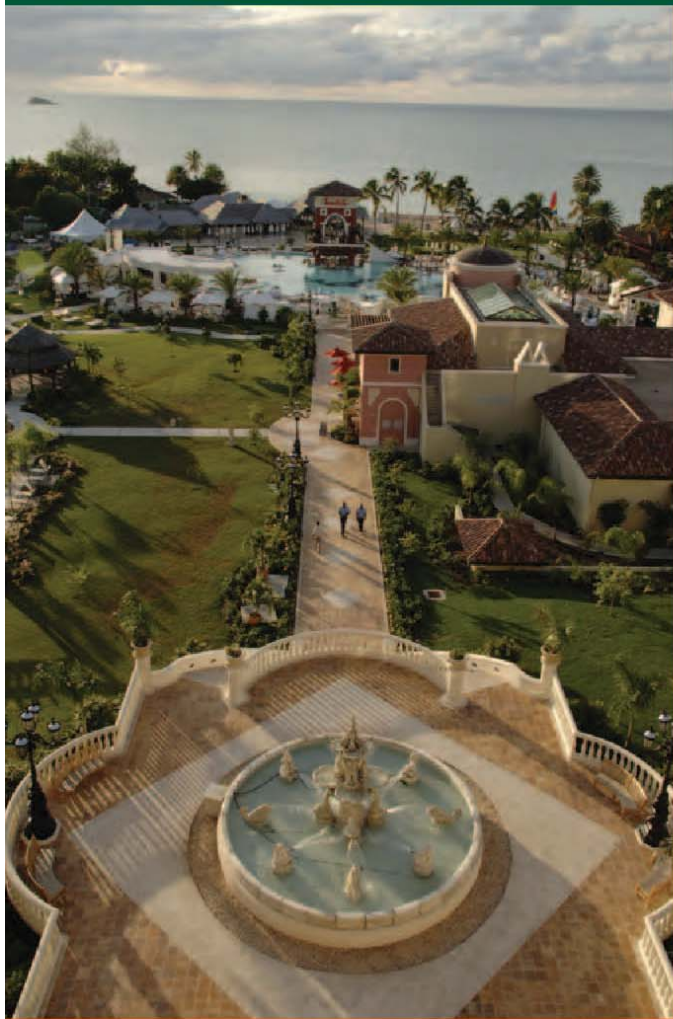


DECEMBER 2007

Travel World

The Magazine for Destination Travel Specialists

NEWS®



Caribbean

ANTIGUA

Sandals Grande Antigua Resort & Spa Celebrates Its New Mediterranean Village

Profitable World of Niche Markets

DIVING

Dive
Dominica



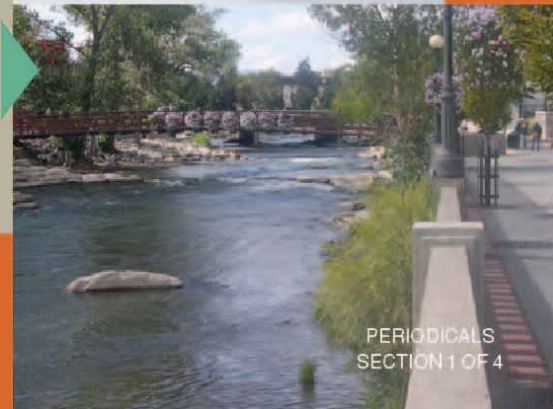
SKIING

Playing in
the Snow



NEVADA

What's New
in Reno-Tahoe?
Everything!



Latin America



COSTA RICA

Guanacaste—The Province of the Sun

"ETHIOPIA THROUGH THE EYES OF A PHOTOGRAPHER" BOOK PUBLISHED



ANGELA FAIRBANKS

"Ethiopia Through the Eyes of a Photographer" is an 80-page book of 199 colorful photos from Ethiopia, originating from trips taken in September and November 2005 with color photography, text, design and layout by Angela Fairbank.

The book highlights Addis Ababa, Axum, Lalibela, the Rift Valley and the Omo Valley as well as the Kambala, Alaba, Wolayta, Sidamo, Dorze, Derashe, Ari, Tsema, Konso, Mursi, Karo, Hamer, Dassanech, Erbo and Borana tribes.

The book is available in the following sizes: 7.75" x 5.75," 11.25" x 8.75," and 15" x 11.5." Prices start at \$40. For copies of the book or copies of photographs from the book please contact the photographer at acfairbank@shaw.ca.

ACFairbank Consulting, acfairbank@shaw.ca,
www.acfairbankconsulting.ca/photographer.htm#ethbook

ADVENTURES INCORPORATED INTRODUCES THE ARCTIC

ADVENTURES Incorporated (A.I.), Goway's Adventure and Latin American division, now offers vacations to span the globe from bottom to top. The adventure specialist has boasted over 2,500 adventures in over 55 countries from East to West and now one of the last frontiers on the planet: Antarctica.

"Now the 'circle' is complete" commented Don Forster, Product and Marketing Manager of ADVENTURES Incorporated. "We are always looking for new destinations and options for our adventure-minded clients and are now offering trips across both polar circles. Our new Arctic departures starting in June 2008 not only round out our Polar offerings but they also offer another choice of destination for our returning clients."

The Arctic differs from the southern polar region geologically, biologically and politically. For centuries humans searched for the Northwest Passage, the elusive route to the Orient, and many died trying. For 500 years, the Northeast Passage, from Russia's Far East to Scandinavia, drew adventurers from safe harbors into the great unknown, in search of fortune and fame.

The quest to reach the North Pole was equally as tragic and prolonged as the quests for northern trade routes.

The controversial feat was accomplished less than a hundred

years ago; reaching the top of the world is still a relatively rare occurrence in the 21st century.

Now these journeys can be undertaken in safety and comfort and those wishing to retrace the early explorers have a number of options available, including The Northeast Passage, 25 days Anchorage to Helsinki priced from \$24,700; Arctic Islands, 17 days Helsinki to Helsinki priced from \$15,500; and Arctic Quest, 18 days Ottawa to Ottawa priced from \$14,500. For the complete list of trips see ADVENTURES Incorporated Arctic main page on their website.

ADVENTURES Incorporated is the exclusive adventure division of 37 year old Goway Travel.

ADVENTURES Incorporated, 800-387-8850,
info@adventuresincorporated.com,
ADVENTURES Incorporated.com

MEXICO WELCOMES 'ASK ME ABOUT DESTINATION WEDDINGS'

Ask Me About Destination Weddings has recently returned from the 20th Annual Cancun Travel Mart Mexico Summit, which brings Buyers and Suppliers of travel products for all of Mexico together for two days of pre-scheduled appointments and business sessions.

Cancun Hotel Association President Jesus Almaguer stated: "This is an excellent opportunity for our Travel Industry Partners to get together in a professional and organized way to really talk about business, and to make specific plans for the coming seasons. We are working very closely with our Travel Industry colleagues in the private and public sectors throughout all of Mexico to maximize the Cancun Travel Mart Mexico Summit business opportunities for Cancun, the Riviera Maya, the Mexican Caribbean Region, and for all Mexico destinations."

Marilyn Cairo, VP of Marketing, was captivated with the opportunities at hand for the multi-faceted, sales and marketing program called Ask Me. "Many of the hoteliers wanting to learn more about who we are were stopping to talk business right in the aisles, not wanting to wait for their scheduled appointment. Once I explained the features and benefits of the program, it was clear to them that Ask Me knows how to reach the strongest distribution channel in the bridal market today, with a strong branding message on why to book their hotels for destination weddings and honeymoons."

Niche marketing is crucial to the success of any hotel wanting to grow their market share within the romance travel arena, and Ask Me makes this a reality for their hotel partners. In addition, Ask Me About Destination Weddings has a strong branding philosophy in their company's mission and understands the need for partnerships with a network of suppliers.

"When a hotel has a vested interest in the success of a company, every effort will be made to support that success," explains Hilary Lanzer, VP of Sales. "This partnership enhances the flow of information to provide all the tools we need to exceed their expectations".

Ask Me, 877-44-ASK ME,
www.AskMeAboutDestinationWeddings.com