

7 APR 1995

For Six Month Period Ending _____

(Insert date)

Name of Registrant

Aaron D. Cushman & Associates, Inc.

Registration No.

2572

Business Address of Registrant

35 E. Wacker Drive, Suite 850, Chicago, IL 60601

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

Residence address	Yes ☐	No ☐
(2) Citizenship	Yes ☐	No ☐
(3) Occupation	Yes ☐	No ☐

(b) If an organization:

(1) Name	Yes ☐	No ☒
(2) Ownership or control	Yes ☐	No ☒
(3) Branch offices	Yes ☐	No ☒

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

Date Connection
Ended

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT



CAYMAN ISLANDS

Five Great Reasons to Go • World-class diving with visibility over 120 feet • Finning around at Stingray City • Sunset at Rum Point • Early-morning walks on Seven Mile Beach • Charmingly simple Little Cayman
Game Plan Of the three islands in the Caymans, Grand Cayman attracts the most visitors, thanks to its winning combination of beaches, water sports, resort hotels, and small-city life. Hard-core divers and anglers drop their gear on more rustic Cayman Brac and Little Cayman.

Profile Grand Cayman has the recipe for some of the world's best diving: protected reefs with rich marine life, superb instructors and services, and jewel-clear waters that stay warm year-round. Beginners can head to the Aquarium site on a one-day resort course; die-hard divers prefer the caves and tunnels of the North Wall. Because Cayman waters are so clear, snorkelers, too, can pull on their masks and see coral and shipwrecks, and rub fins with sociable stingrays at Stingray City. On terra firma, Grand Cayman boasts resort-lined Seven Mile Beach and decent shopping (Gucci bags, black-coral jewelry, and Waterford crystal) in tidy George Town. Come sunset, visitors drive to Rum Point for rum punches and a few lazy, hammock-swinging hours. For edibles with ambience, try Lantana's nouveau southwestern cuisine or the seafood at beachside Hemingway's.

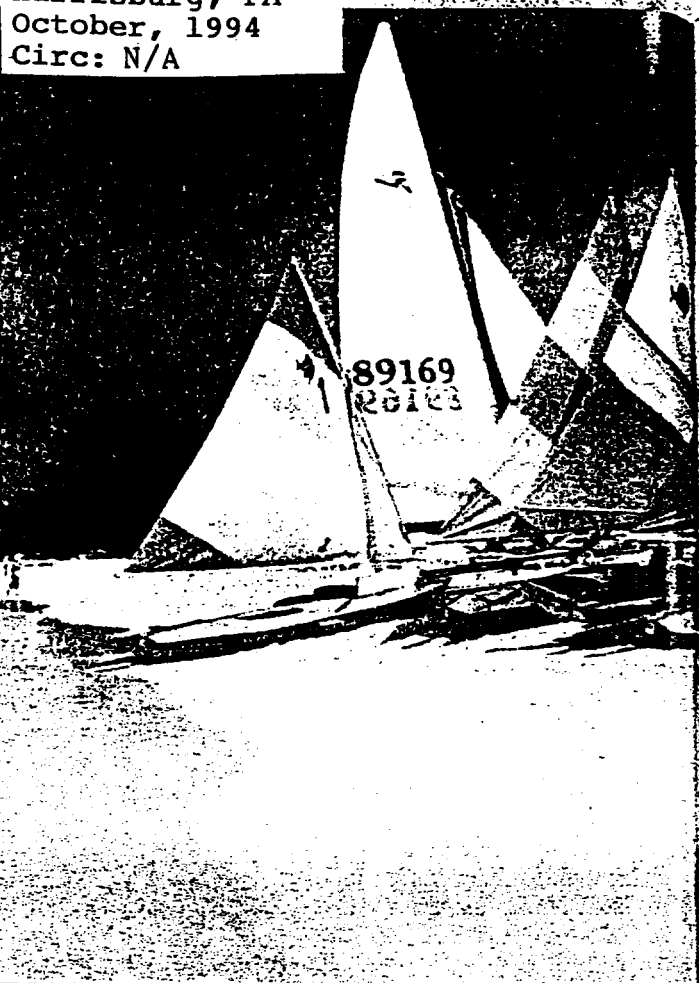
Cayman Brac and Little Cayman, with their world-renowned offshore walls and pristine reefs, are for diving purists. Ten-mile-long Little Cayman has a grass runway and only 40 full-time inhabitants; Cayman Brac isn't much speedier.

Hotels The last word in Cayman luxe, the Hyatt Regency Grand Cayman Resort & Villas is an expansive baby-blue compound centered around an extravagant pool that cameoed in *The Firm*. Doubles start at \$180; 800-233-1234. Also across from Seven Mile Beach, the economical Sleep Inn has a pool, dive shop, and comfortable doubles starting at \$105; 800-627-5337. Cayman Brac and Little Cayman are basically one-resort islands. Try the palm-shrouded Divi Tiara on the Brac (doubles start at \$95; 800-367-3484) or the cozy, all-inclusive Little Cayman Beach Resort (weekly rates, which don't include diving, start at \$1,946 per couple; 800-327-3835).

Packing List Because this is a water-sports-intensive spot, take along no-nonsense swimsuits (numbers that won't end up around your neck

if a strong wave rolls in). Lug your own dive gear if it makes you comfortable; otherwise, there's plenty to rent.

—A.E.



Columbus landed on the Cayman Islands in 1503 and dubbed the shores "Las Tortugas" (The Turtles) after the large sea turtle population.

Grand Cayman, Cayman Brac and Little Cayman are known as one of the finest dive destinations not only in the British Caribbean, but also the entire world. The crystal clear waters have a visibility range of more than 100 feet and are filled with fascinating shipwrecks and winding tunnels.

Unique is the only way to describe the underwater life -- the most vibrant living coral reef systems and an abundant variety of amazingly friendly marine inhabitants.

GRAND CAYMAN — The largest of the Caymans, the island is the site of George Town, the capital. Eighty percent of the town is made up of duty free stores and local souvenir shops. But you'll also find the Cayman Maritime and Treasure Museum, containing salvaged treasure (coins, jewelry, etc.) taken from wrecks off Cayman's shores. Seven Mile Beach (which is actually 5.6 miles), just north of George Town, is one of the best beaches in the Caribbean and the location of most of the island's tourist hotels and condominiums.

Make sure to stop by the Cayman Green Sea Turtle Farm, where thousands of turtles are raised for commercial purposes (as well as for release to repopulate the waters surrounding the islands). And how would you like to send a postcard from Hell? The district features a black, algae-covered, jagged rock outcrop. The outcrop is estimated to be 1½ million years old.

LITTLE CAYMAN — Good beaches and excellent snorkeling and diving among the coral reefs are big attractions at Little Cayman. In the winter, you can birdwatch and bonefish — some of the best in the world. Diving is usually done at the 6000 foot vertical wall (hence the name "wall diving"), which

lies just 18 feet below the surface. Jacques Cousteau ranks Little Cayman as one of the three best dive areas in the world.

CAYMAN BRAC — Cayman Brac, a short flight from Grand Cayman, offers an abundance of deep-sea fishing (bonefish, marlin, wahoo, bluefin and barracuda) and diving/snorkeling along a jagged coral coastline. If you're interested in caves, there are hundreds on the island, some of them still unexplored. And while visiting, you can see the Bluff, which rises west to east along the length of the island to 140 feet at the eastern tip. But don't get too close; it ends in a sheer cliff!

PIRATES WEEK

A long time ago, the tiny island trio was frequented by bands of pirates who stopped to "make merry" and bury their treasures. (It is said that Blackbeard himself buried his treasures in the darkened island caves.)

During the last week in October, you can sample a bit of the swashbuckling days of marauding pirates during Pirates Week, the Cayman Islands' annual national festival.

Visitors can participate in the fun, too. There are underwater photography competitions, treasure hunts and costume contests, golf and swimming tournaments, crafts and food fairs, a mock invasion of George Town Harbor, in which bands of pirates arrest the Governor and his loyal subjects, and a parade of floats through the streets of George Town depicting each year's theme.

Adults can also take part in the annual 5K Pirates Run, the adult triathlon and the annual sailboard races. But children are not left out of the fun. They, too, can join in a costume contest, the children's triathlon and the children's swim meet.

You may also be able to witness the annual Caribbean

— Lisa DiDionis
is associate editor for
Cayman Islands
and Apprise.

JULY 1994

10 BURRELLE'S

Quiet Cayman Brac Offers Simple Charms

3459 By Jesse Cancelmo

Cayman Brac offers an appealing combination of Caribbean charm and resort comforts. Cayman Brac is easier to reach than Little Cayman and offers a few more topside diversions. Yet its slow pace and relaxed ambiance is a time-warp away from Grand Cayman's Seven Mile Beach.

Dramatic walls line the north and south shores of this long, slender island. They begin at 50 to 60 feet and drop sharply to 1,000 feet plus. Specific sites are noted for their caverns, canyons, grottos, sand chutes and tunnels. The north wall starts about five to ten feet shallower than the south and may be a tad more lush, but the south wall definitely has more crevices and caves. The most frequented sites are on the island's west end; reefs at the east end are for the most part virgin.

In addition to drop-offs, the south side has shallow sites characterized by spur-and-groove coral formations. Other shallow sites have forests of huge, closely spaced elkhorn coral.

The top of Sea Feather Wall, at 60 feet, is adorned with brown and yellow sponges and a great variety of gorgonians. Caves and openings in the wall at about 95 feet slope upward to sand chutes and tunnels. Fish life includes groupers, triggerfish, orange filefish and schooling blue chromis. Lettuce sea slugs are sometimes spotted in crevices along the top of the wall.

Three stately pillar coral formations mark Pillar Coral Reef, a 40-foot dive located just off the Coral Isle Lodge on the south shore. This area also features spur-and-groove coral formations, with small caves, cuts and sand alleys.

Anchor Wall is a sheer drop-off that starts at 80 feet. The face of the wall sprouts blue fans, oodles of gorgonians and magnificent sponges. This site's signature is an old 10-foot-long wrought-iron English anchor at 100 feet.

In addition to the north wall and shallow sites, at least five easily accessed shore dives work well for shallow afternoon or night dives.

Airport Wall, near the island's western end, begins at 65 feet, slopes gradually to 100 feet, then plunges to the infinite blue. The top of the wall is cut with a number of large crevices and adorned with bunches of blue and yellow tube sponges and lots of large, soft gorgonians.

At West Chute, Middle Chute and East Chute, sandy flats and wide sandy clefts start at 50 to 60 feet and slope deeper to the face of the wall. The West Chute has a mini-wall, and an old Spanish anchor is embedded in the coral adjacent to the East Chute wall at 90 feet. The East Chute also hosts a shipwreck, the 65-foot *Cayman Mariner*. Surface currents at Middle Chutes can be deceiving.

Cemetery Wall, one of the shallowest and most spectacular walls, begins in 45 feet of water just off a cemetery on the north shore. A pair of sand chutes that slope to the wall at a depth of over 100 feet contain a massive ridge adorned with star coral, sea whips, and lots of brown and yellow tube sponges.

Radar Reef is a shore dive near the Brac Museum. A submerged cable makes it easy to

Cayman Brac's Simple Pleasures

(Continued From Previous Page)

navigate to and from the reef at night. The spur and groove formation is separated by sand alleys. Expect to see an octopus or two, squids, lobsters, flaming scallops, red night shrimp, scorpionfish and sleeping parrotfish.

Buccaneer Reef, another popular shore dive, is a good spot to sight the unusual flying gurnards, southern stingrays, moray eels, lobsters and even spotted eagle rays. If you've never been close to an eagle ray and want a sure thing, snorkel near the piers at the Tiara Beach or Brac Reef hotels early in the evening.

While the other Caymans are basically low, flat islands, Cayman Brac has a central limestone bluff formation that rises to a breathtaking sheer cliff line 140 feet above the sea on the east end. Both sides of the bluff (*brac* is Gaelic for bluff) are honeycombed with stalactite-filled caves, and legends abound of unclaimed pirate booty hidden by the infamous Blackbeard.

Most of the islanders (known as Brackers) are descendents of Scottish and English seafarers. They are close-knit, yet hospitable. Spot Bay is where most of them reside.

The atmosphere in Cayman Brac is relaxed, wholesome and friendly. It's a choice made by many to dive and unwind in comfort.

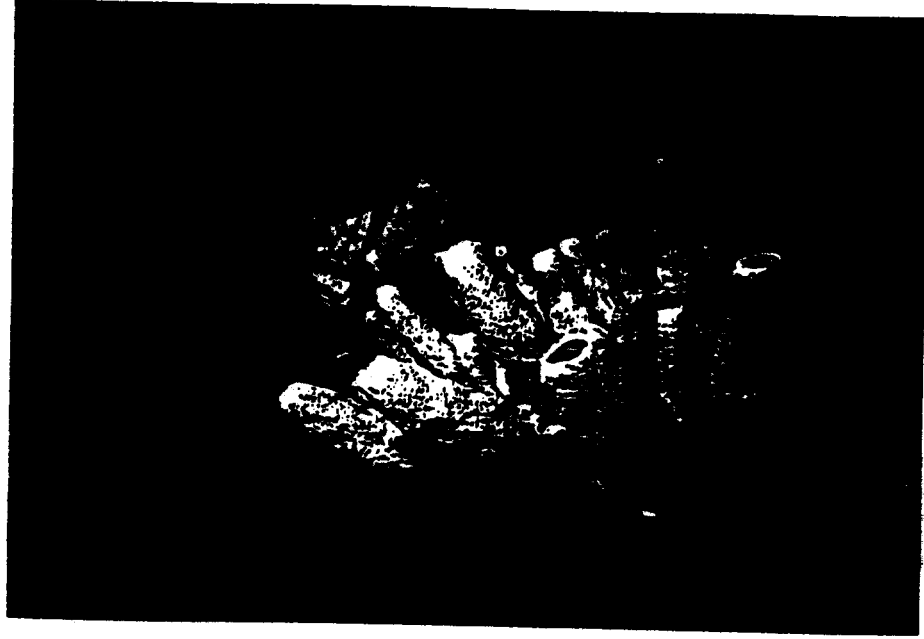
CAYMANS DIVE TRAVEL



© 1994 Jesse Cancelmo
Little Cayman, the "getaway" island.

Little Cayman Walls Offer Big Diving Thrills

By Jesse Cancelmo



© 1994 Jesse Cancelmo
Divers swim off the Little Cayman Walls. The island's most impressive diving is off the northwest shore, where visibility often exceeds 150 feet.

Ask anyone on any Cayman island where the best diving is and the invariable answer is Little Cayman. In fact, most who have dived throughout the Caribbean will confirm that Little Cayman's Bloody Bay and Jackson Walls are as good as it gets.

Little Cayman is a flat island with dense mangrove forests, a reef-fringed lagoon on its south shore and several large brackish lakes just inshore.

It's a haven for divers, fishermen and naturalists — an unspoiled nature preserve where egrets, boobys, herons and other wild birds land where they please. There's sensational bone fishing in the flats, tarpon fishing in the lakes and bill fishing offshore.

Life on shore is simple. Commercial enterprises in the small settlement of Blossom Village consist of a small gift shop, a grocery store, a jeep rental agency and a bank branch office, open for a few hours once a week. It's debatable whether the greatest clamor on the island occurs when a plane lands on the grass airstrip or when the frigate birds and boobys get into a confrontation. More prevalent island sounds consist of the waves breaking on the barrier reef mixed with chirping birds and an occasional rooster.

Little Cayman's most impressive diving is on the walls off the northwest shore. At several sites the wall starts at depths less than 20 feet. Currents are usually nonexistent and visibility often exceeds 150 feet. The island's south side has a number of shallow sites and fascinating deeper walls.

The wall at Jackson Bay starts at 40 feet and gently slopes to well over 200 feet. Numerous coral heads, holes and ledges teeming with macro life and fish are found in the shallows.

Sand flats form a wide channel that runs parallel to shore just inside the wall. The channel's inside edge of the channel is a mini-wall. The flat, sandy strip hosts colonies of garden eels, stingrays with pilot fish, turtles, eagle rays, undulating sand tilefish and various schools of reef fish.

Yellowhead jawfish burrow in the sandy rubble near the mini-wall. For a select macro photo opportunity, look for a male with a mouth full of incubating eggs.

At Little Cayman's Jackson Reef, the eagle rays feed in the sandy shallows and can be approached to within touching distances. Swim-through chimneys and tunnels are found all along the

fringe of the Jackson Bay reefs; the face of the wall is a virtual sponge garden. Paul's Anchor, Nancy's Cup of Tea, Meadows and Eagle Ray Round Up are a few of the favorite sites in Jackson Bay.

Along the stretch between Nancy's Cup of Tea and Cumber's Cave, Molly — Little Cayman's celebrated manta ray — performs her nighttime planktonic feeds. With mouth agape and cephalic fins unfurled to direct food to her mouth, Molly creates a spotlight of excitement as she goes into her famous barrel rolls.

Bloody Bay and Jackson Bay meet at Mixing Bowl, also known as Three Fathom Wall. Here, Jackson Bay's sloping drop-off turns into the sheer walls that continue to the island's western tip. Bloody Bay Wall starts a mere 18 feet below the surface, hence the name three Fathom (one fathom is 6 feet). The resplendent golden coney are often seen at Mixing Bowl. Look for a blue-speckled, bright yellow fish shaped like a small grouper. Turtles, blacktip sharks and spotted eagle rays are also common along the wall. The shallow areas inside the wall host the reclusive sailfin blennies.

Bloody Bay's Great Wall West may be the most breathtaking wall dive in the Caymans if not the entire Caribbean. The top of the wall is 30 feet below the

surface and the face is sheer to more than 250 feet. The size and profusion of sponges and sea fans is awesome. At depths of more than 80 feet, the yellow tube sponges seem to glow in the deep blue darkness. Red Cayman finger sponges are plentiful, as are pink and azure cup sponges, cream colored vase sponges and enormous bushes of black coral.

At Marilyn's Cut, also called Hole In the Wall, deep canyons cut into the reef, outlining a massive pinnacle on the wall's upper face. Head east for a swim-through crevice, wide at its base with a narrow cut on top, that nearly forms a cavern. Sponges are plentiful, especially iridescent yellow tubes and large bright-red cups. Friendly groupers are always seen here.

Favorite south shore sites include Windsock Reef, a shallow reef known to have a resident school of tarpon; the wreck of the *Soto Trader*, a 140-foot long island freighter sunk near the South Hole Sound channel; Lucas Ledges, another 50-foot dive that has stands of pillar coral and is home for the rare chain moray eel, and Splitsville, a site that is special for hosting bright, aqua blue nudibranchs and swirling horse-eye jacks.



© 1994 Jesse Canemio

Stingray City, the original stingray dive site, remains a "must dive" when in the Caymans. Upon entering the water, divers and snorkelers are immediately greeted by a squadron of 20-30 hungry but gentle Southern stingrays. The nonstop action at Stingray City and other sites located inside the North Sound provides incredible potential for video and still photos.

Dive Guide To The Cayman Islands

DIVE TRAVEL LOG

By Jesse Cancelmo

Grand Cayman — The 1994 count shows more than 35 Grand Cayman scuba operators, including one live-aboard dive boat. Refer to the Dive Travel Log for the specifics of each operation. Most operators belong to the Cayman Islands Watersports Operators Association.

Most of the dive operators on Grand Cayman have at least two dive boats, and some have as many as seven dive boats. Most operators are located near Seven Mile Beach, but two are located on the far east end and one is in Bodden Town. Two others are situated on the north side.

Dive operations generally offer a two-tank morning dive that leaves between 8 and 10 a.m. Many also offer an afternoon single-tank dive that leaves between 1 and 2:30 p.m. Stingray City dives are usually made in the early afternoon but many operators also offer morning dives to Stingray City or Sandbar. Grand Cayman provides numerous shore diving possibilities, too. One can get in a lot of diving by renting a car or jeep, picking up tanks and weights, and driving to one of the many entries for reef, wreck and even wall diving.

Cayman Brac — Cayman Brac has two modern dive resorts and is home port to one live-aboard dive boat. All are conveniently located on the west end of the south shore, minutes from the airport. The shore dive sites are across the island on the north side, also minutes away. Trucks shuttle divers and equipment to the shore entry points.

The Divi Tiara Beach Resort supports the Peter Hughes Dive Tiara facility. The usual schedule includes a morning two-tank dive and an afternoon single-tank dive. Several two- and three-tank trips are made each week to Little Cayman's Bloody Bay wall — the boat run takes 45 minutes.

Brac Aquatics operates adjacent to the Brac Reef Beach Resort. A morning two-tank dive leaves at 9 a.m. The afternoon dive is either a



© 1994 Jesse Cancelmo

The blue tang is one of many brilliant tropicals to photograph in the Caymans.

boat dive or a shore dive on the north side. Night dives from shore are planned two to three nights a week. Weather permitting, Brac Aquatics also makes trips to Little Cayman.

As we go to press word was received that a third land-based dive operation is scheduled to open later this year.

Little Cayman — Last year was a big year for development in Little Cayman. Prior to the Pirate's Point, Sam McCoy's and Southern Cross were Little Cayman's only dive resorts — all quite cozy with a grand total of 28 rooms. The latest option is the newly completed 32-room Little Cayman Beach Resort. Several new condos, villas and homes were also built there in the last year. Additionally, Paradise Divers made its debut. All five Little Cayman operators offer short boat rides to the famous Bloody Bay Wall and Jackson Point on the north side. When the winds pick up from the north, boats head to the numerous moored sites on the south side.

General information

Visibility in the Caymans is a benchmark for the Western Hemisphere. Average visibility is 100 feet. A great day features 150 feet plus.

Water temperature varies from a low of 70 to 80 degrees in the winter to 85 degrees throughout the summer. An eighth-inch wetsuit or shortie is recommended for winter diving. In the summer, a dive skin is suggested, but if you spend a lot of time in the water and chill easily, bring along a thin shortie. Most divers travel with complete dive gear less tank and weights.

Recompression chamber at the hospital in George Town (phone 555) is maintained by the Cayman Island Divers, a branch of the British Sub-Aqua Club.

Rules: Cayman Islands Watersport Operators Association (CIWOA) members enforce a maximum depth limit of 110 feet. They also maintain a 1:10 guide/diver ratio for wall dives and always hang a safety regulator at 10 feet.

Most Cayman operators allow experienced

August 1994

Circ: 100,000

Southwest of Cuba, the **Cayman Islands** should have no problem satisfying the needs of both offshore and flats-fishing addicts. While marlin won't be as plentiful as in early summer, some fish can still be counted on to bring excitement to visiting anglers. Yellowfin tuna and dolphin become the protagonists of the deep blue in August, and they'll be ready to keep rods bent and arms stretched as they give great account of their power.

Off the beaches of **Little Cayman** and **Cayman Brac**, just five miles away from each other and some 89 miles away from the larger **Grand Cayman**, bonefish and permit will cruise the pristine flats, offering wading anglers multiple shots at light-tackle fun. One of the added attractions in the Caymans is the extensive, untapped fishing areas that abound around all three islands. With a little exploring, adventurous anglers are very likely to discover some incredible secret spots that will produce good catches for years to come.

The **U.S. Virgin Islands** boast some of the best marlin fishing in the Atlantic, and, in August, there probably are more blue marlin in these waters than anywhere else within the species' range, which extends as far east as Africa's Ivory Coast, and as far north as New England. **St. Thomas** is considered the billfishing capital of the U.S. Virgin Islands, since it is closer to the famous North Drop, where a great deal of the marlin are caught every year. The average blue caught in this area runs about 100 pounds, heavier than those caught off the Caymans and the Dominican Republic, and there's also a much better chance to hook a fish in excess of the half-ton mark. A few giants have been reported caught in recent years.

While the marlin fishing seems to get the most attention, yellowfin tuna and dorado will also be numerous in August, and anglers looking to wet a line closer to shore should have little trouble catching dinner, as snapper and grouper will be plentiful on the reefs surrounding the islands.

SKIN DIVER

LOS ANGELES, CA
MONTHLY 217,795

JUNE 1994

BURRELLE'S

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NEW PLANE FOR CAYMAN'S ISLAND AIR

8459
Island Air is expanding its service from Grand Cayman to Cayman Brac and Little Cayman. The new Beechcraft 99 will fly to Cayman Brac twice each day, with flights departing Grand Cayman Island at 9:30 am and 4:40



pm and returning from the Brac at 10:20 am and 5:30 pm. The airplane will eventually fly to the island four times a day, giving more options to passengers.

The Beechcraft 99 seats 15 passengers and can make the 90 mile trip to Cayman Brac in 26 minutes. Island Air also operates two Piper Chieftain aircraft that seat seven to eight passengers and a Briton Norman Islander that seats eight.

For more information telephone Island Air at (800) 922-9626 or (809) 949-6027.

UNDERWATER USA

BLOOMSBURG, PA
MONTHLY 44,000

DECEMBER 1994

-6950 BURRELLE'S NO
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CAYMAN BRAC, CAYMAN ISLANDS —

Three, five and seven night dive packages are available at Brac Reef Beach Resort. Reef Divers, their new full-service dive shop, will offer instruction for beginning and advanced divers, morning and afternoon dives and use of all rental gear. Packages are available for \$335 for three nights, \$635 for five nights and \$930 for seven nights and include accommodations, airport transfers, a welcome rum punch, two one-tank morning boat dives, one one-tank afternoon boat dive; unlimited air for shore dives; all tanks and weights and hotel taxes and service charges. For information, contact Reef Fanta-Seas, 4127 Fifth Avenue North, St. Petersburg,, FL 33713; (800) 327-3835 or (813) 323-8727.

DIVER MAGAZINE

RICHMOND, B.C., CN
9-TIMES/YEAR

Circ: 20,000

DECEMBER 1994

BURRELLE'S

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**New dive shop on
Cayman Brac**

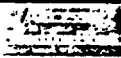
Brac Reef Beach Resort has added a \$100,000 dive shop and spruced up its image in time for the winter season.

Reef Divers, the new dive shop, was scheduled to open November 1. The full-service operation will offer instruction for beginning and advanced divers; morning and afternoon dives, and the use of all rental gear, including masks, snorkels, fins, regulators and weight belts. Contact Brac Reef Resort 4127 Fifth Avenue North, St. Petersburg, FL 33713; (813) 323-8727. Fax (813) 323-8827.

LITTLE CAYMAN

DEPTH:
25-80 feet

SKILL LEVEL:
Novice to
Advanced



BLOODY BAY WALL

Considered some of the best wall diving in the Caribbean, over 15 sites line this unbroken coral bastion and provide a fascinating variety of dives, from chimneys to canyons to coral archways lined with some of the thickest sponge and coral growth around. Since the drop-off begins only 200 yards from shore and as shallow as 20 feet, even snorkelers can experience a wall so sheer and deep you'll want a parachute.

DEPTH:
15-100 feet

SKILL LEVEL:
Novice to
Advanced



BUS TOP

One of Jackson Bay's top spots, a mini-wall at 14 feet drops down to sand flats at 55 feet; they're prime feeding grounds for the area's resident manta, Molly, and Cayman's signature beasts—turtles. From the flats, a swim-through funnels you down to the wall at 100 feet. As you swim in the blue heavens, look for blacktip and reef sharks and eagle rays.

CAYMAN BRAC

DEPTH:
80-110 feet

SKILL LEVEL:
Intermediate
to Advanced



ANCHOR WALL

Past the reef top at 80 feet, you'll find the encrusted fluke anchor of a Spanish galleon wedged into the reef. It marks the entrance to a tunnel that shoots out to a vertical wall falling to 8,000 feet and crawling with some of the most abundant black coral in the Caribbean.

DEPTH:
20-60 feet

SKILL LEVEL:
Novice to
Advanced

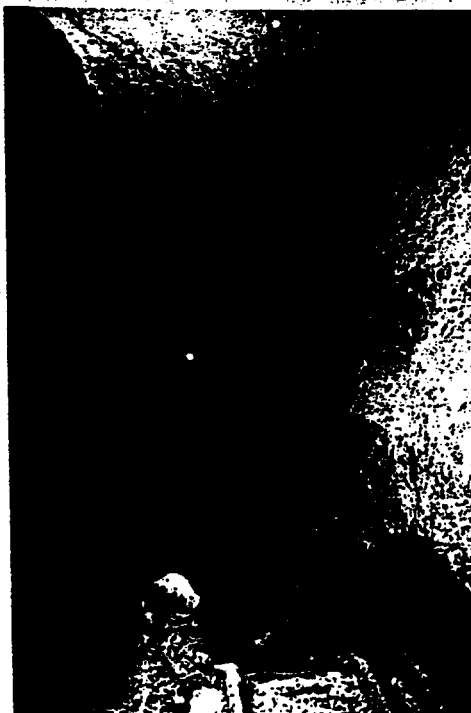
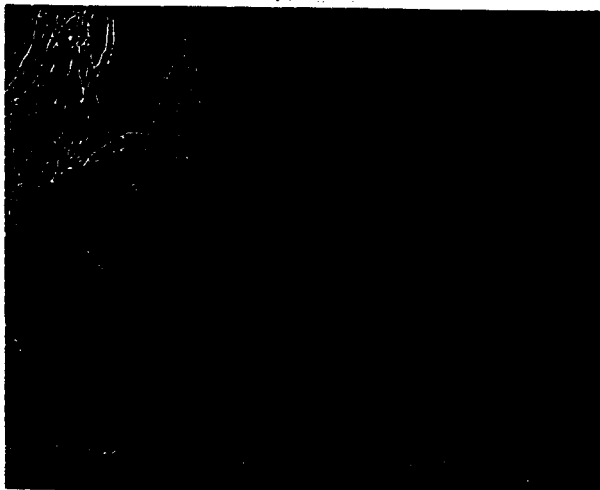


CHARLIE'S REEF

Named after a huggable six-foot green moray, this site is also known for the friendly schools of Spanish grunts that allow you to get close enough for a dental exam. Among the bottom's sand chutes and patch reefs in the shallows, you'll find golden-tail morays, dancing sailfin blennies and a stadium of damsels, wrasses and gobies.



A GARDEN OF UNDERSEA DELIGHTS—A GOODLY SET FROM TOP TO
LEFT: A GIANT ANEMONE ERUPTS FROM A STAIN CORAL AT
GRAND CANYON (C'S STANDING ROCK) ONES; FOR BLUE
STRIPE GRUNTS IN WEST BAY; A LONG GRAY ANEMONE
REFUGE UNDER BONNIE'S ARCH; THE ORCA VERDE'S
ONCE A LITTLE LARGER NOW INCLUDES PROUSE MARINE LIFE
A GIANT ANEMONE'S TENTACLES ADD TO THE EXHIBIT
A GHOST MOUNTAIN DEEPER AS ANEWALL
A DIVER THROUGH A BIG TUNNEL



DIVI TIARA

3459 PG. 99

CAYMAN BRAC'S

BEACH RESORT

*An Island Hideaway with Top
Quality Photo and Dive Services*

TEXT AND PHOTOGRAPHY BY SHIRLEY VANDERBILT

Photographers are perhaps the hardest to please when it comes to dive sites. We're picky about the visibility, the subjects, the current and the depth, because each of these plays an important part in the opportunity to get that one great shot. So, we are constantly in search of the perfect vacation spot—one that will practically guarantee the best of conditions and subjects underwater, as well as the best of support services, top-side. On a recent trip to Divi Tiara, I found both.

Cayman Brac and with the excellent services of Photo Tiara.

Cayman Brac, little sister to Grand Cayman, is 80 miles to the east of her larger relative. Only minimally developed and far from modern sources of pollution, the island is a diver's fantasy, offering lush, tropical scenery top-side and exciting, pristine reefs and marine life underwater. The Brac, as it is called, is home to a native population of Brackers—some of the most generous, honorable people you'll ever meet, from a heritage of Scots,

Jamaicans and English. This lovely island offers not only exhilarating diving but also a whirlwind of sights, including the 140 foot bluff at the east end, mysterious caves, bird sanctuaries and quaint little villages. The pace is slow and relaxed and the atmosphere is very friendly. You'll find that inviting atmosphere just about anywhere on the island, including the beautiful Divi Tiara Beach Resort.

Divi's 300 foot expanse of beach-front property sets the stage for the perfect vacation location, with towering coconut palms and sparkling turquoise waters along the lagoon. Add to this a dive operation and photo service that has set standards for the industry and you have the makings of a great dive getaway. Our recent excursion to Divi and Dive Tiara/Photo Tiara began with a unique photo opportunity. While looking around the shallows of **Greenhouse Reef** for some cooperative invertebrates we suddenly came upon a large school of Caribbean Reef Squid. According to our crew, squid are frequently seen along this side of the island, hanging around a particular site for several weeks at a time.

Encounters with squid are not so common that a photographer might generally plan ahead for such an event, as when attempting to capture macro shots of Arrowcrabs. So, it was with great delight that we spent a long hour in the water with the squid, re-



Left: Beth Podrasky offers guidance to photo student Bonnie Borkin. Above: Personal service is a priority for Photo Tiara's staff.

turning the following day with a variety of lenses for a repeat performance. The school appeared to total 18 in all, plus a group of about a dozen miniature juveniles accompanied by a mid-sized baby-sitter. As we went about the business of trying to capture the squid on film, their behavior became ever more curious. Sometimes they were content to hover right in front of us; at other times they scooted away in a flash of ink. We were amazed at the range of colors these little animals could display, from a pearly iridescent mottling with greens and lavender to deep brown and yellow.

For photo subjects, Cayman Brac has much to offer, including a large Green Moray Eel at **Charlie's Reef** to the north, enormous sponges along the cascading walls to the east, schooling Tarpon on the south side and dozens of species of invertebrates everywhere. Visibility usually ranges from 60 to 150 feet plus, although some fluctuation may be expected dependent on weather patterns. The Brac offers plentiful shallow and medium depth reefs for those who desire a longer bottom time for shooting but there are also dramatic drop-offs with occasional pelagics for the adventurous.

This natural combination of location, subjects and excellent conditions inspired the establishment of one of the industry's most successful dive and photo operations. Dive Tiara pro-

vides vacationers with a full service center offering instruction, recreational diving, rentals and scuba sales while Photo Tiara offers photographers the added services of photo/video rentals, repair, film processing, retail sales, custom slides, prints and videos and certified photo instruction. Heading a team of energetic photo technicians and assistants is Beth Podrasky, who has managed Photo Tiara for the past two years. Beth is a veteran of the dive industry, coming from a background of marketing, sales and instruction. She trained with some of the top U/W photographers in the business, all of whom were attracted to Dive not only by the excellent shooting conditions but

(Continued on next Page)



Above: Dive Tiara's expansive beachfront and dock. Left: The smiling faces of Photo Tiara. Below: The resort's large patio and pool invite after dive relaxation.

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DIVI TIARA BEACH RESORT

also the convenient facilities. Each summer, Divi and the photo and dive staff play host to an international assortment of photo buffs gathering for the annual Nikonos Shootout. In addition, workshops and special events are scheduled throughout the year, featuring such experts as Stephen Frink, Marty Snyderman and Frank Fennell.

What makes Divi Tiara, Dive Tiara and Photo Tiara so special? A well planned facility, spacious enough for large groups yet meticulously detailed to cater to the individual. The photo and dive center share a modern complex to

DIVE TIARA FLEET

Name	Length	Type	Speed (knots)	Divers
Cayman Fever	42	Custom	20	20
Ocean Fever	42	Custom	20	20
Tiara Fever	42	Custom	20	20
Island Fever II	42	Custom	20	20
Island Fever	33	Custom	12	16

the west of the resort—individual buildings connected by covered wooden walkways overlooking a long dock and waterfront equipment facility along the lagoon. Step into the photo center and you are surrounded by bright, tropical displays of colorful T-shirts, huge glossy prints of all manner of marine life and a wide assortment of accessories and photo supplies. To the right is a huge classroom equipped with large, comfortable light tables and sufficient space for group lectures. Off to the left of the photo retail desk are two large rooms housing the repair station, video editing center and large processing lab. During the Shootout these centers run non-stop, turning out hundreds upon hundreds of images for prospective prize winners.

Equipment rentals include complete Nikonos setups, a full range of lenses and macro gear with the SB 103 strobe. Video rentals include transfer of the tape to VHS with music and extra copies may be ordered at a reduced price. If you prefer, the staff will provide custom shoots, either still or video, plus there's always a daily boat video offered. Same day E-6 processing is provided along with overnight prints (except weekends). For novices or those wishing to increase their photo skills, there is a variety of options—one day introductory, or advanced courses as well as the PADI U.W. specialty course. All courses include film and processing, as well as constructive critiquing by the staff.

Continued on Page 99

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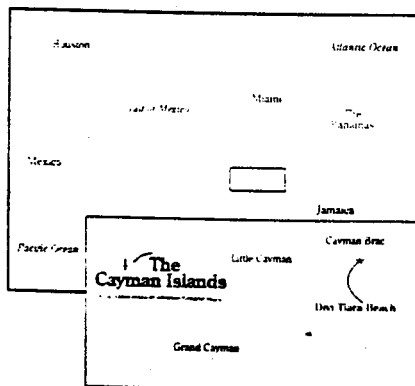
PALM BEACH DIVING
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DIVI TIARA BEACH RESORT

(Continued from Page 98)

you're looking for a completely finished product, the center also offers beautiful color prints, suitable for hanging, for sale.

Across the walkway from Photo Tiara, you'll find the retail shop for Dive Tiara. This is where you'll check in and receive your assignment for the equipment storage room. Each guest is provided with a colorful yellow mesh bag, tagged with a number that corresponds to a hook in the large, wooden storage building at the dock. Once you place your dive gear in the bag and on the hook, it will magically appear on the boat each morning, set up and ready for your first dive. All you have to do is put your number on the sign-up board



before the end of the day. This is very convenient for those who have to lug camera equipment down to the boat! After the dive, large rinse tanks are available dockside for your gear and cameras, then you just return your gear to the hook for the next trip.

Service is a high priority at Dive Tiara. Established by veteran Peter Hughes, the operation reflects the quality associated with the Hughes name—attention to detail, emphasis on diver convenience and safety and friendly service. Dive operations manager Chuck Podrasky, who just happens to be married to photo pro Beth, has also brought to the dive operation his many years of experience with one of south Florida's most successful recreational/instructional centers. The dive operation runs smoothly with the additional help of 16 highly trained, professional and personable staff members, including several Bracker captain/divemasters whose knowledge of the reefs and island is phenomenal.

As a PADI Five Star Dive Center, Dive Tiara offers instruction from resort
(Continued on Page 126)



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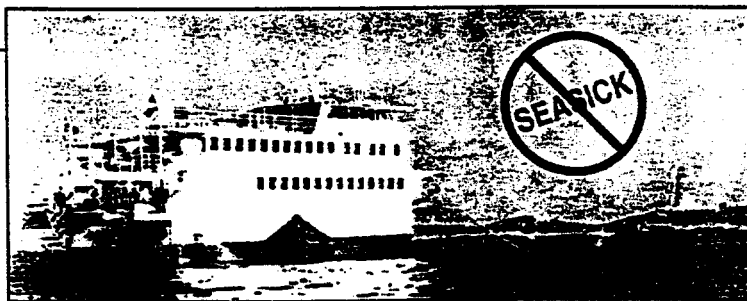
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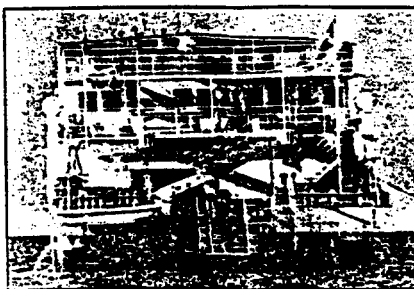
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DIVI TIARA BEACH RESORT

(Continued from Page 99)

to assistant instructor through the certifying agencies of PADI as well as NASDS and SSI. Two tank dives are scheduled each morning, usually a wall dive followed by a shallow dive, and afternoon one tank trips may be scheduled with as few as two divers. Guests also have the option of shore diving. Night dives are offered almost daily, along with a special weekly night dive to Little Cayman—a trip made even more unforgettable when Molly the Manta comes to visit. Twice weekly guests may enjoy a three tank day trip to Little Cayman. Weather permitting, an extended "buff run" takes you to the select sights of the east side, within proximity of the island's magnificent limestone cliffs and back around to the north side of the island—a great sight-seeing and dive excursion.

Scuba gear rental is available at Dive Tiara, including an assortment of top name brands of wetsuits, dive lights and computers. The shop also carries a retail selection of Sea Quest, Henderson and Scubapro products, as well as dive accessories and gifts.

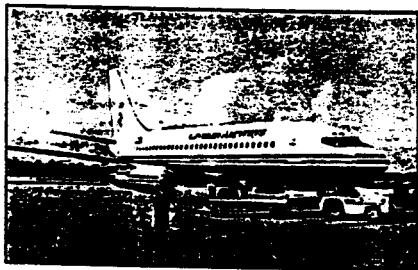
Dive Tiara's five custom dive boats are equipped with a host of amenities, including fresh drinking water, coolers with fruit, camera rinse buckets and dry storage areas. Although designed for up to 20 guests, most trips are limited to 15 or fewer divers, allowing plenty of room for comfort and individual attention from the staff. The boats, named *Cayman Fever*, *Tiara Fever*, *Island Fever I* and *II* and *Ocean Fever*, range from 38 to 40 feet in length, with wide transoms and twin diesel power allowing a cruising speed of about 20 knots.

Cayman Brac and her smallest sister, Little Cayman, offer an incredible wealth of dive sites, all marked with mooring buoys to provide protection for the reef. Drop-offs on both islands plunge to thousands of feet along walls that range from vertical to dramatic, cascading formations cut with tunnels, caverns and swim-throughs. Favorites along the Brac's southeast side include **Rock Monster** and **Wilderness Wall**. To the north, there's **East Chute**, **Cemetery** and **Strawberry Sponge Wall** for exhilarating drop-offs and **Charlie's Reef**, **Snapper Reef** and **Greenhouse Reef** for shallow explorations with tons of marine life. Special trips to Little Cayman usually include a dive along **Bloody Bay**, where the wall begins as shallow as 20 feet and drops steeply down.

After all that diving, everything you need to complete your relaxing vacation is available at Divi's beautiful waterfront resort. The hotel's 71 guestrooms are in attractive two and three story buildings overlooking the ocean and the resort's facilities. Standard rooms include ceiling fans, radio, telephone and air-conditioning, while the deluxe and luxury rooms add the amenities of spa bath and TV. A large patio surrounds the freshwater pool, offering *al fresco* seating for meals, which are served buffet-style either in the airy dining room or along the patio. Meals include a fresh selection of fresh fruit and vegetables, standard American fare, delightful island dishes and fine desserts.

Just a few steps from the pool is the outdoor Gracetree Bar, complete with ocean view and patio decking. Guests may also take advantage of paddleboats, volleyball, lighted tennis courts, snorkeling trips, free beach towels and referrals for baby-sitting services. Divi Tiara is a great place for kids, with an extensive sand-lined beachfront, the shallow lagoon for plopping and plenty of island sights. Adjacent to the resort are the luxurious condominiums of Club Tiara, offering maid service and resort facilities.

The Divi Tiara/Dive Tiara all-inclusive scuba package covers meals, unlimited beverages, accommodations, daily two tank boat dives and unlimited shore diving. Nondivers and family members are welcome, with a wide variety of options on the package plans. For air trans-



portation to Cayman Brac, the country's national flag carrier, Cayman Airways, offers direct 737 jet service from the gateway U.S. cities of Houston, Tampa, Atlanta and Miami to Grand Cayman, with continued service to the Brac—a quick 20 minute flight.

Cayman Brac is like no other island you'll find in the Caribbean. The delightful tropical atmosphere is enhanced by the island's preservation of natural beauty and the warm reception of the local population. This is the perfect location for an island getaway and Divi Tiara has created the perfect resort to reflect the island's wonderful atmosphere. For more information on dive packages with Divi Tiara/Dive Tiara and photographic services through Photo Tiara, call (800) 367-3484.

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LITTLE CAYMAN BEACH RESORT

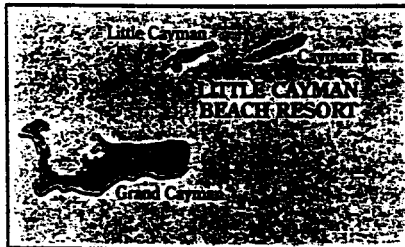
(Continued from Page 101)

N dive, your equipment is taken care of by the staff. All you have to do is check the schedule board to confirm which boat you're on. If you wish to rinse your gear, large rinse barrels are available on the porch right beside the shop.

When guests initially arrive at the resort, they are asked to check in with the dive shop to fill out paperwork, pick up their weights and take care of any rental needs. The shop is oceanfront, beside the long wooden walkway that eventually takes you to the dock. Inside the shop, you'll find a wide assortment of goodies,

including attractive T-shirts and sweat-shirts, souvenirs, sundries and snacks, basic snorkeling equipment and dive accessories. Sherwood products predominate in the rental closet, with full sets of scuba gear and Source computers. Along with masks, fins and snorkels, guests may also rent snorkel vests and Deep Heat shortie wetsuits.

A large portion of the retail shop is dedicated to the photo services offered by photo pros Tony and Marisa Camaxide. You'll find Tony and Marisa on the boats nearly every day, usually concentrating on capturing the best of your dive vacation



on video. In addition to group videos, they offer custom shoots and will even be available for weddings. Editing of the videos is accomplished with broadcast quality equipment and you may even have your own tapes transferred to VHS. Rentals include housed High 8 videos with lights, a full range of Nikonos equipment from macro to wide angle and Ikelite 150 strobes.

For those who wish to see the results of their handwork right away, the shop offers overnight E-6 processing and the critiquing services of Tony. A long, rectangular room off the photo shop is set up with six comfortable slide viewing stations featuring light boxes and loupes for magnification. Tony keeps several comprehensive fish ID books handy for customer use. Rental customers will find the staff very helpful with suggestions for camera settings and lots of free advice on shooting techniques. If you're just starting out or would like to fine tune your camera skills, the PADI photography specialties are also available. Videographers are welcome to

review their tapes on the shop's Sony stereo TV or on the VCR provided at the cabaña bar. The photo shop's retail stock includes film, batteries, videotapes and assorted accessories. The walls feature life sized displays of Tony's U/W work.

Reef Divers operates every day of the week. The staff includes fully qualified PADI instructors who are available to offer certifications ranging from resort to dive-master. For the certified diver, there are also specialties in navigation, wreck diving,

deep diving and U/W photography.

If you're planning to travel with a non-diver, this is the perfect place for a resort course. The course is conducted in the morning followed by freshwater pool practice and an introductory dive on the reef in the afternoon. The afternoon resort dive may be repeated any number of times throughout your stay.

Reef Divers offers daily two tank dives each morning, departing the dock at 8:30. One tank afternoon trips leave the dock at 2:30 and night dives are scheduled Tuesdays and Thursdays, weather permitting. With a minimum of six divers, night dives may be arranged at other times as well.

One of the most convenient aspects of Reef Divers is the custom designed dive boats used to transport guests. The Rob Shirley Pro 42 jet drives are fairly new to the industry, revolutionizing dive boat design. Powered by a Caterpillar 300 hp engine with the North American Nomera 14 Jet drive, the vessels have no prop extending below the hull, a plus for diver safety and a real boon to the captains while navigating shallow reef areas. The Pro 42's fast speed and jet drive make trips to the reef quick and comfortable; the emphasis on custom design ensures ultimate diving convenience.

The 41 foot *Little Sister* is 16 feet wide with twin 300 hp Cat engines, a bridge that extends into a sundeck and a large, partially shaded dive deck. Amenities include standup shower, electric head, twin extension ladders along the full width step-down transom, carpeted dash storage for cameras and fresh drinking water, dip for cameras and snacks in the cooler. Although designed for 30 passengers, trips are limited to 24 divers.

Just as much thought has gone into the design of the resort, with great attention to detail and an emphasis on guest comfort. Delicate tones of pastel pink and an abundance of white, gingerbread trimmed balconies and porches, along with hallmark tin roofs create an atmosphere of old Caymanian island tradition.

Meals are served buffetstyle from the main dining room or, when weather permits, on the patio. The elegantly casual dining room seats up to 90 guests but many prefer to dine al fresco on the ter-

race. The menu includes sumptuous dishes—everything from basic fare to gourmet, fresh baked breads, spicy island seafood and delicious desserts.

Recreational opportunities on the island are not limited to diving. There's also excellent bonefishing, in fact, the entire island is a naturalist's dream. There are few roads here and little traffic, which means you can walk for miles in relative peace. If you're not inclined to see the island by foot, Jeep rentals are available at the small, nearby settlement of Blossom Village, where you'll also find a general store and bank. And, if you require absolute isolation, the resort offers transportation to uninhabited Owen Island just offshore, with options for a beachside picnic. You may also take advantage of an occasional lagoon cruise or the island tour conducted by the staff each week.

Package plans for Little Cayman Beach Resort include accommodations, two tank morning dives and a one tank afternoon dive, unlimited fills for shore diving, one night dive per stay and tanks, weights and weightbelts. Several meal plans are available, with the all-inclusive option covering all meals and unlimited beverages from the bar. For groups, this is the ideal setting, with economy accommodations and full support facilities, including the conference room for workshops and instructional programs.

Travel to Little Cayman has entered



the modern age, with Island Air now offering several flights daily from Grand Cayman. Direct flights to Grand Cayman are available from gateway cities on national flag carrier Cayman Airways, as well as several American airlines. From there, the commuter prop planes of Island Air make the quick 45 minute connection to Little Cayman. In addition, the resort also offers direct flights for groups, of six to eight from Tampa, Florida on the Navajo Chieftain. The flight stops in Cayman Brac to clear customs, then takes a scenic tour of the island's famous bluff before landing on Little Cayman.

A toll free line is available for reservations or more information on Little Cayman Beach Resort. If you're also interested on visiting Cayman Brac, ask about Brac Reef Beach Resort and the combination packages. Call (800) 327-3835 and take a little trip to the island time forgot.



Amos Nachoum

the Caymans received tax-free status.

You needn't be a diver to enjoy a stay in the Caymans. Grand Cayman keeps non-diving folks busy with visits to the Turtle Farm on the northwest coast, prowling George Town, the national museum in the historic old courts building, shopping and just relaxing in the many charming cafes. There's even a cinema if you're sunburned or simply seeking a cool place to rest. A sight-seeing tour is always popular and worthwhile. Rent a car to explore the new botanical garden on Frank Sound Road on your way to deserted beaches around the east and north coasts. Atlantis Submarines takes non-divers for a tour of the reefs, and divers will thrill to an 800 foot descent in a two-passenger sub. You can even send a postcard home from hell, or at least something that looks like it. It's really a large outcropping of the

ironshore that looks like it could have come up from the inferno.

Evening entertainment is provided by a plethora of restaurants, clubs and night spots in George Town and Seven Mile Beach—including a duplicate bridge club and weekly square dance.

June is Million Dollar Month in Cayman. Named for the rich prizes awarded to winners of the famous international fishing tournament. Other dates to keep in mind are Carnival, around Easter, and Pirates Week at the end of October. A special diving event, Cayman Madness, runs from September 8, to October 22. An 8-day/7-night package starting at \$799 including hotel, diving, and air is available from Cayman Airways gateway. It's sponsored by Bob Soto's Diving, Ltd. and Caribbean Dive Tours. Ecology-minded divers will also be interested in a new PADI course, Underwater Naturalist, offered by Hyatt and Red Sail Sports.

CAYMAN BRAC,

larger of the two sister islands, is treasured by divers who find Grand Cayman a little too busy. I flew there Island Air, the new airline providing connections between the three islands. As we approached the airstrip, I could see reefs beckoning below the clear shimmering sea. I was ready to grab my mask and fins and jump right out. Fortunately, they were packed in my suitcase so I had to wait until we landed.

Days on The Brac are paradise in or out of the water. A



Ellen Sordane

3
warm, friendly and close-knit community in concert with calm, aquamarine waters lapping at sandy beaches perfect for shore dives and sunbathing. Most of Brac's excellent sites are only a short boat ride away. Columbus discovered Cayman Brac on his fourth voyage and called it Las Tortugas because of the many turtles. These days it is known by the name of the rugged bluff rising 140 feet from the sea. The island's early economy was based on turtling, then on boat building. Good, fertile land fostered agriculture and cattle ranching.

YOU CAN EVEN SEND A POSTCARD HOME FROM HELL, OR AT LEAST SOMETHING THAT LOOKS LIKE IT.

The Brac has two hotels with dive operations—Divi Tiara Beach Resort and Brac Reef Beach Resort. There are also several condos, time shares, and guest houses. Divi Tiara's dive operation is home to the Nikonos Shootout each July.

Brac diving is as good as it gets. There are at least 20 terrific wall dives starting at 40-60 feet. Cemetery Wall, Rock Monster at Chimney Wall, and Manta Canyon to name just a few. They all have deep cuts and tunnels emptying out on the drop offs. Turtles and pelagics are often spotted here. There are three wrecks and another 30 shallower dives amid Tongue and Groove reefs teeming with fish and invertebrates. These include Charlie's Reef, Grunt Valley, Elkhorn Forest, and Shark Alley.

Nature lovers have a wealth of onshore activities to keep them busy on Cayman Brac as well. These include hiking and exploring the fascinating limestone bluffs with many mysterious caves where pirates are said to have left hidden treasures. The Brac is on a flyway for migrating birds and has several endemic species. My charming unofficial guide, Mr. Platt, a volunteer with the National Trust, showed me all the new trails and park facilities that are going in, and I added several new birds to my list, including the Cayman Parrot. Brac features great bicycling, shelling, and some interesting Brackers in places like Edd's Place and La Esperanza Restaurant.

LITTLE CAYMAN

is home to approximately 40 residents all of whom are dedicated to diving activities and preserving their pristine environmental heritage. It's a low-lying island. A naturalist's haven covered with by tangles of Mangroves and thick bush right up to the water's edge, except for the fringe of long, powdery-soft sand beaches.

The name Little Cayman has long been synonymous with Bloody Bay Wall, a mecca for serious divers. A 10-

3 minute flight from Cayman Brac dropped me right at the jeep that drove me across the airstrip and to the lodge, just 5 minutes away. From the lodge I boarded a truck for transfer to the dive boat. Nearly everything on the island is transported by truck. Mike, our very professional instructor and guide, regaled us with Little Cayman tales and gossip and made sure each of us had a buddy. One giant stride, and there I was, in the warm waters, descending down Great Wall West, admiring huge yellow and brown tube sponges growing on brilliant red barrel sponges hanging off the wall. My buddy pointed to his depth gauge—100 feet already! But that's the magic of diving in Cayman—time simply melts away.

It is difficult to describe the awesome diving, both deep and shallow on Little Cayman. Shallower dives like Mixing Bowl, at the junction of Bloody Bay Wall and Jackson's Wall on the northwest coast, or Paul's Anchor, and Meadows are just as exciting in their way as deeper dives at Bloody Bay Wall sites like Lea's Lookout and Great Wall, or those on Jackson's Bay Wall like Mike's Mountains, and Blacktip Boulevard.

A sandy bottom (itself full of fascinating creatures) leads up to either a tongue and groove reef system in the shallower areas, or caverns and tunnels emptying out on the walls. Here it is common to see turtles lumbering toward you, large eagle rays and dolphins cruising by. Fish with all the hues of the rainbow sweep by everywhere. My only disappointment was that I didn't get to meet Molly, the Manta, who often visits divers in this area.

The fresh water Pirates Well was just rediscovered last April after years of searching. Dive trips are soon to be conducted in the caverns branching off it, promising more exciting diving to add to the Little Cayman repertoire.

A few days Little Cayman are all too brief. In addition to spectacular diving there are plenty of other activities including visits to nearby uninhabited Owen Island, snorkeling trips, birdwatching, bicycling, and chatting with other guests and the friendly locals like friendly and very informative Little Cayman District Officer, Bruce Eldemire.

Little Cayman is one of the finest spots in the world for bonefishing and has a landlocked lake full of tarpon. A birdwatcher's paradise, newly-declared Governor Gore Bird



Sanctuary has the largest colony of red-footed boobies in the western hemisphere. I saw endangered whistling ducks, brown boobies, magnificent frigatebirds, black-necked stilts and others species too numerous to list. There are many hiking trails—a showcase for Indigenous flora and fauna—orchids and large Iguanas can be admired on a leisurely stroll.

Eden Osborne

Sunsets on Little Cayman are unequalled anywhere. Suddenly the blood red sun is bidding us adieu and reminding us of our place in the greater scheme of things. Another perspective of the stressful world we usually inhabit can be seen from the shores of Little Cayman. I recommend that you get there soon.

South of the Bahamas, the Cayman Islands won't be crowded this month. The marlin fishing will be average at best, and big-game chasers have gone on to other billfishing destinations. But there are still reasons to visit the Caymans in October.

Surrounded by hundreds of square miles of reefs, these islands should continue to produce excellent action for a variety of bottom species that will include mutton and yellowtail snapper, almaco, crevalle and bar jacks. Grouper, mainly Nassaus, are also bound to claim possession of baits and jigs fished on or near the bottom in shallow to medium depths—15 to 80 feet.

In the deep blue, wahoo fishing will start to heat up off East End, Northwest Point, and also around the offshore banks toward the end of the month. While the fish will be more active next month, occasional flurries can often rival the action found during peak season. Hordes of skipjack tuna, also known as oceanic bonito, invade the area too. Averaging 12 to 15 pounds, and with some fish surpassing the 20-pound mark, the aggressive oceanics can be chummed up close enough to make them susceptible to flashy plugs and flies, thus maximizing light-tackle fun while waiting for the glamorous species to get active.

With weather almost identical to that of the Bahamas, Cayman flats anglers are certain to experience terrific action also. In Grand Cayman, **Head of Barkers** on the northwest coast of the island, the **South Sound** running from Pirates Lair to Red

Bay, **Frank Sound** running from Betty Bay Point to Cottage Point and **Colliers Bay** at the extreme east end of the island are the top areas to stalk bonefish and permit. Nevertheless, the less crowded shores of **Cayman Brac**, and the shallows of **Owen Island** and **Bloody Bay**, both in **Little Cayman**, can be even better. Although it is quite possible to locate productive flats on your own, hiring a guide, at least the first day of fishing, will make things a lot easier. Since there is a shortage of knowledgeable guides in the Cayman Islands, we strongly suggest contacting the Department of Tourism for referrals.



TOP SPOTS OF THE CARIBBEAN

By D. Holden Bailey

Often, when people I meet on dive trips learn that I've had the good fortune to dive the Caribbean extensively, they ask me which destination is my favorite. I can only answer that this is like comparing apples to oranges. Although most of the Caribbean destinations are similar in many ways, each has its own distinctive personality. Some are noted for sheer walls, others for coral-encrusted wrecks, and several have developed specialty diving with dolphins, sharks, sting rays, and other large marine animals. One island may have an abundance of flamingo tongue cowreys, while another is proud of its frogfish. And if that's not confusing enough, the diving in one area can change from season to season. In essence, this is the primary reason I still dive the Caribbean. There's always something new to experience, no matter how long or how frequently you dive.



The Cayman Islands are famous the world over for their excellent diving. Most of the hotels, by far, are on Grand Cayman. The island is nearly completely ringed by sheer walls. The water is virtually always gin-clear, since the limestone island absorbs all the rainfall. Stingray City, a shallow sandy area on the north shore, has become one of the world's top dive sites, thanks to the group of friendly stingrays which eagerly interacts with divers and snorkelers. Diving around the smaller islands of Little Cayman and Cayman Brac is considered by many divers to be even better. Bloody Bay Wall off Little Cayman is rated among the ten best of the

Caribbean. Facilities in the Caymans are second to none in the Caribbean.

CARIBBEAN WEEK

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Caymans more accessible

GRAND CAYMAN, BWI — Expanded air service to the Sister Island of Cayman Brac and Little Cayman has greatly improved access to these tranquil gems, located 85 miles northeast of Grand Cayman. Three airlines now serve the islands including Cayman Airways, Island Air and Miami-based Gulfstream International Airlines. In addition, Island Air, Cayman's locally-owned airline based at Owen Roberts International Airport, provides several daily inter-island flights between Grand Cayman and the Sister Islands, as well as international charter and air ambulance services.

Excellent diving, light tackle and deep sea fishing and land-based nature-oriented activities such as bird-watching and hiking are the big attractions here.

Both islands measure less than 13 square miles. Accommodations on Cayman Brac include two small modern hotels, the Brac Reef Beach Resort and DIVI Tiara Beach Resort and luxury beachfront condominiums apartments at Brac Caribbean Beach Resort. On Little Cayman, the 32-room Little Cayman Beach Resort is the largest of the island's properties which include the Southern Cross Club and Pirates Point with 10 rooms each and 8 room McCoy's Dive & Fishing Lodge. Condominium apartments, cottages and villas are also available.

Gulfstream International Airlines: On April 30, Miami-based Gulfstream International Airlines began direct Miami-Cayman Brac service three days a week (Wed/Sat/Sun) using 19-passenger Beach 1900 aircraft. Service has been cut back to one weekly flight on Saturday night at 6:00 p.m., with a Sunday morning return at 7:00 a.m. The flight is an hour and 50 minutes with a refueling stop in Grand Cayman.

The round-trip airfare, including departure taxes, is

US\$257.95 and luggage allowance per person is 50 lbs. Each additional pound costs 50 cents and will be loaded only if weight restrictions for the small aircraft permit. Gulfstream's reservations number in the USA is (800)992-8532; in Miami, (305)871-1200.

Cayman Airways: Cayman Airways, the Government-owned national carrier of the Cayman Islands, has added flight #203 from Grand Cayman to Cayman Brac at 12:45 p.m. on Fridays this summer. The flight becomes #108 upon return, departing the Brac at 2:00 p.m. The flight originates in Tampa.

Island Air: Island Air's service to the Sister Islands of Cayman Brac and Little Cayman has made these islands much more accessible this year. The carrier now offers four scheduled round-trip flights daily, including two each (early morning and late afternoon) between Grand Cayman and Cayman Brac. In addition, the expanded service now allows visitors to enjoy day trips to both Little Cayman and Cayman Brac, with early morning departures and late afternoon returns. Roundtrip fare is only US\$99 with a three-island special fare of US\$119.

The fleet includes a 15-passenger Beech-99; a seven-passenger Islander and a seven-passenger Navajo Chieftain. A six-passenger Lear jet B-20 is available for charter. In addition, the airline is adding a 19-passenger Twin Otter aircraft in October which will be able to land in both Little Cayman and Cayman Brac.

All scheduled Island Air flights depart from and return to the main passenger terminal at Owen Roberts International Airport. The ticket counter is located across from Cayman Airways in the main terminal.

For further information on the Cayman Islands, contact the nearest Cayman Islands Department of Tourism office.

Travel Agent
October 17, 1994
Circ: 53, 327

IMPROVED AIR LIFT

■ Expanded air service to Cayman Brac and Little Cayman have improved access to the smaller Cayman Islands. The two islands now are served by Cayman Airways, Island Air and Gulfstream International Airlines. In addition, Island Air, Cayman's locally-owned airline, provides several daily inter-island flights between Grand Cayman and the Sister Islands.

Miami-based Gulfstream International offers direct service to Cayman Brac departing Miami at 6 p.m. Saturday and returning Sunday morning at 7 a.m. Both flights are an hour and 50 minutes with a refueling stop in Grand Cayman. The roundtrip fare is \$257.95. Call Gulfstream at 800-992-8532; 305-871-1200 in Miami.

Cayman Airways, the national carrier, has added a flight from Grand Cayman to Cayman Brac at 12:45 p.m. on Fridays; the return departs at 2 p.m. The flight originates in Tampa. Island Air offers four roundtrip flights daily—two each in the early morning and late afternoon—between Grand Cayman and Cayman Brac. The expanded service allows visitors to enjoy day trips to both Little Cayman and Cayman Brac. Roundtrip fare is \$99, with a three-

island special fare of \$119. The fleet includes a 15-passenger and two seven-passenger planes, and a six-passenger jet is available for charters. The airline is adding a 19-passenger Twin Otter aircraft, which is able to land on both Little Cayman and Cayman Brac. All scheduled Island Air flights depart from and return to the main passenger terminal at Owen Roberts International Airport. Island Air also provides a range of services for visitors arriving in their own aircraft. The number in the U.S. is 800-922-9626; in the Cayman Islands, it's 809-949-5252.

Accommodations on Cayman Brac include two small modern hotels, the Brac Reef Beach Resort and Dwi Tiara Beach Resort, and luxury beachfront condo apartments at Brac Caribbean Beach Resort. On Little Cayman, the 32-room Little Cayman Beach Resort is the largest of the island's properties, which also include the Southern Cross Club, Pirates Point and McCoy's Dive and Fishing Lodge. Condo apartments, cottages and villas are also available. Cayman tourism offices are in Miami, 305-266-2300; New York, 212-682-5582; Houston, 713-461-1317; Los Angeles, 213-738-1968; and Chicago, 708-678-6446.

The Links golf course is the centerpiece of the 280-acre resort community of SafeHaven, which includes the 47-unit Waterways condominiums. The condos, which overlook the course, are now available for vacation rental. Development plans call for 600 new condos, a 350-room hotel and a 70-slip marina. For more information about the Links at SafeHaven, call 809-949-5988.

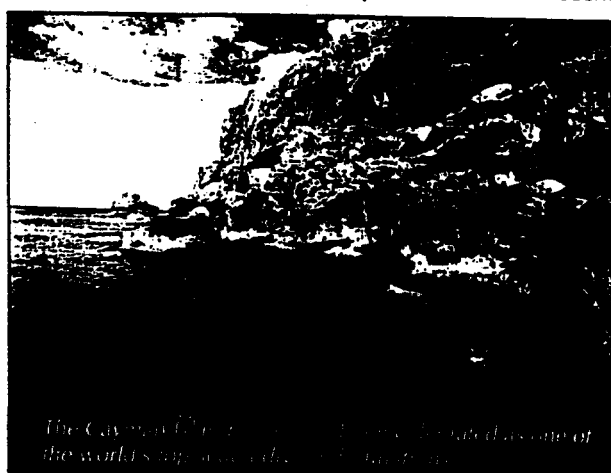
In addition to the new golf course, travel agents can also sell vacations to Grand Cayman's newest hotel, the Clarion Grand Pavilion. The 88-room property targets upscale vacationers and business travelers. All rooms have in-room safes, hair driers, pants pressers, minibars, coffee machines, bathrobes, 25-inch color TVs and toiletries.

The hotel offers 24-hour room service, complimentary daily newspapers, nightly turndown service, a welcome gift and weekly manager's reception. The 3,400-square-foot conference center features audiovisual services and equipment, and it can accommodate up to 250 people theater style.

Other facilities include a health and fitness center with sauna, Lifecycle, multi-gym and Stairmaster, and tennis courts and boutique. A complete scuba diving and watersports program is available for guests through Red Sail Sports, located

close by at the Hyatt Regency. Scuba diving, honeymoon and golf package rates are available on request. Through Dec. 16, nightly single or double rates are \$115.

Long celebrated as one of the world's prime Caribbean diving destinations, this year the Cayman Islands is focusing on its terrestrial environment. To that end, the British Crown Colony has opened a



Botanic Park set in a 60-acre woodland tract on Grand Cayman. The park, under the aegis of the Cayman Islands National Trust, is the first of several ambitious projects geared toward protecting the Cayman Islands' environment and cultural heritage. Future plans call for a network of preserves, including 680 acres on

Grand Cayman and a dramatic tract atop the bluff of Cayman Brac.

"Although our official seal states 'He Hath Founded It Upon the Seas,' the Cayman Islands also boasts a fascinating and diverse environment of rare flora and fauna that have an enormous significance in our 300-year history," says Jefferson. The park has a woodland trail that provides scenic walks through a dozen or so

Caymanian landscapes. Visitors can spend a few hours as amateur naturalists, moving every few hundred yards from wetland to cactus thicket.

The Botanic Park is open Tuesdays through Sundays from 7:30 a.m. to 5:30 p.m. Admission is \$3 for adults, \$1.25 for children and \$2 for senior citizens.

While a lot of attention is paid to Grand Cayman—hub of the country's tourism

business—the country's two sister islands are marking a new beginning this year. Island Air, which began regularly scheduled service between Grand Cayman and its sister islands in December 1993, has increased its schedule this year from two to four flights.

The locally-owned airline now offers two flights daily from Grand Cayman to both Cayman Brac and Little Cayman, with an equal number of return flights. In addition, more daily flights could be added if the demand is sufficient, says General Manager Tom Guyton.

Under the current schedule, day trips to the sister islands are now available any day of the week for visitors to Grand Cayman and for those on Cayman Brac or Little Cayman wishing to spend a day on Grand Cayman. The roundtrip fare is \$99. Flights take between 30 and 45 minutes.

Island Air's regularly scheduled flights depart from the main passenger terminal at Owen Roberts International Airport in

Continued on page 12

CAYMAN ISLANDS LAUNCHES NEW AD CAMPAIGN

The Cayman Islands' newest ad campaign in eight years is called "Ours & Yours," according to Thomas C. Jefferson, the Cayman Islands' minister of tourism, environment and planning. The campaign emphasizes the natural and cultural attractions of the destination, not just the "sun, sand and sea" of previous years.

The \$7 million campaign also acknowledges that "the people of the Cayman Islands take great pride not only in their warm and friendly nature, but also in the concern they've shown for preserving their environment both on land and in the sea," he says.

The ads appear in national consumer magazines, newspapers, transit posters and spot markets as well as TV. All collateral materials echo this theme.

"In essence, the Caymanian people are saying that while you are a visitor to our islands, we are sharing the beauty of what we have with you. While it's ours, it's yours to enjoy when you're here on a visit with us," says Jefferson.

TAKING THE PLUNGE AND REELING 'EM IN

Hotel rates go down in the off-season, but the scuba diving is just as fine.

By Peter Malbin

Diving and deep-sea fishing enthusiasts can take advantage of lower rates for packages and accommodations during the summer and fall in the Cayman Islands.

Jacques Cousteau called Bloody Bay Wall in Little Cayman one of the world's best dive sites. **Bob Soto's Diving Ltd.** and **Caribbean Dive Tours** are offering seven-night packages that highlight the locale Sept. 8 and Oct. 22. Packages start at \$799 per person double and include roundtrip air fare on **Cayman Airways** from Miami, Tampa, Atlanta and Houston. Participating hotels include **Cayman Islander**, **Holiday Inn Grand Cayman**, **Treasure Island**, **Seaview Hotel** and **Seven Mile Beach Resort** condominiums.

The package features four two-tank boat dives, two night dives and unlimited shore diving. Social activities include an underwater slide show; underwater treasure hunt; beach party and barbecue; volleyball tournament; limbo contest; and poolside rum punch party. Clients can take advantage of discount rates from **Coconut Car Rental**. The program is fully commissionable to travel agents. Call 800-786-3483.

The Caymans' waters teem with game fish such as Atlantic blue marlin, white marlin, sailfish, wahoo, yellowfin tuna, dolphin, blackfin tuna and rainbow runner. Each weekend in June, anglers compete for prizes in the Million Dollar Month Fishing Tournament. Call 809-949-5587 for details.

The Cayman Islands, part of the British West Indies, consists of Grand Cayman, Cayman Brac and Little Cayman. Only 65 minutes by air from Miami, Grand Cayman is the largest of the three, with the most accommodations, including full-service hotels, dive lodges and luxury rental condominiums. Visitors can take a walking tour of historic George Town, the capital, and explore the Cayman Islands National Museum. Along Seven Mile Beach, visitors can rent water skis, windsurfing boards and jet skis.

Sister Islands

The two "sister islands" of Cayman Brac and Little Cayman are 89 miles from Grand Cayman and have a number of excellent dive sites. Clients can stay at several beach resorts on Cayman Brac, including the **Divi Tiara Beach Resort** and the **Brac Reef Beach Resort**, as well as at oceanfront condominiums. Accommodations on Little Cayman include the **Pirates Point Resort**, **Southern Cross Club** and the **Little Cayman Beach Resort**.

A number of special events through the end of the year focus on the destination's recreational opportunities and history. The **Summer Bash Weekend** (July 1-4), sponsored by the Cayman Islands Restaurant Association, includes a Taste of Cay-

man food festival and a Great Caribbean Chili Cook-off. Island delicacies include spicy beef stew, conch, breadfruit salad, cassava and yams.

The **Britannia Golf Classic** on July 2 is a four-person scramble hosted by Hyatt.

The **Johnny Walker Golf Tournament** is also played in July. Call Mike Flowers at 809-947-5175. Another day July 4, Constitution Day, is a public holiday.

The **Tae kwon do World Cup** (a form of judo) takes place at the Lions Centre on Grand Cayman Island from July 21-23. Representatives from 23 countries will compete. Call Sallie Johnson at 809-949-9847 or Robert Lewis at 809-949-7999, ext. 3440.

The annual **Rotary International Fishing Tournament** takes place in September. Call Charles Glidden at 809-949-8200.

Then, Oct. 1-8 is **Tourism Awareness Week**, while Oct. 21-30, islanders celebrate their seafaring history with **Pirates Week**. Festivities include golf and swimming tournaments, crafts and food fairs, underwater photography competitions and treasure hunts. Bands of rowdy pirates stage a mock invasion of George Town harbor. Call 800-949-5859/5078.

In November, the **Visual Arts Society Fall Art and Crafts Show** takes place. Call 809-947-4322.

For further information, contact the Cayman Islands Department of Tourism: Grand Cayman—809-949-0623; Miami—305-266-2300, fax 305-267-2930; New York—212-682-5582; Houston—713-461-1317; and Los Angeles—213-738-1968 or 708-678-6446, fax 770808-678-6675.



The Cayman Islands are a gem to the Caribbean.

CANADIAN TRAVEL PRESS

NOVEMBER 10, 1994, VOLUME 27, NO. 9, PUBLISHED NOVEMBER 3, 1994

New Image For Brac Reef

The Brac Reef Beach Resort in the Cayman Islands has opened a dive shop and is sprucing up its image for the winter season.

Reef Divers has instruction for beginning and advanced divers, offers morning and afternoon dives and rents gear, including masks, snorkels, fins, regulators and weight belts.

Decks and patios will be added to the property's 40 guest rooms by Dec. 1. The rooms are decorated in shades of peach and are receiving new carpeting and wallpaper.

Dive packages are packaged at US\$335 for three nights, US\$635 for five nights and US\$930 for seven nights. Rates are European Plan and include accommodations, airport transfers, a welcome rum punch, two one-tank morning boat dives, one one-tank afternoon boat dive, unlimited air-fills for shore dives and all tanks, weightbelts and service charges.

Non-diver plans are available for US\$205, US\$335 and US\$460 European Plan. As well, a Modified American Plan and all-inclusive plan are available on dive packages.

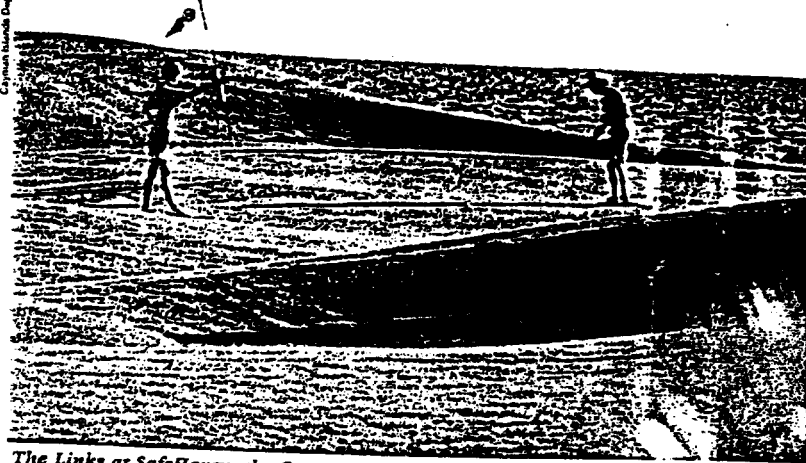
Rates are valid from Dec. 18 to April 10 and are per person, double occupancy.

Those wanting more information can call 800-327-3835 or (813) 323-8727.

CAYMAN ISLANDS

FROM SWASHBUCKLERS TO DIVERS, AND NOW GOLFERS!

Cayman Islands Department of Tourism



The Links at SafeHaven, the Cayman's first 18-hole championship golf course.

Columbus, admittedly one of history's more confused navigators, stumbled across the trio of islands after being blown off course in a storm. He first named them Las Tortugas, after the sea turtles who covered the two small islands.

Later, in the latter half of the 16th century, Sir Francis Drake—who at the time was engaging in a little politically correct pirating against Spanish shipping—came across the islands and reported sighting “great *Caymanas* (the Carib word for marine crocodile), large like lizards, which are edible.” And so they changed species and names, taking on their modern-day namesake, the Cayman Islands.

THE CAYMAN TRIO

Today, the Caymans are a thriving, three-island country with a total land mass of 100 square miles situated about 150 miles south of Cuba and 180 miles northwest of Jamaica. Grand Cayman, the largest and most populous of the trio, is approximately 22 miles long and eight miles across at its widest point. Its sister islands—Cayman Brac and Little Cayman—lay about 30 miles east-northeast and are separated from one another by a seven-mile-wide channel.

Cayman Brac, 12 miles long

and just over a mile wide, has the most dramatic topography of the group. It's marked by a bluff rising west to east along the length of the island to a height of 140 feet, ending in a sheer cliff. Little Cayman—seven miles across the channel—is the baby of the island trio, measuring just 10 square miles, covered by flat scrub and limited to a maximum elevation of just 40 feet.

But while the Cayman Islands themselves may be small, they're enjoying giant appeal as a vacation and resort destination. So far this year, the Cayman Islands Department of Tourism reports that second-quarter air arrivals were up 22 percent over 1993, a year that had already posted record visitor figures of nearly 900,000 tourists frolicking on its shores.

The Islands growing appeal continues to show major strides in the first six months of 1994, with 176,872 nonresident air arrivals—an increase of 27,986 over 1993—and 327,371 '94 cruise-ship arrivals, as compared to 314,676 during the first six months of '93. Total arrivals to the Cayman Islands, from January through June 1994, reached 504,243, compared to 462,532 for the same period in '93—a 30 percent increase.

“These numbers attest to the fact that the momentum is continuing in 1994,” says the Hon.

Thomas Jefferson, the Cayman Islands' minister of Tourism, Environment and Planning, “as we look forward to another banner year for Cayman Islands tourism.”

“X” MARKS THE SPOT

Despite the fact the Caymans left a heritage of piracy to legend, there's plenty of treasure for all, much of which can still be found at the Seven-Mile Beachfront Treasure Island Resort. Purchased by Toronto-based Winfair Hospitality Management, the property no longer flies the Ramada banner, but it does have a new sparkle.

Its exterior is now decorated with handcrafted wooden gingerbread trim, the Tradewinds Bar has blown into the lobby and Caribbean colors brighten public areas—all completing the first quarter of a \$3.1 million renovation. Of its 281 rooms, inconspicuous blocks of 10 will be renovated at a time, including refurbishment and replacement of all soft goods, amenities and fixtures.

The middle market continues to enjoy Treasure Island's nightclub entertainment and Top of the Falls Rustic Restaurant specializing in Swiss and German cuisine. And its protected cove makes for abundant watersports, with a marked underwater trail just offshore for a day of snorkeling. Two pools and tennis courts, swim-up bar and on-site dive operation are a few other amenities guests “resort” to. Dive, honeymoon, wedding and golf packages are available.

GROWING GOLF DESTINATION

That's right. Grand Cayman has officially entered the Caribbean golf circuit. And while “the links” may have meant one thing to a red-handed pirate, it means quite another to club-wielding vacationers at The Links at SafeHaven, the Cayman's first 18-hole championship golf course. It's about time clients dried out their div-

ing equipment and took to the green on a course praised for its marvelously hazardous layout and landscape of indigenous trees and shrubs. Water-logged golfers can practice on the Aquarange, where they hit ball into a manmade lake with distance measured by targets.

Plans for a 200-room luxury resort on SafeHaven's 680 acres have been announced, but for the time being, Treasure Island's golf package includes 3-night stay & breakfast, airport and golf course transfers and two rounds of golf for \$525 per person double through Dec. 15. Call Cayman Islands Reservation Service, (800) G-CAYMAN.

Clients bound for the Caymans at the end of October should be aware of Pirate's Week, a celebration of the island's cultural heritage with a treasure chest full of outdoor activities and events, Oct. 21-30. Contact your nearest Cayman Islands Department of Tourism. And while you've got them on the phone, ask for their map on snorkeling sites. There's a dozen gems on the island.

Cousteau dive program moves to Caymans for the first time

For some 23 years now, Project Ocean Search, a dive adventure/environmental discovery program operated by renowned environmentalist Jean-Michel Cousteau, has provided unique and exciting experiences for divers.

Held annually in Fiji, it provides opportunities to investigate the nature and diversity of marine life and study man's relationship with the sea.

This year, for the first time, it's being brought closer to home for Canadian divers. Two 10-day sessions will be held at the Brac Reef Beach Resort in the Cayman Islands.

Cousteau confirmed the decision to stage the sessions in a recent letter to tourism minister Thomas Jefferson.

"After visiting your beautiful country again last April, we have decided to bring our educational program to the Cayman Islands in 1995," he wrote.

"We intend to conduct two ses-

sions on Cayman Brac with more than 70 participants.

"We feel that the Cayman Islands is the perfect environment in which to learn to appreciate the wonders of the undersea realm."

Participants in this year's Caymans program will scuba dive or snorkel on the pristine coral reefs and unique marine environment of Cayman's Sister Islands to study tropical ecology, the processes of nature and the ways that man interacts with the environment.

Jean-Michel Cousteau will head the staff of scientists and divers which will also include a Nikon underwater photographer who will provide instructions and Nikonos V underwater camera systems for use by participants.

Cousteau has also announced his association with the Aggressor fleet of live-aboard dive vessels worldwide and will make special appearances and lectures on board the Cayman Aggressor III during 1995.

For more information on Project Ocean Search 1995, contact Jean-Michel Cousteau Productions, 1933 Cliff Drive, Suite 4, Santa Barbara, CA 93109. Phone (805) 899-8899 or fax (805) 899-8898.

Cayman Islands' Strategy Pays Off

As it heads for its second consecutive year of record tourism, the best, it appears, is getting better for the Cayman Islands. Last year, combined air and cruise arrivals totaled close to 900,000, and by all accounts, 1995 will top that record with a 20 percent increase, predicts

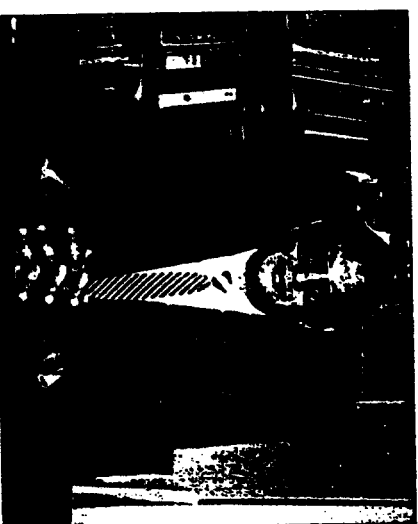
Thomas Jefferson, minister of tourism, environment and planning.

Accessibility (Grand Cayman is just an hour by air from Miami), tropical charm, superb diving and fishing, and a sophisticated resort infrastructure have all contributed to the islands' gain in popularity among Caribbean vacationers, "but let's not overlook safety," Jefferson says. As a British crown colony once known for its turtle fishermen and boat builders, the islands are stable and have grown prosperous as a result of tourism and banking. Together, these industries provide the population of 30,000 with an average

annual per capita income of \$58,000, one of the highest in the Caribbean.

To keep visitor interest peaking, the Cayman Islands has broadened its advertising and promotional efforts. "We're shifting our focus from just beach and water to our other natural attributes and cultural influences," says Jefferson.

As part of the effort, Botanic Park, which opened on 60 woodland acres in Grand Cayman last year, will soon have a visitors' center, along with heritage and reading gardens. With



Jefferson: Shifting focus

its varied landscape and abundant bird life, the park is one of a network of land preserves in store for Grand Cayman and its two sister islands, Cayman Brac and Little Cayman.

Recently, Grand Cayman scored a cultural coup when it was designated the host island for Carib Art, an exhibition of contemporary Caribbean painting and sculpture that

CARIBBEAN & BAHAMAS

is considered to be the most comprehensive of its kind. The collection, comprising 137 works, including etchings, drawings, engravings, ceramics and mixed media by artists from 32 Caribbean countries, continues through Feb. 12 at the Harquail Theatre in George Town. It is open to the public daily from 1 p.m. to 7 p.m. Admission is \$3 for adults, free for children.

Also under way is the restoration of several historical buildings, including St. James Castle at Pedro, the oldest structure on the islands, rumored to have been built by pirates two centuries ago.

Traffic to the islands is expected to surge this winter as a result of expanded air service. Recently, USAir launched daily flights to Grand Cayman from Tampa and Charlotte, N.C. In December, American took over United's route to Grand Cayman and now offers two flights there daily from Miami and one flight daily from Raleigh-Durham, N.C. At the same time, Cayman Airways upped its run from Miami to Grand Cayman to three flights daily. The carrier also offers frequent service from Tampa and Atlanta.

Tourism officials are equally optimistic

about visitor counts from the U.K. and Europe in light of the new routes established from there. In December, Caledonian Airways introduced weekly nonstop charter flights from London's Gatwick Airport and in March, British Airways will serve Grand Cayman from London twice weekly.

With new inter-island service, Grand Cayman's sister islands are also gaining greater visibility. Cayman Airways and Gulfstream International Airlines now offer direct flights between Miami and Cayman Brac. Island Air, Cayman's locally owned airline, serves the sister islands with four roundtrip flights daily, as well as charter flights aboard its six-passenger Lear jet.

Cayman Brac and Little Cayman are valued for their own of attractions, including bonefishing, cave exploring, birdwatching, hiking and reef diving.

Accommodations on Cayman Brac have been upgraded recently. The Brac Reef Beach Resort completed a \$500,000 renovation of all



Grand Cayman's Botanic Park is the first in a network of land preserves on the island.

rooms and public areas and opened a \$100,000 dive shop with a center for underwater photography. The Divi Tiara Beach Resort added a series of ramps and other specially designed facilities for the disabled in and around its property in preparation for the island's first Handicapped Scuba Instructor training course, held there last September.

This winter, visitors interested in self-catering accommodations will find 16 new beachfront condos available at Brac Caribbean Beach. The two-bedroom, two-bath units have full kitchen facilities and satellite TV. The resort plans to add a small restaurant and bar later this year.

On Little Cayman, Paradise Villas has opened three of the six duplex villas planned for the oceanfront complex located close to the airport. Each of the 12 efficiency units planned has king or twin beds, a queen-size sleeper in the living room, two verandas, air conditioning, a full kitchen and a pool. An adjacent restaurant is open for lunch and dinner and bicycles are available for rent. Paradise Divers, the resort's nearby dive operation, can take up to 16

guests out on its boat for two- or three-tank dives daily.

Hotel developments on Grand Cayman include construction of the islands' largest and first new hotel in a decade, the 350-room Grand Cayman Marriott Beach Resort, due for completion in December, and the ongoing renovation of the 281-room Treasure Island Resort. Treasure Island's rooms are being redecorated in blocks of 10 at a time with bright, tropical colors, ceramic tile floors and full-length closet mirrors. A lobby bar featuring steel-band music has been installed, and there are plans to add a small fitness center with exercise facilities.

— Lee St. John

► FASTFACTS

CAYMAN ISLANDS

- **Topography/Geography:** Grand Cayman is 20 miles long and varies from four to seven miles wide. No part of the island is 60 feet above sea level. Little Cayman is nine miles long and one mile wide. Cayman Brac is 10 miles long and one mile wide. Grand Cayman's sister islands lie 89 miles in a northeasterly direction from East End, Grand Cayman.
- **Accommodations:** About 2,500 rooms and about 33 hotels. There's a 6 percent government room tax.
- **Major airports:** The main airport is Grand Cayman, where visitors land. Cayman Airways also provides regular inter-island service to Cayman Brac and Little Cayman.
- **Entry requirements:** Proof of citizenship is required for U.S. and Canadian visitors; a passport, driver's license, birth certificate or voters registration card, together with a return ticket.
- **Contacts:** Call the Cayman Islands Department of Tourism offices at: 305-266-2300 in Miami; 212-682-5582 in New York; 713-461-1317 in Houston; 213-738-1968 in Los Angeles; and 708-678-6446 in Chicago.

CARIBBEAN &
BAHAMAS
CAYMAN ISLANDS

8459

MARKING TREASURED ISLANDS

Pirates Week celebrates a time when buccaneers buried their prized possessions here.

An annual highlight on the Cayman Islands' calendar is Pirates Week. Held Oct. 21-30, the festivities include running and swimming competitions, fireworks, underwater photo competitions, a golf tournament, parades, street dances, crafts, food fairs and other festivities.

The celebration stems from bands of pirates who stopped in the Cayman Islands to bury their treasures. Legends of these swashbuckling times have been passed down through generations and have been immortalized in colorful tales such as Robert Louis Stevenson's *Treasure Island*.

In honor of such a history, the Cayman Islands celebrates Pirates Week to the sounds of cannons, gaiety and music. Tourists can join a parade of brightly costumed wenches and buccaneers.

For more information, contact Pirates Week Festival Administration, P.O. Box 51, Grand Cayman, B.W.I.; telephone 809-949-5859/5078; or fax 809-949-5449.

Property Packages

In other news, Randallstown, Md.-based **Adventure Tours** has produced a new brochure on air-inclusive and land-only packages to the Cayman Islands.

The full-color brochure features three- and five-night vacations at a variety of hotels, ranging from economy to upscale, on both Grand Cayman and Cayman Brac. Extra night accommodations and all-inclusive packages are also available.

A sample stay on Grand Cayman is the **Hyatt's "Dive Into It Package,"** a three- to five-night program that includes taxes and gratuities, one round of golf, a dive program

through Red Sail Sports and a sunset cruise on a 65-foot catamaran.

Rates are per person double, and through Oct. 1 range from a three-night \$855 air-inclusive package to a five-night \$1,173 package. Air-inclusive packages include roundtrip off-peak scheduled air from LaGuardia via selected airline, including all applicable taxes and surcharges. Land-only packages are priced from \$509 to \$827, respectively. From Oct. 2 to Dec. 14, the package is priced from \$911 for a diver's three-night air-inclusive to \$1,269 for five nights. The land-only package ranges from \$565 to \$923. Non-diver rates are also available.

An example on Cayman Brac is the **Divi Tiara's "Super Saver All-Inclusive."** The three- to five-night package includes roundtrip transfers between the airport and hotel; accommodations, including taxes and surcharges, breakfast, lunch and dinner daily, unlimited house brand liquors, tropical coolers, beer and house wine; and a diving plan. Air-inclusive packages also include roundtrip off-peak scheduled air from LaGuardia to Grand Cayman via selected airline, including all applicable taxes and surcharges. Packages do not include, however, transportation from Grand Cayman to Cayman Brac.

Through Dec. 14, three-night, air-inclusive packages are priced from \$743 (non-diver) to \$853 (diver), while land-only packages are \$397 and \$507,

respectively. Five-night, air-inclusive packages are priced from \$1,001 (non-diver) to \$1,221 (diver). Land-only packages are \$655 and \$875, respectively.

Adventure Tours' optional add-on attractions include sightseeing and shopping tours, golf and dive packages, snorkeling at Sting-ray City (off Grand Cayman) and excursions aboard the Atlantis Submarine.

Roundtrip air fare is provided via **USAir** and **United Airlines**, departing numerous gateways. Call 800-638-9040 for brochures.

Also on the Cayman Islands, the 19-unit **Silver Sands Condominiums**, located on Grand Cayman's Seven Mile Beach, is now represented worldwide by Robert Reid Associates.

All of the Silver Sands' two- and three-bedroom condo units have a living room, television, fully-equipped kitchen, two or three baths, patio with barbecue and air conditioning. On-property facilities include a large swimming pool, two unlighted tennis courts and hammocks/huts on the beach.

Through Dec. 15, daily rates for doubles range from \$175 to \$180. A seven-night minimum stay is required during the winter season.

For reservations and information, call Robert Reid Associates at 800-223-6510 in the U.S. and Canada.

For information on the Cayman Islands, contact the Cayman Islands Department of Tourism sales offices in Chicago, Houston, Los Angeles, Miami, New York and Grand Cayman.

—Martin Elder



Conserving the Future of Tourism

An interest in marine life and conservation, plus an abundance of watersports (especially scuba diving), long stretches of white-sand beach, modern accommodations, and peace and tranquility are the Cayman Islands' main selling points.

With some 40 dive and watersports operations available, the British Crown Colony offers extensive professional watersports facilities and services, as well as many land sports. Clients can stay in a choice of 22

historic preservation, creating wildlife sanctuaries and this year's opening of the Queen Elizabeth II Botanic Park on Grand Cayman.

To help visitors, especially visiting divers, become acquainted with the islands' regulations, most dive shops and boats, along with hotels and condos, offer copies of the *Guidelines for the Prevention of Diver Damage*.

Grand Cayman has 34 dive operations, while Little Cayman has five and Cayman Brac three. Dive services include equipment sales, rentals and repairs, instruction at all levels, underwater photography, and video schools and processing services.

Grand Cayman's West Wall is a drop-off that runs parallel to Seven Mile Beach, thus offering the most convenient diving on the island. Most dive operators are located in this area, and many hotels along the beach offer dive trips to the sites within five to 10 minutes by boat.

Grand Cayman's North Wall is the gateway to Cayman's most famous dive and snorkeling site, Stingray City, where dozens of tame stingrays swim freely in 12 feet of water and often eat out of visitors' hands.

What makes Cayman a desirable dive destination is its steady 82-degree water temperature, a 100- to 150-foot visibility range and the healthy coral reefs, thanks to the conservation measures enforced by most of Cayman's dive operators.

For land sports, Grand Cayman has two golf courses, one a Jack Nicklaus-designed nine-hole course at the Hyatt Britannia and the other a new 18-hole course at the Links of Safehaven that opened this year. Other sports in Cayman are tennis, squash, volleyball, walking, hiking, cycling and working out at local health clubs and gyms.

Owen Roberts International Airport

on Grand Cayman and Gerrard Smith International Airport on Cayman Brac are ports of entry, while Little Cayman is served by interisland flights arriving at Edward Bodden Airport. The Cayman Islands is approximately a 90-minute jet flight from Miami.

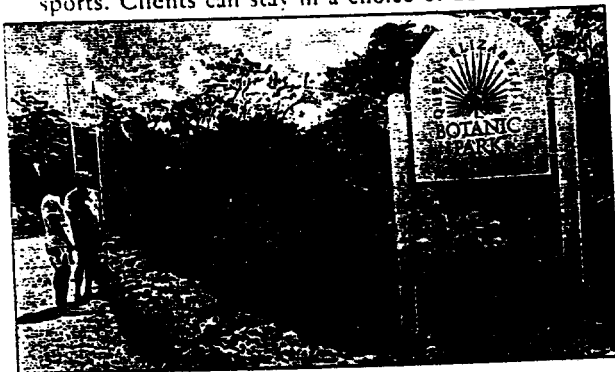
Daily nonstop jet flights between Miami and Grand Cayman are offered via Cayman Airways, American, Northwest and United (which will stop service on Dec. 1). Starting Nov. 13, USAir will begin daily service from Charlotte and Tampa to Grand Cayman, up from its current four flights a week. American also flies daily from Raleigh-Durham, N.C., to Grand Cayman. Cayman Airways also flies from Houston, Tampa and Atlanta, with continuing service to Cayman Brac, but flight schedules fluctuate. Call Cayman Airways at 800-422-9626 or 305-266-6760 in Miami.

Island Air, based at Owen Roberts International Airport, also offers scheduled service to Cayman Brac and Little Cayman several times each day via a 19-passenger Twin Otter aircraft. Charter service is available upon request.

Airport departure tax is \$10 per person. Additional taxes on all accommodations include a government room tax of 6 percent and a usual gratuity of 10 percent of the room rate. Restaurants often add a 15 percent gratuity to their bill on food and beverage.

► FASTFACTS Cayman Islands

- **Accommodations:** About 2,500 rooms and about 33 hotels. There's a 6 percent government room tax.
- **Major airports:** The main airport is in Grand Cayman, where visitors land. Cayman Airways also provides regular interisland service to Cayman Brac and Little Cayman.
- **Entry requirements:** Proof of citizenship is required for U.S. and Canadian visitors: a passport, driver's license, birth certificate or voters registration card, together with a return ticket.
- **Contacts:** Call the Cayman Islands Department of Tourism offices at: 305-266-2300 in Miami; 212-682-5582 in New York; 713-461-1317 in Houston; 213-738-1968 in Los Angeles; and 708-678-6446 in Chicago.



The Queen Elizabeth II Botanic Park is a new attraction on Grand Cayman.

hotels, 57 condo complexes or villas and six guest houses, as well as dine in more than 100 restaurants.

The largest of the three islands is Grand Cayman (76 square miles), which is where the majority of tourism activity takes place. The two smaller, relatively undeveloped islands are Cayman Brac (14 square miles) and Little Cayman (10 square miles), which are favorites among divers and fishermen. Most of the Islands' inhabitants live on Grand Cayman.

The main attraction of Grand Cayman is its famous Seven Mile Beach, while small beaches and coves dot the coasts of all three islands. In 1978, and later in 1986, the government passed legislation protecting the islands' coastal and territorial marine environment. In June 1993, the Cayman Islands introduced one of the strictest penalties for marine pollution in the Caribbean region, raising the maximum fine to \$625,000 for any vessel found polluting Cayman's territorial waters.

Through the efforts of the Cayman Islands National Trust, the concern for protecting natural resources and "things Caymanian" has spread ashore to include



CARIBBEAN, BAHAMAS, BERMUDA

8459

CARIBBEAN VACATION ACTION

ELEANOR M. WILSON

Recommend Magazine
January 1995
Circ: 43,021



Taking the plunge: A diver begins his descent on a nighttime dive of Bonaire's underwater world.

Although many people refer to vacations as a desire to just get away and do nothing, it's seldom the case. As surveys show, activities and attractions are high on the list of tourists' priorities when choosing a destination or resort. So what is there to do on Caribbean islands besides drink rum punch and get a tan? For the sports enthusiast, it's a year-round paradise, with ideal weather for outdoor pursuits.

DIVING

While dive enthusiasts already know about the Caribbean's top dive destinations, the key to increasing your dive business could lie in steering novices into this lucrative market. "It's essential that a travel agent can impart to his customers that this experience is within the realm of everyone, regardless of age, sex or fear," says Joan Bourque, owner of Sea Saba who lives on the Dutch Caribbean island of Saba. "Instructors are uniformly well-trained, and techniques have been developed for easy and safe learning of skills for people from age 12 and up." But after a diver is trained, where to go? "It seems like every island is advertised and reported as being the best—for everyone from beginners to advanced," Bourque says. "If a dive operator is really good, this may be true." 011-599-46-2246.

The growing source of steady dive business has not escaped the notice of tour operators and wholesalers. Several have certified divers on phones to answer travel agents' questions. ITR is open until 7 p.m. weekdays and 4:30 p.m. Saturdays, with information on dive

packages. (800) 451-9376. GoGo Tours provides dive experts for their properties. (800) 899-2558. Others, like Go Diving, (800) 328-5285, and See & Sea Travel, (800) 348-9778, specialize in live-aboard dive vacations.

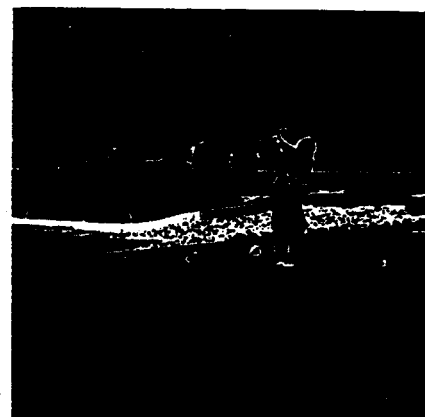
Others deal strictly with Caribbean dive trips. Neal Watson's Undersea Adventures, (800) 327-8150, and Peter Hughes Diving, (800) 932-6237, are two popular names. You have lots of help out there, so don't miss out on dive sales for lack of information.

Diving The Caymans

Probably the best-known destination for Caribbean diving is the Cayman Islands, an underwater melange of magnificent reefs, dropoffs, tunnels, canyons and beckoning shipwrecks. And who hasn't heard of the world's best 12-foot dive at Stingray City? Most hotels have dive packages, from Hyatt Regency's Dive Into It, to the Brac to the Future 5-night meal-inclusive at Divi Tiara for \$690 per person double. Cayman AirTours features land/air packages in a full range of accommodations, plus an island combination package between Grand Cayman and Cayman Brac. Brac Reef Beach Resort just added a \$100,000 dive shop, operated by Reef Divers. Cayman Islands issues several brochures to assist you with dive clients: the *Diving Guide*, *Cayman Islands Water—Ours & Yours*, and *Splash!*

Bonaire

Bonaire's reputation is based almost solely on diving. The reef is so close, shore diving is unlimited and easily accessible. Sand Dollar Condominiums & Beach Club has com-



The Ocean Club & Golf Resort in the Turks and Caicos offers more than its share of fun in the sun—sand, sea and links.

fortable classrooms, photo lab and courses on every level up to divemaster. Divers step right into the boat from a boardwalk dock. Well-appointed apartments in this low-rise waterfront resort have full kitchens. (800) 288-4773.

The 4-night Bottom Time Bonus package at Divi Flamingo Beach Resort & Casino offers unlimited day/night boat and shore diving, plus breakfast and dinner daily, beginning at \$572 per person double. Tell your clients not to expect Vegas here. The casino is very tiny. (800) 367-3484.

Harbour Village's Dive Into Luxury Vacation package is available in 7-, 5- and 3-night stays with on-site dive operator, Great Adventures Bonaire; equipment (tanks, weights and belts); car rental and more to April 14. Rates start at \$452 per person double for the 3-night package. (800) 424-0004.

Bonaire properties include Sunset Beach Hotel, where a 1995 Bonanza package offered through Caradonna Caribbean Tours—the hotel's tour operator—includes six days of diving, plus more (seven nights, \$839 per person double), (800) 328-2288; and the new Port Bonaire Resort, a Dutch Med complex of luxury apartments, penthouses and beach houses, (800) 327-3286.

Aruba & Curacao

Aruba also offers excellent dive opportunities. The Aruba Palm Beach Resort & Casino features full-service Padi dive facility on-site. Guests receive expert dive instruction and certification from the dive masters of Unique Sports of Aruba, which has a 40-foot dive boat and offers guided tours of all wrecks and reefs. (800) 345-2782.

On the island of Curacao, the Princess Beach Resort & Casino, a Crowne Plaza Resort, offers 4- and 7-night dive packages. The former featuring a total of seven dives, the latter offering 13. Through April 15, rates are \$604 per person double for the 4-night package, \$1,005 for the 7-night plan. (800) 327-3286 or (800)-HOLIDAY.

Diving for Profits

For travel agents, the dive market remains a relatively untapped source of revenue

► **NEW YORK**—Scuba divers travel far and spend big to enjoy their sport. But they bypass agents regularly—simply because divers generally arrange their trips through local dive shops. If you can handle the intricacies of arranging dive travel and hook up with a few reliable dive tour operators, you can begin tapping this lucrative market.

About three-quarters of the earth's surface is water, so interesting dive sites are to be found around the world. While there is a lot of enjoyable diving

close to home, some of the most spectacular and enjoyable sites are on the other side of the globe, such as Australia, Fiji, the Red Sea and the Indian Ocean.

The sales challenge for agents is to help divers find the types of diving (wrecks, reefs, caves, etc.) and locales appropriate for their clients' level of experience and budget. The bigger marketing challenge is to somehow get to the scuba diver before the local dive shop does—or offer to work with local dive shops. After all, you are the travel expert.

For variety, scuba divers seek different kinds of underwater environ-

ments, such as reefs, walls (underwater cliffs), caves or grottoes, and shipwrecks. Other considerations are the time of day (or night), depth, visibility and types of sea life. Some dives (such as caves and deep dives) require more experience and specialized guides.

Here is a sampling of the top dive destinations and what makes them popular.

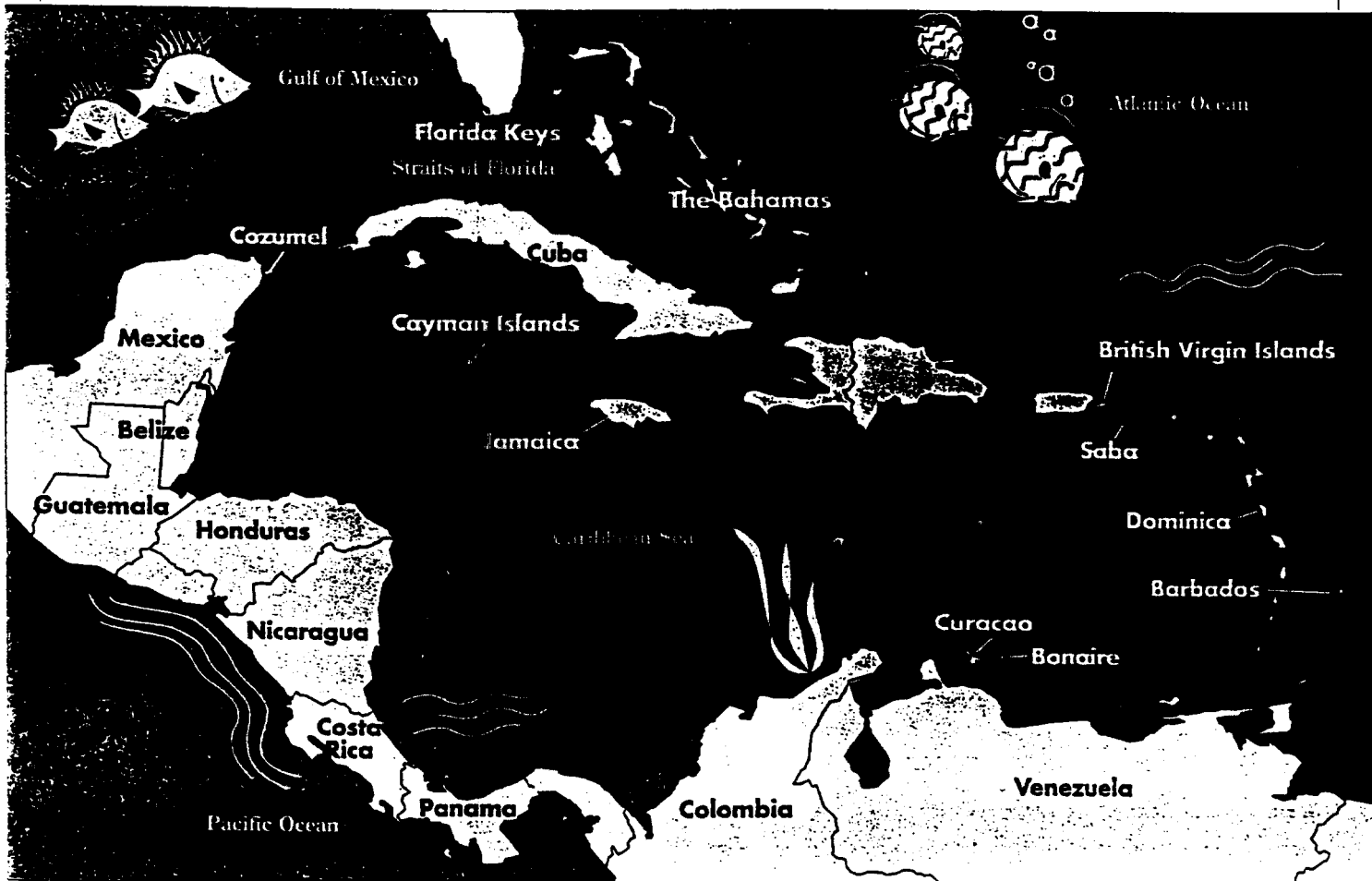
FLORIDA

- **Florida Keys:** State and federal preserves protect reefs that extend from Key Largo to Key West, and the red-and-white "diver down" flag is a common sight all along the way. Accessibility makes this an easy-to-plan trip.

- **Fort Lauderdale:** Another close-in destination, made novel by the artificial reef being constructed there of

Continued on page 88

Dive packages add depth to the Caribbean market.



D I V E

Diving for Profits

Continued from page 86

old aircraft and ships that were purposely sunk as diving destinations.

CARIBBEAN

- **Bahamas:** Close in, with popular sites at Grand Bahama, New Providence, and the Out Islands for wall and "blue hole" diving.
- **Belize:** The second-largest barrier reef in the world, deep walls and offshore atolls draw divers to this Central American destination. And since this is a former British colony, your clients don't have to worry about a language barrier.
- **Bonaire:** A marine park surrounding the island has more than 100 dive sites, plenty of shore diving and close-in boat trips.

- **Cayman Islands:** One of the hottest dive destinations in the Western Hemisphere. Grand Cayman offers what's considered to be some of the best wall diving in the world—as well as the colorful "Sting Ray City," where

divers mingle with schools of the strange fish. Cayman Brac and Little Cayman offer colorful—but less traf-
ficked—dive sites.

- **Cozumel:** Mexico's top diving destination has plenty of non-dive attractions as well—a plus for groups of divers and non-divers. Most reef sites here are considered drift dives—the current does the work while divers focus on scenery. Nearby Cancun is a top "decompression" stop before or after the diving.

- **Honduras/Bay Islands:** Some 30 miles off the northern (Caribbean) coast of Honduras, Roatan, Guanaja and their sister islands provide a complex underwater terrain of tunnels, caverns, grottoes and walls that support a wide variety of marine life.

- **Jamaica:** Five of the island's top resort areas—



Cozumel is Mexico's top diving destination.

public relations
sales promotion
marketing

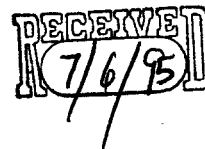


aaron d. cushman and associates, inc. 52 vanderbilt avenue, suite 1000 new york, new york 10017

(212) 856-0100
fax (212) 856-9426

SUPERCLUBS SUPER-INCLUSIVE RESORTS

SEPTEMBER 1994 ACTIVITY & CLIP REPORT



chicago: 35 east wacker drive, suite 850 • chicago, illinois 60601 • (312) 263-2500 • fax (312) 263-1197
st. louis: 7777 bonhomme, suite 900 • st. louis, missouri 63105 • (314) 725-6400 • fax (314) 725-0432
los angeles: 2029 century park east, suite 1010 • los angeles, california 90067 • (310) 551-2877 • fax (310) 551-2875

Group Press Trip

- ~ Continued inviting golf writers and publications to the SuperClubs Golf Invitational at Jamaica, September 27 - October 2; many interested journalists couldn't participate due to schedule conflicts; final list of participants included:
 - ~ Ken Moran, freelance outdoor columnist for *New York Post* and contributor to *Men's Journal*
 - ~ Mark Mitchell, publisher of *New England Golf*
 - ~ Patrick Sullivan, writer from *Florida Golf Reporter*
 - ~ Bill Spehn, assistant city editor of *San Antonio Express-News*
 - ~ Stan Jones, writer from *Florida Golfer* (who canceled without notice)
- ~ Coordinated all arrangements for trip including discounted airfare on Air Jamaica, and complimentary charter flights for Mark Mitchell from Boston (via Sunburst Holidays) and Bill Spehn from Dallas (via Adventure Tours)
- ~ Sent confirmation letter, event itinerary, SuperClubs press kit and airline tickets to participants
- ~ Arranged telephone interview with Paul Pennicook for Mark Mitchell's Sunday morning golf-related talk radio show on WTAG-AM in Worcester, MA

News Bureau

- ~ Finalized backgrounders on SuperClubs/Super-Inclusive concept and weddings; produced quantity for press kits
- ~ New agency executive toured five SuperClubs resorts to research food backgrounders for press kit and for briefing sessions with resort representatives, chefs, food and beverage managers
- ~ Drafted general food backgrounder and submitted to client for review; piece will serve as an introduction to food backgrounders to be drafted for each property and as a separate feature
- ~ Sent freelance travel writer Robin Amster a SuperClubs press kit and arranged an interview for her with client for upcoming story on new Caribbean developments for *Travel Weekly*

- ~ Assisted Ian Stalker of *Canadian Travel Press* with upcoming article on Breezes, slated for September (date TBD)
- ~ Fact-checked feature item on Grand Lido for *Bride's & Your New Home* December/January issue
- ~ Wrote photo captions for Pennsylvania couple who renewed their vows at Grand Lido; distributed to local hometown papers
- ~ Sent press kit and information on current promotions to Robert Jones of *Recommend* for October feature on Jamaica
- ~ Wrote press release on SuperClubs Golf Invitational and distributed to trade publications
- ~ Obtained copy of TBS-TV's "National Geographic Explorer" program on Twins Conference at request of client; reviewed video and sent to client
- ~ Sent client article on "Baywatch" as additional background information for upcoming scouting trip/on-location shoot in January 1995
- ~ Established contact with Anita Johnson at Bahamas News Bureau, faxed her the Breezes release and offered future assistance
- ~ Followed up with Anthony Faiola, business reporter for the *Miami Herald*, regarding phone interview with John Issa; article on Caribbean tourism appeared September 5
- ~ Upon learning of Harry Pariser's (author of travel guidebooks) upcoming visit to Jamaica to research his next edition of *Jamaica: A Visitor's Guide*, we sent press kit, local island contact information and offer for future assistance
- ~ Wrote release announcing "Golden Apple Award" for client's use with on-island press only
- ~ Sent client an FYI copy of September 9 *The New York Times* article which addressed the endangerment of Jamaica's coral reef
- ~ Wrote release announcing Joe Issa's "Young Hotelier of the World" award; contacted International Hotel Association for additional information and requested photo of Joe receiving award; following several revisions and client approval, scheduled distribution to travel and hotel trade publications, as well as business and news magazines, for October 5 when the announcement is made in Sydney, Australia; requested headshot of Joe to accompany release

- ~ Wrote release announcing Early Booking Bonus for Winter '95 promotion; following revision and client approval, distributed to travel trade publications
- ~ Contacted Pucci Meyer, travel editor at *The New York Post*, to pitch story angles for upcoming Caribbean section; discussed sending a *Post* writer/freelancer to one of the Lido properties; sent updated press materials
- ~ Researched and sent conference facility and meetings activities information on Boscobel Beach, Grand Lido, Jamaica Jamaica and Sans Souci Lido to John Parker, editor for *Successful Meetings "Island Guide"*
- ~ Sent Steven Fisher, editor-in-chief of *Caribbean Adventures*, a press kit (including the "Young Hotelier of the World" release) and slides of Grand Lido for upcoming article, "Through Your Client's Eyes"

Visiting Journalists

- ~ Finalized arrangements for Michelle Geller and Robert Michael's (Entertainment News Syndicate writers) visit to Grand Lido and Sans Souci Lido in early October, including confirming air transport between the resorts and extension of stay (at ENS expense); sent press kit and confirmation letter, prior to departure; they will feature SuperClubs in a story on "travel for the married couple" slated for November distribution
- ~ Finalized arrangements for *Ladies' Home Journal* Family and Child Care Editor Margery Rosen's visit to Boscobel Beach in December with her family; sent press kit and confirmation letter
- ~ Finalized arrangements for *Atlanta Tribune* editor Tina Chism's stay at Grand Lido, October 9-10; sent press kit and confirmation letter; she has slated a major destination feature on Jamaica for the February 1995 travel issue and will include Grand Lido
- ~ Researched credentials/status of Mary Welch regarding request for accommodations at Boscobel Beach for purposes of researching new book, *Kiddin' Around the Caribbean* to be published by Longstreet Press in Atlanta; no response to messages left at publisher

Travel Industry Relations

- ~ Finalized list of press acceptances for dinner at Sans Souci Lido on September 9 during CTC '94:
 - Donna Attra, *Jax Fax*
 - Amy Baratta, *Travel Weekly*
 - Edith Baxter, *Canadian Travel Press Weekly*
 - Martin Elder, *Travel Agent*
 - Barbara Gillam, *Glamour*
 - Claudia Sansone, *Traveler Outbound*
 - Kay Showker, *Travel & Leisure*
 - Veronica Stoddart, *Caribbean Travel and Life*
 - Patricia Fox, *Caribbean Travel and Life*
 - Margaret Zellers, freelance travel writer
 - Christopher Baker, freelance travel writer
- ~ Developed and distributed letters of confirmation to press attending dinner
- ~ Agency executive partially attended CTC while on study trip to SuperClubs
- ~ At client's request, sent press kit to Judy Christa of Adventure Tours in Dallas, TX

Special Promotions/Projects

- ~ Developed five promotional ideas for Hedonism II in order to increase guest arrivals in the short-term (currently under review by client):
 - 1) "TGIF Trip to Hedonism II" (similar to L.A. daytripper) -- with focus on East Coast markets, work with tour operator to create Friday-Sunday "Thank God It's Friday" package
 - 2) "Hedonism II Companion Program" -- offer reduced rates for companions of guests arriving in September or October; focus on female market
 - 3) "Repeat Guests Receive Special Discount at Hedonism II" -- with proof of previous stay at Hedonism II (or any SuperClubs resort), receive reduction from week-long stay during September and October
 - 4) "Reunited at Hedonism II" -- offer guests the chance to reunite with loved ones with special discounted rates during September/October, with proof of relationship
 - 5) "Run Away & Join the Circus for a Weekend at Hedonism II" -- capitalize on people's childhood nostalgia for "circus life" and spotlight Hedonism II's unique Circus attraction; ties in with themes of fun, pleasure and fantasy

- ~ Sent Lido brochures and Grand Lido posters to Lauren Sveen at Hill & Knowlton for the Fairfield County Junior League WinterFair fund-raising promotion in November

Miscellaneous

- ~ Following conversation with Dan Dignam, former Caribbean editor for *Tour & Travel News*, ADC suggested and arranged meeting between client and publisher Jim Alkon, to take place in Jamaica in mid-October

Administration/General

- ~ Submitted June Activity Report
- ~ Provided supply of press kits to Paul Pennicook's office
- ~ Maintained and updated media lists
- ~ Using in-house computer, designed a sticker -- "Sans Souci Lido and Breezes...Coming Soon" -- for press kit covers; produced quantity and affixed to covers over "Couples" logo, as interim cost-saving measure until either professionally printed labels are created to affix to current supply of covers, or new kit covers are produced; agency researching printing costs for labels
- ~ Sent client a computer diskette with SuperClubs press kit materials and public relations documents, for on-island production of press kits

SUPERCLUBS SEPTEMBER 1994 CLIP REPORT

<u>PUBLICATION</u>	<u>DATE</u>	<u>CIRCULATION</u>
HOTELS	September	47,567
CORPORATE & INCENTIVE TRAVEL	September	61,016
PENTHOUSE	September	1,254,207
CRUISE & VACATION VIEWS	September	37,662
TENNIS	September	758,991
TRAVEL WEEKLY	September 1	50,490
TRAVEL WEEKLY	September 1	50,490
TRAVEL COURIER (Toronto, Ontario)	September 1	5,000
TRAVEL COURIER (Toronto, Ontario)	September 1	5,000
TRAVEL COURIER (Toronto, Ontario)	September 1	5,000
CANADIAN TRAVEL PRESS WEEKLY	September 1	13,505
AWAY (Toronto)	September 1	N/A
NEWS (Springdale, Arkansas)	September 4	14,645
TOUR & TRAVEL NEWS	September 5	61,919
EL NUEVO HERALD	September 5	102,000
SOUTHERN ULSTER PIONEER (Highland, New York)	September 7	2,720
NEW PALTZ NEWS (New Paltz, New York)	September 7	5,000

CANADIAN TRAVEL PRESS WEEKLY	September 8	13,505
CANADIAN TRAVEL PRESS WEEKLY	September 8	13,505
CANADIAN TRAVEL PRESS WEEKLY	September 8	13,505
CANADIAN TRAVEL PRESS WEEKLY	September 8	13,505
CANADIAN TRAVEL PRESS WEEKLY	September 8	13,505
TRAVEL COURIER (Toronto)	September 8	5,000
TRAVEL MANAGEMENT DAILY	September 9	N/A
TIMES (Trenton, New Jersey)	September 11	96,285
TRAVEL WEEKLY	September 12	50,490
TRAVEL WEEKLY	September 12	50,490
TRAVELAGE WEST	September 12	35,328
TRAVEL AGENT	September 12	59,018
TRAVEL AGENT	September 12	59,018
TRAVELWEEK BULLETIN	September 12	7,400
CARIBBEAN LIFE (New York, NY including Brooklyn, Bronx and Queens editions)	September 12	115,000
VANIDADES CONTINENTAL (Virginia Gardens, Florida)	September 13	46,690
FORT WASHINGTON POST (Fort Washington, PA)	September 14	37,596
WILLOW GROVE GUIDE (Willow Grove, PA)	September 14	2,107
FORT WASHINGTON PUBLIC SPIRIT (Fort Washington, PA)	September 14	9,300

MONTGOMERYVILLE SPIRIT (Montgomeryville, PA)	September 14	29,884
GAZETTE (Ambler, PA)	September 14	11,122
VALLEY ITEM (Schwenksville, PA)	September 15	1,458
SPRINGFIELD SUN (Oreland, PA)	September 15	2,527
S. PHILADELPHIA REVIEW CHRONICLE	September 15	28,400
S. PHILADELPHIA REVIEW - EAST END	September 15	21,400
S. PHILADELPHIA REVIEW - WEST END	September 15	26,800
WAVE (Rockaway Beach, New York)	September 17	12,300
MERCURY NEWS (San Jose, California)	September 18	337,247
TRAVEL WEEKLY	September 19	50,490
TRAVEL AGENT	September 19	59,018
MILFORD NEWS (Milford, Massachusetts)	September 19	13,468
CANADIAN TRAVEL PRESS WEEKLY	September 22	13,505
JAMAICAN WEEKLY GLEANER	September 22	20,000
NEWARK STAR-LEDGER (Newark, New Jersey)	September 25	696,567
TRAVELAGE WEST	September 26	35,328
TOUR & TRAVEL NEWS	September 26	61,919

TOUR & TRAVEL NEWS	September 26	61,919
TRAVELWEEK BULLETIN	September 26	7,400
TRAVELWEEK BULLETIN	September 26	7,400
TRAVELWEEK BULLETIN	September 26	7,400
CANADIAN TRAVEL PRESS WEEKLY	September 29	13,505
TRAVELWEEK BULLETIN	September 29	7,400
GROSSE POINTE NEWS (Grosse Pointe, Michigan)	September 29	18,987

Hoteliers

Robert S. Kingsley was named president of HFS Gaming Corp., a subsidiary of Hospitality Franchise Systems, Parsippany, New Jersey...

William S. Norman was elected president of the Travel Industry Association of America (TIA) Washington, D.C., effective Jan. 1, 1995. Norman is executive vice president (VP) of AMTRAK... Interstate Hotels, Pittsburgh, named **Hank Ciaffone** executive VP and COO of Colony Hotels and Resorts. Colony was purchased from Carlson Hospitality in May... **John J.**



Kraenzlin



Conway

Issa, chairman of SuperClubs Super Inclusive Resorts in Jamaica was named 1994 Caribbean Hotelier of the Year... **Armando Kraenzlin** was named general manager (GM) of the 91-room Baan Tal-ing Ngam Resort, Koh Samui, Thailand, a Mandarin Oriental hotel... **John Conway** was named GM of the 402-room Ritz-Carlton Seoul... **Chris H. Steinfals** was named GM of the 515-room Adam's Mark Hotel, Mobile, Alabama... **Gerald Etter** replaces **Hans-Werner Olbertz** as GM of the Hotel Inter-Continental Stuttgart. Olbertz is now GM of the 840-room Semiramis Inter-Continental, Cairo... **Tom Cortabitarte** was named GM of the 512-room Westin Mission Hills Resort, Rancho Mirage, California... **Terri Haack** was promoted to VP and GM of the 400-room Kingsmill Resort, Williamsburg, Virginia... **Guy L. Snelling** was named GM of the Holiday Inn Crowne Plaza Karachi, Pakistan... **John H. Hori** was named GM of the 600-room Park Inn International, New York.

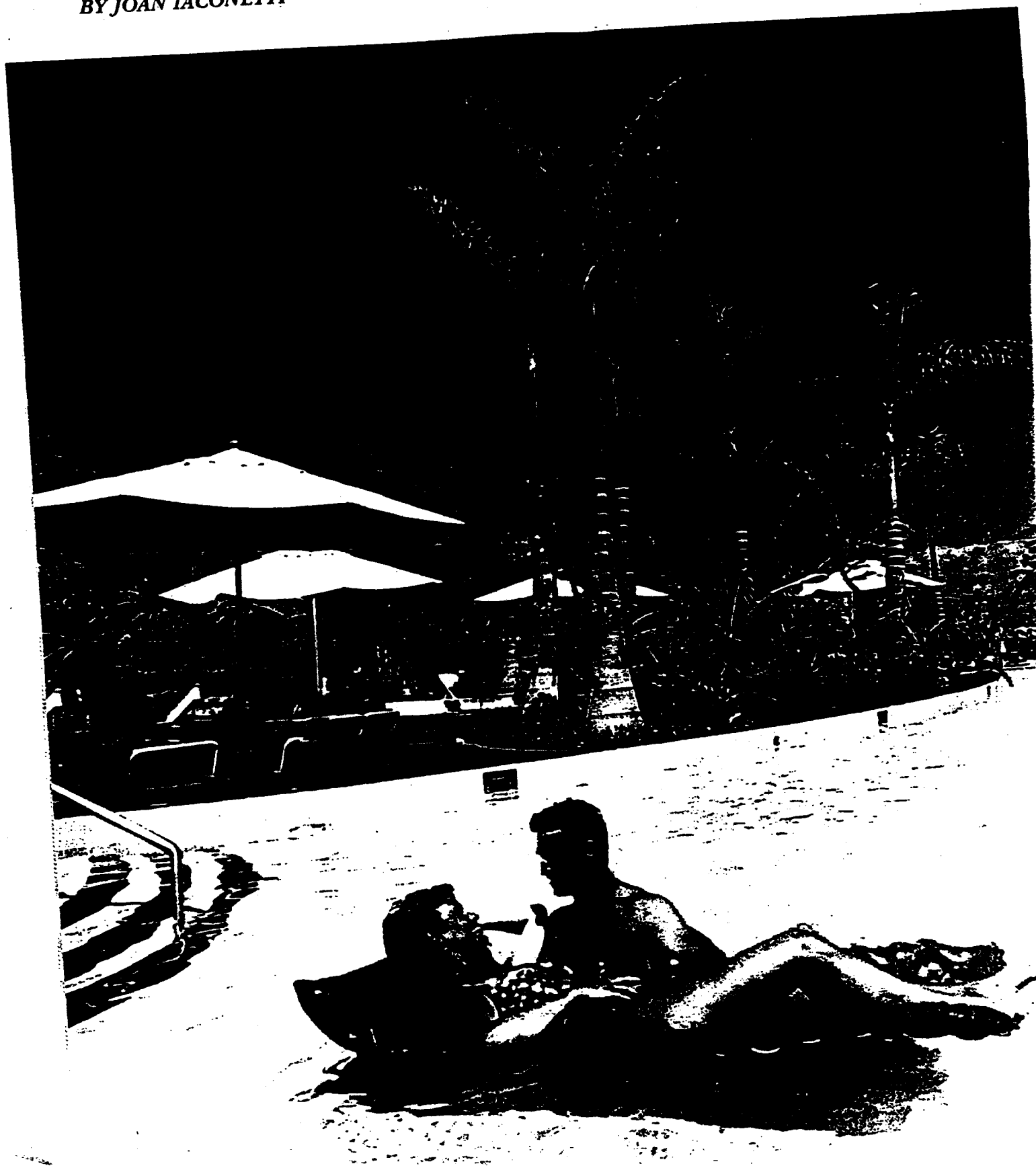
DESTINATION UPDATE



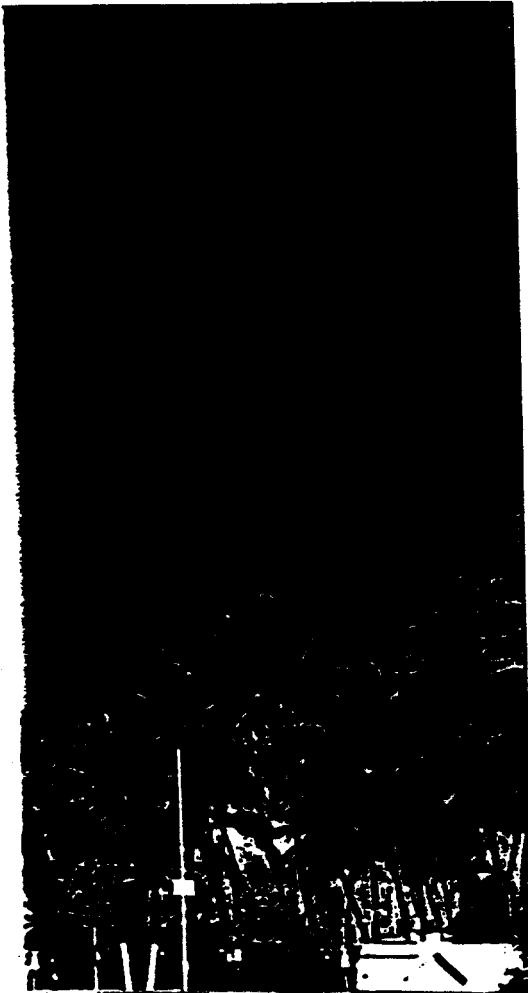
BY JOAN IACONETTI

Corporate & Incentive Travel
September, 1994
Circ: 61,016

THE CARIBBEAN



& THE BAHAMAS



A current commercial puts its actors in some very uncomfortable positions only to be miraculously rescued by the stimulating sound of a pop-top popping and a cool beverage flowing — instant refreshment!

A harried corporate meeting planner may feel just as uncomfortable behind his/her desk, but rather than reach for some liquid refreshment (no matter how great the temptation), he/she can reach into his destination roladex and pull out the cards on The Caribbean and The Bahamas. Swaying palm trees, clear blue water, white sandy beaches, and luxurious accommodations may sound like clichéd public relations prose, but if any destination will allow you to walk into a picture postcard, these storied locations are it.

THE CARIBBEAN

Several decades ago, Caribbean properties fell into two categories: small local guest houses with few amenities, and a handful of very expensive, very private resorts that catered to the rich and famous. Mass tourism soon developed, in large high-rise hotels that lined the best beaches, beckoning corporate incentive groups eager for sun, fun, and gambling.

Today, business meetings in general have become smaller and more focused, and the same trend is carving a niche in Caribbean incentive travel. Island properties — both brand-name chains and small one-of-a-kind resorts — are catering more to small top-level corporate groups who require superior accommodations, food and service.

Although top executives and high-end incentive winners have no doubt visited the Caribbean many times, its resorts are noted for offering things that are still hard to find in the tropics: privacy and seclusion amid natural beauty, plus the ability to provide the

consistent, customized service usually found only in the finest urban hotels.

JAMAICA

Opened in 1992, the 112-room Enchanted Gardens in Ocho Rios is an all-inclusive resort set on 20 secluded acres of the Carinosa Gardens. A division of Doral Hotels called DHC took over the property last year, and repositioned its spa as a "spa for the mind that takes advantage of the great outdoors." That is, fitness programs include climbing the Dunn's River waterfall, exploring the on-property apiaries, the fruit orchard, and extensive garden paths. The spa also offers yoga, meditation, and aroma-therapy.

Also in Ocho Rios is the 720-room Jamaica Grande Renaissance Resort boasting one of the largest, most versatile and complete conference facilities on the island. With more than 30,000 square feet of convention, meeting and banquet space, including an 18,000-

Aruba's indigenous island flora and fauna are showcased at the Radisson Aruba Caribbean Resort & Casino. For pre- or post-meeting relaxation and inspiration, the resort offers a bounty of activities for both the water enthusiast and the landlubber.

square-foot exhibit hall, groups up to 2,500 can be accommodated for receptions, or 1,000 for banquets.

The \$46 million, Ciboney Ocho Rios, a Radisson Villa, Spa and Beach Resort offers groups 300 rooms and villa suites on 45 hillside acres overlooking the Caribbean. Known for its European-style spa facilities and distinctive restaurant menus, its all-inclusive status can be a boon to planners.

Jamaica's three SuperClubs provide different atmospheres for every type of group. The Grand Lido offers every watersport imaginable, and even large groups can set sail for sunset or cocktail cruises on a 147-foot yacht that once belonged to Princess Grace of Monaco.

At SuperClub's Jamaica Jamaica resort, horseback riding is a popular alternative to water sports, and computer-assisted golf and tennis schools are available.

The Wyndham Rose Hall is consistently rated very high by planners for excellent service and attention to detail. In addition to its historic Great House main building, Rose Hall offers numerous unusual function venues: Formal outdoor dinners, complete with white linen tablecloths and uniformed waiters, can take place at a waterfall hidden in the lush surrounding mountains.

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Travel

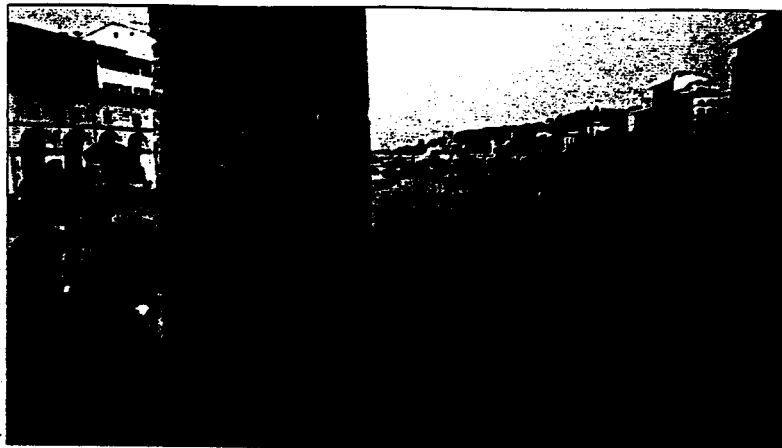
By Gael Greene

Romance is a cinch. Romance is a challenge beribboned with cliché.... April in Paris, getting lost in the hill towns of Tuscany, Venice anytime. Romance is perversely eccentric, like falling in love at a salad bar or trapped in an airport during a snowstorm.

- Explore Granada, Málaga, Córdoba, the magic of Spain by car, headquartered in a luxurious suite at La Bobadilla, set like a Moorish dream on 1,200 acres of woods and olive groves. It has its own fitness spa, tennis courts, stable, organ recitals in a tiny chapel, flowers everywhere. Breakfast in your suite on your private terrace. (011-34-958-32-18-61)

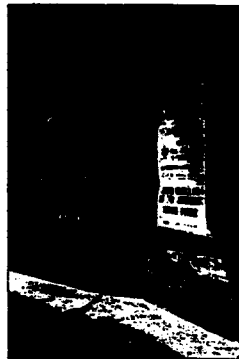
- Hotel Colón, overlooking Barcelona's gothic cathedral, is your retreat from languorous days spent exploring the lively La Rambla, exotic Gaudí architecture, and La Boqueria, the great covered market where you breakfast on custard-filled doughnuts and espresso at Bar Pinocho.

- The two of you bask on your own small terrace of a rustic casita with a cathedral-beamed ceiling at Enchantment Resort. Get nicely tipsy on a great Margarita as the sun streaks the sky scarlet on weather-sculpted red-rock mountains and intense



green desert outside Sedona, Arizona, with its New Age vibrations. ([800] 826-4180)

- Escape Paris for a sense-stirring weekend in Reims at the elegant, sophisticated château, Les Crayères. Explore the chalk caves of the great champagne houses, the cathedral, or just linger in a grand *toile de Juoy*—festooned room overlooking the garden. Lush food by your host, Gérard



Boyer, and the ghost of Jeanne d'Arc are the only distractions. (011-33-16-26-82-80-80)

- Settle into a stylish suite in one of the duplex cottages at New Zealand's Huka Lodge, set on a fog-misted bank of Lake

Taupo and surrounded by redwoods and firs. Between tennis, trout fishing, sailing, and jet boating, take a siesta before a candlelight dinner. (011-64-07-378-57-91)

- Once it was the Court of Love; now all that is left are ghosts and ruins in France's wild, ghostly Alpilles and the ancient village of Les Baux-de-Provence. Spend the night at Oustaù de Baumanière and dine on the terrace, if the rude mistral winds permit. ([800] 372-1323)

- Late spring or early fall are the best times for the Wauwinet, a lovingly restored nineteenth-century landmark on a narrow spit of land between the bay and the ocean dunes of Nantucket Island. Expect wicker, folk art, stenciled floors, and a homey parlor with a fireplace. ([800] 426-8718)

- Watch the sun set over the mountains from a hot tub at 10,000 Waves and brave fiery green chili on a side trip to Taos.

Then find New Mexico's serenity in the intimacy and perfection of Santa Fe's Inn of the Anasazi, plus sophistication in its dining room. ([800] 688-8100)

- Gourmands celebrate the pampering luxury of a penthouse suite in the antique-lavished Inn at Little Washington, in Virginia's hunt country. Between sensual meals, hike or bike or surrender to sheer hedonism. ([703] 675-3800)

- Explore Australia's mythic coral reef from the seclusion of Lizard Island, planted all by itself on 2,500 acres, with white-sand beaches. Borrow a boat and motor off with a picnic lunch to sunbathe naked on some nearby deserted island, then return to make love before dinner at this paradise for divers and serious fishermen. ([800] 551-2012)

- If you were rich and urbane with wonderful taste, the Mayflower Inn could be your country estate—tranquility on 28 acres

TRAVEL

CONTINUED FROM PAGE 32

of English gardens in Connecticut's Litchfield County, with covered porches for afternoon tea or aperitifs, spectacular hiking, massages, and cross-country skiing. Or never leave your canopied bed with its Italian linens—except for dinner by the acclaimed chef. ([203] 868-9466)

• Venice is romance any time of the year, but for me, deserted January is the most romantic of all. Too cold even to hop the *vaporetto* (the water bus), we wear our warmest boots and many layers, exploring on foot, getting lost, being fussed over in nearly empty trattorias. As the clock chimes 11 P.M., we are thrilled to discover that there is not one other soul in the giant Piazza San Marco.

• Once you've settled into a handsome, stylish bungalow on the verdant, blossomy grounds of the Hotel Bel-Air, there is nothing left to do but admire the swans and the bougainvillea, lunch at the pool, and make outrageous demands of room service. All of Los Angeles awaits your whim. ([800] 648-4097)

• Off-season at the beach is unfailingly romantic. Check into the Outermost Inn, overlooking the clay cliffs of Gay Head on Martha's Vineyard. Don't be surprised to spot an osprey or a deer as you eat your Belgian waffles on the veranda to a James Taylor tune wafting from the house. ([508] 645-3511)

• It's early fall, and lovers who love the outdoors divide their time between pleasures of the flesh in Aspen, Colorado, and camping by four-wheel drive. Not for the faint of heart, perhaps, but soul-stirring. Bring pillows, down quilts, and a picnic from town. There are campgrounds for beginners, too. ([800] 872-7547)

• Even if you live in Manhattan, there's nothing more romantic than checking into a suite at the Mark that

looks like the master bedroom of a grand English town house. Make love, nap, sip a flute of champagne at the Promenade Bar atop Rockefeller Center, get the concierge to reserve you a window table for dinner at the River Café or let the Mark feed you. ([212] 744-4300)

• Tucked away in a less-traveled corner of France is Les Prés d'Eugénie, the exquisite inn of famous three-star chef Michel Guérard and his perfectionist wife, Christine. Each room is named for a flower, and many of them overlook the lush gardens. Discover amazing cuisine *minceur* or indulge royally. (011-33-16-58-05-06-07)

• Cruising Lake Powell by houseboat through canyons once sacred to the ancient Anasazi Indians is to imagine yourself in a distant time, far from civi-

lization's jangle. Or drive to Bullfrog, Utah, with camping gear and hire a speedboat to navigate the many coves and bays, then fish, hike, and sleep under the stars. ([800] 528-6154)

• Explore the hill towns of Tuscany by car, picnicking along the way. Spend a night in the walled city of Lucca. Stop for a drink in the piazza of Siena. Save a dinner for La Chiusa in Montefollonico. Stay at Locanda dell'Amorosa (of course) in Sinalunga, and as you head toward the beach, treat yourself to some serious pampering at the Hotel Lord Byron in Forte dei Marmi.

• Immerse your romantic soul in the wind-whipped cliffs of Moher and explore the stark moonscape of the Burren in Ireland's County Clare. Let one of the three guest rooms at Carnelly House be your country retreat.

• You won't mind that your flowered terrace is larger than your room if you're lucky enough to snag a room at Hôtel Duc de Saint-Simon in the heart of the Left Bank. All the riches of the Saint-Germain area are near—Brasserie Lipp and the Deux Magots, the Café de Flore, the markets of Rue du Bac. Take time to walk and loaf, or sit for hours over outrageously expensive coffee.

• There's a special, private cove southwest of Bangkok on Phuket Island, the setting for a Shangri-la called Amanpuri. Luxurious pavilion suites stud the hill, some of them on stilts with the waves slapping below. King-size beds, sunken tubs, terrace gazebos, alfresco dining, massages in your room... use your imagination. (011-76-324-333)

• Laze away in a hammock for two, sunbathe topless or naked—no one cares. Life is a riot of color and tropical perfumes at Grand Lido Negril, in Jamaica. Far from reality, you swim with the fishes in crystal water, make love on a deserted beach or in an isolated Jacuzzi. Scuba, windsurf, disco, sail, daydream, picnic, sip spiked nectars, or spend the day in your lover's arms in this lush garden paradise. ([800] 858-8009)

• It looks like the South Seas, but it's Florida—Little Palm Island, just north of Key West. Sail or ferry over and claim a thatched-bungalow suite with a whirlpool tub for two. Great bird watching, snorkeling, bow fishing—especially if money is not a concern. ([800] 343-8567)

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Florida—Little Palm Island, just north of Key West. Sail or ferry over and claim a thatched-bungalow suite with a whirlpool tub for two. Great bird watching, snorkeling, bow fishing—especially if money is not a concern. ([800] 343-8567)

• It'll be easy to disappear into the sybaritic luxury of La Mamounia, the fabled grand hotel of Marrakech, where, hopefully, your room overlooks the extraordinary garden. Get a guide, then explore the souk, bargain for every trinket, and hit the Djemaa el Fna at sunset in its full frenzy. (011-212-444-8981) O+

Selling the Caribbean

Each island offers a distinct combination of culture and attractions to appeal to specific client tastes

By Heidi Spangler

The Caribbean and The Bahamas are a veritable vacation institution—you and every other travel agent send a vast majority of your clients there. But you may be taking the region for granted and not fully understanding the diversity of the islands. While all of the islands offer sun and fun, certain islands are more appropriate for certain demographic groups. Here's a guide to help you discern who to send where.

FAMILIES

Bonaire: For active families this island works—diving, snorkeling and exploring the flora and fauna of Washington Slagbaai National Park will keep the family busy. And, August is “family month” on Bonaire: kids receive a special welcoming kit, and there are family activities planned throughout the island. Try Divi Flamingo Beach Resort & Casino (800-367-3484) or the Sand Dollar Condominiums & Beach Club (800-766-6016).

BVI: Tortola and Virgin Gorda are good options for active, nature-lover families who can be adventuresome by day and retire to low-key, comfortable accommodations by night.

For hikers, Tortola boasts the highest mountain peak in the British Virgin Islands, the 1,780-

foot Sage Mountain. Gravel paths wind through Sage Mountain National Park. Accommodations on Tortola, the most populated of the BVIs, include Mariner Inn (809-494-2332); Long Bay (800-729-9599); and Treasure Isle Hotel (809-494-2501).

Families visiting Virgin Gorda can be kept busy exploring the Baths, a unique formation of boulders, the remains of an early copper mine on the island's southwest tip, or the pristine beaches in the Devil's Bay area.

Dominica: For active, adventurous families this tropical, forested island is a good option. Known as the “nature island of the Caribbean,” families will want to explore the trails, waterfalls and lakes of the 16,000-acre Morne Trois Pitons National Park. For information and guides, visitors should stop in at the Dominica

National Park office, located in the capital of Roseau. Accommodations are basic, but homey.

Jamaica: In addition to island sight-seeing opportunities such as plantation tours, nature preserves, hiking and natural wonders such as Dunn's River Falls, Jamaica's selection of all-inclusives offers several good choices for families. Boscobel Beach resort in Ocho Rios (800-859-SUPER), caters to families, featuring activities, instructors, and a variety of programs for kids up to age 17. Trelawny Beach Club (809-954-2450) features a dizzying array of activities for families, such as water sports, horseback riding, crafts and special events. The Franklyn D. Resort (800-654-1337) is an all-inclusive offering two- and three-bedroom apartments with kitchens as well as activities for the whole family.

Puerto Rico: This island's 20 designated forest reserves, most notably the 28,000-acre El Yunque rain forest near San Juan, offer families hiking and bird watching opportunities. Resorts catering to families include the Caribe Hilton (800-445-8667), featuring a free kids' camp for ages nine to 13; Hyatt Regency Cerromar Beach (809-796-1010), featuring a gigantic swimming pool complete with waterfalls and waterslides; the Hyatt Dorado Beach (809-796-1600), sharing nearby Hyatt Regency Cerromar's activities; and the mega-resort El Conquistador Resort and Country Club (800-468-5228), offers a private island, water sports and golf.

St. Thomas and St. Croix: Families have plenty to do in these islands which offer a variety of activities and amenities, such as watersports, miniature golf, tennis, Atlantic submarine rides, festivals, shopping and fast-food restaurants.

Families heading to St. Thomas will be comfortable at the Stouffer Grand Beach Resort (800-468-3571) or Bolongo Club Everything (800-524-4746).

St. Croix is unique in its diversity, offering a profusion of modernity in its shopping, restaurants, accommodations and activities, but also 18th century Danish architecture and natural offerings such as Buck Island Underwater Park, a rain forest, several nature preserves and botanic gardens. Hotels especially appropriate for families are Buccaneer Hotel and Beach Club (800-223-1108); Chenay Bay Beach Resort (800-548-4457); and Sprat Hall Plantation (800-843-3584).



Boscobel Beach

Boscobel Beach all-inclusive resort in Jamaica offers activities and programs all day for kids up to age 17.

Carnival Cruise Lines, Celebrity Cruises and Royal Caribbean Cruise Line, among others, have kids' programs and call on the U.S. Virgin Islands.

St. John: For nature-loving families, two-thirds of this island is national park land. Families can enjoy walking trails and two

campgrounds at Cinammon Bay and Maho Bay. The Hyatt Regency St. John (800-233-1234), offers Camp Hyatt for ages nine to 13.

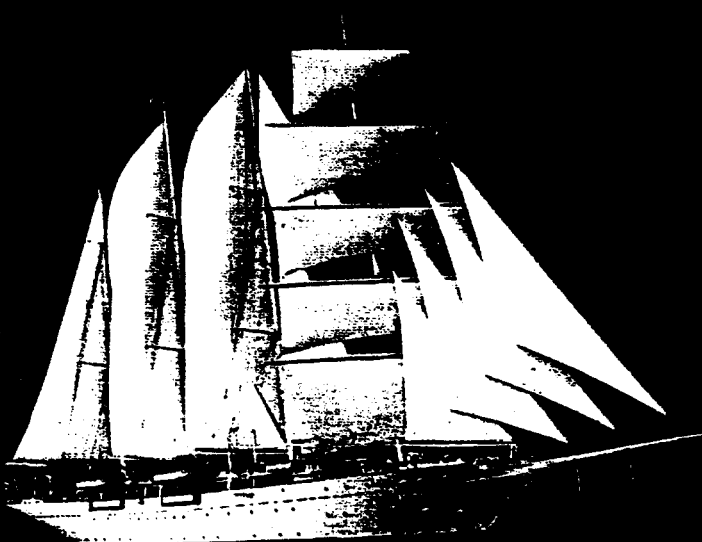
UPSCALE TRAVELERS

Anguilla: Much in this island is geared to big spenders, the cream of the crop may be the Malliouhana Beach Hotel (809-497-6111) and Cap Juluca (800-323-0139). Other ritzy properties include Coccoloba Plantation (809-497-6871); Cinnamon Reef (800-952-8488); and The Mariners (800-848-7938).

Antigua: This mecca for luxury offers ultra-deluxe accommodations such as Jumby Bay (800-421-9016), on its own 300-acre island; Curtain Bluff (212-289-8888), offering old-style country club ambience; and Blue Waters Beach (809-462-0290), serving an international clientele.

continues on page 20

CARIBBEAN ★ MEDITERRANEAN ★ TRANSATLANTIC



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continued from page 19

Barbados: A strong British influence still pervades this island, from afternoon tea to driving on the left side of the road. For your wellheeled clients there are many options; suggest the classically elegant Sandy Lane Hotel (809-432-1311); Cobblers Cove (809-422-2291); or Coral Reef (809-422-2372).

Cruise lines calling on Barbados which cater to upscale clients include Crystal Cruises, Windstar Cruises, Silversea Cruises and Cunard.

Barbuda: For truly secluded luxury on this barren island, send your rich and famous clients to The K Club (809-460-0300), an exclusive resort featured on the *Lifestyles of the Rich and Famous* television show; or to Coco Point Lodge (212-986-1416) or 809-462-3816), which is simple, elegant and remote.

French West Indies: The French influence and ambience of these islands lends them to sophisticated travelers seeking a European-Caribbean experience. Shopping, cuisine and deluxe accommodations reign.

On Martinique upscale accommodations include Bakoua Beach Hotel (596-66-02-02); Habitation Lagrange (800-633-7411), a beautifully restored plantation house; and Club Mediterranee Les Boucaniers (596-76-72-72).

On Guadeloupe, suggest Le Hamak Beach Hotel (590-88-59-99), a villa resort with a clubby ambience; Le Plantation Sainte Marthe (590-88-72-46), offering golf, horseback riding and other country club amenities; or Club Mediterranee La Caravelle (590-84-21-00), an all-inclusive Club Med property.

St. Barthelemy (St. Barts) offers the well-heeled Le Toiny (590-27-88-88), featuring villas with private pools and a highly regarded restaurant; Hotel Carl Gustaf (590-27-82-83); or Guana-hani (590-27-66-60).

The French St. Martin offers the ultra-elegant La Samana

(800-854-2252), newly refurbished; Le Meridian/Le Domaine (590-87-33-33); or Le Belle Creole (800-445-8667), to name a few.

Upscale cruise lines calling to the French West Indies include Seabourn Cruise Line, Silversea Cruises and Windstar Cruises.

Grenada: This off-the-beaten track island offers guests luxurious accommodations without the crowds. The Spice Island Inn (908-441-4423) features luxurious suites, many with private pools; The Calabash hotel (800-528-8535) features a profusion of plants, coconut palms and Calabash trees. Secret Harbour features hillside villas and a main hotel building fashioned in a Spanish palace motif (809-444-4439).

Jamaica: If ultra-elegant is what your clients seek, send them to Round Hill hotel just west of Montego Bay (809-952-5150)—the resort has been serving the rich and famous since 1954. The Half Moon Resort & Club (800-626-0592), several miles east of Montego Bay, lends an elegant country club feel, golf course and all. The luxurious and clubby Tryall Golf and Beach Club (809-952-5110), set amid a golf course, offers guests luxurious accommodations, great views and an 18th-century-Plantation-life ambience. Sans Souci (800-859-SUPER) is a classic resort set on a cliff-side in Ocho Rios, featuring suites, marble bathrooms and 24-hour room service.

Nevis: This slow-paced, undeveloped island is a step back in time. If stately, former plantation houses turned low-key luxury hotels are your clients' cup of tea, try the Montpelier Plantation Inn (809-469-5462) or the Nisbet Plantation (809-469-5325).

For upscale resort ambience and amenities, the Nevis Four Seasons Resort (800-332-3442) fits the bill, with features such as a Robert Trent Jones II 18-hole golf course, tennis courts, health club and water sports.

Puerto Rico: There are many upscale resorts on this diverse island. On the beach, the Horned Dorset Primavera Hotel (809-823-4030), a member of Relais & Chateaux group of inns, offers deluxe accommodations in a 22-room inn. The Hyatt Cerromar (809-796-1010); Hyatt Dorado (809-796-1600); the El Conquistador Resort and Country Club (800-468-5228), all cater to the refined set.

St. Lucia: This lush, tropical and relatively untouristed island is a blend of French and British heritage. The island offers its share of deluxe accommodations. Try Le Sport (800-423-4095), with an emphasis on health, fitness and spa treatments; or Sandals Saint Lucia (800-SANDALS), a newly opened all-inclusive seaside resort.

USVI: Activities such as yacht charters and golf contribute to the attractiveness of St Thomas and St. Croix to upscale travelers.

In St. Thomas, ultra-luxury resorts include the Grand Palazzo villa resort (809-775-3333), Marriot's Frenchman's Reef resort (800-524-2000) and Marriot's Morning Star Beach Resort (809-776-8500).

For upscale travelers, St. Croix features the Buccaneer Hotel and Beach Club (800-223-1108) and the newly re-opened Carambola Beach Resort (800-778-3800).

If out-of-the-way, secluded luxury is your client's whim, the elegant and classic Caneel Bay Plantation (800-928-8889) will suit them perfectly. Surrounded by the National Park, this classically elegant, yet low-key resort, was built in 1956 by Laurence Rockefeller.

ACTION SEEKERS

Aruba: For lovers of life in the fast lane Aruba offers the Palm Beach hotel strip; Eagle Beach area of high-rises; and Manchebo strip of lower-rise hotels, casinos

continues on page 22

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and discos. Send clients to Sonesta Hotel Beach Club & Casino (297-83-6000); Holiday Inn Aruba Beach Resort & Casino (297-82-3600); Aruba Palm Beach Resort & Casino (800-345-2782); and the Hyatt Regency Aruba Resort & Casino (800-233-1234).

Bahamas: If gambling and glitz are the goal, Nassau and Paradise Island, on the Bahamian island of New Providence, are built-up and sure to satisfy. Send action-seekers to Crystal Palace (800-222-7466); Paradise Island Resort & Casino (800-321-3000); and Radisson Cable Beach (800-777-7800).

Freeport, on Grand Bahama, offers the same kind of action. Try the Lucayan Beach Resort & Hotel (800-772-1227); Quality Atlantik Beach Resort (800-622-6770); and Bahamas Princess Resort & Casino (800-223-1818).

Cruise lines catering to fun-lovers making calls to the Bahamas include Carnival Cruise Lines and Norwegian Cruise Line.

Curacao: For gambling clients, this island has several resort-casino combinations, such as Curacao Caribbean Resort & Casino (599-962-5000); Princess Beach Resort & Casino (599-961-4944); and Sonesta Beach Hotel & Casino (800-766-3782).

Dominican Republic: Santo Domingo's Americanized resort-casinos offer all the frenetic activity and glitz action-seekers crave. Suggest resorts such as Ramada Renaissance Jaragua Resort, Casino and Spa (809-221-2222; and El Embajador Hotel & Casino (809-221-2131).

French West Indies: By virtue of its big-spender, sophisticated

visitors, Martinique and Gaudeloupe offer an exciting nightlife. The resort areas of Gosier, Bas du Fort, Grande-Terre and L'Anse Bertrand in Guadeloupe are where the action is, as the Pointe du Bout, Anse Mitan and Le Diamant areas are in Martinique.

Jamaica: Many of the island's generous offering of all-inclusive resorts are a fun-seekers dream,



Many Caribbean all-inclusives offer non-stop activities and fun.

offering dining, watersports, nightlife and non-stop activities under one roof. SuperClubs' Hedonism II and Jamaica Jamaica (800-859-SUPER); Couples (305-668-0008); Sandals Ocho Rios (800-SANDALS); and Jack Tar Village (800-423-4095) are some examples.

Cruise lines geared to the party crowd, making calls to Jamaica include Carnival Cruise Lines and Commodore Cruise Line.

Puerto Rico: Frenetic nightlife is a way of life in many areas of this island. For clients wanting discos, gambling and vegas-style entertainment, the resort-casinos of San Juan will suit them fine. The Ambassador Plaza Hotel & Casino (800-468-8512); Caribe Hilton (800-445-8667); El San Juan Hotel & Casino (809-791-1000); Condado Plaza Hotel & Casino (800-468-8588); and the Sands Resort & Casino (809-791-6100), are sure to satiate action seekers.

St. Croix: The busy cruise port offers every American amenity—fast-food restaurants, shopping, nightlife, efficient transportation infrastructure, tennis and golf—to keep action-seekers busy. And cruise ships are allowed to keep casinos open while in port in Frederiksted, one of St. Croix's two piers.

Sint Maarten: On this Dutch island clients will find Dutch cheeses and beer, and also Americanized glitz and commercialism. For action seekers, suggest resort-casinos, such as the Sint Maarten Beach Club Hotel & Casino (590-52-3434); Mullet Bay Resort and Casino (590-54-2801); and the Maho Beach Resort and Casino (590-54-2115).

St. Thomas: This island offers a busy cruise port, with hotels, condos, shopping and fast food restaurants at every turn. Here American amenities abound. Charlotte Amalie is the capital and the harbour where the flurry of cruise ship activity flourishes.

LOW-KEY TRAVELERS

Anguilla: Although the wave of tourism development has begun to hit barren, shrub-covered Anguilla, the island can still be a welcome site for clients who crave an off-the-beaten-track destination. There are no casinos or golf courses.

Bonaire: If your clients want to get some relaxation away from the crowds, Bonaire may be just what the doctor ordered. There are no traffic lights on the quiet island, but only some small inns and the new (1991) hotel, Harbour Village Beach resort (599-7-7500)—the island's biggest with 148 rooms.

BVI: For low-key nature-lovers.

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these islands are a good choice. Tortola and Virgin Gorda boast natural beauty and cozy, off-the-beaten-track accommodations.

Hikers will want to traverse the gravel paths of Tortola's 1,780-foot Sage Mountain, the highest peak in the BVI.

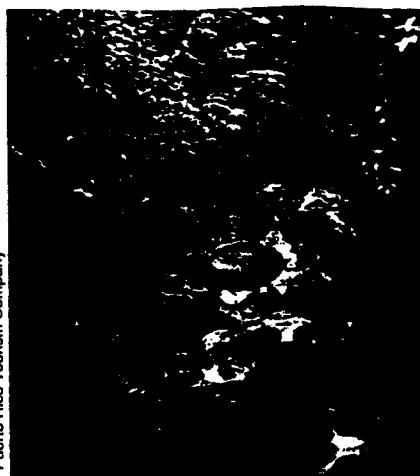
Virgin Gorda's southwest tip features the island's unique formation of boulders called the Baths, and the remains of an early copper mine.

Dominica: If tropical rainforests, mountains and bird-watching are your clients' bag, than the tiny island known as the "nature island of the Caribbean," is just the destination for them. Clients should check out the trails, waterfalls and lakes of 16,000-acre Morne Trois Pitons National Park. For information and guides, visitors should stop in at the Dominica National Park office, located in Roseau. Cozy, no-frills accommodation includes, the Fort Young Hotel (809-448-5000 and the Anchorage Hotel (809-448-2638).

Grenada: The "Isle of Spice," these islands are very natural and much of the interiors are uninhabitable and feature thick rainforests. There are trails visitors can traverse to explore the islands, the beaches are lush and uncrowded. The 18th century town of St. George's is a picturesque town nestled in an inner harbor of Grenada's south western shore.

Also a part of Grenada, due north, are two small islands, Carriacou and Petit Martinique—they are very secluded and definitely off-the-beaten-track. Low-key hotels include the Blue Horizons Cottage Hotel (809-444-4592) and the Flamboyant Hotel (809-444-4247).

Jamaica: Although Jamaica is not exactly an off-the-beaten-track destination, some of the island's resorts afford guests seclusion and peace. For instance all-inclusive, Ciboney, A Radis-



Puerto Rico Tourism Company

Send nature lovers to Puerto Rico's El Yunque rain forest.

son Villa, Spa & Beach Resort (800-777-7800), offers private pools, room service and in-villa dining. Sans Souci, perched on a seaside bluff in Ocho Rios, offers classy, low-key elegance (800-SUPER CLUBS).

Puerto Rico: This diverse island has quiet, low-key areas as well as the cosmopolitan. Puerto Rico's 20 designated forest reserves, most notably the 28,000-acre El Yunque rain forest, offer clients hiking and bird watching opportunities.

St. John: Two-thirds of this verdant island has been set aside as a National Park; there are walking trails and two campgrounds at Cinammon Bay and Maho Bay. If low-key luxury is the goal, suggest Caneel Bay Plantation (800-928-8889).

St. Vincent and its Grenadines: These lush, fertile, relatively undeveloped islands offer a relaxed, low-key vacation experience. Especially noteworthy are St. Vincent's botanical gardens, Buccament Valley (where 60-foot bamboo grows), and tropical bird population.

Trinidad and Tobago: Trinidad offers excellent bird-watching (over 400 species) as well as wildlife and lush vegetation. Send clients to the Caroni Swamp Bird Sanctuary, the Point-a-Pierre Wild Fowl Trust or the Asa Wright Nature Center.

Tobago is quiet and rural, and offers miles of beautiful white, sandy beaches.

SCUBA DIVERS/ SNORKELERS

Aruba: A reef runs the length of Aruba's southern coast and coupled with the clear waters, visibility for scuba divers can reach as high as 100 feet. There are also wrecks for divers to explore. Diving is especially good for advanced scuba divers. Snorkeling is good in this area as well.

Bonaire: This island offers some of the best diving in the world. The Bonaire Marine Park surrounds the coral island to a depth of around 200 feet—visibility ranges between 150 and 200 feet. Bonaire caters to divers and there are scores of local dive-packages available.

Cayman Islands: The quintessential diving destination is known to divers for its underwater mountain "walls," which in many cases drop suddenly to depths of thousands of feet. Grand Cayman's North Wall is the most popular reef area. Coral, sponges and an array of underwater life exist among the caverns, pinnacles and ravines of the Cayman Islands' waters.

USVI: Good diving and snorkeling for experts and novices is available in and around all three U.S. Virgin Islands. Coral abounds as well as ship wrecks, underwater tunnels, lava archways and underwater trails. Visibility ranges from 50 to 150 feet.

In St. Croix, Buck Island and Cane Bay Wall, are among the best venues.

Saba: This island slopes descend steeply into the ocean depths, where divers can marvel at the sealife among the underwater caves and lava flows. Visibility is good to about 100 feet. The Saba Marine Park was established in 1987 to protect the islands marine life.

St. Kitts and Nevis: For scuba divers who fancy wreck divers, there are some 400 shipwrecks sunk around these islands. □

Caribbean/Bahamas All-Inclusive Resorts

This chart offers a sampling of all-inclusive resorts in the Caribbean and Bahamas. Items marked with a diamond are included in the price.

RESORT	Reservations phone #	Average price per day	Alcoholic beverages	Excursions	Golf	Scuba diving	Gratuities	Transfers
Anguilla								
Casablanca Resort	800-497-6999	\$\$\$\$\$	♦	♦			♦	♦
Mariners	800-848-7938	\$\$\$	♦	♦			♦	
Pineapple Beach Club	800-345-0271/407-994-5640	\$\$\$	♦	♦			♦	O
Antigua								
Curtain Bluff Resort	212-289-8888	\$\$\$\$\$\$\$	♦			♦		
Jumby Bay	800-421-9016	\$\$\$\$\$\$\$	♦					♦
Galley Bay Hotel	800-223-6510	\$\$\$\$	♦				♦	
Half Moon Bay	800-223-6510	\$\$\$\$	♦		♦		♦	
Pineapple Beach Club	800-345-0271/407-994-5640	\$\$\$	♦	♦			♦	O
Sandals Antigua	800-SANDALS	\$\$\$	♦			♦	♦	♦
Aruba								
Tamarijn Aruba Beach Resort	800-22-DORAL	\$\$\$	♦				♦	♦
Bushiri Bounry	800-GO-BOUNTY	\$	♦	♦		L	♦	♦
Bahamas								
Club Fortuna Beach	809-373-4000	\$						♦
Club Med Columbus Isle	800-AGT-LINE	\$	M	♦			♦	♦
Club Med Eleuthera	800-AGT-LINE	\$	M	♦			♦	♦
Club Med Paradise Island	800-AGT-LINE	\$	M	♦			♦	♦
Paradise Island Fun Club	800-952-2416	\$	♦	♦			♦	
Small Hope Bay Lodge	800-368-2014	\$	♦			♦	♦	♦
Radisson Cable Beach Splash	800-333-3333	\$	♦		♦	L	♦	♦
Barbados								
Almond Beach Club	800-4-ALMOND	\$\$\$	♦	♦			♦	O
Mango Bay Club	800-223-9815	\$\$\$	♦			L	♦	
Sandals Barbados (4/95)	800-SANDALS	\$\$\$	♦			♦	♦	♦
Club Rockley	800-223-9815	\$	♦		♦		♦	♦
Island Inn Hotel	809-436-6393	\$	♦	♦		L	♦	
British Virgin Islands								
Biras Creek	800-223-1108	\$\$\$\$\$\$\$		♦			♦	
Bitter End Yacht Club	800-872-2392	\$\$\$\$		♦				♦
Guana Island	800-225-4255/212-696-4566	\$\$\$						♦
Drake's Anchorage	800-624-6651	\$		♦			♦	
Cayman Islands								
Spanish Bay Reef	800-742-4276/800-327-8777	\$	♦			♦	♦	♦
Dominican Republic								
Bayside Hill Resort & Beach Club	800-322-2388	\$	♦		♦	L	♦	
Carib. Village Club on the Green	800-642-1600	\$	♦			L	♦	
Carib. Village Costa Linda	800-642-1600	\$	♦			L	♦	
Carib. Village Decameron Club	800-642-1600	\$	♦			L	♦	
Carib. Village Fun Royale	800-642-1600	\$	♦			L	♦	
Carib. Village Fun Tropicale	800-642-1600	\$	♦			L	♦	
Carib. Village Luperon	800-642-1600	\$	♦			L	♦	
Carib. Village Playa Real	800-642-1600	\$	♦			L	♦	
Carib. Village Tropics	800-642-1600	\$	♦			L	♦	
Club Med Punta Cana	800-AGT-LINE	\$	M	♦			♦	♦
El Portillo Beach Resort	212-432-1370/809-240-6100	\$	♦				♦	
Jack Tar Village Puerto Plata	800-999-9182	\$	♦		♦		♦	♦
Paradise Beach Club & Casino	800-752-9236	\$	♦			L	♦	
Puerto Plata Village	809-828-8895	\$	♦			L	♦	
Club Escapade	809-571-2854	\$	♦			L	♦	
Grenada								
La Source	800-544-2883	\$\$\$	♦	♦	♦	♦	♦	♦

Caribbean/Bahamas All-Inclusive Resorts

RESORT	Reservations phone #	Average price per day	Alcoholic beverages	Excursions	Golf	Scuba diving	Gratuities	Transfers
Guadeloupe								
Club Med Caravelle	800-AGT-LINE	\$\$	M	*			*	*
Jamaica								
Sandals Montego Bay	800-SANDALS	\$\$\$\$\$	*		*	*	*	*
Sandals Royal Caribbean	800-SANDALS	\$\$\$\$\$	*		*	*	*	*
Ciboney Ocho Rios	800-333-3333	\$\$\$\$\$	*	*	*	*	*	*
Sandals Dunn's River	800-SANDALS	\$\$\$\$\$	*		*	*	*	*
Sandals Ocho Rios	800-SANDALS	\$\$\$\$\$	*		*	*	*	*
Franklyn D Resort	800-654-1FDR	\$\$\$	*	*	*	*	*	*
Grand Lido	800-859-SUPER	\$\$\$	*	*	*	*	*	*
Negril Inn	800-NEGRIL-N	\$\$\$	*		*	*	*	*
Sans Souci Lido	800-859-SUPER	\$\$\$	*	*	*	*	*	*
Boscobel Beach Hotel	800-859-SUPER	\$\$	*	*	*	*	*	*
Club Jamaica	800-972-2158	\$\$	*		*	*	*	*
Enchanted Gardens	800-22-DORAL	\$\$	*		*	*	*	*
Hedonism II	800-859-SUPER	\$\$	*	*	*	*	*	*
Jack Tar Village Montego Bay	800-999-9182	\$\$	*		*	*	*	*
Jamaica Jamaica	800-859-SUPER	\$\$	*	*	*	*	*	*
Sandals Inn	800-SANDALS	\$\$	*		*	*	*	*
Sandals Negril	800-SANDALS	\$\$	*		*	*	*	*
Sea Garden Beach Resort	809-545-9001	\$\$	*		*	*	*	*
Swept Away Resort	800-545-7937	\$\$	*		*	*	*	*
Martinique								
Club Med Buccaneer's Creek	800-AGT-LINE	\$\$	M	*			*	*
St. Kitts and Nevis								
Jack Tar Village	800-999-9182	\$\$	*		*	L	*	*
St. Martin								
Le Flamboyant	800-221-5333/305-599-2124	\$\$	*				*	*
St. Lucia								
Jalousie Plantation	800-392-2007	\$\$\$	*			*	*	*
Le Sport	800-544-2883/305-532-2591	\$\$\$	*		*	*	*	*
Rendezvous	800-544-2883/305-532-2591	\$\$\$	*		*	*	*	*
Sandals St. Lucia	800-SANDALS	\$\$\$	*		*	L	*	*
Wyndham Morgan Bay	800-822-4200	\$\$\$	*		*	*	*	*
Sandals Halcyon	800-SANDALS	\$\$\$	*		*	*	*	*
Club Med St. Lucia	800-AGT-LINE	\$\$	M	*			*	*
Club St. Lucia	800-777-1250/212-251-1709	\$\$	*				*	*
East Winds Inn	809-452-8212	\$\$	*				*	*
St. Vincent & Grenadines								
Petit St. Vincent Resort	800-223-6800	\$\$\$\$\$					*	*
Young Island	800-223-1108/914-763-5526	\$\$\$					*	*
Palm Island Beach Club	800-776-7256	\$\$					*	*
Turks and Caicos								
Meridian Club	800-331-9154	\$\$\$	*				*	*
Windmills Hotel	800-822-7715	\$\$\$	M	*			*	*
Club Med Turkoise	800-AGT-LINE	\$\$					*	*
U.S. Virgin Islands								
Bolongo Club Everything Beach Resort	800-524-4746	\$\$\$	*	*		L	*	*

KEY

\$: Under \$100
 \$\$: \$100-200

\$\$\$\$\$: \$300-400
 \$\$\$\$\$\$: \$400-500

\$\$\$\$\$\$\$: \$600+
 M: Wine/beer with meals

L: Lessons only
 O: One way

After The U.S. Open



Sheraton El Conquistador

It's that time of year again — the sun has set on another U.S. Open, Labor Day has come and gone and the kids are back in school. As the memory of courtside seats at The Open fade and the reality of your office or easy chair looms ahead, use that last bit of post-season adrenaline to plan a getaway from your day-to-day routine. Whether you're traveling for business or pleasure, now's the time

to book a reservation at a tennis clinic, at a cottage overlooking the water or at an all-inclusive resort.

This useful guide will help you find the perfect way to get away, whether you're turning a business stop into a pleasure trip simply by packing your racquet, or are

indulging your wildly romantic or adventurous impulses.

In under two hours, you can travel from a corporate tower in any eastern gateway city, including Toronto, to one of the pristine beaches in Bermuda. The attractive materials from The Bermuda Department of Tourism will surely entice you to this refined destination, where you'll find sensational deals

for the dollar. Resorts range from the picturesque Sonesta Beach Hotel & Spa in Southampton and the Grotto Bay Beach Hotel & Tennis Club in Hamilton, to the hilltop gem, Horizons & Cottages, and the elegant Elbow Beach Hotel. A Wyndham Resort, on the south shore.

The island of Jamaica will whet the appetite of any traveler seeking a more primal tropical getaway. The amenities at Elbow Beach's sister property, Wyndham Rose Hall Resort, located in Montego Bay, is standard first-class. If this exotic island is the right destination for you, but you'd prefer to leave your wallet in the hotel safe, then we suggest a SuperClubs, Super Inclusive package at the Grand Lido or the Sans Souci Lido, where everything is super and included.

Another perpetual paradise in the Caribbean is the peaceful island trio known as the Cayman Islands. The Tourism Board has a wealth of information on everything from waterside tennis to world-famous scuba diving.

Continued on next page



Horizons & Cottages



SOUTH SHORE ROAD
 PAGET, BERMUDA PG 04
 (800) 468-0022; (809) 236-0048

Well-informed travelers have discovered the charming Bermuda cottage colony of Horizons & Cottages.

True to its name, this exclusive property with portions dating from 1710 has just 30 rooms, five suites and one deluxe villa overlooking the Atlantic. Superior service, world-renowned gourmet dining, terrace and British-style pub, plus on-site tennis and golf and reciprocal privileges with the Coral Beach Club make this an indulgence worth having.

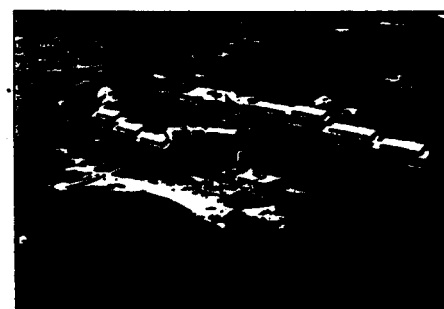


Sonesta Beach Hotel & Spa

SOUTH SHORE ROAD
 SOUTHAMPTON, BERMUDA SN 01
 (800) SONESTA; (809) 238-8122

If you're short on time and vacation dollars, consider taking advantage of the Sonesta Beach Hotel & Spa's fall vacation special. From

September 16 through November 12, 1994, guests pay just \$79 per person, per night, double occupancy. Situated on three private, pink-sand beaches, this beautiful Bermuda resort has spacious balconied guest rooms, tennis, nearby golf, a European health & beauty spa, fitness center, indoor/outdoor pools and five on-site restaurants.



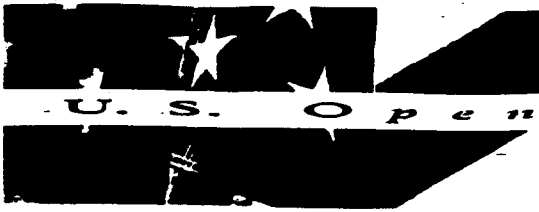
GROTTO

BERMUDA'S BEST BEACH RESORT

11 BLUE HOLE HILL
 HAMILTON PARISH, BERMUDA CR. 04
 (800) 582-3190; (809) 293-8333

Good things come in small packages, and the Grotto Bay Beach Resort is no exception. Located on waterfront property

on the east end of Bermuda, this full-service resort is known as "The Best Small Resort on Bermuda." Three private beaches and a complete watersports center foster an ocean full of activities. Tennis, supervised by a resident pro, and nearby golf with tee-times arranged by a friendly staff are just a few of the activities available to guests.



After The U.S. Open

Continued from previous page

Set like a jewel in a crown high above the Caribbean Sea to the east and the Atlantic to the north, sits the majestic El Conquistador Resort & Country Club in Puerto Rico. Guests revel in a medley of four unique resort environments in one grand location.

If you find it too difficult to choose one

perfect island getaway, it's no compromise to book passage on one of Princess Cruises' resorts on the water. Truly more than a cruise, these ships are The Love Boat, and part of the Caribbean package includes a full day of pampering on the beach of a private island.

Stateside, on Florida's Atlantic northeast corridor, and just a short drive from many southern border states, are two naturally

beautiful tennis and golf resorts — Amelia Island Plantation and the Ponte Vedra Inn & Club. If you prefer Florida's western coast on the Gulf of Mexico, begin by improving your game at the Nick Bollettieri Tennis Academy and then move to the casually elegant Colony Beach & Tennis Resort nearby, where you can show off by playing endless sets of complimentary tennis. Just two and a half hours away by car, you'll find a magical destination by any stretch of the imagination: Captiva Island's South Seas Plantation, where man does justice to the laws of nature.

If Los Angeles is your home or meeting destination, you need only drive less than two hours for unforgettable adventures. Palm Springs, to the east, is the greatest hub of things to do in southern California. The Visitors' Bureau will guide you to everything from accommodations, such as the intimate Shadow Mountain Resort & Racquet Club, to hot-air balloon rides over the Living Desert Reserve. South of Los Angeles, you'll find the Rancho Bernardo Inn, where you might go for the weather and tennis but will stay for the plethora of pampering that the Inn's staff bestows upon every guest.

If tennis is your top priority, we've found two southwestern properties that specialize in tennis, tennis and more tennis. The Sheraton El Conquistador in Tucson, Arizona, is home to 31 lighted tennis courts, allowing enthusiasts to play around the clock unless, of course, they're distracted by the mercurial southwestern sunsets. In the beautiful state of Utah, Vic Braden has established a Tennis College in St. George at the Green Valley Spa, where tennis instruction, fitness and pampering meld into a memorable holiday away.

Just over the horizon, escape to the low-key Garden Island of Kauai, where much of Jurassic Park was filmed. As pristine as in prehistoric times, the lush verdant landscape is so breathtaking, you'll find it hard to believe that no Hollywood effects were used.

Transport yourself from here to eternity on three great carriers. Delta Air Lines, Continental Airlines and Virgin Atlantic Airways all fly to the destinations we've featured in this travelogue. Look ahead for more details on the fabulous travel opportunities and vacation packages that are waiting for you.

After The U.S. Open



Sans Souci LIDO.

P.O. Box 103
OCHO RIOS, JAMAICA, W.I.
(809) 974-2353

Grand LIDO.

P.O. Box 88
NEGRIL, JAMAICA, W.I.
(809) 957-4010



SuperClubs®

The Caribbean's Only Super-Inclusive™ Resorts

(800) 859-7873

Imagine yourself vacationing at a luxury resort on the sensuous island of Jamaica without carrying a wallet, a purse or even pocket change. If this is your idea of a carefree getaway, then a SuperClubs Super-Inclusive vacation package is waiting for you.

Seems too good to believe that for one upfront price your accommodations, 24-hour-a-day meals and snacks, endless sporting activities and entertainment are all included? Believe it!

At the Lido resorts in Jamaica, it's even better than that. Considered the flagships of the SuperClubs resorts, the Grand Lido and Sans Souci Lido have raised Super-Inclusive to a new level of luxury, service and elegance — the food is award-winning, the accommodations are lavish, the athletic instruction is professional and the pampering is perfect. From lush tropical gardens to secluded mineral water grottos, the Lido resorts are the Shangri La of the Caribbean. The settings are so romantic that weddings and vow renewals are part of their inclusive offerings. Whether spontaneous or pre-arranged, a complimentary champagne reception, flowers, two-tier cake, live music and a marriage officer are all part of your package.

Choose the Grand Lido in the seaside town of Negril, known for its laid-back style and the longest beach in Jamaica. In addition to all the SuperClubs amenities, guests also enjoy complimentary sunset cruises on a yacht once belonging to Grace Kelly and Prince Rainier.

If you prefer the bustling community of Ocho Rios, at Sans Souci Lido on the north coast of the island you'll find a comfortable blend of on- and off-site activities such as free spa treatments, glass-bottom boat rides, kayaking and other watersports.

Whether you choose the Grand Lido or the Sans Souci Lido, "having the time of your life" is all-inclusive!



EL CONQUISTADOR

FAJARDO, PUERTO RICO 00738-7001
(800) 468-5228; (809) 863-1000

Perched atop a dramatic 300-foot bluff with matchless views overlooking the Atlantic Ocean to the north and the Caribbean Sea to the east, El Conquistador is one of the most irresistible attractions in Puerto Rico. The resort's overall design reflects 400 years of Spanish influence, from Moorish ornamental motifs to Old San Juan's Colonial style.

Renowned for first-class service, the resort pampers visitors from the moment they touch down. Whisked from the airport by hotel vans, guests are offered cool refreshments, shown a video of resort amenities and given a sightseeing tour en route to their vacation.

Four distinct accommodation options — including one grand hotel and three intimate villages — each have their own special style and personality. Every room has such state-of-the-art amenities as two televisions with movie channels, a VCR, stereo with C player, multi-line telephones, safe, hairdryer, his and her robes and fully stocked bar.

For many guests, the lure of El Conquistador is its abundant array of athletics. Watersports are offered on the resort's own private Palomino Island, where the beaches, snorkeling and scuba diving are among the best in the Caribbean. Golf and tennis enthusiasts will delight in the Ultimate Caribbean Golf & Tennis Vacation Package, which includes a daily round of golf on the resort's championship Arthur Hills golf course or one hour of tennis per day. Daily golf and tennis clinics are given by the resort's resident pros. El Conquistador's seven tennis courts include four Har-Tru and three hard surface, all lighted for night play.

El Conquistador pleases each visitor with a diverse palette of creative Caribbean cuisine. The award-winning master chef is sure to satisfy even the most discriminating traveling gourmand.

Travel Weekly

September 1, 1994

Circ: 50,490

Fall Discounts At 5 SuperClubs

KINGSTON, Jamaica — SuperClubs has introduced a Fall Special '94 promotion that offers discounts at all five properties in Jamaica when stays are booked by Nov. 1.

Couples staying at least four nights at the Grand Lido or the Sans Souci Lido between Sept. 1 and Dec. 16 can save \$315.

At Jamaica Jamaica, Bosobel Beach and Hedonism II, rates for couples staying at least four nights are discounted by \$215.

At Hedonism II, however, travelers must arrive by Oct. 20.

Single travelers will receive half the price reduction for a minimum four-night stay at the properties.

To book, the number is (800) 859-SUPER.

Despite Rush by Cubans to Get Out, Tourists Just Can't Wait to Get In

BY FRAN GOLDEN

BOSTON — Economic strife in Cuba and the highly publicized exodus of thousands of Cubans by boat from their Marxist island nation has had little effect on the number of tourists visiting the country.

Tourists, particularly those from Canada, are flocking to Cuba, despite the front-page headlines and the fact that high season is still three months away.

"We've had more tourists than expected, rather than less. We've actually been overselling the property," according to Jeremy Painting, vice president of sales and marketing for Commonwealth Hospitality of Toronto, which operates the four-star Hotel Farallon del Caribe in eastern Cuba.

"There has been no change since the boat lift started."

A major reason for tourism's strong showing is that Cuba is one of the few bargain spots in

the Caribbean, particularly for Canadians, whose dollar is worth less than the U.S. dollar.

Commonwealth's packages to Cuba from Canada, for example, are as low as \$495 (\$675 Canadian) for a one-week, air-inclusive vacation.

Price has as much of an impact as the news of the boat lift, Painting said.

Canadians are the top group of visitors to Cuba. Americans are limited in their ability to travel in Cuba because of the Trading With the Enemy Act of 1962, which prohibits Americans from spending money there.

However, at least one Canadian tour operator, Wings of the World Travel in Toronto, is marketing Cuba specifically to Americans, with packages that include everything, even personal amenities.

Officials of the firm said that the packages make it possible for U.S. residents to visit Cuba from Canada on a prepaid basis without spending any money on the island.

The Freedom to Travel Campaign, in San Francisco, has challenged the U.S. government's ban by bringing prepaid charters of American tourists through Mexico to Cuba.

Some 140,000 Canadians visited Cuba in 1992, and that was before Commonwealth Hospitality and Toronto-based Delta Hotels became the first North American hotel chains to enter the Cuba market.

Simon Cooper, president of Delta Hotels, which operates three properties in eastern Cuba, with five more in the country planned, recently visited Varadero, the resort area near Havana.

Cooper said that he had trouble getting space on a charter flight back home because it was full of Canadian tourists.

Delta's properties in Cuba also have been welcoming high numbers of travelers, he said.

Painting said that Commonwealth had so many guests at its Hotel Farallon del Caribe, which is about a 90-minute drive from Manzanillo, that it had to open the nearby Marea del Potillo, a property it had closed this summer for renovation.

The firm also plans to open its Punta Piedra property, which currently is being used to house staff, next summer.

Because the Commonwealth properties are in the east (closer to Jamaica) and some 600 miles from Havana, the resorts' employees have not been affected by the boat lift to Florida in the west, Painting said.

A few Delta employees have defected in the resort's ski boats to nearby Guantanamo Bay, Cooper said.

He said European visitors, the second largest group to Cuba, may be slightly more affected than Canadians by the front-page headlines, but the visitor numbers from Europe are still strong.

Delta opened the luxury Delta Sierra Mar Club Resort in Santiago de Cuba last November, marking the first joint venture in Cuba involving a North American hotel chain.

The resort was built by and is operated with Cubanacan, Cuba's equivalent to Intourist.

Delta also operates the small Delta Los Galeones Resort, a

*Cooper said
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quiet, 32-room, mountaintop retreat, and the 230-room Delta Las Brisas Club Resort, located in Holguin on the Guardalavaca Beach, near the spot where Columbus first landed on the island.

The hotel firm plans to introduce an ecotourism program involving four properties in December.

Other foreign hotel companies operating in Cuba include Spain's Melia, Jamaica's Super-Clubs and Germany's LTI.

Travel Courier

Toronto

Circ: 5,000

September 1, 1994

TRAVEL FILE

SUN DESTINATIONS



SUPERCLUBS IS ENTERING the moderately-priced market with a new line of resorts called "Breezes" the first of the properties is scheduled to open in the Bahamas in winter, 1995; the former Ambassador Beach Hotel in Nassau, redone as a Breeze resort, will charge an average daily rate of US\$140 a day, catering to vacationers who want an all-inclusive holiday at a cheaper price than is currently available today

NOTEBOOK

September 1, 1994

ASIA/PACIFIC VUSAMART

Frankie Brown, (919) 553-4066
Sept. 5-9 in Boston, this business exchange and educational conference is supported by America West, Northwest and United Airline

SCHOOL OF DISCOVERY SEMINARS

RSVP to Hugo Maggi at (416) 234-1905, fax (416) 234-9194, or to May Givens at (416) 348-8597, fax (416) 348-8597.

In conjunction with South American Tours, SACA and American Airlines. Seminars held at the Sheraton Centre Hotel in Toronto, all run from 5:30-7:00 p.m. Next date is Sept. 6. All agents attending will be eligible for a draw of one free ticket to Central/South America.

SUNQUEST

LAUNCH AND TRADE SHOW

Through Sept. 15
Following are the dates for Sunquest's annual winter product launch:
Sept. 7 - Windsor, Oshawa, Winnipeg
Sept. 8 - Samia, Halifax
Sept. 12 - Thunder Bay
Sept. 13 - Sault Ste. Marie
Sept. 14 - Sudbury
Sept. 15 - Timmins
Call your Sunquest rep or inside sales at (416) 485-1700, ext. 3380, for details.

SHIP TO SHORE '94

Sept. 7-11
(604) 683-7751
The fourth annual Ship to Shore Cruise and Tour Conference will be held in Vancouver, Sept. 7-11. Delegates will attend the Travel Marketplace at the Vancouver Trade and Convention Centre and may choose to inspect up to 13 Alaska-bound cruise ships, the program also offers up to 62 points towards the CLIA accredited cruise counselor program. Fee is \$299 per person; accommodation is available at 12 top-rate hotels for a special conference rate of \$99, double. For full details and a booking form, call number listed above.

1994 MOTIVATIONAL MARKETING EXPO

(416) 252-7791, Harley Auson
Sept. 7-9, Metro Toronto Convention Centre
"The Magic of Motivation" is the theme for this year's Motivational Marketing Expo. Formerly called the Canadian Premium Incentive Travel & Business Gift Expo, the show specializes in sales promotions, employee motivation, awards, travel incentives, business gifts, specialty advertising and point-of-purchase products and services.

HOLIDAY TRAVEL SHOWCASE

800-668-0488 or (604) 681-7469 or fax (604) 681-7472, Marisa B. Simpson
Sept. 10-11 - Vancouver Trade & Convention Centre
Fall '94 consumer travel show will be held in conjunction with ACTA-BC & Yukon's Showcase '94.

ACTA BC/YUKON 17TH ANNUAL TRAVEL SHOWCASE

"Magic of the Future"
Susan Smith at (604) 688-0516 or fax (604) 688-6056
Sept. 12-13 - Vancouver Trade & Convention Centre
ACCESS-approved seminars, round-table presentations, trade show, social events and great prizes.

CALIFORNIA TOURISM SALES MISSION

Sept. 13-16
(514) 861-5026, (416) 595-5082; (604) 688-8087 - Vancouver & Calgary
The California Division of Tourism will conduct a September tourism sales mission to Canada. Co-sponsored by Air Canada and Canadian Airlines, the mission will include breakfast seminars, trade shows and multi-media presentations for agents, tour operators, meeting planners and media. On the agenda will be the launch of "California Dream Days," Nov. 1-Feb. 28, 1995.
Sept. 13, Montreal - Queen Elizabeth Hotel, 8-10 a.m.
Sept. 14, Toronto - Royal York Hotel, 7:30-9:30 a.m.
Sept. 15, Calgary - Delta Bow Valley Hotel, 7:30-9:30 a.m.
Sept. 16, Vancouver - Hotel Vancouver, 7:30-9:30 a.m.
RSVP to the numbers listed above.

ADVENTURE TOURS/ FIESTA HOLIDAYS

1994/95 FALL LAUNCH SEMINAR SCHEDULE
Sept. 8 - Ottawa, Citadel Inn, 101 Lyon St.
Sept. 12 - Kingston, Days Inn, 33 Benson St.
Sept. 13 - Belleville (Bkfst 7:30 a.m.) - Bay of Quinte Country Club, Hwy. 2
Sept. 13 - Barrie, Molson House, Molson Park
Sept. 19 - Peterborough, Kawartha Golf & Country Club
Sept. 20 - Scarborough, Sheraton Toronto East Hotel, 2035 Kennedy Rd.
Sept. 21 - Mississauga, Credit Valley Golf & Country Club, 2500 Old Carriage Rd.
Sept. 26 - Rochester, Burgundy Basin, 1361 Marsh Rd.
Sept. 27 - Buffalo, Buffalo Hilton, 120 Church St.
Sept. 28 - Thunder Bay, Valhalla Inn
Sept. 28 - St. Catharines, White Oaks Inn, Taylor Rd.
Sept. 29 - Hamilton, Royal Connaught, 112 King St. E.
Sept. 30 Metro North (Bkfst 7:30 a.m.), Sheraton Parkway, Toronto North, Hwy 7 between

Leslie & 404.

Oct. 5 - Halifax, Chateaux Halifax, 1990 Barrington
Oct. 6 - St. John's, Nfld., Radisson Plaza Hotel
All seminars begin at 5:30 p.m. unless otherwise indicated.

PATA

PATA Eastern Canada chapter's first event of the season, "Get on Track" is scheduled for Sept. 14 at East Side Mario's in the Toronto Eaton Centre, 6 p.m. The mini trade-show, meeting and dinner costs \$17 for members and \$22 for non members; cheques should be made payable to PATA Inc. and sent to the Macau Tourist Information Bureau, 13 Mountain Ave., Toronto, Ont. M4J 1H3. Theme of the event is "Railways". Registration deadline is Sept. 10.

AIR CANADA VACATIONS PRODUCT LAUNCH SEMINARS

Learn more about Air Canada Vacations and its 1994/95 products at a training seminar to be conducted at the International Plaza Hotel in Toronto, 655 Dixon Rd. Registration will be held from 12:30 to 1 p.m., seminars, 1 p.m. to 6 p.m., and reception, 6 p.m. to 8 p.m. On hand at the seminar will be representatives from RCCL, Sandals, Aruba Tourist Board and SuperClubs. Call (905) 615-7022 to RSVP.

CITC-ONTARIO

TARIFF & TICKETING COURSE

(416) 484-4450
CITC's International Tariff & Ticketing Level One course will be held in Toronto, Sept. 20, 22, 27 and 29. The four-night course is designed for counselors seeking a better understanding of the mileage method of fare construction and would serve as a good review for the ACCESS exam. Cost for the ACCESS-approved course is \$107 for CITC members and \$160.50 for non members.

HAWAII VISITORS BUREAU

800-663-9157 or (604) 681-8377
A series of trade shows and dinners to be held the week of Oct. 3-6. Each evening runs from 5:00 p.m. to 8:30 p.m.
Oct. 3 - Montreal, Queen Elizabeth
Oct. 4 - Ottawa, Citadel Inn
Oct. 5 - Toronto, Toronto Airport Marriott
Oct. 6 - Winnipeg, Best Western International Inn

ACTA THUNDER BAY

TRADE AND CONSUMER SHOW

Oct. 14-16
For information on the show, fax your request to ACTA Thunder Bay's new fax number, (807) 622-4807.

CTO/ CHA FALL TRADE SHOWS

800-237-7452, Henry Davis Corp.
for invitation
The Caribbean Tourism Organization and Caribbean Hotel Association is presenting a series of trade shows designed to promote travel in the region. The only Canadian date on the schedule is at the

International Plaza, Toronto, on Oct. 19. Agents from southwestern Ontario can visit Barton Manor in Livonia, outside Detroit on Oct. 18.

CARIBBEAN CRUISE CONFERENCE

Oct. 26-28
The Florida-Caribbean Cruise Association and its 16 member lines will hold their first annual Caribbean Cruise Conference in Barbados, Oct. 26-28. The conference will feature meetings between cruise industry executives and tourism representatives from the Caribbean region. A number of educational seminars and presentations are scheduled. Cost is US\$225; to book, call (305) 446-7297.

ATA ECOTOURISM CONFERENCE

Oct. 30-Nov. 4
The African Travel Association will host its second annual Ecotourism Conference and Symposium in Sun City and Capetown, South Africa, Oct. 30-Nov. 4. Registration before Oct. 5 costs US\$995 (single), US\$795 p.p. double, and includes bed and breakfast, all transfers, working sessions and sponsored meals. Sightseeing may be provided by the host country for free. A US\$75 is charged for late registration. For information, call ATA at (212) 447-1926, or fax (212) 725-8253.

ASTA WORLD TRAVEL CONGRESS

Nov. 6-12
Lisbon, Portugal, hosts the 64th annual American Association of Travel Agents conference. This year's theme is "Navigate for Success." Keynote speaker is former U.S. president George Bush and entertainment includes Maureen McGovern and the Smothers Brothers. Pre and post conference tours are available to delegates.

ACTA ATLANTIC CONFERENCE

Nov. 11
ACTA Atlantic's trade show and conference will take place Nov. 10-11 in Halifax, with the trade show on the 11th. For full details or a registration kit, contact Andrea Davidson at (902) 422-7311.

TRAVEL TECHNOLOGY '95

March 20-22, 1995
The Baxter Travel Group, publishers of *Travel Courier* and *Canadian Travel Press*, will host a conference and trade show focusing on travel technology and effective use of automation in the workplace. The show, to be held at the International Plaza Hotel and Conference Centre (formerly the Skyline) in Toronto, follows 1994's successful "Focus on Automation" show, which featured nearly 40 exhibitors. For exhibitor or delegate information, call Alan Crookford at (416) 968-7252.

Fax your Notebook events to

Mike Baginski at

(416) 968-2377

SUPERCLUBS IS ENTERING the moderately-priced market with a new line of resorts called "Breezes".... the first of the properties is scheduled to open in the Bahamas in winter, 1995; the former Ambassador Beach Hotel in Nassau, redone as a Breeze resort, will charge an average daily rate of US\$140 a day, catering to vacationers who want an all-inclusive holiday at a cheaper price than is currently available today....

CANADIAN HOLIDAYS IS CONTINUING its successful association with SuperClubs in Jamaica this winter, adding the Sans Souci Grand Lido oceanfront all-inclusive to the island's product line...also new in Jamaica this winter is Ciboney in Ocho Rios, with an early-booking bonus that could save a couple \$1,000 on a 14-night holiday, according to Toronto marketing manager Lidia Gorzelany.... Sea Castles, near Montego Bay, and Point Village in Negril — both offering studios as well as one and two-bedroom apartments — have also been added to the winter roster.... Grand Cayman will get two flights a week from Toronto this winter and accommodation choice has been expanded with the addition of Sunset House, close to Georgetown, and the newly renovated Clarion Grand Pavilion....

Canadian Holidays Launches 1994-1995 Fall Winter Product Line

Canadian Travel Press
September 1, 1994
Circ: 13,505

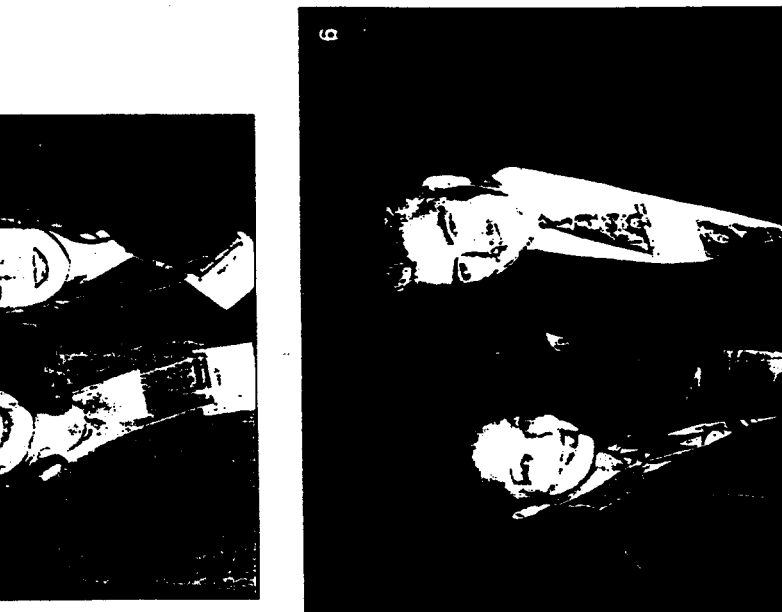


3 George Myers (l) of the Myers Group had a chance to meet some retailers during the Canadian Holidays presentation in Toronto. Here he is joined by Maria Moran (c) of The Beaches Travel and William Saunders (r) of Bahamas based Majestic Tours.

4 Claudia (l) and Angelica Ortiz (r) were on hand at the Canadian Holidays' launch in Toronto representing Club Maeva Puerto Vallarta.

5 SuperClubs' Nancy Hay has a chance to chat with the competition, Frank Orlando from Guitart Hotels.

6 Christine Anderson, national manager, Canada, for the Bahamas Tourist Office greets INTRA Travel's Darrell Blenus at the show.



Canadian Holidays welcomed about 1,500 retailers to its launch in Toronto which was just one of several stops on a cross country sweep by the operator. In all, the presentations in Montreal, Calgary, Edmonton, Vancouver and Toronto attracted close to 4,500 agents.

Featured here at the Toronto show are:

1 Canada Cruise Lines' Marlie Morrison (l) and Julian Pims (r) flank Celia, a Norwegian Travel's Ron Greenwood and Canadian Holidays' Brenda McIntyre during the Toronto launch.

2 Canadian Holidays' staffers were ready, willing and able to help agents at their company's recent Toronto launch, but they were a little bit shy about having their pictures taken... in the front row (l to r) are groups co-ordinator Robin Lince and sales supervisor Ingrid Brunner. In the back row are groups co-ordinator Paola Visentin, administrative assistant Brenda Nesbet, sales rep Wendy Kowalszyn and sales rep Gail Maxey.

Interview with the Industry

MS 720

SCOTT ALLISON, VICE PRESIDENT, MARKETING, MARLIN/THOMAS COOK

One of the comments (and there were many! But more on those in future issues....) from our July/August Reader's Survey, was the suggestion from readers that we provide more detailed information on the travel industry itself. In response to that suggestion, this is the first of a continuing (and occasional) series of interviews with the people - from travel agents to tour operators, flight attendants to resort operators - who work in the travel industry.

The Editors

Our September issue features ,SCOTT ALLISON Vice President, Marketing, Marlin/Thomas Cook Travel. The first question is the obvious one with last year merger of Marlin Travel with Thomas Cook.

How will this travel union benefit the client? "In every way possible. Marlin is the largest travel agency in Canada; Thomas Cook the largest in the world. We can now provide our customers with added convenience and security just about anywhere in the world by providing access to more than 2,000 TC offices in 100 countries. As people venture farther afield, going to more far-off and exotic destinations, they are looking for this benefit.

"As a bigger company, we now have increased buying power to get the best deals for our clients; our travel agents receive even better training and have greater worldwide contacts for getting information. Plus we have a much more comprehensive insurance policy because we designed it and not an insurance company."

* The popular vacations for the 1994-95 season, at least for Canadians, will be to destinations which aren't that closely tied to the U.S. dollar, according to Allison. "The most obvious place is Cuba; they are certainly offering even greater value than they have in the past. For instance, in the past few years, even more Canadian Hotels (ie. Delta) and European properties have opened there, giving tourists a 'name' resort to visit. Cuba has increased its resort areas throughout the island and now offer something other than basic amenities. As well, SuperClubs even have an 'all-inclusive' property in Cuba.

"Cruises and the All-Inclusive vacation will remain popular and continue to grow because many people want to know exactly what their costs will be upfront; too many people are tired of digging into their pockets for all the additional daytrips and add-ons. People can simply 'lock in' on their holiday budget.

"Most tourist destinations have been forced to re-assess their product by becoming more aware of customer needs - 'niche-marketing' has become very important! Instead of a shotgun approach to tourism, destinations are concentrating on themes (such as eco-tourism) or perhaps the couples or the family unit.

"The best example of this is Las Vegas. They realized their customers were looking for a more family oriented vacation and changed swiftly and dramatically to meet that demand. They have become so successful that even with the increased accommodation and resorts, you still can't get a room in Vegas. (ED. See AWAY Vol. 1, Issue 1 & 2/ Las Vegas for Kids).

As to what destinations his company is featuring this season:

"....with 320 branches across the country, we appeal to a wide-range of customer base and basically try to provide everything. However, we are specialists in offering Cruise Vacations and have trained 'cruise agents' who will work with each client before booking them on the proper cruise for their individual needs.

"This is also an industry 'growth market' because only six % of the Canadian public has been on a cruise; we see a terrific potential here. The image of cruising changed about ten years ago when Carnival Cruise Lines started marketing their All-Inclusive 'Fun Ships' and the idea that cruises were only for retired people changed dramatically.

"And very recently, we have found that more families are booking cruises - taking the kids - so we look for a ship with a good children's program, babysitters, games, playrooms, etc. as well as activities for teenagers."

As for holiday budgeting: "People are also looking for great value . This does not necessarily mean the lowest price. So our agents have to know what is included in each trip or package, the different components of a holiday; not merely look up information from a brochure. Today's traveller is much more sophisticated and requires more detailed and specific information on a vast choice of vacations.

"For instance, there are different types of All-Inclusive Resorts. Club Med still retains the hedonistic image at some destinations yet also has a terrific reputation for a family vacation. Sandals markets only to heterosexual couples. Period. SuperClubs tries to cover all the market ranges with different clubs (under different names) for singles, couples and families. All are successful in what they do and all seem to be expanding their operations." *Continued p. 19*

5720
Interview continued from p12

According to Allison, the increase of the All-Inclusive gives people a sense of security on their vacation ("similar to what sociologist Faith Popcorn describes as 'cocooning' for the 90's") and though you may remain in a compound and not see the island you are on, perhaps you could be anywhere, often people just need to relax from their jobs and everyday tensions. Sometimes your state of mind dictates a vacation with no phones, no faxes, just veg!

"There are many types of vacations and people may do things at different times of year; an adventure tour of hiking and exploring followed later by a family resort vacation.

As for growth in the industry, depending on the CDN dollar that is, Allison believes an increase of 6 - 7 % over the 1994-95 season is expected.

"Travel has changed from something 'aspirational' to a basic 'need'; people do feel the need to get away and believe they deserve it. And though they may only stay one week instead of two, and perhaps book a three-star resort instead of their former five, people will still travel."

Domestic travel is also on the rise, according to Allison, "because people are finally discovering the variety within Canada. This is certainly prompted by our discounted dollar but it will still add to the growth in tourism at home."

As a final note, Allison suggests that before making travel plans...consult your travel agent. "Use the travel agent as a resource. That is why they are there. Whether you use our company, or another one, you should consult an agent before booking your holiday.

"The travel agent can give you good, practical advice and assist with the little details you may need, such as medical coverage, information on driving, the various types of resorts, food restrictions, inoculations, etc.

"With our combined company, Marlin/Thomas Cook now has more than 1,200 employees across the country. Of course, your agent can't have been everywhere to give you first hand information on your planned destination but they can easily find someone who has been.

"The agent, as well as supplying information, can recommend destinations and resorts based on your own specific need for a vacation as well as helping to balance your dream vacation with your budget reality." ■

Seeing the Wilder Side of Jamaica

David Herndon
 (c) 1994, Newsday

NEGRIL, Jamaica — In a glorious place called Tensing Pen, a collection of 10 thatched cedar cottages set in deep tropical flora along a limestone cliff in this resort town at the western tip of Jamaica, we fell asleep and awoke to the sound of the Caribbean lapping at the rocky shore 20 feet below our three-bedroom cottage. Rustic yet deluxe, it's the kind of place you'd love to sink into for a stretch of sublime vegetation. And a 24-hour security detail provided refuge from the Negril hustle, which was intense.

I had spent a fairly grueling evening the night before at a reggae club nearby with my friend Frank, an expatriate American who lives near Montego Bay. The spacious outdoor waterside dance hall would have been perfect for a concert, except that:

A: The headliner Josey Wales failed to show.

B: During the 2½ hours we spent waiting for his performance, there was a barrage of approaches by hustlers offering everything from drugs and sex to favorable exchange rates for dollars.

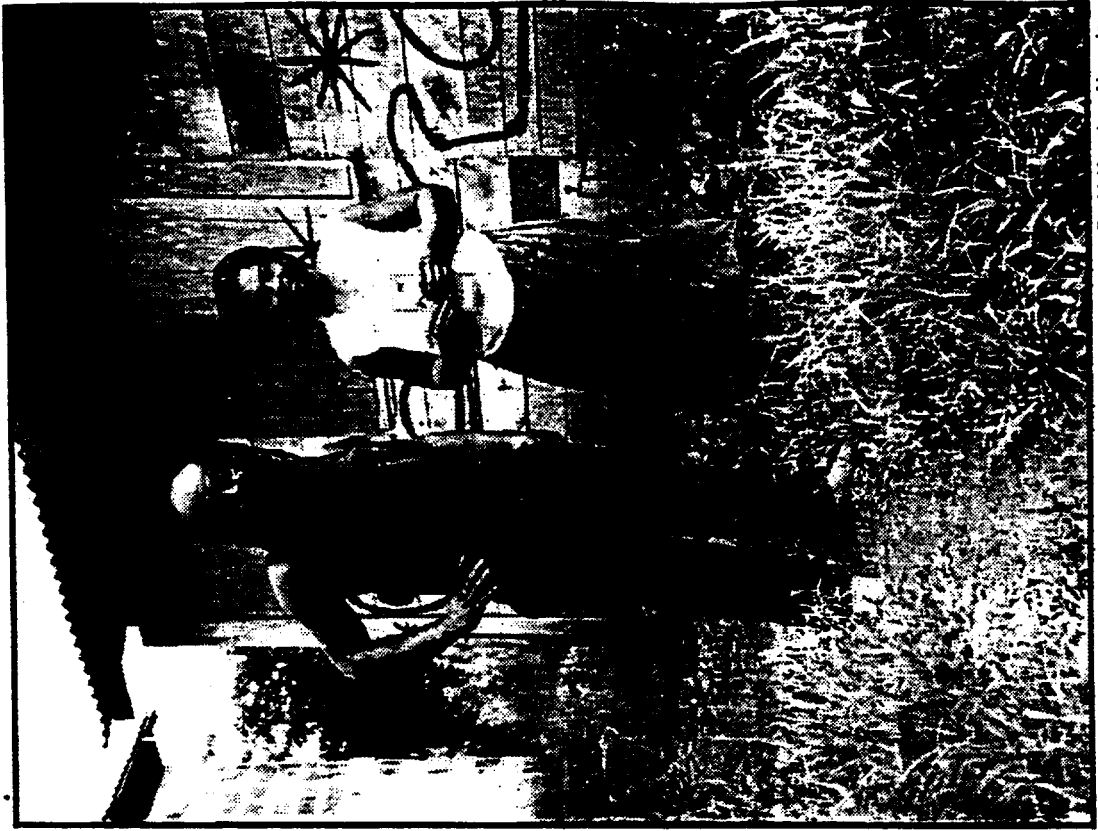
C: Someone in the crush of vehicles and people outside the venue stabbed a hole in a tire of our rented Jeep, presumably because we had declined to participate in some shake-down or another.

The next day, tire patched, cruising the north coast road from Negril to Montego Bay, we slowed to negotiate an intersection. A shirtless man approached the passenger side holding a baton that looked to be a length of sugar cane. He waved it in the wind offering it for sale, and it turned out to be a foot-and-a-half long stalk of "ganja" (marijuana), almost as thick around as the loop made by your thumb and index finger.

A few miles farther along the road we hit a roadblock of police, and saw them searching through a backpack belonging to a tourist representing the neo-tie-dye generation. Bummer, man.

Stories like this earn Jamaica a mixed reputation. Tourism is one of the country's top industries, but it's one that tends to corrupt; the relationship between the haves and the have-nots is too dramatic for the situation to be otherwise. The American dollar now brings about 30 Jamaican dollars, an imbalance that particularly pains poorer residents. Per capita income in the country, according to the Planning Institute of Jamaica, is roughly the equivalent of \$1,200 — which might be about as much as you'd budget to spend on your vacation, depending on your approach.

So to separate the monied tourists



David Herndon, Newsday

Jamaicans: They are as colorful as any people the world over. These two, Albert Artwell and Deloris Anglin, make their living painting.

from the mendicant or bothersome islanders, Jamaica has gone "all-inclusive." About half of the rooms are let according to the plan in which the customer pays up front for all goods and services and remains on the campus of the resort for the duration of the vacation. (An alternative is to rent a villa; five years ago I spent a week with a group of friends in a fully staffed party palace in Ocho Rios that was so comfortable we rarely strayed from the property.)

Certainly, some of these north coast resorts provide a sane, restful environment, and the opportunity for good sport. And there is much to be said in favor of open bars, endless buffets and a break from the nuisance of currency.

But many of the package deals are selling noisy, forced fun-in-the-sun for adults trying to recapture the rap-ture of yesteryear's spring break.

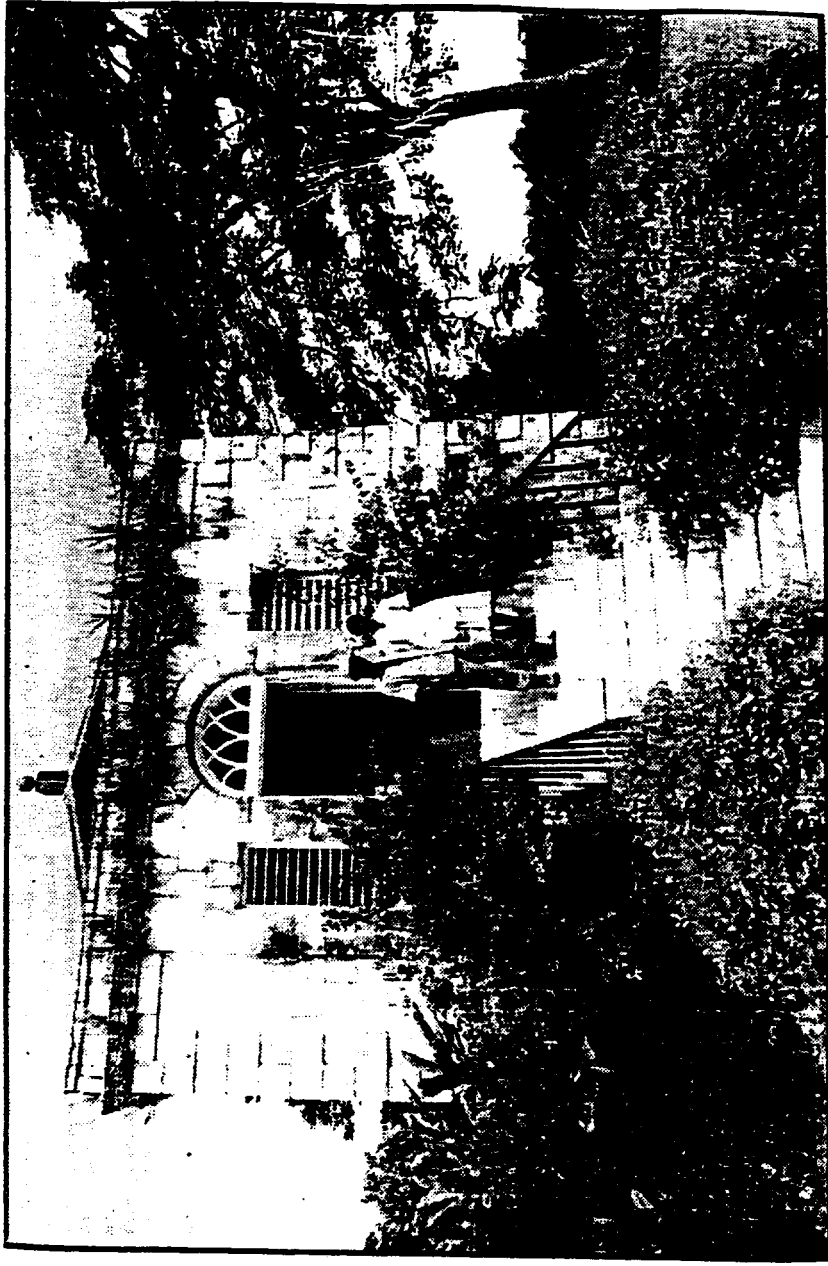
The all-inclusive plan has been effective — the number of visits has been rising by about 8 percent per year the last several years, and over a million people a year now vacation in Jamaica. But it's also a strategy that enforces neglect of all but a sandy sliver of the island's vast natural and cultural richness; some 90 percent of tourism clusters on the coast from Negril to Ocho Rios.

I recently spent a week poking around the western third of Jamaica — a couple of days sailing in Montego Bay, a couple of days on the beach, a day-trip tour in the hill country, a couple of days road-tripping to the south and west coasts — with the benefit of entree provided by native hosts.

To beat the rush, one needs to be armed with a sense of exploration, and a hardy vehicle with high suspension. For both of those, I could hardly have done better than hook up for a day of bushwacking with Ian Robinson.

Robinson came to Jamaica from Britain as a do-good volunteer 25 years ago, and since that time he's had a hand in numerous endeavors: teaching, planting, building, metal-

work, woodwork. Now among other



David Herndon, Newsday

Picture Perfect: Good Hope's gardener and housekeeper pose on the steps of a counting house. While the all-inclusive resorts are tops in packaging vacations to Jamaica, a free-wheeling trip inland reveals the heart of the Caribbean island.

pursuits, he gives tours customized to the interests of his clientele. He asked me my interests — flowers? history? — and I responded "people." So he picked me up in his Land Rover at 7 a.m. and we set off from Montego Bay and up into the hills.

As we climbed away from the coast, it seemed that we were going back in time. Robinson pointed out orange and banana groves planted on former sugar plantations dominated by formidable Great Houses situated on the highest points of the farms.

Palm trees and bushes, bamboo stands and breadfruit trees announced that we were in tropical terrain, and every so often we'd pass through a cluster of ramshackle wood and tin huts that comprised a village.

Wending deeper into the country,

along a ridge and through ever more remote villages, we were skirting along Cockpit Country, a region of astonishing terrain through which no roads pass. From an airplane, the Cockpits look like a moss-covered mogul field; on the ground, one simply sees ridge after ridge of humpy, jungle covered hillocks several hundred feet high. Some two-thirds of Jamaica is quite hilly, Robinson said, and from the looks of all the people by the side of the road waiting for buses and begging rides, transportation is a big problem.

A train used to run from MoBay up to Caladupa, but no longer does, and the square by the depot in the town of Kensington had the silent, pregnant air of a Snaphetti Western town.

Robinson and I went into the general store, bought a Red Stripe beer and a soda, and Robinson asked around for the whereabouts of a painter named 'Albert Artwell whom he knew to live locally.

When we met up with Artwell, he didn't have any completed paintings to show us — his work is in demand at the West Indian Gallery in Montego Bay and elsewhere — but his protegee and companion Deloris Anglin had several pieces on hand. Artwell led us into his music room, a large shed with a DJ booth and several big guitar amps, where Anglin was keeping her naive, Haitian style (flat images, primary colors) paintings of scenes of village life: schoolgirls playing net ball, a burial in a cemetery, a Rastafarian jam session. She was asking \$1,000J (about \$40 U.S.), and later in

that her work was so nicely decorating my cottage at Tensing Pen in Negril, I kicked myself for not having bought one.

Many Hotels and Resorts Exclusively All-Inclusive

Marcie Samartino

(c) 1994, Newsday

The hotels and resorts of Jamaica have turned the package vacation into an art form.

Many are exclusively all-inclusive and a stay at one of the following properties includes meals, cocktails, wine, beer, snacks, nightly entertainment and water sports. Roundtrip airport transfers and baggage handling, hotel taxes, tips, gratuities and service charges also are included.

Some clubs are for couples only, others cater to families, with supervised children's programs and kiddie pools. A few resorts offer a choice of the European plan - breakfast only. Prices that follow are for a seven-night stay, unless otherwise indicated.

- **The SuperClub Resorts**, which include Couples and Sans Souci Lido in Ocho Rios, Hedonism II and Grand Lido Negril in Negril and Jamaica Jamaica in Runaway Bay, position themselves as luxury properties offering romance and convenience for couples and singles. The Couples resort will spring for free weddings for guests; Grand Lido Negril literature boasts, "A typical day ... consists of long periods of doing as much or as little as you choose between meals." Hedonism II aims to appeal to active and uninhibited types; Jamaica Jamaica is designed for sport's enthusiasts. SuperClub's Boscobel Beach is for families where children can play in the Kids Club appropriate for their age group. San Souci Lido is SuperClub's newest resort with 111 rooms. Newly refurbished, it's set to reopen Dec. 15. Prices at all the clubs range from \$1,600 to \$3,500. At Boscobel, first child under 14 free, second child is \$50 per night. (Call (800) 859-SUPER.

- **Sandals Resorts** offer six resorts for couples only: Sandals Montego Bay, Sandals Royal Caribbean and Sandals Inn, all in Montego Bay, and Sandals Negril, Sandals Ocho Rios and Sandals Dunn's River at waterfall near Ocho Rios. The resorts are all by the ocean and feature lush grounds with gardens. From \$2,000-\$3,500, per couple; (800) SANDALS.

- **Enchanted Gardens** tries to create a Southeast Asian mood with botanical gardens and nine jungles on its 20 acres; \$2,900 per couple; (809) 974-1400.

- **Swept Away Resorts** emphasizes a healthy lifestyle, offering an extensive Veggie Bar for snacks as well as a regular menu for noncalorie counting guests. From \$2,765-\$3,500 per couple; (800) 545-7937 or (809) 957-4040.

- **Negril Inn's** 46 guest rooms are nestled in two-story buildings, steps from the beach. From \$160 to \$200 per night, double occupancy; (800) NEGRIL-N

- **Ciboney Ocho Rios** offers villa-style accommodations with private patios and pools and a European-style spa, from \$190 to \$520 per person, per night. (800) 333-3333.

- **Club Jamaica on Turtle Beach** is minutes from Dunn's River Falls and close to the shopping and night life in Ocho Rios. From \$145 to \$210 per person, per night; (800) 972-2158 or (809) 974-6632.

- **Jack Tar Village Beach Resort** bills itself as an adult activity playground for couples, singles and honeymooners. From \$160-\$170 per night, double occupancy; (800) 999-9182.

- **Sea Garden Beach Resort** has private terraces overlooking mountains, gardens, the ocean or the Olympic-sized pool. From \$115 to \$161 per person, per night; (809) 952-4780.

- **Franklyn D. Resort** is a family resort at Runaway Bay with a playground and arts and crafts center for kids. From \$245 to \$260 per person, per night; two children 15 and under free; (800) 654-1FDR or (809) 973-3067.

The following offer all-inclusive packages or a European plan:

- **Jamaica Grande in Ocho Rios** has Club Mongoose for kids 12 and under and a fully supervised program of activities. For the adults, there's a slot machine casino with electronic blackjack; \$340 per night, double occupancy; kids 12 and under stay free; (809) 974-2201.

- **Wyndham Rose Hall** in Montego Bay once was a sugar plantation on 400 acres. Its 500 rooms include 26 suites, private balconies, \$115 to \$200 per person per night, double occupancy; (800) 822-4200.

CARIBBEAN / BAHAMAS & BERMUDA

Crystal Palace Sale Done, Now A Marriott Franchise

BY DAVID JONES

MIAMI — Carnival Corp. has concluded the sale of the Crystal Palace Resort & Casino in Nassau, Bahamas, to The Ruffin Hotel Group, which will convert the property to a Marriott franchise.

Ruffin, of Wichita, Kan., acquired 100 percent of the Crystal Palace for more than \$80 million, paying \$20 million in cash and financing the remainder in debentures.

The hotel,

now called the

Marriott Hotel

and Crystal

Palace Casino,

will undergo a

\$30 million

renovation,

during which

the harsh tones

of the Crystal

Palace guest

rooms will be

"softened,"

fast-food

restaurants

will be added and a

disco will become a sports bar.

"The service level from the

Marriott properties in the U.S. will be indistinguishable," said chairman Phillip Ruffin.

Howard Toy has replaced Peter M. Krollpfeiffer as president of the Crystal Palace, and Mike Murray, former general manager of the Marriott in Long Beach, Calif., will handle marketing and reservations.

Ruffin, which owns nine Marriott hotels in the U.S. and is a franchisor for Marriott

properties, entered negotiations with Carnival in 1993.

The climate is ripe for new investment in the Bahamas, Ruffin said, as South African hotel giant Sun International is currently

spending more than \$125 million to convert the Paradise Island, Bahamas, to a theme resort, and Jamaican-based

Ruffin Hotel Group Pays More Than \$80M To Carnival For 100%

chain SuperClubs recently purchased the Wyndham Ambassador Beach Hotel from the government, to convert it to a value-oriented all-inclusive.

"The upgrading of the island is going to be a huge plus," Ruffin said. The key to the Crystal Palace's success will be the Marriott name and U.S. reservations network, improving service and

increasing volume, he added. Derek Pinto, a hotel analyst at PKF Consulting in Miami, agreed the brand name would help restore confidence in the Crystal Palace.

"Marriott instantly adds credibility to the island and brings a big-time player to the product," Pinto said.

New investment will help return rate sanity to the island, as the Crys-

tal Palace was one of the leading discounters during the U.S. recession, said Vincent Vanderpool-Walace, director general of tourism. "Certainly what Sun is doing on Paradise Island will move them out of the battle for the mid-level hotels," he said.

In-house tour operation Crystal Vacations will remain. Carnival will continue to use Crystal Palace as a venue for day trips. Miami sales offices may move to Fort Lauderdale.

Marriott instantly adds credibility to the island and brings a big-time player to the product.

—Derek Pinto

Ola de nuevas inversiones en Bahamas

BAHAMAS, DE 38

un giro al lugar y volverlo lucrativo debido a que compró la propiedad a un precio relativamente bajo.

Además, SuperClubs, conocido principalmente por sus centros turísticos en Jamaica y Cuba, compró recientemente el Ambassador Beach Resort en Nassau.

Entre los planes está renovar la propiedad y convertirla en el primer centro turístico con todo incluido de la Bahamas (esto es: comida, bebida, entretenimiento, deportes acuáticos y transferencias de aeropuertos incluidos en el precio de la habitación), dijo John Issa, presidente de SuperClubs.

Varios eventos externos contribuirán a decidir el futuro de las Bahamas.

Una gran interrogante es si los votantes de la Florida, ya sea este año o más adelante en los 90, aprueban los casinos de juego en el estado.

Por ejemplo, los expertos dicen que poner casinos en Miami Beach podría perjudicar la industria de juegos de las islas, la cual generó \$20.8 millones en ingresos por impuestos en 1993.

Hasta Kerzner reconoce que podría haber problemas.

"Sí, tendría un impacto", expresó. "Pero nadie sabe cuál sería".

Sin embargo, Brent Symonette, ministro de Turismo de las Bahamas, sostiene que su país podría superar a los casinos en la Florida. Dice que sondeos del gobierno entre los visitantes internacionales mostraron que solamente el 12 por ciento la visita específicamente por los casinos.

"La gente no viene a las Bahamas sólo para jugar, vienen porque es exótico, porque es un lugar con bellas playas", dijo Symonette. "Es otro país. Les gusta eso".

Sin embargo, Kerzner no demora los planes para construir el más elaborado centro vacacional del Caribe.

El nuevo proyecto tiene la aprobación del presidente de Sudáfrica Nelson Mandela, razón clave para la aprobación del proyecto de Kerzner en las Bahamas, país predominantemente negro. Especialmente, porque los hoteles de veraneo de Kerzner en Sudáfrica progresaron durante el *apartheid*.

Durante la década de 1980, como parte de Resorts International, Paradise Island pasó a manos de Donald Trump y pos-

teriormente a Merv Griffin. Pero Resorts terminó en la corte federal de bancarrota en 1991 y comenzó la búsqueda de un comprador.

Apareció Sun International. Kerzner convino en pagar \$130 millones por la propiedad que incluye 60 por ciento de Paradise Island. Incluye cuatro hoteles, un casino, una pista de golf, una aerolínea y 200 acres de tierra.

Ahora está invirtiendo \$125 millones en convertir la propiedad en un centro acuático de vacaciones que incluya viajes en balsa y una "piscina de depredadores" donde los huéspedes podrán ver tiburones cuando recorran túneles submarinos.

Cuando todo esté concluido, rivalizará con cualquier hotel de la Florida. Pero Kerzner dice que no se considera un pirata que quiere robarle sus preciados turistas a la Florida.

"Necesitamos trabajar juntos", afirma.

"Necesitamos desarrollar planes que ofrezcan unas cuantas noches en la Florida y luego unas cuantas en las Bahamas. Las Bahamas está tan próxima a la Florida que pudiéramos ser socios en la búsqueda de turistas", concluyó.

Southern Ulster Pioneer
Highland, NY
September 7, 1994
Circ: 2,720

New Paltz News
New Paltz, NY
September 7, 1994
Circ: 5,000

Talk of the Town

**NEW PALTZ
TRAVEL CENTER INC.**

New Paltz Travel at The Cherry Hill Center, has a great new innovation in vacation travel: **SuperClubs**. A SuperClubs vacation means freedom. Freedom to choose the resort that perfectly matches your personality. Each one designed to provide the ultimate vacation, perfectly matched to your lifestyle. From the elegance of Grand Lido Negril to a slightly wicked week at Hedonism II to the high-tech golf and tennis schools at Jamaica Jamaica. From the magical romance of Couples to the family fun of Boscobel Beach, they make your dreams come true. For the perfect Super-Inclusive tropical vacation, you need look no further than SuperClubs. For more information or to book a SuperClub or any vacation or trip call **New Paltz Travel** at 255-7706.

Island Hotels Make Improvements In Preparation For Busy Winter Season

Jamaica's tourism infrastructure is expanding, with all three of the country's major resort areas seeing changes to their hotels and resorts this year.

Among properties in Negril that have undergone work is the Negril Cabins Resort, which has finished refurbishment of its existing 50 rooms and added 50 more. New facilities includes a swimming pool, swim-up bar, children's play area, massage room, satellite television in some rooms, a restaurant and a bar/grill.

Sandals Negril has opened three two-storey honeymoon suites with patios, marble bathrooms, mini-bars and king-sized four-poster beds. Guests can choose from six room categories.

Work at Hedonism II includes the upgrading of the air conditioning and hot water systems. As well, two pool tables and video games have been added and new gym equipment has been installed.

Many developments have taken place in Ocho Rios, including the building of the Comfort Suites Ocho Rios. The property has 87 one- and two-bedroom suites designed to reflect the culture and landscape of the location. There are two restaurants, a large pool, swim-up bar, coffee shop, lighted tennis courts, massage cabanas and basketball and shuffleboard courts.

Renovations at the Jamaica Inn have seen deluxe and premier rooms upgraded. There is new plumbing, bathroom fixtures, wiring, and air conditioning.

All rooms and suites at the Plantation Inn have been refurbished and common areas have been upgraded. The two tennis courts have been resurfaced and a tennis clinic has opened on-site.

A US\$3-million renovation project at Boscobel Beach includes a beach boardwalk with a new beach bar and grill, water-sports pavilion and a games

arcade. Forty-four guest rooms have been refurbished and the Barbecue Park has become a "kids-only" restaurant.

The Sans Souci Lido became part of SuperClubs in December. It has spa facilities, mineral springs, sports facilities and free weddings for guests.

One-bedroom beachfront suites have been redecorated and refurbished at Jamaica Jamaica. They now have king-sized four-poster beds, satellite televisions, VCRs and mini-refrigerators. The 18-hole golf course has been improved and the Buffet Beach Terrace Restaurant and Pool Bar have been renovated. Massages also are available.

Expansion of 60 rooms is planned for Couples, and one of the private villas has been converted into two one-bedroom suites, each with a private jacuzzi and an entertainment centre. Televisions, CD players and safety-deposit boxes have been installed in all rooms and the grounds have been renovated to include two wedding gazebos.

The other resort area seeing major developments is Montego Bay. The Coyaba Beach Resort & Club opened this sum-

mer with 50 rooms, with French doors and a balcony. All rooms have plantation-style furnishings with four-poster beds, armoires and wicker armchairs, air conditioning and ceiling fans.

The Reading Reef Club is a 25-room property that reopened its water-sports concession. Snorkelling, windsurfing and sailing are free for guests and scuba diving is available for an additional charge.

The Richmond Hill Inn, which dates back 250 years has seen its 20 rooms redone. Changes include new carpeting, painting and bedding.

Rooms at the Tryall Golf, Tennis & Beach Club have been refurbished and upgraded. The units are now larger, and balconies that overlook the golf course and the Caribbean were added.

An Italian restaurant and a snack counter have opened at the Half Moon Golf, Tennis & Beach Club. The Half Moon Shopping Village now has an English pub, a coffee shop, a bank and conference centre, as well as stores carrying products from the likes of Benetton, Gucci and Ralph Lauren.



Royston Hopkin (right), president of the Caribbean Hotel Association, and Jim Pepperdine (left) CEO of Robinson Yesawich & Pepperdine, present John Issa with the "Golden Conch Award," which recognizes the Caribbean Hotel Association's Caribbean hotelier of the year. Issa started the all-inclusive concept when he launched Couples in Jamaica 17 years ago and has been heavily involved in Jamaica's tourism industry.

After Solid Year Of Growth, ATH Looks To Consolidate Caribbean And Mexico ITCs

by Michael Baginski
N 5 2 2 3

Call it Air Transat Holiday's "winter in the sun." The rapidly growing tour operator will focus on sun destinations this fall and winter in the hopes of finding the final piece of the puzzle that will put it up there with the big boys of Canadian travel.

Last year at this time, ATH boldly announced it had arrived as a "major player" in the Canadian market. After

She admits that ATH isn't "top of mind" for agents when it comes to booking sun packages for their clients, but the company hopes to change that through "training schools" for agents this fall. The "no-frills product seminars" will be hosted by ATH sales reps in hotel rooms across Ontario and will provide what Pothan calls "real product information."

Agencies will also be given manuals that will provide infor-

'What we need to do is concentrate on sun'

another year of solid growth, the tour-operator wing of Air Transat is looking to consolidate its ITC program in the Caribbean, Florida and Mexico by delivering the message, "We're as good as anyone out there!" to agents.

Diane Pothan, director of sales for ATH, says, "We're strong in transatlantic; we're strong in domestic; we're spectacular in Las Vegas.... What we need to do is concentrate on sun."

ception out there that we only have budget packages," she says. "We are absolutely not budget! I think agents will be quite impressed at our range of properties — from budget through deluxe. They should be able to please any client."

ATH will offer the same lineup as last year, which includes Dominican Republic, St. Maarten, Dominica, Jamaica, Florida, Mexico and Cuba, as well as returning to Venezuela after a one-year absence.

All the new and existing packages are listed in ATH's new book, which was unveiled at a recent product launch in Toronto.

Some of the highlights include the addition of Super-Clubs in Jamaica; the Blue Bay Village and Blue Bay Club and Marina in Cancun, two all-inclusive and exclusive resorts located near the old town; Farallon del Caribe in Manzanillo de Cuba; and in Florida, two Daytona properties, accessible off the Orlando route, and two more in Fort Lauderdale, which will also have a direct Air Transat flight this winter.

In Venezuela, ATH will offer four intermediate hotels at the

south end of Margarita Island: the Casa Del Sol, Margarita Dynasty, Margarita International Village and Bella Vista.

Other launch news included details of an early-booking bonus with a twist: in addition to receiving \$200 per couple for booking a two-week stay before Oct. 31, or \$100 per couple for a one-week stay, ATH is includ-

ing the offer in its regular booking pattern. That is, where most early-booking bonuses stipulate that the entire package must be paid for up front, ATH will honor the bonus when only a regular deposit is made, and the rest paid for on schedule.

ATH also announced that its stopover hotel in Toronto has been changed to the Regal Constellation.

Canadian Travel Press
September 8, 1994
Circ: 13,505

Addition Of Upscale All-Inclusive Is Among Changes For Canadian Holidays

The addition of another upscale all-inclusive resort is one change that's been made to Canadian Holidays' Jamaica program.

The tour operator's new brochure includes the Ciboney resort in Ocho Rios, one of several all-inclusive properties Canadian Holidays is featuring on the island.

Company spokesman Bryan Wolfenden said Canadian Holidays decided to offer Ciboney because of requests from the travel trade. While not all are willing to pay Ciboney's rates, "there is certainly a segment of the market for this type of property."

Canadian Holidays also works closely with SuperClubs, which again has all-inclusive Jamaican resorts, including the deluxe Grand Lido in Negril and nearby Hedonism II, which is said to be suited

"ALL-INCLUSIVE CONCEPT HAS BUILT A FOLLOWING"

for the "free spirited." SuperClubs also broadened its inventory late last year by adding Ocho Rios' Sans Souci Lido, which Canadian Holidays now offers.

Canadian Holidays' brochure describes Ciboney and the SuperClubs properties as "super all-inclusive," with rates covering such areas as meals, drinks, activities and tipping.

Wolfenden says the all-inclusive concept has built a following with those bound for Jamaica. "Everything's paid for before you depart, so you don't have to go reaching for your wallet every time you turn around."

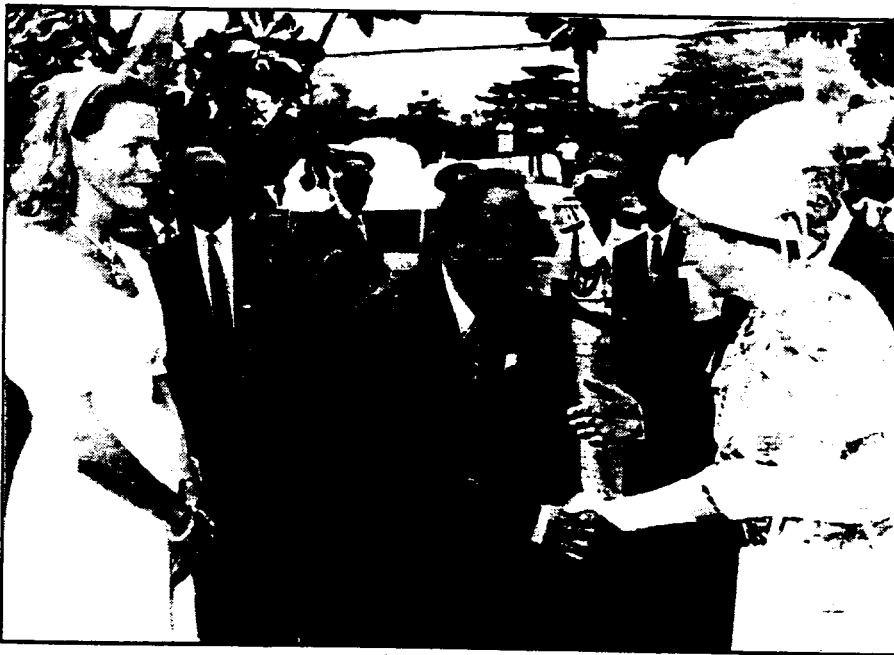
Besides upscale all-inclusive resorts, the tour operator has properties for those on more modest budgets in Ocho Rios,

Montego Bay and Negril, including Montego Bay's Jack Tar Village Montego Beach Resort, which is an all-inclusive property, but costs less than many other Jamaican all-inclusives.

Canadian Holidays returned to Jamaica more than a year ago after having stopped offering the island for several years. Wolfenden says the tour operator's earlier decision to drop Jamaica was in part a result of a belief there was too

much capacity to that country. That problem has since corrected itself and Wolfenden says Jamaica is now doing "wonderfully well" for Canadian Holidays.

Wolfenden adds that one reason Jamaica traditionally sees a lot of Canadian tourists is that Jamaican tourism authorities aggressively promote their destination in the Canadian market, which "definitely has an impact."



Heinz Simonitsch, managing director of Montego Bay's Half Moon Club, welcomes Queen Elizabeth II to the resort during her state visit to Jamaica. The Queen attended a garden party at the Montego Bay property.

SuperClubs Sweetens The Pot

A fall promotion affecting both couples and single travellers is being offered at SuperClubs Jamaican properties.

Couples staying at least four nights between Sept. 1 and Dec. 16 at the Grand Lido or Sans Souci Lido will save US\$315. Guests at Jamaica Jamaica, Boscobel Beach or Hedonism II will save

US\$215 per couple on stays of four nights or more. At Hedonism II, clients must arrive by Oct. 20. Single travellers will receive half the price reduction from the minimum four-night stay.

To qualify for the savings, travellers must book their trip by Nov. 1. The SuperClubs Fall Special '94 can't be combined with another promotion.

Jamaica Targets Meetings' Market

Jamaica is making a mark on the conventions and incentives markets.

The country has numerous properties that can cater to conventions, such as the Jamaica Grande in Ocho Rios, notes Bert Kameka, regional manager, Canada, for the Jamaica Tourist Board.

Because of its ability to accommodate large groups, the property has hosted Jamaica's annual tourism show and will be the site for September's Caribbean Tourism Organization conference.

Another convention venue, this one near Montego Bay, is Wyndham Rose Hall, which again can accommodate a large number of guests and has good convention facilities. Another convention property around Montego Bay is the Half Moon resort, which Kameka describes as "very upscale."

Sandals and SuperClubs are among those who have targeted the incentives market, he notes.

Canadian Travel Press
September 8, 1994
Circ: 13,505

Alba Expands Presence In Jamaica

Alba Tours has broadened its Jamaica presence by adding new hotels in different resort destinations.

One of the new additions is the three-star Gloucestershire Hotel in Montego Bay, which is expected to quickly build a following with the tour operator's clientele, says MaryAnn Capone, Alba's director of product for the Caribbean and the United States.

"It's good for a cheap and cheerful vacation," she says. "The accommodation is really nice and it's only 17 steps from Doctor's Cave Beach."

Another new addition is the three-star Point Village property in Negril, which is on the beach and has around 250 rooms.

Alba is offering many all-inclusives in Jamaica, including the SuperClubs properties, with Hedonism II in Negril and Boscobel Beach in Ocho Rios being

the best sellers. Hedonism II is known for its party atmosphere, while Boscobel Beach is considered good for families.

Alba also sends groups to SuperClubs' very upscale Grand Lido in Negril and is continuing to sell Couples, which is no longer part of the SuperClubs family, but

greater health consciousness.

The Jamaica Grande in Ocho Rios is available on an EP or all-inclusive basis and is popular, perhaps in part because of its being part of the Renaissance chain. The Trelawny Resort, found between Montego Bay and Ocho Rios, is available as an all-inclusive or on a MAP basis.

Besides offering more hotel rooms in Jamaica this winter, the tour operator also has more air capacity. Year-round flights with Air Canada are available on Sundays and Thursdays, and Royal flights are also available on Sundays. As well, Tuesday flights with Air Transat will be available for the winter starting in December.

Capone says Alba also has an early-booking incentive that offers savings of up to \$500 per couple. Those interested must book by Dec. 15 for the period from Jan. 1 to April 30.

ALBA'S EARLY BOOKING INCENTIVE OFFERS SAVINGS

has always been a strong seller for the tour operator.

Another all-inclusive option is Negril's Swept Away, which is known for its many sporting options, including numerous tennis courts, a fitness centre and water sports. It also has a "veggie bar," a sensible offering in these days of

Canadian Travel Press
September 8, 1994
Circ: 13,505

NOTEBOOK

September 8, 1994

SUNQUEST

LAUNCH AND TRADE SHOW

Through Sept. 15

Following are the dates for Sunquest's annual winter product launch:

Sept. 7 - Windsor, Oshawa, Winnipeg

Sept. 8 - Sarnia, Halifax

Sept. 12 - Thunder Bay

Sept. 13 - Sault Ste. Marie

Sept. 14 - Sudbury

Sept. 15 - Timmins

Call your Sunquest rep or inside sales at (416) 485-1700, ext. 3380, for details.

AIR TRANSAT HOLIDAY

LAUNCH AND TRADE SHOW

September

Following is the schedule for the ATH "road show," featuring new product information:

Sept. 8 - Belleville, Guelon

Sept. 12 - St. Catharines

Sept. 13 - London, Brantford, Hamilton

Sept. 14 - Ottawa

Sept. 15 - North Bay

Sept. 19 - Thunder Bay, Oshawa, Barrie

Sept. 20 - Sault Ste. Marie

Sept. 21 - Sudbury, Buffalo

Sept. 22 - Timmins

HOLIDAY TRAVEL

SHOWCASE

800-668-0488 or (604) 681-7469 or fax (604) 681-7472, Marcia B. Simpson

Sept. 10-11 - Vancouver Trade & Convention Centre

Fall '94 consumer travel show will be held in conjunction with ACTA-BC & Yukon's Showcase '94.

ACTA BC/YUKON 17TH

ANNUAL TRAVEL

SHOWCASE

"Magic of the Future"

Susan Smith at (604) 688-0516 or fax (604) 688-6056

Sept. 12-13 - Vancouver Trade & Convention Centre

ACCESS-approved seminars, round-table presentations, trade show, social events and great prizes.

CALIFORNIA TOURISM

SALES MISSION

Sept. 13-16

(514) 861-5026; (416) 595-5082;

(604) 688-8087 - Vancouver & Calgary

The California Division of Tourism will conduct a September tourism sales mission to Canada. Co-sponsored by Air Canada and Canadian Airlines, the mission will include breakfast seminars, trade shows and multi-media presentations for agents, tour operators, meeting planners and media. On the agenda will be the launch of "California Dream Days," Nov. 1-Feb. 28, 1995.

Sept. 13, Montreal - Queen Elizabeth Hotel, 8-10 a.m.

Sept. 14, Toronto - Royal York Hotel, 7:30-9:30 a.m.

Sept. 15, Calgary - Delta Bow Valley Hotel, 7:30-9:30 a.m.

Sept. 16, Vancouver - Hotel Vancouver, 7:30-9:30 a.m.

RSVP to the numbers listed above

ADVENTURE TOURS/

FIESTA HOLIDAYS

1994/95 FALL LAUNCH SEMINAR SCHEDULE

Sept. 8 - Ottawa,

Citadel Inn, 101 Lyon St.

Sept. 12 - Kingston,

Days Inn, 33 Benson St.

Sept. 13 - Belleville (Bkfst 7:30

a.m.) - Bay of Quinte Country

Club, Hwy. 2

Sept. 13 - Barrie,

Molson House, Molson Park

Sept. 19 - Peterborough,

Kawartha Golf & Country Club

Sept. 20 - Scarborough,

Sheraton Toronto East Hotel,

2035 Kennedy Rd.

Sept. 21 - Mississauga,

Credit Valley Golf & Country

Club,

2500 Old Carnegie Rd.

Sept. 26 - Rochester,

Burgundy Basin, 1361 Marsh Rd.

Sept. 27 - Buffalo,

Buffalo Hilton, 120 Church St.

Sept. 28 - Thunder Bay, Valhalla

Inn

Sept. 28 - St. Catharines,

White Oaks Inn, Taylor Rd

Sept. 29 - Hamilton,

Royal Connaught, 112 King St. E.

Sept. 30 Metro North

(Bkfst 7:30 a.m.), Sheraton

Parkway, Toronto North, Hwy 7

between Leslie & 404

Oct. 5 - Halifax,

Chateaux Halifax, 1990

Barrington

Oct. 6 - St. John's, Nfld.,

Radisson Plaza Hotel

All seminars begin at 5:30 p.m.

unless otherwise indicated.

BRITISH TOURIST

AUTHORITY BREAKFAST PRESENTATIONS

Meet a host of suppliers to Britain at the BTA's morning info seminars. Registration starts at 7:30 a.m., with the presentation beginning at 8.

Sept. 13 - Victoria, The Empress

Sept. 14 - Vancouver, Four

Seasons

Sept. 15 - Edmonton, Holiday

Inn Crown Plaza

Sept. 16 - Calgary, Ramada

Hotel - Downtown

Sept. 20 - Toronto, Sutton Place

Meridien

Sept. 21 - Ottawa, The Citadel Inn

Sept. 22 - Hamilton, Sheraton

Hamilton

Sept. 23 - London, Delta

Armouries

To confirm your attendance, fax

(416) 961-2175.

PATA

Sept. 14

PATA Eastern Canada chapter's first event of the season, "Get on Track" is scheduled for Sept. 14

at East Side Mario's in the

Toronto Eaton Centre, 6 p.m.

The mini trade-show, meeting

and dinner costs \$17 for

members and \$22 for non

members; cheques should be

made payable to PATA Inc. and

sent to the Macau Tourist

Information Bureau, 13

Mountain Ave., Toronto, Ont.

M4J 1H3. Theme of the event is

"Railways." Registration deadline

is Sept. 10.

AIR CANADA VACATIONS

PRODUCT LAUNCH

SEMINARS

Sept. 14

Learn more about Air Canada

Vacations and its 1994/95

products at a training seminar

to be conducted at the

International Plaza Hotel in

Toronto, 655 Dixon Rd.

Registration will be held from

12:30 to 1 p.m., seminars, 1

p.m. to 6 p.m., and reception, 6

p.m. to 8 p.m. On hand at the

seminar will be representatives

from RCCL, Sandals, Aruba

Tourist Board and SuperClubs.

Call (905) 615-7022 To

RSVP.

VANCOUVER WOMEN IN

TRAVEL GENERAL MEETING

Sept. 19

The group's next meeting will be

held at the Atrium Inn, 2889 West

Hastings St. (at Renfrew). Guest

speaker will be S.M. Dunnachie

from Canada Customs on the

subject "Protocol of Canadian

Customs and how it affects the

traveller." The meeting starts at

5:30 p.m. (no host bar); dinner at

6:30 p.m., and the lecture at 8

p.m. Members \$25, non-members

\$30. RSVP to Mananne Matheson,

299-7744, fax 299-0510.

CITC-ONTARIO

TARIFF & TICKETING

COURSE

(416) 484-4450

CITC's International Tariff &

Ticketing Level One course will be

held in Toronto, Sept. 20, 22, 27

and 29. The four-night course is

designed for counsellors seeking a

better understanding of the

mileage method of fare

construction and would serve as a

good review for the ACCESS exam.

Cost for the ACCESS-approved

course is \$107 for CITC members

and \$160.50 for non members.

LONDON FREE PRESS

WORLD TRAVEL FESTIVAL

Sept. 23

Travel agents are invited to the

festival trade night starting at 4:30

p.m., with a wine and cheese

festival to be held 8:30-9:30 p.m.

The event is being held in the

Progress Building of the Western

Fair Ground in London. Admission

is free for agents and door prizes

will be given.

HAWAII VISITORS BUREAU

800-663-9157 or (604) 681-8377

A series of trade shows and

dinner to be held the week of

Oct. 3-6. Each evening runs from

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Elizabeth

Oct. 4 - Ottawa, Citadel Inn

Oct. 5 - Toronto,

Toronto Airport Marriott

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F R I D A Y



travel management daily

A Partner in
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CTO/Ocho Rios, Jamaica

AHEAD of the NEWS®

September 9, 1994

SUPERCLUBS HAS INTRODUCED a fall promotion for couples and single travelers at its five properties in Jamaica. Couples staying four nights between Sept. 1 and Dec. 16 at Grand Lido and Sans Souci Lido will save \$315. Guests at Jamaica Jamaica, Boscobel Beach or Hedonism II can save \$215 per couple on stays of four nights or more. At Hedonism II, clients must arrive by Oct. 20. Single travelers will receive a 50% discount from the minimum four-night stay.

ROMANTIC ESCAPES FOR NEWLYWEDS

By GLORIA HAYES KREMER
Special to The Times

A travel agent for the rich and famous, Bill Fisher of New York City, arranges elegant, custom-made trips noting, "I am always asked if I know an especially romantic getaway on an island. Couples seem drawn to islands, perhaps because there is just something magical about this glamorous escape from the everyday world."

For Sylvester Stallone, Fisher arranges a private yacht that sails to different islands. "Sylvester always wants to stay in places with four poster beds that face the sea." At Couples and Grand Lido Negril, two Super Clubs resorts in Jamaica, couples can get married with the resorts paying for — and arranging — the

entire wedding ... the reception, food, minister, license, live music and more. At Grand Lido, couples may marry on the yacht given by Onassis to Princess Grace of Monaco for her honeymoon — and then go for a sunset cruise.

Today, there are many options for heavenly honeymoons — from stylish Jekyll Island off the coast of Georgia to an exotic Mediterranean hideaway. Here are a few idyllic spots where you can find your perfect island in the sun.

Since prices change according to the season, it is suggested you call the resort or your travel agent for a current rate.

PUERTO RICO

Appropriately, the HORNED DORSET PRIMAVERA HOTEL calls itself 'a place without activities.' This small, secluded retreat is low-key

and luxurious with 22 suites overlooking the Mona Straits in Rincon, some 90 miles from San Juan. There's a large fresh water pool, a library, a tranquil beach and superb dining. Honeymooners enjoy a bottle of champagne upon arrival. This charming Mediterranean-style villa, the best-kept secret in Puerto Rico, is the only hotel on the island to be listed in the 1993 Relais & Chateau Guide. 809-823-4030.

BERMUDA

From inns to cottages to clubs to resort hotels, this island paradise has everything. The SOUTHAMPTON PRINCESS and the HAMILTON PRINCESS combine old-world charm with today's sophisticated amenities. There's golf, tennis, sailing, fishing, cycling, shopping, historic sites and beautiful turquoise waters and perfect pink beaches. A

'Royal Romance' package allows guests to access both delightful hotels. The handsome ELBOW BEACH is another perfect spot for a romantic and luxurious Bermuda honeymoon. 1-800-223-1818.

HILTON HEAD, S.C.

For the sports-minded couple, the WESTIN RESORT on this world-class golf island is packed with activities. Overlooking the Atlantic Ocean, the Resort is one of only two oceanfront AAA Five-Diamond Resorts on the East Coast. A 'Love & Laughter' package includes amenities such as bicycles, dinner for two, chilled champagne, breakfast in bed ... and more. 1-800-228-3000.

Escapes

• continued from Page 1

NEVIS

On unspoiled, undiscovered Nevis, the elegant **FOUR SEASONS HOTEL** is the newest gem in the Caribbean (the only Caribbean resort to be honored with the prestigious Five-Diamond Award by the AAA). Spacious guestrooms and suites overlook the sea. Special romance packages provide weddings on the golf course at the water's edge, on the beach or the resort's private pier. There's a championship golf course, horseback riding on the beach, tennis, sailing, windsurfing. 1-800-332-3442.

VENICE, Italy

In the middle of this magnificent city, the **HOTEL CIPRIANI** (an Orient Express Hotel) is one of the most luxurious and romantic hostelryes in the world. On the island of Giudecca, just a few minutes by launch from San Marco, this jewel of a hotel is an oasis of tranquility. Enjoy exquisite formal gardens, handsome rooms and suites, olympic-size swimming pool, clay tennis courts, dining on the terrace by candlelight, dancing in the Seagull Bar, butler service in the Palazzo (adjoining quarters). 1-800-237-1236.

THE BAHAMAS

The **RADISSON CABLE BEACH RESORT**, just 10 minutes from downtown Nassau, is a fun-filled resort from morning 'til night on crystal-clear Cable Beach. There's water sports, tennis, racquetball, squash, an Arnold Palmer golf course... plus a Las Vegas-style show, casino and an off-shore private island for sun worshippers. 1-800-333-3333. On the lovely laid-back island of Eleuthera, **COTTON BAY CLUB** has suites that open to a pristine beach; there's wonderful golf, tennis, water sports - all in a picturesque setting. 1-800-447-7462.

FLORIDA

At **SOUTHL SEAS PLANTATION**,

tacular views of the Alps. 011-41-32-881114.

HAWAII

You can rent a beautiful private home, villa or apartment through **CREATIVE LEISURE INTERNATIONAL**, who specialize in customized vacations in Hawaii. Luau, fishing trips, helicopter rides, archeological treks - they arrange it all. From cozy Diamond Head Beach, a European style hotel on Oahu, to the stunning Kapalua Bay Hotel & Villas, the choices - and the rates - delight honeymooners. 1-800-426-6367.

BRITISH VIRGIN ISLANDS

For those who love to sail, **THE BITTER END YACHT CLUB** is a dream spot on the island of Virgin Gorda. Handsome beachfront villas,

airy hillside cottages and luxurious chalets offer breathtaking views of powdery white coral-sand beaches, coconut palm trees and hibiscus. The sailing is sensational in miles of turquoise waters protected from waves and swells. 1-800-872-2392.

U.S. VIRGIN ISLANDS

On the popular island of St. Thomas, **BOLONGO ELYSIAN** is a handsome oceanfront property with villa-style suites and deluxe rooms all with kitchens and balconies. A honeymoon package includes an introductory scuba lesson. Several romantic dining choices - on the beach and in enclosed dining rooms. Theme nights are great fun - such as the West Indian Carnival Night. Come couples come here just to get married on the beach. Breakfast is included in the rate. 1-800-524-4746

on lovely Captiva Island, a 330-acre total resort is tucked among tropical foliage. Suites and villas are at the water's edge. Among the honeymoon amenities are a one-hour cruise to other islands, champagne, fruit basket and more. Neighboring Sanibel is fun to explore. 1-800-237-6000. The **HYATT KEY WEST** is a charming hotel at the water's edge with outdoor dining overlooking the marina, tennis, golf, scuba diving and deep sea fishing. A 'Spirit of Romance' includes a bottle of champagne, breakfast in bed, sunset cruise, dinner for two and more. 1-800-233-1234.

MONTREAL, Canada

At the foot of a mountain in the heart of this vibrant island-city, the **Hotel du Parc** offers Club Suites for bridal parties. There's a super health club, the Club La Cite, for pumping up and cooling down. The luxurious hotel is within walking distance of chic shops, galleries and a sophisticated nightlife. 514-288-2469.

CYPRUS

On this exotic island with its 340 sun-drenched days, the five-star **PHOS AMATHUS BEACH HOTEL** is a lovely retreat surrounded by gardens and sub-tropical vegetation. A honeymoon suite has a balcony overlooking the water. You'll find fine restaurants and fascinating sightseeing in Paphos and Cyprus. Very romantic. 203-322-4700.

SWITZERLAND

In the midst of forests and vineyards, in Lake Biel, **ST. PETER'S ISLAND RESTAURANT-HOTEL** was formerly a monastery where Rousseau once lived. The 12 cozy bedrooms, all with canopied beds, are kept in Biedermeier style. Fish specialties are enjoyed in a courtyard garden restaurant. A nature preserve finds rabbits and deer in their natural habitat. Aded bonus: spec-

THE BAHAMAS

Upscale SuperClubs Plans Inclusive Brand for 'Value Market'

BY JORGE SIDRON
KINGSTON, Jamaica — SuperClubs, the operator of five upscale, inclusive hotels in Jamaica, said it is launching a brand of inclusive property

room hotel, and the group will spend approximately \$10 million to refurbish it. Issa would not disclose a purchase price.

"With the tremendous success of the superinclusive concept at our deluxe Jamaican

brand.
"We have another one under discussion for the middle of next year, but it's not in Jamaica or the Bahamas. I think Breezes has the potential of becoming extremely large," he said.

Issa said that Breezes will be the chain's first property to feature two rate structures, one for midweek stays and another for the weekend.

The Nassau hotel will have an average midweek rate of \$135 per person, double, including unlimited food and drinks, use of land and water-sports facilities with instruction, entertainment and airport transfers. The average daily weekend rate will be \$165.

By comparison, the average daily rate at SuperClubs' Jamaica hotels runs from \$200 to \$300 per person, double.

"In the Bahamas, we've done the midweek and weekend rates because, due to its proximity to the U.S., the Ba-



SuperClubs' John Issa, center, Bahamas Prime Minister Hubert Ingraham, left, and Deputy Prime Minister Orville Turnquest attend a dinner in honor of the company's new brand, Breezes.

aimed at the "value conscious" market.

The new hotel brand, which will be called Breezes, will debut this winter in Nassau, Bahamas, after a multimillion-dollar renovation of the former Wyndham Ambassador Beach Hotel. John Issa, SuperClubs chairman, said.

Issa said SuperClubs and an investor group signed a 20-year lease with the Hotel Corp. of the Bahamas for the 400-

hamas gets a lot of weekend traffic. We want to try to use the rate structure to spread out the business and encourage people to stay longer," Issa said.

Breezes "will be superior to competitive properties in the Caribbean."

"While our position in the upscale market served by our Jamaica resorts is secure, we

'The Bahamas gets a lot of weekend traffic. We want to try to use the rate structure to spread out the business and encourage people to stay longer.' — John Issa

Following the refurbishment, Breezes will boast newly decorated, air-conditioned rooms and suites for guests age 16 and older.

New dining areas will include a food court, featuring several international cuisines; an Italian restaurant, serving dinner, and a beachside grill open throughout the day.

Issa said the level of facilities and activities offered at

also want a share of the value market, which is growing exponentially in the '90s. Breezes promises a bigger bang for the buck in this category," he said.

SuperClubs operates five hotels in Jamaica: Boscobel Beach, Grand Lido, Hedonism II, Jamaica Jamaica and Sans Souci Lido.

The company soon plans to open Hedonism II on St. Lucia and Grenada Grenada.

Travel Weekly
September 12, 1994
Circ: 50,490

SEPTEMBER 12, 1994

JAMAICA

USAir to Add Montego Bay Service

ARLINGTON, Va. — USAir service to Montego Bay from Charlotte, Va., and Baltimore-Washington (BWI) airports is scheduled to begin Dec. 15, subject to approval by the Jamaican government.

The carrier will fly four days a week from each airport — on Wednesday, Friday, Saturday and Sunday from Charlotte and on Monday, Tuesday, Thursday and Saturday from BWI.

The flights from Charlotte will depart at 9 a.m. and arrive in Montego Bay at 12:10 p.m.; the flights from Montego Bay to Charlotte will leave at 1:20 p.m. and arrive at 4:40 p.m.

From BWI, the flights will leave at 9:30 a.m. and arrive in Montego Bay at 1:20 p.m.

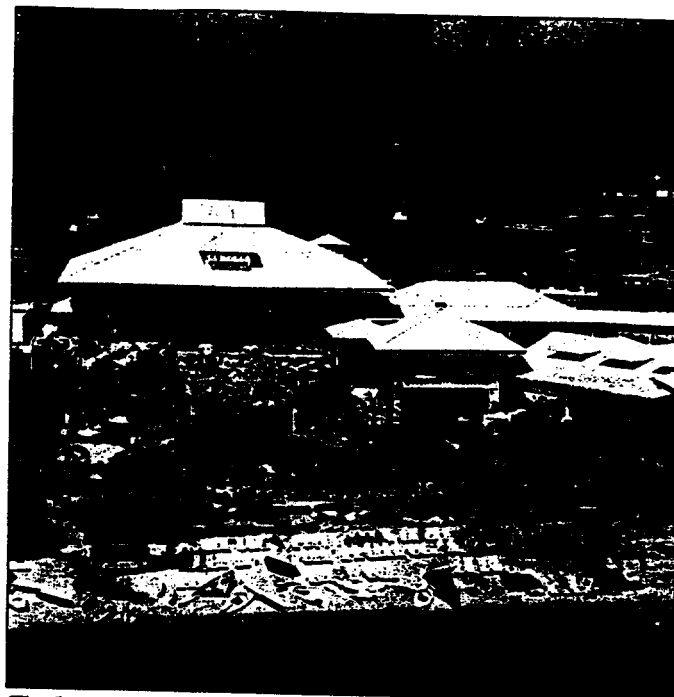
The return flights will depart at 2:30 p.m. and arrive at BWI at 6:15 p.m.

The new flights will be operated with Boeing 737 aircraft.

To celebrate the new service, USAir Vacations is offering introductory packages starting at \$379 per person, double, for travel Dec. 15 to 22 and Jan. 2 to 31 from either USAir hub.

The travel plans will include roundtrip air fare, two nights in a selected hotel, air and hotel taxes, hotel service charges, roundtrip airport transfers and international travel taxes.

In addition, guests can enjoy a free round of golf with caddy at Wyndham Rose Hall golf



The Jamaica Grande is one of the hotels featured in USAir Vacations' new packages.

course and one of the following: admission to Dunn's River Falls, with local transfers (for Ocho Rios clients); a Montego Bay/ Rose Hall Great House tour, with local transfers (for Montego Bay clients), or a Negril Highlights Tour, with local transfers (for Negril clients).

Participating hotels include Sandals, SuperClubs, Jamaica Grande, Gloucestershire, Ciboney and Wyndham Rose Hall.

Extra nights are available for

an added charge and hotel upgrades can be arranged at higher rates.

USAir Vacations also offers a second promotion for clients traveling between Jan. 2 and 31: When a six-night vacation package is booked at one of the 10 participating resorts, a second person flies free and pays only for ground arrangements.

For more information or to book the packages, call USAir Vacations at (800) 455-0123.

TravelAge West
September 12, 1994
Circ: 35,328

SuperClubs Will Debut 'Breezes'

KINGSTON, JAMAICA — SuperClubs will soon be experimenting with a new line of moderately-priced, all-inclusive resorts, called Breezes.

The former Ambassador Beach Hotel in Nassau, the Bahamas is being transformed into the first Breezes resort. The 400-room property is scheduled to reopen as Breezes in winter 1995.

The first Breezes will have average daily rates of about \$140, which will cover accommodations, all food, unlimited wine with lunch and dinner and premium brand liquor at the bars, activities, transfers and hotel taxes; no tipping will be allowed.

The resort will offer windsurfing, sailing and kayaking; a swimming pool; Jacuzzis; a fitness center with daily aerobics classes; two lighted tennis courts; volleyball, basketball and shuffleboard courts; a putt-putt golf course, indoor game room; a disco, piano bar, Karaoke bar and nightclub; a food court, an Italian restaurant and a beach-side grill.

Contact 800-859-SUPER.

September 12, 1994

JAMAICA

ON THE MOVE

The island's tourist board continues its aggressive efforts to attract new markets and reach out to the trade.

By Larry Littman

While Jamaica continues to register impressive increases in tourist traffic year after year, the island is not allowing itself to succumb to complacency.

Between 1988 and 1993, stopovers in Jamaica increased by 50.8 percent, according to the Jamaica Tourist Board (JTB). Cruise arrivals during the same

period increased at about 70 percent, resulting in an overall gain in total visitor arrivals of 58.4 percent in the five-year period.

This year, the JTB projects that it will reach a record 1.7 million visitors and \$1.1 billion in earnings.

During the first six months of this year, stopovers from the U.S. were up 3.4 percent. And all the regions showed gains: The South was up 7.1 percent; the Midwest, 2.1 percent; the Northeast, 2.6 percent; and the West, 1 percent.

But the destination's tourism representatives continue to look for new ways to improve the product and Jamaica's relationship with the travel trade.

One example is a new travel agent effort called the Jamaica Travel Specialist Program, offering participating retailers "extensive training in selling the destination to clients with complete information



on its accommodations, preferred invitations on fam tours and frequent product updates," says Noel Mignott, the JTB's deputy director of tourism in New York.

To identify those agents who have gone through the program, participants will receive multilingual decals to exhibit in their agencies. Mignott says 1,300 agents have already signed on.

In addition, *Travel Agent*, in cooperation with the JTB, is planning a series of

JAMAICA

publications designed as "correspondence courses" to teach agents how to sell the Jamaica travel experience.

Another JTB goal is to offer "more of a mix" among the island's accommodations, according to Mignott. While Jamaica offers a variety of properties—resorts, inns, villas, condos and traditional EP hotels, the all-inclusives continue to dominate the market by far. Mignott notes that one of the priorities of the JTB is to work with other types of properties to help them develop promotional opportunities.

"It is too expensive for each property to do it alone," he says. "By promoting cooperatively it becomes affordable and also permits the properties to promote themselves."

For example, Mignott says the JTB is

Elegant Resorts to develop a cooperative ad program for the fall/winter season.

Individual Properties Unite

He notes that a similar effort is already under way with the Inns of Jamaica, an organization representing island inns, villas and guest houses. The JTB's Inns of Jamaica ad campaign was launched this summer, featuring individual properties with photos of their respective owner/manager. "The intent of the ads is to personalize the inn experience and make the agent more confident in selling the properties," Mignott says.

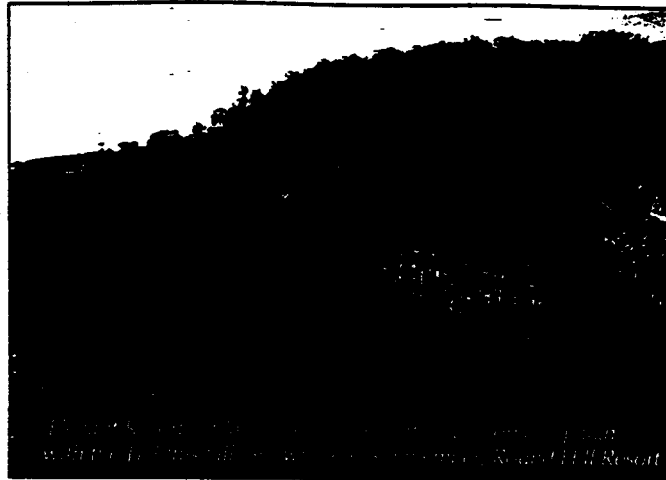
The ads are converted into postcards and a rate sheet flier is customized for each inn. Copies are then distributed to participating inns for their own sales

The campaign is expected to boost the occupancy levels of the inns and help them operate profitably. At the same time, Mignott adds, it provides agents with more information about Jamaica and its hospitality industry. "When you consider that any property in Jamaica under 100 rooms qualifies as an inn, these properties provide a significant number of accommodations."

With the addition of the 731-room Jamaica Grande last year in Ocho Rios, the island also is focusing on developing the group and convention markets, says Mignott.

The Jamaica Grande—the largest resort in Jamaica and the property with the most meeting and banquet facilities on the north coast—has broadened the appeal of Jamaica as a meeting and convention destination. Last year, the resort

JAMAICA



hosted the Caribbean Hotel Industry Conference and, this past weekend, the 18th annual Caribbean Tourism Conference. Its conference facilities include the 17,650-square-foot Grande Hall, which can handle banquets, trade shows or conferences accommodating up to 2,500 people. The combined conference areas in its north and south towers have more than 11,000 square feet, with six breakout rooms and two ballrooms. Poolside and beach locations are available for banquets or receptions.

Both the Jamaica Grande and the 500-room Wyndham Rose Hall Resort in Montego Bay point out that the all-inclusive element that has dominated leisure tourism in Jamaica is now becoming a major factor in the meetings business.

Greater Spouse Participation

"Traditionally, the meetings market here is EP," says Barbara Lulich, director of sales and marketing for the Jamaica Grande. "But it is now being converted into all-inclusive. It makes it more attractive, especially for a beachfront property, and encourages heavy spouse participation. Wives can take advantage of all of the resort's leisure attractions and facilities while their husbands are in seminars."

Mike Fegley, vice president of resort sales for Wyndham Hotels, says that 50 percent of the Wyndham Rose Hall's meetings business is now all-inclusive. Fegley adds that the meeting and convention business is up 57 percent at the Rose Hall, which has 11,000 square feet of meeting space. "In 1995, we expect a 10 to 15 percent growth over 1994," he says.

Mignott adds that Jamaica continues to expand its room inventory. Among recent openings have been a 90-unit Comfort Suites in Ocho Rios, the first on the island, and the Coyaba Beach Resort in Montego Bay, a 50-room beachfront resort. In addition, Negril's first golf course opened in July at Negril Hills, with nine holes.

In other news, Mignott notes that the government has taken a number of steps to enhance tourist safety in resort areas, including increased police patrols and the introduction of special resort patrols.

CASUAL OUTLOOK

Laid-back Negril offers clients a taste of the good life—and plenty of sports options.

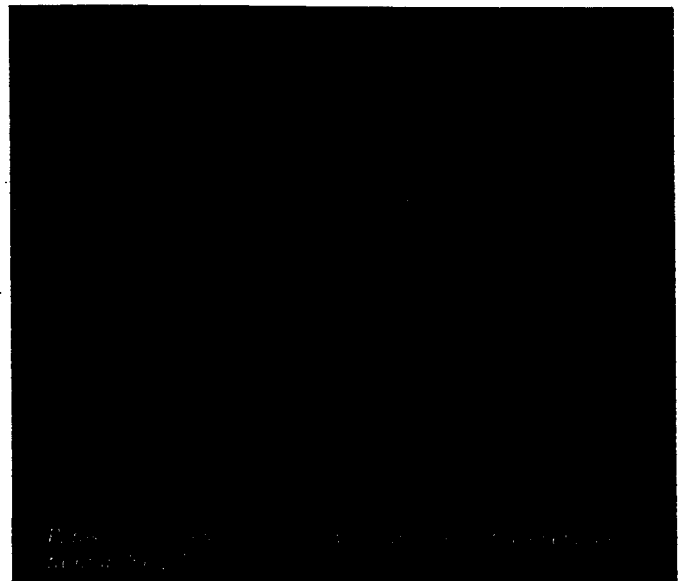
By Martin Elder

Although travel agents sell many resort destinations within Jamaica, Negril has a special flavor all its own.

Negril, 52 miles southwest of Montego Bay, sports scenic cliffside and seaside views, seven miles of white-sand beach, great sunsets and a lack of formality with low-rise, laid-back resorts, quaint restaurants, bars and clubs, and outdoor jerk chicken/pork stands.

Way Back When

In the early '70s, hippies and adventurous college students were attracted to Negril by the undeveloped beach and the cliffs along the west end of town. Since then, a number of hotels have been built along the beach and cliffs, but the casual, easygoing ambi-



ence prevails. When travel agents recommend Negril, they often tell their clients to "leave your jackets and ties at home."

Agents also should point out that other than beachfront resorts, the town has several accommodations on the cliffs directly above the Caribbean. Daytime activity is often beachside and evening activity is often cliffside. Those cliffside have to travel a mile down the road to the beach, but they still aren't

Continued on page J12

JAMAICA

CASUAL OUTLOOK

Continued from page J9

far from the center of evening activity. A Negril tradition is the nightly gathering at **Rick's Cafe** to watch divers plunge into the sea at sunset, followed by eating and drinking at the restaurants, bars and nightclubs along West End Road.

Tourists often can be found spending the day sunbathing along **Seven Mile Beach**. Sports and recreation at the larger hotels include tennis, squash and fitness centers, along with waterskiing, parasailing, snorkeling, diving and windsurfing. Spearfishing for snapper, kingfish, mackerel and group-er is allowed in most areas. **Negril Scuba Centre** and **Pringle Watersports** offer deep-sea fishing.

Clients can shop for souvenirs at the many craft stands along the beach and roadside. **Negril Craft Park** sells tie-dyed clothes, hammocks, coral and shell jewelry, T-shirts and fruit.



Hand sellers congregate on Seven Mile Beach.

Restrictions preserve Negril's natural beauty by blocking overbuilding and congestion. No more than 15 hotel rooms per acre are allowed at any resort complex. Negril currently has some 3,000 guest rooms, including hotels, cottages and other accommodations.

All-Inclusives

Full-service, all-inclusive resorts include **Swept Away** for couples interested in sports and fitness, **Sandals Negril** for couples only, **Hedonism II** for active singles and couples, and the **Grand Lido** for those seeking luxury.

One of Negril's larger hotels, the 130-room **Poinciana Beach Resort**, will become an all-inclusive hotel starting Dec. 16. The change in rate structure will offer guests airport transfers, meals, drinks, watersports (excluding scuba diving) and a variety of activities and



facilities for one inclusive price.

Guests will receive free passes to visit **Anancy Fun and Nature Park**, which includes an 18-hole mini-golf course, go-carts, a carousel, mini-jeps for kids under age 6, a nature trail, cultural displays of folk arts and crafts, a boating lake and a fishing pond where "you catch it, we cook it," is the motto. Children ages 3 and up can take advantage of a daily activities program between 10:30 a.m. and 4 p.m.

Making Changes

Down the road, **Summerset Village** recently completed an \$800,000 expan-

sion and renovation program, adding 10 superior rooms to give the resort a total of 55 rooms. In addition, the hotel's restaurant, dining and patio areas have been remodeled and expanded. **Summerset Village** is set among acres of landscaped grounds, close to Negril's picturesque cliffs overlooking the Caribbean.

On Seven Mile Beach, the 39-room **Charela Inn** is offering a summer vacation package combining a honeymoon and wedding ceremony. A hotel representative will arrange all necessary paperwork, two witnesses and a marriage officer for the ceremony. According to Jamaican law, U.S. citizens must

be on the island for 24 hours before being married.

Some of Negril's other small hotels include **Our Past Time Villas**, the **Negril Tree-house** and **T-Water on the Beach**, one of the town's oldest hotels.

Among the area's other attractions are the lighthouse to the west of the Negril, the industrial ruins at **Kenilworth** and the nearby 19th Century **Courthouse of Lucea**.

Negril's annual guide, which has information on accommodations, transportation, sightseeing, sports and recreation, restaurants, entertainment and shopping, can be obtained by calling the Jamaica Tourist Office.

Travelweek Bulletin
September 12, 1994
Circ: 7,400

* * *

SuperClubs, the Jamaican-based all inclusive resorts operator, will open its first Bahamas property in mid-January. It has acquired the former Wyndham Ambassador Beach in Nassau and after refurbishment will re-open the property as Breezes.

This will be the first in a new line of value oriented super-inclusive resorts and the rates include air conditioned rooms, all meals and snacks, wine with lunch and dinner, unlimited premium brand liquor at all bars, entertainment and a wide range of water sports and other activities.

* * *

Negril Calls NBA Stars for Cool Out in Jamaica

by Vinette K. Pryce

Patrick Ewing is now headed for South Africa. But after the rigors of a tough NBA season, the basketball star of the New York Knicks packed his bags and headed for the solace of Negril Beach in Jamaica.

Accompanied by teammate John Starks, Ewing seemed to have divided the time equally between rest and relaxation and personal appearances.

At Poinciana Beach Resort the minister of tourism Carlyle Dunkley gave the Knicks their own honor. Their families were elated with the reception heaped on the basketball stars. Al-

though the game is far from a national pastime, Ewing is a hometown favorite in Jamaica.

Sue MacManus the vice president of public relations for SuperClubs, a five resort, all inclusive chain of elite hotels did not stop saluting the stars for their deportment and pleasant attitude throughout the visit.

Invited by the government of Jamaica, the players took advantage of the opportunity by arriving here soon after the playoffs. The beaches offer therapy for their aching muscles. However, it was the nightlife offered by Hedonism II and the Grand Lido which the

families will recall.

Because of the no tip, no money policy at both resorts, Ewing and Starks were able to call up 24-hour room service, free manicures and pedicures, free dry cleaning, free massages, and virtually walk stark naked along the beaches.

R e c e n t l y
dancehall stylist Patra performed at Hedonism II where contest winners from the Box cashed in on

a rare beachfront performance by one of Jamaica's rising stars.

Beauties representing Miami and Jamaica also vacationed at SuperClub resorts recently.

"We are quite busy," MacManus explained, "and without new resorts opening in other Caribbean islands we can only invite more vacationers to our wonderful facilities."

MacManus is

quick to explain the fact lovers can plan weddings, honeymoons or even baby-making vacations here and in Ocho Rios where she brags shamelessly about Boscobel, Jamaica, and Couples.

Ursula Wiesman another PR maven does the same in touting the amenities available for singles travelling alone.

"You don't have to be a basketball star to afford SuperClubs," MacManus confessed,

"just as long as you want quality vacation is all that's required. And we are the gateway to the southcoast."

Ever heard of Pastafari? Don't mistake that with Rastafari, the cultural expressionist who revered Emperor Haile Selassie. At Hedonism II Pastafari provides Italian food with a Jamaican flavor.

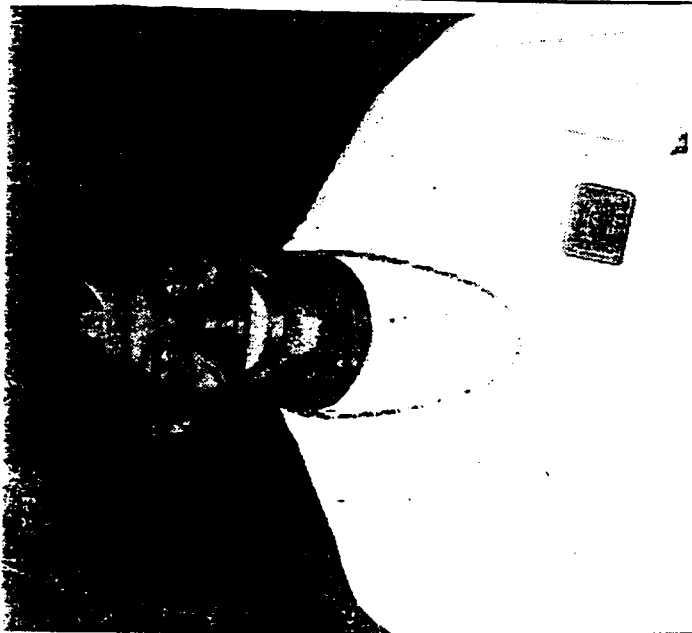
Just ask John Starks or Patrick Ewing, they know the dish.

Caribbean Life

New York, NY

September 12, 1994

Circ: 115,000 (Brooklyn/Bronx/Queens editions)

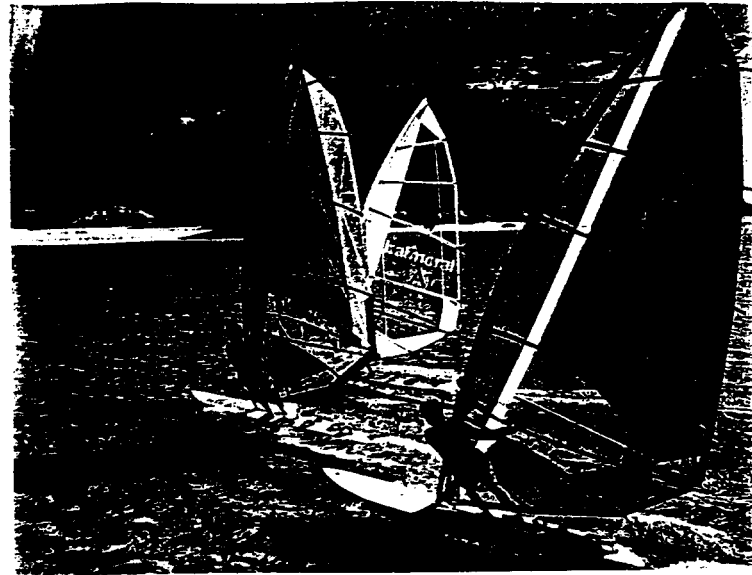


turismo



En el exclusivo "Sans Souci Lido" disfrutarás de una atmósfera especial: jardines tropicales, deportes acuáticos, intimidad y amor en un hotel que sentirás en una mansión privada.

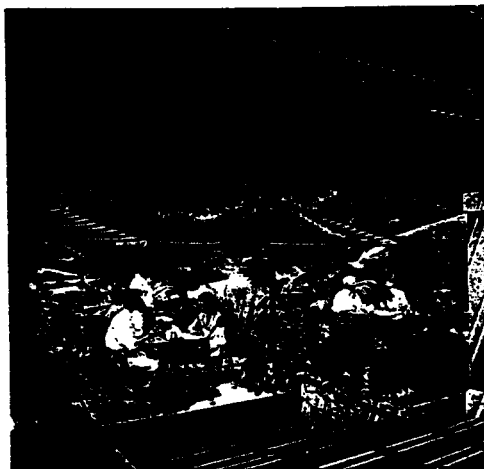
Disfrute de este nuevo concepto turístico en Jamaica; una idea romántica para los románticos...



LUNA DE MIEL EN LOS "Super Clubs"

Por Mari Rodríguez Ichaso
Cada vez que regreso del Caribe, donde me dejo acariciar por el sol y la brisa y me maravillo una y mil veces con sus playas estilo "cartel de turismo", comprendo la razón por la cual es uno de los lugares favoritos para pasar una luna de miel. Ya sea la primera, la segunda o una "renovación" de la original, el Caribe es el lugar ideal para pasar esos días que serán importantes en nuestros recuerdos.

Para hacer más fácil y placentera la luna de miel, así como cualquier otro viaje que requiera absoluto relajamiento y poder descansar sin preocupaciones de ningún tipo, se han creado en la isla de Jamaica los llamados "Super Clubs", un concepto turístico de hoteles parecido al estilo del también muy popular "Club Med".



donde pagamos una cantidad global de antemano y todo lo que deseemos está incluido, quitándonos así las preocupaciones de dinero en el resto del viaje. Otra ventaja de estos hoteles es que en ellos no hay horarios ni lo obligan a uno a socializar con nadie que no le interese, quitando ese sentido forzado de "comunidad" que a veces asusta a muchos turistas. Asimismo, ofrecen una cena *gourmet* de altura (sin ningún pago adicional), y están situados en una de las islas caribeñas más bellas que existe. Los varios "Super Clubs" de Jamaica, cuyos *chefs* son célebres en todo el Caribe por las exquisiteces que preparan (todas las comidas también están incluidas en el precio global), ya son famosos en todas partes del mundo: el "Couples" es sólo para parejas; el "Boscobel Beach", ideal para familias; el lujoso "Grand Lido Negril", la estrella de la corona; el "Jamaica-Jamaica", perfecto para los amantes del golf; y el "Hedonism II", para parejas o personas solas, un sitio sibarita donde divertirse a toda hora. Ahora, la adición del más íntimo "Sans Souci Lido" ¡es bienvenida por todos!

Este hotel-bañero, que opera en la playa desde

hace muchos años, en la zona de Ocho Ríos, en Jamaica, cuando su existencia era un exclusivo secreto de *socialites* y personalidades internacionales, es diferente a los otros porque es pequeño, exclusivo y tiene un encanto muy especial. Una de sus tres piscinas, por ejemplo, está llena de agua que brota de un manantial mineral, el que dicen tiene efectos curativos. Sus jardines tropicales son bellísimos, igual que el fabuloso "Charlie's Spa", donde no sólo se puede hacer ejercicios, sino tomar tratamientos de aguas minerales, saunas y todo tipo de masajes (lo que atrae a muchos clientes) y sus habitaciones, recientemente redecoradas, son comodísimas, pues le harán sentir como si estuviera en una mansión privada, más que en un hotel. Originalmente, el hotel fue el refugio de un millonario que se retiró hace casi 100 años en esta preciosa zona de Jamaica; después pasó a ser ese hotelito "sólo para los que saben", y ahora entra por la puerta grande como parte de los "Super Clubs".

En los "Super Clubs" de Jamaica, además de tomar sol y disfrutar la playa, podemos montar a caballo por la playa, disfrutar un barco de vela, practicar deportes acuáticos, esquiar, bucear... ¡y todo está incluido en el precio global! Igual que no es necesario dar propinas, el vino y los tragos también están incluidos en los bares, abiertos día y noche, y en las comidas; además de las diferentes excursiones y la recogida en el aeropuerto. Es un concepto turístico 100% nuevo y muy

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