (several rooms have 1000 square feet of space, nine-foot beds, and eight-foot tubs). A two-story lobby lounge has a garden area. There's also a spa, pool, and gym. PR rep is Nadine Johnson PR, 216 E. 18th St., NY, NY 10003 (Tel. 212-228-5555).

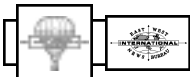
MARYLAND: The Baltimore Marriott Waterfront Hotel, which opened a year ago Feb. 15, is the first new hotel built in Baltimore in nine years. The 32-story, \$130 million prop-

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Ride a desert jeep to the San Andreas Fault

Imagine watching the sunrise on a cool desert morning as you hike along the notorious San Andreas Fault. Or gazing skyward at night from a secluded desert canyon at twinkling stars.

Desert Adventures Jeep Tours offers these and other options through Oct. 26. Venue for the tours is a 1,000-acre site on the fault, which features a palm oasis and a recreated Cahuilla Indian village. Morning guests learn about the local Native Americans, while three-hour evening adventures begin at dusk, allowing participants to enjoy the darkening heavens far from the city lights of nearby Palm Springs. Media inquiries go to Mary Dungans (Tel. 888-440-JEEP, Littlebird99@aol.com, www.red-jeep.com).



TRIPS

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erty, the city's largest hotel with 750 rooms and 46,656 feet of meeting space, features the biggest ballroom in Baltimore (19,360 square feet) plus proximity to Little Italy and Fell's Point. All guest rooms feature water views of the Inner Harbor. Press rep is Mike Waterman, Baltimore Marriott Waterfront, 700 Aliceanna St., Baltimore, MD 21202 (Tel. 410-895-1804).

MONTREAL: This bilingual metropolis has a myriad of attractions that seem much more appealing in spring. PR contact is Marie-Joelle Fillion, manager of media relations, Tourisme Montreal, Bureau 600, 1555 rue Peel, Montreal, Quebec, Canada H3A 3L8 (Tel. 514-844-5400, Fax 514-844-5757, www.tourisme-montreal.org).

MOUNT WASHINGTON VALLEY: Summer story ideas include multiple festivals, 200 tax-free outlets, extreme adventures, hiking and biking, water sports on lakes and rivers, covered bridge tours, historic sites, and the famous cog-wheel train. Manchester, NH is the gateway airport. PR contact is the efficient and overly-friendly Marti Mayne (392A Cousins St., Cousins Island, ME 04096, Tel. 207-846-6331, Fax 207-846-5664, maynely@aol.com).

NEW ENGLAND: What do the Cape Cod Chamber of Commerce, Cultural Destinations of New England, Vermont Marble Exhibit, Blueberry Hill Inn (Goshen, VT), Falmouth Chamber of Commerce, Balance Rock & LedgeLawn Inns (Bar Harbor, ME), US Airways Express (Colgan Air), The Salem Inn, Destinations New England, Cape Cod Golf Holidays, and TOURCO, Inc. (including Yankee Magazine Vacations) have in common? All are clients of Glenn M. Faria, CHME, Michael Patrick Destinations & Communications, Ltd., Suite 3, 396

Manhattan mixes culture, cuisine, cinema

Even without Rudy Giuliani waving his Yankee cap at TV cameras, New York is virtually certain to remain a top destination for travel journalists. Consider these possibilities:

June 10, Broadway Under the Stars features show tunes performed in restored Bryant Park

June 11, the 24th annual Museum Mile Festival allows visitors in to nine of the city's top cultural institutions without charge

June 24-28, the 10th annual Summer Restaurant Week provides three-course, prix-fixe lunch specials for \$20.02 at more than 150 top eateries

Bryant Park Summer Film Festival features classic movies Monday nights on a 20 x 50-foot screen

Lincoln Center's Midsummer Night Swing, with dance instructors from swing to salsa, figures to be the nation's top outdoor dance party

Central Park Summerstage features performances by the New York Philharmonic and Metropolitan Opera

New on the museum scene are the New York City Police Museum, which opened in February, and the Skyscraper Museum, to be housed on the ground floor of a new building that is also home to the new Battery Park Ritz-Carlton and a 38-story condominium tower

Two years away is a new \$115 million, 100,000-square foot facility for Jazz at Lincoln Center, part of the AOL Time Warner Center mixed-use complex at Columbus Circle (also included are luxury retailers, destination restaurants, office space, condos, and a 249-room Mandarin Oriental hotel)

Got your attention? For further info, contact Amy Solomonson, NYC & Company (CVB), 810 Seventh Ave., NY, NY 10019 (Tel. 212-484-1234, Fax 212-245-5943, nymedia@nycvisit.com).

Main St., Hyannis, Cape Cod, MA 02601 (Tel. 508-790-0566, Fax 508-790-0565, glenn@mpdcltd.com, www.mpdcltd.com).

PHILADELPHIA: The National Constitution Center, the first museum of its type, opens July 4, 2003 on Independence Mall. It will contain more than 100 exhibits and artifacts, the 300-seat Kimmel Theater, and a special multi-media production for children. Contact the center at The Bourse, Suite 560, 111 S. Independence Mall E., Philadelphia, PA 19106 (Tel. 215-923-0004, Fax 215-923-1749, www.constitutioncenter.org).

PIGEON FORGE: Writers are encouraged to cover such 2002 special events as the Patriot Festival (July 4), Celebrate Freedom (Aug. 10-24), Smoky Mountain (Sept. 13-Oct. 31) and Dollywood (Oct. 4-Nov. 2) Harvest Festivals, Winterfest (Nov. 7), and the world's largest outlet extravaganza (Dec. 5-15). Log on to pigeonforgepr.com to register for a \$500 Amazon.com gift certificate or call PR rep Kay Powell (Tel. 865-453-8574).

SACRAMENTO: The California State Railroad Museum has 100,000

square feet to house the largest interpretive museum of its kind in North America. Its collection includes 21 restored locomotives, coaches, and 46 exhibits, with steam train rides on weekends from the nearby Central Pacific Passenger Station, restored to its original 1876 appearance. Sacramento also has the world's largest traditional jazz festival every Memorial Day Weekend, many food and ethnic festivals, and a 242-unit riverfront Embassy Suites scheduled to open this month. Wanna come? Contact Lucy Steffens, director of travel media, Suite 600, 1303 J St., Sacramento, CA 95814 (Tel. 916-264-5553, Fax 916-264-7788, lsteffens@cityofsacramento.org).

ST. PETERSBURG: Barbara Spofford has replaced Krista Boling as PR rep for the Renaissance Vinoy. Contact her at Barbara.Spofford@renaissancehotels.com.

SANTA BARBARA: Like cobblestone streets, windmills, and historic landmarks intertwined with tasty bakeries? Take the "Self-Guided Walking Tour of Historic Solvang." To arrange a visit, contact the Solvang

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Conference & Visitors Bureau (Tel. 800-468-6765) or Koleen Hamblin, KOLI Communications (Tel. 805-899-4193, Link2koli@aol.com).

SAN DIEGO: A true two-nation destination, this city is only 17 miles from Tijuana, Mexico. The San Diego Trolley, a modern red streetcar, provides a safe and convenient way to become one of the 60 million people who make the border crossing annually. Also close to San Diego are Ensenada and Rosarito, a favorite getaway for Hollywood stars in the '30s and '40s. Contact Joe Timko, Director of National PR, San Diego CVB, Suite 1400, 401 B Street, San Diego, CA 92101 (Tel. 619-557-2812, jtimko@sdcvb.org).

SCOTTSDALE: What are Venetian Sandoli? Find out at the Hyatt Regency Scottsdale Resort at Gainey Ranch. Okay, we'll spill the beans: because of its design and functionality, a 25-foot sandolo is more maneuverable for the resort's waterways than a 38-foot gondola. Each of the mahogany, oak, and fir wood boats, built in Venice in 1986-87, holds up to four people and a singing sandolier. They are even lighted for night cruises. Sandoli have plied the canals of Venice for nearly 800 years. To ride one in Arizona, contact PR rep Ann Lane, Hyatt Regency Scottsdale, 7500 E. Doubletree Ranch Rd., Scottsdale,

AZ 85258 (Tel. 480-991-3388 x5598, Fax 480-991-8210, alane@scottspo.hyatt.com).

SOUTH CAROLINA: The owners of The Point and Lake Placid Lodge in Upstate New York have re-opened The Willcox, formerly known as The Willcox Inn, in Aiken, SC. Once a winter home for New York's elite, The Willcox has been restored to its erstwhile elegance: a combination tavern, hotel, and country club with 22 rooms, fine dining, spa, golf, and equestrian program. Afternoon tea and fine dining featuring the cuisine of Bob Conte, most recently executive chef of The Crescent Court in Dallas, are other new features. PR rep Simone Rathle encourages visits from working journalists. Contact her at Simone Ink, PO Box 25723, Washington, DC 20007 (Tel. 800-496-1733, simonepr@aol.com).

QUEBEC: Because of its European flavor, architectural heritage, and historic importance, Quebec City has been proclaimed a World Heritage Treasure by UNESCO. Famous for its gastronomy and cultural assets, the photogenic Old City is located minutes from sites of great natural beauty, with many warm-weather recreational pursuits. To arrange a visit, contact Richard Seguin, Greater Quebec Area Tourism and Convention Bureau (Tel. 418-522-3511 x2675, Fax 418-529-3121, richard.seguin@cuq.qc.ca).

TORONTO: Get ready! A pair of boutique hotels plan to open in the Entertainment District this fall. The

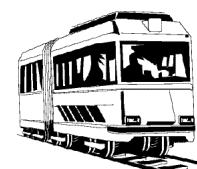
SoHo Metropolitan Hotel and Condominiums, a 16-story, 86-room structure, will emphasize New York style and luxury, while the Groupe Germain-des Pres is putting the finishing touches on an 11-story, 123-room property. To arrange a preview, contact Tricia Hosking, media relations manager, Toronto CVA, P.O. Box 126, 207 Queens Quay West, Toronto, Ontario, Canada M5J 1A7 (Tel. 416-203-3803, Fax 416-203-6753, hosking@torcvb.com).

WASHINGTON: The capital's most unusual museum is about to open. The International Spy Museum, exploring the craft, practice, history, and contemporary role of espionage, opens in June on a site four blocks from the National Mall. The museum, located near the Gallery Place/Chinatown and National Archives/Navy Memorial Metro stations, will be open every day except Xmas. Projected admission fee is \$10. Media contact is Jennifer Saxon, International Spy Museum, 800 F Street NW, Washington, D.C. 20004 (Tel. 202-393-6532, Fax 202-393-7797, jsaxon@spymuseum.org).

WINDSTAR CRUISES: A true Polynesian experience, including music, dance, and visits to pristine beaches with crystal-clear waters, can be had on the Wind Song, a 148-passenger sailing yacht. Two regional experts will accompany each sailing and share samples of the rich island culture. For more information, contact PR manager Mary Schimmelman, Windstar Cruises, 300 Elliott Ave. West, Seattle, WA 98119 (Tel. 206-301-5318, Fax 206-286-3229, Mschimmelman@HALW.com or pr@windstarcruises.com).

PR REPS: Mention in this column is free. Send concise, one-gram blurbs, along with complete contact info (including phone, fax, e-mail, and snail mail address) to NATJA, 10 Ballard Place, Fair Lawn, NJ 07410-3601 (Fax 201-791-3349, e-mail dan@eastwestnews.org).

Patrons praise Portland's sleek streetcar system



While Tampa Bay puts the finishing touches on a modern streetcar system slated to open in October, Portland reports enormous progress with a 4.8-mile trolley line that opened last July.

The \$54.5 million network links the city's downtown Cultural District, Pearl District, Northwest/Nob Hill neighborhood, and Portland State University. Sleek Euro-designed streetcars, each with a capacity of 120 passengers, ply the tracks at 15-minute intervals, starting at 5:30 a.m. weekdays and 8 a.m. on weekends. Stops are located every 2-4 blocks and fares are free within the city's "Fareless Square" confines.

Portland added the new system after receiving rave reviews for its light-rail MAX network. For further information, contact Portland Streetcar, 115 NW First Avenue, Suite 200, Portland, OR 97209 (Tel. 503-478-6404, www.portlandstreetcar.org).



'Prez Box' column triggers responses

Last issue's PREZ BOX column triggered more reader response than any previously published.

The column, called "Peak season blues: charging writers for rooms is ridiculous," contended that hoteliers should not be reluctant to host writers in peak season even if they could otherwise sell rooms they designated as comps. Reason: the PR value greatly outweighs the instant cash collected from the paying guest.

Bob and Eve Lape wrote, "I've been meaning to congratulate you on your stunningly well-aimed thoughts from THE PREZ BOX. You nailed it, and it is vital to all of us that you did."

"Thanks for saying that which desperately needs articulating, often."

Maxine Sommers had more to say: "I was delighted to read your editorial on the hazards of freelance travel writers."

"As a travel writer with 24 years of marching-around-the-world experience, I could certainly relate to your column."

"I enjoy The Wayfarer and your right-on-target writing."

A dissenting vote was cast by Mark Graves of the Palm Springs Desert Resorts Convention and Tourism Authority. He wrote that it is often impossible for him to convince hoteliers to comp a room when they are approaching a sold-out situation (i.e. during peak season). In such cases, he said, writers might be better off contacting hotels of their choice directly.

BARNES storming

Elizabeth Barnes



Elizabeth Barnes

Using the editorial calendar

On March 29, 2002 EWNB/NATJA members received an email announcement- "We are proud to announce the launch of the EWNB Editorial Calendar-located under 'Member Services.'"

So what is the Editorial Calendar?

The East West News Bureau's Editorial Calendar is your gateway to over 1,000 publications and editors. We have geared our Editorial Calendar to the travel, food, wine and hospitality industries. You have advance notice of run dates and upcoming special issues for hundreds of major publications. You also have access to hundreds of travel, food, wine and hospitality editors' contact information in order to submit queries, manuscripts, story ideas, press releases or request writers' guidelines.

Many journalists have asked me how the Editorial Calendar can benefit them. Use the Editorial Calendar as a marketing tool to help a story. Not all publications have a special issue topic listed that could be helpful, but journalists may still find this contact information useful. It can help you pitch story ideas or potentially help you establish relationships with editors from many different publications. This Editorial Calendar can help publish your stories and generate income depending on the time and energy you choose to spend on marketing yourself and your stories.

Many public relations firms, CVBs, hotels, wineries, or businesses related to the travel, food, wine & hospitality industries could benefit from the Editorial Calendar! The East West News Bureau's Editorial Calendar helps target your pitch. This is a marketing tool that saves time while promoting your business, region or client. Associate Members can take advantage of the contact information provided to establish business relationships with editors of travel, food, wine and hospitality publications.

The East West News Bureau is constantly updating and finding new markets. However, if you do not see a publication listed, there are misspellings or

incorrect information in the Editorial Calendar, please contact the Bureau at bureau@eastwestnews.org with any corrections, suggestions or comments that you may have.

To access the Editorial Calendar go to www.eastwestnews.org. All members will need to use his or her user ID and password to access this benefit. Contact Elizabeth Barnes at elizabeth@eastwestnews.org if you have not yet received your ID or have any questions.

TM: discount for members

Travelwriter Marketletter (TM) is an award-winning monthly newsletter of current market information, news, and tips for travel writers/photographers - an important source of information for those in the travel, food, wine & hospitality industries.

Travelwriter Marketletter is offering a 15% discount to EWNB/NATJA members only. Many members may have access to this newsletter, but if you have not heard about this great source of information, email elizabeth@eastwestnews.org for a sample May 2002 issue. For more information please contact Mimi Backhausen at mimi@travelwriterml.com, vmail/fax at 208/988-7682 or log onto TM's website at <http://www.travelwriterml.com>.

Visions of Paradise

A photography workshop in Heavenly Hana with Robert Glenn Ketchum is being offered November 3 - 7, 2002, with the workshop Monday - Thursday, November 4 - 7, 2002. The workshop is for novice and seasoned photographers who wish to learn from one of America's top photographers, and to enjoy a vacation at award-winning Hotel Hana Maui.

Hotel Hana Maui, one of Hawaii's oldest and most renowned properties, has been an island showpiece for over 50 years. It is a member of "Small Luxury Hotels of the World" and has received many honors: it's on Condé Nast Traveler's 2001 Gold List, and Romantic Hideaway called it "the most romantic resort in the world."

For more details, reservations, or information, please contact the resort at 1-800-321-HANA or visit the Web site at www.hotelhanamaui.com. For airline reservations, please contact Dena or Scott at Global Travel Concepts at 1-800-683-0916.

MAD vs. MUD: Kal comments on CVB performance

TRAVEL WITH KAL

Kal London

Over the years, I have dealt with many tourist organizations and public relations firms.

Many have provided guests for my shows, while others have helped arrange my trips. Since July 1990 alone, I have interviewed more than 300 guests on the air.

To honor those organizations who have been especially helpful, I have created the MAD award (Most Accommodating Destination/Travel Organization) for associations that go out of their way to promote their destinations, hotels, or clients.

Starting with January 2002, the following have earned Kal London's MAD awards:

Greater Phoenix CVB, San Francisco CVB, Destinations Resorts, Kimpton Group, Hot Springs Advertising & Promotions, Little Rock CVB, Greater Cincinnati CVB, YP&B Public Relations, Gaylord Hotels, California Travel Marketplace, Pasadena CVB, Rosen Resorts & Hotels (Orlando), Manhattan East Suites, 2002 NCAA Women's Final Four Committee, Travel South, Orlando/Orange County CVB, Indianapolis CVA, and the following from Hawaii: Gov. Benjamin Cayetano, McNeil Wilson PR, Starwood, Marriott International, Aluli Public Relations, Pono Communications, and Hilton Resorts.

I have also created an award for those who, in my opinion, deserve criticism. The winner of the 2002 MUD award, for Most Uncooperative Destination/Travel organization, is the Cancun CVB. I wonder if others had any problems that matched mine: their failure to honor commitments and failure to respond to numerous communications.

Some destination associations are "weak" in promoting their areas. Sometimes, those areas are not major vacation destinations. But all too often, they are.

To my surprise, I have found the State of Texas and some of their CVBs to be not too cooperative. Texas has a lot to offer and can attract new business from the Northeast but some of the CVBs there are slow to cooperate or delinquent in promoting their state and destination.

With many direct flights to Texas from Hartford and with low-fare Southwest Airlines (a NATJAAwards sponsor) flying out of Hartford, I don't understand why these Texas travel organizations don't become more aggressive in promoting themselves to travel journalists from Connecticut, New England, and the Northeast.

Speaking of groups or travel industry leaders that deserve criticism, the American Society of Travel Agents (ASTA) and president Richard Copland deserve the most over their recent actions.

Copland and several other ASTA leaders recently spent six days in Cuba, then returned to the USA promoting travel to the island.

At a time when American cities, hotels, and resorts need help, they are busy promoting Cuba. At a time when friendly countries and Caribbean islands need help, they are not only promoting a competitor for the travel dollar but an unfriendly dictatorship. At a

time ASTA members and travel agents need the undivided support and attention of their leaders, ASTA wastes its name being winned and dined in Cuba.

ASTA is not very efficient to begin with but what little help they can give to the beleaguered travel agency community is being diluted over this "new" campaign to open travel to Cuba. Copland is also dividing his membership, as many ASTA members are furious over the Cuba trip.

At a time when it is necessary to unite all forces, Richard Copland and ASTA are dividing them. It's no wonder that airline CEOs feel they can eliminate travel-agent commissions and drive the travel agency community out of business without any penalty to them.

Cliff Cooke, co-publisher of Jaxfax Travel Marketing, has a great editorial on the airlines' treatment of travel agents in the May edition. Read it; it makes sense.

Kal London of New Britain, CT hosts "Travel With Kal," heard by more than a million listeners on WMRD Middletown and WLIS Old Saybrook. The host and producer formerly owned one of the state's largest travel agencies.

EDITOR'S NOTES

NATJA president **Dan Schlossberg** has been named Travel Editor of "Business of Success," a Sunday radio show syndicated to more than 60 stations nationwide.

The show, hosted by Alan Rothman, originates from 9-11 a.m. PDT on California stations KRLA870 AM and KDWN 720 AM plus affiliates of Business Talk Radio (www.businessalkradio.net). Plans call for eventual expansion to nearly 200 stations.

Schlossberg's travel segments, based upon places he has visited personally, range from 4-15 minutes per week. They will consist of both interviews with key members of the travel/hospitality community and personalized reports on destinations.

Rothman's background includes experience as a business consultant, writer, author, speaker, and entrepreneur. He has spent the last 20 years working with Fortune 500 companies and writing for Success Magazine, Network Lifestyles, Cutting Edge, and many other periodicals.

A cum laude graduate of Long Island University, where he earned a degree in finance, he also graduated from the Southwestern University School of Law. He lives in California.

Travel PR reps interested in reaching a national radio audience are invited to forward information and invitations to Dan Schlossberg, 10 Ballard Place, Fair Lawn, NJ 07410-3601 (Fax 201-791-3349, dan@eastwestnews.org or braves1@compuserve.com). For further information on "Business of Success," see www.businessofsuccess.com

Paulette Cooper's latest is a 304-page, \$20 SPI paperback called The Most Romantic Resorts for Destination Weddings, Marriage Renewals & Honeymoons. Included is information on more than 100 cruise ships and hotels, including more than 40 that will stage weddings for free. The easy-to-use reference, written in conjunction with husband

Paul Noble, is Cooper's 15th book. The award-winning author and travel writer, who divides her time between Manhattan and Fire Island, is Vice President of NATJA...

"**Baseball as America**," the first major exhibition to examine the relationship between the game and American culture, ends its five-month visit to New York's Museum of Natural History Aug. 18...

It then travels, in chronological order, to museums in Los Angeles, Chicago, Cincinnati, St. Petersburg, Washington, St. Louis and Houston. A collection of Hall of Fame treasures moved from their Cooperstown, NY home for the first time, the exhibit reveals how baseball served as both a reflection and shaper of American society. For further info, see www.baseballasamerica.org...

Le Salon, the award-winning tea salon on the first floor of the Windsor Court Hotel, has gone smokefree, making it the first smokefree lounge in New Orleans. After dark, Le Salon remains a choice destination for champagne, wine, and music...

Toronto's four-diamond **Delta Chelsea**, the first North American hotel to offer guests advanced sleep system technology, has unveiled LivWell rooms equipped with specialized mattress pads, pillows, and comforters scientifically designed to promote quality sleep. The beds blend Nikken's Advanced Magnetic and Far-Infrared technologies to promote relaxation, temperature, and comfort...

Don't suffer post-July 4 blues: partake of the July 5-7 "**Celebrate Toronto Street Festival**" on Yonge Street, the longest street in the world. The giant street fair will feature 500,000 square feet of free entertainment space, 10 stages, 1,200 performers, and more than 700 things to see and do...



THE WAYFARER

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