

7 OCT 1995

For Six Month Period Ending _____
(Insert date)

Name of Registrant _____ Registration No. _____
Aaron D. Cushman & Associates, Inc. 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:

- | | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

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

95 OCT 21 1995
RECEIVED
DEPT. OF JUSTICE
ORIGINAL DIVISION

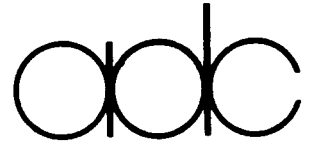
IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

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
Nora Brossard	Vice President	6/9/95
Cher Cox	Vice President	8/11/95
Jan Johns	Vice President	8/31/95
William Kahn	Vice President	9/5/95

public relations
sales promotion
marketing



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**SUPERCLUBS
PUBLIC RELATIONS ACTIVITY REPORT
JUNE 1995**

NATIONAL CONSUMER PUBLICITY

THE WALL STREET JOURNAL
(all national editions)
Circ: 1,852,863
June 15, 1995

Agency provided statistics for on-site weddings at SuperClubs, resulting in nationwide, front-page coverage of "weddingmoons."

LADIES' HOME JOURNAL
Circ: 5,041,143
May 1995

As a result of agency-arranged hosting for Margery Rosen and family in December, Boscobel Beach is featured in her "Travel Journal" column. The Rosen family was delighted with their stay, and that is clearly reflected in her feature which mentions all aspects of the resort -- in a very positive manner -- and the 800 number.

BRIDE'S & YOUR NEW HOME
Circ: 356,945
June/July 1995

As a result of ongoing liaison, Sans Souci Lido and Grand Lido are included in this article on romantic honeymoon destinations. SuperClubs' 800 number is also included.

BRIDAL GUIDE
Circ: 257,764
June 1995

The *M/Y Zein* at Grand Lido received several photo credits in this four-page layout -- the second of three parts, resulting from agency-arranged on-location shoot.

MIAMI HERALD
Circ: 407,254
June 12, 1995

SuperClubs' renovation of the Ambassador Beach Resort is mentioned.

DURHAM HERALD-SUN
Circ: 65,000
May 28, 1995

Agency-issued "SuperSurprise" and "JJ Getaway" releases are featured in the "Travelers' Tips" section.

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

CARIBBEAN LIFE-Brooklyn Ed.
Circ: 45,000
June 12, 1995

Boscobel Beach is featured as a result of agency-issued "Renovations" release. SuperClubs' 800 number is included.

NABA REVIEW
Circ: 75,000
Summer 1995

Agency provided SuperClubs information, demographics for Hedonism II and pertinent points relating to female travel, for this feature story. All of the resorts are mentioned and the 800 number is included.

CANADIAN LAWYER
Circ: 36,000
January 1995

Agency sent information to writer in November for this January feature on SuperClubs. All five resorts are mentioned and SuperClubs' 800 number is included.

INSIDE FLYER
Circ: 60,000
June 1995

SuperClubs is mentioned in connection with a Northwest Airlines promotion.

SUNDAY RECORD
Circ: 217,932
June 18, 1995
THE GAZETTE
Circ: 158,493
June 4, 1995
SAGINAW NEWS
Circ: 66,475
June 4, 1995

Boscobel Beach is mentioned as a competitor of FDR in this family travel article.

ST. PETERS JOURNAL
Circ: 27,292
June 15, 1995
O'FAILON JOURNAL
Circ: 12,127
June 15, 1995
WENTZVILLE JOURNAL
Circ: 8,535
June 15, 1995

Hedonism II and Grand Lido are mentioned as Negril resort options in this article on travel to Caribbean islands.

JAMAICA WEEKLY GLEANER
Circ: 20,000
June 8, 1995

SuperClubs-based golfer Warren Moo Young is mentioned in this article on the JGA golf tournament.

SOUTHBRIDGE NEWS
Circ: 5,529
June 15, 1995

Hedonism II is mentioned in this article that describes Jamaica from a religious standpoint.

TRADE PUBLICITY

CANADIAN TRAVEL PRESS
Circ: 13,000
June 8, 1995

Photos of John Issa (with his grandfather's portrait behind) and Sue McManus at JAPEX appear on this photo news page.

TOUR & TRAVEL NEWS
Circ: 61,919
June 12, 1995

Agency-issued release on management changes received wide trade coverage, including photos of Joe Issa and Gary Williams.

TRAVEL AGENT
Circ: 59,018
June 5, 1995

TRAVEL WORLD NEWS
Circ: 38,683
June 1995

TRAVELWEEK BULLETIN
Circ: 7,500
June 22, 1995

TRAVEL WORLD NEWS
Circ: 38,683
June 1995

Trade coverage of agency-issued photo release of SuperClubs' Florida Sales Blitz.

TRAVEL WORLD NEWS
Circ: 38,683
June 1995

SuperClubs' "SuperSurprise" package is featured as a result of agency-issued release.

TRAVEL AGENT

Circ: 59,018

June 5, 1995

TRAVEL WEEKLY

Circ: 50,490

June 5, 1995

TRAVELAGE WEST

Circ: 35,328

May 29, 1995

TRAVEL COURIER

Circ: 7,000

June 15-21, 1995

TRAVEL AGENT

Circ: 59,018

June 5, 1995

TRAVELAGE

Circ: 87,685

May 22, 1995

TRAVEL AGENT

Circ: 59,018

June 5, 1995

TOUR & TRAVEL NEWS

Circ: 61,919

June 26, 1995

"JJ Getaway" is featured as a result of agency-issued release. SuperClubs' 800 number is included.

(SuperClubs is also mentioned as participating in Air Jamaica's "Love-A-Fare" promotion.)

The opening of SuperClubs' Breezes Montego Bay is mentioned as a result of agency-issued release in this article on hotel developments.

Agency provided freelancer Harvey Chipkin with information on the Boscobel Beach "Baby Break" promotion for this article on family programs at resorts. A photo is included, as well as SuperClubs 800 number.

Grand Lido is featured in the "Hot Products" section as offering a wedding/honeymoon package. This prompted agency to recommend and draft a letter to Martin Elder to clarify SuperClubs' free wedding policy at **all** the resorts.

Hedonism II is mentioned as tough competition in this article on Poinciana Beach Resort in Negril which became all-inclusive last December.

CRUISE & VACATION VIEWS
Circ: 37,662
June 1995

Agency obtained travel agent contact names for Harvey Chipkin to speak with, resulting in a mention of Hedonism II as a singles resort option.

CANADIAN TRAVEL PRESS
Circ: 13,000
June 8, 1995

John Issa, SuperClubs and Breezes are mentioned in a report from JAPEX on the minister's plans to reach Jamaica's full tourism potential.

TRAVEL COURIER
Circ: 7,000
June 1-7, 1995

John Issa is named as the "originator of the all-inclusive resorts in Jamaica" and a high profile supplier in attendance at JAPEX.

TRAVELWEEK BULLETIN
Circ: 7,500
June 1, 1995

SuperClubs' Golf Club is mentioned in the "Upcoming Events" section as one of two sites for the Jamaica Air Carriers Invitational Golf Tournament.

TRAVEL COURIER
Circ: 7,000
June 15-21, 1995

A photo of Paul Pennicook, Nancy Hay and Abe Moore, representing Club Varadero, appears.

PENDING NATIONAL PUBLICITY

"SALLY JESSY RAPHAEL"
Audience: 6,000,000 U.S. viewers +
worldwide syndication
Air date: July/TBD

Agency-arranged honeymoon trip giveaway for "Unusual Wedding Proposals" show will feature Sans Souci Lido.

BRIDE'S & YOUR NEW HOME
Circ: 356,945

SuperClubs will be featured in Cynthia Penney's article slated for August/September, as a result of agency pitch.

TRAVEL HOLIDAY
Circ: 575,261

Agency sent slides and information to Cynthia Penney for a September story that will feature SuperClubs.

VISITING JOURNALISTS/MEDIA

- Agency submitted hosting request/recommendation for **Steven Bergsman**, on assignment for the **Cox Newspaper Group of Arizona**, for a stay at Grand Lido from June 28 to July 1; his story will run on the Cox newswire, reaching such publications as *The Mesa Tribune*, *Tempe Daily News*, *Chandler Arizonan*, *Scottsdale Progress* (total circ: 84,016), *West Palm Beach Post* (circ: 224,702), *Atlanta Constitution* (circ: 680,267) and others. Agency sent confirmation letter with press kit and provided resort with flight information.
- Agency submitted hosting request/recommendation for **Laura Dayton of Vie Magazine** (circ: 250,000) regarding her request for hosting from July 7-14 at Boscobel Beach in exchange for feature coverage in the Editor's Choice travel column in August; sent confirmation letter and press kit. Agency also provided Randy Russell with contact at travel agency in CA regarding misinformation they are disseminating on Boscobel Beach.
- Agency submitted hosting request/recommendation for, and continued to liaise with, **Stephanie and Jeff Sylva, family travel writers** for Northern New Jersey newspapers (circ: 600,000), regarding their requested stay at Boscobel Beach; agency also provided Peter Martin Associates, at Alison Ross's request, with background information on the Sylvas, as they had approached JTB for assistance with airfare.
- Agency followed up with **Jim Leggett of British Press Service** regarding his pending return trip to Jamaica this summer.
- Agency finalized arrangements at Sans Souci Lido, Jamaica and Grand Lido for **Karl Luntta, author of the "Jamaica Handbook" and freelance writer**, in Jamaica from June 15-24 to gather information for his new, updated edition, due out in the fall.
- Agency sent confirmation letter and press kit to **Debbie Wheeler, Mabuhay Times** (circ: 50,000) **travel columnist**, regarding her complimentary stay at Sans Souci Lido from June 22-26; agency also arranged a press rate for her traveling companion.
- Agency followed up and sent press kit to **Paul Matthews of Global WaterSki Ventures** who visited SuperClubs in May to research his water-ski/watersports guidebook.
- Agency developed a Visiting Journalist Request Form, in order to streamline the client approval process, and faxed to client for review/approval.

NEWS BUREAU

During this period, the agency maintained ongoing communication with the following:

Magazines

- Followed up with *Southern Living Vacations* (circ: 230,000) regarding their upcoming "Winter Guide" (on newsstands October 24, 1995 through January 1996) coverage of Caribbean all-inclusives which will include SuperClubs; provided updated information regarding rates and properties; agency also pitched Boscobel Beach for the "Family Guide," due out in January 1996
- Having previously sent a press kit to freelancer Cynthia Penney, agency followed up regarding pending coverage in *Bride's & Your New Home* (circ: 356,945) August/September issue; agency also provided winter rates, slides and additional information for a September feature in *Travel Holiday* (circ: 575,261)
- Followed up with Stephanie Stokes Oliver, editor-in-chief of *Heart & Soul* (circ: 125,000), regarding upcoming December/January feature, resulting from her 1994 stay at Grand Lido; provided her with winter rates for 1995/96 and overviews of the Lido properties
- Sent Grand Lido wedding photo to Geri Bain, *Modern Bride* (circ: 351,000) travel editor, for cover of December/January issue
- Assisted writer Matthew Joyce in obtaining detailed information on Jamaica Jamaica, including acreage, rates and themed parties for article in winter travel edition of *Outside Magazine* (circ: 400,000)
- Obtained information on Breezes meeting facilities for Paris Permenter's article in *Association Meetings* (circ: 21,000)
- Sent updated press kit to Bill Marsden for October coverage in *Nude & Natural* (circ: 20,000); Bill informed agency he will be at Hedonism II from July 2-9

Travel Trades

- Sent updated press materials to Larry Littman, now a freelancer for *Travel Agent* (circ: 59,018), with a focus on Sans Souci Lido and Charlie's Spa
- Drafted letter to Martin Elder, for John Issa's signature, regarding June 5 issue of *Travel Agent* (circ: 59,018) and inaccurate coverage of SuperClubs weddings
- Pitched *Recommend* (circ: 58,814) for August issue which will feature "Great Beach Resorts of the Caribbean, Bahamas and Bermuda"

- Sent photo releases of the official AAA Four Diamond Award ceremony at Sans Souci Lido to the four key trades
- Sent updated press materials to Dan Nesbett for upcoming coverage in *Travel Market Leader* (circ: N/A)

Newspapers

- Pitched *The Wall Street Journal* (national circ: 1,852,863) columnist Pam Sebastian on wedding destinations and, with assistance from resorts, provided her with statistics on the trend's growth over the past year (ran June 15 - see page one of this report)
- Sent slide of John Issa to Peter Webley at *Caribbean Today* (circ: N/A) for upcoming feature

General

- At client's request, provided address for Jim Bartlett of *GolfWeek* (circ: 40,000), who wrote an article in the May 20 issue naming Butch Stewart as the creator of the all-inclusive holiday; during discussion with client, agency offered to draft a letter
- Pitched SuperClubs and Sans Souci Lido for inclusion in Katharine Dyson's upcoming book, *The 100 Best Honeymoon Resorts in the World*; agency provided information and slides; Katharine also writes for *Travel Weekly* and *Jax Fax*, and has a newspaper column, "Travel Savvy"
- Provided Kay Showker with rates and contact information for Breezes Bahamas
- Developed a list of more than 20 suggested questions for SuperClubs sales manager Kristen Plunkett-Schneebeli's June 22 interview on the "AAA Travels" radio show; also sent press kit to Kristen and AAA Travel Services, for background additional information
- Sent memo to Sue McManus, requesting that all resorts forward publicity-quality wedding photos to agency on an ongoing basis
- At the request of Paul Pennicook, sent information on Boscobel Beach to Visionary Entertainment Group
- Sent slides and information to Libby Morse for upcoming travel agent honeymoon presentation
- At the request of Michelle Bernsen, SuperClubs sales manager, sent press kit and slides to Dick Picket of the Five Star Travel Consortium in Colorado for September newsletter
- Sent Jamaica background and fact sheet to Uniglobe Benchmark Travel for upcoming newsletter, at request of Michelle Bernsen

- Sent John Issa's "Caribbean Hotelier of the Year" press release to Sen. Marco Rigau, at the request of Jag Mehta
- Refaxed draft of John Issa backgrounder to client for review/approval
- Obtained Winter 1995/96 rates from client

SPECIAL PROJECTS

Broadcast/National

- As a result of ongoing follow-up with "**Sally Jessy Raphael**" publicist Lee Fryd (who visited SuperClubs in February) and producers, agency arranged for a honeymoon trip giveaway for a couple getting married on the show, "Unusual Wedding Proposals," taped on June 22 (air date TBD); agency sent letter of agreement, promotional copy, Sans Souci Lido logo and press kit; agency also provided producer with contact for Air Jamaica
- Agency provided client with an evaluation of the Dilley family coverage on "**Turning Point**" which aired June 6; the family was hosted by Sapphire Beach Resort & Marina in St. Thomas; the show provided no promotional plugs for the property in their coverage
- Agency continued to pitch "**The Maury Povich Show**" for upcoming "Wonderful Weddings/Horrible Honeymoons" show, with an offer of a one-week honeymoon package
- Agency continued to follow up with the producer at "**Jenny Jones**" regarding the inaccuracies and mistakes made during the taping of the "Secret Marriages" show
- Agency researched and provided client with information on "**Mr. Bean**" with regard to possibly hosting an on-location shoot; it was determined that this project isn't feasible, due to the fact that they shoot in London and don't go on-location
- Agency proposed that we invited "**The Nanny**" to Jamaica for on-location filming at Boscobel Beach; client approved idea and agency will begin researching
- Agency followed up with producer Deborah Mitchell, regarding her recent location scout for the "**Geraldo**" show
- At Zein Issa's request, agency researched viability of hosting Barbara Walters during her trip to Jamaica in late June to interview Colin Powell for "**20/20**"
- Agency continued to follow up with Christina Saralegui's office regarding our invitation to renew her wedding vows at SuperClubs for her 10th anniversary and for possible on-location footage for her show, "**Christina**" on Univision, which targets the Hispanic market; she thanked SuperClubs for the offer, but the show is booked for months in advance and they won't be traveling

Honeymoon Media Tour with Susan Wagner

- Completed media tour in Atlanta
- Followed up with media in Washington, D.C. and Chicago; sent additional information on SuperClubs to editors for upcoming stories
- Continued to pitch New York, Dallas and Los Angeles markets
- Provided client with an interim report on the tour's status and sent agency fee bill
- Monitored media tour budget
- Client approved agency's proposal to reduce the media tour to four-and-a-half markets

Promotions

- Creative Sports Management ~ "Dream TeamMates Super Fantasy Week" ~ Jamaica Jamaica
 - Continued to liaised with client and Debbie Saul regarding event logistics and pricing for promotional items
 - Provided client with ongoing updates
 - Continued to follow up on invitations sent to the New York Knicks, via Bob Page at MSG Network television
- Africa Fete/Island Records Promotions ~ Chicago, Miami and Boston
 - Agency evaluated proposal sent by Peter Martin Associates
 - Provided client with positive recommendation
 - Liaised with client, resorts, Tinsley Advertising and Africa Fete regarding event logistics, promotional copy, logos, banners and staffing for events
- Liaised with client and property regarding KEZK-FM's (St. Louis, MO) promotional proposal for a week-long, on-location broadcast at Sans Souci Lido
- Liaised with client, Hedonism II and Peter Martin Associates regarding proposal for the "Jamaica Me Crazy" promotion with Clear Channel Communications and Land of Ahhs
- Forwarded another C.J. Wray Jamaican Rum promotion proposal from Richard D'Costa of Carriage House to Paul Pennicook. for review by SuperClubs and GAT Marketing
- Reviewed proposal from KIX-FM radio in Memphis, TN, regarding a tradeout of rooms at Boscobel Beach in exchange for promotional air time

ESPN "Body Shaping" and "Fitness Beach" at Grand Lido

- Agency sent pitch and tapes to "Entertainment Tonight" with an exclusive offer to air behind-the-scenes footage from the "Fitness Beach" shoot, prior to the show's June 12 premiere; followed up with producers in Los Angeles and New York; coverage was slated to air on June 9, in conjunction with a feature segment on another ESPN fitness show, but was cut from the story at last minute due to the segment running long in final production
- Agency liaised with client and High Bar Productions regarding Customs charges for items left behind from on-location shoot
- Agency forwarded a tape that was left behind at Grand Lido to High Bar Productions

"Beach MTV" On-Location Shoot

- Agency followed up with Peter Martin Associates to ascertain air dates and tapes from on-location shoot at Hedonism II and Grand Lido in May

Concepts Video Productions/ABC Infomercial On-Location Shoot at Sans Souci Lido

- Agency followed up with Concept Video regarding status of Danny Russo infomercial; sent Sans Souci Lido logo for inclusion in video, as well as AAA Four Diamond and Conde Nast Gold List press releases for background information

Awards Nominations

- Submitted nomination for 1995 ASTA/*Smithsonian Magazine* Environment Award

CHIC '95

- Amended Kahn Travel Communications' press list with addresses and faxed to Jag Mehta
- Sent photos taken at CHIC to Jag Mehta

Wacky Wedding Ideas

- Continued to research and developed budget for publicizing the "World's Largest Wedding Cake" sand sculpture; provided client with recommendations; agency awaits response

General

- Agency held creative sessions and began developing ideas for the opening of Breezes; liaised with Bahamas Tourist Office/Bahamas News Bureau in Miami
- Researched client's request to locate Air Force pilot Scott O'Grady, whose plane was shot down over Bosnia, and offer a recuperative stay at SuperClubs; agency recommended sending, and arranged for, a Vermont Teddy "Super Pilot" Bear with a letter from Zein Issa, drafted by agency; continued to follow up to ensure delivery to Mr. O'Grady
- At request of Grand Lido, sent contact sheets/negatives back for local use, with request for return for use in publicizing "Lifestyles" coverage of Blair Underwood in Jamaica, slated to air in September
- Per Alex Thomson's request, researched cost and availability of women's organizations directories
- Sent confirmation letter to the Rosenstein family for their upcoming stay at Boscobel Beach in late August, per tradeout agreement with *The Business of Film*
- Sent press materials to public relations manager at Continental Airlines, for possible future liaison for visiting journalist trips
- Sent photos from the AAA Four Diamond award presentation at Sans Souci Lido to AAA
- Obtained, from Tinsley Advertising, original slides/transparencies of Sans Souci Lido spa and wedding gazebo shots and Grand Lido *M/Y Zein* wedding shot, for reproduction for agency's slide library.

Administration/General

- Maintained and updated media lists
- Monitored public relations budget; researched memo from Tiong The' regarding expenditures in May; developed a response and called to discuss budget
- Provided client with January, February and March activity reports
- Notified client of Nora Brossard's departure
- Requested shipment of press kit folders from Castleray
- Maintained regular, day-to-day contact with client
- Maintained contact with Tinsley Advertising and GAT Marketing regarding ongoing and upcoming projects

Business Bulletin

A Special Background Report On Trends in Industry And Finance

“WEDDINGMOONS,” or trips that combine the wedding and honeymoon, catch on with thrifty couples, resorts say. The Hawaii Visitors Bureau offers a 14-page guide on arranging weddings. In Jamaica, Super-Clubs says such trips are up an average 30% this year at its five resorts.

TRAVEL JOURNAL

Family Jammin' In
Jamaica

Any parent who thinks the term "family vacation" is an oxymoron has never been to Boscobel Beach resort in Jamaica. Home of the former Playboy Club, Boscobel is a world unto itself, and near paradise for kids, who, within an hour or so of arriving, somehow manage to know their way around the twenty-two acres that hug a quiet Caribbean cove. Indeed, children sense a wonderful freedom here—and even the most overprotective parent will soon relax a bit.

Located in Ocho Rios (a two-and-a-half-hour drive from the airport in Montego Bay—the resort's van picks you up), Boscobel is unpretentious and comfortable, yet still luxurious enough so you don't feel you've forsaken all grown-up comforts. The staff is friendly and patient with

children—the fleet of SuperNannies are especially attentive to their little charges. Best of all is the resort's all-inclusive price, which means you, and your kids, don't pay for a thing once you get there. That price includes three daily meals and an open bar, all activities and tips, plus three off-property excursions, including a picnic lunch and guided climb up the spectacular Dunn's River Falls.

Most families eat together here, and you have a choice of where to dine: a lavish buffet on the open-air terrace; a more elegant second-floor dining room; or an adults-only Italian restaurant. The chefs prepare many local specialties (curried goat and jerked beef, anyone?), but there's more than enough recognizable food (pasta is a nightly staple) for even the pickiest eaters. What's more, if your six-year-old decides he wants a hamburger at lunch, or an ice-cream cone at four P.M.—no problem. He can just march up to the pool or beachside bar and order it.

The list of organized kids' activities is extensive and inventive here, and changes daily. Steel-drum lessons or snorkeling? Sand sculpting or reggae dance lessons? Tie-dyeing or windsurfing? Sign your children up for a full day or just drop in at desired times. The program, housed in its own well-stocked center, complete with computers, accepts infants up through teens (when we were there, preteens and older preferred to hang out with their parents on the beach, beside the Olympic-sized pool or on the tennis courts). Like the adults, they can also take part in all the activities the resort offers. Take your pick: sailing, water skiing, snorkeling, windsurfing.

Many of the guest rooms have ocean views, though be sure to ask at check-in. If you like to retire early, ask for a room that does not overlook the terrace, where a band plays until eleven every night. Costs start at \$535 per person for a three-night stay. For more information, call SuperClubs at 800-859-7873. —Margie Rosen

CHECKING IN

OCHO RIOS

If you thought his proposal was romantic, wait until you see **Sans Souci Lido's** mineral springs, wrought-iron love seats, and hammocks overlooking a shimmering slice of sand. Even the massages come with a view and the classical strains of a strolling flutist. Though the paths threading from the beach to your hillside room are nature's own Stair-Master, you'll also find one of the island's best gyms on premises. Massages, facials, and more are covered in the all-inclusive rates, which start at \$3,220 per couple for seven nights. Call (800) 859-7873.

Love means never having to leave your villa. And why should you at **Ciboney Ocho Rios Resort**, where honeymoon villa suites come with a private housekeeper and pool, Jacuzzi, kitchen, and VCR? Junior villa suites are also gracious, but share attendants and pools. All-inclusive seven-night villa rates (including an array of spa services) start at \$3,360 per couple; honeymoon villas start at \$4,900. Call (800) 445-6246.

Old Britannia still casts its spell at **Jamaica Inn**, a genteel Georgian mansion that feels more like a private club than a hotel. A piano topped with family pictures and a mahogany-paneled pub are balanced out by a chef trained at London's chic La Gavroche. The *pièce de résistance*: your antique-filled room with a terrace outfitted like an open-air living room. Six-night packages, including two meals daily, airport transfers, and a bottle of champagne, start at \$1,674 per couple; call (800) 243-9420.

Ocho Rios also sports a terrific selection of all-inclusive, all-couples resorts. Laid-back romantics love the friendly ambience, free-form gardens, and simple, spacious rooms at **Sandals Ocho Rios**, where seven-night rates start at \$2,770 per couple; call (800) 726-3257. Ten minutes away, **Sandals Dunn's River** is all splash, with its lavish Italianate entrance, four restaurants, nonstop water sports, and big pool with a replica of Dunn's River Falls. Seven-night rates start at \$3,140 per couple; call (800) 726-3257. The granddaddy of couples-only resorts, **Couples** draws a steady mix of repeat guests and honeymooners. Some romantic touches are hokey (towels twisted into swan shapes, paintings of embracing lovers), and some are downright wonderful (weddings are on the house). Seven-night rates start at \$2,470 per couple; call (800) 268-7537.

Negril

You'll both fall for the genuine Jamaican feel of couples-only **Swept Away**, with its Garden-of-Eden landscaping and spacious, louver-lined rooms (Continued on page 539)

CHECKING IN

(Continued from page 526)

decorated with bamboo furniture. Between beach bouts, you can hang out at the veggie bar or volley on clay courts at the 10-acre outdoor sports complex. Seven-night all-inclusive rates start at \$2,765 per couple; call (800) 545-7937.

Grand Lido takes the all-inclusive concept to luxurious heights, providing 24-hour room service, fancy à la carte dinners, and sunset cruises aboard the *m/y Zein* yacht at no extra charge. Seven-night rates start at \$3,430 per couple; call (800) 859-7873.

Go rustic without roughing it at **Tensing Pen Village**, where the Caribbean seems to belong to you in your thatched, cliff-top cottage. By day, loil along the rocks with the owner's German shepherds as your only company. Evenings, join the collegial camaraderie as guests cook up dinner in the communal kitchen. Doubles start at \$90 per night; call (809) 957-4417.

Montego Bay

Half Moon Golf, Tennis & Beach Club, the Dom Pérignon of Jamaican resorts, shimmers in the sun like a sultry starlet dripping in Chanel double-Cs. The black-and-white-tile bathrooms are larger than some Manhattan apartments. And the precision-trimmed grounds make vistas from *National Velvet* look meager. Heaven is your own private veranda and the beach outside your door. Reality is facing your bill after succumbing to the luscious La Perla lingerie and Moschino duds in the hotel's new upscale shopping arcade. Doubles start at \$190 per night; call (800) 626-0592.

Easily one of Jamaica's best values, the new family-run **Coyaba Beach Resort & Club** combines Half Moon Club elegance with the intimacy of Jamaica Inn. The French toast at breakfast is heaven-sent. Fifty rooms, some with four-poster mahogany beds, face the beach or gardens. Doubles start at \$105 per night; call (800) 237-3237.

Round Hill Hotel and Villas, the perennial favorite of the old-money crowd, has perfected the art of elegance without glitz. Not only is the hotel dressed à la Ralph Lauren—in fact, he decorated the bar—but so are the guests. Even the maitre d' dons a pocket handkerchief. Sequestered in a villa with your own cook, housekeeper, and gardener, you might think you have the place to yourselves—until you spot Harry Connick Jr., Steven Spielberg, or Giorgio Armani strolling toward the dining room. Only one detail mars the civilized perfection: The hotel lies beneath the path of planes landing at Mo Bay. Doubles start at \$190, villas at \$280; call (800) 972-2159. —M.M.

JAMAICA

All rates and package features are applicable at time of printing and subject to change without notice. Rates listed do not include airfare, airport transfers, portage, gratuities and tax unless specified. Consult your travel agent for details.

Sandals Resorts (800) SANDALS

Rates Effective: 4/1/95-12/31/95

Includes: All food including gourmet dining, drinks, tips, watersports, tennis, fitness center, golf and choice of luxurious rooms and suites. Stay at one, honeymoon at all 6 Sandals Resorts in Jamaica. All couples, all-inclusive.

Dunn's River

Sandals Dunn's River

4 Days/3 Nights from: \$1,540.00 per couple
8 Days/7 Nights from: \$3,140.00 per couple
Extra Nights from: \$450.00

Montego Bay

Coyaba Beach Resort

(809) 953-9150

Rates Effective: Through 4/96

8 Days/7 Nights from: \$2,447.00 (winter)—\$1,467.00 (summer)
Extra Nights from: \$350.00 (winter)—\$210.00 (summer)

Includes: Deluxe ocean view accommodations with 4 poster bed. Bottle of champagne upon arrival, special honeymoon welcome gift, Candlelit dinner. Two hours of horseback riding. Rental car for one day getaway with picnic basket lunch included.

Half Moon Golf, Tennis & Beach Club (809) 953-2211/(800) 237-3237

Rates Effective: 4/18/95-12/31/95

4 Days/3 Nights from: US \$1,350.00 per couple
8 Days/7 Nights from: US \$3,150.00 per couple
Extra Nights from: US \$450.00

Includes: All meals, drinks at the bar, airport transfers, bottle of champagne on arrival, flowers in room, welcome gift, Manager's Cocktail Party, entertainment, use of tennis courts, golf green fees, sailing, windsurfing, glass-bottom boat ride, scuba diving, snorkeling, sauna, health spa, gymnasium, squash, table tennis, bicycles, beach chairs and towels, horseback riding, tax and service charges, and the best!

Round Hill Hotel & Villas (800) 972-2159 or (809) 952-1150

Rates Effective: 4/1/95-12/31/95

4 Days/3 Nights from: \$1,500.00 per couple
8 Days/7 Nights from: \$2,900.00 per couple
Extra Nights from: \$400.00

Includes: All meals, drinks at the bar, airport transfers, bottle of champagne on arrival, flowers in room, welcome gift, Manager's Cocktail Party, entertainment, use of tennis courts, golf green fees, sailing, windsurfing, glass-bottom boat ride, scuba diving, snorkeling, sauna, health spa, gymnasium, squash, table tennis, bicycles, beach chairs and towels, horseback riding, tax and service charges, and the best!

Negril

Sandals Negril

4 Days/3 Nights from: \$1,540.00 per couple
8 Days/7 Nights from: \$3,140.00 per couple
Extra Nights from: \$450.00

Ocho Rios

Sandals Ocho Rios

4 Days/3 Nights from: \$1,540.00 per couple
8 Days/7 Nights from: \$3,140.00 per couple
Extra Nights from: \$450.00

All-inclusive Magical Honeymoon Package Includes: Elegant rooms, villas suite accommodations or honeymoon villa suites with private pool and jacuzzi. Fresh flowers and champagne on arrival. Dining at any of 6 gourmet restaurants and all drinks. Souvenir photo album. Use of on property health/fitness center, private beach & Beach Club, tennis, squash, water sports, and golf at 2 nearby courses. Spa treatments of manicure, pedicure, and one massage from a selected spa menu. Transfers to and from the Montego Bay Airport.

Club Jamaica Beach Resort (800) 818-2964 or (809) 974-6632 (42)

Rates Effective: 4/15/95-12/31/95

4 Days/3 Nights from: \$860.00 per couple
8 Days/7 Nights from: \$1,540.00 per couple
Extra Nights from: \$220.00

Includes: Club Jamaica Beach Resort in Ocho Rios, Jamaica is in the center of Turtle Beach. Most rooms come with a balcony and sea-view and all are superbly decorated in the tropical spirit of the Caribbean. Specialty cuisine and beverages, with nightly entertainment included. Wedding packages available. Honeymooners receive free ground transportation to and from Montego Bay Airport and souvenir his and hers t-shirts.

Couples (800) COUPLES

Rates Effective: 4/7/95-12/31/95

4 Days/3 Nights from: \$1,245.00 per couple
8 Days/7 Nights from: \$2,470.00 per couple
Extra Nights from: \$348.00

Includes: All-inclusive, couples only. All food and drink. Sports and instruction: tennis, volleyball, aerobics, squash, bicycling, golf, horseback riding. Watersports: scuba, waterskiing, snorkeling, windsurfing, sailing, canoeing, water-trikes, glass-bottom boat rides, sunset cruises. Nightly entertainment and dancing. Free wedding if desired. Airport transfers. Hotel Taxes. Tipping not permitted.

Plantation Inn (800) 752-6824

Rates Effective: 3/15/95-12/31/95

4 Days/3 Nights from: \$1,080.00 per couple
8 Days/7 Nights from: \$2,130.00 per couple
Extra Nights from: \$230.00

Includes: Complimentary upgrade to Junior Suite, private airport transfer, breakfast, complimentary fruit basket and cocktails, bottle of champagne, sunset dinner on your balcony, afternoon tea, lunch and dinner, daily all bar drinks (except bottles of wine), nightly entertainment, weekly Fresh Fruit, 24-hour room service, 24-hour security, 24-hour massages, all taxes, gratuities, and service charges, and the best! Includes Wedding Package & also includes:

Port Antonio

Set sail for love in contemporary style. Think sequined minis, halter-neck sheaths, or even a chiffon pantsuit, to take you from ceremony to honeymoon with effortless sophistication.

THIS PAGE: The definitive look for today's bride merges classic simplicity with up-to-the-minute chic. The jaunty A-line silhouette of this silk gazar shantung dress flatters with exquisite detailing. The shoulder straps and empire waistband shimmer in a sumptuous silk satin, set off by two hand-sewn silk gardenias in front. Dress by Ursula and Jonas Hegewisch for Wearkstatt, about \$1,200; call 212-941-6960 for store listings. Earrings by David Salvatore for Blair Delmonico. Gloves by Reem Acra at Fragments. Evening bag by Cora Taylor for L.A.B. Hosiery by Givenchy. Shoes by Vanessa Noel. Groom's dinner jacket and formal trousers by Lord West. Photographed at Royal Sandals, Montego Bay, Jamaica.

OPPOSITE PAGE: This gently flared Irish linen tea-length dress exudes a compelling and graceful elegance. The intricate guipure lace pattern creates a jacket-like effect on the bodice; two rows of matching lace delicately encircle the hemline. Dress by Lila Broude, about \$1,100; call 212-921-8084 for store listings. Matching picture hat by Regalia Veils. Gloves by Carolina Amato. Shoes by Dyeables. Photographed aboard the *M/Y Zein* yacht at the Grand Lido Resort in Negril, Jamaica.

Bridal Guide

June 1995

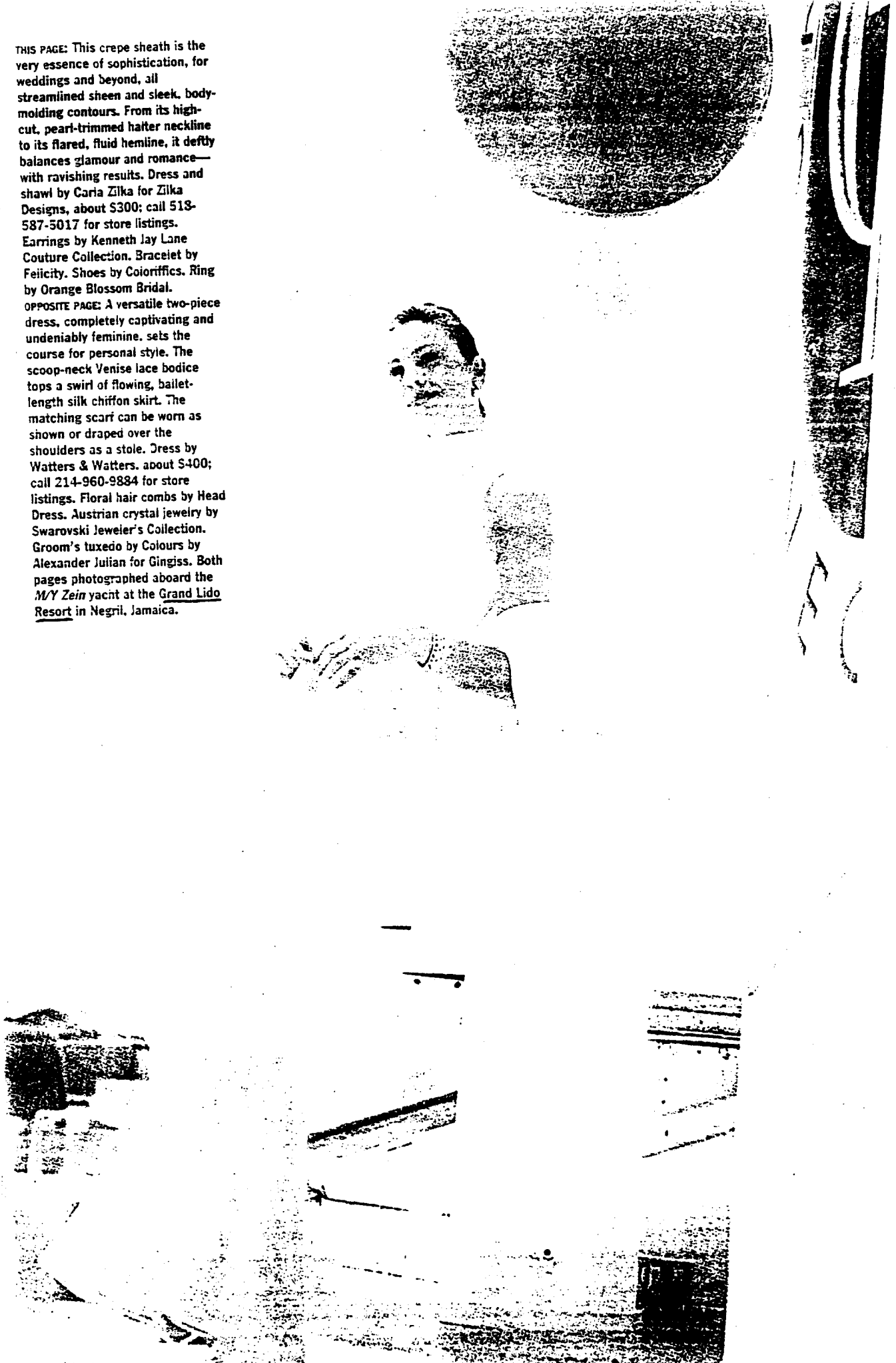
Circ: 257,764



Romance

THIS PAGE: This crepe sheath is the very essence of sophistication, for weddings and beyond, all streamlined sheen and sleek, body-molding contours. From its high-cut, pearl-trimmed halter neckline to its flared, fluid hemline, it deftly balances glamour and romance—with ravishing results. Dress and shawl by Caria Zilka for Zilka Designs, about \$300; call 513-587-5017 for store listings. Earrings by Kenneth Jay Lane Couture Collection. Bracelet by Felicity. Shoes by Coiorffics. Ring by Orange Blossom Bridal.

OPPOSITE PAGE: A versatile two-piece dress, completely captivating and undeniably feminine, sets the course for personal style. The scoop-neck Venise lace bodice tops a swirl of flowing, ballet-length silk chiffon skirt. The matching scarf can be worn as shown or draped over the shoulders as a stole. Dress by Watters & Watters, about \$400; call 214-960-9884 for store listings. Floral hair combs by Head Dress. Austrian crystal jewelry by Swarovski Jeweler's Collection. Groom's tuxedo by Colours by Alexander Julian for Gingiss. Both pages photographed aboard the *MY Zein* yacht at the Grand Lido Resort in Negril, Jamaica.



OPPOSITE PAGE: The return to glamour continues with a shape-defining silk organza sheath dramatically enhanced with a sheer, silk organza cape. Wide bands of lustrous peau de soie edge the cape and dress hems and form the collar and jeweled button placket. In back, an eye-catching kick pleat achieves an alluring effect. Dress, about \$2,400, and lace-edged gloves by Tatiana of Boston; call 617-262-4914 for store listings. Earrings by Richelieu. Photographed aboard the *M/Y Zein* yacht at the Grand Lido Resort in Negril, Jamaica.

THIS PAGE: Shapely, sexy, and quite simply sensational, this silk organza dress is loaded with playful personality. The form-fitting bodice glides to rows of flirty ruffles that end just above the knee. Dress, about \$1,050, and headpiece by Randy Fenoli for The Diamond Collection; call 212-302-0210 for store listings. Earrings by Cathy's Concepts. Pendant by Richelieu. Hosiery by Givenchy. Shoes by Peter Fox. Flowers by Jacqueline Lynch. Photographed at Royal Sandals in Montego Bay, Jamaica.



THIS PAGE: Catch the light and every eye in a dazzling silk chiffon dress sparked by an explosion of hand-sewn sequins and floral appliqués. The delectable sheerness of the illusion yoke and sleeves complements the glistening texture of the flared silhouette. Dress by Janell Berté, about \$1,200; call 717-291-9894 for store listings. Jewelry by Formart. Hosiery by Givenchy. Shoes by Touch-Ups. Photographed at Royal Sandals in Montego Bay, Jamaica.

OPPOSITE PAGE: If ever there was an entrance-maker with unforgettable impact, this is it—the contemporary pantsuit reinvented with a romantic sensibility. Beneath the fitted guipure lace jacket, with asymmetrical closures and rich satin collar and cuffs, layers of airy silk chiffon form the flowing, wide-legged pants. Pantsuit by Helen Morley, about \$1,400; call 212-594-6404 for store listings. Shoes by Kenneth Cole. Rings by Orange Blossom Bridal. Groom's dinner jacket and formal trousers by Lord West. Photographed aboard the *M/Y Zein* yacht at the Grand Lido Resort in Negril, Jamaica. Hair by Eduardo Carrasco and makeup by Jennifer Martin, both for Rosanne Renfrow. See Shopping Guide for details.



Positive influence

The Sun International investment has prompted many competing hoteliers to at least refurbish their properties. It also has helped the Bahamas attract other major players.

Kansas entrepreneur Phillip Ruffin, for example, recently bought the Crystal Palace on Nassau's Cable Beach for \$80 million and is improving the luxury property.

SuperClubs, which runs "all-inclusive" resorts in Jamaica and Cuba — everything from food to the room is included in the price — is renovating Nassau's 400-room Ambassador Beach Resort. The grand reopening is scheduled for this summer. And Sandals, another Jamaican resort company, plans an all-inclusive property in Nassau.

Durham, NC
HERALD-SUN
Raleigh-Durham
Met Area

Sunday

SUN 65.000

MAY 28, 1995

P3578

LUCE PRESS CLIPPINGS

Travelers' tips

• Upcomings •

■■■

Superclubs Resorts is offering a Supersurprise program priced at \$799 a person, including air fare from New York, for a four-night stay at one of its five properties in Jamaica. The price is based on two people sharing a room. Vacationers are not told which club they will visit until a week before departure. The program must be booked through a travel agent. Superclubs is also offering a three-night weekend package to Jamaica Jamaica, its property in Runaway Bay, for \$459 a person, in double occupancy. Air fare is extra. Both plans are good through August, and include meals and drinks, entertainment, sports facilities and airport transfers. Information: (800) 859-7873.

■■■

Brooklyn, NY
CARIBBEAN LIFE
BROOKLYN ED
New York City
Met Area

Monday

3W 45.000

JUN 12, 1995

P87986

LUCY PRESS CLIPPINGS

Where to Stay in Jamaica This Summer

OCHO RIOS

Boscobel Beach Hotel: The children's centers have been physically overhauled and new programs added: 'Tiny Town'-a new nursery for up to three-year olds; the 'Bears Bungalow'-- for four- to seven-year olds; and 'Boscobel Bunch' for eight to twelve year olds. The 44 lanai rooms facing the beach have been refurbished with new tile floors, new fixtures, completely remodeled bath-

room and the addition of single, pull-out sofa beds. The terrace dining area has been enlarged; a split level terrace pool bar has been added and remodeled restrooms now include diaper deck changing tables; a charming entrance pond with new sitting area to watch ducks and parrots at play; a new beach elevator for easier beach access from upper floors and family pool. Contact SuperClubs at: (800) 859-SUPER.

Luxury Resort "Adventure"

If no-brainer sounds good to you, but so does little to no activity while sitting on the beach or by the pool sipping a cool drink, one of the five SuperClubs Resorts in Jamaica might be the place for you.

All five SuperClubs resorts are Super-Inclusive resorts—the price includes all meals, SuperSnacks, and premium brand cocktails; unlimited use of all sports facilities, including equipment and instruction; entertainment; recreational activities; weddings; hotel taxes; and airport transfers—with absolutely no tipping allowed.

Each of the five upscale resorts caters to a slightly different crowd. While no children are allowed at four of the resorts, Boscobel Beach was created for families. According to Karen Wos, a spokeswoman for SuperClubs resorts, many single-parent families find their way to this enchanting location every year.

Boscobel Beach offers parents a "SuperNanny" program designed to give kids hours of enchanting, supervised fun as they learn, discover and play. They interact with animals in a petting zoo, work in a computer lab, snorkel, play tennis or video games, watch movies and build sand castles.

Three of the resorts offer many amenities that are attractive to couples of various ages and are perfect for weddings and honeymoons.

Jamaica Jamaica, Grand Lido and Sans Souci Lido all offer wedding packages at no extra charge. Arrangements for the ceremony must be made in advance.

"Where the Boys Are"

If you're a beach bunny looking for a surfer guy and you are interested in a vacation that spells nothing but P-A-R-T-Y, SuperClubs has the Jamaican resort for you. Hedonism II, one of their most popular, does not allow guests under 18 years of age. But for those old enough to enjoy it—and, according to Wos, many guests are in their 30s, 40s and 50s—Hedonism II offers guests the opportunity to truly kick off their shoes and, at the au naturel beach, other clothing items as well.

According to Wos, the resort has noted an influx of male guests recently and they "would love" to see more women visit the resort. "Hedonism II is a wonderful resort for single women," said Wos. "That's 'where the boys are.'"

Super Clubs Resorts
Five all-inclusive resorts located in sunny Jamaica
1-800-859-SUPER

SuperClubs luxury resorts offers a vacation destination for everyone. Couples looking for romance and families celebrating reunions will all enjoy a SuperClubs experience.

FOCUS ON

FOCUS ON TRAVEL AND VACATION

In Jamaica, SuperClubs has elevated the all-inclusive philosophy to an even higher plane. *Everything* is included in their slightly higher prices (\$1,365 to \$2,555 per adult per week) — premium brand cocktails, sports instruction and even weddings, from the marriage licence to the minister.

Two SuperClubs, the Grand Lido in Negril and Sans Souci Lido in Ocho Rios, promise refined elegance and luxury. At the Grand Lido, you watch the sun set aboard Princess Grace's former honeymoon yacht, while at the Sans Souci Lido, you can indulge in a massage, facial reflexology and body scrub in the intimate European style spa. Hedonism II, also in Negril, is for pleasure seekers who revel in aerobics classes, nude sunbathing and dancing the night away in the disco. Jamaica appeals to golfers with its 18-hole course and extensive instruction by PGA pros. And Boscobel Beach attracts families with its large rooms and one-bedroom suites, SuperNannies and mini-zoo.

**FOR MORE INFORMATION ON THE HOLIDAYS
IN OUR TRAVEL ARTICLE ON PAGE 33,
HERE ARE SOME NUMBERS TO CALL:**

Antigua Fantasy Tour
Karen MacBeath at KM
Travel
(905) 673-7999
(fax) (905) 673-8231.

Backroads
1-800-462-2848

Butterfield & Robinson
1-800-268-8415

Chateau Whistler Resort
1-800-268-9411

Club Med
1-800-465-6633

Deerhurst Resort
1-800-268-9411

EcoSummer Expeditions
1-800-465-8884

Grand Wailea Resort
1-800-888-6100

Kettle Lodge
(902) 285-2880

Petit St. Vincent
1-800-654-9326

Sandals
1-800-SANDALS

Seven Seas Cruise Line
1-800-285-1835

Silversea Cruises
1-800-722-6655

SuperClubs
1-800-859-SUPER

Traveco
(416) 927-9610

Walt Disney World Dolphin
1-800-325-3535

Windstar Cruises
1-800-258-7245

INSIDE FLYER
Colorado Springs, CO

BI-MONTHLY

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JUN 1995

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LUCE PRESS CLIPPINGS

NORTHWEST WORLDPERKS

When you're getting away for business or pleasure, a rental car you may want to consider Hertz. Through June 30, 1995, WorldPerks members can receive 20% off Leisure Weekend rentals at airport locations (PG 69064) or 15% off Leisure Weekly rentals in Hawaii and Florida (PG 69075). This offer is subject to availability and one-day advance reservation is required. Coupon must be surrendered at the time of rental. Call Hertz at 800/447-3757 for reservations.

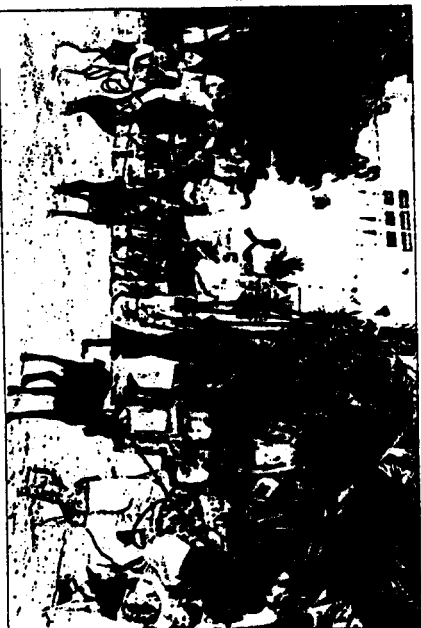
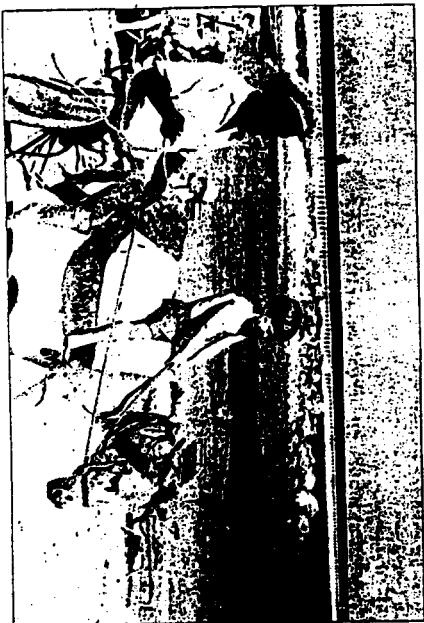
Northwest is also offering a certificate that entitles members to one free roundtrip coach class companion ticket to Jamaica. Members must purchase a four-night WorldVacations SuperClubs Resorts package for two and a qualifying roundtrip coach class adult fare ticket with a minimum stay

requirement to receive the free companion ticket. Offer is valid through December 15, 1995. Coupon from the most recent mailing must be presented at time of rental. Call Northwest at 800/435-9696 for more information.

The Gazette
June 4, 1995
Circ: 158,493

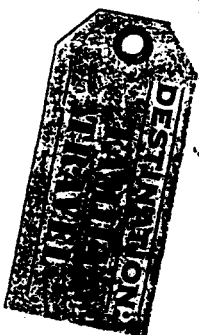
Saginaw News
June 4, 1995
Circ: 66,475

PARRADISE,



WITH A BUILT-IN BABY SITTER

FDR's cleverest feature — and the reason we chose the resort over its rival, Roswell, and any number of Club Meds — is what the resort calls its "Girl Friday" program. Every family is assigned a Girl Friday upon arrival; she spends the week with you and your children, serving as a housekeeper, babysiter, and all-around facilitator.



DAN EAGAN
NEWSPAY

Caribbean islands offer visitors host of diversions

By Julie LeVasseur
Travel Agents International

Jamaica
An island of waterfalls, lush green mountains, orchids and beaches of powdered sand, Jamaica is home of reggae music, outstanding resorts and the world-famous Blue Mountain coffee.

It's the third-largest island in the Caribbean and an important cultural center.

Jamaica is one of the easiest islands to get to. It has two international airports — Norman Manley in Kingston and Sir Donald Sangster in Montego Bay.

Nonstop or direct air service is available with a half dozen major carriers.

Montego Bay and Ocho Rios are also important cruise ports.

Visitors to Montego Bay find interesting sights, such as Rose Hall Plantation, on whose grounds the Wyndham Rose Hall hotel is located. Rafting on the Martha Brae is a popular pastime.

For golfers there are four 18-hole courses, and the town is alive with shops, nightlife and good restaurants.

In Ocho Rios, high-rise hotels line a crescent of white sand beach. One of the island's most beautiful stops is Dunn's River Falls, where guides lead the way up the rocky steps of the 600-foot cascade.

Port Antonio on the northeast coast is also a center for deep-sea fishing, especially marlin. Visitors to the secluded Navy Island Marina Resort and the elegant Trident Hotel and Villas usually fly from Kingston by private plane or on Trans-Jamaican, the inter-island carrier, since it's a long drive from the international airports.

Negril, about 50 miles from Sangster International Airport, has a beautiful seven-mile beach with a string of low-rise hotels and five all-inclusive resorts: **Bedouism II**, Sandals Negril, **Sweet Away**, Grand Lido and Negril Inn. Many of the resorts provide transfers by minivan. Along West End Road, some less expensive hotels and guest-houses are found among the rocky

coves.

On the south side of the island is Kingston, the capital city and hub of artistic, political and cultural life on the island. High-rise offices and hotels mix with colonial architecture and properties in Montego Bay, Ocho Rios and Negril.

Regardless of which islands you visit next, it is certain that the Caribbean can offer a multitude of pleasure-filled experiences.

For those interested in learning more about cruising, a free Royal Caribbean Cruise Night is scheduled for 6:30 p.m. on June 21.

Space is limited, so call Travel Agents International at 922-9229 or 800-442-9229 to RSVP.

JUN 8, 1995

P86524

LUCE PRESS CLIPPINGS

John Smith - Jamaica's leading golfer

JAMAICA's leading amateur golfer, John Smith, underlined his position as a dominant player recently when he captured the final JGA qualifying tournament before the National trials, the General Accident 36 at the Caymanas Golf course.

Smith, fresh from his victory in the Appleton VDI Classic - carded five birdies, 25 pars, five bogies and a double-bogey over the two days for consistent rounds of 73 and 75. His victory however, did not come outright as Suncoke Club-based Warren Moo Young, intent on claiming the title, also scored identical rounds of 75, 73, forcing a sudden-death playoff with Smith.

Third position went to Mike Gleichman with 74, 78, followed by Edwin Lowe with 80, 79.

Players in the top 10 included Francis Delgado 160, Mike Boyd 162, Mark Allen 164, Fred Sutherland 164, Metry Seaga 165 and Errol McIntosh 167.

Jolly Johnston, taking his first title of the season, was the winner in the senior's section, followed by Mike Vicars, with defending champion Dennis Atkinson third with 81, 77.

Maggie Lyn, also fresh from her recent victory, displayed her usual top form when she blasted rounds of 78 and three over par 75 for a 10 stroke victory over Darnley Thomas in the ladies category. Thomas finished with 163 from rounds of 79, 84, followed by Nicole Chin with 80, 84. Enardie Evans was the junior champion with a total 170. Buddy Josephs defeated Lindy Delapenha with a better final 18 hole score of 78, to take the title in the Super Senior's section. Both men scored 159.

Jamaican holiday

adventures in faith

*For as the body without the spirit is
dead, so faith without works is dead also.*
James 2:26

No problem!

J.J. Johnson, Jamaican bus driver

By Mark Ashton
Special to The News

MOST AMERICANS know Jamaica as a sunny Caribbean island of sand and surf, dazzling days spent on sparkling beaches and nighttimes filled with steel-drum music and mirth. Even the names of the resort hotels — Hedonism II, for example — conjure up images of splurging and splashing, indulgent living and lavish laughing.

JAPEX 1995

The Jamaica Product Exchange



... and Sue McVernis
... Canadian Travel Press

SuperClubs Taps GMs For Breezes Resorts

KINGSTON, Jamaica — SuperClubs chairman John Issa has announced several management promotions and appointments at the company's all-inclusive resorts, including naming SuperClubs general managers to head the two new Breezes resorts opening in 1995.

BREEZES BAHAMAS

Gary Williams, general manager of Hedonism II from 1988 to 1995, has been appointed general manager of Breezes Bahamas, slated to open this summer. The first in a new line of branded, moderately-priced SuperClubs properties, Breezes Bahamas will be the first all-inclusive resort in Nassau.

Replacing Williams as general



Gary Williams was named GM of the Breezes Bahamas resort.

manager of Hedonism II is Kevin Levee, who has been resident manager at the property since February of 1994.

Neville Hudson has been

named general manager of the new Breezes Montego Bay, scheduled to open immediately after Breezes Bahamas. Hudson had served as resident manager at SuperClubs' Grand Lido in Negril since May of 1992. Prior to that, he held various positions at several other hotels and resorts in Jamaica, including Hedonism II.

Joe Issa, general manager of San Souci Lido since 1993, has moved to SuperClubs' corporate office in Ocho Rios as vice president development and special projects.

Patrick Drake, resident manager at San Souci Lido since 1993, has succeeded Issa as general manager of the luxury resort. Pri-

or to that, he held managerial positions at several resorts, including Hedonism II and the Hotel Inter-Continental in Miami.

AROUND THE TRAVEL WORLD

WITH ARCHIE WILSON

NEWSMAKERS

SUPER MOVES

Fresh on the heels of being named the Young Hotelier of the World and manning the helm at the Sans Souci Lido property in Ocho Rios, Jamaica, Joe Issa has moved to SuperClubs' corporate office in that city. He goes from general manager at Sans Souci to



Issa

being the chain's vice president-development and special projects.

His post at Sans Souci has been taken by Patrick Drake, resident manager since 1993.

Along with Issa's move, there have been three more general managers named at SuperClubs properties, including two in connection with its Breezes resorts that are set to open this summer.



Williams

Gary Williams, general manager at Hedonism II since 1988, has been named general manager of

Breezes Bahamas, the first in a new line of moderately priced SuperClubs properties. He's replaced at Hedonism by Kevin Levee, the property's general manager since February 1994.

Neville Hudson is the first general manager for Breezes Montego Bay. He had served as resident manager at SuperClubs' Grand Lido in Negril since May 1992, and before that, held posts at several other resorts and hotels in Jamaica, including Hedonism II.

TRAVEL WORLD NEWS
Norwalk, CT

MONTHLY

38.382

JUN 1995

M62352

LUCE PRESS CLIPPINGS

SUPERCLUBS



JOE ISSA

SuperClubs chairman John Issa has announced several management promotions and appointments at his super-inclusive resorts, including naming SuperClubs general managers to head the two new

Breezes resorts opening in 1995.

Joe Issa, *general manager of Sans Souci Lido* since 1993, has moved to SuperClubs' corporate office in Ocho Rios as *vice president development and special projects*.

Patrick Drake, resident manager at *Sans Souci Lido* since 1993, has succeeded Mr. Issa as *general manager* of the luxury resort. Prior to that, he held managerial positions at several resorts, including *Hedonism II* and the *Hotel Inter-Continental* in Miami.

Gary Williams, general manager of *Hedonism II* from 1988 to 1995, has been appointed *general manager* of *Breezes Bahamas*, slated to open this summer. *Breezes Bahamas* is the first in a new line of Breezes-branded, moderately priced SuperClubs properties and will be the first all-inclusive resort in Nassau.

Prior to *Hedonism II*, Mr. Williams was resident manager at SuperClubs' *Jamaica Jamaica* from 1986 to 1988, and before that held managerial posi-

tions with various resorts in Jamaica.

Replacing Mr. Williams as *general manager* of *Hedonism II* is Kevin Levee, who had been resident manager since February 1994.

Neville Hudson has been named *general manager* of the new *Breezes Montego Bay*, scheduled to open immediately after *Breezes Bahamas*. Mr. Hudson served as resident manager at SuperClubs' *Grand Lido* in Negril since May, 1992. Prior to that, he held various positions at several other hotels and resorts in Jamaica, including *Hedonism II*.

For more information, contact: SUPERCLUBS, P.O. Box 222800, Hollywood, FL 33022; 305/925-0925, 800/859-5436; FAX 305/925-0334. □

There have been a number of personnel changes at the **SuperClubs** chain of all-inclusive resorts. **Joe Issa**, formerly general manager of Sans Souci Lido has moved to the corporate office in Ocho Rios as vice-president development and special projects. **Patrick Drake**, resident manager at Sans Souci since 1993 becomes general manager.

Gary Williams, GM of Hedonism II for the past seven years, has been named general manager of Breezes Bahamas, slated to open this summer. He's replaced at Hedonism by former resident manager **Kevin Levee**.

Neville Hudson has been named GM of Breezes Montego Bay, set to open soon after the Bahamas property. He was resident manager at Grand Lido since 1992.

TRAVEL WORLD NEWS
Norwalk, CT

MONTHLY

38.833

JUN 1995

M62358

LUCE PRESS CLIPPINGS

CARIBBEAN

BAHAMAS: SuperClubs ends sales blitz for agents with SuperParty



Glammin' at SuperClubs Glam Slam party for Florida travel agents in South Beach last April are (l. to r.): Warren Wilson, sales manager of SuperClubs resort, Jamaica Jamaica; Dulce Rousseau and Eileen Huber of GoGo Tours in Miami; Sandy Wilkinson, SuperClubs sales manager for Florida; Francis Pino and Arlene Tie of GoGo Tours; and Nikki Hendros, president of Empire Travel in Miami.

SuperClubs sales managers took Florida by storm in April, fanning out across the state to call on more than 600 agents. Their mission: to educate agents about the benefits of selling the five SuperClubs Super-Inclusive resorts in Jamaica and the two new value-priced Breezes resorts opening this summer in Nassau, Bahamas, and Montego Bay, Jamaica. In addition, more than 200 agents attended breakfast training seminars in Destin, Tallahassee, Orlando, Tampa, St. Petersburg, Palm Beach and Boca Raton. Also on hand at each seminar were **Bahamas Tourist Office** representatives, officially welcoming **Breezes Bahamas** to Nassau.

SuperClubs operates five properties in Jamaica — *Boscobel Beach* near Ocho Rios, *Grand Lido* and *Hedonism II* in Negril, *Jamaica Jamaica* in Runaway Bay and *Sans Souci Lido* in Ocho Rios. In addition to the new *Breezes Bahamas* and *Breezes Montego Bay*, SuperClubs plans two more Caribbean resorts: *Hedonism II* in St. Lucia and *Grenada Grenada*.

For more information, contact: SUPERCLUBS, P.O. Box 222800, Hollywood, FL 33022; 305/925-0925, 800/859-5436; FAX 305/925-0334. □

JAMAICA: SuperClubs features SuperSurprise mystery packages

With SuperClubs' SuperSurprise mystery promotion, the questions are "Where to?" and "Where from?" For example, from New York for \$799 per person for five days/four nights, or from Chicago or Detroit for \$1,099 for eight days/seven nights (p.p.d.o.), clients can enjoy substantial savings (prices include air) on a summer getaway to one of SuperClubs' resorts in Negril, Ocho Rios or Runaway Bay. Clients won't know which one until a week prior to departure. Everything is included in the upfront price — unlimited meals, premium cocktails, land and water sports and entertainment. The SuperSurprise promotion is valid for travel through August 31, and must be booked through a travel agent.

"With this SuperClubs SuperSurprise," says Paul Penni-cook, senior vice president, sales and marketing, "we are offer-

ing a limited number of clients the chance to experience a SuperClubs Super-Inclusive holiday at an incredible price."

SuperClubs includes five properties in Jamaica: *Boscobel Beach* near Ocho Rios; *Grand Lido* and *Hedonism II* both in Negril; *Jamaica Jamaica* in Runaway Bay; and *Sans Souci Lido* in Ocho Rios. *Breezes Bahamas*, the first of SuperClubs' new line of moderately priced resorts, will open this summer, followed by *Breezes Montego Bay*. Two additional Super-Inclusive resorts are planned outside Jamaica: *Hedonism II* in St. Lucia and *Grenada Grenada*.

For more information, contact: SUPERCLUBS, P.O. Box 222800, Hollywood, FL 33022; 305/925-0925, 800/859-5436; FAX 305/925-0334. □

TRAVEL AGENT
New York, NY

WEEKLY

59.018

JUN 5, 1995

M17752

LUCE PRESS CLIPPINGS

CARIBBEAN & BAHAMAS

HOTPRODUCTS

SPECIAL PRICES SPARK A JAMAICAN 'LOVE-A-FARE'

■ Air Jamaica is currently offering a special fall sale, valid for bookings made by June 16 for travel from Sept. 1 to Dec. 15.

The "Love-A-Fare" packages include midweek roundtrip air fare on Air Jamaica, beachfront hotel accommodations and departure taxes. Travelers will receive savings of up to 30 percent at more than 75 hotels on the island.

More than 25 Jamaican all-inclusive resorts will be participating, including Sandals, SuperClubs, Ciboney Ocho Rios, Franklyn D. Resort, Couples and the new Braco Village Resort.

For more information or to make a reservation, call Air Jamaica at 800-523-5585.

SUPERCLUBS OFFERING WEEKEND GETAWAYS

■ SuperClubs is offering weekend getaways to its all-inclusive Jamaica Jamaica resort in Runaway Bay through Aug. 31, with prices starting at \$450 per person.

The four-day/three night "JJ Getaway" package price is based on double occupancy and is available from Thursday to Sunday or Friday to Monday.

The rate, which does not include air fare, covers unlimited golf (including greens fees) at the SuperClubs Golf Club; land and watersports; unlimited meals, snacks and cocktails; entertainment; taxes; and airport transfers.

For more information or to make a reservation, contact SuperClubs at 800-859-SUPER.

**TRAVELAGE WEST
San Francisco, CA**

WEEKLY

35.328

MAY 29, 1995

LUCE

M17762

PRESS CLIPPINGS

SUPERCLUBS' JJ GETAWAY

SuperClubs is offering discounted three-night weekend getaways to its Jamaica Jamaica resort through Aug. 31. Priced starting at \$450 per person, double, for Thursday to Sunday or Friday to Monday bookings, the JJ Getaway package represents a savings off rack rates of \$350 per couple. Contact 800-859-SUPER.

◆◆◆

A WEEKEND GETAWAY to Jamaica is now more affordable with SuperClubs' three-night summer package, offering savings of US\$350 per couple.... the "JJ Getaway" features four days and three nights at the all-inclusive Jamaica Jamaica in Runaway Bay for US\$450 per person, double....the offer is available for arrivals until Aug. 31 and does not include airfare....the weekend options are Thursday to Sunday or Friday to Monday....

◆◆◆

TRAVEL WEEKLY
Secaucus, NJ

SEMI-WEEKLY

50.490

JUN 5, 1995

LUCE

M17788

PRESS CLIPPINGS

Air Jamaica Sets Fall Package Sale

NEW YORK — Air Jamaica has launched a fall sale that cuts the prices of air-inclusive hotel packages by up to 30%.

Two-night vacation plans, including midweek roundtrip air, beachfront hotel accommodations and departure taxes, start at \$189 per person, double, from Miami or Fort Lauderdale, Fla.; \$259 from Atlanta; \$279 from New York; \$285 from Baltimore, and \$285 from Philadelphia.

Inclusive vacation packages start at \$259 per person for two nights from Miami or Fort Lauderdale to Sunflower Beach Resort in Runaway Bay, Jamaica.

Participating inclusive properties include Sandals, SuperClubs, Ciboney Ocho Rios, Franklyn D. Resort, Couples and Braco Village.

Reservations must be made by June 16 for travel Sept. 1 through Dec. 15.

UP AND DOWN THE ISLES

New Hotels Targeted Toward Every Market

FOR THE REST OF 1995 AND BEYOND, THE CARIBBEAN/BAHAMAS REGION WILL SUPPORT A HOST of new hotels that cater to meetings and groups, golfers, singles, families, couples and all-inclusive fans looking for both luxury and budget properties.

Richard Ellis, the vice president of marketing for GoGo Tours, points to a clear re-emergence of such large hotel chains as Marriott and Westin, as well as expansions of existing chains in the Caribbean, including SuperClubs, Sandals and Hyatt.

"We're seeing two distinct expansion patterns," says Ellis. "You have the growth or acquisitions of hotels in some of the Caribbean's most popular destinations, like Aruba, Grand Cayman and Jamaica, as well as investments in emerging destinations, such as Grenada, St. Lucia and the Bahamas' Out Islands. While many of these resorts are opening

On a brighter note, Harry Hughes, Globetrotters' vice president of product development, predicts that family-oriented resorts will continue to gain popularity and attract a large chunk of the market. He's also optimistic about new hotels that offer golf and lots of sports activities, especially if hotels plan to attract incentive groups.

John Lynch, the executive vice president of Sandals Resorts, the Caribbean's largest chain of all-inclusive resorts for couples only, says that the company is "specializing more and more within the all-inclusive concept. Whenever we open a new hotel or improve an existing one,

we always add better room categories, like more suites and oceanfront rooms. We're becoming more upscale all the way around, and we're adding more restaurants to respond to consumers who want more choices."

John Issa, the chairman of SuperClubs all-inclusive resorts, says, "We're seeing a little bit of everything in the Caribbean, and it's healthy to see a variety of hotels and resorts. We shouldn't be copying each other with the same concepts. Everyone wants a different type of resort. Some want convention-style hotels with casinos, and some want small inns, bed-and-breakfast hotels, all-inclusives and family resorts. Some people just want a hotel to sleep in and then tour the island."

Following is a sampling of new resorts opening in the Caribbean and Bahamas



The 18-cottage Compass Point, located only 15 minutes away from the Cable Beach area in New Providence, opened this past winter.

with group business in mind, particular care seems to be paid to individual comforts and facilities. This is in response to the changing U.S. population, which is demanding more recreational and family facilities."

Ellis adds that many hotels are being built on the upscale side, but points to the danger of this—the region could potentially become too homogenous, with more of one hotel category rather than a variety of categories. "Not enough variety will cut off the mass population of travelers," he says.

Ellis also believes that all-inclusives will continue to sell well and diversify, since consumers enjoy the concept of paying for their vacation up front rather than encountering unforeseeable surprises. In general, Ellis predicts very few new properties for middle to lower-end clients.

this year and in the near future:

In August, SuperClubs plans to open a moderately priced resort called Breezes MoBay. Rates will be considerably lower than at other SuperClubs resorts.

CARIBBEAN

Hotel Companies Look to Jr., Sis, Mom & Pop

The following is a sampling of individual hotels and resort companies that offer family programs.



Frolicking in the surf at SuperClubs' Boscobel resort.

Jamaica

Boscobel, the family-oriented **SuperClubs** resort near Ocho Rios, has a Baby Break program that offers extensive savings for families with children under six. All children that age stay, play and eat free in May, June, September and October at the all-inclusive resort. Also, for every paying adult, an additional child (age 6 to 14) stays free. Baby Break extras include extended nursery hours, SuperNanny babysitting service and special Baby Break keepsakes. Call (800) 859-SUPER.

TRAVEL AGENT
New York, NY

WEEKLY

59,018

JUN 5, 1995

M17752

LUCE PRESS CLIPPINGS

CARIBBEAN & BAHAMAS

HOT PRODUCTS

COUPLES PROMOTES HONEYMOON PACKAGE

■ At Couples Resort, in Ocho Rios, Jamaica, clients can book an all-inclusive honeymoon package starting from \$1,235 per person for seven nights.

The rate is valid through Dec. 21 and includes all meals, snacks and drinks; land sports, including golf, tennis and use of the fitness center; horseback riding; sunset cruises; watersports; 24-hour room service; continental breakfast in bed; a day trip to Dunn's River Falls; a shopping shuttle to Ocho Rios; a glass-bottom-boat ride; and transfers. Call 800-COUPLES or fax 305-668-0111.

FREE WEDDING AVAILABLE AT GRAND LIDO

■ Through Dec. 21, a honeymoon/romance package at SuperClubs' Grand Lido in Negril, Jamaica, starts at \$1,715 per person for seven nights.

The package includes junior suite accommodations; all meals in a choice of five restaurants or via 24-hour room service; unlimited cocktails; land and watersports, including instruction and equipment; activities and entertainment; all taxes and gratuities; airport transfers; and cruises aboard the resort's 147-foot yacht. If guests choose to marry on-site, the wedding is free. Call 800-859-SUPER or fax 305-925-0334.

HONEYMOON TRAVEL

Negril Resort Courts Couples

BY KERRY O'NEILL

NEGRIL, Jamaica — The beaches of Jamaica provide a romantic backdrop for couples looking to tie the knot, and those who select the Poinciana Beach Resort in Negril as the site for their trip to the altar can leave the hassles of planning to the resort's staff.

Effective this past December, Poinciana, which has seven miles of beachfront property, has officially become an all-inclusive property, marketing itself to families and couples alike, but most

minister, the marriage license, a bridal bouquet and groom's boutonniere, wine and hors d'oeuvres for up to eight people and a wedding cake. Newlyweds who plan to stay five to seven nights at Poinciana are not charged for the wedding festivities.

The resort's "Honeymoon in Paradise" package offers newlyweds an air-conditioned, one-bedroom, ocean-view suite with Jacuzzi, living area, furnished kitchenette, private patio or balcony and satellite television.

Honeymoon extras include breakfast in bed the first morn-

ing, a four-course candlelight dinner with wine served privately to the couple in their suite, and a sunset cruise to Rick's Cafe. off and sample traditional Jamaican fare at roadside eateries, such as "Lollipop." Spicy jerk chicken is popular, and many restaurants offer cool blended fruit drinks to wash it down.

VISIT RICK'S CAFE

At the west end of Negril, newlyweds can embark on a visit to Rick's Cafe on the cliffs. Here, at about dinner time, couples can relax on the outdoor patio and enjoy a panoramic view of the spectacular sunset. Lunch and dinner are served here, but after the sun sets, at about 7 p.m., the place tends to clear out.

The 130-room Poinciana property offers a mix of contemporary and colonial design, surrounded by tropical flowers.

Poinciana Beach Resort opened in 1980 as Poinciana Villas, with just two private cottages. The hotel has since expanded to include superior rooms, suites, studios and villas. Honeymooners are swept to the eastern side of the property for privacy and peace and quiet.

The property has two fresh-water pools, a heated Jacuzzi and a 24-hour exercise gym.

Couples staying at the resort have several water sports options: windsurfing, snorkeling, kayaking or taking a glass-bottom boat ride. Scuba diving is also available at the resort's PADI five-star center, and four-day certification classes for non-divers are available.

Evening entertainment consists of "Reggae/Soca Barbecue Night" on Saturdays, when guests take to the beach for a torchlit dinner on the sand, highlighted by late-night activities organized by the resort staff. Other forms of entertain-

ment include a cabaret night and fashion shows.

Competing with next-door neighbors Sandals and Hedonism II can be a difficult task, but Gordon is confident of the success of Poinciana. "We are doing just as well as all the other inclusive properties on the island," he said.

Although there are no plans to expand, Gordon says "refurbishment is an ongoing process" at the property. "We plan on doing some massive upgrading of our kitchen facilities and bar area within the next year."



At the Poinciana Beach Resort, couples say "I do" in a quaint gazebo on the property overlooking the Caribbean Sea.

particularly to honeymooners. According to J.R. Gordon, executive director of the property, the move was "market driven" and is proving very successful.

The atmosphere at Poinciana is tranquil, making it a popular spot for newlyweds or couples desiring a sunset ceremony seaside. On average, Poinciana performs two or three wedding ceremonies per week here, and the staff is just as thrilled as the couples to take part in the occasion.

Couples say "I do" in a quaint gazebo on the property overlooking the Caribbean Sea. The resort arranges for the services of a

ing, a four-course candlelight dinner with wine served privately to the couple in their suite, and a sunset cruise to Rick's Cafe.

SUMMER PRICING

The summer rates for the package, per couple, are \$2,145 for five nights, or \$2,993 for seven nights, including accommodations, meals and drinks.

As part of the all-inclusive program, guests are entitled to roundtrip airport transfers between Montego Bay and the resort (the drive is approximately an hour-and-a-half). Visitors making the trip may want to stop

SINGLES STRATEGIES

A large and diverse group, the singles market is a gold mine waiting to be tapped

by Harvey Chipkin

BEING SINGLE doesn't hurt when marketing to other singles, according to Linda Erickson who is with Travellers One in Red Bank, NJ.

Most of Erickson's friends are also single and she generates solid group business. she says, by simply delegating a friend to try to drum up business in exchange for a good deal.

"Most of my friends work in restaurants or bars," says Erickson, "or

have friends who work where singles congregate, so it's easy for them to pass the word."

Erickson has worked out deals

hotels whereby she gets a free trip for every group of 20 or so that she books. She then offers that "freebie" to her delegated organizer.

And not only does the organizer benefit, says Erickson, "but I get a much better rate for these people than they could get for themselves, so there's an incentive for everybody to take advantage of it. Plus, they often get to travel with a group of their friends."

While long associated with either the young and unwed or the older and widowed, the singles market has broadened to the divorced in their 40s and 50s.

with such singles resorts as Hedonism II in Jamaica and several Cancun

Harvey Chipkin is a regular contributor to Cruise & Vacation Views. He was single once.

Trade Takes Time To Renew And

by Edith Baxter

Renegotiate Contracts At JAPEX '95

Some of the tools the minister plans to use toward implementation of the island's full tourism potential include spending \$67-million on infrastructure improvements. Ocho Rios and the surrounding area will be one of the major beneficiaries, with road improvements and a general improvement of the area planned. There is also the possibility that a bypass road will be built linking Ocho Rios with San Souci.

Jamaica's All-Inclusive Resorts Draw A Lot Of Interest

a disco. Also being added are swimming pools, jogging tracks, tennis courts, "environmentally friendly" water sports and three restaurants. Breezes is the moderately priced component of the Superclubs concept.

Among the private-sector properties seeing extensive refurbishing are: Dragon Bay in Port Antonio; Goblin Hill which has added a nature trail and a children's program; and Port Antonio's newest addition, the recently opened Jamaica Crest, which has six air-conditioned villas and full dining room service in addition to a pool grill and bar.

Still with the private sector, John Issa, the chief executive officer of Superclubs, which include the deluxe Sans Souci Resort and Spa, the deluxe Grand Lido and the all-inclusive Club Varadero in Cuba, is heading toward an opening within the next couple of months of the all-inclusive Breezes Resort on Cable Beach, Nassau. The 400-room resort is undergoing a complete renovation including new air conditioning, new wiring and the latest in guest facilities. It's an open concept for the entry level floor, which will house the entertainment centre including

New in Ocho Rios is Braco Village Resort, owned and operated by FDR Holidays and Resorts (Frank Rance is the chief executive officer), and Ambiance Jamaica, an all-inclusive at Runaway Bay. Comfort Suites, the U.S.-owned chain, opened its first property in Jamaica and named it the Crane Ridge Club.

Half Moon Shopping Village is open in Montego Bay and offers lots of variety — includ-

ing banks, shops, doctor and dentist offices and several restaurants. Half Moon has also added 20 deluxe five- and six-bedroom villas.

There is more news on refurbishing and expansion to come, but space restraints force us to cover these in a future issue of CTP.

In addition to gathering info,

buyers and sellers had ample time to get together and enjoy some Jamaican hospitality. The Jamaica Tourist Board (JTB) sponsored fun evenings with some good Jamaican home cooking, local entertainment and an opportunity to take in some of the sights of Kingston — it does have them, day and night.

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JAMAICA'S ANNUAL TRAVEL mart, JAPEX, was held in Kingston, Jamaica, recently....since its inception in 1990, the event has drawn increasing numbers of booth suppliers and buyers....a total of 600 registered Canadians did not take a back seat and among the buyers on hand were representatives from Air Canada Vacations, Alba Tours, Holiday House and Sunquest Vacations....Bert Kameka, manager Canada for the Jamaica Tourist Board (JTB), assisted in manning the large JTB display booth along with George de Mercado, deputy director of tourism, international sales, and others.... high profile suppliers included Sandals Ultra-Inclusive Resorts' Butch Stewart, CEO; Donna Haynes of Sandals Canada; Heinz Simonitch, Half Moon Golf and Country Club, Montego Bay; and the originator of the all-inclusive resorts in Jamaica, John Issa, CEO, Super Clubs....



UPCOMING EVENTS

UPCOMING EVENTS: The 24th Annual Jamaica Air Carriers Invitational (JACI) Golf Tournament will be held Oct. 11-15 in Ocho Rios. Two courses will be used this year: the Sandals Golf & Country Club and the SuperClubs Golf Club.

Travel Courier
June 15-21, 1995
Circ: 7,000



The Superclubs team consisted of (l-r) Abe Moore, director of operations, Cuba; Nancy Hay, director of sales, Canada and Paul Pennicook.



FOR IMMEDIATE RELEASE

Contact: Miriam Trokan/Karen Wos
Aaron D. Cushman & Assoc.
Tel: (212) 856-0100

DIAMONDS SHINE ON SUPERCLUBS' SANS SOUCI LIDO

OCHO RIOS, JAMAICA -- In recognition of Sans Souci Lido's "superior quality," the American Automobile Association recently presented the SuperClubs Super-Inclusive Resort with the AAA Four Diamond Award plaque. Tony Perrone (right), Regional Sales Manager, Travel Publishing AAA, presented the plaque to Sans Souci Lido's General Manager, Patrick Drake, noting that the award is for "service excellence, hospitality and exceptional guest accommodations."

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(Photo by Bill Clarke)



FOR IMMEDIATE RELEASE

Contact: Miriam Trokan/Karen Wos
Aaron D. Cushman & Assoc.
Tel: (212) 856-0100

DIAMONDS SHINE ON SUPERCLUBS' SANS SOUCI LIDO

OCHO RIOS, JAMAICA -- In recognition of Sans Souci Lido's "superior quality," the American Automobile Association recently presented the SuperClubs Super-Inclusive Resort with the AAA Four Diamond Award plaque. The award honors Sans Souci Lido's "service excellence, hospitality and exceptional guest accommodations." Present at the official ceremony were (from left) Sans Souci Lido's General Manager, Patrick Drake; Tony Perrone, Regional Sales Manager, Travel Publishing A.A.A.; Jag Mehta, Senior Vice President Operations at SuperClubs; and Joseph Issa, Vice President Development & Special Projects and 1994 Young Hotelier of the World. Mr. Issa had been General Manager of Sans Souci Lido during its first year of operations.

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(Photo by Bill Clarke)

public relations
sales promotion
marketing



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**SUPERCLUBS
PUBLIC RELATIONS ACTIVITY REPORT
JULY 1995**

NATIONAL CONSUMER PUBLICITY

"SALLY JESSY RAPHAEL"

Audience: 6,000,000 U.S. viewers
(+ worldwide syndication)
Air date: July 17, 1995

As a result of ongoing liaison with show's producers and publicist, agency arranged a honeymoon trip giveaway to Sans Souci Lido for the "Unusual Wedding Proposals" show. Sans Souci Lido, Casanova and Charlie's Spa are all mentioned as b-roll footage, provided by agency, was shown.

THE NEW YORK TIMES

Circ: 1,767,862
July 23, 1995

As a result of our work with "The Gordon Elliott Show," producer Cyndi Wolfman chose to vacation at Sans Souci Lido last winter. Coverage of her recent wedding included a mention of Sans Souci Lido and the unusual marriage proposal she received from her beau as she was enjoying a massage over the Caribbean.

CONDE NAST TRAVELER

Circ: 933,047
July 1995

Agency-issued Breezes Bahamas release was picked up by this publication and included in "Caribbean Gazetteer," complete with SuperClubs' 800 number.

CARIBBEAN TRAVEL & LIFE

Circ: 125,000
July-August 1995

Grand Lido is featured in this article on Negril resorts, as a result of agency-assisted press visits by Carol Lee (in September 1994) and Christopher Baker (in February 1995). Three color photos accompany this detailed article on the resort, which mentions the restaurants, amenities and the property's facilities.

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

THE GLOBE & MAIL
Circ: 330,030
July 15, 1995

As a result of agency-arranged press visit, Helga Loverseed features SuperClubs' five properties and the 800 number in this article on summer travel to Jamaica.

BRIDE'S & YOUR NEW HOME
Circ: 356,945
July 1995

Sans Souci Lido, Hedonism II, Grand Lido and the *M/Y Zein* are highlighted in the "Spotlight on Jamaica," a result of ongoing liaison with this national publication.

BRIDE'S & YOUR NEW HOME
Circ: 356,945
July 1995

Grand Lido and SuperClubs' 800 number are mentioned in this issue again, in an article on romantic travel.

SARASOTA HERALD-TRIBUNE
Circ: 157,050
June 18, 1995
CAPE COD TIMES
Circ: 62,493
June 18, 1995

Agency sent press kits and provided follow-up assistance to David Bennett and Lisa Addison (both participated in JTB press trips) for their articles which continue to run on the Hearst/*New York Times* wire service. The first mentions Pavarotti's visit to Sans Souci Lido, as well as the resort's inclusion on *Conde Nast Traveler's* "Gold List" and SuperClub's 800 number. The second article offers Hedonism II as a "different" resort experience.

TRAVEL SMART
Circ: 15,000
July 1995

Agency's "SuperSurprise" press release is featured, along with SuperClubs' 800 number.

HOUSE BEAUTIFUL
Circ: 1,002,458
July 1995

"Sans Souci Cooler," a recipe from Sans Souci Lido, is included in this article featuring rum drink recipes.

YM
Circ: 1,394,319
July 1995

Grand Lido and the *M/Y Zein* receive a photo credit in a summer fashion spread.

KNOXVILLE NEWS-SENTINEL
Circ: 177,261
July 2, 1995

A couple's wedding announcement names Grand Lido as their honeymoon destination.

DETROIT MONTHLY
Circ: 88,286
July 1995

SuperClubs is among prize trip packages to be auctioned at the Fash Bash auction.

MARTINSBURG JOURNAL
Circ: 17,930
June 13, 1995
THIBODAUX COMET
Circ: 12,188
July 10, 1995

An abbreviated version of Elizabeth Scheibner's article on honeymoon paradises, which mentions SuperClubs, continues to run on the Copley News Service.

JACKSONVILLE BUSINESS JOURNAL
Circ: 11,850
June 15, 1995

Hedonism II is named as one of this season's hot travel destinations.

OPELIKA-AUBURN NEWS
Circ: 13,225
June 27, 1995

Hedonism II is recommended for single travelers as an exciting place to meet people in this article on summer travel.

DOYLESTOWN RECORD
Circ: 43,886
June 23, 1995

Grand Lido is named among the hotels visited by a local travel agent on a fam trip to Negril.

NEW PALTZ NEWS
Circ: 5,000
July 5, 1995
SOUTHERN ULSTER PIONEER
Circ: 2,720
July 5, 1995
MID-HUDON POST
Circ: 2,422
July 5, 1995

Grand Lido, Hedonism II, Jamaica Jamaica and Boscobel Beach are featured in "Talk of the Town" which names SuperClubs as a great vacation option.

CONDE NAST TRAVELER
Circ: 933,047
July 1995

SuperClubs' Club Varadero is mentioned as "the most luxurious resort on the island" in this article on post-Castro Cuba.

GOLF WEEK
Circ: 42,500
May 20, 1995

Grand Lido and Hedonism II are mentioned in this article on golf vacations in Negril. Although agency supplied Jim Bartlett with a press kit for his JTB-sponsored trip, he errs in crediting Butch Stewart with originating the all-inclusive concept (please see News Bureau/General section of this report.)

TRADE PUBLICITY

TRAVEL WEEK BULLETIN
Circ: 7,500
June 29, 1995

The photo of the Issa family with Pavarotti continues to appear.

TRAVEL AGENT
Circ: 59,018
July 17, 1995

John Issa is quoted in this article on Butch Stewart's revamping of Air Jamaica. In a sidebar, Breezes Montego Bay, Jamaica, Jamaica, Boscobel Beach and Hedonism II are mentioned among properties included in Jamaica Air Tours' packages.

TRAVEL AGENT
Circ: 59,018
June 12, 1995
TRAVEL AGENT
Circ: 59,018
July 17, 1995

Trade coverage of agency-issued "Super Surprise" and "JJ Getaway" releases. All three articles include SuperClubs' 800 number.

JAX FAX TRAVEL MARKETING
Circ: 30,233
July 1995

TRAVELAGE WEST
Circ: 35,328
June 12, 1995
TRAVEL WEEKLY
Circ: 50,490
June 15, 1995

Information from the agency's renovations release is included, with mentions of Boscobel Beach, Grand Lido, Jamaica, Jamaica and SuperClubs' 800 number.

TOUR & TRAVEL NEWS

Circ: 61,919
June 19, 1995

The new Braco Village Resort is described as being positioned between SuperClubs' Jamaica Jamaica and Grand Lido.

TOUR & TRAVEL NEWS

Circ: 51,919
June 5, 1995

SuperClubs is listed as a private sector member of the Caribbean Coalition for Tourism in this article on Caribbean travel.

TRAVELWEEK BULLETIN

Circ: 7,500
June 22, 1995

SuperClubs' Golf Club is listed as one of the sites of the 24th annual Jamaica Air Carriers Invitational Golf Tournament.

TRAVEL COURIER

Circ: 5,000
June 22, 1995

HOTEL & MOTEL MANAGEMENT

Circ: 61,073
July 5, 1995

SuperClubs is named as one of several hotel companies helping to drive tourism in Cuba, via joint ventures with Cuban government agencies.

TRAVELWEEK BULLETIN

Circ: 7,500
June 15, 1995

SuperClubs' Club Varadero is mentioned in connection with a travel agent special.

PENDING NATIONAL PUBLICITY

BRIDE'S & YOUR NEW HOME

Circ: 356,945

SuperClubs will be featured in Cynthia Penney's article slated for August/September, as a result of agency pitch.

TRAVEL HOLIDAY

Circ: 575,261

Agency sent slides and information to Cynthia Penney for a September story that will feature SuperClubs.

VISITING JOURNALISTS/MEDIA

- Agency followed up with **Steven Bergsman**, who stayed at Grand Lido June 28 - July 1 on assignment for the **Cox Newspaper Group of Arizona**; his story will run on the Cox newswire, reaching such publications as *The Mesa Tribune*, *Tempe Daily News*, *Chandler Arizonan*, *Scottsdale Progress* (total circ: 84,016), *West Palm Beach Post* (circ: 224,702), *Atlanta Constitution* (circ: 680,267) and others. Also sent Winter 1995/96 rates and slides, and spoke to him regarding his interest in the upcoming Golf Press Trip.
- Agency sent confirmation letter and press kit to **Stephanie and Jeff Sylva, family travel writers** for Northern New Jersey newspapers (circ: 600,000), for their upcoming stay at Boscobel Beach from August 16-21; agency also provided resort with flight itinerary.
- Agency finalized July 7-14 stay at Boscobel Beach for **Laura Dayton of Vie Magazine** (circ: 250,000); she'll feature the resort in the August "Editor's Choice" travel column.
- Following initial on-island contact made by Sue McManus, agency followed up with **Dwight Brown, freelance writer**, regarding his recent visit to Jamaica. Agency will arrange a return visit, so Dwight can experience all the SuperClubs resorts for a number of confirmed/pending assignments. Agency sent pitch, press kit and slides for his upcoming "Something for Everyone" series of travel articles, which will appear in *The Atlanta Tribune* (circ: 25,000 -- currently being restructured and repositioned as a total African-American business newsmagazine), as well as for pending travel features in *The Chicago Tribune* (circ: 1,110,552) and *Black Enterprise* (circ: 256,678).
- **Freelance travel writer Ian Keown** will visit Jamaica (tentatively Montego Bay and Negril) in late September, courtesy of the JTB and on assignment for *Gourmet* magazine (circ: 874,202). Alison Ross of Peter Martin Associates called to confirm information regarding "evening passes" to the Lido resorts, as she wanted to include Piacere and possibly Casanova on Ian's itinerary. Agency consulted with each resort regarding dining/entertainment options for non-SuperClubs guests with evening passes, as Ian's article will be focused more on a "dine around" theme and will feature small, elegant upscale resorts. Grand Lido confirmed that evening passes are not applicable in Piacere; Sans Souci Lido confirmed that Casanova does welcome diners who aren't guests at the resort, for a \$75 per person charge. Agency will follow up to secure both Lido resorts on the itinerary.
- Arranged press rate at Sans Souci Lido for **Faye Rodney of Carib News** (circ: 71,500) and her daughter, in Jamaica on personal "emergency" business from August 3-6.
- Agency researched and followed up on Wendy Caning Church, author of **Aqua Expeditions**, regarding her trip to Jamaica. Her fully comped stay at Sans Souci Lido (and visit to Grand Lido) for diving research was arranged by SuperClubs in Florida. Agency provided client with an evaluation of Wendy and her editorial endeavors, as well as a request to keep the agency "in the loop" on visiting journalist trips arranged outside of the agency.
- Agency followed up with **Karl Luntta, author of the "Jamaica Handbook" and freelance writer**, who was hosted June 15-24 for his updated edition, due out in the fall.

NEWS BUREAU

In July, the agency developed and/or distributed the following press releases:

- "SuperClubs Announces Summer/Fall Savings '95"
- "SuperClubs' Early Booking Bonus ~ Winter '96"
- "Savings Are a Breeze at SuperClubs"

During this period, the agency maintained ongoing communication with the following:

Magazines

- Pitched *Glamour* (circ: 2,081,212) for November issue, which will feature an article on all-inclusive resorts
- Pitched *Vogue* (circ: 1,204,058) for November issue, which will feature an article on family travel to the Caribbean
- Followed up with writer of Caribbean article slated for October issue of *Travel & Leisure* (circ: 1,171,695)
- Fact-checked Cynthia Penney's feature slated for the September issue of *Travel Holiday* (circ: 575,261)
- Fact-checked information for *Southern Living Vacations* (circ: 230,000) upcoming "Winter Guide" (on newsstands October 24, 1995 through January 1996), which will feature Caribbean all-inclusive resorts
- Continued to follow up with Stephanie Stokes Oliver, editor-in-chief of *Heart & Soul* (circ: 125,000), regarding visuals/slides for December/January feature, resulting from her 1994 stay at Grand Lido; sent requested slides to magazine's art/layout department
- Fact-checked article on all-inclusives for *Caribbean Travel and Life* (circ: 125,000) which will appear in the 1996 edition of the "Caribbean Made Easy" guide, on newsstands in early December 1995; conferred with client on references to Cuba, Grenada and St. Lucia properties
- Pitched SuperClubs to Monica Perez of *Caribbean Business* (circ: 45,000) for upcoming "Smart Living" section
- Sent requested information on Jamaica Jamaica to *For The Bride By Demetrios* (circ: 147,274) and also pitched the Lido resorts, for upcoming Winter 1995 issue

Travel Trades

- Pitched SuperClubs, Jamaica Jamaica and Hedonism II to Jane Jamison at *Travel Weekly* (circ: 50,490) for September 25 "Caribbean Fall/Winter Travel Planner" targeting active vacationers
- Pitched SuperClubs' free weddings and sent slides to Amy Baratta at *Travel Weekly* (circ: 50,490) for upcoming wedding feature; agency also sent press releases on SuperClubs' current promotions for upcoming Caribbean section and consulted client on Amy's inquiry regarding Cuba (she was interested in an interview with John Issa)
- Sent press kit, slides and "Summer/Fall Savings '95" release (for "Hot Products") to Kerry Diamond at *Travel Agent* (circ: 59,018) for inclusion in July 24 feature on all-inclusive resorts; also researched and sent her information on SuperClubs' policy regarding travel agent discounts, per her request
- Provided *Recommend* (circ: 58,814) with Breezes opening date information for September issue
- Sent Sans Souci Lido slides to *Travel World News* (circ: 38,683) for cover of August spa issue
- Arranged interview with Paul Pennicook for Amy Fried of *Cruise & Vacation Views* (circ: 37,662) for a trend story focusing on all-inclusive resorts to appear in the August issue
- Consulted Zein Issa on Sue Smith Juliano's inquiry for *Tour & Travel News* (circ: 61,919) regarding *The Gleaner's* inaccurate coverage of SuperClubs and the Internet; Zein confirmed that SuperClubs does not have their own web site, however to access information, users can do a worldwide web search for SuperClubs
- Sent press releases on current promotions and dates for the upcoming SuperClubs golf press trip to Marilyn Green (of *Recommend* circ: 58,814), for inclusion in her newsletter to freelance travel writers
- Sent press kit to *Travel Courier* (circ: 5,000) for upcoming all-inclusive special section

Newspapers

- Developed extensive pitch on SuperClubs' Jamaican properties and Breezes resorts and sent, with a selection of slides, to freelancer Christopher Lofting, who is writing the "Sophisticated Traveler's 'The Caribbean'" for *The New York Times* (circ: 1,767,862) slated for the fall
- Pitched SuperClubs and John Issa as the creator of the all-inclusive to Janet Podolak, travel editor at *The (Cleveland, OH) News-Herald* (circ: 68,399), for upcoming three-part series on Caribbean resorts; also discussed story ideas for other publications for which she writes/contributes including the *Chicago Sun-Times* (circ: 566,800), *Buffalo News* (circ: 377,897), *Pittsburgh Post-Gazette* (circ: 461,469) and various magazines
- Sent information and slides to Julie Blevins of the *State Newspaper* (circ: 173,636) in Columbia, South Carolina, for July 30 feature on holiday travel

General

- Sent current press kit materials to resorts and client for review and updating (to be completed prior to CTC-19)
- Revised John Issa backgrounder and faxed to client for approval
- Drafted and sent client-approved letter to Jim Bartlett at *GolfWeek* (circ: 40,000), regarding his May article which incorrectly named Butch Stewart the "creator of the all-inclusive holiday"
- At the request of Sue McManus, sent press kits to Indecom TV Productions Co. in Seoul, Korea; journalist Ivo Baumann in Germany; and Elena Oumano, journalist and book author (also sent her slides of Jamaica Jamaica and Sans Souci Lido) who was hosted during Reggae Sunsplash 1995
- At the request of Jag Mehta, sent press kit to Bruce Cunningham of B.C. Host & Company in Austin, Texas
- At the request of Catharina van Staveren at Grand Lido, sent press kits to Diana Bentley of *Hello!* magazine in London; Pat Lehner of *Royale Vacation and Cruises*; and Jennifer Simpkins of SuperClubs in Orlando
- Sent press kit to Tina Marie Mocerri (SuperClubs sales manager in Michigan) for editorial use in upcoming newsletter
- Faxed Breezes information to Rocio at Travel Impressions for travel agency newsletter
- Returned negatives and contact sheets from Florida Sales Blitz to Randy Russell

SPECIAL PROJECTS

Broadcast/National

- Agency continued to follow up with producers at "**The Maury Povich Show**" regarding pitch for upcoming "Wonderful Weddings/Horrible Honeymoons" show; on behalf of SuperClubs, agency offered a one-week honeymoon package
- Agency pitched "**Live With Regis & Kathie Lee**" for Grandparent's Day show to feature Boscobel Beach
- Agency evaluated proposal from "**A Taste of New York**" for a tradeout of room nights at Sans Souci Lido in exchange for a featured spot on an upcoming "Island Getaway" segment; agency recommended SuperClubs' participation in this Time Warner cable television show which reaches 1,500,000 viewers weekly; sent letter of agreement, press kit and b-roll tape; advised resort of producer's flight itinerary (arriving August 31, departing September 6)
- Agency continued to follow up with producer Deborah Mitchell, regarding her location scout for the "**Geraldo**" show; with the pending on-location project, agency taped one week of the show to evaluate Geraldo's recent topics
- Agency continued to follow up with producers at "**Montel Williams**" regarding the SuperClubs b-roll we sent, which was not used in the "Good News" May 15 segment, per our letter of agreement
- Followed up with producers at "**Sally Jessy Raphael**" regarding July 17 show, "Unusual Wedding Proposals," which featured Sans Souci Lido, but contained inaccuracies regarding the b-roll footage they showed and terms of the letter of agreement that were not met
- Agency continued to follow up with the producer at "**Jenny Jones**" regarding inaccuracies and mistakes made during the taping of the "Secret Marriages" show; producer finally responded and they have agreed to re-air the show with corrected information and visuals
- At the request of Paul Pennicook, agency sent press kit and information on Boscobel Beach to **Visionary Entertainment Group**, which produces magazine format television shows which air on major cable network stations; agency awaiting further details on proposed project

Honeymoon Media Tour with Susan Wagner

- Continued to pitch New York and Los Angeles markets
- Continued to monitor media tour budget
- Contacted spokesperson Susan Wagner regarding future travel dates/availability

Promotions

- **"Dream TeamMates Super Fantasy Week" ~ Jamaica Jamaica ~ July 20-25, 1995**
 - ~ Agency continued to liaise with Debbie Saul of Creative Sports Management regarding event logistics, shipping, etc.
 - ~ Provided client with ongoing updates
 - ~ Sent bios of participating athletes to resort for local publicity efforts; reviewed press release written for local use
 - ~ Continued to follow up on invitations sent to the New York Knicks, via Bob Page at MSG Network television
- **KEZK-FM (St. Louis) ~ radio promotion/on-location live broadcast ~ Jamaica Jamaica**
 - ~ Evaluated station's proposal for a week-long, on-location broadcast at Sans Souci Lido, including three weeks of pre-event promotion with listener trip giveaways
 - ~ Liaised with client regarding dates and resort availability; it was decided that Jamaica Jamaica would be better suited for the promotion/live broadcast
 - ~ Drafted letter of agreement and sent press kit/brochures to station
- **STAR-FM (Los Angeles) ~ radio promotion/prize trip tradeout ~ Jamaica Jamaica**
 - ~ Evaluated proposal sent by Peter Martin Associates for August promotion with on-air promotional announcements at a \$66,000 value in exchange for a week-long prize trip
 - ~ Agency recommended SuperClubs' participation, drafted letter of agreement and provided promotional copy
- **WCNY-TV/24 (New York) ~ televised Travel Auction ~ prize trip to Jamaica Jamaica**
 - ~ Agency followed up with producers of upcoming televised Travel Auction, scheduled for Saturday, September 16 from 8:00PM - 12:00 midnight, for which SuperClubs donated a three-day/two night stay at Jamaica Jamaica
 - ~ Sent b-roll footage, logos, brochures and copy for promotional announcements
- **WRKO-AM (Boston) ~ radio promotion/prize trip/on-location broadcast ~ Grand Lido**
 - ~ Liaised with client, resort, radio station, Sunburst Holidays and National Leisure Group regarding proposal for an on-location broadcast and promotion with trip giveaways and a "Come-Along" offer via Sunburst

- **OASIS/Sam Goody/Z-100 FM (New York) ~ promotion/prize trip ~ Hedonism II**
 - ~ Liaised with resort and Peter Martin Associates regarding travel dates for prizewinner of six-day/five-night stay at Hedonism II
- **Africa Fete/Island Records Promotions ~ Chicago, Miami and Boston**
 - Followed up with client and Africa Fete regarding events; awaiting response
- Forwarded Jensen/Boga proposal for Columbia Records/SuperCat promotion to GAT Marketing for review and evaluation; made the introduction for GAT with Jensen/Boga

ESPN "Body Shaping" and "Fitness Beach" at Grand Lido

- Agency liaised with client and High Bar Productions regarding renewal of contract for 1996 on-location shoot, due to customs duties owed for equipment left in storage at Grand Lido
- Agency requested that High Bar Productions forward edited tapes of all shows to client and agency

"Beach MTV" On-Location Shoot

- Agency continued to follow up with Peter Martin Associates to ascertain air dates and tapes from on-location shoot at Hedonism II and Grand Lido in May; per Alison Ross, information and tapes are forthcoming

Concepts Video Productions/ABC Infomercial On-Location Shoot at Sans Souci Lido

- Agency reviewed letter from Sans Souci Lido guest regarding disturbances during her honeymoon stay at the resort; forwarded letter to Concepts Video Productions and followed up with producer to discuss situation

Awards Nominations

- Requested photos and articles for submission with supporting materials for 1995 ASTA/Smithsonian Magazine Environment Award nomination; compiled background information, created a presentation book and submitted, with letter

CTC-19 ~ Nassau, Bahamas ~ September 1995

- Drafted two versions of the invitation to trade press for the SuperClubs dinner on Friday, September 8, and submitted for client approval
- Obtained preliminary schedule of events from CTO and faxed to client
- Requested that CTO forward registration packets to client and agency

Wacky Wedding Ideas

- Followed up with client on status of approval of publicity budget for the "World's Largest Wedding Cake" sand sculpture

General

- At the request of Sue McManus, researched the potential for SuperClubs' involvement with the Coco Walk Jamaica Week (October 1995) in Coconut Grove, Florida
- Sent press kit covers (50) and information on women's organizations directories to Alex Thomson at Hedonism II, per request
- Agency continued to develop publicity-generating ideas for the opening of Breezes

Administration/General

- Maintained and updated media lists
- Monitored public relations budget
 - ~ researched client inquiry regarding May phone charges
- Provided client with agency's April, May and June activity reports
- Requested supply of SuperClubs letterhead
- Discussed dates for client/agency meeting in Florida following CTC-19
- Updated video monitoring service on key words to search for broadcast coverage of SuperClubs, as well as competition's
- Maintained regular, day-to-day contact with client
- Maintained contact with Tinsley and GAT Marketing regarding ongoing/upcoming projects

The New York Times

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NEW YORK, SUNDAY, JULY 23, 1995

THE NEW YORK TIMES **WEDDINGS** SUNDAY, JULY 23, 1995

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Photographs by Jim Ezzell/The New York Times

Circ:
1,767,861

VOWS

David Scott and Cyndi Wolfman

By LOIS SMITH BRADY

CYNDI WOLFMAN, the senior producer on "The Gordon Elliot Show," and David Scott, a producer for "Donahue," met six years ago while working on "Geraldo." They have produced talk shows on satanic cults as well as on people without legs, fathers, lovers or the ability to diet.

In a typical workweek, Mr. Scott, 32, might put together a show, say, about a husband who plotted to kill his wife, while Ms. Wolfman might oversee one about a bridegroom who jumped out a church window just as his bride was walking down the aisle.

"It's very hard to shock me," Ms. Wolfman, 29, said. "I've met women who have given birth not knowing they were pregnant. When people say, 'Do you believe Woody Allen is dating his stepdaughter?' I'm like, 'Yeah, we did a show on that.' I think I have a very warped view of human nature. Anything can happen, and usually does, which is why we never run out of stories."

Describing Mr. Scott, she joked: "I love him, even though he used to be a woman."

Ms. Wolfman and Mr. Scott are each zany, sentimental and very talkative. She is known for her big hair (restrained for the wedding) and for her big heart, especially when it comes to playing matchmaker.

"If we're doing a show called 'Please Find My Daughter a Date,' Cyndi will be the one to find a dozen unmarried doctors for the girl," Gordon Elliot said.

Colleagues say she can persuade almost anyone — whether they're overweight, bro-



Tarrytown, N.Y., July 9

kenhearted or a superstar — to appear on the show. "If Cyndi wants something, she'll cling to your leg and bite your ankle like a mad dog until she gets what she wants," said Terry Murphy, the executive producer for "Gordon Elliot."

Mr. Scott is similarly persuasive. He started out as an audience coordinator at "Geraldo," which meant he had to fill the audience, sometimes by running down a sidewalk or through hotel lobbies waving free tickets to the show.

"David is probably the silliest adult man I know," said Brad Hurtado, a producer for "Donahue." "He's like your best friend when you were 12 years old. David is the kind of person who likes to sit in the front car of a roller coaster and hold his hands up."

Friends describe the couple as alike in almost every way, from their favorite sports (scuba diving, skiing) to their work habits.

"They never stop working," said Sara Gold-

stein, a patent lawyer and an old friend of the bride. "At night, they're always going to an opening or a party and looking for new ideas."

The two even have the same taste in art. Their living room on the Upper West Side is decorated with a painting of John Lennon done by an artist (who appeared on "Donahue") whose method is to throw paint at the canvas while listening to loud music. Both see the humor and even the art in it.

"Cyndi and David are the same people, just different shows," said Beth Cohen, a producer for "Gordon Elliot."

He proposed last winter at the Sans Souci resort in Jamaica while she was having a massage in a grass hut overlooking the water. Being a producer, he thought of every detail.

"He even signed me up for a manicure beforehand because he knew I'd have the ring and he wanted my nails to look nice," Ms. Wolfman said.

The couple were married at Tappan Hill in Tarrytown, N.Y., on July 9, a date chosen because their shows are on summer break.

The crowd was filled with talk-show hosts, advertising directors and producers wearing sunglasses and discussing subjects like a man and woman who recently went over Niagara Falls in a homemade barrel.

While the couple have produced shows on a range of marital disasters, they remain essentially optimistic about relationships.

"One thing we both have learned from working on these shows is that talking is paramount," the bridegroom said. "If you don't talk about it, nothing is going to get resolved. You've got to talk, talk, talk."

GAZETTEER

Where to spend the endless summer

By Ian Glass

THERE IS CRICKET, SCUBA DIVING, WATER-SKIING. DEEP-SEA FISHING. POLO. croquet, and golf, golf, and more golf. For the sports enthusiast there is something to do on almost every Caribbean island. And for the more sybaritic traveler there are an equal number of easygoing, sun-drenched retreats—from tiny hideaways to new megaresorts—to pass the time without having to move so much as a little finger.

The Bahamas

THE NEWEST RESORT HERE IS THE Disney-like 14-acre, \$225 million waterscape development at Nassau's 1,147-room **Atlantis, Paradise Island** on what was once Hog Island, the domain of grocer Huntington Hartford. Formerly the Paradise Island Resort & Casino, its developers, the South African Sun International group, revamped the site with the world's largest open-air aquarium (3.2 million gallons) and an underwater glass tunnel and cascading waterfalls (809-363-3000, fax -363-3524; doubles, \$120-\$275). **Superclubs** Resorts of Jamaica, which has six all-inclusive properties (including one in Cuba), took over the 400-room former Ambassador Beach Hotel on

Cable Beach and gave it a \$10 million facelift and a cheery name: **Breezes Bahamas** is due to open in mid-July (800-859-7873, fax 305-925-0334; doubles, \$220-\$280).

Mediterranean Mystique

GRAND LIDO

When Europe's chic cognoscenti come to Jamaica, they descend on Grand Lido, flagship (along with Sans Souci Lido in Ocho Rios) of the SuperClubs family and a resort of such contemporary flair that it embodies the very antithesis of the Caribbean. Untropical yes. Mediterranean, *oui!* And no less appealing for it. After all, reggae and limbo aren't everyone's cup of tea.

Elegant resorts such as Tryall and Half Moon may justifiably challenge Grand Lido's claim to a "new level of excellence previously unknown in Jamaica." But what is unique is the resort's aloof cool. Not the chill of having to talk in hushed whispers, but the cool of an almost ascetic beauty hinted at the moment you pull up at the "door."

Your entrée is a sloping walkway beside a blue-tiled flume emptying into an ornamental pool framed by a flaming arbor. Then, an airy octagonal skylit gallery supported by classical columns, with deep-cushioned leather sofas for admiring the stunning artwork. Trickling water lures you into a spreading lobby boasting a huge metal waterwheel cranking slowly. You step forward and look down over the triangular Gran Terraza restaurant and showroom, open on one side to the elements. Glowing whites reflect the incandescent light. Everywhere are planters and fans whirring overhead. To your right, a walkway descends to a timbered terrace with shimmering pool. The effect is magnificent.

Grand Lido hugs the shores of a private piece of beach whose strong breezes add a zesty challenge to water sports. The cove is Bloody Bay, a half-mile scimitar separated from Long Bay by a coral promontory with a second, "semi-secluded" beach for an all-over tan.

The 200 suites and split-level junior suites are spread out over 22 acres sublimely landscaped with lawns punctuated by huge kapok trees and three raised club houses, each with bar and jacuzzi. Some rooms line the expansive beachfront; others are built on the peninsula (don't be surprised, throwing open your curtains, to find nudists strolling the lawns that extend like lime-green carpets over the coral outcrops).

Much has been made of Grand Lido's nudist beach by those who, I suppose, are too

hung up to let it all hang out. Don't let this fool you. Guests who by day wear nary a thread don tuxes and cocktail dresses for the Friday night gala. The irony amused me: so, too, one vignette I can't resist telling. A wedding was taking place on the lawns, complete with rabbi flown in for the occasion. Nikons clicked and video cameras whirred, capturing the special moment...when an elderly couple nonchalantly strolled by in the buff.

And what of the rooms? Spacious, certainly, with a mezzanine bedroom above the lounge. Top marks, too, for the bathroom: gleaming white with heaps of fluffy towels. Alas, there were few nods to the tropics. The contemporary cedar furniture, tilework, and soft-coral tones sighed more Peoria than Jamaica.

No calypso troupe, either, in Piacere restaurant, with its pianist, white-gloved formality, flickering candlelight, and "gourmet" dining...or in La Pasta, a casual, contemporary Italian pasta bar. Café Lido makes amends with its magnificent three-dimensional tropical mural and almost sinfully enticing menu exemplified by the Caribbean-style panfried snapper with plantains, garlic, ginger, coconut, and papaya flamed in rum.

All-inclusive Grand Lido outdoes all contenders in its "super-inclusions." Even wedding ceremonies cost no extra if on a whim you decide to get hitched. Included, too, is 24-hour room service. Grilled lamb chops at 4 A.M.? No problem! Your dry-cleaning and laundry, and even your manicure and pedicure are on the house. Water sports? It's all there, including "underwater vision" cruises by glass-bottom boats, and a sunset cruise aboard *Zein*, the 147-foot yacht that was Aristotle Onassis's wedding gift to Prince Rainier and Grace Kelly.

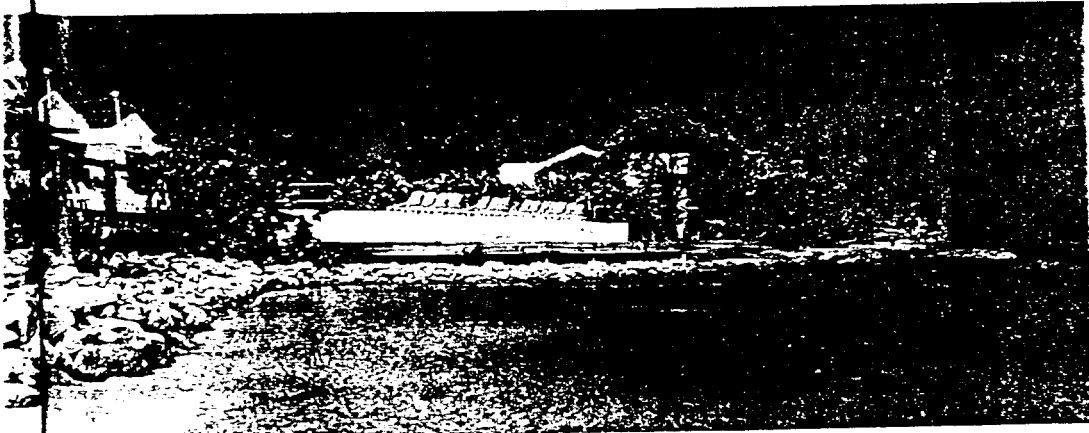
Oh! I almost forgot the fully equipped fitness center, video theater, Atlantis disco, four tennis courts, nine bars, and five jacuzzis, including the inevitable "au naturel" whirlpool. Simply super!

European cognoscenti come to the chic Grand Lido, which embodies the very antithesis of the Caribbean



The resort boasts five jacuzzis (above)—including the inevitable "au naturel" whirlpool.





Grand Lido (left) hugs the shores of Bloody Bay, a half-mile scimitar separated from Long Bay by a coral promontory, where a second beach is bathing-suit optional.

A grand welcome. this airy, marble-clad gallery with rose-colored sky lights (above) leads guests into the main lobby.

Bowdens

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Right place, wrong time brings summer travel deals

BY HELGA LOVERSEED
Special to The Globe and Mail

Jamaica

Jamaica is another hot-weather destination worth considering. The island's year-round temperatures hover around 30 degrees, but there are always cooling trade winds, particularly on the west coast.

Jamaica has taken the Club Med concept — all-inclusive resorts with good food, scenic settings and organized social and sporting activities — and perfected it in the form of its SuperClubs and similar hotels.

And deals abound. The SuperClubs group, which includes Grand Lido and Hedonism II (famous for its nude beach) in Negril; Boscobel Beach, a family-oriented resort near Ocho Rios; Jamaica, Jamaica in Runaway Bay (a great place for sports); and the Sans Souci Lido (a spa and honeymoon spot) in Ocho Rios, offer off-season rates up to 10 per cent off winter prices. They go even lower — up to 25 per cent off — in September and October. Prices vary according to the resort, type of accommodation and length of stay, ranging from \$875 at Hedonism II for five nights (with meals) to \$1,150 at the Sans Souci. Contact a travel agent or call 1-800-859-SUPER.

on Jamaica

Living it up
on one
island under
a groove

CHECKING IN

OCHO RIOS

If you thought his proposal was romantic, wait until you see Sans Souci Lido's mineral springs, wrought-iron love seats, and hammocks overlooking a shimmering slice of sand. Even the massages come with a view and the classical strains of a strolling flutist. Though the paths threading from the beach to your hillside room are nature's own Stair-Master, you'll also find one of the island's best gyms on premises. Massages, facials, and more are covered in the all-inclusive rates, which start at \$3,220 per couple for seven nights. Call (800) 859-7873.

Negril

Grand Lido takes the all-inclusive concept to luxurious heights, providing 24-hour room service, fancy à la carte dinners, and sunset cruises aboard the m/y Zein yacht at no extra charge. Seven-night rates start at \$3,430 per couple; call (800) 859-7873.

Offbeat Adventures

Hire a cab with good shock absorbers and wheel down West End Road, the bumpiest drive in Jamaica. The pot of gold at its end? Jackie's on the Reef, a New Age health spa and the rustic vision of model Jackie Lewis. Day-trippers can sample an array of body- and soul-soothing experiences from mainstream offerings like yoga, meditation, t'ai chi, and reflexology to rebirthing or past-life-regression sessions. Since this spot has no address, ask your taxi to drop you at Hog Heaven, the bar next door.

For an even more offbeat adventure, stop in one evening at Hedonism II, an all-inclusive resort where guests boogie in G-strings and swim nude in the pool. And that's all before the disco opens at 11:00 p.m. About the only fully clothed partier is an Elvis impersonator. A \$110-per-couple charge covers dinner, drinks, and dancing, plus all the people watching you can take.

One Sexy Trip

JAMAICA

Romance Factor Flash back to the Negril of the 1960s. Hippies dance around tents on

the sand; couples tumble under palm trees and the sweet smell of ganja mingles with reggae. Though tourism has come to this barefoot Jamaican town in a major way, the freewheeling spirit lives on.

Guide to the Good Life Plant yourselves on Negril's seven-mile beach. As you rub each other's bodies with suntan lotion, a "knotty dread" lady appears, sinking her fingers into your scalp. She caresses your temples, corn-rowing your hair. Then a lady balancing a tropical-fruit basket on her head arrives, slicing a pineapple. The sweet, sticky juices drip from your mouths onto your bodies.

Rinse off in the sea, then stroll to a bamboo shack serving red-hot jerk pork or chicken. The spicy zing sends temperatures soaring, but you've got a chilly Red Stripe beer in hand. Nose into a T-shirt shop selling skimpy tie-dyes. After shimmying into a midriff-baring top, take a boat ride to Booby Key, where bare bods cluster on the sands. Then cruise back to shore and hit Rick's Café, where guests celebrate sunset by jumping off the cliffs into the sea.

Hotels The all-inclusive Grand Lido Negril has an exclusive setting, fresh fish every night, and private yacht cruises. Seven-night packages start at \$3,430 per couple; (800) 859-7873. Energetic duos love Swept Away's 10-acre sports complex, with lit tennis courts and a fully equipped gym. All-inclusive seven-night packages start at \$2,765 per couple; (800) 545-7937. —S.J.

TRIPLE PRESS CLIPPINGS

Jamaica's all-inclusive resorts are lush,

and they're successful

In a bitterly poor country, the increasing success of its posh resorts means that many visitors to the island never leave the hotel grounds — shutting out economic opportunities for the lower class.

By David Bennett
SAN ANTONIO EXPRESS-NEWS

OCHO RIOS, Jamaica — It was early March, the temperature was 83 degrees and Luciano Pavarotti and other guests baking on the beach at the Sans Souci Lido, resort probably thought they had found heaven on Earth. They may have been right. The opera star brought his own entourage, massage and golf cart (would you walk anywhere if you were Pavarotti?) to this fabulous hotel and spa — an all-inclusive resort known for having everything a person could want. Pavarotti was in this island nation to perform a benefit recital in Kingston. It was reportedly a retirement gift to his Jamaican-born chauffeur of many years.

Ocho Rios resorts:

■ Sans Souci Lido in Ocho Rios made Conde Nast Traveler magazine's "Gold List" in its January 1995 reader survey, and it's easy to see why. Set against the stunning backdrop of the Caribbean, this is all-inclusive luxury at its very best. Many Japanese visitors in March were taking advantage of the Sans Souci's wedding package, which provides complete arrangements for the ceremony, including license, minister, witnesses, tropical flowers, live music and champagne. Summer rates for a seven-night stay are \$2,100 per person, based on double occupancy, for a one-bedroom beachfront suite. For information, call your travel agent or 1-(800)-859-SUPER.

Things have changed on Caribbean island

The crime, poverty and drugs in Jamaica have made all-inclusive posh resorts more attractive to tourists.

By Lisa Addison
SAN ANTONIO EXPRESS-NEWS

For a different experience — one that isn't for everyone — check out SuperClubs' Hedonism II. The clothing-optional resort caters to singles and couples who seek total escape. Guests must be older than 18.

One afternoon, a woman who braids hair on the beach passed along this tidbit: "Dear, there are only two things you can be here at Hedonism II — a prудie or a nudie."

If you're also a prудie and don't want to partake of everything the resort offers, no problem. Guests can stroll along the beach in their swimsuits. But be forewarned that you might see some eye-popping sights.

The property is on 22 acres of landscaped gardens along Negril's seven-mile beach, on Jamaica's western shore. Hedonism II's sports and recreation facilities in-

clude: air-conditioned squash courts, badminton, basketball, volleyball, shuffleboard, table tennis and cycling.

Nighttime is when Hedonism II really heats up. Themed parties — such as Toga Night, the Pajama Party and the Reggae Beach Party — are organized weekly. The disco opens at 11 p.m. and closes when the last guest leaves.

TRAVEL SMART
Dobbs Ferry, NY

MONTHLY

15.000

JUL 15, 1995

M17776

LUCE PRESS CLIPPINGS

> **JAMAICA.** Last month we told you about sleeping cheap in the Caribbean. Here's a way to sleep *and* fly cheap. **SuperClubs** Resort's "**Super Surprise**" deal, priced at \$799 p/p dbl incl r/t air from NY, four nights at one of its five resorts in Jamaica, all meals, drinks, entertainment, activities, airport transfers. Deal runs thru Aug, but you must book thru a travel agent. **Caution:** you won't be told which club you'll be going to until week before departure. **For info:** ☎ 800-859-7873.

HOUSE BEAUTIFUL
New York, NY

MONTHLY 1,002,458

JUL 1995

M26384

LUCE PRESS CLIPPINGS

WINE & GOOD SPIRITS

One palm tree, on the rocks

Rum's the word when it comes to summer's spirited drinks

BY WILLIAM GRIMES

SANS SOUCI COOLER

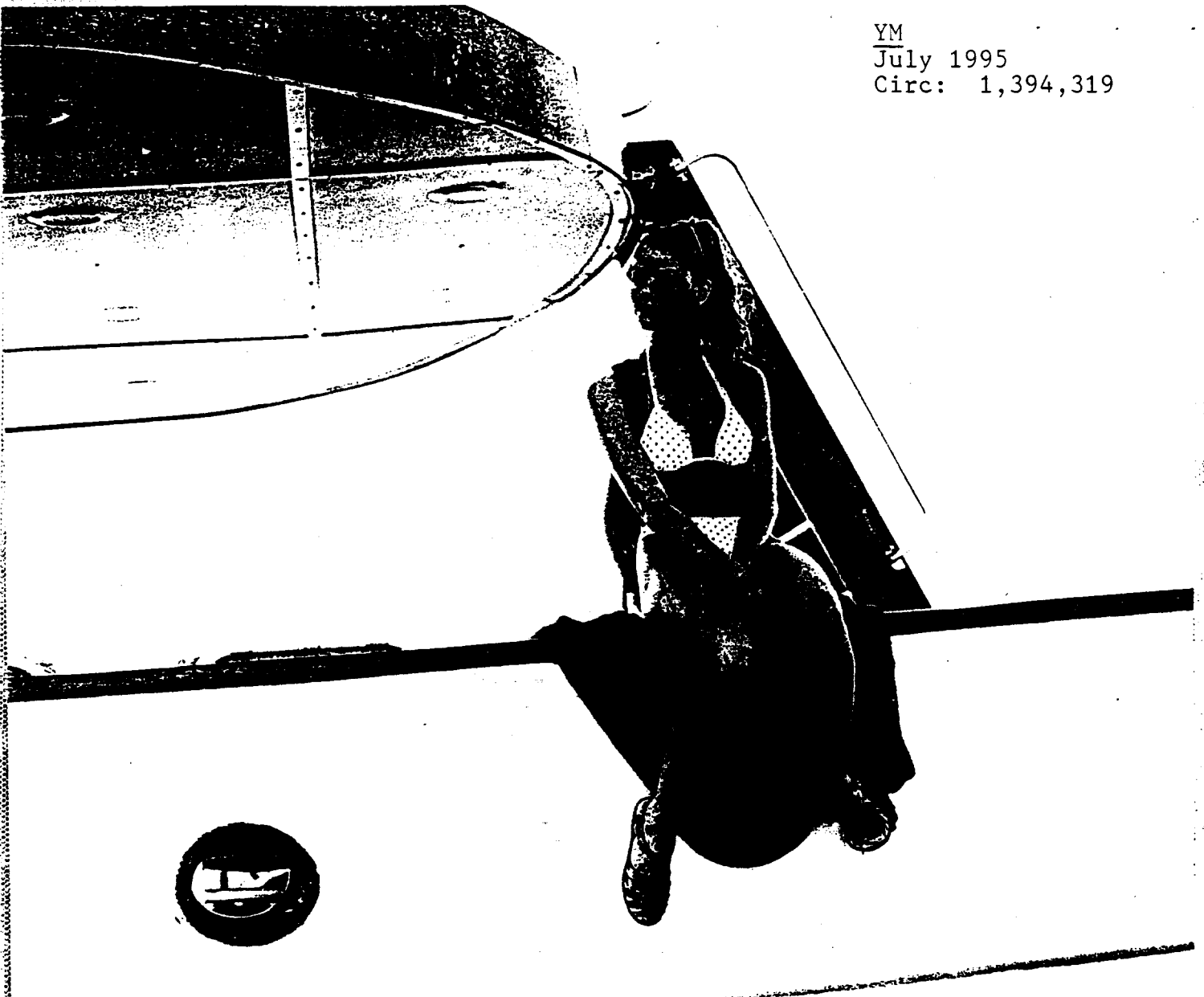
Recipe from Sans Souci Hotel, Jamaica

- 1 ounce amber rum
- 1½ ounces pineapple juice
- 1 ounce orange juice
- ½ ounce simple syrup
- Dash of lime juice

Wedge of pineapple
Slice of orange
Maraschino cherry

Pour all ingredients into an ice-filled shaker. Strain into a chilled cocktail glass. Garnish with pineapple, orange, and cherry.

YM
July 1995
Circ: 1,394,319



set your sights on romance

This page, on Leslie: Bikini, Kathy Arthun, \$49; jellies, Unlisted, \$10; sunglasses, Nancy Allard for Ellen Tracy, \$48; backpack, Kipling, \$74; towel, Lands' End, \$14.

Opposite page, on Leslie: Bikini (bottom not shown), Jantzen, \$64; shorts, Guess?, \$80; bandanna, Glentex for Honey, \$66. On Jeff: Tank, GAP; shorts, The Antique Boutique.

Photographed on the M/Y Zein at the Grand Lido, Negril, Jamaica.

For fashion information, see
Where to Shop.

Knoxville, TN
News-Sentinel
Knoxville Met Area

Sunday

SUN 77.261

JUL 2, 1995

N5062

LUCE PRESS CLIPPINGS

Ann Finklea — Joseph Hammond

Ann Rivers Finklea and Joseph Scott Hammond were married Saturday at Myers Park United Methodist Church, Charlotte, N.C.

The bride is the daughter of Dr. and Mrs. Orion Townsend Finklea, Charlotte, N.C.

The groom is the son of Dr. and Mrs. Joseph Pershing Hammond, Knoxville.

After a trip to Grand Lido, Jamaica, the newlyweds are at home in Atlanta.

The bride is a graduate of the University of Virginia. She is employed by Northside Hospital. The groom is a graduate of the University of Tennessee. He is employed by Hughes Inc.





FASH BASH

takes
center stage
on Aug. 2

D

erotic has fundies of all kinds but when

Thibodaux, LA
COMET
Houma - Thibodaux
Met Area

Martinsburg Journal
June 13, 1995
Circ: 17,930

Monday D 12.188

JUL 10, 1995

P2906

LUCE PRESS CLIPPINGS

Honeymoon memorable event

By Elizabeth Scheibner
Copley News Service

Many couples like the convenience of all-inclusive packages such as those offered by Sandals, Club Med and SuperClubs. Most of these honeymoon packages include all the amenities you could possibly want or need, including airport transfers, accommodations, meals, sports and recreation, entertainment, tax, tips and in some cases, even drinks.

Caribbean lures more; travel book sales strong

by PAUL DILLON

First Coast residents are opening their wallets and lining up summer vacations — especially Caribbean cruises and trips to “all-inclusive resorts” — despite rising travel costs.

“People are spending more money,” said Kathy Easthagen, an agent with All Seasons Travel at 3850 Beach Blvd. “They’re saying the economy is getting better.”

Among the season’s hot travel destinations are Hedonism (clothing optional) and Sandals, two Jamaican resorts that charge each vacationer one price for air fare, accommodations, food and beverages, water sports and more. Prices for the all-inclusive resorts, as the travel industry

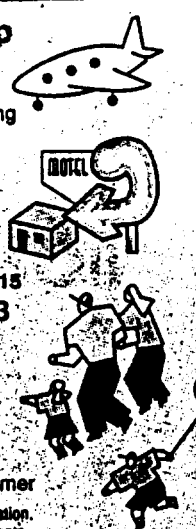
Vacation costs up

Air Fare
Average round-trip airline ticket from Jacksonville during first quarter 1994: \$382
First quarter 1995: **\$425**

Hotel Rates
Average nightly room rate (nationwide) from Jan. 1 through April 30, 1994: \$64.15
Same period 1995: **\$67.23**

Overall Family Expenses
A family of two adults and two children will spend an average of \$221.80 per day of travel this summer...
\$6.50 more than last summer

Sources: American Automobile Association, Smith Travel Research, local travel agents



Please see TRAVEL, Page 32

Travel

Continued from Page 1

calls them, begin at \$1,300 per person for a seven-night stay.

“People like them because you pay one price up front and don’t have to pull out your money while you’re there,” said Easthagen, whose agency booked more trips to those type resorts this season than last.

OPPEL
PRESS CLIPPINGS

Disney for families, tours for singles

By TONYA PONDS
Staff Writer

It's summer and you need a vacation. That proverbial "Ahh" hasn't come yet as you flip through travel guides and ask friends and family where they plan to get away.

The most popular vacations this year are to the islands and Disney World. Auburn and Opelika travel agencies recommend Disney for families.

"Disney is the best place for a family to go. Everything you would want to do is right there, free transportation, gourmet food, shows, education activities, bands, art, etc.," said Elizabeth Samojedny, assistant manager at Expeditions Inc.'s Opelika office.

There are Disney packages, said Cindy Bronson, owner and operator of Big Fun Travel & Ticket Agency, adding the theme park is having its 140th Anniversary this year.

Cindi Singley, owner of Fellowship Travel & Tours Inc., also recommends taking the family out west. Even though there's no snow, she said ski resorts have fun summer activities, such as hiking and biking.

See the mountains, Singley said. "For the single, think about taking a cruise. Cruises are wonderful because you get to meet a lot of people," Singley said, adding Single World Tours sell trips for people within the same age group.

Samojedny also recommends Hodolism, a resort for singles, if you want to meet people. "Expect a lot of excitement," she said.

Leigh Allbrook, owner of Travel Travel, and Dawn Kartzlitz, travel consultant and



Sea World is always a popular vacation spot for kids.

office manager, also recommend Jamaica and Cancun for singles.

Cancun is cheaper, Allbrook said. If you're under 26 years old, you can get a good price on a trip to Europe, she said. And for college students who's schools start late, there are good cruise prices traditionally at the end of August and first of September.

"Singles have a lot more choices now as far as specialty vacations," Bronson said. For those not too worried about the pocket book, the most expensive trips found by the

travel agencies include those to Australia and New Zealand.

Samojedny also mentioned Seabourn Cruise Line, which ranges from \$7,950 to \$24,000 per person. Singley spoke of an Alaska cruise tour. And what of those wanting to go around the world.

Samojedny said prices vary for air fare from \$2,570 to \$6,682. "You must travel in the same direction," she said. Singley thinks someone should give them-

selves three months to travel around the globe "well" and said traveling didn't have to be limited to planes.

Taking a person flying from the west coast in San Francisco or Los Angeles, Singley gave one example of an itinerary. As you hit the places, take in their sites: Hawaii, Australia, Southeast Asia, Indonesia, Egypt, Israel, Turkey, Greece, Italy, France, England, New York then back to Atlanta.

She estimates it would cost about \$30,000. Allbrook spoke of the Private Jet World Tour for \$33,900, which is only open to 82 people.

According to travel information about the 23-day-tour, guests travel on an luxurious, private wide-body American Trans Air L-100 jet that stays with them the entire journey. They are also pampered with five-star gourmet cuisine, vintage wines, cocktails, champagnes and liquors of their choice, while receiving the personal care of 14 cabin attendants.

Other tour amenities include: chauffeured limousine round-trip between your home and the airport; first-class air travel from your hometown to your private jet and return trip home; lecturers joining you at various points throughout your itinerary, offering insights on such topics as history, political science, anthropology and art, depending on where your visit and luxury hotels and superior rooms.

The tour takes you from New York, Morocco, Desert Ballooning, the Czech Republic, Bahrain (in the Persian Gulf), Saudi Arabia, Thailand, Sri Lanka, "Lost City" South Africa, Brazil and then homeward bound.

Doylestown, PA
Record
Philadelphia Met Area

Friday

D 43,888

JUN 23, 1995

N4678

LUCE PRESS CLIPPINGS

Trip to Jamaica

May Sineath of Thomas Travel Service in Doylestown, has returned from a familiarization trip to Negril, Jamaica. Sineath inspected several Negril hotels including Swept Away, Grand Lido, Sandals, Poinciana Beach and Chareia Inn.

New Paltz. NY
News

Mid-Hudson Post
July 5, 1995
Circ: 2,422

Wednesday

W 5,000

JUL 5, 1995

Southern Ulster Pioneer
July 5, 1995
Circ: 2,720

N47547

EUC

PRESS CLIPPINGS

Talk of the Town

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.

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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

NEW

Carving up post-Castro Cuba

The Europeans are getting in first

By G. Y. Dryansky

Jamaica's SuperClubs, meanwhile, has earned the reputation as the most luxurious resort on the island with its resort at Varadero.

GOLFMEER
Orlando, FL
M. 42, 500

MAY 20 1995

MEER
PRESS CLIPPINGS



Before the new golf course opened, most visitors to Megil enjoyed lazier pastimes.

Laid-back Negril goes golfing

By JAMES V. BARRIETT

Jamaica has always had one of the Caribbean's largest selection of golf courses. From the patrician (read: expensive) elegance of Fryall and Half Moon Bay to the American-style resort of Wynnham's Rose Hall to the mini-like walk-up-and-play places like Mandeville, there was something for everyone.

In recent years, even the all-inclusive Jamaican resorts — the concept was started by native son Hatch Stewart of the Sandals resort chain — have added golf.

But one corner of the island that remained golf-free was laid-back Negril. Beachy, groovy, reggae-happy, stuck-in-the-'60s Negril.

Well, no more. Now tourists may have to shake themselves out of their pina colada-induced stupors

and strap on the spikes: there is golf in Negril.

Thankfully, however, the new Negril Hills Golf Club, located a mile or two outside of town, does not appear to be in danger of becoming a resort-like golf factory. That would rub against the grain of the place. No, like the rest of the area, this will be strictly "no problem, non" golf: no pretension, no frills, no worries.

The course is owned by a local businessman named Owen Sinclair. But all the locals remember him as "Harry, Harry" from the days when he was first getting started, operating a shaved ice cart on the beach. He later became a grocery store magnate.

The course sits on a hilly site overlooking the wide, swampy plain and mountain range beyond that pro-

See Jamaica, Page 38

Jamaica:

(Continued from Page 35)

ected Negril Beach from overland troops, and made the broad, sweeping bay a favorite anchorage for pirates. The local parish is building a waste treatment plant next to the golf course, which has temporarily created a visual hazard, but once completed in a year or two, they assured me, it will be out of sight and out of mind.

When I visited earlier this spring, only nine holes were open, but the others were growing in fast and should be ready by the end of summer. When completed, the course will play 6,333 yards from the tips, which will be plenty in the steady tradewinds that blow across the fairways.

Conditions are a bit scratchy here and there, as should be expected on a brand new Caribbean track. But the greens are all in good shape, and I have no doubt that the course will be eminently playable by next winter's high season.

Greens fees are a reasonable \$15 for nine holes, carts \$15 and the mandatory caddie fee, for a kid to run alongside and offer advice, is \$7. Once they get the Great House built on the high point of land overlooking the course, the mountains and the sea, it will be a lovely spot to sit and sip.

And a newly organized Negril tourism group plans to market golf packages. All the smallish hotels up and down the length of the famous Seven-Mile Beach as well as the fancy resorts at the northern end are cooperating to attract more golfers, and beach lovers to the area.

Yet all are still dedicated to maintaining Negril's unique bohemian atmosphere, too. There is a local zoning ordinance that says no

building can be higher than the highest palm tree.

There is a place to stay on the beach to match anyone's budget or proclivities. The fancy places are Grand Lido, Swept Away and Hedonism II (a somewhat cheesy place for those into gratuitous displays of flesh and appetites, although the late-night disco is an interesting sociological experience). These are oriented toward couples and are all-inclusive.

Down the length of Seven-Mile Beach are found Negril's more traditional mom-and-pop hotels and motels, almost any one of which will suffice for those looking for a quiet, beachy holiday with creature comforts, good food and interesting people. I stayed a couple nights in the homey Sea Splash Inn: comfortable room, palm-shaded beachfront, good tiki bar and nice people.

But almost any of the places — T-Water Beach Hotel, Foote Prints on the Sands Hotel, Home Sweet Home, Rondel Village — could be interchanged. Plop down in the hammock, order a rum punch and figure on a book a day.

Negril's West End offers a different look. The broad beach gives way to coral cliffs and crashing surf. And clinging to the rocks are another series of quiet inns. This is where I would go for a week-long getaway with a Hollywood starlet. In fact, John Cleese, Mick Jagger and Bill Murray have done just that.

Rick's Cafe is perched on a cliff here, a simply wonderful place to watch a sunset and all the leftover hippies, European hitchhikers and otherwise normal tourists who gather here every night. It is, like the rest of Negril, mellow and mixed, where everyone does his own thing and everyone else just nods and smiles.

It's a groove thing, mon. And now there's golf, too. Far out.

For information about Negril Beach, call the Jamaican Tourist Board at 800-233-4582. ☺

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Relaxing on the beach at Sans Souci Lido, Negril, renowned tenor Luciano Pavarotti is photographed with the Issa family of SuperClubs Resorts. Clockwise from the left with Pavarotti are Aida, Joe, Muna, Zein and SuperClubs chairman John Issa. And guess what? The photo was taken by rocker Bryan Adams!, another guest at the hotel.

COVER STORY

Butch's Air Force

Butch Stewart is revamping Air Jamaica by stressing on-time premium service and new alliances

BY DAVID MARTIN

PRAISE FROM COMPETITORS

Even the competition seems happy with what Stewart has accomplished at Air Jamaica. "They are still in the early stages, but they have created much more excitement over there," says John Issa, chairman of Jamaica-based SuperClubs, a rival to Stewart's Sandals Resorts. Issa at one point led a group of investors who attempted to take over Air Jamaica, but he dropped out before Stewart cut his deal.

"We are very tough competitors and are occasionally on the opposite sides of controversial issues," Issa says. "But because of the business, our common interests outweigh areas in competition or conflict." He adds

that he's not worried about Stewart funneling all of Air Jamaica's business to Sandals. "It's something the whole industry in Jamaica needs to watch," Issa says. "But Air Jamaica needs our beds as much as we need their seats. It's a mutual situation."

Air Jamaica Packages

Air Jamaica's tour operator subsidiary, Jamaica Air Tours, currently offers only air and land packages. For the fall, in addition to Sandals Resorts, programs include such properties as Jack Tar Village, Breezes Montego Bay, Tryall Golf and Beach Resort, and Wyndham Rose Hall—all in Montego Bay. Other properties offered include Jamaica Jamaica, Boscobel Beach, Couples, Ciboney, Hedonism II and Swept Away. Package prices start at \$279 for a two-day all inclusive vacation from Miami to Montego Bay. Jamaica Air Tours currently offers only air-land programs, but more products are on the way. In the fall, the operator is expected to expand into more specialized golf, dive and adventure packages. For more information, call 800-622-3009.

C A R I B B E A N & B A H A M A S

The Sale Is On

Hotel packages and deep discounts encourage clients to go to the islands this summer

BY STACY H. SMALL

► **NEW YORK**—Every year at about this time, the entire Caribbean goes on sale. Consumers booking summer travel can take advantage of free room nights, deeply discounted rates, added package features and extensive children's programs at various hotels around the region.

While the discounts and incentives should help stimulate business during the slower months, industry officials are uncertain how well the islands will fare this summer.

Bill Silvermintz, CEO and president of Robert Reid Associates, the hotel representation firm, is conservative in his projections for the upcoming season. "I think we will have an adequate summer, nothing more," he says. "The economy is slowing down and I just don't see consumers flocking to the Caribbean, or anywhere else for that matter."

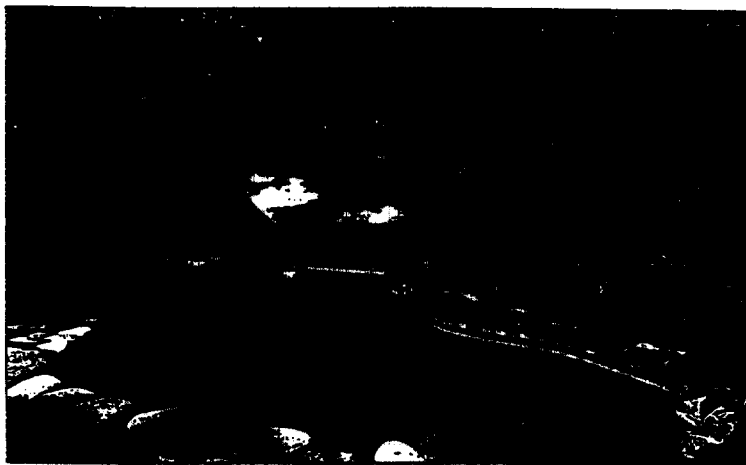
"The continuing trend toward last-minute bookings makes it difficult to project what will actually happen in the next few months," says Ygmar Wiel, director of tourism for North America at the Curacao Tourist Board. "Curacao experienced a banner year for tourism in 1994, and while it will be difficult to top this, we are hoping for a small increase."

Arienne Valentino, director of leisure sales for Wyndham Resorts, expects business to be better than it was last summer. "Our first-quarter business was up 9 percent over last winter, and I see no reason why it won't continue," she says.

Valentino attributes Wyndham's success in part to the chain's "Twin Perks" program, which has been extended through Dec. 21 and is valid for bookings of five nights or more at **Wyndham Morgan Bay, St. Lucia; Wyndham Rose Hall, Jamaica; and Wyndham Sugar Bay, St. Thomas.**

Agents will receive a \$50 bonus per five-

night booking, and clients will receive a free room upgrade. In addition, Wyndham has joined forces with American Airlines and Avis to offer the "Wyndham Triple Upgrade." The award program offers double miles and one-class airline, hotel and car rental upgrades to AAdvantage members staying at a Wyndham property (paying regular, corporate or WynClub rates) from July 1 through Sept. 30. The airline and car rental awards are valid for future travel through June 30, 1996. Call 800-WYNDHAM.



St. Lucia's Ladera Resort is offering a seventh night free.

SuperClubs is offering two different promotions aimed at saving travelers big bucks this summer. For example, the "JI Getaway" offers savings of \$350 per couple for a three-night stay at **Jamaica Jamaica** in Runaway Bay. Offered through Aug. 31, the program is priced at \$450 per person and is valid for bookings from Thursday to Sunday or Friday to Monday.

A "SuperSurprise" mystery promotion offers substantial savings to clients willing to book their vacations without knowing which one of **SuperClubs'** five all-inclusive resorts will be their final destination. Clients will be informed of their accommodations a week prior to departure.

The rate, including air fare from New York, starts at \$799 per person double for a five-day stay; an eight-day package with air fare from Chicago or Detroit is priced from \$1,099 per person. Both promotions are in

effect until Aug. 31. Call 800-859-SUPER.

For the first time, **Sandals** is offering couples the option of booking a two-night stay at any of its six Jamaica properties through Dec. 22. Vacationers taking advantage of this promotion will save \$335 off published per-couple rates for arrivals on Friday or Saturday. Two-night rates range from \$415 per person double for a deluxe room at **Sandals Inn** to \$1,025 per person double for the Prime Minister Suite at **Sandals Montego Bay**. The \$335 savings will also be applied to three-night stays with Friday arrival through Dec. 22. Call 800-SANDALS.

The three sister hotels of the Williams Hospitality Group in Puerto Rico (**El San Juan Hotel and Casino, Condado Plaza**

Hotel and Casino and the **El Conquistador Resort and Country Club**) are offering a "Puerto Rico's Finest Treasures" package through Nov. 22. Clients will receive a fifth night free with any four-night stay, as well as a room upgrade and a \$25 casino coupon. Kids 16 and under stay free, and children's meals are discounted 50 percent in all hotel restaurants. Call 800-468-2818 for the El San Juan; 800-468-8588 for Condado Plaza; and 800-468-5228 for the El Conquistador.

Summer is the most affordable time for families to visit the islands, and many hotels are targeting the growing family travel market by allowing parents to bring the kids for free.

FREE AIR FOR KIDS

Clubs International, which operates **Club Antigua** and **Club St. Lucia**, will pay one child's air fare to either resort. First offered this winter, the kid-flies-free program has been extended through Sept. 15. Up to two children under 12 can stay free with parents (including meals). Call 800-777-1250 or 212-251-1709.

At Antigua's **Jumby Bay**, one of the Caribbean's most upscale properties, kids under 12 can stay free in their parents' room through Sept. 30. For the first time, the resort is offering an organized children's activity program. Call 800-421-9016.

At **The Buccaneer** on St. Croix, kids 12

Continued on page 88

Travel Agent
July 17, 1995
Circ: 59,018

New Developments and Promotions for Jamaica

RESORT DISCOUNTS, A NEW WATERFRONT PARK AND A NEWLY PUBLISHED AGENT-ONLY GUIDEBOOK ARE among the latest tourism developments on Jamaica. SuperClubs is offering big savings for clients willing to book their vacation without knowing where they'll be staying until a week before departure. Clients book

ing a "SuperSurprise" package are guaranteed that their vacation includes four or seven nights' accommodations at one of the chain's five all-inclusive resorts in Negril, Ocho Rios or Runaway Bay. The properties are Boscobel Beach near Ocho Rios; Grand Lido and Hedonism II in Negril; Jamaica Jamaica in Runaway Bay; and Sans Souci Lido in Ocho Rios.

The mystery promotion is valid through Aug. 31, and is only offered on bookings made through a travel agent.

Rates start at \$799 per person double for a five-day stay, with roundtrip air from New York. For a seven-night stay with air from Chicago or Detroit, rates start at \$1,099 per person double.

Rates include accommodations; unlimited meals, snacks and cocktails; land and watersports; nightly entertainment; weddings; airport transfers; and all taxes and gratuities. For more information or reservations, call 800-859-SUPER.

JAX FAX
TRAVEL MARKETING
Darien, CT

MONTHLY

30.233

JUL 1995

M13910

LIFE PRESS CLIPPINGS

JAMAICA

SuperClubs' 'JJ Getaway' carries weekend savings

SuperClubs Super-Inclusive Resorts is offering three-night weekend getaways to Jamaica Jamaica for arrivals through August 31.

The cost is \$450 per person, carrying a \$350 per couple savings, and is based on double occupancy for four days/three nights exclusive of airfare.

Located in Runaway Bay, Jamaica Jamaica offers a multitude of land and watersports. Guests enjoy unlimited golf, tennis, volleyball, horseback riding, fitness center, scuba, snorkeling, watersports, and more.

Included in the price are unlimited meals, snacks, cocktails, entertainment, weddings, taxes and transfers.

For further information, call **SuperClubs**, tel. **(800) 859-SUPER**. □

JULY 1995

JAX FAX TRAVEL MARKETING

TRAVELAGE WEST
San Francisco, CA

WEEKLY

35.322

JUN 12, 1995

M17762

LUCE PRESS CLIPPINGS

■
SUPER RENOVATIONS

Renovations are complete at three of SuperClubs' properties in Jamaica. At Boscobel Beach, the children's centers have been overhauled with themed areas for each age group. The Grand Lido has redecorated and doubled the size of its 18 suites with new living rooms and balconies. And all 152 rooms at Jamaica Jamaica have been remodeled. Contact 800-859-SUPER.

■

JUN 15, 1995

M17788

TRAVEL
PRESS CLIPPINGS

C18

TRAVEL WEEKLY'S GUIDE TO THE CARIBBEAN AND THE BAHAMAS

JUNE 15, 1995

Island Plans to Heighten Tourism Profile by Going On Line

BY AMY BARATTA

Junior also mentioned that facilities at Boschobel Beach, Sandals Ocho Rios and Jamaica Jamaica, all in or near Ocho Rios, recently were upgraded, and rooms were added at Negril's Rock House, Negril Cabins and Xtabi Club.

Properties that recently opened include Braco Village in Rio Bueno, Crane Ridge Club in Ocho Rios and the Jamaica Crest Hotel at Ferry Hill in Port Antonio.

Travel Weekly associate editor Gay Nagle Myers contributed to this report.

CARIBBEAN / BAHAMAS & BERMUDA

All-Inclusive 'Village' Shows Guests Jamaican Culture

By SUZANNE SMITH JULIANO

Braco Village Resort Provides Authentic Jamaican Setting

The property is being positioned somewhere between SuperClubs' Jamaica Jamaica resort and Grand Lido, SuperClubs' luxury all-inclusive, according to Rance. Rates range from \$1,200 to \$1,500 per person per week. A daily pass to the property is also available to visitors for US\$30.

U.S. Travelers Have Caribbean On Their Minds

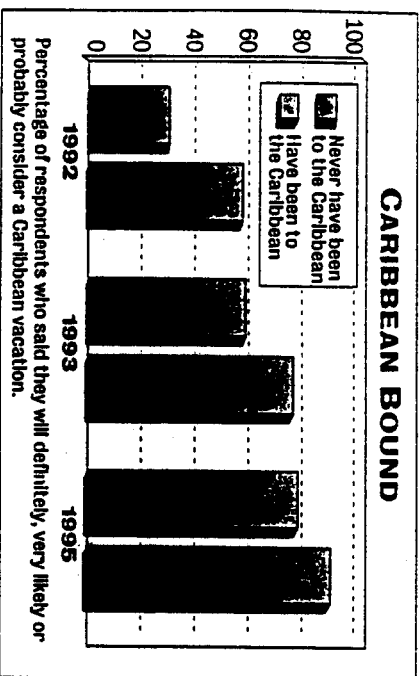
BY SUZANNE SMITH JEFFREY

NEW YORK — The Caribbean region has more top-of-mind awareness among consumers as a warm-weather vacation destination than it did two years ago, and more Americans would opt to travel to the Caribbean, according to a survey of more than 1,200 consumers commissioned by the Caribbean Coalition for Tourism (CCT).

The study, conducted this spring by the CCT's advertising agency, Bates USA, among consumers who had requested the CCT's Caribbean Vacation Planner, showed that more American travelers are thinking of the Caribbean when they think of a warm weather vacation destination, in comparison to such destinations as Florida and Hawaii. Sixty percent of respondents mention the Caribbean when asked what place comes to mind when they think of a warm-weather destination, according to the study, compared to 39 percent in a similar study done prior to the start of the campaign.

"The trend is very encouraging," said Michael Youngman, CCT trustee and director of mar-

Study Finds More Americans Considering A Vacation There



keting for the Caribbean Tourism Organization.

The CCT is a cooperative venture spearheaded by the Caribbean Tourism Organization (CTO) and the Caribbean Hotel Association (CHA). Formed nearly three years ago, CCT private sector members include American Express, American Airlines, BWIA International Airlines, Sandals Resorts, SuperClubs and Visa International.

Raising the Caribbean's profile as a vacation destination was one of the main goals of CCT's regional marketing campaign, which

began in 1993. "That was one of the major purposes of starting this in the first place; to promote the region as a whole, rather than the individual countries promoting themselves," Youngman said.

The survey also showed more Americans who have never been to the Caribbean are considering visiting the region for their next vacation: 79 percent now say they're considering it, up from 31 percent of those who responded at the inception of the campaign in 1992.

Of those who have been to the Caribbean before, 91 percent say

they are likely to return, an increase of 33 percent over respondents to the same question in 1992.

Youngman attributes the greater propensity to travel to the Caribbean to the regional marketing campaign, as well as competitive pricing by Caribbean destinations.

Respondents to the CCT's television and print advertising campaign received a copy of the 268-page planner, profiling 29 individual destinations within the region. The planner encourages consumers that do not currently use a travel agent to call a toll-free number to be referred to a CCT-certified travel agent in their area to book their Caribbean vacation, thereby linking agencies to its regional marketing campaign.

Youngman said of the 500,000 planners originally printed, all but 10,000 have been sent out to agents and consumers.

Overall, the campaign generated a 19 percent conversion rate from the consumer inquiries received by mail and through a toll-free telephone line, according to a

report on a study recently commissioned by the CCT. Responses show renewed interest from the West and Midwest as well.

Plans for the fall campaign, which is scheduled to begin in October, include increased emphasis on regional publications to strengthen interest in non-traditional markets, and increased exposure in markets where Caribbean air access is good.

The CCT has also signed an agreement with CompuServe and plans to establish a presence in the commercial on-line service by Oct. 1. This will tie in with the release of the CCT's 1995/96 vacation planners by giving consumers electronic access to ordering the planners, Youngman said.

Next year's planner will be expanded to 350 pages (from 268), will contain two new destinations (St. Maarten and Haiti) and will be more widely distributed (50,000 additional copies). Also being considered is a national, newsstand edition of the planner, with a 16-page section of retail shopping coupons to spur travelers to visit the region.

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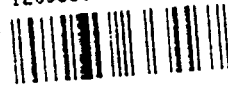
Travelweek Bulletin

Toronto, ON
Magazine

7500

22 Jun 95

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The 24th annual Jamaica Air Carriers Invitational (JACI) Golf Tournament will be held in Ocho Rios Oct. 11-15. The event will be played on both the Sandals Golf & Country Club and the SuperClubs Golf Club. The 1994 event attracted a record number of teams from North America. Each team is sponsored by an airline that serves Jamaica. Canada provided 24 of the 46 teams that participated last year. Teams are usually made up of travel agents and airline representatives. Agents who wish to participate in this year's event should contact an airline which flies to Jamaica from Canada.

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NOTEBOOK

JUNE 22 - 28, 1995

CARIBBEAN ECOTOURISM SUPPORT NETWORK (CESN)

Annual General Meeting
June 25-29

The CESN will hold its first annual general meeting at the fifth annual Caribbean Tourism Organization Ecotourism Conference to be held on Margarita Island, Venezuela. Lower agent rates are available to attend the meeting. The CESN was founded in 1994 to provide information on ecotourism issues in the Caribbean. Call (809) 427-5242 for more information.

ACTA-ONTARIO

Golf Tournaments
June 26 and Aug. 3

ACTA-Ontario is sponsoring its first golf tournament in the Ottawa region at the Loch-march Golf and Country Club in Ottawa on June 26. The ACTA-Ontario Altour Challenge Cup '95 is being held Aug. 3 at the Castlemore Country Club. Prizes will be awarded for the top golfers. To register, call John Kennedy at (416) 367-3660 or Manon Graber at (416) 488-2282.

NORDIC TOURS

Workshop
June 28

Nordic Tours is hosting a product sales workshop at its Mississauga office at Highways 427 and 401. The workshop will be held from 7:30 a.m. to 9 a.m. The session will feature an overview of a different product, highlighting key selling points and sales techniques. Space is limited and agents are urged to call early and RSVP at (905) 629-0212 or 800-263-0844.

CITC-ONTARIO

Golf Tournament
July 6

CITC-Ontario and Voyageur Insurance Company will host their 12th annual golf tournament for the travel industry at the Kleinburg Golf and Country Club in Kleinburg, Ont. Prizes will be awarded for the top golfers. To register, please call Sharon Ellis at Voyageur at (905) 791-8700, extension 756.

FOCUS LATIN AMERICA

July 26, 27

For the first time in its eight-year history, FOCUS Latin America seminars will be held in Montreal and Toronto. The seminars will include destination slide presentations and personal business meetings with Latin American suppliers. Breakfast, lunch and coffee breaks are included, and many suppliers offer travel awards and prizes at the end of the day. The event will take place in Montreal on July 26 at the Radisson Gouverneurs, and in Toronto the next day at the Sheraton Centre. Call the Latin America Tourist Information Centre at (416) 348-8597.

PRINCESS CRUISES SEMINARS

July 27 and Aug. 2

Princess Cruises is sponsoring sales seminars in Vancouver on July 27 and in Toronto on Aug. 2. The one-day sessions will provide an overview of all major cruise lines. The seminars are produced and hosted by Scott Koepf, past president of Cruise Holidays International and the National Association of Cruise Only Agencies. The cost is US\$99 for the first person from each agency and US\$89 for each subsequent attendee from the same agency. Princess will offer each participating agent four US\$25 bonus commission coupons to redeem on four future cruise bookings. Agents are encouraged to reserve early by calling Ultimate Seminars at (510) 930-9196.

CARIBBEAN HOTEL

ASSOCIATION

Tourism, Trade
& Transportation Summit
Aug. 16-18

The Caribbean Hotel Association will be hosting a Tourism, Trade & Transportation Summit in Trinidad & Tobago. Call (809) 725-9139 for more information.

VUSAMART

International Conference

Sept. 5-8
Long Beach, California, has been selected as the site for this year's VUSAMART, Sept. 5-8, an international conference that

attracts tour operators and buyers from Pacific Rim countries.

Represented at this year's show will be Japan, Korea, Hong Kong, Taiwan, Thailand, Malaysia, Brunei, Singapore, Indonesia, Philippines, India and China. For further information, call 800-452-7829.

CARIBBEAN TOURISM ORGANIZATION

Annual Tourism Conference
Sept. 6-10

The Caribbean Tourism Organization's 19th Annual Caribbean Tourism Conference is being held Sept. 6-10 in Nassau. The Radisson Cable Beach and Marriott Crystal Palace resorts will serve as the host properties for the conference. This year's theme is "Global Travel Technology Trends and Future Attractions". Keynote speaker at the conference will be Max Hopper, former SABRE Group chairman and senior vice-president of AMR Corp. General sessions will feature experts from North America and Europe who will discuss the impact of new technologies on the Caribbean and its agent partners in the global marketplace. Other panels and workshops will focus on the increasing role of new attractions in the destination decision-making process, technology and ecotourism and a world market round-up. For additional information, call (212) 682-0435.

ACTA-B.C./YUKON

Travel Trade Show
Sept. 25-26

B.C.'s largest travel trade show will take place at Vancouver's Trade & Convention Centre. The first day offers a golf tournament, trip to Whistler and a Mexican fiesta. The following day will see educational seminars, lunch on board a Holland America ship, round table demonstrations and the trade show. About 165 exhibitors will be on hand to showcase their products, services and locations. For more information, call Susan Smith at (604) 688-0516 or fax (604) 688-6055.

JACI GOLF TOURNAMENT

Oct. 11-15

The 24th annual Jamaica Air Carriers Invitational (JACI) Golf Tournament will be held in Ocho Rios. The event will be played on both the Sandals Golf & Country Club and the SuperClubs Golf Club. Each team is made up of agents and airline representatives and is sponsored by an airline that serves Jamaica. Canada provided 24 of the 46 teams that participated last year. Agents who wish to enter this year's contest should contact a representative of an airline that flies into Jamaica from Canada.

WORLD ASSOCIATION

OF TRAVEL AGENCIES

General Assembly
Oct. 15-20

The World Association of Travel Agencies (WATA) will have its next general assembly in Slovenia. For more information, call WATA headquarters in Geneva at (022) 731-47-60.

THE SOCIETY OF TRAVEL

AND TOURISM EDUCATORS

Annual Conference
Nov. 9-12

The organization of professional travel and tourism teachers in the United States and Canada will have its annual conference in Denver, Colorado this year. Call (313) 526-0710 for more info.

TRAVEL FESTIVAL '95

Nov. 12

Global Promotions of Halifax will host the consumer show in Halifax after the ACTA-Atlantic trade show and conference Nov. 9-11. The exhibitors will be given the option of exhibiting in the ACTA-Atlantic trade show only or, through joint pricing, they can participate in both events. For more information on both shows, fax a business card to Darrel Blenus at (902) 469-9701.

Fax your
Notebook events to
Mike Baginski at:
(416) 968-2377



Joint ventures drive Cuba's growth

By John Marino

H&MM San Juan Bureau

SAN JUAN, PUERTO RICO—

Cuba's tourism growth since 1990 has been phenomenal, but the island nation has yet to pose a threat to other Caribbean destinations.

Cuba is years away from developing a product that would match the quality of its neighbors, and in the long run it will probably help the region compete against other worldwide markets.

That was the view of several industry experts who spoke here at the Cuba Business Seminar, a forum held recently on investing in a "free and democratic Cuba."

Cuban tourism policy was first imple-

mented in 1987, but only gained full momentum in 1990, when the Castro regime sought foreign investment to offset the loss of aid and trade from the former Soviet bloc. Since 1987, the number of visitors to Cuba more than doubled, from 289,000 to 630,000 in 1994, said Nicholas Crespo, president of Latin America Hospitality and Consulting.

These gains are even more impressive considering Cuba is all but shut out from the U.S. market, which traditionally provides 60 percent of Caribbean tourism, because of the U.S. trade embargo. Western Europe and Latin America provide 40 percent and 22 percent, respectively, of Cuban tourism. Cuba is growing five times faster than the Caribbean as a

whole. Some 7(M,000) visitors are expected for 1995.

The driving force behind the tourism growth has been joint ventures between Cuban government agencies and hotel companies, such as Spain's Sol Melia and Guitari Hotels, Canada's Commonwealth Hospitality, Germany's LTI and Jamaica's Superclubs. Often, the foreign operators have picked up the costs of construction of new properties.

Inventory quality improves

In all, some 21 foreign firms are operating hotel rooms in Cuba. As a result, the number of hotel rooms meeting international standards has doubled since 1987 to 15,434 at 103 establishments,

Crespo said. Foreign firms operate about half of these rooms. By the year 2000, Cuba expects to receive 2.4 million tourists and will require an additional 27,000 quality hotel rooms to serve this demand, according to a study conducted by an independent Canadian firm.

Tourism is Cuba's second-largest hard-currency earner, but in 1994 it accounted for only 65,000 jobs, 2 percent of total employment. Labor costs are low—less than half of Puerto Rico's—with top-scale wages and benefits capped at \$350 weekly. Hard-currency receipts accounted for \$850 million in 1994, compared with \$944 million generated by Jamaica's 17,000 rooms. But Cuba probably kept just \$400 million, after deducting sales commissions, operators' profits and the price of imports, Crespo said.

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NS 720

When agents book seven one-week packages to Club Varadero from May 1 through Dec. 15 they will receive seven nights free for themselves and a travelling companion at the all-inclusive property, courtesy of SuperClubs, and ALBATours will provide one free air seat to Varadero. Book 14 seven-night packages and ALBATours will give the retailer two free air seats. Agents are asked to

NS 720 complete the ALBATours booking track form and send it to the sales department. Full details along with the tracking forms are available in a flyer which is being distributed to agents.

SuperClubs®

The Caribbean's Only Super-Inclusive™ Resorts.

FOR IMMEDIATE RELEASE

Contact: Miriam Trokan/Karen Wos
Aaron D. Cushman and Assoc.
(212) 856-0100

SUPERCLUBS ANNOUNCES "SUMMER/FALL SAVINGS '95"

\$205 Savings Per Couple At Five Super-Inclusive Resorts in Jamaica. With Stay As Short As Three Nights

HOLLYWOOD, FLORIDA, July 6, 1995 -- SuperClubs Super-Inclusive Resorts is offering super savings with **Summer/Fall Savings '95** at all five of its Super-Inclusive properties in Jamaica. Couples staying as few as three nights at Grand Lido and Sans Souci Lido, or four nights at Boscobel Beach, Jamaica Jamaica and Hedonism II **between June 1 and December 16, 1995** will save \$205 from published rates. Single travelers will receive half the price reduction from the minimum three or four-night stay.

"Our super prices this summer and fall offer travelers the perfect getaway," said Paul Pennicook, senior vice president, sales and marketing. "With the **Summer/Fall Savings '95** promotion, guests can enjoy SuperClubs' renowned Super-Inclusive luxury and pampering at an even better rate." To ensure the \$205 savings, **travel must be booked by August 31, 1995**. The **Summer/Fall Savings '95** cannot be combined with any other promotion.

-more-

Boscobel Beach

Sans Souci
L I D O.

JAMAICA
JAMAICA

Grand
L I D O.

HEDONISM II.

SuperClubs®

-2-

SuperClubs, the Caribbean's only Super-Inclusive resort group, currently operates five properties in Jamaica: **Boscobel Beach** near Ocho Rios; **Grand Lido** and **Hedonism II**, both in Negril; **Jamaica Jamaica** in Runaway Bay; and **Sans Souci Lido** in Ocho Rios. **Breezes Bahamas**, the first of SuperClubs' new line of moderately-priced resorts, will open this summer, followed immediately by **Breezes Montego Bay**. Two additional Super-Inclusive resorts are planned outside Jamaica: **Hedonism II in St. Lucia** and **Grenada Grenada**.

Every SuperClubs holiday is Super-Inclusive -- accommodations; all meals, SuperSnacks and premium brand cocktails; unlimited use of all sports facilities, including equipment and instruction; entertainment; recreational activities; weddings; hotel taxes; and airport transfers -- with absolutely no tipping allowed. For more information or reservations, contact SuperClubs at **(800) 859-SUPER**.

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SuperClubs®

The Caribbean's Only Super-InclusiveSM Resorts.

FOR IMMEDIATE RELEASE

Contact: Miriam Trokan/Karen Wos
Aaron D. Cushman & Assoc.
Tel. (212) 856-0100

SUPERCLUBS' EARLY BOOKING BONUS ~ WINTER '96

Book Early. Save Big on a Super-Inclusive Stay: As Much As \$405 Per Couple

HOLLYWOOD, FL, July 26, 1995 -- Although the lazy, hazy days of summer are still upon us, SuperClubs is offering big savings on plan-ahead winter getaways to sunny Jamaica with the **Early Booking Bonus ~ Winter '96**. With a minimum stay of six nights at any of the five Super-Inclusive resorts in Jamaica, couples arriving from January 1 through May 31, 1996 will save \$405 at Grand Lido or Sans Souci Lido and \$305 at Boscobel Beach, Hedonism II or Jamaica Jamaica. To qualify for these savings, bookings must be made by October 31, 1995.

"SuperClubs is offering early bookers the chance to lock in super savings, *and* their preferred choice of rooms while space is still available, on winter getaways," said Paul Pennicook, SuperClubs' senior vice president of sales and marketing. "The consumers who take advantage of this Early Booking Bonus ~ Winter '96 and book earliest will get the best deal."

Winter savings will be shaved from the following published rates (per person, based on double occupancy for six nights):

- ~ at the luxurious **Grand Lido**, published rates range from \$1,800 for garden view junior suites to \$2,250 for one-bedroom beachfront suites;
- ~ **Hedonism II**, offers non-stop fun in a casual atmosphere, with prices starting at \$1,170;
- ~ rates for the Caribbean's only Super-Inclusive family resort, the award-winning **Boscobel Beach**, start at \$1,410 for spacious lanai rooms, and at \$1,530 for junior suites (one child under 14 per adult stays free in the same room: each additional child, \$50 per day);

-more-

Boscobel Beach

Sans Souci
L.I.D.O.

JAMAICA
JAMAICA

Grand
L.I.D.O.

HEDONISM II.

Breezes

SuperClubs®

-2-

- ~ **Jamaica Jamaica** offers an active, sports-oriented vacation with an 18-hole championship golf course. Prices start at \$1,290 for deluxe accommodations:
- ~ the elegant **Sans Souci Lido**, a AAA Four Diamond resort with European-style spa facilities and treatments, offers rates which range from \$1,800 for veranda suites to \$2,190 for one-bedroom beachfront suites with Jacuzzi and \$2,850 for ocean view penthouse suites.

SuperClubs operates five properties in Jamaica -- **Boscobel Beach** near Ocho Rios, **Grand Lido** and **Hedonism II** in Negril, **Jamaica Jamaica** in Runaway Bay and **Sans Souci Lido** in Ocho Rios. **Breezes Bahamas**, the first of SuperClubs' new line of moderately-priced resorts, will open in Nassau this summer, followed immediately by **Breezes Montego Bay** in Jamaica. Also planned are: **Hedonism II in St. Lucia** and **Grenada Grenada**.

Every SuperClubs holiday is Super-Inclusive -- accommodations: all meals, SuperSnacks and premium brand cocktails; unlimited use of all land and water sports facilities, including equipment and instruction; entertainment; recreational activities; weddings; hotel taxes; and airport transfers -- with absolutely no tipping allowed. For more information or reservations, contact SuperClubs at **(800) 859-SUPER**.

###

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FOR IMMEDIATE RELEASE

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Aaron D. Cushman & Assoc.
Tel. (212) 856-0100



SAVINGS ARE A BREEZE AT SUPERCLUBS

Breezes Winter '96 Early Booking Bonus Offers Savings of \$205 Per Couple At Breezes Bahamas and Breezes Montego Bay

HOLLYWOOD, FL. July 26, 1995 -- The choice is yours -- a winter getaway to Nassau, Bahamas or Montego Bay, Jamaica -- but the savings are guaranteed. SuperClubs is offering big savings with the **Breezes Winter '96 Early Booking Bonus**. With a minimum stay of four nights at **Breezes Bahamas** or **Breezes Montego Bay**, couples arriving from January 1 through May 31, 1996 will save \$205. To qualify for these savings, bookings must be made by October 31, 1995.

"We are delighted to offer super savings on winter getaways to our two newest Super-Inclusive resorts," said Paul Pennicook, SuperClubs' senior vice president of sales and marketing. "SuperClubs looks forward to welcoming early bookers to its new, moderately-priced Breezes resorts in Nassau, Bahamas and Montego Bay, Jamaica."

Published daily winter rates (per person, double) at **Breezes Bahamas** start at \$135 for a deluxe room. \$155 for a deluxe oceanfront and \$180 for a one-bedroom suite. At **Breezes Montego Bay**, a four-night stay (per person, double) starts at \$600 for a standard room; \$640 for a deluxe; \$700 for a deluxe oceanfront room; and \$800 for an oceanfront suite.

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Bonnet Beach

Sans Souci
L.I.D.O.

JAMAICA
L.I.D.O.
JAMAICA

Grand
L.I.D.O.

HEDONISM II.

Breezes

SuperClubs®

-2-

SuperClubs also operates five Super-Inclusive resorts in Jamaica -- **Boscobel Beach** near Ocho Rios. **Grand Lido** and **Hedonism II** in Negril. **Jamaica Jamaica** in Runaway Bay and **Sans Souci Lido** in Ocho Rios. Also planned are **Hedonism II** in St. Lucia and **Grenada Grenada**.

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