

7 APR 1996

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"/> |

RECEIVED  
DEPT. OF JUSTICE  
CRIMINAL DIVISION  
96 JUL 19 13:13

(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 checked="" type="checkbox"/> | No <input type="checkbox"/>            |

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

Los Angeles office located at 2029 W. Century Park East closed  
March 31, 1996.

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
Elizabeth Wilson	Vice President	3/14/96
Miriam Trokan	Vice President	11/17/95
Steven Knipstein	Vice President	3/15/96

- Obtained price quotes for potential SuperClubs photo shoot.
- Liaised with Diane Leanzo for SuperClubs collateral.
- Liaised with Tinsley Advertising for slides of Breezes Bahamas and Boscobel Beach.
- Liaised with Hedonism II. Breezes Runaway Bay, Grand Lido, Boscobel Beach and Sans Souci Lido to gather information and fact-check their culinary backgrounders.
- Liaised with Bob Bishopric, Tinsley Advertising, about *Family Fun Magazine*.
- Provided Alice McCalla with information on the "Lido Sampler" and the wedding backgrounder.
- Provided SuperClubs with the contact at Creative Sports Management for John Paxson.
- Attended the SuperClubs Sales Conference in the Bahamas and compiled a public relations presentation.
- Coordinated with Shea Jones on a prize letters for "The Gordon Elliott Show", "The Mark Walberg Show", Center Stage Radio Promotion, Caribbean Vacation Planner 'Dream Vacation Sweepstakes' and the WGBH-TV/PBS raffle.
- Coordinated and arranged for SuperClubs to receive travel sections from major market newspapers throughout the United States.
- Provided Randy Russell with sales leads received from *Glamour* magazine.
- Sent Willis Hale information and publicity on Hedonism II for Hedonism's on-line program.

#### D. VISITING JOURNALIST PROGRAM

##### 1. Assessment

- Kate Buford's December visiting journalist trip resulted in a feature story on Boscobel Beach in the January 16 *New York Post* (circ: 408, 204).

##### 2. On-going

- Provided Helga Loveseed with 1996 rates on all SuperClubs properties for inclusion in *The Globe and Mail*.
- Sent *Stitches Magazine* color slides of Sans Souci Lido for inclusion in Stan Murray's article.
- Fact-checked Global Waterski's SuperClubs section for its upcoming waterski guide. Liaised with individual SuperClubs properties to ensure equipment listed is still available to guests.
- Evaluated and confirmed Steve Bergman's trip to Breezes Bahamas in March for a story on Breezes Bahamas as well as a destination piece on the Bahamas.
- Evaluated and arranged for Rich Rubin's trip to Breezes Bahamas for his *Bride's Magazine* assignment. The piece is a destination piece and articles are scheduled to appear in Aug/Sept. and Feb/March '97.

- Evaluated and arranged for Paulette Cooper's. *CEO Traveler*. trip to SansSouci Lido in March.
- Coordinated with Breezes Bahamas, the Bahamas Ministry of Tourism and Bozell Public Relations for two rooms for WBNS-TV (a CBS affiliate in Columbus, OH) and *The New Yorker* magazine. This was in conjunction with Bozell's "Islands of the Month" media outreach.
- Evaluated and arranged Rolonda Watt's trip to Grand Lido. Rolonda was scouting for potential on-location sites and we arranged for passes to be available to her for Hedonism II. Confirmed with Air Jamaica on Rolonda's trip in order to secure her airline tickets.
- Evaluated and arranged a press rate for Rene Tenzer of "The Today Show" to vacation at Grand Lido.
- Evaluated Paul Trustfull's. *Executive Class Magazine*. trip to Grand Lido, Sans Souci Lido and Breezes Montego Bay in March.
- Evaluated and arranged for Sheila Kritzer's. *Raleigh Magazine*. trip to Grand Lido and Sans Souci Lido during March.
- Evaluated Dr. Zahava Israely's request to visit Grand Lido during February. Due to her lack of production from her first trip in 1995 and upon Zein Issa's approval, we conveyed a "sold-out" occupancy and offered to host her during the summer months.
- Arranged a press rate for David Ushery, news reporter WABC Eyewitness News and Eric McLendon, Sports Director KCRA-TV in Sacramento, for their trip to Hedonism II in March. Arranged a press rate at Boscobel Beach for WABC's Eyewitness News news reporter Mark Stevens.
- Liaised with Gordon Quarnstrom. *World News Features*, on his upcoming trip to Jamaica. Provided him with an updated press kit.
- Worked with *The Business of Film* and confirmed the Rosenstein's trip to Boscobel Beach.
- Evaluated and arranged a stay at Boscobel Beach for *Redbook* magazine's art director, Ed Melnitsky and family.
- Arranged a stay at Breezes Bahamas for visiting journalist Melinda Stube, journalist for the *Durham Herald-Sun*.
- Coordinated a day trip to Breezes Bahamas for journalist Cheryl Jamison, co-author of "Best Places to Stay in the Caribbean."

#### E. PROMOTIONS

- The 1996 *Caribbean Vacation Planner* (circ: 450,000), has been printed and copies have been sent to more than 50,000 travel agencies. The agency arranged for Grand Lido to provide an eight-day/seven-night trip for two as part of their "Caribbean Dream Vacation" promotion. In addition, a release was distributed by CCT promoting the sweepstakes and the release was picked up in the January 8 issue of *Travel Weekly* (circ: 50,490) and in the January/February issue of *Black Meetings & Tourism* (circ: N/A).
- Evaluated and coordinated Breezes Montego Bay's participation in St. Louis, MO's KXOX-FM "Birthday Bash Weekend" promotion. Breezes Montego Bay donated two, four-day/three-night trips for two.

- Evaluated and coordinated Boscobel Beach's participation in WDOK-FM, Cleveland, OH, "Listen While You Work" promotion. Upon approval, Boscobel Beach donated three, eight-day/seven night prizes for a family of four.
- Evaluated and arranged for a prize-winning eight-day/seven-night trip for two to Breezes Runaway Bay to be given during the "Tempestt" Show's "Newlywed Game."
- Evaluated and researched the possibility of having a Hedonism representative hand-out brochures at Grand Central Station in New York.
- Followed-up on GAT Marketing's involvement with the Rainbow Room Valentine's Day Wedding. Liaised with the Rainbow Room and SuperClubs executives on the promotion. Grand Lido donated an eight-day/seven-night honeymoon stay for two.
- Evaluated and arranged a five-day/four-night trip for two to Breezes Montego Bay to be used in *African World Weekly's* Black History Month trivia contest.
- Evaluated and arranged an eight-day/seven-night trip for two to Breezes Runaway Bay for "The Mark Walberg's Show ~ So You Never Had a Honeymoon."
- Evaluated and liaised with SuperClubs on Harvey Hyde's Football Promotions of Nevada for an on-location broadcast of "Harvey Hyde's Sportopics Shows" on KDWN-720 AM in Las Vegas at Breezes Runaway Bay and Grand Lido.
- Evaluated and arranged for Breezes Runaway Bay's participation in the Center Stage Promotion. Breezes donated a five-day/four-night trip for two. The promotion was done in conjunction with WBAL Radio and The *Baltimore Sun*.
- Wrote a release -- "SuperClubs Sends Three Dade County Families to Jamaica" for GAT marketing's "Jamaica the Island of..." contest. Liaised with GAT marketing on obtaining a photographer for Mr. Hall's visit to the winning schools. Compiled a list of media from the Dade county area and provided GAT with the releases and labels for a photo mailing.
- Evaluated and arranged for SuperClubs' participation in St. Valentine's Day Giveaway Promotion taking place in 5 major U.S. cities. Boscobel Beach and Breezes donated 15 seven-day/six-night prizes for two.
- Evaluated and arranged a eight-day/seven-night stay at Breezes Bahamas for Mark Walberg's "Wedding and Honeymoon Horror Stories" show.
- Evaluated and arranged a live radio broadcast from Breezes Bahamas for WHWH/Hal Stein (Mr. Stein postponed the airing until next year).
- Evaluated and arranged with Jensen/Boga Breezes Runaway Bay's participation in WGBH-TV's upcoming television raffle. Coordinated Beverly Auger's attendance at WGBH's major donor breakfast and her participation in filming a station break promoting the on-air auction.
- Sent KUDL radio, Kansas City, MO, a SuperClubs press kit for future promotional ventures.
- Sent Vyvyan Campbell a press kit for future promotional ventures.

F. SPECIAL EVENTS

1. SATW Breezes Bahamas Dinner ~ Through the agency's contact with SATW members, the agency pitched the board of directors on attending a dinner at Breezes Bahamas, hosted by SuperClubs. SATW's interest and participation was confirmed. Arranged details on the dinner and transportation with Sue McManus and Aremantha Curry. Sent each writer a follow-up letter and press kit.
2. CNBC "Steals & Deals" ~ Upon continual pitching to Arthur Frommer on SuperClubs' Breezes properties, he included the resorts in his "Steals & Deals" segment on CNBC. The agency sent b-roll to the station for inclusion in the segment. Also, sent Arthur Frommer detailed information on all Breezes properties, providing him with a break-down of cost savings. This information was included in his *Consumer's Digest* article.
3. Breezes Bahamas Grand Opening ~ To promote the media and promotions of this event, the agency liaised with GAT Marketing, contacted Guinness Book of World Records for world's largest aerobic class, contacted Richard Simmons for possible participation. We mailed and followed-up with invitations to the event, negotiated rates with airlines for journalists attending the opening and confirmed Liberty Go Go's participation with tickets. In addition, America's Talking was pitched to attend and film the event. A press itinerary was coordinated and the agency contacted bus companies for price quotes and availability to take journalists from New York to Newark Airport. The agency also provided updated confirmation and arrival lists to Breezes Bahamas and SuperClubs executives. Follow-up letters and press kits were sent to all media who attended the event. Liaised with Breezes Bahamas on post-event activities and provided SuperClubs with photo contact sheets of the event. Publications represented included:

*Boston Herald*

*Bridal Guide*

*Carib News*

*Caribbean Today*

*Cruise & Vacation Views*

*Daily News*

*Diversion*

*Essence*

*Modern Bride*

*Robb Report*

*Woman's Day*

*Canadian Travel Press*

*Jax Fax Travel Marketing*

*Reed Travel Features*

*TravelAge*

*Travel Agent*

*Travel Courier*

*Travel Weekly*

*Travel World News*

- a. America's Talking ~ "What's New Travel Tuesday" ~ arranged America's Talking trip to Breezes Bahamas for their "What's New; Travel Tuesday" segment. Coordinated with Breezes Bahamas on their rooming requirements and itinerary -- interviews with the entertainment director, chef, trapezes experts, watersports operators, Bahamas Minister of Tourism, etc. Arranged air transportation for the group. Provided the Ministry of Tourism with a list of preliminary questions for Hon. Frank Howard Watson. Coordinated

with Francina Mason for the live, in-studio interview. Although originally scheduled to coincide with the grand opening celebration, the show was taped after the opening due to logistics technicalities and aired nationally on March 12 to a viewing audience of 6 million.

b. Newsbureau

- Provided slides of Breezes Bahamas to *Tour & Travel News* for inclusion with Joan Iaconetti's article.
- Contacted Breezes Bahamas for a quote to be included in Martin Elder's article in *Travel Agent* magazine. Upon receiving information about current bookings and projected occupancies, agency developed a quote and upon approval, submitted it to *Travel Agent*.
- Provided journalist Stan Murray with slides of Breezes Bahamas and a headshot of John Issa.
- Arranged an interview for Breezes Bahamas wedding expert, Tanya McCartney, with Laural Cardon of *Modern Bride*.
- Coordinated with Breezes Bahamas to provide Mark Chesnut the names of three travel agents to interview for his *TravelAge* story.
- Provided slides of Breezes Bahamas to Cherylann Coutts of *Bridal Guide* for inclusion on the Carnie Wilson Show.
- Arranged an interview with Zein Issa and Cindy Dadanno, *Travel World News*, about the marketing of Breezes and SuperClubs.
- Provided Arky Gonzalez with color slides of Breezes Bahamas.
- Coordinated an interview with John Issa and Reed Travel Features. Supplied Reed Travel Features with a color slide of John Issa.
- Pitched travel editor Pucci Meyer, and arranged for Stephen Silverman to visit Breezes Bahamas for an article slated to appear in the *New York Post*. Provided Pucci Meyer with slides of the property for use with the article.

c. Publicity Generated

- *The New York Post* (circ: 408,204) ran Stephen Silverman's article "Warm 'Breezes' Provides the All-Inclusive Island Experience." In addition to arranging this visiting journalists trip, the agency followed-up with travel editor, Pucci Meyer, and provided her with slides and rates for the property.
- *TravelAge* publications (circ: 81,000) printed Mark Chesnut's article "SuperClubs Breezes into the Bahamas" on February 19.
- Walter Greene's article on Breezes Bahamas Grand Opening celebration appeared in the February 12 issue of *Carib News* (circ: 71,500).

- The February 11 issue of *Travel Agent* (circ: 59,018) featured a Bahamas round-up that included information on Breezes Bahamas. With occupancy statistics provided by Gary Williams, the agency drafted a quote which appears in the article.
- Michael Baginski's article on Breezes Bahamas Grand Opening Celebration appeared in the February 8 issue of *Canadian Travel Press* (circ: 13,505) and the February 15 issue of *Canadian Travel Press Weekly* (circ: 13,210). In addition, a Bahamas round-up appeared in the February 15 issue of *Canadian Travel Press Weekly*.
- Photos of the Breezes Bahamas Grand Opening Celebration appeared in the February 8 issue of *Travel Courier's* (circ: 7,000) "Industry Snapshots." In addition, the publication listed the official opening of Breezes Bahamas, listing Canadian tour operators who attended the event and a bit about the opening evening.
- *Easy Travel & Lifestyle* (circ: N/A) published Peter Webley's article on Breezes Bahamas Grand Opening in the special issue on the Caribbean.

#### G. OTHER

1. Latitudes Magazine/Eagle Eye View ~ Evaluated and arranged a eight-day/seven-night trip for two to be the prize of the "Eagle Eye View" page. This trip is the first of their new giveaway element for this page.
2. "Now or Never" ~ German Television ~ Received and forwarded information about Germany's most popular game show "Now or Never" which wants to shoot in Jamaica.
3. Woman's World Magazine ~ In January agency evaluated and arranged a photo shoot for *Woman's World* which took place in February.
4. Greenpeace Membership ~ Drafted a letter to Greenpeace for SuperClubs membership. Liaised with Breezes Bahamas and Breezes Montego Bay for pertinent environmental information.
5. Bahamas Public Relations Partners ~ Arranged SuperClubs representation at The Bahamas Ministry of Tourism "Bahamas PR Partners" meeting.
6. Black Elegance Magazine ~ Evaluated and arranged for *Black Elegance* magazine to have a photo shoot at Breezes Bahamas in February. Upon providing *Black Elegance* with all our airline contacts, they needed to cancel due to scheduling conflicts; with a possible reschedule for the summer months.
7. Exercise for Men Magazine ~ Evaluated and arranged a photo shoot at Breezes Runaway Bay for *Exercise for Men* magazine. Due to lack of air support, the shoot was canceled at the last minute.
8. Newport Cigarettes Photo Shoot ~ Provided press material and photos for Alan Kaplan's Newport Cigarette photo shoot. Upon negotiation with the studio, they decided to stay at Boscobel Beach. Liaised with Gail Brydson on the details of their trip.

## H. DOCUMENTED PUBLICITY PLACEMENTS

### 1. Publicity - ADC Generated

- Upon pitching travel editor Brooke Comer about SuperClubs Super-Inclusive Resorts and Boscobel Beach an article featuring Jamaica in the January 30 issue of *Woman's World Magazine* (circ: 1.162.227) contained information about SuperClubs family resort, Boscobel Beach. The editor used information provided by the agency.
- The February issue of *Consumer's Digest* (circ: 1.365.164) featured Breezes as one of Arthur Frommer's top 10 deals in his "Travel Deals for the Coming Year" article. The agency provided information to Arthur Frommer on the Breezes Resorts.
- The agency issued release on the Breezes Resorts was included in the February 1 issue of *LeisureWays* (circ: 645,000) magazine.
- The agency authored release on SuperClubs new line of moderately priced resorts, Breezes, appeared in the February issue of *Caribbean Travel & Life* (circ: 130,000). The magazine also included photography provided by the agency.
- Information from the agency authored release on the new Breezes Resorts appeared in the January 21 issue of the *Newark Star-Ledger* (circ: 675,531).
- The agency authored release on SuperClubs Boscobel Beach being named "Best Family Resort" appeared in the January 23 issue of *Carib News* (circ: 71,500); the January 14 issue of Bloomington, IL's *Pantagraph* (circ: 55,691); and the January 7 issue of *Express Times* (circ: 50,009).
- Information provided by the agency on SuperClubs Super-Inclusive Resorts appeared in *For The Bride By Demetrios'* spring issue (circ: 150,000).
- The september Breezes Bahamas official opening photo release appeared in the January 9 issue of the *San Juan Star* (circ: 38,220).
- Information on Breezes Runaway Bay provided to Adventure Tours to promote their Adventure Tours USA Golf Vacation appeared in the February 25 edition of *The Dallas Morning News* (circ: 821,894).
- The agency contacted the travel editor and assisted in providing information on SuperClubs for inclusion in the February issue of *Baltimore* magazine (circ: 58,775).
- Susan Spencer's article for *Diversion* magazine (circ: 176,289) appeared in the January issue.

### 2. Publicity - Not ADC Generated

- Grand Lido Resort was rated among the best in *Conde Nast Traveler's* 1996 Gold List Issue (circ: 933,047). The Rochester, MN *Post Bulletin* (circ: 38,507) cited this prestigious recognition in its January 8 issue.
- Hedonism II was featured in an article on Jamaica in the January 7 issue of the *Oregonian* (circ: 444,053).

- SuperClubs Club Varadero was included in an article on Cuba in the January 21 issue of the *Shreveport Times* (circ: 105,537).

### 3. Travel Trade Media Coverage

- The agency authored release about Zein Issa's new title "Corporate Marketing and Environmental Affairs" was picked up in the January 8 issue of *Travel Agent* (circ: 59,018) and in the February issue of *Travel World News* (circ: 38,683).
- The agency issued release on Jamaica's name change to Breezes Runaway Bay was picked up in the January 15 and February 26 issues of *Travel Agent* (circ: 59,018); the January 15 edition of *Travel Weekly* (circ: 50,490); the January issue of *Travel World News* (circ: 38,683); the February issue of *Corporate Meetings and Incentives* (circ: 35,789) and *Travel Courier* (circ: 7,000).
- The agency authored release on Skip Muns' appointment to vice president, sales and administration in the January issue of *Corporate & Incentive Travel* (circ: 61,016); the February issue of *Incentive Magazine* (circ: 44,558); the January issue of *Travel World News* (circ: 38,683); the January 25 issue of *Canadian Travel Press* (circ: 13,505) and in the January issue of *Southeast Travel Professional* (circ: 10,000).
- The agency issued release regarding Steven Ford's appointment as vice president national accounts was picked up in the February 12 issue of *Travel Agent* (circ: 59,018). As a follow-up to the release, the agency pitched editor Archie Wilson to interview Steven Ford and he was featured in this issue's "Around the Travel World" section. The release also appeared in the February issue of *Travel World News* (circ: 38,683) and in the February issue of *Southeast Travel Professional* (circ: 10,000).
- The agency issued release about Boscobel Beach being named "Best Family Resort" in the OHG survey appeared in the February 15 edition of *Travel Weekly* (circ: 50,490); in February's *Travel World News* (circ: 38,683); the January 14 issue of *Air Travel Journal* (circ: 15,000) and *Travel New England* (circ: 5,500); and the January 18 edition of *Travelweek Bulletin* (circ: 10,600).
- The "SuperClubs Celebrates Its 20th Anniversary" release appeared in the February 19 *TravelAge Publications* (circ: 81,000) in the February 14 issue of *Travelweek Bulletin* (circ: 10,600).
- The agency authored release, "SuperClubs Makes Earning a Vacation Child's Play", appeared in the January issue of *Travel World News* (circ: 38,683).
- The agency's release on "First Class All the Way" package extension appeared in the February 1 issue of *Travel Weekly* (circ: 50,490) and in the February 5 issue of *TravelAge West* (circ: 34,958).
- The agency provided *Travel Agent* magazine (circ: 59,018) winter rates for Breezes Bahamas which appeared in the January 29 issue.
- The agency provided *Travel Weekly* (circ: 50,490) information on SuperClubs weddings for inclusion in the magazine's February 15 issue.

#### 4. Other Issues That May Affect SuperClubs.

- An article on the Franklyn D. Resort appeared in the January 7 edition of the *Atlantic City Press* (circ: 100,987). The article mentions Boscobel Beach to be one of the resorts rivals.
- Information on the Tamarijn Aruba Beach Resort appeared in the January 22 issue of *Tour & Travel News* (circ: 55,112) and in the January 15 issue of *Travel Weekly* (circ: 50,490). The article quotes DHC president, John Callaghan, as saying "I view Jamaican all-inclusives, Sandals, SuperClubs, Club Med...as competition."
- An article on honeymoons appeared in the February 5 issue of *Tour & Travel News* (circ: 55,112) and mentioned all-inclusive hotels and the fact that USAir Vacations packages SuperClubs and Sandals vacations.
- The February 12 issue of *Tour & Travel News* (circ: 55,112) featured an article about Holiday Inn's new, all-inclusive Sunspree line of resorts targeted towards families. The article mentions general manger, Jeff McKitty formerly of SuperClubs Boscobel Beach.
- The appointment of Paul Pennicook to executive vice president of Sandals' Unique Vacations appeared in the January 25 issue of *Canadian Travel Press Weekly* (circ: 13,505). The article mentions that Mr. Pennicook was formerly with SuperClubs Resorts.

## II. WORK IN PROGRESS

- A. Hedonism II/Webster Hall/Z100 Promotion ~ Began preliminary arrangements for a promotion with Hedonism II, Webster Hall, Z100 radio and Budweiser beer in New York. Contacted American Airlines to evaluate the possibility of their participation by offering complimentary air tickets. They offered to do a promotional rate of \$125.00 per person, round trip. Also, contacted Air Jamaica to gauge their interest in participating. Contacted Z100-FM, a New York radio station, to gauge interest in doing a Hedonism II giveaway promotion during the month of March.
- B. Kiana's Flex Appeal ~ Evaluated and began arranging Wave Entertainment's trip to Grand Lido in April for the filming of Kiana's Flex Appeal.
- C. ESPN Fitness Show/High Bar Productions ~ Liaised with Karen Jones for equipment listing of items left at Grand Lido from last year's shoot. Received rooming list and production schedule for this year's Fitness Beach Show and liaised to Karen Jones to ensure her receipt.
- D. Wacky Weddings ~ Liaised with a "sand expert" for the World's Largest Wedding Cake to be built for Valentine's Day. Contacted the Guinness Book of World Records to find out details on the World's Largest Wedding Cake. Upon discussing with all parties, agency is holding off on building the cake until June. Researched prices from various companies to produce a VNR of the wedding.
- E. Dream Teammates II ~ Evaluated and submitted a proposal for the Dream Teammates II

promotion to be held this summer -- July or August. The promotion will be in conjunction with the Chicago Tribune, WMVP radio and a local retailer and Chicago area consumers will have the opportunity to win a "Dream Teammates Super Fantasy Week."

- F. Tennis Extra Prime Sports Network ~ Agency was contact by the producer for sponsorship by Breezes Runaway Bay. Along with sponsorship, the producer is seeking multiple room nights and a monetary contribution. The show is projected to air on ESPN and agency is continuing its evaluation and negotiations before making a recommendation.

# Woman's World

THE WOMAN'S WEEKLY

9 SIMPLE WAYS TO

**Boost your health  
and your happiness**

Gorgeous skin!  
Perfect hair!  
Make winter beauty  
flaws disappear

Houseplant  
makeovers



Give  
plain  
flowerpots  
a designer look!

Brave Nikol saved  
her sister's whole  
family from fire

*Simply  
Heavenly!*

ADORABLE  
ANGELS  
to watch over  
everyone you love

*She lost 60 lbs. Now...*  
**CRISTINA FERRARE**  
shares her

# Fat-burning recipes

*Plus*  
Try  
the diet  
that'll  
make you  
**Slim for  
life**

*Super-easy!*



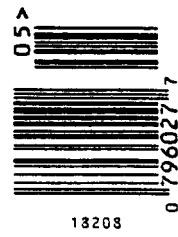
*Super Bowl cake*  
Thrill the fans  
in your family!

**How to  
CURE A  
FOOD  
ALLERGY**

*New!*

Weekly  
column from  
the author of

*Chicken  
Soup for  
the Soul*



January 30, 1996 \$1.25

# Splendor in Jamaica

Come to the island of enchantment, where lush jungles meet beautiful beaches—and natural wonders unfold around every turn.

Start your visit to Jamaica in Negril, where seven miles of world-famous beaches beckon. By night, the gentle rhythm of crashing waves will lull you to sleep. By day, you can relax on the sand or rent a boat for snorkel, scuba, dive or fish. When you've had your share of sea and sun, visit Rick's Cafe, where you can sip a tropical drink as you watch the sun set, and gasp as cliff divers plunge into the water far below.

Ready for big-city action? Drive 120 miles southeast to Kingston. You'll find the heart and soul of Jamaican culture in this bustling metropolis. Shoppers take notice: Stalls in the Kingston Crafts Market are laden with handmade baskets, purses and more. If you're looking for treasures and want the many galleries in that case, for the jewelry, collectibles and more. Take a walk through the botanical gardens in the heart of the city, which is home to scenic botanical gardens. Here in the island's interior, you'll find true splendor in the gorgeous waterfalls, the rich aroma of coffee plantations, and the exotic Cinchona Gardens, which date back to 1868. You'll be enthralled by the sights of colorful hibiscus and azalea blossoms as you stroll amid spectacular cinchona trees and stunning foliage.

Next, take a trip back in time in historic Montego Bay (known by natives as "Mo' Bay"). Tour the scenic Old

Sunfish

Courthouses, quaint St. James Parish Church and the delightful shops in San. Sharp Square. Just outside of town, tour Greenwood Great House, Elizabeth Barrett Browning's lovely family vacation home. If you're still game for shopping, stop in at the gallery of West Indian Art, where you'll find some of the best samples of native pottery on the island. On your way out of Mo. Bay, stop at Jamaica Safari Village, where kids can cozy up to friendly, native and exotic animals. Don't leave the island without a trip to Ocho Rios, where Dunn's River Falls sends water cascading down 300 feet. As you take a guided hike to the top of the falls, you'll see why Christopher Columbus called Jamaica the fairest island that eyes have seen. He was right! Landed there in 1494, Jamaica is famous for cat inclusive resorts like Sandals and Super Club, that offer unlimited drinks, massages and entertainment. For a water-filled getaway, visit one of Sandals' spa locations in Montego Bay, Negril or Ocho Rios. Three nights for two starts at \$600. Families will love Super Club on Ocho Rios (near Ocho Rios), where a family of four (kids under 14) can stay for three nights for \$125. This resort includes Super Nanny service, so kids are entertained full days. For more information about Jamaica, call 800-233-4775.

—Brooke Comer



Montego Bay is a host of beautiful waterfalls.

A dip in Dunn's River Falls in Ocho Rios is one island activity you won't want to miss.

Woman's World Getaway



Visitors to the capital city of Kingston can tour Beaux House, built in 1887.



Get a bird's eye view of Jamaica from the basket of a hot air balloon.



## A NICE PLACE TO VISIT...

**LOCATION:** Jamaica is located in the Caribbean just south of Cuba and 180 miles southeast of the Cayman Islands.  
**AIRPORT:** Jamaica boasts two International Airports, Norman Manley International in Kingston and Donald Sangster International in Montego Bay.  
**CLIMATE:** sunny and warm year-round with temperatures in the 80s.  
**LODGING:** expect to pay \$100-\$250 per night for two; prices are slightly less from May to October.  
**RESTAURANTS:** expect to pay \$10-\$35 for lunch for two, \$20-\$75 for dinner.  
**WHAT TO BUY:** jewelry, crafts, pottery, beads, artwork, dolls.



## QUICK TIP

Vendors can be persistent. When you don't want to buy, say no—and mean it!

Photos: Geri Engberg/The Stock Market; Len Kaufman (2); Superstock (3). Map: Mike Favata.

**NEXT WEEK:** Visit breathtaking Vancouver, British Columbia



## ARTHUR FROMMER'S TOP

# Travel

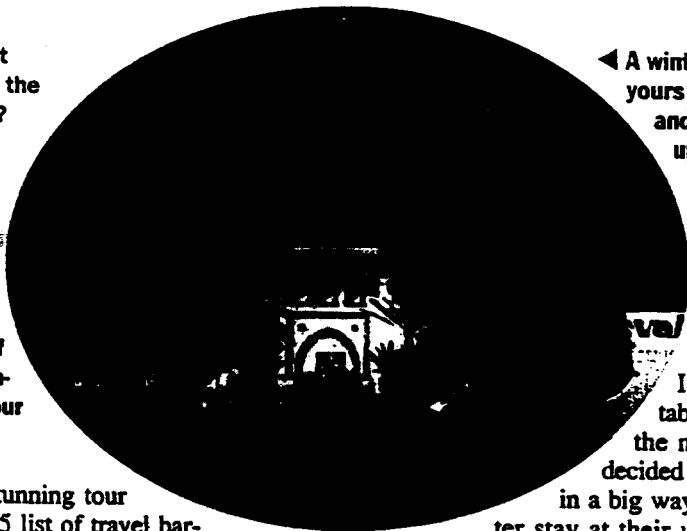
## Deals for the Coming Year

**W**hat are the best travel values in the world for 1996? America's premier travel

writer has selected over 30 of them, from old favorites to brand-new opportunities. Here, more or less in order of preference, are his best vacation values for the year. If you're feeling ready for a vacation (and who isn't?), start your planning now.

**1 Orlando For \$329.** The stunning tour value that led off our 1995 list of travel bargains has been extended throughout the whole of 1996. Once again, a mere \$329 per adult, \$179 per child under 17, will buy round-trip air transportation between both Newark or Boston and Orlando, seven nights at a decent hotel, a car with unlimited mileage for the week, discounts on various attractions, and several departures a week, year 'round. The tour company with the strange name, "R Travel" (800/760-6261), which operates this popularly priced, mass-volume movement, is actually an arm of the elegant Renaissance Cruises and a bonded member of the prestigious U.S. Tour Operators Association. Northwest Airlines supplies the air from Newark, American Trans Air and NWA from Boston; Value Rent a Car supplies the car; and among the upgraded hotels offered for a slight surcharge are Disney properties on the grounds of the Magic Kingdom. Here's potent proof that the tour "package" can frequently improve upon your own direct travel purchases.

**2 Morocco For \$899, All-Inclusive.** Though it costs more, it includes more, and therefore closely vies with Orlando for top honors. The source of this eye-popping value is the Italian equivalent of the



◀ A winter week in sunny Morocco is yours for under \$1,000—air, meals and lodging included—at the upscale Club Valtur resort.

Club Meds, a chain of 16 resorts operated in Europe for the past 15 years by a Rome-headquartered company called "Club Valtur" (like a Club Med but with an Italian staff, Chianti on the table and a dozen pasta dishes on the menu). They have apparently decided to enter the American market in a big way by offering a one-week winter stay at their upscale Club Valtur resort in Agadir, Morocco, for \$899 per person January 1–20; \$999 January 20–March 28; \$1,299 March 29–April 8; and \$999 thereafter, including round-trip on Royal Air Maroc from New York, accommodations for six nights, three meals daily, wine with meals, unlimited sports and entertainment—and no supplement for single persons occupying a single room, unheard-of in the travel industry. Departures are thrice-weekly. You book through Valtur's U.S. representative, the long-established Central Holidays, at 800/935-5000. I'm told the program will be expanded this summer to offer similar holidays at other Club Valtur scattered about the world.

**3 Cruises, Cruises, Cruises.** What's the major travel news of 1996, of benefit to the traveling public? It's the puzzling recent discovery that the number of cruise passengers has stopped growing, at least for the moment. And that realization—bursting like a bomb on the cruise lines—has set off still another downward spiral of cruise prices. For this "flattening" of the cruise market is taking place just as the cruise lines are about to accept delivery of several monumental new ships, increasing the former overcapacity of cruise cabins to a mountainous glut. Scan the

by Arthur Frommer

"sales" advertised by the cruise lines themselves. visit your travel agent or call a so-called "cruise broker" (a good one is Cruises Only, 800/683-SHIP), and you'll quickly learn of spectacular bargains in every sailing category, including one-week cruises for \$999 per person, with round-trip airfare to the embarkation port.

**4 The Interior Of Mexico.** The Mexican peso continues to sink. It recently reached a level of 7.6 to the dollar (vs. three per dollar about a year ago). Everything in Mexico has become remarkably cheap, if you purchase your arrangements in pesos, from hotels and restaurants catering to Mexicans, not Americans. And that means that you stay not at the overpriced seaside resorts of the country (Puerto Vallarta, Cancun, and the like) that have adjusted their dollar prices to offset the peso's decline, but at the more authentic interior cities of Mexico catering mainly to Mexicans: San Miguel de Allende, Guadalajara, Lake Chapala, Oaxaca, Guanajuato, even Mexico City itself.

**5 25% Off Every Airfare.** The improbable source of this next, across-the-board discount is a nationally known Wall Street investor whose famous airline (he once owned it) went into bankruptcy owing him \$190 million. To permit that carrier to work off the debt, a bankruptcy court gave him the right over the next several years to purchase many millions of air tickets for the flights of that carrier at a major discount. He will then sell them back to the public at a lesser discount (25 percent), and his profit will reduce the debt. But he's got to do it discreetly, without advertising, and by simply passing the word to favored travel agencies (and travel writers like me). If you phone 800/497-6678, you'll discover that you can buy any available ticket on any flight of that airline, in any class of service, at three-quarters of the ticket's normal cost. You receive all the privileges of a normal passenger, and you get frequent-flyer miles for your purchase. The only catch: You cannot book any flight that starts or ends in St. Louis, a major hub for the airline. Here's an unusual bargain, but totally real, without gimmicks or small-print conditions; and it should remain valid for the next several years.

**6 Myrtle Beach, S.C.** A resort city on the sea, at the midpoint of a 60-mile-long beach known as the "Grand

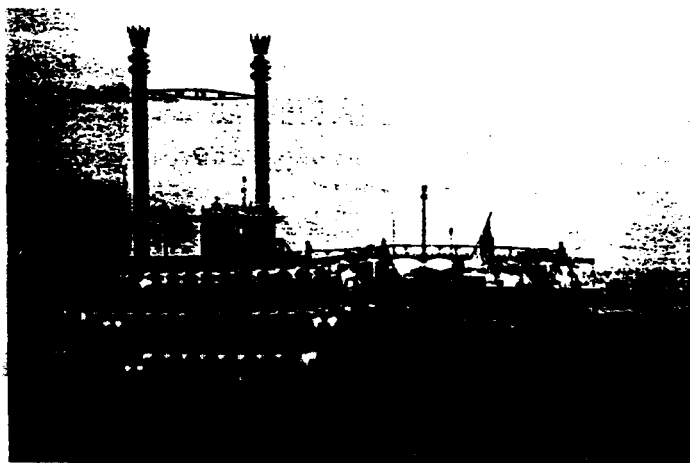
Strand," Myrtle Beach in 1995 became the nation's second most-popular destination (after Orlando) for vacationers traveling by car. What brought the massive visitation? Well, there are 11 musical theaters now open in Myrtle Beach, mainly for low-cost performances of country music; a record-breaking 91 golf courses with modest fees that make it the nation's golf capital; and bargain-priced family rates for motels, restaurants and use of beach facilities. And many middle-aged Americans now arrive to scout out the prospects for retirement living; Myrtle Beach has some of the lowest real-estate and property-tax levels in the nation. For more information, call the Myrtle Beach chamber of commerce at 800/356-3016.

**7 Branson, Mo.** Meanwhile, the nation's "country music capital" in the Ozarks, catering to a largely elderly audience, continues to offer America's very cheapest rates for lodging (decent motel rooms for \$40 a night), meals (\$5.99 and \$6.99 for all you can eat at numerous country buffets) and theater tickets (\$17 a seat for name performers). While Branson has been strongly criticized in recent years for the overly ideological themes of its country shows that frequently slip into religious and political proselytizing, it still enjoys yearly visits by nearly 6 million vacationers attracted by that message—and by unusually low costs. For information, call the Branson chamber of commerce at 417/334-4136.

**8 "Breezes"—The Affordable "All-inclusives."** Add to your list of 1996 travel bargains a brand-new chain of low-cost, all-inclusive resorts called "Breezes," which currently consist of the just-opened, 400-room "Breezes Bahamas" (on Cable Beach in Nassau) and the equally new (late 1995), 125-room "Breezes Montego Bay" on the north shore of Jamaica; more are on the way, including "Breezes Runaway Bay" in Jamaica. At the height of the winter season, they charge as little as \$150 a day per person for room, all three daily meals, unlimited drinks and unlimited sports and entertainment, at least \$50 a day less than the going rate for such other all-inclusive resorts as the

"Sandals" chain and "Couples." For brochures on these and other forthcoming "Breezes," phone 800/859-SUPER.

**9 Bargain-Priced Turkey.** For at least the fourth consecutive year, and in at least seven months of each year (October through April), Turkey has become far and away the least expensive of all European countries for group touring and among the budget champions worldwide. It's at that time that one tour operator offers tours to Turkey of 17 days' duration for a remarkable \$1,295 to \$1,695—including round-trip airfare between New York and Istanbul, accommodation with private bath at tourist-class hotels, three meals a day and escorted motorcoach touring to the major sites (including fantasy-like Cappadocia) of western Turkey. The same company packages a six-night January or February Istanbul stay for \$495 to \$595, including round-trip airfare. Call Pacha Tours at 800/722-4288.



▲ The showboat Branson Belle is one of many entertainment options at Branson in the Missouri Ozarks.

**10 Reduced Rates At "Hurricane Hotels."** Throughout 1996, resort hotels on the three Caribbean islands most heavily damaged in 1995's Hurricanes "Luis" and "Marilyn"—St. Thomas, Antigua and the Dutch side of St. Maarten—will dramatically drop their rates to become real bargains in every price range. How can I be so sure? Because their advance bookings have already been decimated by public perceptions of that damage, which will last for a long, long time. In the places squarely hit by last year's storms, hotel after hotel has already sent out distress messages for 1996; one, the high-quality "Club Antigua" on Antigua, has formally announced it will charge off-season.

## THE AMERICAS

**The exotic and the familiar coexist here,** *within our home hemisphere. In destinations from Canada to Los Cabos to Chile, we get as close to instant vacation gratification as jet planes allow. Within a time zone (or so), we satisfy our need for lolling on beaches or skiing down mountains, for one-suitcase jaunts or venturesome journeys, for escape or esprit de corps—and for some of the world's finest resorts and hotels, new and old, in any latitude. These listings are arranged alphabetically by country and city within the following regions: Atlantic and Caribbean islands, Canada, Mexico, and South and Central America.*

### **Grand Lido, Negril, Jamaica**

This 1989 all-inclusive red-roofed beach resort has "upscale rooms," "off-duty managers who cut in at the disco," a "well-guarded nudist beach," "poker-faced, uniformed waiters who make beach rounds with champagne," and "sunset cruises on Prince Rainier's old yacht." Couples celebrate double-digit anniversaries. "grateful that there are no children, not even ours."

200 rooms. 5490-5650; 809-957-4010, fax-4317.

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# Resorts mask Jamaica's dark side

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 basking 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, masseuse 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.

The massive tenor, and the resort's other guests — primarily from Japan, Italy and the United States — had chosen to stay at what many argue is the best of Jamaica's growing list of successful, all-inclusive resorts.

But Pavarotti, and the thousands of other visitors who came to Jamaica last winter, probably had no idea that the nation was experiencing one of its worst tourist seasons in recent history. A rash of violent crimes against foreign visitors had resulted in a drop in tourism.

But despite Jamaica's troubling international reputation as a dangerous place, local academic Ian Boxill, writing in the Sunday Gleaner, said recent research has shown there is little relationship between the decline in tourism and Jamaica's crime rate.

"A bigger problem is harassment and the nation's poor physical infrastructure," Boxill wrote, citing tourist exit polls taken at the nation's airport by the Jamaica Tourist Board.

The troubles don't keep many of the world's richest and most famous people from coming to Jamaica — without a doubt one

*Most of Jamaica's people are friendly, well-educated and peace-loving. But it is a bitterly poor country, and the increasing success of its all-inclusive resorts means that many visitors to the island never leave the hotel grounds — shutting out economic opportunities for the lower class.*

of the world's most beautiful places — to vacation or buy homes. Several members of the Rolling Stones own homes near Ocho Rios, as does legendary country music star Johnny Cash.

Most of Jamaica's people are friendly, well-educated and peace-loving. But it is a bitterly poor country, and the increasing success of its all-inclusive resorts means that many visitors to the island never leave the hotel grounds — shutting out economic opportunities for the lower class.

Owners of small restaurants and crafts people in the markets have few chances to interact with tourists (and their money). When they do meet it is often an unpleasant experience for the tourists.

Unless tourists picked up a newspaper or listened to local radio, they were blissfully unaware of major drug busts and short-lived unrest in Kingston over the ineptly orchestrated privatization of the nation's transit system.

During my visit last March, the newspaper reported the largest marijuana find in Kingston history — 10,000 pounds of Miami-bound pot found in a container at the Kingston Wharves. Four thousand pounds was found in another haul the next day.

Drugs — especially marijuana and cocaine — are available almost everywhere in Jamaica. Aggressive hucksters work the streets, markets and the resorts' fringes.

Nancy Reagan's famous advice, "Just say no," doesn't work well here. In Jamaica, you may have to say "NO!" five times

before the would-be salesman gets the message.

And if you are thinking about buying a joint in Jamaica, think twice. The U.S. Embassy warns that criminal penalties for possession, use and dealing in illegal drugs are strict, and convicted offenders can expect lengthy jail sentences and fines.

And visitors leaving Jamaica should not be surprised to be greeted at the Miami airport by an inquisitive Labrador retriever employed by the U.S. Drug Enforcement Administration.

The U.S. Embassy in Kingston warns its own employees to be very careful in the capital, where crime is a serious problem. "Purse snatching and pick-pocketing occur, especially on public transportation, and other crimes can rapidly turn violent," the embassy writes in a current advisory.

"Persons out walking after dark or who take other than licensed taxicabs are at particular risk."

Of course, the U.S. government doesn't warn travelers to stay away from Miami or New Orleans or San Juan, Puerto Rico, where crime rates also are notoriously high.

Even if it were comfortable to go out alone in Jamaica, negotiating the country's dangerous roads is another serious problem.

Traffic moves on the left in Jamaica, and the locals drive like maniacs.

With that in mind, if you're the kind of tourist who is not interested in mixing with the local population or exploring on your

own, Jamaica's all-inclusive resorts may be your own little bit of heaven.

The all-inclusive concept — borrowed from Club Med — means one price covers lodging, meals (hamburgers to sushi), drinks, tips, entertainment, water sports, tennis, and often golf and horseback riding. Rumor has it that some of the better resorts even do laundry so you can go home with clean clothes. That's what I call all-inclusive. Here are some recommendations:

■ The Sans Souci Lido in Ocho Rios recently 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 finest.

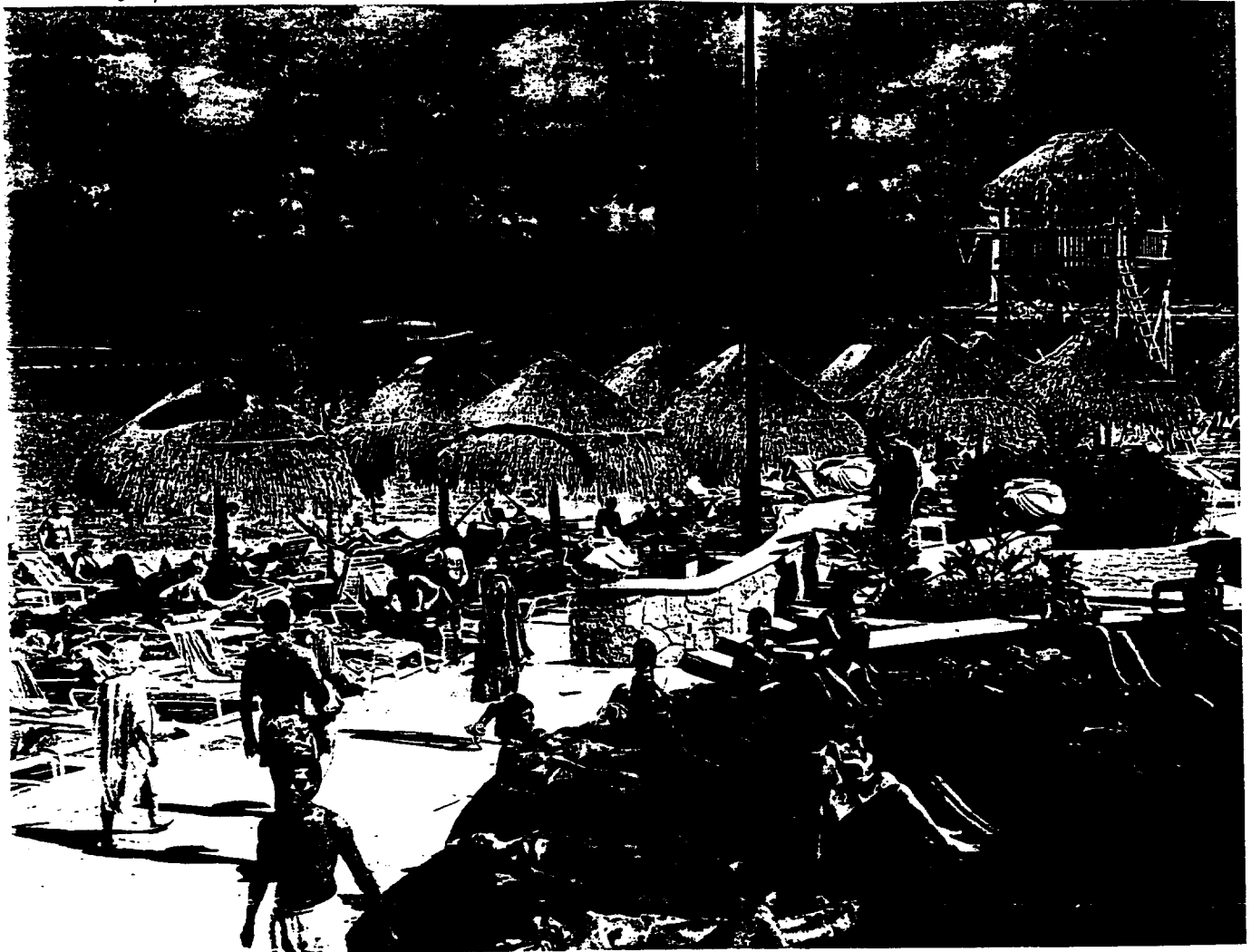
Many Japanese visitors were taking advantage of the Sans Souci's wedding package, which provides all arrangements for the ceremony, including license, minister, witnesses, tropical flowers, live music and champagne.

Summer rates for a seven-night stay are \$2,100 per person, based on double occupancy, for a one-bedroom beach-front suite. Call your travel agent or (800) 859-SUPER.

■ If luxury is your goal but you'd rather not stay in an all-inclusive hotel, check out the Plantation Inn, also in Ocho Rios.

This honeymoon destination is well-known for its lush, romantic setting. It offers guests the option of all-inclusive or European plans.

It offers a special honeymoon package that includes a junior suite and all-inclusive package. Summer rates are \$2,390 for seven nights per couple.



# NO SURPRISE

Taking care  
of tourists:  
all-inclusive resorts,  
like the one  
shown above in  
Cancun, Mexico, take  
the hassle out  
of holidays.

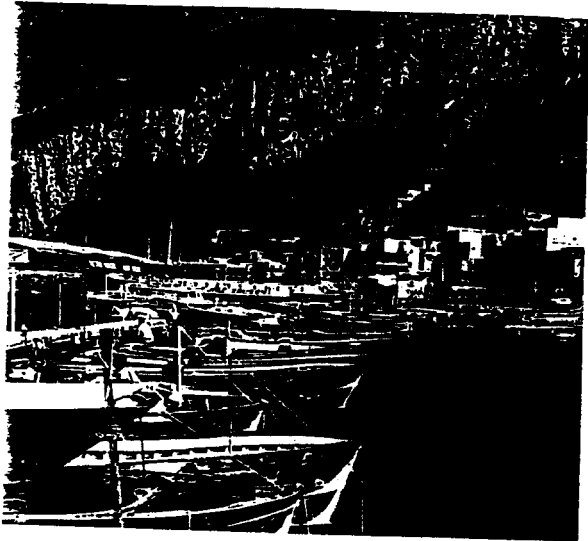
WHILE WHITE BEACHES AND BLUE SKIES TANTALIZE AT THIS GREY TIME OF YEAR, THE LAST THING SUN-seeking Canadians want is a burn from a fluctuating Canadian dollar every time they sip a rum punch.

So thank goodness certain savvy tour operators beat the heat by nailing down terrific, all-inclusive

vacation deals. "The savings are significant, since we purchased them in U.S. dollars at the right time," says Brian Wolfenden, public relations manager of Canadian Holidays, the first tour operator in Canada to package all-inclusive vacations. Answering the ever-increasing demand for value-laden vacations, Canadian Holidays has expanded its line of all-inclusive vacation resorts by 30 per cent.

The burgeoning popularity of all-inclusives stems straight from the wallet, says Jill Wykes,

Sunquest's vice-president of corporate affairs. "They give you so much for your money: the air fare, the transfers, taxes, accommodations, three meals a day, snacks, alcoholic and non-alcoholic beverages, gratuities, water sports and more. And efficiency: you can have a great time, relax without carrying around piles of money." And for young families, there's the security of protected environments and myriad activities: parents don't have to clamp the lid on their kids' movements or bottomless cravings for drinks.



All-inclusive tours can include sightseeing stops in such exquisite locales as the Isle of Capri (above) and Dunn's River Falls in Jamaica (facing page).

easy to buy at Jack Tar Village in Jamaica or the Dominican Republic. Several Cuban resorts managed by Delta Cuba feature activities for small children. Caribbean Village and Diamond Resort in Cancun each have a "Little Village" just for kids. While kids splash at Fun Tropical's pool in the Dominican Republic, parents can play a round of golf. Among the newest Caribbean destinations, the four-star Breezes (a SuperClubs Resort), located

on powdery-white Cable Beach in Nassau, is geared to adults and families with 16-plus teens. Tennis, basketball, miniature golf and baseball batting cages are offered, as well as late-night discos and theme buffets. Other SuperClubs include Breezes on Montego Bay, Jamaica Jamaica in Ocho Rios (perfect for sporty types), Hedonism II in Negril (great for non-stop partying), Boscobel Beach (with lots of supervised children's

programs) and Club Varadero on Varadero Beach in Cuba.

Romanticized for couples only, Sandals resorts can be found on various islands. Sandals Royal Bahamian on Cable Beach, Nassau, houses guests in a colonial style manor house or private villas. The Sandals in Jamaica wows those with a thirst for variety with a "stay at one, play at all six" program; guests at Ocho Rios and Dunn's River get free tours to Dunn's River Falls. Signature Tours (which encompasses the former Adventure Tours, Fiesta Sun, PS Holidays, Solvac Vacations, Fiesta West along with Encore Cruises) boasts an entire brochure of all-inclusive holidays including posh resorts in St. Lucia and Mexican hot-spots like Cancun, Huatulco and Puerto Vallarta.

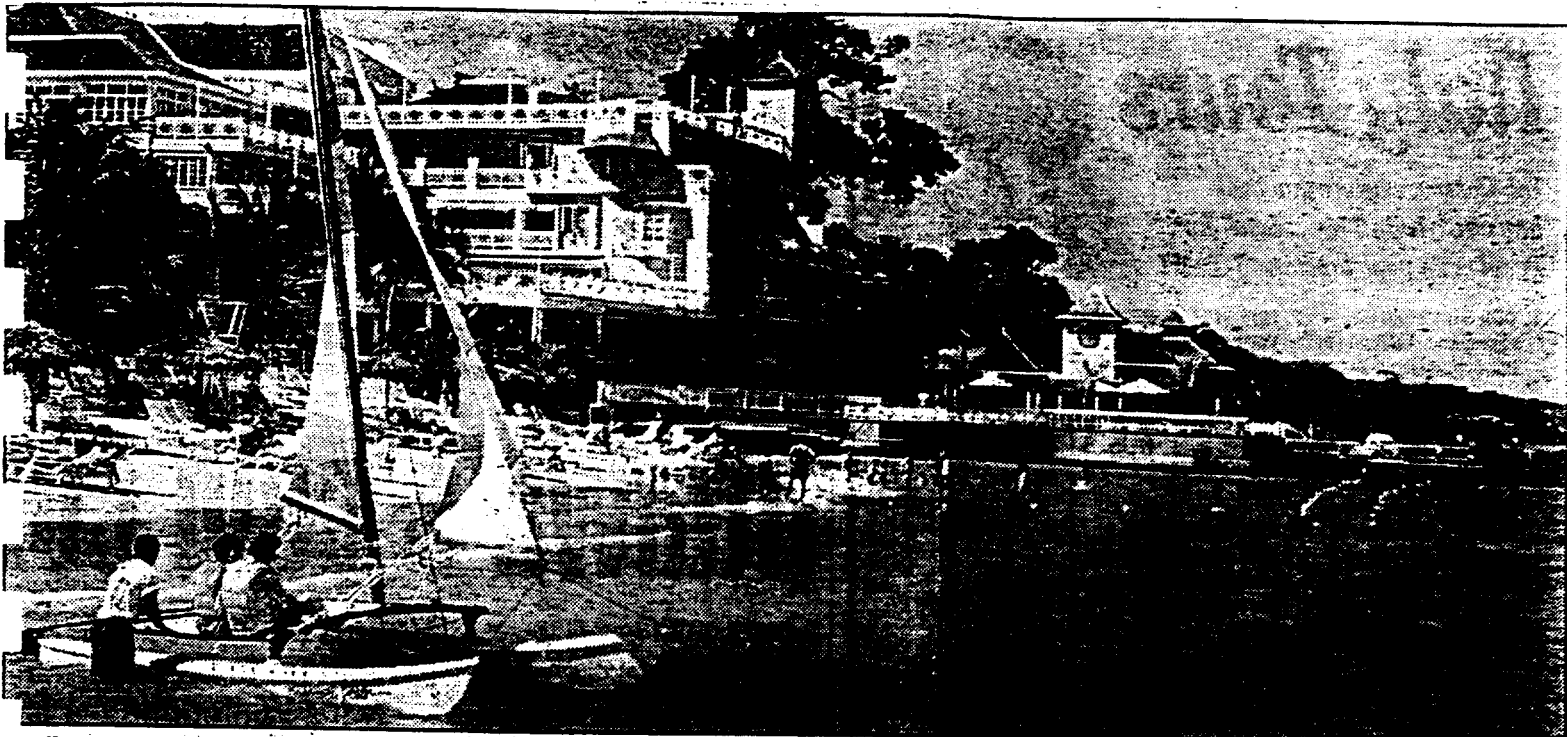
In the luxury category and reserved for adults only, Canadian Holiday's finest super-all-inclusive resorts are Grand Lido and Sans Souci Lido in Jamaica. Both offer suites and gourmet dining. Among other delights, the Sans Souci Lido provides a massage, body scrub and golf; the Grand Lido offers wine tasting and cooking classes,



Florida vacation values can make you see your money in a whole new way. For your free Florida Vacation Kit call 800-306-9995



JAN 16, 1996



For the second year in a row, Jamaica's SuperClub at Boscobel Beach has been voted Best Family Resort in a poll of more than 20,000 travel agents.

# Super time on Jamaica

By KATE BUFORD

**Y**OU'RE truly on vacation when you even consider taking a basket weaving class. "When they come to take us away to the home, we'll be ready!" sang it one happy camper in the packed arts and crafts room at Jamaica's Boscobel Beach SuperClub. As he wove the damp strand of wicker over and under, it was hard to tell who was having more fun, he or his 4-year-old. Of course, the quiet joys of basket weaving feel good after a day of scuba diving, snorkeling, tennis (on four gated courts), windsurfing, a water skiing, body massages, jogging at dawn, ping pong, kite flying, each volleyball, biking, off, reggae dancing lessons and deep sea fishing. Boscobel Beach, rated the second year in a row as the best in the Family Resort category in a poll of more

## The all-inclusive Boscobel Beach resort is fun for the whole family

than 20,000 travel agents for the Reed Travel Group's "Official Hotel Guide," bills itself as "The Country Club By the Sea." That pretty much sums it up. Just thinking about all the stuff you could be doing at this bustling resort, nestled against the craggy north shore of the island, is enough to bring on a major anxiety attack. But this is Jamaica, the home of "no problem." Genial, gracious and relaxed, the staff at this all-inclusive, one-fee-includes-everything family resort is ready for fun at the drop of a scuba tank. They make it all so easy. In about 24



Boscobel Beach is 10 miles east of Ocho Rios. Charles Jones

hours you will have scoped out the cozy, manicured grounds of the resort. You will have successfully located all five bars, the three restaurants, gym, water-sports office, not to mention your room. Boscobel used to be a Playboy Club; now it caters to the full extended family, from grandparents to newborns. Up to two kids under 14 stay free in the same

room with their parents. If you think smart, a vacation can be combined with another family, with kids plus friends split between rooms. Just above the fish pond is the brightly colored Kids Center, open all day until 10 p.m. Run like a good summer camp, the program offers the usual sports activities, plus lots of other fun stuff such as nature

walks and reggae dancing classes. There are three age divisions: Tiny Town takes care of infants and children under age 4; the Bears Bungalow is for ages 4-7; the Boscobel Bunch covers kids 8-12. There's also a petting zoo, a fully stocked barney with chickens and such, a computer lab with CD-interactive games, a video arcade down by the beach, and a special kiddie outdoor eating area just above the Olympic-size pool. For an extra charge, nannies are available for parents who want one-on-one child care. Teens have their own jump-up Club quarters in a different section of the resort, which suits them just fine. My 15-year-old son complained there would be no one his age at Boscobel, discovered the teen club at the end of the sec

# Super time on Jamaica

JAMAICA from Page 45

ond day, and we didn't see much of him after that.

Part of the genius of Boscobel is that it caters to grown-up enjoyment too. Couples, singles, grandparents, even parents can have a good time — at a certain remove from the bustle of the beach, family pool and terrace dining area. The west wing is adults only. A sense of quiet isolation permeates the lovely, smaller pool with a bar only steps away, the Italian Allegro restaurant, and piano bar.

There are drawbacks. The beach here is small, which is ideal for keeping an eye on little ones but not so great for those who like long walks along a shore. Although it's tough to keep a family resort in pristine condition all the time, some of the rooms at Boscobel could use some TLC.

The food, with the exception of the more refined Allegro restaurant, might seem bland to some. On the other hand, the simple grilled ("jerked") meat, fish, delicious local fruits and vegetables, tangy ginger beer and frozen fruit punches served at the poolside Terrace buffet or in the a la carte Pavilion restaurant suited the warm climate and our tastes perfectly.

If you want to wander off the reservation out into this island that on a gray day looks oddly like Ireland, it is easy to arrange at the front desk. There are plenty of tours (some at additional cost) to local plantations, the famous Dunn's River Falls (touristy but impressive), and the shopping havens down the road in Ocho Rios (avoid the days cruise ships dock). The botanical Coyaba Gardens up in the hills overlooking Ocho Rios feature a museum covering the history of Jamaica. Blue Mountain Tours offers and an all-day "no pedaling" bike tour out into the mountains that produce that great high-octane coffee.

A must-see pilgrimage for any New York theater nut is "Firefly," the Jamaican home of Noel Coward — the man who gave the world "Mad Dogs and Englishmen Go Out in the Noontide Sun." Coward is buried at the hilltop corner where he gathered his brilliant friends each day for the first drink of the evening.

The breathtaking beauty of Jamaica's mountainous terrain coexists with some of the most abject poverty. If you're traveling with children, the experience of confronting — if only briefly and at a distance — the contradictions of this often-troubled island is a good chance for some post-colonial history lessons.



The resort offers on-site nannies, as well as many activities for kids.

## FAST FACTS

SuperClubs is 10 miles east of Ocho Rios and two hours from the Montego Bay Airport. The "Super Inclusive" policy includes accommodations, all meals, open bar and snacks, wine served with lunch and dinner, entertainment, sports facilities with equipment and instruction, children's centers, airport transfers — and no tipping is allowed. Up to two children under 14 sharing a room with parents are free. Through April, a five-night stay ranges from \$1,175 per person for a Lanai room to \$1,525 for a one-bedroom suite. Call SuperClubs at (800) 859-7873.

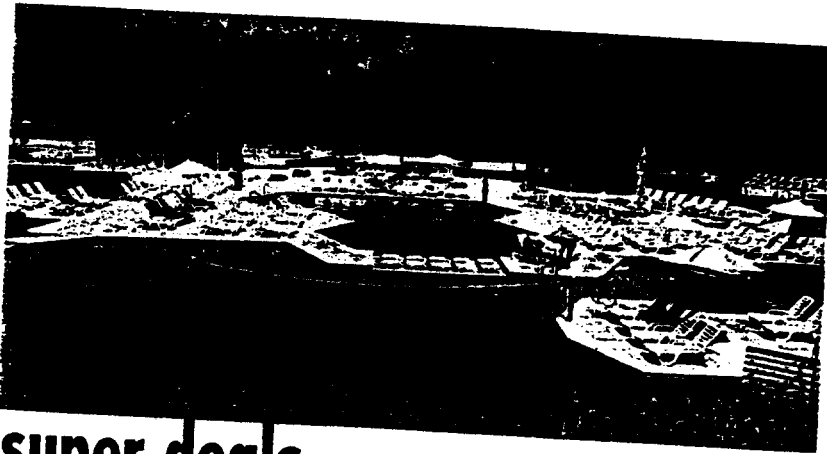
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## super deals

From the people who brought you the family-friendly Boscobel Beach, the swinging Hedonism II, and the sumptuous Grand Lido, come two new super-inclusive resorts—the value-conscious Breezes Bahamas and Breezes Montego Bay. Opened simultaneously in September, the Breezes brand offers all of the amenities of a SuperClubs vacation—at a more affordable price. The 400-room Breezes Bahamas on Cable Beach is the first all-inclusive hotel in Nassau. The 124-room Breezes Montego Bay is set on Doctor's Cave Beach in northwest Jamaica. All Breezes vacations include accommodations, all meals, unlimited premium brand drinks, unlimited land and water sports (with equipment and instruction), entertainment, free weddings, airport transfers, and hotel taxes—with no tipping allowed. Through mid-April, weekly per person rates start at \$945 for Breezes Bahamas and \$1,050 for Breezes Montego Bay.

—Kim Martin

# Tourists warm up

By Patricia Savarese  
Special to The Star-Ledger

## to island travel

Some of the newest, most popular hot spots in the Caribbean have been to Jamaica and Aruba. Increased tourism here is largely the result of the introduction of direct, non-stop flights between Newark International Airport and Jamaica and Aruba.

According to Rhoda Green, co-owner of Empress Travel in Freehold, these flights have taken hours off these time-consuming trips. For instance, direct flights to Aruba take four-and-one-half hours. What's more, all-inclusive lodging/

air/food/transfer/sporting packages are reasonable with a seven-day package running about \$1,800 at Jamaican resorts. Very simply, just about every charge is covered. Jamaica is home to the most all-inclusive resorts of any Caribbean isle, including six Sandals resorts for adults only and six SuperClubs

(including a new Breezes on Montego Bay) catering to singles, couples and families. You can also be among the first to visit Jamaica's brand-new Braco Village Resort located east of Montego Bay.

# TRAVEL

## Superclubs' Bosobel Beach Named 'Best Family Resort' For Second Consecutive Year

For the second year running, SuperClubs' Bosobel Beach, the Caribbean's only Super-Inclusive Resort for families, has been named "Best Family Resort" by the travel agent subscribers of the Official Hotel Guide in its annual Readers Choice Survey.

The survey, sent to nearly 25,000 travel agents, asked them to name their favorite resorts, hotels and hotel chains around the world, and to rank the service, value, cuisine, golf facilities and family-oriented atmosphere and activities. For thirty years, the Official Hotel Guide has been a trusted resource for leading travel agents.

According to Jack Kennedy, Senior Vice President and head of Reed Hotel Directors Group, "Our readers are the pulse of the travel industry. They're the travel agents who recommended hotel choices on a daily basis for today's discerning traveler, so winning their praise is a true mark of excellence."

Last year, along with winning the Official Hotel Guide's Readers Choice Award for "Best Family Resort", Bosobel Beach was also noted as "the best kids-oriented setup in the Caribbean" by New York Magazine and rated



"Best of the Best" in the family resort category by Travel Holiday.

"This award signifies the commitment Bosobel Beach's staff has for all its guests," commented John Issa, chairman of SuperClubs' "Bosobel

### SuperClubs' Bosobel Wins again

Bosobel, along with all SuperClubs Super-Inclusive Resorts, has cultivated a relationship with travel agents that has been mutually beneficial.

Bosobel Beach boasts four children's day-centers, with supervi-

sion, games, audio/visual and computer equipment. In addition, parents are able to enjoy "adults-only" areas which include a pool, Jacuzzi, pool bar and piano lounge. The 207-room, Bosobel Beach offers five dining areas, a plethora of sports activities for the active vacationer and baby-sitters for the evening hours.

SuperClubs, the Caribbean's only Super-Inclusive Resort group, includes: Breezes Bahamas in Nassau and Breezes Montego Bay, SuperClubs' brand new line of moderately-priced, Super-Inclusive resorts; Breezes Runaway Bay at Jamaica (Jamaica (Breezes' flagship property); Grand Lido and Hedonism II, both in Negrit and Sans Souci Lido in Ocho Rios. SuperClubs is planning an eighth Super-Inclusive resort in St. Lucia.

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.

**LUCE**  
PRESS CLIPPINGS

# Travelers pick their favorite hotels and resorts

By MIM SWARTZ  
Scripps Howard News Service

So you're lolling on the beach at the stupendous Little Palm Island resort in the Florida Keys and the sun is making you thirsty. What's a body to do?

Not to worry. Just raise the little pink flag on the pole by your beach chair and someone will come running to take your drink order, then deliver it pronto.

The same kind of service exists at the Moorish-designed Cap Julia on the island of Anguilla in the Caribbean. Not only are there cocktail service flags at the beach, but there's complimentary Evian water and chilled towels.

Those two hotels were among more than a dozen lauded for unusual services in the second annual Reader's Choice Survey Awards sent to more than 20,000 travel agents who subscribe to the Official Hotel Guide.

The survey also asked the agents to name the best hotels in the world. Hotels topping the list are:

Best Luxury Hotel, Europe — Hotel Cipriani and Palazzo Vendramin in Venice, Italy (followed by Hotel Ritz in Paris and Claridge's in London); Best Luxury Hotel, North America — The Ritz-Carlton

in Laguna Niguel, Calif. (followed by The Ritz-Carlton in Naples, Fla., and Four Seasons in New York City); Best Luxury Hotel, Latin America — Copacabana Palace in Rio de Janeiro (followed by Hotel Inter-Continental in Buenos Aires and Park Hyatt in Buenos Aires); Best Luxury Hotel, Pacific Asia — The Peninsula in Hong Kong (followed by The Regent in Hong Kong and Raffles in Singapore).

Favorite Resort Hotel, North America — The Phoenician in Scottsdale, Ariz. (followed by The Ritz-Carlton in Laguna Niguel and (tied) La Costa Resort and Spa in Carlsbad, Calif., The Cloister in Sea Island, Ga., and Boca Raton Resort & Club in Boca Raton, Fla.); Favorite Resort Hotel, Caribbean — Four Seasons in Nevis (followed by Sandy Lane in Barbados and (tied) Sandals Dunn's River in Ocho Rios, Jamaica, Little Dix Bay in Virgin Gorda, British Virgin Islands, and Peter Island in British Virgin Islands); Favorite Resort Hotel, Pacific Asia — Bora Bora Lagoon Resort, Bora Bora Island, Tahiti (followed by Mandarin Oriental in Hong Kong and (tied) Four Seasons Resort in Jimbaran Bay, Bali, The Peninsula in Hong Kong and The Regent in Hong Kong).

Hong Kong's aforementioned The Peninsula also is one of those singled out for most unusual services. It offers airport transfers in a restored 1934 Rolls-Royce Phantom, one of only two ever made, plus use of the hotel's private helicopter for tours of the city.

Still others on the most-unusual-services list:

- Pampered dogs dine on biscuits shaped like bones with their name spelled out in edible letters and cats dine on fresh tuna served on fine china. — The Pierre, New York
- Snow and ice removal from guests' cars in the parking lots. — The Rusty Parrot Lodge, Jackson, Wyo.
- Swimming with sharks during their feeding times and breakfast in bed delivered by canoe — Bora Bora Lagoon Resort.
- Swimming with dolphins as

part of the hotel's Dolphin Learning Center — Hilton Walkoia Village, Kahualea/Kohala, Hawaii.

- Personalized business cards with guests' name, room number, fax and phone number, plus 24-hour personal butler service. — The Lansborough, London.
- Tarot card readings and personal meditation, plus one-on-one fashion consultation. — Sonoma Mission Inn & Spa, Sonoma, Calif.
- Poolside manicures and pedicures, plus flower lei greeting and chilled towels at check-in. — The Manele Bay Hotel, Lanai, Hawaii.
- Complimentary French baguette at check-out from the hotel's on-site bakery. — Hotel Sofitel, Houston.
- Complimentary weddings, including marriage license, wedding cake, champagne, flowers and non-denominational marriage officier. — Grand Lido, Negril, Jamaica.

# THE CARIBBEAN

EXPRESS TIMES  
JAN. 7, 1996  
Circ: 50,009

## Caribbean

A capsule guide to the best places

### Best beaches

St. Maarten, Nevis, Barbados, Grand Cayman, U.S. Virgin Islands, Antigua, Puerto Rico, Jamaica, Anguilla, Famous Seven Mills Beach on Grand Cayman is one of the most beautiful in the Caribbean. If not in the world. In Barbados, the wild, jagged Atlantic coast on the western shore and the serene, eastern shore

### Best underwater exploring

Snorkelers and scuba divers are looking for dramatic underwater action rather than luxurious accommodations. Yet there are islands where comfortable lodgings can please the pickiest divers — and their nondiving companions. Among them are Grand Cayman, Turks & Caicos Islands, Saba, Jamaica, St. Kitts, British Virgin Islands, St. Eustatius, Bonaire, Belize, St. Lucia.

### Best fishing

Jamaica, Turks & Caicos Islands, Puerto Rico. Almost all of these islands host well-attended tournaments. The Barbados Game Fishing Club draws crowds for the annual fishing contest during March and April. Game fishing is first rate in Barbados, with fly fishing skimming over the water. Port Antonio, in Jamaica, is a particularly productive area.

### Best family resorts

Several Hilton Hotels offer family plans — in Puerto Rico and the British Virgin Islands. Some Holiday Inns have a baby-sitting service. At Hyatt Regency Cerromar in Puerto Rico, Camp Coqui is a program for children ages 3 to 15. In St. Lucia, a "Jalousie For Kids" complimentary program visits natural settings like a lush rain forest, mountain trails and the world's only "drive-through volcano." Other good family getaways are Stouffer's Grand Beach in St. Thomas, Roscobel Beach in Jamaica and Kids' Activity Centre goes from 9:30 a.m. to 10 p.m.), L'Habitation in St. Martin.

# Jamaica sparkles in spite of the shadow of crime

By LISA ADDISON  
San Antonio Express-News

**N**EGRIL, Jamaica -- It's a lazy afternoon on a sun-drenched bench and a wedding is going on. Men in Speedos, women in bikinis and little kids in their birthday suits watch a young German couple kiss.

When the wedding is over, the couple poses for photos and offers cake to strangers. Ahhh, Jamaica.

Legend has it that when Errol Flynn, the swashbuckling, romantic film star, visited Jamaica in the 1940s, he described it as "more beautiful than any woman I've ever seen."

It's still quite beautiful, but Jamaica has changed a great deal since the days when Flynn romanced the island.

The downside is that the crime rate is higher than it used to be, many residents are unemployed and drugs are rampant. Visitors should be careful going out alone late at night — as they would in an unfamiliar U.S. cities.

But there are still many positives in this tropical paradise.

The third largest of the Caribbean islands, Jamaica is 146 miles long. It's mountainous, with about half of the island more than 1,000 feet above sea level. Blue Mountain Peak reaches 7,402 feet.

The water is a beautiful blue-green; tree frogs sing at night; the weather is nice almost year-round; and nearby resorts offer amenities galore.

The Polynesian Beach Resort specializes in families. Youngsters can swim, play games, paint, make crafts or take part in educational activities, while their parents snorkel, scuba dive or play on motorized water scooters. Land recreation includes beach volleyball, billiards, lawn and table tennis, croquet, basketball, horseshoes, shuffleboard and garden chess, three weekly bicycle tours to the village of Negril, a lighthouse and craft market and a 24-hour exercise gym.

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 bristles hair on the beach passed along this tidbit: "Dear, there are only two things you can be here at Hedonism II — a prude or a nudie."

If you're also a prude 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. 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.

But there's more to Jamaica than Hedonism with a capital H.

You might head over to the T-Water Hotel one evening and enjoy a beach party and dinner on the beach featuring Tere's an interesting story behind the hotel's name. When the owners' daughter was a

baby, she couldn't pronounce the letter S. Seawater was pronounced Teawater, hence the T-Water Hotel.

The hotel's beach party features an all-you-can-eat barbecue buffet, pumpkin soup, fruit and several choices of dessert. For entertainment, check out the limbo contest or the reggae dancers.

The Home Sweet Home hotel, on the cliffs of Negril, offers an off-the-beaten-path experience. The view from the hotel is spectacular, the surroundings are peaceful and beautiful, and you can enjoy breakfast overlooking the sea.

After a full day of exploring the island, head to Rick's Cafe, a hot spot on the cliffs of Negril. Guests can watch an incredible sunset while having dinner or drinks. You can also watch cliff divers leap off jagged

rocks into the swirling sea.

One of the culinary specialties in Jamaica is jerk chicken, a spicy, mouthwatering treat that's even better when washed down with a Red Stripe beer.

While on the island, enjoy fresh fruit juices made from Jamaican fruits, including mango, guava and passion fruit.

A great way to wrap up a visit to Jamaica? Enjoy a tantalizing beach barbecue while kicking back and listening to a steel band play reggae music. Watch the sun slowly melt into the tranquil, aqua water while savoring the moment and wondering if you could find a way to make it last a little bit longer.

**DETAILS:** Jamaica Tourist Board, 801 Second Ave., 20th floor, New York, N.Y. 10017; 1-800-233-4582.

FOR THE BRIDE BY  
DEMETRIOS  
New York, NY

QUARTERLY

150.000

SPRING 1996

# The Annual Island-Finder Guide

We've found the most romantic islands for your honeymoon  
and selected the best of each:

best sightseeing and sports, best restaurants  
and the best resort hotels.

So, if the world of island choices  
seemed overwhelming, don't worry.

We've got it all here,  
so read on...

Written by Eileen Drenick  
Designed by Pamela Kageyama



ABOVE: MARKET. BELOW BEACHES, GRENADA

tled by the French, but it was later taken over by the British. The Carenage (inner harbor) is the hub of the city. Pick up spices, perfumes, potpourri and sportswear in the little shops. Stop in at the Grenada National Museum, once the French army barracks and prison. Now there are historical exhibits on the Indian cultures of the Ciboneys, the Arawaks and the Caribe tribes, all of whom predated European settlers.

Taking a tour around the island can



take as little as a day or as long as a week if you take in the sights, alternating with beach and watersports fun. You won't regret renting a car, taking an island tour, or hiring a taxi to take you around. Drive along the southern shore and admire the peninsula named Westerhall, with stunning homes and sensational views. Driving eastward, the two of you will see an Atlantic Ocean peninsula, with huge pounding breakers. Farther east is La Sagesse Nature Center, where you will hike miles of trails, taking in the birds and the banana plantation. Then relax on the beach (never go anywhere on Grenada without your swimsuits), and take time for a casual lunch at the cafe. Drive back through the Grand Etang district, where roads wind through the National Park. Along the way, there are mountain peaks and valley vistas overlooking the sea. The Visitors Center at Grand Etang's Forest Reserve has interesting exhibits explaining the island's flora and fauna. Visit Grand Etang Lake, which is the crater of an extinct volcano.

#### DINING

Grenada's agricultural bounty is manifest in the island's extraordinary restaurants. Don't miss out on Canboulay; La Belle Creole at the Blue Horizons Cottage Hotel and the Great House restaurant at LaSOURCE. Le Bistro, just

outside of St. George's, has a menu that is delightfully French and has views that are sensationally Grenadian.

#### HOTELS

Most of the lodging options in Grenada are intimate and secluded; most are understated but luxurious. The only really big resort hotel is the Rex Grenadian Resort. Other top choices include the Spice Island Inn, where you can book a room with a private pool; LaSOURCE, where you won't want to miss out on some pampering spa treatments; the Calabash Hotel, also offering private plunge pools at some suites and rooms; and Secret Harbour, with four-poster beds and private balconies.

For more information, call the Grenada Board of Tourism (800) 927-9554.

## JAMAICA

JAMAICA, ONE OF the most beautiful islands in the Caribbean, has one of the oldest traditions of hospitality in the Caribbean region.

Once the island of choice for well-heeled wealthy travelers and celebrities, Jamaica now is at the top of everyone's travel wish list.

Jamaica was the first island to introduce couples-only and all-inclusive resort hotels, now a staple among honeymoon travelers. Newlyweds have had enough decision-making for a while, and the one-price-for-all formula simplifies their travel plans significantly. They also say that they are more likely to try new activities if they are not charged individually for them. The downside, if it can be called a downside, is that couples have so much fun they often don't leave the hotel property to visit the wealth of island attractions.

When visitors take to Jamaica's countryside, they are often awed by Jamaica's beauty and fascinated by its history and culture. Jamaica has a lush interior and rounded Blue Mountains, where the internationally popular coffee is harvested. The island also has cool, dark caverns and steamy jungles. It has second-to-none golf courses in addition to every watersport you can think of. Jamaica has lively nightspots where the island's

ENCHANTED GARDEN, JAMAICA



own voice — reggae music — is raised in song every night. The island has festivals and street parties year-round. The island's people have a thriving arts and crafts market, with everything from local batik sportswear to wood carvings and paintings.

### DINING

Jamaican cuisine is also outstanding,

especially when island-grown spices are combined in tangy sauces like jerk barbecue sauce. Ackee, the national fruit, can be served up beautifully, but don't try preparing it yourselves...part of the akee is toxic. Ask for the fruity dessert called "matrimony," if you don't see it on menus. Most hotels have good restaurants and there's plenty of alternatives in the island's many casual eateries and

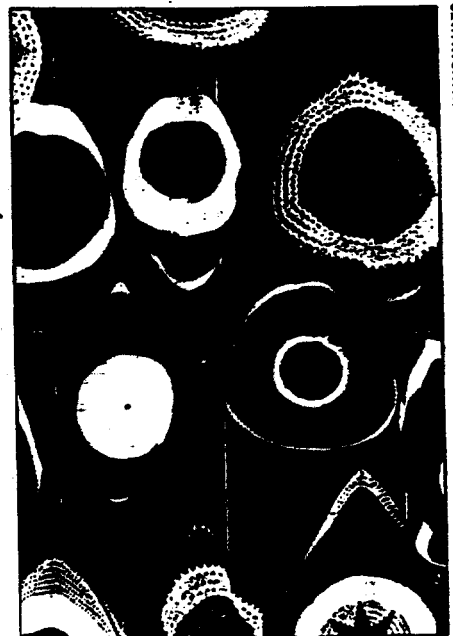


roadside jerk stands (ask your concierge for local recommendations). In Montego Bay, the award-winning Sugar Mill restaurant at the Half Moon Golf, Tennis and Beach Club has outstanding food in a romantic environment. Marguerite's by the Sea and Julia's are other top choices. In Negril, Rick's Cafe is almost mandatory, while the Negrii Tree House and The Hungry Lion are also good. In Ocho Rios, the Ruins is enchanting, as is Evita's and The Almond Tree at the Hibiscus Lodge.

### HOTELS

The popularity of all-inclusives spurred almost all of the island's hotels to offer all-inclusive packages of their own, so if you find a hotel appealing, ask if it has all-inclusive packages. For instance, the Half Moon Golf, Tennis and Beach Club and Round Hill, both in Montego Bay, offer all-inclusive packages that are irresistible. Ciboney Spa and Beach Resort, a gorgeous all-inclusive hotel in Ocho Rios, has a level of sophistication that is unusual among all-inclusives.

The three biggest resort areas are Montego Bay, Negril and Ocho Rios. While Port Antonio is not in the tourism mainstream, it is one of the most beautiful spots on the planet.



JAMAICAN HATS



Negril has a seven-mile stretch of beach that never fails to take one's breath away. In addition to Sandals Negril, check out the swanky Grand Lido, and the sporty Swept Away, all of which consistently earn praise from honeymooners. Montego Bay is where most of the resorts are: The Half Moon Golf, Tennis and Beach Club, Round Hill, Tryall Golf, Tennis and Beach Club, the Wyndham Rose Hall and two, fine Sandals resorts. Ocho Rios has been gaining in popularity as well as in its hotel options. Heading the list are Ciboney, the Enchanted Gardens, Sans Souci and the Jamaica Inn. Sandals Dunn's River and Sandals Ocho Rios are fine choices as is Couples, Jamaica's first couples-only, all-inclusive resort.

*For more information call the Jamaica Tourist Board (800) 233-4JTB.*

## PUERTO RICO

Even though Puerto Rico is a U.S. territory, it is much more Latin in its demeanor. There's no disguising the Latin temperament in the arts, the festivals, the architecture and the lore. Puerto Rico takes first place for preservation of culture in a U.S. territory.

Puerto Rico is a large island—110 by 35 miles—and has tremendous diversity, from gently rolling mountains to jungles to caves. Most honeymooners stay close to San Juan, although some of the finest places to stay may be outside of the city. If time permits, spend a few days in San Juan and a few days in the country, perhaps at one of the small inns, called paradors.

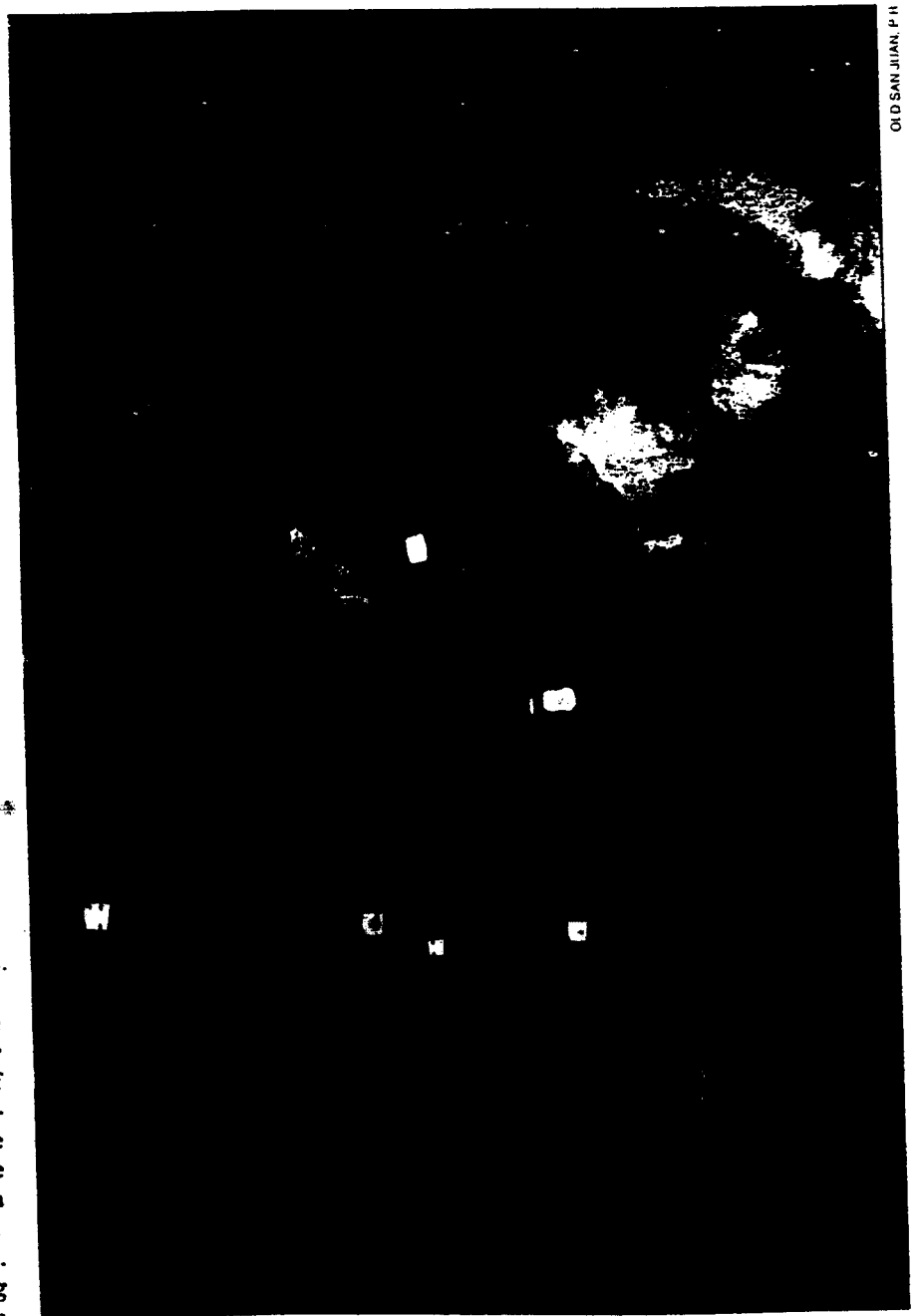
San Juan is divided into Old San Juan and the bustling commercial center of new San Juan, where you'll find the Condado, a strip of glitzy high-rise hotels and casinos along the rocky Atlantic coastline. If a beach is part of your San Juan honeymoon plan, consider the Caribe Hilton, with its own little beach, or one of the hotels closer to the airport, such as the grand El San Juan Hotel and The Sands Hotel and Casino.

Old San Juan is a wonderful place. You two will wander arm-in-arm along narrow cobbled streets with Spanish

stucco buildings, adorned by elaborate grillwork on wrought-iron balconies. You may think you've entered another century until you run into boutiques featuring well-known fashion designers, fine china and crystal, and other duty-free shops, not to mention the cruise ships lolling. In Old San Juan, visit El Morro, the often-photographed fort; the Pablo Casals Museum, with the

famous cellist's memorabilia; and the lovely Casa Blanca (the white house), built in 1523 by Ponce de Leon.

Outside of San Juan, the Rio Camuy Cave Park is a 300-acre preserve with a fascinating cave system and an underground river. Nearby is the Arecibo Observatory, where scientists study radio waves from distant galaxies. Don't miss El Yunque, the only tropical rain forest



OLD SAN JUAN, P.R.

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(18) The Lido Resorts - Experience a honeymoon unlike any other in the world. Luxurious accommodations, gourmet dining, 24-hour room service, premium liquors, unlimited water sports, tennis, everything's included. Leave your cares and worries behind because you never have to worry about a bill. Enjoy the private yacht at Grand Lido and natural spring spa facilities at Sans Scuci Lido. No tipping. Free brochure.

# Diving Into a Brand New Life

JAN 1996

Whether you are an experienced scuba diver or you've simply wondered what it's like to try looking at the world beneath the sea's surface, honeymooners who choose the Caribbean can experience one of the strongest appeals of that region of sunny islands and calm waters. Of all the world's famous dive destinations, the Caribbean is most accessible to North Americans — and the variety found on the islands themselves (flat and sandy, mountainous and jungly) is just as great beneath the waters that surround them.

In early September, Hurricane Luis did extensive damage to several islands in the northeast Caribbean, including reefs surrounding them; most of the region was mercifully spared. When making travel plans, check with a knowledgeable source for up-to-date information.

Five hundred years of colorful history have left above-ground forts and mansions, rolling plantations and picturesque towns; beneath the sea, there are sunken ships and cannons, forests of coral and sponges, and a wealth of jewel-colored sea creatures to watch. Best of all, the islands cater to your level of skill; you can take your first lesson or go on a complex wall dive deep beneath the waves. And if one of you is a committed scuba diver, but the other is quite content to snorkel over a reef, there are plenty of places that will satisfy you both by providing lots to do on land as well. For couples who are both scuba-obsessed, there are even live-aboard dive boats.

To find your perfect spot, a good travel agent can help. So can

your dive club or a knowledgeable diving equipment store and people you know who have recently visited the islands to dive. There are excellent divers' guidebooks as well, so check your local bookstore. We've found, too, that asking yourselves the following questions is a good way to start:



Mike Akephasi

Cayman Islands

- Is diving a passion or something you simply think might be fun to try? Do both of you feel the same way? Are there other activities just as (or more) important? Check out the availability of these as well.

- Is one of you a diver, and the other just tolerant and in love? This could help determine the resort you choose. In legendary dive spots like Belize, Bonaire and the Cayman Islands some places to stay offer lots else to do, and non-divers to talk to. In others, the clientele is so specialized that you'll never hear about anything above the water; the non-diver is well-advised to bring along something to read.

- Is cost a factor? Diving can be

an expensive add-on, but the Caribbean's all-inclusive resorts like Sandals, SuperClubs and Club Med often include dives as part of the package. It's worth checking out. So are special dive packages in resorts across the length and breadth of the Caribbean.

- Is underwater photography your primary interest? Then opt for a place with good visibility and abundant sea life; if wrecks are your thing, you're likely to end up in turbulent waters where visibility isn't great. And if you're into spearfishing, don't go to the Caribbean; most islands prohibit it to protect their marine heritage.

- Do you want to learn how to dive on your honeymoon? Ask if the hotel you want to stay at offers a "resort course," what it involves and what it costs. There are also ways you can complete your certification with an open-water dive, if you learned in a pool, and quick refresher courses if you haven't dived in a long time.

A few reminders: take along your certification, if you have it. If you have good equipment you're comfortable with — except for tanks and weights — make a place to pack it; you can often save on rental charges and may be happier with your own gear. Delicate equipment like a regulator with a pressure-gauge should be packed in a hard-sided, locked suitcase. Don't forget your diver's first-aid kit, including Sudafed for sinus blockage, some swimmer's ear medication and something for coral scrapes. It's all easier (and cheaper) to buy before you leave home. Take along a hat, a long-sleeved shirt and lots of sunblock; dive boats seldom have any shelter.

If you haven't fixed on the perfect

# A JAMAICAN JOURNEY

**T**here was no doubt about it—I didn't fit in. The crowd around me at Rick's Café in Negril, on the western end of Jamaica, wore tans, cornrows, flip-flops, and Red Stripe-induced slouches. I was pale and sober. But we had one thing in common: We were glued to the scene in front of us.

A lone diver stood gingerly on a rock outcropping 25 feet above a deepwater pool. His arms swept skyward, and he stepped forward,

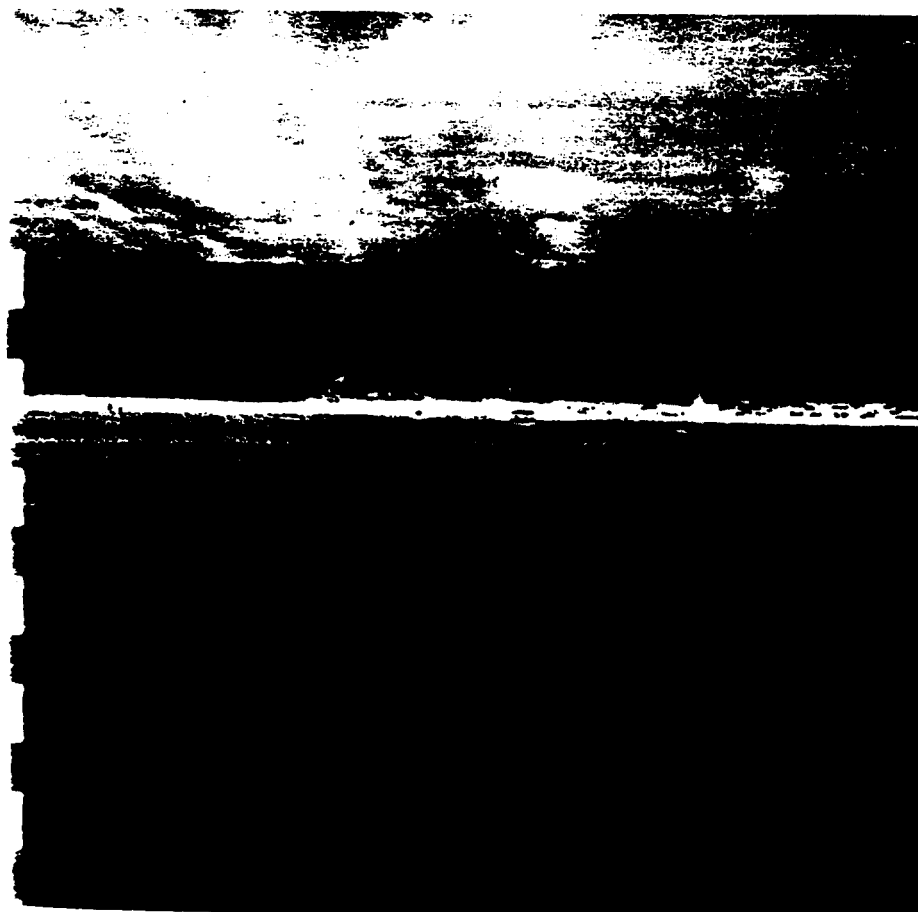
Louganis-like, into the void. But at the last second, he lost his nerve, and the perfect-ten swan dive became a belly-burning cannonball. The crowd let out a sigh of disappointment. Offshore, a boatful of revelers showed their disapproval by dropping trout en masse. Twice.

I know what you're thinking. *Why should I spend a lot of money to go to Jamaica and get mooned?* But that's Negril—more lighthearted than Montego Bay, more laid-back

than Ocho Rios. Negril's past reputation as a groovy crash pad, where a young Euro crowd reggaed away the days and slept on the beach at night, is certainly justified. And its location—a solid hour and a half from the airport in Montego Bay—deterred vacationers eager to hit the beach.

But now Negril's relaxed atmosphere and fair prices are luring travelers away from MoBay and Ocho Rios. There are still plenty of young people, and seven-mile-long

## The Endless Beach



Negril Beach is still ablaze with activity at night. But a more sophisticated crowd is encroaching, and the unthinkable has happened: An 18-hole golf course opened a little more than a year ago.

The sea change in Negril is partly due to the arrival in recent years of the all-inclusive resorts, which have brought with them a different clientele. Where once small, run-down hotels were the norm, now sprawling resorts such as Grand Lido, Sandals Negril, Hedonism II, and Swept Away rule the waves.

Of course, all-inclusive resorts come with some caveats attached. I find the atmosphere somewhat forced. Even if you're determined to relax, you're surrounded by people running from tennis to StairMaster to windsurfing—*whew*—and that's before breakfast. All this aerobic activity goes on from morning to night, so guests have little energy to get out and see the sights.

Grand Lido's atrium lobby, with multilevel waterfalls and streams, acres of marble, and a nearly un-

by Susan Spencer

THESE PAGES: CAROL LEE

locatable reception desk, reminded me of a cruise ship run aground. It has 200 rooms and suites, so guests who want the ambience of a comfy little inn will have to keep driving.

Those cavils aside, I found much to enjoy at Grand Lido, especially its stunning two-mile beach on Bloody Bay. These sands are made for lolling—and I lolled. Also, the sunset cruise on the *Zein*, the yacht that carted Princess Grace and Prince Rainier around the Mediterranean on their honeymoon, was wonderful, thanks to the potent combination of rum punches and the Octavious Allen Mento Trio, who sang Jamaican folk songs.

Then there's the nude beach, which is more popular. I found, with bodies wrinkled than bodies beautiful. (My suite overlooked this stretch of sand, providing a shocking view when I opened the curtains.) But that's about as radical as Grand Lido gets, unlike its neighbor across the road, Hedonism II, whose, er, faithful clientele returns year after year

for the naked-underneath toga parties. Grand Lido manages to keep its pants on, by and large, attracting couples of all ages, although families tend to gravitate to nearby Poinciana Beach Resort or the popular Boscobel Beach in Ocho Rios.

Down the road but miles away in atmosphere is Swept Away. Where Grand Lido goes for over-the-top pizzazz, Swept Away eschews the landscaped look in favor of bungalows tucked into a jungle of foliage. When it pours, it's like being in the middle of a dense rain forest.

### Sheer Romance

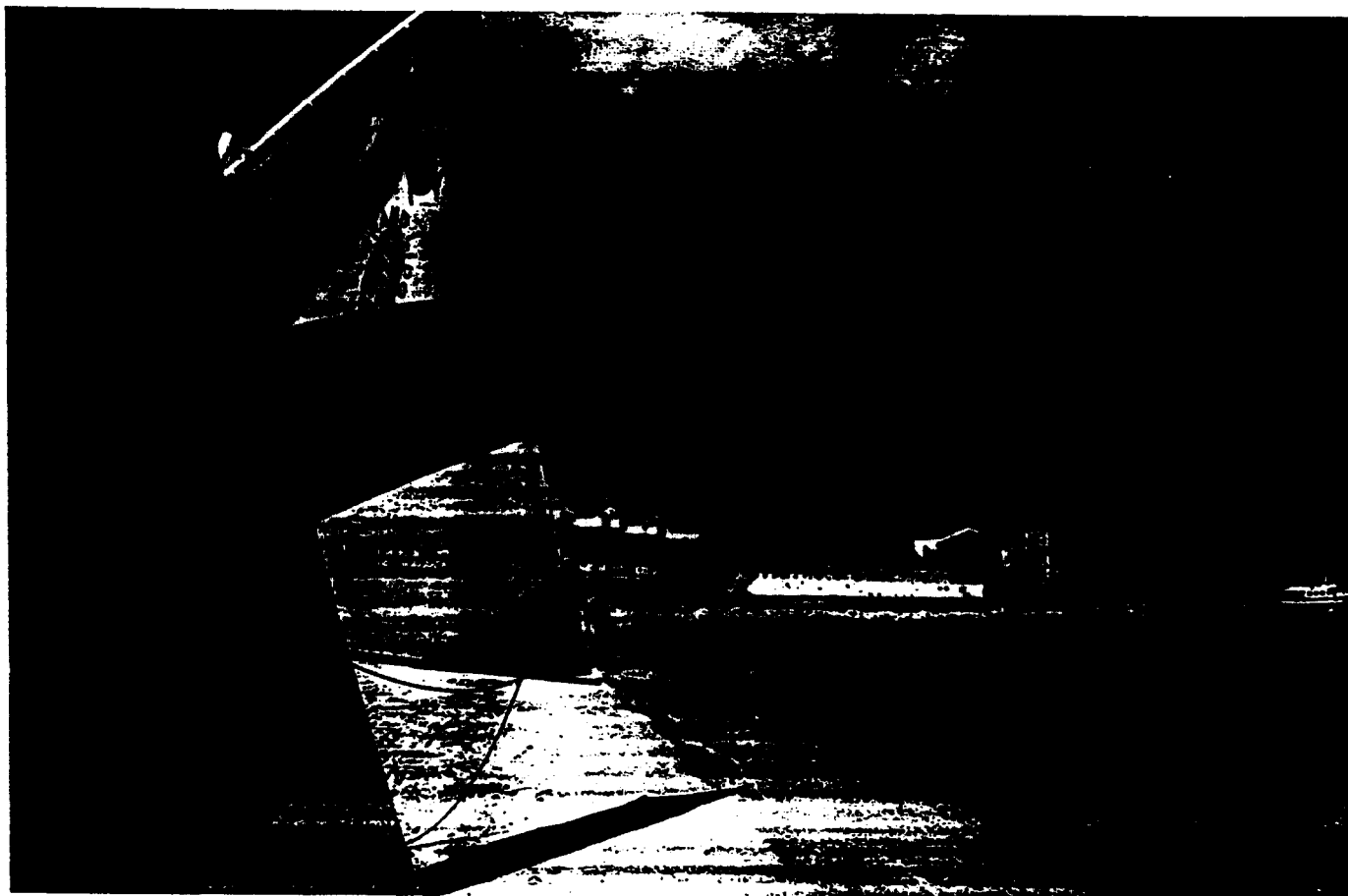
Swept Away is a big love letter, from the palm-studded beach to the garden gazebo with sheer white curtains that billow in the breeze to the huge, bedlike sofa in the lobby (don't worry, this isn't Hedonism—people just *sit* on it). Romance rules at Swept Away; that nice young couple sitting next to you at breakfast are likely to be honeymooners. Fortunately for guests who can only

take so much love-struck nuzzling, the newlyweds are balanced by older couples and multigenerational families, many of whom are repeat customers.

Unlike the honeymooners, most guests won't be spending more than a few hours a day in their cedar-accented rooms and suites. Here I found one thoughtful feature: Instead of a cramped living room taking up half the floor space, the rooms have terraces that are more like outdoor boudoirs, with chaise longues and huge slab tables.

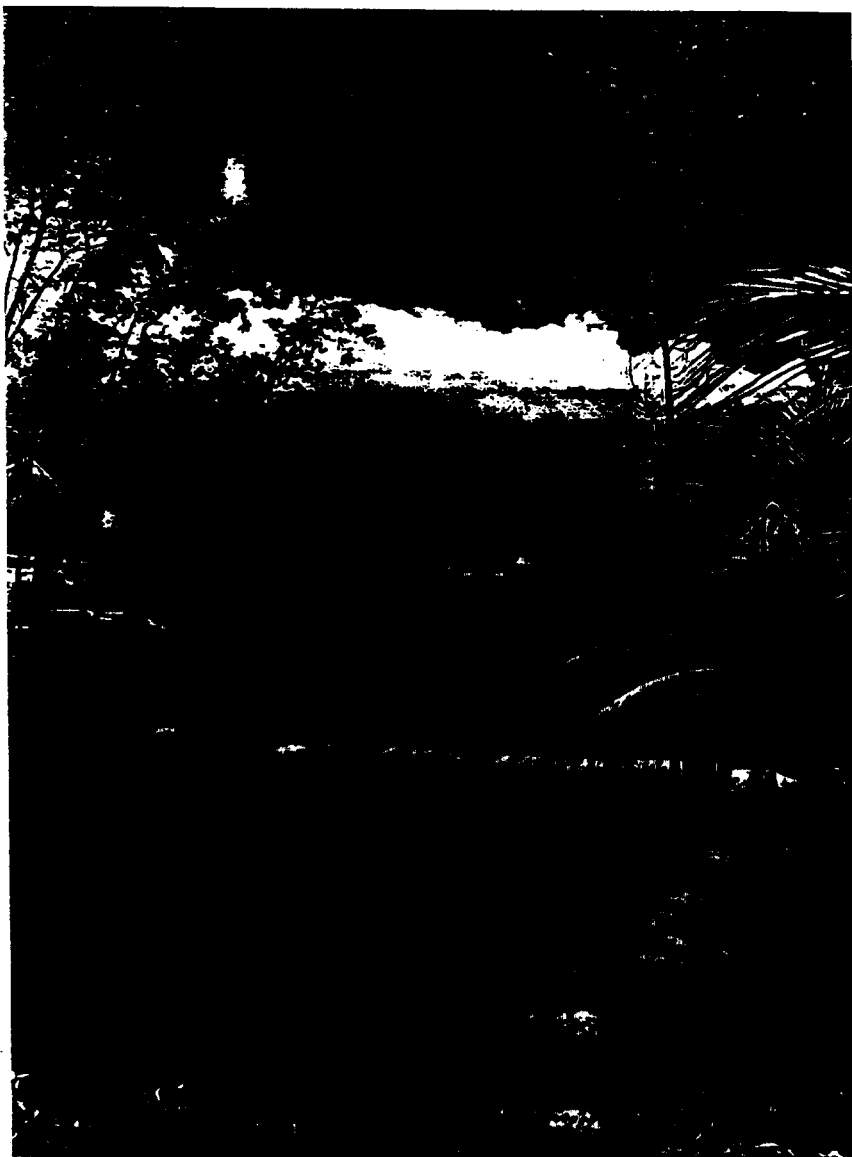
Guests have to outguess Jamaican taxi drivers to reach Swept Away's ten-acre sports center, located on the other side of Norman Manley Boulevard. But once there you'll find an Olympic-sized pool, ten tennis courts staffed by pros, squash courts, weight and aerobics rooms—in short, one of the most

**Left: Swept Away commands a gorgeous stretch of Negril Beach. Below: Grand Lido's Bloody Bay is anything but.**



## MOON OVER NEGRIL

Grand Lido, 800/859-7873  
Hedonism II, 800/859-7873  
Swept Away, 800/545-7937  
Tensing Pen Village,  
809/957-4417



Away from its frenetic beach, Negril has its moments of peace and quiet.

complete fitness complexes that I saw in Jamaica. And in case you overdo it on the Nautilus, Swept Away offers a couples' massage class ("Bring your own oil").

The all-inclusives aren't the only hotels changing the face of Negril. Many of the properties in the West End, where the beach ends and the boat-crunching cliffs start, have been reborn as small hotels aimed at travelers for whom the all-inclusive concept holds little appeal. The standout here is Tensing Pen Village. Next door to Rick's (but out of stereo range), Tensing Pen is a quiet oceanfront haven on the cliffs, its ten thatched-roof tree houses and intimate bungalows lost

in a secluded jungle of palms.

Each bungalow is open to the elements, with screens, louvered windows, ceiling fans, hand-carved beds, and often outdoor showers. Steps cut out of the cliff descend to a swimming cove, but the most idyllic spot is the single hut on a spit of land jutting out into the sea, where two hammocks—almost always occupied—are washed by the breezes. The other nice thing about Tensing Pen is the cost: Daily rates range from \$100 for a bungalow to \$300 for a three-room villa, with a kitchen and maid service, that's easily shared by two couples.

Tensing Pen has a communal kitchen where you can cook up your own island specialties, but Negril has a range of restaurants that are too tempting to pass up. My favorite is Cosmo's, a true beach bistro, where savory conch soup, grilled lobster and kingfish, and rum punches are served to the pounding of the surf.

From Tensing Pen (and the West End's other small hotels, such as Xtabi and Home Sweet Home), it's a short walk or bike ride to the Negril Lighthouse, at the westernmost point of the island. Climb to the top for sweeping views of the cliffs. You can also hit a few balls at the Negril Hills Golf Club.

And don't miss the reggae clubs that line Negril Beach. Half expecting legions of stoned undergrads, I was apprehensive about the clubs. But what I found was an eclectic group of people, from young men playing chess to middle-aged vacationers, kids in cornrows, and locals hawking trinkets. While I wouldn't wander down the beach at night by myself, I felt very safe here and wasn't hassled in the slightest. Try De Buss, on Norman Manley Boulevard; the abandoned hull of a bus out front is a relic from *Dr. No*, the James Bond movie that was filmed in Jamaica in the 1960s.

Then there's Rick's. Fair warning: If you spend too much time watching the divers, you'll show up at the office on Monday with a sunburn—and a head covered with cornrows. ■

*Susan "No problem" Spencer is senior editor of Diversion.*

**LUCE** PRESS CLIPPINGS

# Tips offered for those planning a trip to Cuba

Gannett News Service

The U.S. embargo does not forbid U.S. citizens from going to Cuba. It restricts tourists from spending money that may prop up the Cuban economy. Americans who evade restrictions violate a little-enforced regulation against "trading with the enemy."

■ **ELIGIBILITY:** Travelers need a visa (\$60 per person) from the Cuban Interests Section in Washington, D.C. (202-797-8518). For questions on eligibility, call the Licensing Division, office of Foreign Assets Control, U.S. Treasury Department (202-622-2480).

■ **CURRENCY:** Take cash. Everything is priced in U.S. dollars. Credit cards or checks drawn on U.S. banks are not accepted.

■ **GETTING AROUND:** Walk or take a cab. Buses within Havana are crammed. Taxis cost about \$1 per mile within Havana, \$88 for a private cab to go between Havana and Varadero. For a cheap inter-city transfer buy a \$25 one-way fare on one of the air-conditioned tour buses leaving daily from major hotels. Rental cars run \$45-\$65 per day. Prepare to drive with little traffic or few street lights, rules and gas stations.

■ **LODGING:** Only business travelers pay nightly \$90-\$175 rates for hotels. Everyone else buys a package tour. Canadians typically spend a total of \$500-\$800 per person for a seven-night Varadero getaway including airfare, lodging, breakfast and dinner.

Cuban hotels rate themselves highly, but a self-proclaimed five-star spot is more like a three- or four-star U.S. hotel. Havana's top hotels have handsome lobbies, sparkling bars, mediocre mattresses in big rooms and clueless service. The glitzy, new Melia Cohiba and the opulent Nacional, where U.S. celebs stayed during Havana's sinful heyday, both meet U.S. leisure and

business travelers' standards. Other good bets: the clubby 31-room Victoria and the boutique-style Hotel Sevilla.

Varadero's newest hotels feature lush gardens, vast pool decks, motel-size rooms with crummy-but-new mattresses and pleasant-but-inadequate service. Best bets: Spanish-run Sol Palmeras, Melia Varadero and Melia Las Americas; the German-run Tuxpan and Bella Costa; and Jamaican all-inclusive Club Varadero, a sister to SuperClub's sporty Jamaica Jamaica.

■ **DINING:** Gourmet, go home. Everyone else, buy a buffet meal plan at the hotel. From the simple to the most lavish (Havana's Melia Cohiba features mounds of lobster), this is the simplest, safest choice. Restaurant prices in both Havana and Varadero range \$12-\$18 for most entrees.

Sample a private restaurant in a Havana home, but remember there's no sanitation regulation and no guarantee they'll have anything mentioned on the meager menu. Expect to pay \$4 to \$6 for fried fish, fried steak or baked chicken. Have drinks in the pretty Spanish colonial courtyard at the Hotel Sevilla, or the '50s-decor bar at La Torre, atop the hideous FOCSA skyscraper. La Torre has a glorious 360-degree view.

■ **HIGHLIGHTS:** In Havana, Ernest Hemingway buffs love the half-day tours offered by several local tour companies to the author's villa in the suburbs. Stroll the narrow streets of Old Havana to see the famous Cathedral, cameo-size art galleries and throbbing street culture. Go political: Visit the Museum of the Cuban Revolution in the former presidential palace for a Castro-ized version of history.

Varadero visitors who can stir from the beach go snorkeling and sample the hotel shows modeled on Havana's legendary Tropicana

nightclub — chesty dancers wearing chandelier hats and little else.

■ **MUST SEE:** Save an evening for the daily cannon firing ceremony at Havana's Castillo of San Carlos de Cabanna, one of three forts built by Spain to guard Havana Harbor. Soldiers in 18th-century artillery regiment uniforms march up to the cannon battery and fire a shot into the sea. Study the fort or simply stand on the ramparts and look over Havana at an hour when night cloaks its bruises.

San Juan, Puerto Rico  
Star

Tuesday 0 68.220

JAN 9, 1996

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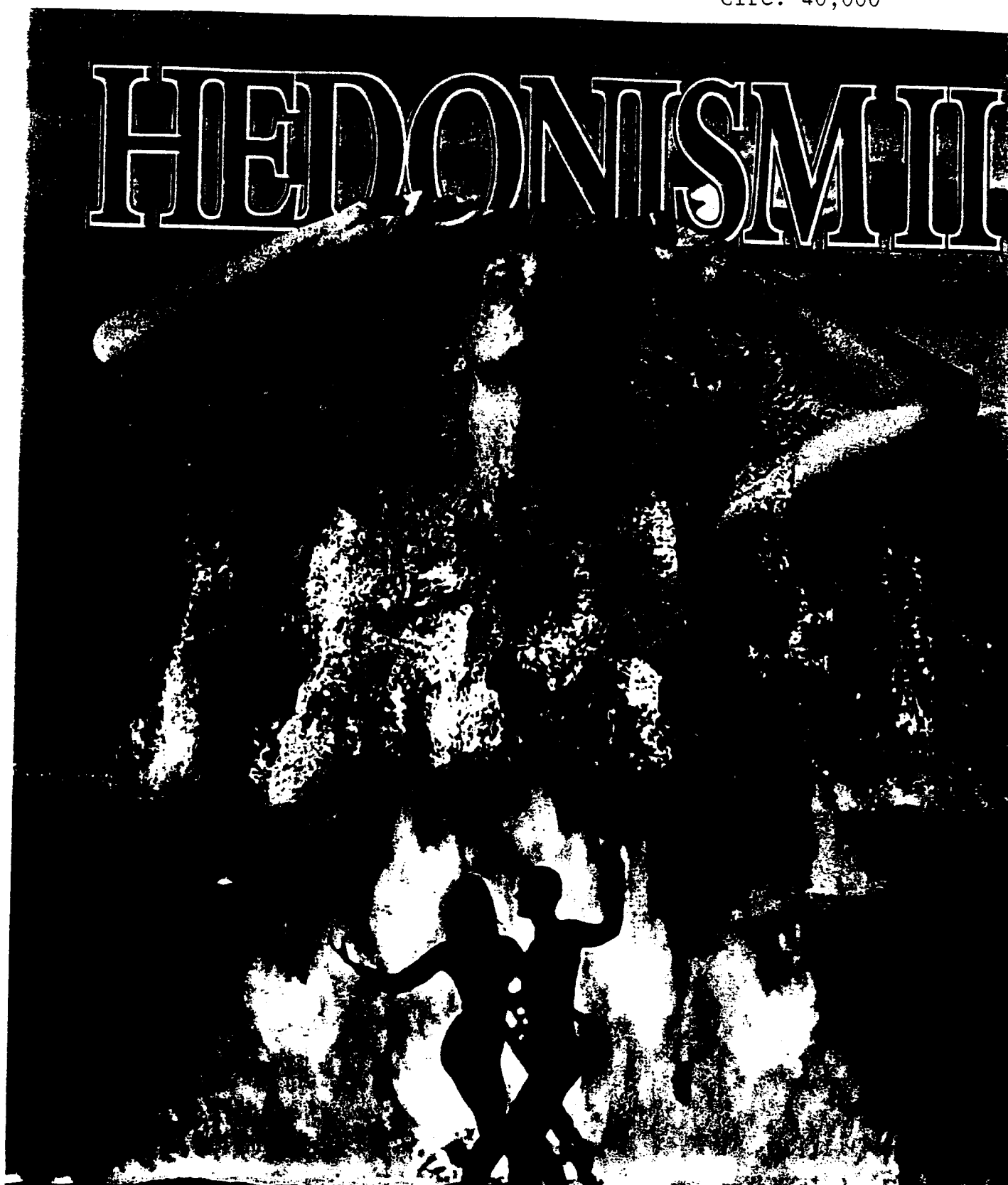
## Junkanoo jumps



The exciting sounds and vibrant colors of Junkanoo entertained guests at the recent reception celebrating the official opening of SuperClubs' Breezes Bahamas. To help kick off the opening, Frank Watson, deputy prime minister and minister of Tourism, second from right, joined SuperClubs' chairman John Issa during cocktail reception at 19th annual Caribbean Tourism Conference.

OCEAN DRIVE  
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Circ: 40,000

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## Adventure Tours USA golf vacations remain above pa

Golfers can discover a new place to play a round with an Adventure Tours USA Golf Vacation.

Whether it's to the sun-drenched beaches of Mexico or a tropical paradise in the Caribbean, Adventure Tours offers a vacation for everyone. And if golf is not the game of choice, more than 120 sun-filled resort destinations available through Adventure Tours offer water sports, tennis, entertainment, dining and relaxation.

Busy travelers now have more exciting destinations to choose from. Adventure Tours makes a vacation booking easy with its no-hassle air/hotel packages or new land-only vacations.

"Many of our golf vacations offer three, four and seven-night trips for less than regularly scheduled airfare to exotic locations in the Caribbean and Mexico," says Jack Richards, Adventure Tours USA's chief operating officer. "We have expanded our golf vacations this year to a wider range of resorts so all travelers can find the vacation experience they seek."

One phone call can take care of all vacation planning, from confirming non-stop flight arrangements from D/FW International Airport to many of the Mexican and Caribbean resort areas, to hotel reservations, to airport transfers, and all the way down to details such as luggage handling. Many of the popular resorts have all-inclusive

vacations, which include unlimited green fees for the avid golfer.

Celebrating its 20th anniversary, Adventure Tours is the Southwest's largest vacation package company. With its size and leadership in the travel industry, Adventure Tours is able to provide vacationers with some of the best vacation values available.

Among this year's most popular Adventure Tours USA vacation destinations are:

### **CLUB OASIS MARIVAL PUERTO VALLARTA, MEXICO**

Guest staying at the newly renovated all-inclusive Club Oasis Marival Beach Resort can enjoy playing on the beautiful nearby Los Flamigos 18-hole course designed by Percy Clifford. The par-72 course is 5,746 yards long. Affordable golf vacation packages begin at \$419 per person for three nights or a land-only package for as little as \$215. Other attractions include beaches, tennis, swimming pools and nightly entertainment.

### **CAESAR PARK BEACH & GOLF RESORT CANCUN, MEXICO**

The only complete golf resort in Cancun is surrounded by the turquoise-blue Caribbean Sea and sugar-white beaches. Caesar Park's Aoki-designed 18-hole, par-72

championship course borders the Nichupte Lagoon and winds through ancient Mayan ruins. The 6,641-yard course provides a challenge to golfers of all skill levels. A wide range of clinics for golfers from the duffer to the scratch golfer are available. A three-night air/hotel package starts at \$439 per person or land-only packages are available from \$205 per person for three nights.

### **CIBONEY SPA & BEACH RESORT OCHO RIOS, JAMAICA**

This is the only AAA Four-Diamond all-inclusive resort in Jamaica. Two 18-hole golf courses are located nearby (green fees and transportation to the courses are included). The resort also has one of the most luxurious full-service spas in the Caribbean. Tennis and water sports are other pleasant diversions for Ciboney visitors. A three-night all-inclusive vacation package can be purchased for as little as \$799 per person, including roundtrip airfare from Dallas/Fort Worth.

### **JACK TAR VILLAGE BEACH RESORT & CASINO PUERTO PLATA, DOMINICAN REPUBLIC**

Golf at the all-inclusive Jack Tar Village in Puerto Plata is often described as taking place at one of the best courses ever created. The



6,730-yard Robert Trent Jones layout encircles the resort and includes majestic views of the lush, green Mt. Isabel del Torres. Green fees are included in the package price. When not golfing, the resort has the country's largest and most luxurious casino and disco. Three-night stays begin at \$569 per per-

son, and land-only prices start at \$225 per person for three nights.

**JACK TAR VILLAGE RESORT & CASINO  
ST. KITTS, WEST INDIES**

The Royal St. Kitts Golf Club is located on a narrow strip of land

between the Atlantic Ocean and the Caribbean Sea. The 6,918-yard, par-72 links-style course was designed by five-time British Open champion Leonard Thompson, and offers a spectacular view of the sea while providing a challenging round. Other attractions include warm, sandy beaches, an extinct volcano, and casinos. Adventure Tours has seven-night, all-inclusive air/land vacations from \$869 per person from Dallas/Fort Worth and seven-night all-inclusive packages from Ft. Lauderdale, Fla., starting at \$589 per person.

**SUPERCLUBS BREEZES  
RUNAWAY BAY, JAMAICA**

Located on the north shore of Jamaica, SuperClubs Breezes is home to the island's only golf school. Top teaching pros can assist in improving a golf game through the use of the latest video and computer technology. The 18-hole PGA course, designed by Major John Harris, offers mesmerizing views of the Caribbean and its white, sandy beaches. Green fees are included, and guests may play as often as they like. The SuperClubs Super-Inclusive vacation (everything is included in one price) begins as low as \$799 per person for three-day air/land vacations and \$599 per person for three-night land-only packages.

# World Golf Expo returns to Dallas

The largest golf show in the South, The Dallas Morning News World Golf Expo, tees up for its sixth season on March 1-3 at the Infomart.

The World Golf Expo will feature nearly 200 exhibitors and activities. Some of the highlights include the Golf Corp. Lesson Center and the Buick Video Swing Analysis Center, where Northern Texas PGA professionals will be offering lessons to help get your swing ready for the upcoming golf season.

New this year will be the addition of the KRLD Newsradio Putting Center, where attendees can get help from Northern Texas PGA professionals with their putting stroke. All of these areas will feature Cobra Golf's latest equipment.

Pro Shops from local country clubs and golf courses, as well as local golf retailers, will also be on hand selling golf equipment, apparel and accessories at bargain prices.

Golf resorts from Texas, Arkansas, Baja California, Canada, Colorado, Florida, Jamaica, Mexico, Michigan, New Mexico, the Carolinas and Tennessee will be on hand to help plan this year's golf vacations.

The event will feature representatives from top-line club manufacturers such as Cobra, Ping, Founders, Nicklaus, Ray Cook,

Wood Bros. and more, plus the opportunity to demo their latest 1996 equipment at the Northern Texas PGA Demo Center. In support of the introduction of their new isi irons, Ping will have factory club fitting experts on hand to fit show attendees for custom-built Ping Golf equipment.

Events like the World Long Putt Challenge will give golfers an opportunity to win weekend golf getaways, a set of Cobra Metalwoods, Ping golf balls, tickets to the Colonial Invitational Tournament in Fort Worth, and the grand prize, a golf vacation to Jamaica, courtesy of Adventure Tours USA and SuperClubs.

The Dallas Morning News World Golf Expo will be held on March 1-3 at the Infomart, located at 1950 Stemmons Freeway. Show hours are 5 to 10 p.m. on Friday, March 1; 10 a.m. to 6 p.m. on Saturday, March 2; and 11 a.m. to 6 p.m. on Sunday. General admission tickets are \$7, and children 12 and under are free. Look for dollar-off coupons in The Dallas Morning News. Tickets are available at the door.

The 6th Annual Dallas Morning News World Golf Expo is a production of Events Marketing & Management, and is presented in cooperation with the Northern Texas PGA, Cobra Golf, Ping Golf, Adventure Tours USA, Michelob, KZPS-FM and KRLD-AM.

**LUCE** PRESS CLIPPINGS

# Expo diversions come in variety of formats

By Matt McKay  
Special Contributor to The Dallas Morning News

While exposing them to an army of club and clothing manufacturers and golf vacation representatives, the 1996 Dallas Morning News World Golf Expo will allow patrons to rock and roll off the tee and get the facts on their putting skills.

The Northern Texas PGA, also sponsors of the event, will have area pros on hand to give lessons at the KZPS-FM Classic Rock Lesson Center and offer video swing analysis. After refinement of the full swing, players can move to the new KRLD-AM NewsRadio Putting Center, where NTPGA pros will work with putting strokes.

The sixth annual event, which runs March 1-3 at the Informat, will feature several stand-by favorites such as bargain apparel and equipment tables set up by local pro shops and retailers, and golf tour agents representing Arkansas, Baja California, Canada, Colorado, Florida, Jamaica, Mexico, Michigan, New Mexico, North Carolina, South Carolina and Tennessee.

Many top-line manufacturers, including King Cobra, Ping, Founders

## MORNING NEWS WORLD GOLF EXPO

- **WHEN/WHERE:** March 1-3, Dallas Informat.
- **ADMISSION:** \$7; children under 12 free.
- **HOURS:** Friday, 5-10 p.m.; Saturday, 10 a.m.-6 p.m.; Sunday, 11 a.m.-6 p.m.

Club, Nicklaus Golf, Ray Cook and Wood Brothers also will have display booths at the Expo, and most will offer custom fittings. The 1996 line of Cobra clubs will be used at all PGA lesson areas.

Other activities include the Longhorn Challenge which will allow competitors a chance to win Cobra Woods, Ping balls and a golf vacation to Jamaica offered by Adventure Tours USA and SuperClubs.

The Informat is at 1950 Stemmons Freeway. Show hours are 5 to 10 p.m. on Friday, 10 a.m. to 6 p.m. on Saturday, and 11 a.m. to 6 p.m. next Sunday. General admission is \$7, children under 12 are admitted free, and \$1-off coupons will be offered in The Dallas Morning News. Tickets are available at the door.

Atlanta, GA  
Journal Constitution  
Atlanta  
Met Area

Sunday SUN 713.835

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## CALENDAR

## HAPPENINGS

**African-American Arts Festival.** Greensboro, N.C. Celebrating black culture through music, dance, theater and visual arts. Highlighting the festival, which runs through March 17, is a karamu (Swahili for feast) on Friday. 910-333-7440.

**Azalea Spectacular.** Mobile, Ala. View the 65-acre azalea section at Bellingrath Gardens in full bloom, including the variety "Pride of Mobile." Beginning Friday. Through March. 334-973-2217.

**Bellingrath's "Tiptoe Through the Tulips" Show.** Theodore, Ala. Bellingrath Gardens hosts its annual show featuring blooming tulips, daffodils, pansies, hyacinths and camellias. Through Wednesday. 334-973-2217.

**Bike Week.** Daytona Beach, Fla. Motorcycling is king, prior to the Daytona 200, with nonstop concerts, demo rides, motorcycle shows and seminars. Beginning Friday. Through March 10. 904-255-0981.

**Cypress Gardens "Spring Lights."** Cypress Gardens, Fla. Strolling through an evening illumination of the gardens is included in admission price. Through April 6. 941-324-2111.

**Sakura Festival.** Tuscaloosa, Ala. Annual Japanese heritage celebration features museum tours, lectures, concerts and luncheons. Beginning Friday. Through March. 205-348-5312.

**Savannah Onstage.** Savannah. A world-class concert series in historic downtown churches highlights Savannah's annual international arts festival. Featured performers are winners of prestigious international music competitions. March 3-9. 800-868-3378.

**Sunday Strolls at Birmingham Botanical Gardens.** Birmingham. Presenting free walks and gardening workshops. 3-4 p.m. Sundays. Through March. 205-879-1227.

## AROUND TOWN

**Super Clubs of Jamaica.** Seminar by Travel Agents International on picking the right travel club. 6 p.m. March 6. \$2; \$1 in advance. 6050 Peachtree Parkway, Norcross. 770-242-3820.

**Worldwide Travelogs.** Featuring "New Zealand" with producer Ken Armstrong. Film and talk include sites from the North and South Islands to Mount Cook. 2:30 p.m. today, \$7, United Artists Midtown Cinemas, 931 Monroe Drive; 2:30 p.m. Monday, \$6, Cobb Civic Center, 548 S. Marietta Parkway, Marietta; 7:15 p.m. Tuesday, \$7, Toco Hills Theater, 3003 North Druid Hills Road. 404-872-2679.

## ESCAPES

**Adventures for Singles.** Ecological expedition to Costa Rica's beaches and forests. June 10-17; deposit by March 25. 770-956-0437.

**Atlanta Ski Club.** Trips include Tahoe, March 9-16, and Snowbird, March 24-31. 404-255-4800.

**Discovery Tours.** Trips include: Plantations and Gardens of the South, seven days by motor coach, \$575; Andalusia, Spain, March 15-25, \$1,755; Mexican Riviera cruise, April 7-14, \$1,325. 770-427-6494.

**Emory University Travel Tours.** Trips include St. Patrick's Day in Ireland, March 12-18, and Australia and New Zealand, May 18-June 1. 770-393-3721.

**Explorations.** Featuring escorted tours to Belize and a ruins adventure, April 19-27, and Peru and Bolivia, June 19-July 2. 770-438-7757.

**Explore Exotic Kenya.** Photo safari includes visits to national parks with tented camps and lodge accommodations. Optional trips available. March 13-27. \$4,950. 770-844-0810.

**Flying Doctors of America.** Nonprofit medical and dental group offering aid in developing countries sponsors mercy mission tours featuring local hospitality. Venezuela, March 16-23; Colombia, March 30-April 7; Dominican Republic, April 10-15 and May 29-June 3; Thailand, April 26-May 10; Peru, June 17-26 and Aug. 30-Sept. 7. \$915-\$2,885. 770-451-3068.

**The Legacy of French Ornament Tours.** Escorted tours include: Paris and the Loire Valley, May 23-June 1, reservations by March 15; Paris, Limoges and Lyon, Sept. 4-13, reservations by June 25. 770-399-0962.

**Southern Treks.** Scotland tour "In the Steps of Mary Queen of Scots," with a special showing of Mary's jewels. May 7-15. \$2,884. 706-291-2471.

**Zurich, Switzerland.** Attend the International Country & Western Music Festival. March 15-24. \$2,200. 800-634-6121.

Compiled by Helen Holzer

Send travel items to Helen Holzer, The Atlanta Journal-Constitution, P.O. Box 4689, Atlanta, Ga. 30302. Items must include date, time, location, cost and day phone number. Deadline is three weeks before the event.

FEB 15, 1996

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**FUDGE** PRESS CLIPPING

# World Golf Expo returns to Atlanta Feb. 16-18

The Atlanta Business Chronicle, in cooperation with the Georgia PGA (GPGA), tees up for its fourth season of the World Golf Expo, a complete consumer-oriented golf show.

This year's event will be held at the Cobb Galleria Centre February 16-18 and will feature travel and golf product exhibits, retail equipment sales, tournament style competitions, free professional golf instruction, and the latest 1996 golf equipment.

On hand will be representatives from top-line manufacturers such as Cobra, Ping, Cleveland, Dexter, Etonic, Founder's, Hogan, Lynx, Maxfli, Pro Select, Ram, Ray Cook, Taylor Made, Titleist, Tommy Armour, and Zevo. Attendees will also be able to demo the latest golf clubs from these companies in the Pepsi-Cola Club Demo Center.

GPGA professionals will help golfers prepare their swings for the upcoming season by providing free lessons and video swing analysis in the Michelob PGA Lesson Center and the Fore!Georgia Video Center. New this year will be the Adventure Tours USA Putting Lesson Center where GPGA professionals will help golfers with their putting stroke.

Pro Shops from local country clubs and golf courses, as well as local golf retailers will also be on hand selling equipment, apparel and accessories at bargain prices.

Representatives from golf resorts in Georgia, Arkansas, Baja California, Colorado, Florida, Michigan, North Carolina, South Carolina, and Tennessee will be on hand to help plan this year's golf vacations. Adventure Tours USA and Super Clubs will also be on hand representing golf destinations such as Cancun, Jamaica, Grand Cayman, and many more.

Events like the Nestlé Chilled Beverage Long Putt Challenge will give golfers the opportunity to win Pro-Arm spots at the Georgia Open, GPGA Golf Passes, putters,

golf getaways, and a dream golf vacation to Ireland.

The grand prize for the Expo is a dream golf vacation for two to Jamaica courtesy of Adventure Tours USA and SuperClubs. Other prizes include weekend getaways to Reynolds Plantation, Jekyll Island, and Hickory Knob, video lessons at the Great Golf Learning Center, Cobra metalwoods, Ping golf balls, tickets to the Nationwide, the Bell South Classic, and the Chick-Fil-A Charity Championship and much more.

The Atlanta Business Chronicle World Golf Expo will be held on February 16-18 at the Cobb Galleria Centre located on Cobb Parkway near the intersection of Interstate 75 and 285. Show hours are 5-10 p.m. on Friday, 10 a.m. to 6 p.m. on Saturday, and 11 a.m. to 6 p.m. on Sunday. General admission is \$7 and children 12-and-under are free. Look for dollar-off coupons in the Atlanta Business Chronicle and Fore!Georgia. Tickets are available at the door.

The Atlanta Business Chronicle World Golf Expo is a production of Events Marketing & Management and is presented in cooperation with the Georgia PGA, Adventure Tours USA, Cobra Golf, Fore!Georgia, Ping Golf, Michelob, Nestlé Chilled Beverage, SuperClubs, and WZGC-FM. ○

## Win a dream golf vacation to Jamaica

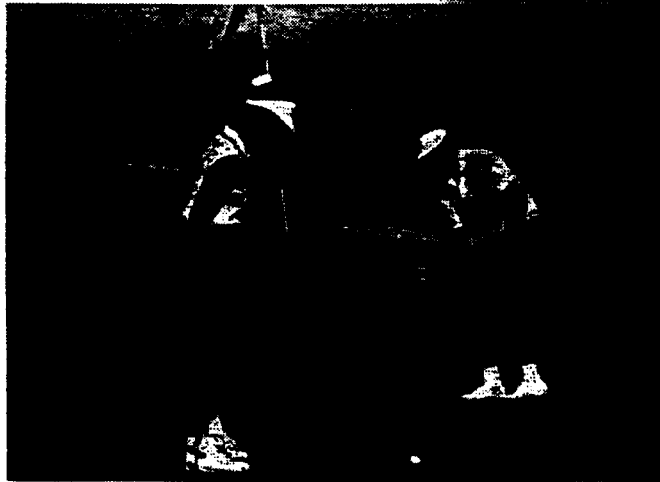
Some lucky golfer will leave the World Golf Expo with a dream golf vacation to Jamaica, courtesy of Adventure Tours USA and Super Clubs Breezes Runaway Bay.

Adventure Tours USA's destinations include some of the most famous and challenging courses in the world, plus over 75 resorts and hotels in the Caribbean and Mexico. Take the family on vacation to Cancun, Cozumel, Puerto Vallarta, Jamaica or Grand Cayman and enjoy the convenience of our scheduled air flights with Air Jamaica, AeroMexico, Cymair Airways or Continental Airlines combined with competitively priced land vacations. Trips can be planned for three or more nights.

For the golfers in the family, Adventure Tours USA offers golf packages to one of this year's hottest destinations, Jamaica. And one of the hottest resorts in Jamaica is Super Clubs Breezes Runaway Bay, which pro-

vides the essential Super Clubs experience. From sumptuous accommodations to an array of services, including private champagne golf carts and a golf club, it's all there.

And, of course, many of the Sun & Fun packages offered by Adventure Tours USA are available to locations where travelers may choose to do nothing but enjoy the beach and the weather. Contact a travel agent for reservations and complete details. ©



Knoxville, TN  
News-Sentinel  
Knoxville Met Area

Sunday

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### **Hawaii is tops for romance**

Hawaii was ranked on top by the editors of the newsletter Romantic Traveling for its best romantic travel destinations. They selected the Petite Auberge of San Francisco as an award-winning choice because of its fireplaces, newly decorated Victorian rooms and location at Union Square at the foot of Nob Hill.

The Sofitel Resort on the island of Moorea in Tahiti, the Old Taos Guest House in Taos, N.M., and Amelia Island Plantation in Florida are listed as great places for romantic getaways. The Korakia Pensione in Palm Springs, Calif., the Gosby House Inn in Pacific Grove, Calif., and Breezes at Cable Beach, Nassau, the Bahamas, and at Montego Bay, Jamaica also received a high ranking.

**TRAVEL**

## Jamaican resort provides 'Girl Friday' for the kids

By DAN FAGIN  
Washington Post News Service

The air was moist and the full moon hung large and low over the Caribbean. We sat on the verandah drinking wine and dipping grilled lobster tails into melted butter. A salty wind ruffled the pink tablecloth and made the candlelight flicker. The reggae band started a new song, and a murmur of recognition rippled through the crowd of diners. Could it really be ... the theme from Sesame Street?

Indeed it was. And on this spring week in Jamaica, we were perhaps the only vacationing crowd on the island that would have noticed. We were at the Franklyn D. Resort, otherwise known as FDR, the family resort at Runaway Bay that assigns kids their own nanny for the week and tells the parents to get lost, if they choose.

Happily, as our family discovered, the FDR nickname is the only incongruous thing about



Washington Post News Service photo  
Every family at the Franklyn D. Resort in Jamaica is assigned a Girl Friday who serves as housekeeper, baby-sitter and all-around facilitator.

See Jamaica, Page G-4

# Jamaica: Bring the kids; everyone gets a nanny

(Continued from Page G3)

this cleverly conceived and carefully executed place. The resort consists of 76 one-, two- and three-bedroom suites, in several three-story pink stucco buildings surrounding an array of pool, beach front, tennis court and restaurant terrace.

Because FDR was built for families, everything is close together — virtually within a child's shouting distance.

The air-conditioned suites all have kitchenettes that the resort commissary will stock with milk, juice, snacks and whatever other staples you request, all at no extra cost. There are two playgrounds, and a "kiddy center" where little kids can hang around in a toy-filled room and bigger kids gather for videos and Nintendo games (if their parents are more indulgent than we) as well as arts and crafts.

## Everyone gets a nanny

FDR's cleverest feature, however — and the reason we chose the resort over its Jamaican rival Boscobel 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, baby-sitter and all-around facilitator.

We had some reservations about the whole Girl Friday thing before we got to FDR. We wouldn't, for instance, be caught dead calling anyone a "Girl Friday," a description we found condescending. Nor were we sure we wanted some stranger hanging around with us as we played with our kids on the beach or floated around in the pool. But we liked the idea that our two daughters, who are barely 1 and almost 4, would have their own baby-sitter when we wanted time to ourselves. We had visions of tennis and snorkeling by day and intimate dinners — maybe even followed by dancing — by night.



Washington Post News Service photo

Donkey rides are among the dozens of free activities that the Franklyn D. Resort's 'kiddie center' organizes for younger visitors.

Ultimately, the reality of FDR wound up matching our expectations — and in some ways exceeding them. But it did take some getting used to. Marjorie Austin, our baby-sitter — we flatly refused to refer to her as our you-know-what — was quiet but friendly, and both of our kids were playing comfortably with her within minutes of her arrival at our suite.

Marjorie told us she had been working at FDR since the resort opened five years ago, and it was clear she had some well-established ideas, based on long experience, of what most children and parents like to do on vacation. As it turned out, we liked to spend more time with the kids than most vacationers in Marjorie's experience, which made for some occasionally awkward moments when we had to go searching for Marjorie and the girls and felt uncomfortable about pulling them away from her. Within a day or two, however, we had established a comfortable rhythm.

Anna, our older daughter, quickly fell in with a gang of 4- and 5-year-olds and spent hardly a minute unattached to at least one of them for the duration of the week, in a flurry of art projects and excursions, swimming and sand castle building. In activities sponsored by the kiddy center, Anna assembled a flower collection, learned Jamaican folk dances, tie-dyed a T-shirt (Marjorie added fringe and beads), clowning around in the pool with her new friends and took a glass-bottomed boat ride to a deserted beach for a shell

hunt.

For whatever reason, maybe because we were all feeling so relaxed and happy, Anna felt inspired to try some things that we didn't expect from her, like eating Jamaican fried rice, running a relay race and swimming in the ocean.

She was even the first member of our family to volunteer for the goat race, in which the object was to pull (or be pulled by) a goat across the finish line. She was shoved out of bounds by an errant goat and finished last in her heat, an achievement later heroically matched by her father.

Our younger daughter, Lily, took everything in stride, in a 1-year-old way. She played at the beach for hours each day, ingesting what must have been a quart of sand. Marjorie spent a lot of time with her at the play area as we took various excursions away from the resort. We were so worn out from doing nothing every day that we never did make it to the late-night piano bar, the casino or the disco. Mostly we spent our time simply enjoying the freedom to be or not to be with our kids.

## Pay for everything at once

The resort's laid-back atmosphere is nicely complemented by its all-inclusive rates. Unless you leave the compound, there's really no reason to touch your wallet. Anna was thrilled to stroll up to the pool-side bar and request a "strawberry daiquiri with no alcohol please" whenever she wanted. The abundance

of food available all day long let one guest to compare the resort to a stationary cruise. In the early evening there was a children's buffet that served tried-and-true kid favorites like pasta and ham burgers. A little later, an elegant sit-down dinner — kids optional — was served on the terrace. The cuisine was continental and Jamaican, and much better than we expected.

Just about the only reason to spend money at FDR is for nighttime baby-sitting. The nanny worked every day from about 9 to 4:40 and would stay later for a fee of \$3 an hour. We ended up keeping Marjorie late for three of our six nights at FDR, which left Alison and me with a nice balance of quiet moonlit dinners and loud moonlit dinners.

My favorite moments from the week were the evenings with the kids. The night of the beach buffet, Anna was our family's social ambassador, cruising from table to table, saying hi to kids and encouraging grown-ups to talk. She and her gang — with Lily in unsteady pursuit — ran barefoot around the beach, cadging plastic cups from the bar for sandcastle molds and setting up residence in front of the steel band. The kids played and danced and watched the performers until at least 10 that night. Lily fell asleep in Alison's arms, and Anna finally turned to me and said "Daddy, I'm ready to go to bed." Now that's what I call a vacation.

## If you go

■ Getting There: Flights to the clean and well-organized airport at Montego Bay are available from JFK (American or Air Jamaica) or Newark (Continental). Air Jamaica is usually the cheapest. We paid \$406.95 each for two adult round-trip tickets and \$219.95 for a child's ticket (lay kids under 2 fly free). Midweek fares are lower, and currently run as low as \$299 per adult. If you're not traveling during the peak season (usually December to mid-April) keep an eye out for special Franklyn D. Resort package fares that can reduce the price of each adult ticket by \$250 or more.

■ Documents: A passport or birth certificate (a certified copy is OK) is a must for every member of the family, even newborns. Also be prepared to pay a small departure tax (less than \$15 per person) at Montego Bay.

# Romance *in* Jamaica

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By JULIE BLEVINS RIFFLE  
*Special to The State*

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**I**t's never too soon for a second honeymoon." That's our motto and we're sticking to it.

When it comes to honeymooning in Jamaica, it's never too soon to ease back into the "no problem mon," no tipping, no need to carry cash atmosphere of a luxury all-inclusive resort.

Couples who literally can't wait to begin their honeymoons are choosing exotic packages that offer "destination weddings," followed by tropical honeymoon stays.

**Super choice.** If you want to begin your married life in paradise — and you can't possibly wait a month — **SuperClubs** provides free weddings for resort guests and can usually put the details together about one week after you provide the proper documents. Weddings include the services of a wedding counselor, choice of resort, choice of location, minister, marriage license, champagne, Jamaican wedding cake, flowers, music and, if needed, best man, maid of honor and witness.

Choose from contemporary Grand Lido in Negril, Sans Souci Lido in Ocho Rios, Boscobel Beach, a family resort, Jamaica Jamaica resort on the North Coast, or Hedonism II, the anything goes, party-all-night mecca for diehard revelers. Information: (800) 859-SUPER, or see a travel agent.

27 Feb 96

# Honeymoon: Finally, a breather!

L572c

By Shella MacVoy  
Special to the Star

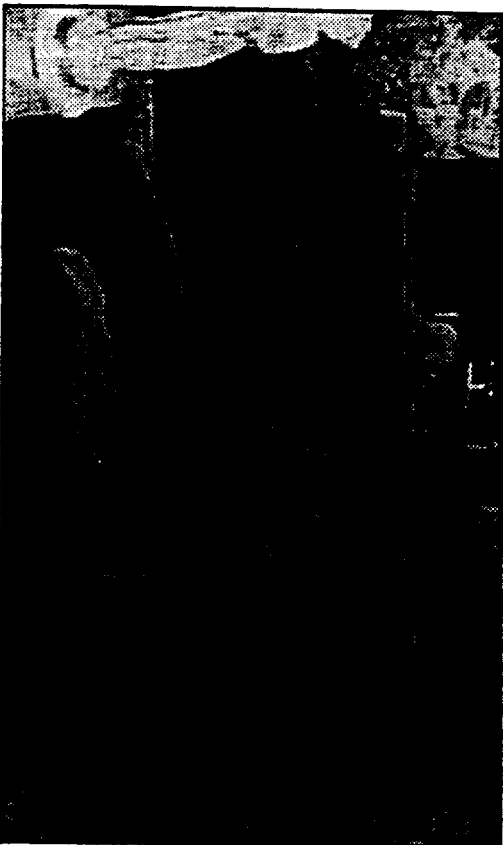
**W**here to go? What to do? You put enough pressure on yourself trying to arrange the perfect wedding day. Your honeymoon should be the time when you put your feet up and relax together, when you look at one another with love struck eyes and breathe, "Wow! We did it!"

According to Jennifer Heaton, a travel counselor with CAA Travel, "nine out of 10 times I hear the couple say that they're looking forward more to the honeymoon than the wedding."

To help make your destination choices a little simpler, we asked Heaton to fill us in on the most popular couple-pleasing honeymoon holidays. Hawaiian destinations are in great demand, she told us, as is anywhere in the Caribbean and any "all inclusive" honeymoon package.

All inclusive resorts catering specifically to couples are experts at pampering new brides and grooma. There's no need to worry about your budget - everything's paid for up front. Even in summer months, Bermuda and Caribbean destinations are "hot."

If you're looking for a peaceful driving holiday, look to the



The Poconos are known as the "Honeymoon Capital of the World."

Pocono Mountains. Beautiful scenery year-round, large resorts with heart-shaped whirlpool baths and "condo-type" apartments are just some of the features Heaton is sure you'll enjoy. For couples with only a few days to spend away, Las Vegas, Nassau in the Bahamas and Orlando, Florida - particularly Disney world honeymoons - take the cake no matter what time of year you travel.

"Cruises are also very popular with honeymooners," explains Bob Merlo. Both he and his wife Pat are agents for the Travel Source Network whose services

are available through Merlo Formal Rentals & Sales, a veritable one-stop shop for brides and their grooma.

Bob Merlo attributes to popularity of cruises to their inclusive nature. You also get to see a number of exciting places and be thoroughly pampered too.

When it comes time to make your honeymoon destination decision, it's a good idea to choose together. To help make the process as simple as possible the Travel Source Network will even deliver brochures or your final airline tickets right to your home or office. Keep in mind that with

Merlo, you have the chance to win a second honeymoon too.

Merlo's annual \$10,000 Wedding Follies give every new couple the opportunity to win a grand prize second honeymoon to Super Club's Grand Lido resort in Negril, Jamaica, courtesy of

Merlo Formal Rentals & Sales, Super Clubs and Key Tours. This "ultra-elite, all-inclusive resort" is nothing short of fabulous, Merlo says.

To enter, simply submit an edited video tape of the most humorous moments at your own wedding. The five finalists will appear along with their video - on the CBC network. The show itself is taped right at Merlo Formal Rentals. This year's winner will be announced on March 25, 1996, but there's lots of time to enter for next year's second honeymoon grand prize.

No matter where you go on your honeymoon you want everything to be perfect. Talk to a honeymoon travel expert. Find out what you need to know, and what destinations are recommended. Their make your own decision. Whether your honeymoon finds you lounging poolside or hitting the surf, you can say to one another with confidence, "Wow! We did it!"

# Jamaica: it's hot

BY MERRILL WITTY



COURTESY OF JAMAICA TOURIST BUREAU

**Untouched by recent hurricanes, this idyllic West Indies island is the perfect place to shake off those winter chills. And best of all, it's an easy non-stop flight from BWI.**

from the van that picks you up at the airport and delivers you to your hotel; to all meals, snacks, and drinks at any time of the day or night; to the use of sports equipment, facilities, and instruction; even tips.

This concept frees you up in ways you can scarcely imagine if you haven't tried it before. If Jamaican goat soup sounds intriguing, go ahead and try it; if you don't like it, order another dish. Afraid to windsurf? Get your toes wet with as little or as much instruction as you want without the mental baggage of "well, I paid for an hour, I have to go through with it."

There's a huge array of options from which to choose among Jamaica's resorts, so you'll have to decide exactly what kind of getaway you're looking for. A chance to spend quality time with the kids? An escape from the kids? A place to get in some intense golf and tennis time, or windsurfing and sailing time, or time to sit on an elegant veranda sipping martinis without the distraction of buff

**T**hink one more icy, gray day will be the end of you? Yearning to escape to the sunny climes, the swaying palms of the Caribbean—if only for a few days? No problem, as they say in Jamaica—you can be there in a few hours.

While autumn's record number of hurricanes made a mess of much of the Caribbean, the West Indies island of Jamaica was untouched, leaving it a natural destination for desperate snowbirds.

Insist upon convenience? Here again, Jamaica's a natural choice. The newly resuscitated Air Jamaica has chosen Baltimore-Washington International Airport as one of its major U.S. gateways,

with a daily morning non-stop flight to Montego Bay. (Most other non-charters to the Caribbean involve stops or changes.) Since Air Jamaica has its own counter at BWI, you don't even have to elbow your way through throngs. Simply check in at the counter, go through your own private security checkpoint and just a few feet on to the gate. Your flight, which accommodates 244 people on a wide-bodied jet, takes three hours and 10 minutes.

Jamaica's convenient for another reason: It's got more all-inclusive resorts than any other island in the Caribbean. This "leave your wallet at home" idea started years ago with Club Med and has really caught on. All costs are included,

# ready, set, go

**Air Jamaica**  
800-523-5585

**Boscobel Beach Hotel**  
Ocho Rios, 809-975-7331  
207 rooms; \$225-375, all-inclusive

**Braco Village**  
Rio Bueno, 800-654-1337  
163 rooms, \$163-270 per person  
per night, all-inclusive

**Cibony Ocho Rios**  
Ocho Rios, 809-974-1027  
289 rooms; hotel rooms \$392 a  
night double; junior suite \$432 dou-  
ble, all-inclusive; 1-bedroom villa  
\$452 double, all-inclusive

**Coyaba Beach Resort**  
Montego Bay, 809-953-9150  
50 rooms; \$186-326

**Franklyn D. Resort**  
Runaway Bay, 800-654-1FDR  
76 rooms; 1-bedroom suites \$259-  
273, all-inclusive

**Grand Lido**  
Negril, 809-957-4010  
200 rooms; junior suites \$650, 1-  
bedroom suites \$750, all-inclusive

**Half Moon Golf, Tennis & Beach Club**  
Montego Bay, 809-953-2211  
220 rooms, \$250-800 a night; villas  
\$660 a night double occupancy

**Jamaica Association of Villas and  
Apartments**  
800-845-5276  
\$1,500-9,400 per week

**Jamaica Inn**  
Ocho Rios, 809-974-2514  
45 rooms; \$340-475, meals included

**Round Hill Hotels & Villas**  
Montego Bay, 809-952-5150  
110 rooms, \$250-380 a night; villa  
suites, \$420-690

**Sans Souci Lido**  
Ocho Rios, 809-974-2353  
111 rooms, \$370-790, all-inclusive

**Tryall Golf, Tennis & Beach Resort**  
Montego Bay, 809-956-5660  
47 rooms, \$270-400 a night double,  
\$230-430 single

**Villas of Discovery Bay**  
800-229-3915; One to seven bed-  
rooms, \$1,000 to \$9,400 a week.

For more tourist information,  
call 800-JAMAICA

bodies jogging back and forth on the beach carrying kayaks? Here are some of our picks:

If you're looking for the height of luxury, you'll find it at **Round Hill, Jamaica Inn, Tryall, Half Moon, and Coyaba**. While these five resorts permit children, there aren't special kids programs, and you won't see kids frolicking in the pages of the brochures. Quiet, sumptuous elegance is the keyword here. "You're waited on hand and foot, the food is superb, and there's nothing to do but stare at the water or drink port and play backgammon in the game room," raves one woman who's been going to Jamaica Inn every Thanksgiving for years. These resorts are on the European Plan (you pay for everything separately), but you can also elect an all-inclusive Platinum Plan option.

The **Grand Lido** in Negril and **San Souci Lido** in Ocho Rios are "super-inclusive" adults-only resorts featuring the utmost in luxury, lots of land and water sports (including golf nearby), spa facilities, and champagne cruises aboard the 147-foot yacht on which Princess Grace and Prince Ranier of Monaco spent their honeymoon. At the adults-only **Cibony** you can opt for a villa suite with your own private pool, fully stocked kitchen and bar, and personal attendant.

If you're looking for family fun, you'll find several resorts centered around children. The all-suite **Franklyn D. Resort** (known as FDR) is heaven for those with babies or young children; the instant you set foot on the property, your personal full-time nanny takes charge. You can have as much or as little time with the children as you want, knowing they're getting an experienced caregiver's full attention. She'll wash out wet swimsuits, make the kids sandwiches, you name it. There are loads of activities here for children, even toddlers, as well as special adults-only areas where parents can veg out.

**Boscobel Beach** is a family-focused, super-inclusive resort where kids under 14 stay, and eat, free. There's a nanny option for those who desire it, as well as places labeled "kids only" and "adults only." **Braco Village**, a new adults-only resort, was built to resemble a true Jamaican village; now work has begun next door on the **Braco Village Family Resort**, using the same village concept. This will be open in spring 1997 and holds promise since the same owners developed the nanny concept with FDR.

If you really want to get away from it all, you can rent a privately owned villa

Continued on page 135

BRIDE'S  
New York, NY

BI-MONTHLY

356.945

JAN 1998

M11046

**LUCE** *PRESS CLIPPINGS*

217. **JAMAICA JAMAICA**®. Escape to the most exciting and romantic honeymoon anyone could ever have. Enjoy more of the very best of everything, from unlimited golf, tennis, and scuba to true gourmet dining, unlimited premium-brand cocktails, luxurious rooms, and hot, live entertainment for one simple, up-front price. No tipping.

GLAMOUR  
New York, NY

MONTHLY

2.083.849

FEB 1996

M12952

**LUCE** *PRESS CLIPPINGS*

16  **Hedonism II:** It's where the men  
are. so be wicked for a week. even sunbathe  
in the nude at this nonstop partying resort.

**COUNTRY HOME  
Des Moines, IA**

91 - MONTHLY 1,052,771

FEB 1996

M30032

**LUCE** PRESS CLIPPINGS

**JAMAICA**

**BOSCOBEL BEACH®** — The only Super-Inclusive™ resort where kids under 14 stay, play and eat free. Everything's included. Fun for the kids, romantic and relaxing for you. Lush grounds. World-class beach. No tipping. Free brochure. **BOSCOBEL BEACH, Free, Circle No. 10**

REUTER FINANCIAL REPORT  
New York, NY

JAILY

FEB 9, 1996

M23282



PRESS CLIPPINGS

Jamaica resorts expand holdings in Caribbean

KINGSTON, Feb 9 (Reuter) - Resort chain SuperClubs said on Friday that it would open a second property in Cuba this summer in a project with Cuba's state tourism company.

SuperClubs, owned by hotelier John Issa, said the 260-room hotel would be owned by Cubanacan and managed by SuperClubs. The resort, Breezes Varadero, was originally scheduled to open in 1994, but was delayed because of lack of funds and building materials.

Another Jamaica-based hotel chain, Sandals Resorts, separately said it bought the 200-room Royal Bay Resort in the Turks and Caicos.

Sandals owner Gordon "Butch" Stewart did not disclose the purchase price, but did say the company would spend US\$7 million to renovate the property.

The resort chain assumed immediate management of the resort, which will be re-launched as Sandals Turks & Caicos in September.

Sandals now operates 12 resorts in Jamaica, St. Lucia, Antigua and the Bahamas, with another planned for Barbados next year. SuperClubs already operates Club Varadero in Cuba, as well as in seven others in Jamaica and the Bahamas.

REUTER

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just back

CARIBBEAN TRAVEL & LIFE  
Silver Spring, MD

BI-MONTHLY 113.959

FEB 1996

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**LUCE** PRESS CLIPPINGS

Cuba



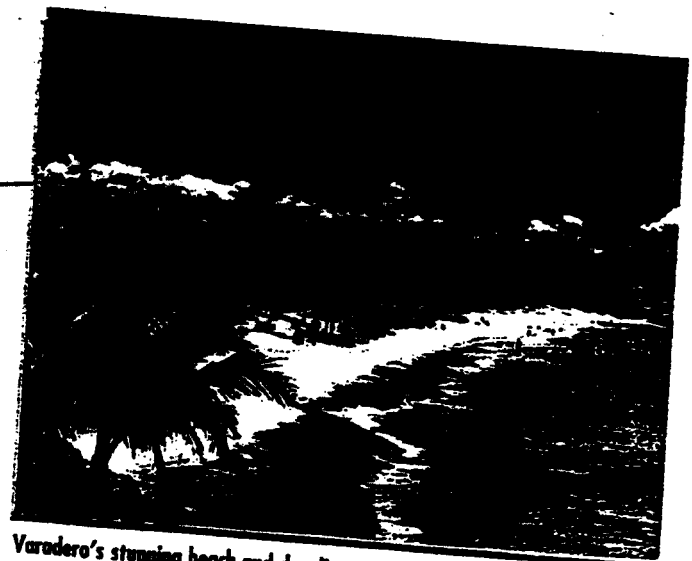
## Slouching Toward Capitalism

*As Cuba reinvents itself, tourism—the number one industry—propels it forward*

Text and photos by Veronica Gould Stoddart

**I**n Cuba, the ironies of life come as thick and multilayered as the slabs of ham and cheese in the island's trademark *sandwich cubano*. In fact, during my recent 10-day visit to this beguiling, puzzling, seductive place, my diet was filled with contradictions and paradoxes. For in Castro's Cuba today, nothing makes sense, certainties crumble, and everything touches your heart.

As one of four communist countries left in the world, Cuba seems woefully out of sync with contemporary political realities. Yet as it grapples with the consequences of a changing world and its own crumbling economy, it is driven by the need to adapt and reform, while somehow remaining true to its revolutionary principles. Of course, the loss of \$4 to \$6 billion a year in Soviet aid has nearly paralyzed the island. Industry is functioning at only 20 percent; transportation a mere 10 percent. Yet the people are resilient, their spirit as inspiring as their saucy music.



*Varadero's stunning beach and dazzling resorts are luring foreign tourists.*

As Cuba reinvents itself, there are no rules, only hope and high expectations.

Like Alice, I felt dropped into a reality warp, where socialism mixes easily with salsa, pathos with perseverance, paranoia with promise. "The only thing that is abundant, amid all the scarcity, are the contradictions," I was told by one of the country's top photographers.

I saw them everywhere. The old icons of Marx and Lenin are gone, replaced by founding father José Martí and revolutionary hero Ché Guevara (who wasn't even Cuban!). Yet, although Cuba has one of the most personality-based governments in the world, I saw not a single image of Fidel anywhere.

In this land of the double-take, a Benetton billboard competes with graffiti proclaiming "*Socialismo o Muerte*" (socialism or death) on the same street. Despite a large, lush countryside, the island can't even feed itself. The 11 million people have free education and full litera-

once railed against the "100,000 prostitutes inherited from 60 years of *Yanqui* neocolonialism." Today, they're back. Drawing planeloads of men from Germany, Italy, and elsewhere, Havana is replacing Bangkok for "sex vacations." And in an effort to accommodate this economic safety valve, the government looks the other way.

But like everything else in this improbable place, prostitution here breaks the mold. There are few pimps, no brothels, little drug addiction. Prostitutes, who are called *jineteras*, literally "jockeys," are middle-class girls with middle-class lives. Desperate for dollars, their families may even support them. One night I saw a mother bring her teenaged daughter, clad in a spandex mini-skirt, to Hemingway's old haunt, La Bodeguita del Medio. She asked me to take her daughter up to the bar, since she couldn't enter without a foreigner. With a lump in my throat, I thought of my own teenaged daughters at home.

Despite this double-edged sword, Cuba is banking its future on tourism. Last year, some 850,000 tourists visited the island, an increase of 300 percent since '84! They generated \$1 billion in revenue. Tourism officials are projecting the arrival of some two million visitors annually by the year 2000—and that's without the lifting of the embargo. By

**Like Alice, I felt dropped  
into a reality warp,  
where socialism  
mixes easily with salsa,  
pathos with perseverance,  
paranoia with promise**

comparison, the two top destinations in the Caribbean for stayover visitors, the Bahamas and Cancún, each received 1.5 million and 1.4 million visitors, respectively, in 1994. But the vast majority of those were Americans.

With only 50,000 (mostly illegal) visitors arriving from the U.S., who *is* filling the gleaming new tourist hotels and playing on the endless white beaches? Europeans and Mexicans, Canadians and South Americans. I visited Varadero Beach, the country's premier tourist destination, and found five-star resorts with dazzling architecture, groaning board buffets, CNN- and HBO-fed TVs, Tropicana-style evening shows—and 12 continuous miles of sand as clean and white as Cuban sugar. The SuperClub-run Club Varadero where I stayed was filled with Canadian honeymooners,

pinching themselves at their good fortune, and at the affordable prices. Other resorts along the strip were favored by Germans or Spaniards or Italians. This one beach alone has half as many hotel rooms as the entire island of Jamaica. No wonder a recent Bahamian Tourism Minister, on his first visit to Varadero, reportedly exclaimed, "This is going to be our ruin."

But Varadero is just the tip of the tourism iceberg. With 4,500 miles of coastland, Cuba has more beaches than any other Caribbean island. It is staggeringly beautiful, with countless virgin reefs and pristine mountains, museum-quality colonial cities and a vibrant, exotic culture. Hoping to diversify its product, the government is developing ecotourism as well as cultural and "health" tourism. In the cool mountains of Pinar del Río province, I visited Hotel Moka, an extraordinary, environmentally sensitive ecolodge—a kind of African Treetops in the middle of the Caribbean.

Havana, itself—the birthplace of Caribbean tourism—is endlessly fascinating. Beneath the peeling paint and crumbling façades is a tropical grande dame of Parisian boulevards, palatial mansions, elaborate colonial forts and churches—and a haunting, bittersweet sense of lost grandeur. After decades of letting herself go, this sultry seductress

# Life BEYOND Castro

U.S. corporate interest in Cuba is still theoretical, but it won't be for long.  
Be ready. Others are. By Steve Bergsman

**W**hat do Fidel Castro, Mother Teresa, and Dwayne O. Andreas, the chairman of Decatur, Ill.-based Archer Daniels Midland (ADM), have in common? Nothing directly, but the indirect relationship between the three could lead to ADM moving business into Cuba as soon as the 35-year-old U.S. trade embargo against the country is lifted.

As Andreas tells the story, it was because of the friendship between his daughter and Mother Teresa that he wound up sending the Nobel Peace Prize winner to Cuba to meet with the Catholic Church's resident archbishop. While there, she also met with associates of Castro, which eventually led to correspondence between Andreas and Castro being exchanged through Mother Teresa. That in turn led to Mother Teresa opening a hospice and stationing 20 or more Portuguese nuns in Cuba, and then to Castro and Andreas sitting together at dinner one evening during Castro's visit to the United Nations anniversary gala in New York.

"It was a social event, but we talked business the whole time," says Andreas. ADM (\$15 billion in sales) would like to build a \$100 million cooking oil refinery in Cuba and—through an affiliate—a sugar refinery, as well. The raw materials to make oil would be imported and sugar would be exported, creating a two-way trade avenue for the company, Andreas says. So at dinner, Andreas and Castro "talked about Cuba's cooking oil requirements and

the sugar refining problems," Andreas recalls. "I was amazed. It was just like talking to AT&T. He was very bright."

Obviously, Andreas' interest in Cuba is theoretical because U.S. law bars U.S. companies from doing business there. But ADM is primed to enter this market if and when the embargo ends, and many other American companies are positioning themselves for that day, as well. More than 100 letters of intent have been signed between the Cuban government and American companies. This past fall, Ismael Sene, who heads the U.S. division of Cuba's Ministry of Foreign Investment and Economic Cooperation, casually observed that about every 40 hours representatives from American companies arrive in Cuba. And that includes representatives sent from 8 of the top 15 Fortune 500 companies.

What's Cuba's allure? It is the largest Caribbean island market, with almost 12 million people. It has untapped natural resources, including over 27% of the world's reserves of nickel, as well as deposits of copper, cobalt, and manganese. Before its economic collapse, Cuba produced more bananas than Costa Rica and more coffee than El Salvador. Its tobacco products are world renowned. And it has a history of being a major trading partner with the United States. Before 1959, Cuba had been one of Louisiana's leading foreign trade outlets—the port industry of the state lost 6,000 jobs because of the embargo.

## THE FUTURE



ADM's Dwayne Andreas on Castro: "It was like talking to AT&T. He was very bright."

## Investments, Si

In addition, Cuba is open to foreign investment. With the collapse of the

## SPECIAL REPORT: CUBA

Soviet bloc in the early '90s. Cuba not only lost its main trading partners but also direct economic aid. Consequently, Cuba's exports, which had reached \$5.4 billion in 1989, had dwindled to \$1.8 billion five years later, says Teo Babun, president and chief executive officer of Miami-based Cuba-Caribbean Development Co. Ltd. Likewise, Cuba's imports sank from \$8.1 billion to \$1.8 billion over the same period.

To help ease its economic plight, the Cuban government made some indirect, but nevertheless important, moves to free markets and foreign investment. The most radical occurred this past September, when a new law was passed allowing 100% foreign ownership of businesses.

Hence, from 1990 to the beginning of 1994, the country attracted \$2.2 billion in foreign investment from countries like Mexico, Spain, Italy, Canada, the United Kingdom, and the Netherlands. Some of the biggest opportunities have been tourism-related, so hotel companies, such as Accor (France), Delta (Canada), LTI (Germany), Melia (Spain), and SuperClubs (Jamaica), have come rushing down.

Only U.S. businesses have been left

### THE PRESENT



**"Cubans certainly know U.S. cars," many of which they've been driving since 1959.**

out in the cold. "As every month goes by, American companies are losing out because, as far as I know, no other country in the world has restrictions on doing business in Cuba," says Peter Blyth, president of Radisson Hospitality Worldwide Development.

One of the few U.S. companies with a strategic plan for entry into Cuba already in hand is Minneapolis-based Carlson Companies. In 1989 chairman Curt Carlson visited the island at the behest of the Cuban government and

liking what he saw, had the company put in place advance plans for entry into the market. Without being specific, they call for city and seaside hotels under Carlson's Radisson hotel chain; the introduction of TGI Fridays restaurants; and even the opening of Carlson Wagonlit travel agencies to handle the expected boom in American tourism.

But devising the plan was about all \$10.4 billion Carlson could do. "We have a plan, but we can't commence on it in any way, shape, or form," Radisson's

Blyth says. "It is literally under wraps until the embargo ends."

Given the severe limitations on any planning effort, getting finance departments involved to develop hard numbers on the costs of expansion into Cuba is out of the question. But companies like ADM and Carlson do maintain a general idea of the costs, risks and potential returns of their Cuban plans.

John Issa, chairman of Jamaica-based SuperClubs resorts, has been doing business in Cuba for the past five years. "Getting information from Cuba can be a problem," Issa says. "American companies need to find an affiliate that can legally operate in Cuba and to make contacts immediately. Companies need to keep abreast of what is happening in Cuba because things change daily."

**LUCR** PRESS CLIPPINGS

# The Hawaiian Islands aren't the only place to honeymoon in a tropical paradise

A honeymoon is the ultimate vacation, and probably the most important travel decision you will ever make.

If you are thinking about exotic tropical destinations with sparkling blue waters, deserted beaches, pristine rainforests and palm-shaded bungalows, stop for a moment and let your imagination drift on past the islands of Hawaii.

## Go down under

You may not realize it, but with 300 islands on the Great Barrier Reef, honeymooners have an excellent selection of tropical destinations in Queensland, Australia.

Apart from the scenery, there are a myriad of exciting activities that newlyweds can only experience in Australia, including enjoying romantic walks in the rainforest, magical Aboriginal celebrations or petting a loveable koala.

Consider Orheus, an "emerald isle" and private retreat ringed by seven beaches with no telephones or television. Or there's Lizard Island, the northernmost island resort, where you can reserve your own private beach.

If you want to see more than one island, take a cruise on one of the many luxurious ships exploring the Great Barrier Reef. The Royley Endeavour, the Reef Escape or the Coral Princess will show you around in style.

If solid ground is your preference, then Kewarra Beach Resort, just north of tropical Cairns, will pamper you with champagne lunch baskets and even give you a special native tree with a bronze plaque to dedicate your Australian honeymoon.

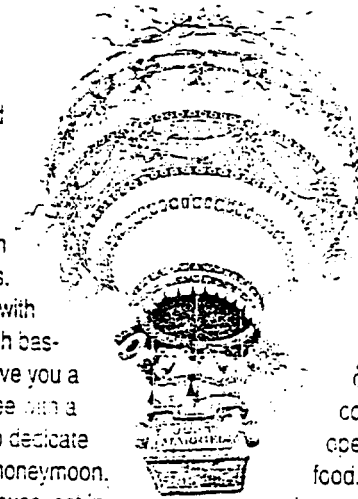
Or try Reef House, set in the midst of beautiful tropical gardens right on Palm Cove Beach.

And the really good news is that Queensland is affordable, with prices starting as low as \$1,700 per person, including round-trip air fare. Combine that with the exchange rate and you'll come home with dollars in your pocket.

If you would like further information about Queensland, Australia as a honeymoon destination, telephone 310-788-0997.

## Enchanting Jamaica

How's this for romance: 150 couples celebrating their wedded bliss by renewing their vows on a beautiful beach in what many consider one of the world's most delightful — and romantic — places, the enchanting island of Jamaica?



That was just one part of the 15th anniversary celebration at SuperClubs Couples super-inclusive resort in Ocho Rios, Jamaica.

Back in 1977,

SuperClubs' John Issa introduced the all-inclusive resort concept to Jamaica with the opening of Couples, where all food, drinks and fun are included in one price.

The grand ceremony this year was in honor of SuperClubs' 15th anniversary, and to top it off, Couples celebrated its 15,000th wedding. Couples arranges completely complimentary weddings from photographer to cake for guests who choose to "get married on their honeymoon." On average, 20 couples a week take Couples up on this offer.

Says Couples general manager Joe Issa, "We attribute our success to our ability to consistently offer our guests a truly super-inclusive vacation which they won't find anywhere else.

For more information, to make reservations, or for free brochures about SuperClubs resorts, see a travel agent or call 800-859-SUPER.

Who knows, you may find yourself renewing your wedding vows at the resort's 30th anniversary.

NORTH SHORE  
Winnetka, IL

MONTHLY

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JAN 1986

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**LUCE** PRESS CLIPPINGS



# CELEBRATION

*Lincolnshire garden party follows unique wedding in Jamaica*



**W**hen Walter Moore Sheldon III of Lincolnshire married Evanston's Suzanne Merkel, the ceremony took place in a waterside gazebo at Jamaica's elegant Sans Souci resort. Suzanne's mother, Marianne De Noya Merkel, was her

matron of honor. Trevor Sheldon flew to Jamaica from his home in Moscow to serve as his brother's best man.

While the bride wore beaded lace and tulle from Marshall Field's, the groom wore black tie—and Bermuda shorts. The Sheldons are not exactly a traditional couple.

A Little League game coached by one of Walter's friends was the occasion of their first date, immediately followed by enthusiastic attendance at a rodeo, where they dined on hot dogs with hot peppers.

But Walter also knows how to set a romantic scene. On Christmas Eve night, with meticulous attention to details like champagne and candlelight, he surprised Suzanne with a proposal in the form of a poem which ended appropriately with "Will you marry me?" Her answer: "Absolutely!"

Suzanne's Christmas present was a ring that Walter designed himself—a sapphire solitaire in a stunning gold setting made by the Wabash Diamond Company of Chicago.

The bride studied dance at Ohio University in Athens, and danced with professional groups in Chicago and California. But she decided to "go the corporate route" after graduating from Illinois State with a business degree. She now works as benefit manager for Rotary International in Evanston.

Born in LaGrange, Walter moved with his family to Lincolnshire when he was 3 years old. He obtained a degree in marketing from Western Illinois University and is employed at Allstate Insurance as a senior staff analyst.

Twelve of the couple's nearest and dearest were in attendance at their Jamaican wedding, but when they returned from Ocho Rios, Walter and Suzanne decided to extend the celebration. "We wanted to share our day with family and friends. There are so many people we really care about," says Walter.

*by Mary O'Brien, photography by Dewey Hentges*

Sharon, PA  
Herald  
Sharon Mail Area

Sunday SUN 24, 342

JAN 14, 1995

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**DUKE**  
PRESS CLIPPINGS

# Shop around for tailor-made vacation accommodations

Long a leader in Caribbean tourism, Jamaica offers a wide range of accommodations from a bare-bones single room to a one-price all-inclusive stay at great resorts. Packages are tailored to the desire of the visitor from beach or garden locations to food provided or not. Prices and amenities vary greatly, so shop around:

■ **OCHO RIOS.** Excellent accommodations can be found at Jamaica Inn, which is billed as the most romantic location on the island for a wedding. Sandals, which has two properties here and others on the island, and Couples, which bears a self-descriptive name and is a popular resort.

■ **MONTIGO BAY.** One of the most beautiful resorts in the Caribbean is Half Moon Golf, Tennis and Beach Club. The palms and rolling surf, the sports, the spa and the staff make the 400-acre Half Moon a very special place.

A new kid on the block is Coyaba Beach Resort and Club, a gleaming white 50-room pleasure palace with lots of amenities. Round Hill hotel and villas draws celebrities;

Bob Hope, Joan Crawford, Paul McCartney and Harry Connick Jr. have stayed here.

Sandals and Holiday Inn also have properties in Montego Bay.

■ **NEGRIL.** Some of the best resorts on the island are here including Super Clubs Grand Lido. Super Clubs is an islandwide, five property, all-inclusive, no tipping family resort, and the Grand Lido is a jewel in the crown.

Another quality couples-only all-inclusive at Negril is Swept Away Resort, a Conde Nast Reader's Choice which devotes 10 acres to its sports complex and is 10 minutes from a par-72 golf course.

There are a number of small beachfront accommodations offering fewer amenities, but costing less, including the Negril Tree House and the Negril Gardens.

For the sports enthusiast, there are nine championship golf courses on the island. Golf fees range from \$10 to \$70 a round. Carts are available,

but it is more fun to walk and use a Jamaican caddy who balances the golf bag on his head. Clubs are available for rent.

Water sports are everywhere in Jamaica. All major resorts offer snorkel trips and resort scuba courses. Offshore fishing is easily arranged.

■ **MONTIGO BAY.** The Robert Trent Jones course at Half Moon Golf, Tennis and Beach Resort has narrow fairways and small, undulating greens lying flat and close to the sea.

The Tryall Golf and the Wyncham Rose Hall Country Club, Home of the Jamaican Open, are among the best courses on the island.

An excellent tennis program is offered at Half Moon. Former Caribbean star Richard Russell heads a top flight staff. A strong instructional program is found here including videotape critique.

■ **NEGRIL.** Top tennis is found at Swept Away Resort where each week an often world famous visiting professional comes to call. Imagine learning tennis from Nastase or Sabatini.

Waukesha, WI  
Freeman  
Milwaukee  
Met Area

Saturday

0 29.643

FEB 17, 1996

N5762

**EUCN** PRESS CLIPPINGS

# Luxury tours perfect for snow-weary seniors

## Popular packages include frills

By Amanda Farr  
Special to the Freeman

WAUKESHA — When traveling this winter, senior citizens are making many different choices.

Waukesha travel agents said winter is the time of year when seniors take advantage of time flexibility and special rates to flee their snowy hometowns for the adventures of elegant European tours, exotic cruises and the warmth and sunshine of southern states.

K.C. Thorson, district manager of AAA, 2020 E. Moreland Blvd., said today's senior citizens want upscale vacations.

"Senior citizens today are very attracted to all-inclusive resorts, exotic cruises and European tours," said Thorson. "The baby boomers are turning 50, and at this stage of the game they are a little more financially secure and are looking more often to all-inclusive resorts."

She said an all-inclusive package allows a vacationer to pay one flat fee which covers tax, airfare, most meals, drinks, entertainment, water sports and any other activities or facilities the resort offers.

An example would be the Grand Lido resort in Jamaica.

The Grand Lido starts at around \$1,899 per person for a seven-night hotel stay, access to two pools, five Jacuzzis, nine bars, a piano bar and disco, complementary manicures, pedicures, valet and laundry services, water sports and greens fees and transportation to the Negrill Hills Golf Club.

Another popular type of travel among affluent seniors are escorted European tours, such as those offered by Trafalgar Tours, which provide travelers with everything from luggage handling to meals and drinks. The Trafalgar tours start at \$1,199 per person, and include airfare and tax, first class hotel accommodations for seven nights, sight-seeing, transportation by deluxe motor-

coach, baggage handling, most meals and entertainment.

"With all the activities available and arranged for them, they can choose to participate or sit back and relax," Thorson said. "It is an individual decision."

Jo Ann Kopshinsky, owner of Ferris Travel, 144 W. Broadway, agrees.

"Escorted trips are always an advantage to a senior citizen," said Kopshinsky. "These trips cater to a senior's needs. Everything is taken care of for them and there is always a group leader that can help answer questions and address concerns."

Nan DeLany, manager of creative Tours and Travel Inc., noted that seniors have the flexible schedules to take advantage of off-season values.

"European venturers can purchase an extensive group tour package for around \$1,000 per person, which includes sight-seeing and meals," said DeLany.

Cruises are also popular.

One is the 11-day Amazon



Andy Nelson, FREEMAN STAFF

Travel consultant Gayle Zielke shows off a cruise brochure to Rita Pakulski on Wednesday afternoon. Cruises are a favorite form of winter vacations among travelers over 50.

Cruise, which sails in March, Thorson said. "The \$2,700 price includes airfare and meals."

This time of year is the best time for many seniors to get on a cruise that will take them to exotic destinations," said Gayle Zielke, owner of First Choice Travel and Cruise, 2344 W. St. Paul Ave. She said the most popular are The Royal Caribbean, Norwegian Cruise Lines,

Carnival and Holland American cruises.

Senior citizen passes allow a traveler to purchase two- and four-round trip tickets at a discounted price. And they are allowed the convenience to decide at a later date when and where they would like to go, said Zielke.

Las Vegas is another "easy sell" for seniors, said Zielke. It can be done for \$299.95 for a

four-night getaway. Walt Disney World in Florida is another sought-after spot.

But some seniors buying travel tickets aren't going to exotic resorts.

"These are couples who are just traveling to their summer homes or condominiums to bask in the warmth and get away from their shovels," said Kopshinsky.

# Addies go on, despite big agencies' absence

**G**reater Miami's annual Addy Awards took place at Greenwich Studios Saturday night without the participation of some of Miami's biggest agencies.

Beber Silverstein & Partners, Miami, Crispin & Porter, Coconut Grove, and Harris Drury Cohen, Fort Lauderdale, all decided to stay out of the competition.

The Addies are awarded annually for creative excellence by advertising federations across the country. Local winners move on to regional and national competitions.



**ANNE  
MONCREIFF  
ARRARTE**

Harris Drury Cohen has not participated for the last two years; Crispin and Beber decided to bow out this year largely because of concern about erratic judging.

Crispin won the local Best of Show competition in 1994 and 1995. The agency's newly formed design subsidiary, called Spinoff, did enter this year's competition, however.

"Honestly, we didn't get it together this year, partly because we just weren't that interested," said Chuck Porter, agency president. "The judging in the local Miami contest has been very good recently, but judging at the regional and national levels is extremely erratic, so we've decided to concentrate on other contests."

Judges in Miami found a lot to like.

Turkel Schwartz & Partners, Coconut Grove, won Best of Show (English language) for a print campaign for Joe's Stone Crab in Miami Beach. It won another 15 gold medals for clients that included Andrew's Hair Salon, the Greater Miami Convention & Visitors Bureau, and Fairchild Tropical Gardens.

McCann-Erickson's Miami office won Best of Show (non-English) for its Spanish-language teaser campaign on TV for Jacks Snacks. It won two other gold medals for the same campaign.

And Tinsley Advertising, Miami, won the new People's Choice Award for two print campaigns. One hundred voters chose the agency's "Polar Bear Outdoor" billboard campaign and its print "Grouper Ad" as their favorites. Both were created for Monroe County.

Other gold medals:

■ Tinsley picked up nine gold medals for clients that included Doral Golf Resort, Super Clubs and Kramer Labs.

■ HBS McFarland & Drier, Miami, won six gold medals, including awards for AAA, Bealls and the South Florida Ford Dealers.

■ BBDO Latin America, Miami, won three gold awards for Apple LAC and Pepsi.

■ Spinoff, the Crispin & Porter division, won three gold medals for Cellular One, for Interim and for a self-promotional piece.

■ Tirador Associates, Coral Gables, won three golds for Spanish-language ads for the Kiwanis Club Calle Ocho celebration.

# Outside Help

By Kyle Parks

**S**am Schulz, a 53-year-old Miamian with three graduate degrees, is a number-cruncher who prepares corporate budgets and tax returns. But don't mistake him for a company man. Sam's a temp.

"At my age, it might be tough to find full-time work," Schulz says, "but I found that temp agencies could keep me busy."

Among the diverse collection of business services tracked by the state labor department — including companies that service computers, maintain buildings, provide security and arrange advertising — personnel supply firms have the largest work force.

## Business Services

### Florida's Top Five Advertising Agencies

(ranked by 1994 billings)

<b>WestGroup,</b>	<b>Tampa</b>
Billings in 1994:	\$89.4 million
Top clients:	Publix Super Markets, Outback Steakhouse, Celebration Co., Royal Caribbean Cruise Lines
<b>Robinson, Yesawich &amp; Pepperdine,</b>	<b>Orlando</b>
Billings in 1994:	\$87.1 million
Top clients:	Premier Cruise Lines, Universal Studios, Port Canaveral
<b>William Cook Agency,</b>	<b>Jacksonville</b>
Billings in 1994:	\$83.2 million
Top clients:	Winn-Dixie Stores, American Heritage Life Insurance
<b>Zimmerman &amp; Partners Advertising,</b>	<b>Fort Lauderdale</b>
Billings in 1994:	\$80.7 million
Top clients:	Tri-State Mitsubishi Association, United Auto Group
<b>Tinsley Advertising,</b>	<b>Miami</b>
Billings in 1994:	\$65.5 million
Top clients:	Florida Keys and Key West tourism development groups, SuperClubs Resorts, Paramount Pictures, John Alden Life Insurance

FEB 7, 1996

N62141

**LUCE** PRESS CLIPPINGS

# All-inclusive

## Money isn't necessary at one-price resorts

By Karen Rizzo  
Contributing writer

Imagine being whisked away from your wedding reception headed straight for the pristine tropical surroundings and breathtaking sunsets of the Caribbean.

Now stop imagining.

With the many costs involved in planning the perfect wedding today, couples may think an exotic honeymoon in the tropics is out of the question. However, with careful planning and budgeting, couples will find they can take the honeymoon they've always dreamed of.

For years, Hawaii was noted as one of the top honeymoon destinations — hence "hot spots." But with the increasing popularity of cruise lines and all-inclusive resorts today, which allows couples to pay one price up front for air fare, room accommodations, meals and alcoholic beverages, Hawaii is losing its popularity among honeymooners.

"Couples tend to favor paying up front because then they don't have to worry about places to go on a cruise or at an all-inclusive or how much spending money they can allot each day," said Linda Fandel, travel agent from Unique Travel in Elmhurst.

Fandel said trips to all-inclusive resorts such as Sandals and Club Med are popular choices for honeymoons and anniversaries. Jamaica, which has six Sandals all-inclusive resorts, is the most popular choice because the trips are the most affordable.

All-inclusives and superclubs are the new wave, as the Superclub Breezes located in Jamaica made its debut in the Bahamas in the fall, Fandel said.

"We have so many specials going on that makes these trips quite affordable for honeymoons and anniversaries," she said.

Besides its current all-inclusive luxury resorts for couples only in Jamaica, St. Lucia and

Antigua, Sandals will open its first resort in the Bahamas in March, and in mid-1997, Sandals Barbados.

Also in 1996, Sandals will open Beaches Negril in Jamaica, the first resort in a new chain welcoming families and singles, as well as couples.

Mary Stueve, owner of Marketours and Cruisexpress of Bensenville, agreed that the younger couples are choosing Sandals as honeymoon destinations, however other popular spots include St. Thomas, Mexico and Bermuda.

"Everything depends on affordability and what couples want to see and do," she said.

She said the best advice she can offer for couples is to figure out what types of activities they would like to engage in during their trip before deciding on a destination.

The western Caribbean is a popular cruise choice among the younger crowd, according to Phil Tomaeno, owner of Enterprise Travel Service in Elmhurst. He said other popular destinations include Bermuda, Cancun, Cozumel, Jamaica and the Southern Caribbean.

"Many good values can be found in trips to Mexico, like Cancun, Cozumel and Puerto Vallarta," Tomaeno said.

He said for anniversaries, cruises to Alaska and land trips to Hawaii are very popular picks, but not among honeymooners.

Tomeano said the popular Sandals all-inclusive resort, is definitely one of the most expensive all-inclusives.

Again for affordability, Tomaeno cited Jamaica as a popular choice for destinations, with resorts in Antigua and St. Lucia being at the top end of the scale.

A stay at Sandals Antigua or either of the two Sandals resorts in St. Lucia is much more expensive than Jamaica and tends to be a popular honeymoon choice for couples marry-

■ INCLUSIVE, Page 10

## ■ INCLUSIVE

from Page 8

ing at an older age, Stueve said.

For honeymooners on a more stringent budget, trips to Disney World, other parts of Florida, the Bahamas and New Mexico are also popular choices, according to Tom-aeno.

When ready to plan a trip for a honeymoon or anniversary, travel agents recommend booking at least four to six months in advance. Booking early allows couples to take advantage of special discounts.

It is also helpful for couples to come in with a price range or budget in mind so agents can work to find a trip suitable for their needs.

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ELMHURST, IL

ADDISON PRESS

Feb. 7,1996

Readership: 3,555

ELMHURST PRESS

Feb. 7,1996

Readership: 8.612

LOMBARD SPECTATOR

Feb. 7,1996

Readership: 9.324

OAK BROOK PRESS

Feb. 7,1996

Readership: 619

OAKBROOK TERRACE PRESS

Feb. 7,1996

Readership: 510

VILLA PARK ARGUS

Feb. 7,1996

Readership: 2,737

WOOD DALE PRESS

Feb. 7,1996

Readership: 1,000

## SuperClubs offers inclusive Breezes resort at Runaway Bay

MESENAGER PRESS SERVICE

RUNAWAY BAY, Jamaica—The name suggests a place where one can get away from northern weather problems, stress and cares. And SuperClubs' Jamaica resort fills the bill.

Created for golfers, tennis players and those who enjoy great beaches, Breezes Runaway Bay at Jamaica is set on 23 acres of gardens.

The super inclusive resort caters to guests who like to stay active or just relax on the long stretch of beach.

Tropical, breezy, with an open air lobby, Breezes Runaway Bay offers casual elegance without stinting on traditional Jamaican atmosphere.

The resort is home to Jamaica's first golf school, featuring an extensive program of pro golf instruction and play at the PGA-quality, 18-hole course at the SuperClubs Golf Club.

Video presentations, computer swing analysis, lectures, golf library, greens fees and tournaments, under the supervision of a PGA pro are designed to improve the game of even the most inexperienced duffer. A putting green and driving range are open seven days a week. The facilities cater to every level of play, from beginners to lower handicap players.

As with all SuperClubs super-inclusive resorts, full use of Breezes sports and recreation facilities is included in the price.

A fitness center includes equipment and a weights room.

Indoor recreation includes table tennis, backgammon and billiards, plus arts and crafts. Daily excursions to Dunn's River Falls (entrance fee is extra) and Ocho Rios for shopping afford a glimpse of Jamaica's attractions. Guests also are offered instruction in traditional Jamaican culture including the patios and reggae dancing.

Runaway Bay features windsurfing, sunfish sailing, scuba with resort certification, snorkeling, kayaking and catamaran or glass bottom boat cruising. For swimming there are a large pool, spa equipment and the sea, as well as a clothes optional beach. Deep sea fishing trips are available, at an additional cost.

Breakfast and lunch are served informally on the beach terrace. Continental room service breakfast also is available. Options for dinner include an air conditioned Italian restaurant and the beach terrace for an international buffet with local specialties. In addition, guests are welcome at the beach grill where they can enjoy daily afternoon tea and midnight snacks.

The rooms have deluxe features that include direct dial telephones, satellite TV and patios or terraces. There are 238 rooms and suites. Guests traveling alone can share a room with a guest of the same sex or pay a single supplement fee.

A disco heats up nightly from 11 pm until the last dancer retires. Also, the nightclub is open six nights from 9:30 pm until the wee hours. It features live music, cabaret and traditional Jamaican floor shows.

Conference facilities for up to 120 are available.

The resort welcomes couples and singles, 16 years and older.

SuperClubs' six other properties include: Breezes Bahamas in Nassau and Breezes Montego Bay, a new line of moderately priced, Super-Inclusive resorts plus Grand Lido and Hedonism II in Negril; Sans Souci Lido in Ocho Rios and nearby Boscobel Beach.

Every SuperClubs holiday includes accommodations, all food, snacks and premium brand drinks, use of all land and water sports facilities, with equipment and instruction, entertainment, recreational activities, weddings, hotel taxes and airport transfers - with no tipping allowed. For information or reservations one can contact SuperClubs at 800-859-SUPER.

BEVERLY NEWS  
FEB. 8, 1996  
Circ: 6,500

BRIDGEVIEW INDEPENDENT  
FEB. 8, 1996  
Circ: 3,400

EVERGREEN PARK COURIER  
FEB. 8, 1996  
Circ: 6,950

PALOS CITIZEN HICKORY HILLS ED.  
FEB. 8, 1996  
Circ: 3,500

MT. GREENWOOD EXPRESS  
FEB. 8, 1996  
Circ: 7,500

MT. GREENWOOD EXPRESS ALSIP ED.  
FEB. 8, 1996  
Circ: 6,000

OAK LAWN INDEPENDENT  
FEB. 8, 1996  
Circ: 13,800

ORLAND TOWNSHIP MESSENGER  
FEB. 8, 1996  
Circ: 3,400

PALOS CITIZEN  
FEB. 8, 1996  
Circ: 5,000

WORTH CITIZEN  
FEB. 8, 1996  
Circ: 2,900

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MESENTER PRESS SERVICE

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MIDLOTHIAN, IL

BURBANK-STICKNEY INDEPENDENT

FEB. 8, 1996

Readership: 5,900

MIDLKOTHIAN-BREMEN MESSENGER

FEB. 8, 1996

Readership: 12,500

SCOTTDALE-ASHBURN INDEPENDENT

FEB. 8, 1996

Readership: 5,800

Midlothian, IL  
Beverly News  
Chicago  
Met Area

Thursday

W 9,500

FEB 15, 1996

N23546

**LUCE** PRESS CLIPPINGS

## New Super Club in Montego Bay

MESSENGER PRESS SERVICE

**MONTEGO BAY—**  
Breezes Montego Bay, the newest of the Super Clubs, has opened in Montego Bay.

The four-story all inclusive resort is on Doctors Cave beach in the center of Montego Bay. There are 124 rooms and suites, two restaurants, a beach grill and a disco.

Information by calling 800-859-SUPER or 305-925-0925.

Midlothian, IL

BEVERLY NEWS

Feb. 15,199

Readership: 6,500

PALOS CITIZEN HICKORY HILLS ED.

Feb. 15,1996

Readership: 3,500

BRIDGEVIEW INDEPENDENT

Feb. 15,1996

Readership: 3,400

SCOTTSDALE-ASHBURN

Feb. 15,1996

Readership: 5,800

BURBANK-STICKNEY INDEPENDENT WORTH CITIZEN

Feb. 15,1996

Readership: 5,900

Feb. 15,1996

Readership: 2,900

CHICAGO RIDGE CITIZEN

Feb. 15,1996

Readership: 3,900

EVERGREEN PARK COURIER

Feb. 15,1996

Readership: 6,950

MIDLOTHIAN -BREMEN

Feb. 15,1996

Readership: 12,5500

MT. GREENWOOD EXPRESS

Feb. 15,1996

Readership: 7,500

MT. GREENWOOD EXPRESS ALSIP ED.

Feb. 15,1996

Readership: 6,000

OAK LAWN INDEPENDENT

Feb. 15,1996

Readership: 13,800

ORLAND TOWNSHIP MESSENGER

Feb. 15,1996

Readership: 3,400

PALOS CITIZEN

Feb. 15,1996

Readership: 5,000

**WUOLFE**  
PRESS CLIPPINGS

## Caribbean Regional Report

by Ras Al Turner

(Montego Bay, Jamaica)

St. George's, Grenada — The man who created Grenada's Capital Development Fund (CDF) said that it was either that or the clutches of the International Monetary Fund (IMF).

"We had the option of going to the IMF and taking out an IMF program and I am sure you know the results of such programme(s)," said former Prime Minister George Brizan, who took the stand recently as a public inquiry into the fund and the part-privatization of the Islands power company resumed.

"We are being told that even unlike other places, Grenada was worst off, she will perish so either do that or something else," said Brizan who told the Commission when he became Finance Minister in 1990, the Government had no savings and therefore could not win the confidence of international donors.

"We had to convince the donors and international Financial Committee that we could solve this program of the absence of savings that was bedeviling us for so long."

His fund was created from the sale of national assets and used to provide counter-part funding for capital projects.

Brizan said that the establishment of the CDF, which is part of Grenada's Consolidated Revenue Fund, led to the success of Grenada's IMF endorsed Structural Adjustment Programme.

Kingston, Jamaica — The Jamaican Government is now spending millions of dollars to address issues affecting children.

A quick assessment of Government's budgetary allocation of \$2.9 billion on it's current social program addressing issues reveals that nearly \$1 billion was budgeted for issues affecting children, manager of the National Youth Service, Delwyno Franklyn has noted.

Delwyno noted that 85% of children here were born out of wedlock where 72% have no registered father.

He also noted that 25% of all children born in the island were born to teenage mothers with statistics revealing that of the 59,200 babies born in 1994, 15,000 were born to mothers between the ages of 13 and 19.

Despite evidence of increased budget allocation on issues affecting children, these and other negative developments were in need of immediate attention.

Miami, Fla. — The Inter-America Development Bank has announced that the Bolivar Program, a network that supports international alliances for businesses in Latin America and the Caribbean will open an office here in Miami in March. This will be their first office in the U.S. and will strengthen the relationship between the private sector in the U.S. and the IDB.

Nassau, Bahamas — Jamaica's Prime Minister, P. J. Patterson and Turks and Caicos Governor Martin Bourke were among a group of VIPs attending the official opening of the SuperClubs property, Brezces, in Nassau.

John Issa, the Jamaican owner of the SuperClubs chain greeted guests and the Prime Minister Hubert Ingraham opened the resort. Other guests included Bahamian movie star, Sidney Poitier, and his wife Joanna.

According to Ingraham, Issa's transformation of the run-down former government-owned Ambassador Hotel, proved that Bahamian hotels can be "balmy, breezy and have a far from the city flavor." He also assured Issa that governments commitment to partnerships with foreign investors was firm.

Issa announced at a press conference that the Brezces Varadero property in Cuba is scheduled to open later this year and that ground-breaking for two other Brezces resorts are also scheduled to take place during 1996. One of the two is located in St. Lucia. He declined where to say the other would be located.

Bridgetown, Barbados — Barbados Prime Minister, Owen S. Arthur, and Inter-American Development Bank President, Inrique V. Iglesias, last week signed a \$35 million loan contract to support an investment sector reform program, designed to increase the competitiveness of the economy and to improve the climate for investment.

An IDB release said that the resources will assist the government in removing obstacles to private investment in the financial sector, and in supporting reforms to modernise land use policies. In addition, obstacles to starting up new business ventures will be removed.

The reform program, to be carried out by the Ministry of Finance and Economic Affairs, is designed to benefit especially small and medium size enterprises and it will result in a financial sector capable of offering a wider range of modern financial services to a growing diversifying private sector.

Havana, Cuba — Sunday, January 28th, was the 143rd anniversary of the birth of Cuban National Hero Jose Marti.

Cuban President, Fidel Castro personally led tens of thousands of young enthusiastic Cubans in a torch-light parade through the streets of Havana in a celebration of this anniversary.

Highland, NY  
Southern Ulster Pioneer

Wednesday

W 2.720

FEB 7, 1996

N65619

**BUCE** PRESS CLIPPINGS

**NEW PALTZ  
TRAVEL CENTER INC**

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

HIGHLAND MID-HUDSON POST

FEB. 7, 1996

Circ: 2,422

SOUTHERN ULSTER PIONEER

FEB. 7, 1996

Circ: 2,720

NEW PALTZ NEWS

FEB. 7, 1996

Circ: 5,000

# AROUND THE TRAVEL WORLD

## On the Move



▲ O'Hagan



▲ Starr



▲ Gordon

In hotel developments, Karine Gill is on the job in the newly created post of vice president-sales and marketing for the Americas at Exclusive Hotels by Forte. For the past 12 years, she has held a number of executive positions with ITT Sheraton, such as director of sales for the chain's Latin American division and area director of marketing for Mexico...Forte Hotels also has named two other officials: Fran Brasseur is the new sales vice president for the Eastern region, and Ron Puglisi has the same post in the West...Tina Guet has been named national sales manager at the Inter-Continental Miami. She had been with Miami's Crowne Plaza property, where she managed national sales...Kevin O'Hagan has been appointed general manager of the Nusa Dua Beach Hotel in Bali. He is a veteran of 13 years at Claridge's in London...Rudy Tauscher is the new resident manager at the Peninsula New York. In 1991, he opened the Parkhotel Pforzheim in Germany and went on to become resident manager at the Palace Hotel in Sun City, South Africa...Seventeen-year Hyatt veteran Rita Starr, most recently Hyatt University director for the resorts division, has been named general manager at the Hyatt Key West Resort & Marina...Mercedes McDonnell, former assistant director of media relations with ASTA and most recently head of communications for Choice Hotels International, has been named director of communications for the International Council of Cruise Lines in Washington, D.C....

Armand Arel, former vice president for marketing at Kiwi International Air Lines, is now international bureau chief for the Florida Division of Tourism... At the Tampa/Hillsborough Convention and Visitors Association, Sherri Meyer and Delia Quiroz have been named national and international sales managers, respectively...Scott Dean has been named a tourism sales manager at the Nashville Convention & Visitors Bureau, responsible for the group and American Automobile Association markets...Fred Kaiser, president of the Kerrville (Texas) Bus Company, has been elected chairman of the board of the American Bus Association...William Gordon has updated his *Ultimate Hollywood Tour Book*, now in its seventh printing. The book has maps and photos of past and present celebrities' homes and helps tourists find those little-known hot spots where they have the best chance of sighting the stars. He has also published *Shot on This Site*, a travelers' guide to places and locations throughout the U.S. used to film famous movies and television shows.

## Newsmaker

SuperClubs is already a charter member of the Worldwide Green Hotels Association... you know it takes enviro-mental issues...



Issa

...America, has... keying on a... corporate marketing... has added environmental... one of her... moves... the option of... keying on a... daily... monthly... service... by... the option... 1992... about... will... no...

## Quote of the Week

“ Philosophically, we're supportive. Some action of this nature has been needed for a number of years. ”

— *Thrifty Car Rental* spokesperson Meloyde Blancett-Scott on penalties for no-shows.



## GREEN: SuperClubs Resorts woos the "environmentally correct"

"Please don't change my sheets and towels today." Until recently, offering guests the option of refusing daily linen replacement was unheard of at most hotels. At **SuperClubs Super-Inclusive Resorts** in the Caribbean, however, management is heeding the widening call for environmental protection. Conserving water by cutting down on daily laundry is just one of the measures initiated by this resort group. The environment is considered so important, in fact, that SuperClubs' Zein Issa, responsible for *corporate marketing*, has added *and environmental affairs* to her title.

According to Ms. Issa, who has made environmental protection something of a personal crusade, "As people become more environmentally aware, they realize that some of the luxuries they enjoy at hotels can harm the environment. Since daily laundry service uses tons of water, by offering guests this option — and it's only an option — we not only conserve water, but guests also feel good about coming to SuperClubs. After all, few people change their sheets and towels every day at home.

In an additional effort to stay abreast

of world changes in the environment initiative, SuperClubs is a charter member of the **Green Hotels Association**, an award-winning worldwide organization which recently won The Travel Council of the World's Environmental Award.

SuperClubs, the Caribbean's only Super-Inclusive Resort group, includes: *Breezes Bahamas* in Nassau and *Breezes Montego Bay*, SuperClubs' brand new line of moderately priced, Super-Inclusive resorts; *Breezes Runaway Bay at Jamaica Jamaica* (Breezes' flagship property); *Grand Lido* and *Hedonism II*, both in Negril; *Sans Souci Lido* in Ocho Rios and

nearby *Boscobel Beach*. SuperClubs is planning an eighth Super-Inclusive resort in St. Lucia.

Every SuperClubs holiday is Super-Inclusive — accommodations; a meals, SuperSnacks and premium brand cocktails; unlimited use of a sports facilities, including equipment and instruction; entertainment; recreational activities; weddings; hot taxes; and airport transfers — with a solutely no tipping allowed.

For more information, contact: SUPERCLUBS, 305/925-0925, 800/859-5436; F. 305/925-0334. □

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

# New Directions For a New Season

## *Jamaica's hotels undergo changes, revamp products*

► **NEW YORK**—When a native Jamaican says something is *irie*, it means that something is really good or outstanding. Right now, the term is most appropriate for the changes and offerings being made at many of Jamaica's hotels.

**Jamaica Jamaica**, one of six all-inclusive **SuperClubs** resorts, has become the flagship of the Jamaica-based chain's new line of "Breezes" Resorts called Breezes Runaway Bay. During the transition period, the resort will be known as the Breezes Runaway Bay at Jamaica Jamaica.

The property brings the number of



**Ciboney caters to a couples market.**

Breezes resorts in the SuperClubs collection to three. **Breezes Bahamas** and **Breezes Montego Bay** in Jamaica are also part of the SuperClubs' stable of Caribbean properties.

The former Jamaica Jamaica, billed as

the "playful side of paradise," is located on the north shore, 42 miles from Montego Bay, where most tourists disembark. The 238-room resort is known for its 18-hole golf course and Jamaica's only golf school.

In conjunction with **Sunburst Holidays**, SuperClubs is extending a special "First Class All the Way" package for Los Angeles visitors to Jamaica at SuperClubs' 200-suite **Grand Lido Resort** in Negril or **Sans Souci Lido Resort** in Ocho Rios.

Through April, couples and singles can escape for seven nights from \$2,500 to \$3,000 per person depending on accommodations. The package includes a free upgrade to first class on a TWA charter departing every Saturday from Los Angeles.

Included in the package are unlimited meals, drinks, land and water-sports with instruction, and entertainment. Tips are not included. The package is commissionable at 10 to 15 percent and can only be booked through Sunburst Holidays. For more information, call 800-SUNBURST.

Other SuperClubs resorts include **Hedonism II** in Negril and **Boscobel Beach** in Oracabessa. For details, call 800-859-SUPER.

JAMAICA

# Island Hotels See Lots of Room For Continued Growth

JAMAICA OFFERS ONE OF THE LARGEST LODGING INVENTORIES IN THE CARIBBEAN, WITH MORE THAN 130 hotels, some 11,000 hotel rooms and almost 2,000 guest house rooms. But Noel Mignott, the Jamaica Tourist Board's (JTB) deputy director of tourism, says there's still plenty of room for more hotels without overbuilding.

Agents will have a number of new and upgraded properties on Jamaica to offer clients in the near future. The island, which already has the most all-inclusive resorts in the region, is adding more such properties, as well as other large resorts catering to families, golfers and groups. Also, a number of properties have repositioned themselves and completed major renovations. Following is a look at some recent hotel developments and a look ahead:

■ Scheduled to open by next winter is the 225-room, family-oriented **Beaches Negril**. Being built by Sandals Resorts, the \$32 million project is a departure from the Jamaican chain's couples-only concept, according to Sandals Chairman Gordon "Butch" Stewart.

The resort will be set on 20 acres along Negril's famed Seven Mile Beach—not far from Sandals Negril. Beaches Negril will have 1,200 feet of white-sand beach, Jamaican and Georgian-style architecture, four restaurants, two swim-up bars, piano bar, a sports bar, 300-seat amphitheater, separate area for teenagers with an open-air street cafe and an Italian pasta bar with a swim-up soda fountain and disco.

## NEW FEATURES

Among the resort's three pools will be the 16,000-square-foot main pool, with cascading waterfalls. The sports complex will have squash, racquetball, tennis, volleyball and basketball courts, and the fitness center will include exercise equipment, whirlpool baths, steam rooms and saunas. A separate kids' area will have a child entertainment center, as well as a nursery with baby-sitting services and a supervised dormitory-style bunkhouse for pre-teens.

After Beaches Negril is completed, Stewart says, Sandals will start building **Beaches Lighthouse**, a 310-room family oriented resort, on Jamaica's unspoiled south coast. Sandals also operates couples-only

resorts in Ocho Rios and Montego Bay. Call 800-SANDALS.

■ On Negril's Bloody Bay Beach, near SuperClubs' upscale Grand Lido Resort, Issa Hotels and Resorts plans to break ground this year on **Couples Negril**, a 250-room all-inclusive resort. Set to open in late 1997, the property will complement the

golf course and Jamaica's only golf school.

Other SuperClubs resorts in Jamaica are **Sans Souci Lido** in Ocho Rios, **Grand Lido Resort** and **Hedonism II**, both in Negril, and the family-oriented **Boscobel Beach** in Oracabessa. Call 800-859-SUPER.

■ Jamaica-based Friends International plans to build **Llandoverly**, a 200-room family resort with 50 villas, on 40 acres of beachfront about 13 miles west of Ocho Rios.

Construction on the \$30 million resort will begin this fall. Managing Director Robert Drummond says the property will include a theme park for children and adults with horseback riding, small lakes, swimming pools and rides.

Friends International recently acquired a management contract for the 171-suite **SeaCastles** resort in Montego Bay and the 183-suite **Point Village** resort in Negril. Both are all-inclusive properties that cater to families, singles and couples with midpriced packages.

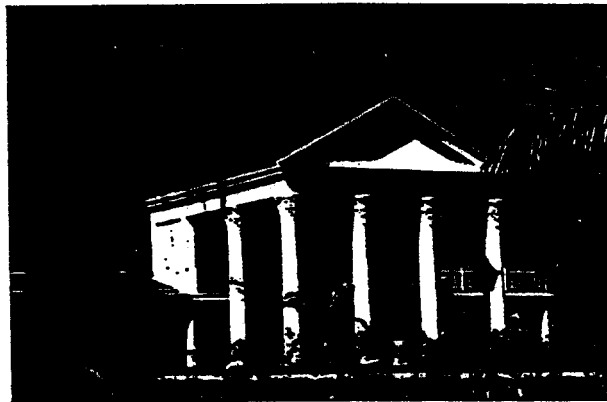
Both resorts have Kiddie Centres that can accommodate infants to 12-year-olds. The facilities have restaurants, arts and crafts pavilions and a video room or mini-theater. Attractions for teens include video games, billiards and a music video room with snacks and self-service soda fountain.

## MANY ACTIVITIES

Both hotels also have freshwater pools, two lighted tennis courts, volleyball, aerobics, bicycling, watersports, boating excursions and nightly entertainment.

Friends' other Jamaican properties are the 80-room upscale **Plantation Inn** in Ocho Rios and the 67-room **Negril Gardens**. Both offer options of no meals, MAP or all-inclusive dining. Call 800-752-8624.

■ Next winter, construction is slated to begin on a 400-year-old sugarcane estate near Ocho Rios that will be transformed into a \$300-million tourism/residential complex. The first phase includes an 18-hole golf course and a



More villas are scheduled to be added at the Half Moon Club in Montego Bay, which features luxury accommodations.

company's 172-room **Couples** resort in Ocho Rios. Call 800-COUPLES.

■ In Montego Bay—directly on Doctor's Cave Beach—the 124-room **Breezes MoBay** all-inclusive resort opened last fall. The resort for couples and singles offers rates lower than other SuperClubs Resorts.

Jamaica Jamaica, one of SuperClubs' other resorts, has become the flagship of the Jamaica-based chain's new line of Breezes Resorts called **Breezes Runaway Bay**.

During the transition period, the resort will be known as the Breezes Runaway Bay at Jamaica Jamaica. The property brings to three the number of Breezes resorts in the SuperClubs collection.

**Breezes Bahamas** and **Breezes Montego Bay** in Jamaica are also part of the SuperClubs' stable of Caribbean properties. The former Jamaica Jamaica, billed as "the playful side of paradise," is located on Jamaica's north coast, 42 miles from Montego Bay. The 238-room resort is known for its 18-hole

290-room **Doral** hotel; that will be followed by construction of a 147-villa complex.

■ Near downtown Ocho Rios, where cruise passengers disembark for shopping and sightseeing, the 720-room **Renaissance Jamaica Grande Resort** recently completed a \$4 million renovation and enhancement program.

Mark Redt, the hotel's managing director/general manager, says the project encompassed virtually the entire beachfront hotel, including the south tower wing, which has 370 guest rooms. Rooms were refurbished and bathrooms were modernized. The 40 oceanfront rooms in the south tower were upgraded to deluxe category by adding spacious balconies and patios, which now overlook the sea and surrounding hills. Additional projects included renovating the pool and deck of the south tower and installing new carpeting in the corridors of the north tower. Call 800-HOTELS-1.

■ Choice Hotels International seems to like things in pairs. With two properties in the Cayman Islands and the Bahamas, Choice now has two resorts in Jamaica, following the recent opening of the **Quality Inn Montego Bay**. Formerly the Gloucestershire Inn, the 88-room EP hotel is on the downtown hotel strip, across from Doctors Cave Beach and two miles from Montego Bay's international airport. Choice's other Jamaica hotel is the 118-room **Comfort Suites** in Ocho Rios. Call 800-228-5050.

### FAMILY-ORIENTED FUN

■ East of Breezes Montego Bay and the **Quality Inn Montego Bay**, the 520-room **Holiday Inn** property reopened in December as an all-inclusive **Holiday Inn SunSpree Resort**, a new line of midpriced, family-oriented vacation sites. Managed by **Holiday Inn Worldwide**, the resort eliminated its European Plan (EP) option and now operates strictly with an all-inclusive format, says General Manager Jeff McKitty. A \$13 million renovation developed themed guest rooms and added sports facilities, restaurants, a children's club, open-air lobby and pool deck. Call 800-HOLIDAY.

Next door to the **Holiday Inn SunSpree Resort** is the **Half Moon Golf, Tennis and Beach Club**. The upscale property recently added 20 luxury villas, which brings the resort's total inventory to 341 rooms and suites. By the fall, 11 more villas are

scheduled to be added near the recently completed **Half Moon Shopping Village**. The private villas will have seven equally-sized bedrooms with large bathrooms and a balcony, large living room, dining room seating 14, kitchen, terrace and pool in a private garden. Looking after the needs and requests of guests will be a cook, maid, butler and gardener.

### LUXURY VILLAS

The villas are within walking distance of their own private beach and the **Half Moon Shopping Village**, which overlooks the sea and has numerous shops and restaurants, plus such services as a pharmacy, beauty salon, bank, conference center and medical facilities. Villa guests have use of all resort facilities, including the bars, restaurants and recreational facilities, and enjoy a 50 percent discount on greens fees at **Half Moon's** 18-hole course.

Also just completed is **Half Moon's** new Executive Conference Center. Adjacent to the main hotel, the 4,650-square-foot facility is surrounded by a landscaped courtyard of boutiques, shops and restaurants and can accommodate up to 250 people in the east wing and 415 in the west wing. The east wing has a stage and can be used as a theater. The wings are separated by a reception area and can be combined to form one large hall for banquets or conferences. There also are three small meeting rooms on the lower level, which can handle 120, 90 and 60 people theater-style. The lower level has two reception areas suitable for coffee breaks, while the kitchen facilities allow the center to host banquets or large receptions.

Another new feature at **Half Moon** is a **Children's Activity Center**, which features a duck pond, pool, sandboxes, thatched



Couples in Ocho Rios will soon be complemented by Couples Negril.

playhouses, swings, horseshoe court and tennis courts. Trained staff assist children in arts and crafts, nature walks, treasure hunts, tug-of-war, water games in the kiddie pool, board games, Jamaica story time and other activities. A **Movie Hour** presents children's films. Culinary arts lessons, planting trees to help preserve the envi-

ronment, and parties and costume shows are some of the other activities that are planned for three age groups—5 to 7, 7 to 12 and 12 to 14.

Experienced nannies are available at an additional cost and are dedicated to the family for the client's entire stay.

**Half Moon** offers a "Kiddies Summer Special," with free lodging and meals for up to two children under 12 who stay with their parents. Call 800-626-0592.

—Martin Elder

TRAVEL WEEKLY  
Secaucus, NJ

SEMI-WEEKLY

\$0.490

JAN 15, 1996

M17788

**LUCE** PRESS CLIPPINGS

## SuperClub Renamed, Becomes Breezes' Flagship

KINGSTON — Jamaica Jamaica, one of the six SuperClubs inclusive resorts in Jamaica, has been renamed Breezes Runaway Bay and will serve as the flagship of the chain's new line of Breezes Resorts.

This brings to three the number of Breezes resorts, along with Breezes Bahamas and Breezes Montego Bay.

During a transitional period, the property will be known as Breezes Runaway Bay at Jamaica Jamaica.

The property, which will cater to couples and singles, is located on Jamaica's north shore, 42 miles from Montego Bay, and has 238 rooms and suites.

It features a championship-level 18-hole golf course and

Jamaica's only golf school, and claims to have the longest stretch of beach on the north shore.

Lighted tennis courts and daily instruction are available, as are a selection of water sports, a complete fitness center, horseback riding and horse-drawn carriage rides.

For information, call SuperClubs at (800) 859-SUPER.

## JAMAICA: SuperClubs resort to become Breezes Runaway Bay

SuperClubs Chairman John Issa announced today that Jamaica Jamaica, one of the six SuperClubs Super-Inclusive resorts in Jamaica, would become the flagship of SuperClubs' new line of Breezes Resorts as Breezes Runaway Bay. During the transition period, the resort will be known as Breezes Runaway Bay at Jamaica Jamaica.

"This brings to three the number of Breezes resorts in the SuperClubs collection," says Mr. Issa. "Breezes Bahamas and Breezes Montego Bay, since opening in September, have enjoyed

an extremely enthusiastic reception from both our guests and our travel industry partners. The time was now obviously right for Jamaica Jamaica to join the Breezes fold. With its PGA-quality golf course and its five-star PADI scuba program, Breezes Runaway Bay adds a new dimension to Breezes Resorts — Paradise that Jams."

The former Jamaica Jamaica is located on Jamaica's north shore, 42 miles from Montego Bay. Famed for its championship-level 18-hole golf course and Jamaica's only golf school, the resort also boasts the longest stretch of beach on the north shore. Tennis enthusiasts enjoy lighted ten-

nis courts and daily instruction. All watersports are available except water skiing, to protect the nearby coral reef. Also available are a complete fitness center, horseback riding and horse-drawn carriage rides, as well as excursions to Dunn's River Falls and Ocho Rios for shopping. In addition to buffet dining, daylong SuperSnacks, afternoon tea and midnight snacks, guests can dine at Martin's, a casually elegant Italian restaurant. Entertainment includes a disco-theque, nightclub with live music, a piano bar and a beach bar.

Breezes Runaway Bay boasts 238 bright, airy and spacious rooms and suites. All rooms have king-size or twin beds, air conditioning, private baths, hair dryers, patios or terraces, satellite TVs and direct dial telephones.

SuperClubs, the Caribbean's Super-Inclusive resort group, includes: Breezes Bahamas in Nassau, Breezes Montego Bay and Breezes Runaway Bay. SuperClubs' brand new line of moderately priced, Super-Inclusive resorts: Grand Lido and Hedonism II in Negril; Sans Souci Lido in Ocho Rios and nearby Boscobel Beach. SuperClubs is planning an additional Super-Inclusive resort in St. Lucia.

For more information, contact: SUPER-CLUBS, 800/859-5436. □

CORPORATE MEETINGS  
& INCENTIVES  
Maynard, MA

MONTHLY

35.789

FEB 1995

M11064

**LUCE** PRESS CLIPPINGS

▪ The 238-room Jamaica Jamaica, one of the six SuperClubs all-inclusive resorts on the island of Jamaica, has changed its name to **Breezes Runaway Bay** and will become the flagship of the company's new line of "Breezes Resorts," beach resorts offering a wide range of sports and day and night activities.

# TRAVEL FILE

# JAMAICA

◆ ◆ ◆  
JAMAICA JAMAICA will gradually be phased out during the course of this year, as it takes on its new name, "Breezes Runaway Bay." .... the property will be the Jamaican flagship of SuperClubs' new Breezes line, which is the chain's new four-star line of properties.... reportedly, the only difference between SuperClubs and Breezes will be a lack of motorized water sports at the latter, and, of course, the price....  
◆ ◆ ◆

CORPORATE & INCENTIVE  
TRAVEL  
New York, NY

MONTHLY

81.016

JAN 1996

M29877

**LUCE** *PRESS CLIPPINGS*

SuperClubs Super-Inclusive Resorts  
has appointed **GEORGE "SKIP"**  
**MUNS** vice president, sales and  
administration for the company's  
seven resorts in Jamaica and the  
Bahamas.

CORPO

**INCENTIVE**  
New York, NY

MONTHLY

44,358

FEB 1996

M13614

**LUCE** PRESS CLIPPINGS

Gregory F. Leonard becomes general manager of the Hyatt Charlotte at South-Park, located in Charlotte, N.C. Frank Matthews becomes vice president, incentive division for Orlando, Fla.-based Premier Convention Services...Margaret Megee is named director of marketing for the Orlando/Orange County Convention and Visitors Bureau, Inc...Superclubs, a Caribbean resort group based in Hollywood, Fla., appoints George "Skip" Muns as vice president, sales and administration. Michael O'Connor is named director of resort sales and Ed Stahl is named corporate vice president, marketing for Dallas-based Wyndham Hotels and Resorts. Ciboney Ocho Rios, a resort located in Ocho Rios, Jamaica, welcomes Robert Parrin as general manager...Shaune Marie Pasche is appointed convention services manager for the Washington, D.C. Convention and Visitors Association.

## INDUSTRY NEWS

# Travel industry people on the move



H. TURNOVSZKY



RICHARD VALERIO



M. O'CONNOR



SKIP MUNS



SLY HUTCHINSON

### ANA GRAND HOTEL WIEN

Late in 1995, Hans D. Turnovszky became the new *general manager* of the Ana Grand Hotel Wien in Vienna. Mr. Turnovszky brings to the position more than 35 years of experience in the hospitality industry and 25 in management in the operational, administrative and development side.

Born in Vienna, Mr. Turnovszky worked as a trainee in such hotels as the Hotel Sacher in Vienna and received further training in the Cornell School of Hotel Administration and the Hotel Management School of Southern Germany at Bad Wiessee. In addition, he has trained in Inter-Continental hotels in Frankfurt, Hannover, Vienna and Dublin and served in management positions in Europe, Africa, Asia and the USA. His most recent position was as president and general manager of the Phoenix Resort and Crescent Hotel in Phoenix, Arizona.

For more information, contact: ANA GRAND HOTEL WIEN, 800/262/4683. □

### PATA

The Pacific Asia Travel Association (PATA) has named Richard J. Valerio as *director-The Americas* and Christy Jones as *manager-The Americas*, based in San Francisco.

Mr. Valerio brings 31 years of tourism marketing and association experience to PATA, most recently as vice chairman of VUSAMART, the annual conference and trade show promoting travel to The Americas from the Pacific Asia region. Following his initial executive post with American Airlines, he worked as director of special projects for ASTA and president and COO of American Sightseeing International. Mr. Valerio also has served on the PATA board of directors.

Mr. Valerio will be responsible for overseeing PATA's Americas Division—the interface between the asso-

ciation, its members and the 32 chapters throughout the Americas. He will continue to promote the development of two-way tourism between the Pacific Asia region and the United States, Canada and Mexico.

Ms. Jones has spent 10 years with PATA, most recently as manager-membership development. In the newly created position of manager-The Americas, Ms. Jones will work to maximize association benefits for the region's members and chapters.

Activities organized by the division include the annual Americas Division Meeting, sales missions, trade shows and other inbound and outbound marketing programs.

For more information, contact: PATA, 415/986-4646; FAX 415/986-3458. □

### WYNDHAM HOTELS & RESORTS

Michael O'Connor has been appointed *director of resort sales* for Wyndham Hotels & Resorts, according to Mike Fegley, *vice president sales, resort division*.

"Michael brings a wealth of experience in working with meeting planners, incentive houses and wholesalers," stated Mr. Fegley. "He will supervise the Wyndham Resort sales organization in New York."

Most recently, Mr. O'Connor served 13 years as director of sales, Caribbean hotels, for Hilton International. Before his years with Hilton, he held the same position at the Boca Raton Hotel and for Princess Hotels in their regional sales office.

Mr. O'Connor is a graduate of Villanova University, where he earned a Bachelor of Science degree in Business Administration.

Dallas-based Wyndham Hotels & Resorts has more than 65 upscale hotels and resorts in the U.S., including six properties throughout Bermuda and the Caribbean.

For more information, contact: WYNDHAM HOTELS & RESORTS, 800/327-8321. □

### SUPERCLUBS

John Issa, *chairman of SuperClubs Super-Inclusive Resorts*, has announced the appointment of George "Skip" Muns, a well-known cruise travel executive, as *vice president, sales and administration* for the company's seven resorts in Jamaica and the Bahamas. Mr. Muns will be responsible for building sales growth at the two flagship properties in Jamaica, *Grand Lido* in Negril and *Sans Souci Lido* in Ocho Rios, plus *Hedonism II* in Negril, and *Boscobel Beach* near Ocho Rios. He also will be responsible for developing growth for the moderately priced Breezes branded resorts: *Breezes Montego Bay*, *Breezes Bahamas* and *Breezes Runaway Bay* (formerly Jamaica Jamaica). This is the first major appointment in a reorganization of the SuperClubs sales department, and other announcements are expected soon. Joe Issa, *vice president development and special projects*, is guiding the reorganization for SuperClubs.

For more information, contact: SUPERCLUBS, 305/925-0925, 800/859-5436; FAX 305/925-0334. □

### TWA GETAWAY VACATIONS

Trans World Airlines has announced a major upgrade in services at TWA GETAWAY Vacations, the travel and tour package subsidiary of the airline. As part of this upgrade, GETAWAY Vacations is developing a state-of-the-art automation system. The new system will expedite the availability of additional tour packages to GETAWAY's strong base of current customers, in addition to bringing on board new customers.

In conjunction with the services and system upgrade, TWA GETAWAY has appointed Sylvanus "Syl" Hutchinson as *president*. He will be

(continued on page 7)

SOUTHEAST TRAVEL  
PROFESSIONAL  
Miami, FL

MONTHLY

10 JCO

JAN 1996

M72396

**LUCE** PRESS CLIPPINGS

SKIP MUNS  
JOINS SUPERCLUBS

KINGSTON - George "Skip" Muns is the new vice president, sales and administration for the Super-Clubs Super-Inclusive Resorts, according to John Issa, chairman.

Muns, who will oversee a sales staff of 35, is responsible for building

sales growth at the two flagship properties in Jamaica - Grand Lido in Negril and Sans Souci Lido in Ocho Rios, plus Hedonism II in Negril, Jamaica Jamaica in Runaway Bay and Boscobel Beach near Ocho Rios. He will also be responsible for developing growth for the moderately-priced Breezes branded resorts in Montego Bay and The Bahamas.

"An executive with more than 15 years in travel sales and marketing, Mr. Muns is a well-known figure in the cruise industry," Issa said. Previously, he held a leadership position in the startup of Star Clipper Cruises, from 1989 to 1993. At Royal Caribbean Cruises, where he was director of sales from 1981 to 1989, Muns created an organizational framework that nearly tripled annual sales.

For information, contact 800-859-SUPER.

## **CRUISING**

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# Agents Have Good Reason To Sell These Cruises

### Musical Deck Chairs

Cruise line giant George "Skip" Muns is the new vice-president, sales and administration, for the Super Clubs Super-Inclusive Resorts, according to John Issa, chairman. Muns formerly led Star Clipper Cruises' start-up, and at Royal Caribbean. Muns created an organizational framework that nearly tripled annual sales. Contact 800-859-SUPER.... William Smith is chief operating officer of Silversea Cruises, says Francesco Lefebvre, owner and board chairman. Silversea relocated much of its operations to Ft. Lauderdale.... Jeffrey Stutin is the new director of marketing for Commodore Cruise Lines, according to president James Sullivan. Stutin's 18 years in marketing includes a stint with Norwegian Cruise Line and before that with Benihana Restaurants. He began his career with BBDO in New York, one of the nation's leading advertising agencies. He was most recently general manager of ProSports Marketing. Stutin is at Commodore's headquarters in Hollywood, Florida and can be reached at 800-832-1122.

And speaking of football fields, is it possible the season is over?

TRAVEL AGENT  
New York, NY

WEEKLY

59,500

FEB 12, 1996

M17752

**LUCE** PRESS CLIPPINGS

**AROUND THE**

# Travel World

With Archie Wilson

## ▼ SPOTLIGHT



**Steven Ford**

**Company:** SuperClubs Super-Inclusive Resorts

**Properties:** Grand Lido, Hedonism II, Sans Souci Lido, Boscobel Beach; Breezes in Bahamas, Jamaica

**1968:** British Airways sales and reservations

**1982:** American Express Vacations, Midwest sales

**1989:** Club Med sales, group and incentive manager

## The Sale Is Super

To succeed in resort sales, especially in the rough and tumble Caribbean market, it helps to have a few things on your side. A superb property is a must and top-quality service is vital. But, assuming everything's in good shape—air lift, ground transportation, the facilities and destination—one fact stands out above the rest: You're only as good as your agency and wholesaler contacts.

No one knows that better than Steven Ford, the veteran sales executive recently named vice president for national accounts at SuperClubs Super-Inclusive Resorts:

Ford started his travel career with British Airways in England back in 1968. He went from the reservations desk to the ticket counter and then became a sales representative. He earned valuable experience and contacts working in Detroit with BA's wholesale division and left after 14 years as merchandising manager.

In 1982, the British-born travel executive went to work for American Express Vacations in Chicago, handling marketing and sales in the Midwest. He remembers: "I called on agencies and wholesalers from the Dakotas and Minnesota down to Missouri and eastward to Ohio. When you first start out you think, 'Well, I'll make 10 calls a day, that will do it.' Then you realize that it makes more sense to see as many large accounts as you can."

Ford's next stop was Club Med in 1989. He started in regional sales, covering the Midwestern states, and then was moved to New York City, where he became vice president for group and incentive sales. In 1992, it was on to Jack Tar Village Resorts, where he

managed revenues and a staff of 25 selling the company's six all-inclusive properties in the Caribbean and Mexico. Late last year, Ford joined SuperClubs.

Ford's credo: "If wholesalers and agents have faith in your integrity and honesty, and if you follow through on what you say, you'll do well. You are only as good as your contacts. and while my integrity is important, if I can't deliver an excellent product, what good am I?"

Ford is based in Fort Lauderdale and figures he'll be on the road about six months out of the year. He says SuperClubs, aside from sending faxes to some 29,000 agents, producing cooperative ads with a number of wholesalers and top agencies, and targeting niche players in golf and honeymoon markets, plans to focus on the Breezes brand. The idea, he says, is to promote that brand's affordability and fun while presenting it as a single entity. Expect to see "circus entertainment and jousting tournaments—that type of thing," at Breezes resorts. The company is also producing a 28-page booklet instead of individual brochures on the three properties.

Ford says SuperClubs is poised to build a property in Cuba and that bids to build are out on a 500-room Breezes in St. Lucia.

He adds, "There are an awful lot of good salespeople out there. Why am I better than someone else? Rapport with agents and wholesalers—my contacts."

**“If I can't deliver an excellent product, what good am I?”**

## INDUSTRY NEWS

# Travel industry people on the move

### **SUPERCLUBS**

John Issa, chairman of SuperClubs Super-Inclusive Resorts, has announced the appointment of Steven C. Ford, a senior sales executive, as vice president national accounts for the company's seven resorts in Jamaica and the Bahamas. Mr. Ford will oversee all account operations and will be the

### **people** (from 4)

key SuperClubs liaison with all wholesalers and tour operators in the U.S. and Canada. He will also be responsible for developing new trade opportunities for the growing company and will help boost growth of the new Breezes branded resorts: *Breezes Montego Bay* and *Breezes Bahamas* and the newly re-named *Breezes Runaway Bay*.

The company's other properties *Grand Lido* and *Hedonism II* in Negril, *Sans Souci Lido* in Ocho Rios, and nearby *Boscobel Beach*, will continue to

be quality products for wholesalers and operators.

With more than 20 years in travel sales and marketing, most recently Mr. Ford held a vice president position at Jack Tar Village Resorts.

For more information, contact: SUPERCLUBS, 800/859-5436. □

SOUTHEAST TRAVEL  
PROFESSIONAL  
Miami, FL

MONTHLY 10.000

FEB 1996

**LUCE** M72396  
PRESS CLIPPINGS

12 February, 1996 / Southeast Travel Professional

## *Very special southeasterners . . .*



Ford

move us forward."

### STEVE FORD JOINS SUPER- CLUBS

KINGSTON -

Steven C. Ford is vice president national accounts for

SuperClubs Super-Inclusive Resorts, according to John Issa, chairman.

Effective immediately, Ford will oversee all account operations for the company's seven resorts in Jamaica and the Bahamas. He will be the key liaison with all wholesalers and tour operators in the U.S. and Canada and be responsible for developing new trade opportunities for the Breezes branded resorts.

With more than 20 years in travel sales and marketing, Ford most recently was a vice president at Jack Tar Village Resorts for three years. Previously, he managed group and incentive sales for Club Med Sales, Inc., and prior to that handled marketing and sales in the midwestern states for American Express Vacations.

SuperClubs includes: Breezes Bahamas, Nassau, and Breezes Montego Bay; Breezes Runaway Bay at Jamaica Jamaica; Grand Lido and Hedonism II both in Negril; Sans Souci Lido in Ocho Rios and nearby Boscobel Beach.

TRAVEL WEEKLY  
Bacaus. NJ

SEMI-WEEKLY

50,490

FEB 15, 1996

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**LUCE** PRESS CLIPPINGS

Sandals Negril in Jamaica is the winner of the Gold Award as World's Best Honeymoon Resort in the Official Hotel Guide Annual Reader's Choice Surveys.

SuperClubs' Boscobel received the award for Best Family Resort.

The survey is taken from all travel agent subscribers of OHG, a Reed publication.

SuperClubs currently has seven properties, and Sandals has a total of 11 resorts in the Caribbean.

TRAVEL WORLD NEWS  
Norwalk, CT

MONTHLY

39 583

FEB 1996



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PRESS CLIPPINGS

## **JAMAICA: SuperClub's Boscobel Beach named best family resort**

For the second year running, SuperClubs' Boscobel Beach, the Caribbean's only Super-Inclusive Resort for families, has been named Best Family Resort by the travel agent subscribers of the *Official Hotel Guide* in its annual Readers Choice Survey.

The survey, sent to nearly 25,000 travel agents, asked them to name their favorite resorts, hotels and hotel chains around the world, and to rank the best in service, value, cuisine, golf facilities and family-oriented atmosphere and activities for guests of all ages.

Last year, along with winning the Readers Choice Award, Boscobel Beach also was noted as the best kids-oriented setup in the Caribbean by *New York Magazine* and rated

Best of the Best in the family resort category by *Travel Holiday*.

"This award signifies the commitment Boscobel Beach's staff has for all its guests," commented John Issa, chairman of SuperClubs. "Boscobel Beach, along with all SuperClubs Super-Inclusive Resorts, has cultivated a mutually beneficial relationship with travel agents."

Boscobel Beach boasts four children's day-centers, with supervision, games, audio/visual and computer equipment. In addition, parents are able to enjoy "adults-only" areas which include a pool, Jacuzzi, pool bar and piano lounge.

For more information, contact: SUPERCLUBS, 800/859-5436. □

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