

18 0 MAR 1996

For Six Month Period Ending _____
(Insert date)

Name of Registrant **MR. YGMAR WIEL**
CURAÇAO TOURIST BOARD Registration No. **3209**

Business Address of Registrant **475 PARK AVE SOUTH, STE 2000**
NEW YORK, NY 10016
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 No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

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

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

N/A

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

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

If yes, furnish the following information:

Name	Position	Date Connection Ended
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 SECTION
 REGISTRATION UNIT

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>N/A</i> <i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe his services.

N/A

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes

No

If yes, furnish the following information:

Name of foreign principal

N/A

Date of Termination

9. Have you acquired any new foreign principal¹ during this 6 month reporting period?

Yes

No

If yes, furnish following information:

Name and address of foreign principal

N/A

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

ISLAND GOVERNMENT OF CURAÇAO

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

- A) ISLAND GOVERNMENT OF CURAÇAO
- B) ATTENDED VARIOUS CONSUMER & TRAVEL TRADE SHOWS; PLACED ADVERTISEMENTS IN THE MEDIA; MAILED VACATION BROCHURES TO FULFILL REQUESTS PLACED BY CONSUMERS & TRAVEL AGENTS VIA PHONE CALLS, FAX OR MAIL.

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

N/A

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
FOR <u>6</u> MONTHS REPORTING PERIOD FROM ISLAND GOVERNMENT OF CURAÇAO, THE REIMBURSEMENT OPERATIONAL EXPENSES FOR THIS OFFICE WAS:			

\$ 586,395.83
Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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N/A

³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).
⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS—MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
<u>6-MONTH REPORTING PERIOD:</u>			
		PAYROLL; PAYROLL TAXES, MANAGEMENT FEES	142,551.63
		CAR EXPENSES	7,050.00
		RENT	26,409.50
		MISC. EXPENSES	5,178.85
		TELEPHONE/FAX	21,984.77
		MAILINGS	39,703.69
		TRAVEL RELATED EXPENSES	53,048.46
		TRADE SHOWS	26,506.60
		PUBLICITY MATERIALS	11,052.73
		SPECIAL PROJECTS	44,451.00
		<u>CONSUMER & TRADE PUBLICATIONS (NAT'L & REGIONAL):</u>	
		COOP-ADVERTISING	56,297.53
		CREATIVE ARTWORK	66,802.80
		PUBLIC RELATIONS	41,219.52
		<u>Total</u>	<u>\$ 542,257.08</u>

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
	N/A			

(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
	N/A		

V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

N/A

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

N/A

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts Magazine or newspaper articles Motion picture films Letters or telegrams
- Advertising campaigns Press releases Pamphlets or other publications Lectures or speeches

Other (specify) N/A

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials Newspapers Libraries
- Legislators Editors Educational institutions
- Government agencies Civic groups or associations Nationality groups

Other (specify) N/A

21. What language was used in this political propaganda:

- English Other (specify) N/A

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes No

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A⁶ Yes No N/A
- Exhibit B⁷ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

N/A

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment. N/A

27. SHORT FORM REGISTRATION STATEMENT

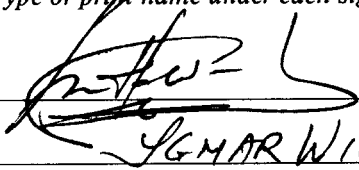
Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes No

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

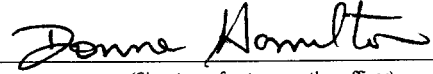
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)


IGOR WIER.

Subscribed and sworn to before me at 475 Park Avenue South, New York

this 3rd day of June, 19 96

DONNA HAMILTON
Notary Public, State of New York
No. 01HA4932048
Qualified in New York County
Commission Expires June 20, 1996


(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form CRM-154, formerly Form OBD-64 - Supplemental Statement):

Yes _____ or No ✓

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes ✓ or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

[Signature]
Signature

SGMAR WIEZ
Please type or print name of signatory on the line above

DIRECTOR
Title

JUNE 3, 1996
Date
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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

REPORT OF PUBLIC RELATIONS ACTIVITY ON BEHALF OF THE CURAÇAO TOURIST BOARD FOR FEBRUARY, 1996

OVERVIEW

During February we met with CTB-NY to develop strategies, set priorities and plan major activities for the coming months (a "Contact Report" of our meeting accompanies this report). We also spent a great deal of time approaching print and broadcast media in key markets about scheduling stories for Spring to support Summer, continuing our focus on new attractions and family-oriented stores.

It was brought to our attention in February that the most recent WEISSMAN TRAVEL REPORTS (while largely positive) mentions that there have been some "high profile incidents of crime" over the last few years and that visitors should be wary. We contacted the editor and were assured that we will be given a chance to make a case for the removal of the warning when the next edition is edited in a few months.

Press highlights in February include a major story in PERSONAL WATERCRAFT ILLUSTRATED (circ: 65,091) on the best spots for watercraft enthusiasts; an illustrated article on Curaçao's Jewish history in ISLANDS (circ: 173,685); a run of our press release on the Curaçao Golf Course in THE AFFORDABLE CARIBBEAN (circ: 34,850) and a run of Eleanor Ostman's ABC islands story in the PHILADELPHIA ENQUIRER (circ: 919,389). We assisted with all of these stories.

At the end of this month, the CARIBBEAN TRAVEL & LIFE (circulation: 130,000) "Best Of The Caribbean" issue appeared. Curaçao was listed as being one of the ten best in the Caribbean in three categories: Best Dive Spots (Mushroom Forest), Best Hikes (Mt. Christoffel) and Best Views (Queen Juliana Bridge). We had worked with the various writers to insure Curaçao's inclusion.

These press hits, along with the other clippings, are included with this report.

PRESS CONTACT

Throughout the month, MMA was in contact with trade and consumer media across North America on behalf of Curaçao, "pitching" stories, responding to information and photo requests; following up on press releases, fact-checking upcoming articles and more. Following is a list of the most significant of these contacts.

- **GLAMOUR** (circ: 2,081,212) -- Provided Ellen Breslau with information on summer hotel packages for possible inclusion in a travel article scheduled for the May issue.
- **TRAVEL & LEISURE** (circ: 900,000) -- Fact-checked text with Ann Schoen for Caribbean advertorial, scheduled for Spring.
- **CONDÉ NAST TRAVELER** (circ: 700,000) -- Assisted writer Ian Glass with information about popular bars on island for possible inclusion in an article focusing on tropical bars with the best views, bartenders, specialty drinks etc. scheduled for the July issue.
- **THE NEW YORKER** (circ: 756,081) -- Sent Press Kit and slide selection to Vicki King who is working on a "pictorial" advertorial on the Caribbean.
- **ENDLESS VACATION** (circ: 939,456) -- Met with freelance journalist Robert Rattner, who is a regular contributor to this magazine, in order to develop feature story ideas for Curaçao..
- **COLONIAL HOMES** (circ: 617,116) -- Jane Clancy was given information about Curaçao's history and architecture in preparation for a brief stop in April as part of a cruise ship trip.
- **FAMILY LIFE Magazine** (circ: 400,000) -- Ian Keown, who is writing an article on upscale family vacations, was provided with information.
- **BATON ROUGE, LA, ADVOCATE** (circ: 139,052) -- Travel editor Cynthia Campbell was provided with slides and information for a story on Curaçao cuisine
- **WICHITA, KS, EAGLE** (circ: 111,827) -- Information on new attractions in Curaçao was sent to Travel Editor Jane Bernhardt.
- **CITY PARENT** (circ: 60,000) -- Family package information was sent to travel editor Liz White.
- **TOUR & TRAVEL NEWS** (circ: 54,909) -- Provided Sue Smith Juliano with events information for calendar to be included in upcoming USTOA supplement.

-- more --

- **BURLINGTON, VT, FREE PRESS** (circ: 53,402) -- Travel editor Joe Cuts was given assistance with a story on honeymooning in the Caribbean.
- **CORPORATE MEETINGS & INCENTIVES** (circ: 36,000) -- Paris Perlmutter was given information on Curaçao meetings facilities for an article to appear in the June issue.
- **LATITUDES** (circ: 275,000) -- Sent slides to Louis Gautier, editor of this Canadian magazine, for an article planned for the Spring issue about small hotels in the Caribbean.
- **ATLANTA PARENT** (circ: 42,735) -- Liz White was given information on family packages and attractions for an article to appear in the May issue.
- **INCENTIVE** (circ: 40, 065) -- Travel editor Vince Alonzo was given information for an article on incentive travel to Curaçao to appear in the April issue.
- **LEADERS Magazine** (circ: 32,669) -- Kara Peterson, of this magazine that focuses on world-wide leaders in different industries, was given several press kits and biographical information about government officials, for a possible article.
- **DONNA ROSENTHAL** -- Ongoing contact with this California-based freelance writer who visited Curaçao in December, to provide additional information and help to develop "pitches" to sell her stories to some major magazines and newspapers. She has several promising leads.
- **FRANCES SHEMANSKI** -- Freelance writer who is known for her calendars of events. Sent 1996 information for Curaçao.

PROJECTS

- **DIVE PRESENTATION** -- We wrote and provided the photo slides for a seven-page presentation to be used by CTB-NY and CTB-MIAMI at Dive-related trade shows and seminars.
- **MYSTERY SHOPPER PHOTO SHOOT** -- We arranged for one of the recent Mystery Shopper promotion winners to participate in a check presentation photo shoot. The photos were sent to the travel trade magazines and one will be used in the upcoming CTB travel agent newsletter.

- **WORLD TRAVEL EXPO** -- Wrote a Curaçao advertorial for a special supplement to be placed in the MIAMI HERALD to promote the World Travel Exposition to take place in Miami.
- **TV GAME SHOW PRIZEWINNERS** -- In February, we arranged for the latest game show prizewinners, a Mr. and Mrs. Debold, to take their prize trip. They stayed at Sonesta and flew ALM, as per the conditions of that promotional giveaway.

PRESS TRIPS

- **DIVE CURAÇAO** -- Together with Miriam Martin at CTB-NY, we are making arrangements for the authors of this guidebook, George S. Lewbel and Larry Martin, to visit Curaçao from March 3-11.
- **TRAVEL TRADE EDITOR TRIP** -- We have begun inviting the Curaçao editors from the major travel trade magazines for a press trip to coincide with the Tour Operators Workshop

PRESS RELEASES

- **"HAPPY BIRTHDAY! WORLD-FAMOUS CURAÇAO LIQUEUR TURNS 100"** was sent to major travel trade and consumer publications.
- **"RONALD EDWARDS JOINS CURAÇAO TOURIST BOARD"** was sent to travel trade media.

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REPORT OF PUBLIC RELATIONS ACTIVITY ON BEHALF OF THE CURAÇAO TOURIST BOARD FOR JANUARY, 1996

OVERVIEW

In January, the media largely shifted from writing the general destination and "what's hot" stories that are typical in Fall and early winter, and began looking for more specific, seasonal information.

The travel trade was interested in how well Curaçao was doing this Winter, on new hotel developments and on new marketing incentives for the shoulder season. The consumer media seemed to become more than usually preoccupied with family travel.

In response, we have sent out family hotel package information and an updated version of our press release on Curaçao for families ("Soft Adventure Attractions Make Curaçao A Family Paradise"). We have also begun "pre-selling" the media on the Family Summer promotion, letting them know it will be happening and telling them to wait for details.

Press highlights this month include a major story in one of the largest circulation woman's magazines in the U.S., WOMAN'S WORLD (circ: 1,240,402). We had pitched travel editor Brooke Comer on the story and provided her with information and assistance. In addition, Stacy Small, whom we sent to Curaçao on a press trip last Spring, wrote the Curaçao section of a MODERN BRIDE (circ: 332,608) piece on Caribbean honeymoons.

Also in January, several of our press releases were run in the trade press. Included in this, our release on new hotel developments ("Curaçao Gears Up For 1996 With New; Upgraded Hotels") was run in SOUTHEAST TRAVEL PROFESSIONAL. TRAVEL WEEKLY ran our release on the golf course at the Curaçao Squash & Country Club ("Golf Course On Arid Curaçao Has Greens Of Packed Sand").

These stories, along with the rest of the press clippings, are included with this report.

PRESS CONTACT

Throughout the month, MMA was in contact with trade and consumer media across North America on behalf of Curaçao, "pitching" stories, responding to information and photo requests; following up on press releases, fact-checking upcoming articles and more. Following is a list of the most significant of these contacts.

- **SESAME STREET PARENTS** (circ: 1, 175,000) -- Robin Morris was given information for a story on Summer family travel, to appear in the March issue.
- **ELLE** (circ: 867,245) -- Family travel information was sent to Laura Marmor, for use in the April issue.
- **DEPARTURES** (circ: 266,952) -- Barbara Mateer was given information on new attractions and hotels, for a story to appear this summer.
- **TRAVEL HOLIDAY** (circ: 600,284) -- Information on family packages in Curaçao was given to Joe Bressnaski.
- **ISLANDS** (circ: 185,000) -- Information on sports in Curaçao was given to Eco Garrett for an article to appear in the May issue.
- **BRIDAL GUIDE** (circ: 202,205) -- Joan Iaconetti, whom we sent on a press visit to Curaçao earlier this summer, was assisted with an ABC islands honeymoon story to appear this Summer.
- **NORTH JERSEY NEWSPAPERS** (circ: 170,000) -- Jeff Sylva was provided with a variety of information for use in preparation for a possible press visit.
- **THE CEDAR RAPIDS GAZETTE** (circ: 84,941) -- Travel editor Dawn Goodlove was sent general information for a Caribbean round-up story.
- **CARIBBEAN TRAVEL & LIFE** (circ: 130,000) -- Natalie Aristy was given information on films that were shot in Curaçao, for the May issue.
- **MEETINGS & CONVENTIONS** (circ: 80, 649) -- Assisted Carla Benini with the Curaçao section of their annual Caribbean round-up.
- **CHICAGO SUN-SENTINEL** (circ: 34,657) -- Provided Arlene Becker with information about family attractions in Curaçao, for a story to appear in March.
- **TROPICAL LIVIN'** (circ: n/a) -- Provided Helen Willensky, the author of this upcoming book on Caribbean festivals and cuisine, with a variety of information.
- **COLORADO NEWS** (circ: 49, 768) -- Information on hotel packages was sent to travel editor Sharon Silvas.

- **SUCCESSFUL MEETINGS** (circ: 75,381) -- Karen Grimes was given slides and information for a story to appear in February.
- **INCENTIVE** (circ: 44,678) -- Sent slides and information to editor Vince Alonzo, for an article on meetings and incentives facilities on the island, to appear in March.
- **TODAY'S DALLAS WOMAN** (circ: 41,349) -- Provided travel editor Madelyn Miller with information on family attractions in Curaçao.
- **EASTON, PA, EXPRESS TIMES** (circ: 50,009) -- Fact checked a story by Gloria Hayes Kremer on the best Caribbean islands to appear shortly.
- **PLEASANTON VALLEY, CA, TIMES** (circ: 35 195) -- Travel editor Carol Fowler was given information for a story on Curaçao cuisine.
- **TRAVEL WEEKLY** (circ: 21,198) -- Curaçao editor Kristin O'Meara was given information on new hotels in Curaçao.
- **TRAVEL AGENT** (circ: 34,655) -- Provided Caribbean Editor Martin Elder with information on new hotel developments.
- **TOUR & TRAVEL NEWS** (circ: 28, 457) -- Sue Smith Juliano was given information on hotel packages, to for an article to appear in February.
- **BLACK MEETINGS & TOURISM** (circ: N/A) -- Joy Wilson was sent information on Curaçao's cultural history and meetings facilities for use in the March issue.
- **TRAVEL LEADER NEWS** (circ: N/A) -- Provided Dan Nesbett with information on recent hotel developments, for an article to appear in Spring '96.

PROJECTS

- **TRADE SHOW SLIDE PRESENTATION** -- This month, MMA wrote a new 16-page slide presentation for use in the upcoming Spring trade shows. Once the final draft was complete and approved, we also collected and organized the five racks of 50 slides required by CTB-NY and CTB-MIAMI for the upcoming series.

PRESS TRIPS

- **AMERICAN HERITAGE** -- We had been in contact with Carla Davidson, who writes for this magazine, since last summer, providing her with information and pitching her on stories. In late January, she arranged her own trip to the island (in keeping with her magazine's policy on not taking sponsored trips).

PRESS RELEASES

- **“ATTENTION INTERNET SURFERS...YOU CAN WIN A FREE TRIP TO CURAÇAO”** was sent to major travel trade and consumer publications.
- **“FREE CURAÇAO VISITORS GUIDE NOW AVAILABLE”** was sent to major travel trade and consumer publications.

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REPORT OF PUBLIC RELATIONS ACTIVITY ON BEHALF OF THE CURAÇAO TOURIST BOARD FOR DECEMBER, 1995

OVERVIEW

This month, in addition to the high level of press contact that is normal for this time of year, MMA also worked to support several new tourism-related developments in Curaçao. At the end of November, ALM announced that they were making Curaçao the center of a new hub and spoke system, and we worked with them, providing information to press and giving advice, to help get the word out. In addition, we worked with CTB-NY, assisting them in preparing for the DEMA show, by writing and editing press materials, giving advice and inviting reporters to a press conference to announce a new dive property.

Throughout the month, we also continued to monitor the internet for Curaçao questions and comments, responding when it was appropriate.

*Press coverage remained good in December. Highlights include a major cover story in the Canadian magazine **TRAVEL A'LA CARTE** (circ: 157,000), an ABC Island's Quiz article by Joan Iaconetti in **BRIDAL GUIDE** (circ: 202,205) -- we had sent Ms. Iaconetti to Curaçao on a press visit last June -- and several stories in the travel trade magazines about recent hotel developments based on the press release we sent out in October.*

As always, the full month's press clippings accompany this report.

PRESS CONTACT

Throughout the month, MMA was in contact with trade and consumer media across North America on behalf of Curaçao, "pitching" stories, responding to information and photo requests; following up on press releases, fact-checking upcoming articles and more. Following is a list of the most important of these contacts.

- **FOOD & WINE** (circ: 735,000) -- Provided information and assistance to writer Jessica Harris, who is working on a story about Curaçao history and cuisine to appear in the March issue.

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- **TRAVEL & LEISURE** (circ: 1,100,598) -- Edited copy for upcoming advertorial to be entitled "AMEX Official Card Islands Guide of the Caribbean" appearing this spring.
- **LOS ANGELES TIMES** (circ: 1,104,651) -- Information on senior travel to Curaçao was given to Harry Basch, for an article to appear sometime in January.
- **DALLAS/FORT WORTH MORNING NEWS** (circ: 814,404) -- Madelyn Miller was given information for a honeymoon story, to appear in March.
- **THE NEW YORKER** (circ: 756,081) -- Karen Manville was given information for inclusion in *At Large, At Large*, the magazine's travel trade newsletter.
- **BOSTON HERALD** (circ: 312,779) -- Helen Pine, who has a regular travel column in the HERALD, was given information for a story on family vacations.
- **CLEVELAND PLAIN DEALER** (circ: 548,268) -- Provided David Molyneaux with information on diving in Curaçao, for an article to appear in early '96.
- **WORTH** (circ: 302,254) -- Anne Field was given information on children's programs, for an article to appear in Spring '96.
- **OUT OF TOWN** (circ: 50,000) -- Information on small hotels and inns in Curaçao was given to Richard Jarrel, editor of this small, Texas-based magazine.
- **THE WASHINGTONIAN** (circ: 157,052) -- Provided Dale Leatherman with information on sporting activities in Curaçao for an upcoming article in this D.C. based magazine.
- **BLACK MEETINGS & TOURISM** (circ: 38,465) -- Sol Herbert was given information for an issue on the best dive islands, to appear in March, '96.
- **CORPORATE MEETINGS & INCENTIVES** (circ: 36,000) -- Paris Permenter and John Bigley were sent information for a Curaçao meetings update.
- **NIAGARA FRONTIER PUBLICATIONS** (circ: 27,560) -- Travel editor Michelle Ramstetter was given information for a honeymoon article, to appear in Spring '96.
- **TRAVEL WEEKLY** (circ: 27,000) -- Kristin O'Meara was given a marketing update, for an article on the Caribbean in winter season.
- **CANADIAN TRAVEL PRESS WEEKLY** (circ: 14,789) -- Information on the latest Curaçao marketing efforts was given to Ian Stalker.

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PROJECTS

- **CURAÇAO WEB SITE** -- On December 19, MMA met with CTB-NY and Interknowledge to offer our suggestions about improving the Curaçao Web site. A "contact report" on the conclusions of that meeting is included with this report.
- **THE GRAND CASINO** -- We have been contacted by Pat Streeter, who is organizing this charity casino event to occur on the USS INTREPID on June 13, 1996. Through CTB-NY, we have passed the information on to Curaçao's casino operators for their consideration.

PRESS TRIPS

- **DONNA ROSENTHAL** -- We arranged for this writer, who is regularly featured in the SAN FRANCISCO EXAMINER the NEW YORK DAILY NEWS, to visit Curaçao December 28-January 5. We are currently assisting her with stories for the DAILY NEWS and ISLAND'S magazine. She has also gotten some interest from THE NEW YORK TIMES. We will continue to follow up with her.

PRESS RELEASES & OTHER WRITING

- **"A NEW STAR RISES FROM CURAÇAO"** article for new CTB travel agent newsletter.
- **"ST. NICHOLAS AND CURAÇAO"** was sent to consumer magazines and newspapers across the country.
- Edited letter to the editor to be sent to RODALE'S SCUBA DIVING in response to an article they had published about a ship grounding off Curaçao.

###

REPORT OF PUBLIC RELATIONS ACTIVITY ON BEHALF OF THE CURAÇAO TOURIST BOARD FOR NOVEMBER, 1995

OVERVIEW

*Press coverage in November was very strong, with the Luce Impact Survey estimating equivalent advertising value of the month's clips at nearly \$500,000. Clipping highlights include a long Curaçao article in **THE NEW YORK TIMES** (circ: 1,800,000), by Linda Ruppert as part of their yearly Travel Section focus on the Caribbean. We had arranged for Ms. Ruppert to be assigned by the **TIMES** to write the story, and had fact-checked the finished article.*

*In addition, the **TORONTO GLOBE & MAIL** (circ: 377,197) published a major story by freelance journalist Marc Huber. We had arranged for Mr. Huber to see Curaçao on a press visit back in 1993. **TRAVEL HOLIDAY** (circ: 583,386) published our press release on the Fall Hotel Extra Night Special in their Steals & Deals section; **SUCCESSFUL MEETINGS** Magazine highlighted Curaçao as a "Center for International Commerce" and **JAX FAX TRAVEL MARKETING**, featured Curaçao in a multi-page article and on it's cover.*

As always these clips, along with all the others, are included with this report.

PRESS CONTACT

Throughout the month, MMA was in contact with trade and consumer media across North America on behalf of Curaçao, "pitching" stories, responding to information and photo requests; following up on press releases, fact-checking upcoming articles and more. Following is a list of the most important of these contacts.

- **MCCALLS** (circ:5,000,000) -- Laura Manske was provided with information on packages for Summer '96, for an article to appear in the May issue.
- **NEW YORK** (circ: 431,187) -- Information was given to Susan Breslow for a Wedding & Honeymoon guide to appear in the February 12, 1996 issue.

-- more --

2.

- **BRIDES** (circ: 322,818) -- Assistance with a story on new attractions for honeymooners in Curaçao was given to Stacy Small, for an article to appear in the February issue.
- **NEWARK STAR LEDGER** (circ: 696,576) -- Patricia Savarese was given information on hotel packages and new developments for an article to appear in December.
- **PROVIDENCE JOURNAL** (circ: 245,000) -- A variety of information was given to Jane Adler, the newspaper's new travel editor.
- **ISLANDS** (circ: 170,000) -- Writer Simon Lee was given information on the Mikve Israel Emmanuel synagogue for an article on religious tourist sights, to appear in the February issue.
- **AMEX TRAVEL SERVICES NEWSLETTER** -- Robyn Boushony was given a variety of information and slides for a general destination piece to appear in the March issue of this newsletter, which is sent to approximately two million American Express Card-holders.
- **FOR THE BRIDE** (circ: 147,274) -- Assisted Judy Elster with an article on honeymooning in Curaçao, to appear early next year.
- **CARIBBEAN TRAVEL & LIFE** (circ: 135,450) -- Provided Mike Harms with information on golfing in Curaçao, for an article to appear in the February issue of CT&L's newsletter **THE AFFORDABLE CARIBBEAN**.
- **CHATTANOOGA, TN, FREE PRESS** (circ: 114,611) -- General destination information was given to Gloria Hayes Kremer, for a Caribbean "round-up" to appear early next year.
- **BAY STATE NEWSPAPERS** (circ: 110,653) -- Peter Chianca, travel editor for this large, Massachusetts newspaper chain, was given information for an article on family travel, to appear sometime early next year.
- **TRAVEL & RECREATION** (circ: 35,674) -- Provided editor Kevin Chai with a variety of information and slides for the premiere issue of this new consumer travel magazine.

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- **JEWISH NEWS** (circ: 23,876) -- Travel editor Joseph Feinstein was given a variety of information in preparation for his visit to the island, scheduled as part of a cruise that arrives on the island December 12.
- **FROMMER'S ENCYCLOPEDIA** -- We provided a variety of information and slides to Bob Fisher, who is putting together this new CD-ROM travel offering.
- **TRAVEL AGENT** (circ: 34,000) -- Martin Elder was given information on new hotel developments for an article to appear in late December or early January.
- **TRAVEL WEEKLY** (circ:) -- A variety of information was given to Kristin O'Meara, for a Curaçao Update, to appear sometime next month.

PRESS TRIPS

- **FODORS '97** -- We are arranging for Melissa Rivers, the writer who is updating the Curaçao section of the 1997 FODORS CARIBBEAN GUIDE and FODOR'S PORTS OF CALL, to visit Curaçao December 8-10.

PROJECTS

- **CCT CARIBBEAN VACATION PLANNER SWEEPSTAKES** -- As part of the promotion for this new, Caribbean travel manual, CTO wanted to give away a few top-quality hotel stays to consumers who purchased the book. We convinced them to include Curaçao, and arranged for Sonesta to donate the prize.
- **AVENUE MAGAZINE PHOTO SHOOT** -- We have begun negotiating with the photo editor for the upscale, New York based magazine **AVENUE**, to schedule a multi-page photo shoot in Curaçao sometime next year. Although planning is still in the preliminary stages, we hope to host the models and crew sometime in late Spring.

PRESS RELEASES & OTHER WRITING

- **"CURAÇAO TEAMS UP WITH TRAVELFILE"**, to be sent to travel trade publications and for use in the new CTB travel agent newsletter.

4.

- Wrote statement from North American Director concerning **USA TODAY** article on Dengue fever.

###

REPORT OF PUBLIC RELATIONS ACTIVITY ON BEHALF OF THE CURAÇAO TOURIST BOARD FOR OCTOBER, 1995

OVERVIEW

This month, we continued to pitch Curaçao to a wide range of trade and consumer media, in North America and beyond. We are also working with the major newspapers and consumer magazines that are preparing stories to appear in early winter, ensuring Curaçao is included and fact-checking information.

We have also begun pitching GOOD MORNING television shows in gateway cities, to try and get them to add Curaçao to their production schedule for next year.

In October, we supported CTB North America's many Fall marketplace activities, and worked with them and Warren\Kremer\CMP in preparing the marketing program for next year. We were also in contact with cruise publications and newsletters, regarding the FCCA Conference in Willemstad, providing information on Curaçao's attractions for cruise visitors.

Press coverage highlights this month included a major Curaçao article by Brook Hill Snow in the bi-monthly cruise magazine PORTHOLE; a piece on Animal Encounters in CARIBBEAN TRAVEL & LIFE and a piece on honeymooning in Curaçao in the Long Island newspaper TRAVELER WATCHMAN. In addition, our press releases on Fall promotions (especially the "extra night" deal) were run, and TRAVEL WEEKLY did a story (at our suggestion) on Curaçao's response to the recent hurricanes.

PRESS CONTACT

Throughout the month, MMA was in contact with consumer and travel trade media on behalf of Curaçao. Following is a list of the most important of these contacts.

- **WOMAN'S WORLD (circ: 1,400,000)** -- Pitched travel editor Brook Comer, then provided her with information and slides for a major Curaçao article to appear in January.
- **LOS ANGELES TIMES (circ: 1,457,685)** -- Eileen Oakins was given information for a post-hurricane story, to appear in late October.
- **TRAVEL HOLIDAY (circ: 600,285)** -- Noel Collins was given information winter hotel packages, for an upcoming article.
- **HONEYMOON (circ: 300,000)** -- Eva Capps, travel editor of this new publication, was given a background briefing and information on honeymooning in Curaçao.
- **ISLANDS (circ: 185,000)** -- Kevin Garret was given informaton on children's packages and activities, for an article to appear in the December issue.
- **SPORT DIVER (circ: 105,260)** -- Worked with writer Ellsworth Boyd on a comprehensive Curaçao dive piece, to appear later this fall.
- **TRAVEL A LA CARTE (circ: 147,000)** -- Alan Louke, contributing editor, was provided with information and slides on "soft adventure" attractions in Curaçao, for an article to appear in the Winter '95 issue.
- **SYDNEY, OHIO DAILY NEWS (circ: 23,379)** -- Travel Editor Marjorie Wuebeker was given information for a general destination piece, to appear early next year.
- **CARIBBEAN WORLD (circ: 38,000)** -- Suzanna Ward was given information for an island profile, to appear in November.

-- more --

3.

- **JAX FAX TRAVEL MARKETING (circ: 28,000)** -- A variety of information and slides were given to Jodie Brennan, for a major cover story to appear in the November issue.
- **KWIHI (circ: N/A)** -- Theresa Lopez was sent slides and information for a story on Otrobanda, to appear in the next issue of Air Aruba's in-flight magazine.
- **JEWISH JOURNAL (circ: N/A)** -- Editor Andrew P olin was assisted with a story on the island's Jewish history, to appear some time next year.
- **CANADIAN TRAVEL PRESS WEEKLY (circ: 15,000)** -- Editor Bob Mowatt was given information on Curaçao's current marketing programs.
- **TRAVELING TIMES (circ: N/A)** -- Information on new hotel developments was given to Julie Statenzy, for use in late November in this new, travel-oriented newsletter.
- **TRAVEL SMART (circ: 15,000)** -- Harriet Barkus was given information for a story on family attractions in Curaçao, to appear in this newaletter sometime next year.

PRESS TRIPS

- **MELANIE YOUNG** -- We arranged for this writer, who is on assignment for MODERN BRIDE and who also writes for TRAVEL & LEISURE and SPORTS TRAVEL, to visit Curaçao October 5-8. Her first piece, for MODERN BRIDE, is scheduled to appear next month.

PROJECTS

- **TV GAME SHOWS** -- This month saw the airing of two more of the promotional spots on television game shows featuring Curaçao hotels that we had arranged through Parkinson Promotions (con.).

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4.

- On October 10, THE BEST PICTURE SHOW featured a Curaçao trip as a prize with accompanying video and voiceover. On October 31, the same type of trip was offered on the nationally syndicated WHEEL OF FORTUNE.

PRESS RELEASES

- **“CURAÇAO GEARS UP FOR 1996 -- AND THE FUTURE -- WITH NEW AND UPGRADED HOTELS”** was sent to major newspapers, magazines and travel trade publications.
- **“GOLF COURSE ON CURAÇAO HAS ‘GREENS’ OF PACKED SAND”** was sent to major newspapers, magazines and travel trade publications.

###

CURAÇAO DIVE PRESENTATION

Slide #

LOGO

Welcome, or as we say in Curaçao Bon Bini, to our brief Curaçao dive tour. I think you will find our journey interesting, and a little bit surprising.

In the last few years the number of US visitors to Curaçao has risen dramatically --- nearly 50% more Americans visited last year than in 1993. Why? Our tourism scene has improved tremendously -- air access is easier than ever, unique attractions have opened and many new hotels have begun operation or are planned. But there's something more going on.

Travelers looking for something different have discovered that Curaçao is full of wonderful surprises. Where else can you take a spectacular dive in the morning, shop at a "Floating Market", explore ancient caves, see flowers blooming on cactus plants and wind up the day watching the sunset from a fancy restaurant built inside in a Fortress?

Or maybe you'd prefer to spend your time on a photo safari stalking tiny Curaçao deer? Or simply lounging on one of 38 white-sand beaches, most in secluded coves and lapped by the clearest water in the Caribbean. It's all there.

2.

Slide #

MAP

Curaçao is in the southern Caribbean, about a two hour flight from Miami and four hours from New York. It's closest neighbors are Aruba, 42 miles to the west and Bonaire, 30 miles to the east. Together the three islands are often called the ABC islands which, unfortunately, leads some people to believe they are identical. Although the ABC's do share some things, (like our Caribbean/Dutch heritage and the local dialect Papiamentu) each has something that makes it distinctly different from the other two.

Slide #

BEACH

Curaçao, for instance is larger than Aruba and Bonaire, and, many visitors tell us, there is much more to do and see in Curaçao (above and below the waterline), than there is on the other two islands. Our beaches also make us different, since many are in secluded coves, like this one. These cove/beaches are especially attractive to snorkelers, who enjoy cruising over the coral encrusted outcroppings. There are also larger natural beaches, and most of the major hotels have their own private man-made beaches. All share the same powder-white sand and crystal clear azure water.

Slide#

WATERFRONT

Willemstad, our capital, is one of the most picturesque cities in the Caribbean. The beautiful Dutch/Caribbean architecture dates back to the

17th century and the island's history as an outpost of Holland in the new world.

Slide #

WILLEMSTAD*

Long known as a shoppers paradise (best buys include Delft China and designer European fashions), Willemstad also has world-class restaurants, casinos, nightclubs and much more.

Slide #

FLOATING MARKET*

You can even visit a "Floating Market" where schooners from Venezuela tie up to sell fish and produce.

But just a few miles away from the capital city

Slide #

CHRISTOFFEL

is a wild countryside, called Kunuku in Papiamentu. Just a short drive from Willemstad you'll find Christoffel National Park, pictured here, which was recently named one of the ten best hikes in the Caribbean by CARIBBEAN TRAVEL & LIFE magazine.

Here you can see tropical birds, iguana, strange flowers blooming on cactus plants and even a dwarf deer, called the Curaçao deer, that is indigenous to the island. The trails are perfect for walking, but guided jeep tours are also available.

Slide #

MT. CHRISTOFFEL*

The more adventurous and fit can arrange to make the 90-minute climb to the crest of Mt. Christoffel itself, to experience one of the most breathtaking views the island has to offer. On a clear day, you can see the coast of Venezuela from the summit.

Near the airport is another of Curacao's natural attractions, one that only recently opened after a major renovation.

Slide #

HATO CAVES*

The Hato Caves were formed in the massive prehistoric geological shifts that formed Curaçao. Once used as a hiding place by runaway slaves, today the caves are quickly becoming one of the island's most popular attractions.

Hourly guided tours point out unique geologic formations, stalagmites and stalactites, underwater pools, 1,500 petroglyphs and even a small waterfall. Improved pathways and better lighting make exploring comfortable.

Of course not all the beautiful sights in Curaçao were created by mother nature.

Slide #

LANDHOUSE *

Landhouses, once homes of important landowners and gentry, are special attractions all over Curaçao. Several have been converted into restaurants or museums. Landhuis Ascension serves as a recreation center for Dutch

Marines but holds open house the first Sunday of every month featuring local music, handicrafts and refreshments. Landhuis Brievengat showcases craft exhibits and hosts a folkloric troupe on Sundays. Friday night, the landhouse is the site of a popular singles night. Landhuis Daniel is a nine-room cliffside hotel with dive shop, terrace restaurant and Harley Davidson rental desk.

There is much more to see on the island, but by now I know you're probably thinking...so, how's the diving?

Slide#

AERIAL VIEW

Underwater, Curaçao offers as much variety as it does above-water. Whether you prefer diving or snorkeling, going from a boat or from shore, you'll find something perfectly suited to your dive tastes. Curaçao has over 100 recognized dive sites, and many of them are close to shore. Recently, in fact, RODALES SCUBA DIVING named Curaçao the second best shore diving island in the Caribbean. There are wall dives, reefs, wrecks...you name it. And visibility is up to 150 feet.

Slide #

DIVE SHOP

There are 18 PADI certified dive shops in Curaçao offering the full range of equipment and services. Dive courses conforming to PADI guidelines are available all over the island, and several schools provide NAUI, CMAS, and VDTL approved certification.

Slide #

DIVE SHOP

Curaçao is also home to the largest air station in the Caribbean, located here, at the Underwater Curacao Dive Center. Facilities here are state-of-the-art, as they are all over the island. And although we hope you will never need them, we have two decompression chambers on the island, including the largest chamber in the Caribbean. Our hospital is modern and efficient, and staffed by North American and European trained doctors

Slide#

SNORKELERS

As you can imagine, this combination of clear water and a rich variety of coral just offshore makes Curaçao a treat for snorkelers. Even first-timers will not have to venture out too far to have a memorable underwater experience. Best snorkeling spots include Playa Lagun, a small cove beach protected on either side by long limestone outcroppings with coral just steps from shore, Boda di Sorsaka, a two tiered site sprouting a variety of coral including Gorgonians and Elkhorn, and Piedra Di Sombre, which features a spectacular steep wall covered with sponges and black coral trees.

Slide # 11

UNDERWATER

Divers and snorkelers alike will love the Curaçao Underwater Park. A protected National Park since 1983 (no spear fishing or anchoring is allowed), undersea explorers will find twelve and a half miles of unspoiled coral reef to enjoy. Favorite sites here include Oswaldo's Dropoff, a fish-feeding station topped by heads of Elkhorn Coral as well as Staghorn Coral and Gorgonians; Car Pile, an artificial reef made from junk cars and

Jan Thiel, which has a lush, well-populated reef that keeps getting better the deeper you dive.

Slide #

UNDERWATER

The island's other Underwater Park, Banda Abao, stretches from Kadushi Cliffs on the western side of the island east to just north of Kaap St. Marie. Here there are 21 boat dive sites as well as 20 shore sites including Mushroom Forest, which makes everyone's list of top Caribbean dive spots. This gently sloping reef is covered with startling mushroom shaped coral. A must see, the Mushroom Forest is perhaps best summed by the dive guide book Aqua Expeditions which said simply that it was "breathtaking". Another must for divers are Curaçao's two best-known ship wrecks, Tow Boat and the Superior Producer.

Slide#

TOW BOAT

Tow Boat, a harbor tugboat that had outlived its usefulness and was deliberately sunk in 17 feet of water, is an accessible and rewarding dive. The wreck is in an upright position and is covered with orange tube and brain coral. Just out from the wreck, a wall appears covered with elephant ear sponges and sheet coral.

Slide#14

THE SUPERIOR PRODUCER

Just northwest of Willemstad is the Superior Producer, a completely intact freighter. This is a deep dive -- the keel is at 110 feet; the bridge at 90 feet --

and the area can have a strong current, so caution and advanced dive expertise are recommended. Expect to see anemones and coral, but larger creatures, like porpoise and Eagle rays, are not infrequent visitors.

And there is much more. Virgin reefs surround a small, uninhabited island called Klein Curaçao where sea-life is numerous and varied. There are wonderful sites with names like Hells Hole, Oswaldo's Dropoff, Sponge Forest and Blue Bay. There is too much, in fact, for me to cover it all today.

Accommodations also run the gamut from the small and unassuming to five-star luxury.

Slide#

LION'S DIVE

Located right on the Curaçao Underwater Park is the Lions Dive Hotel & Marina. Surrounded by a beautiful tropical garden, this rustic hotel is the perfect spot for divers who enjoy classic accommodations. Guests of the Lions Dive, which calls itself the "ultimate oceanfront dive resort", can take advantage of a PADI five-star dive facility and enjoy free entrance to the nearby Curaçao Seaquarium.

Slide#

SONESTA

Opened in November of 1992, the Sonesta Resort & Casino is a modern interpretation of the traditional Dutch Colonial style architecture found on the island. Located on a spectacular, white sand beach, Sonesta's airy layout, lush landscaping, and state of the art facilities make it a true Caribbean

classic. Special features include three restaurants, 2 lighted tennis courts, fresh-water swimming pool, fitness center, sauna, steam room, two outdoor Jacuzzis, and full dive/watersports center.

SLIDE #

CURACAO CARIBBEAN

Just next door to Sonesta is the Curaçao Caribbean Resort & Casino. A deluxe, oceanfront resort, the hotel has a private beach, three restaurants, and features unique, special touches like an "Executive Floor" with concierge and secretarial services. The Caribbean offers conference and meetings facilities, a shopping gallery with boutiques, beauty salon, tennis courts, swimming pool, a professional dive operation and watersports on-site.

Slide #

HOLIDAY BEACH

The Holiday Beach Hotel & Casino, which recently underwent a major renovation, is unusual because each room has its own, private balcony. There are also conference and meetings facilities, a boutique, drugstore and beauty salon along with a professional dive operation on site.

Slide#

AVILA BEACH

Situated on its own private beach, this small, antique filled hotel was built in the 1880's as the country house of the island's governor. With the addition of its new wing , "La Belle Alliance," the hotel has nearly doubled the number of rooms from 45 to 85. New rooms have air conditioning and a

private terrace. The hotel has an open-air restaurant and bar, and is very close to the Underwater Park.

Slide#

KADUSHI

Kadushi Cliffs, is an exclusive, villa-style complex on the southwestern side of the island. A fully-equipped dive shop is on-premises, making Kadushi perfect for small groups, families or pairs of diving couples.

Slide #

PRINCESS

Located on a long beach within beautifully laid-out tropical gardens, the newly re-furbished Princess Beach hotel has just added a new wing which includes a new restaurant and two additional swimming pools. The Princess has a shopping arcade, a swim-up pool bar, excellent watersports facilities and an on-site Peter Hughes dive operation.

There are also several smaller hotels including the Coral Cliff, a beautiful, secluded hotel on the western side of the island and Club Seru Coral, an intimate hotel located in the heart of Curaçao's countryside.

Slide #

CAPT. DON'S

Next year, will see the opening of the island's newest dive resort, to be managed by Bonaire's famous Captain Don's Habitat.

Slide#

LOGO

Thanks for coming on this brief visit to Curaçao. I hope to see you there soon.

SCRIPT FOR TRAVEL AGENT SEMINAR

Slide #1

CURACAO LOGO

Welcome, or as we say in Curaçao, Bob-Bini.

Sometimes when people are speaking in front of a group they'll jokingly say, "Pay Attention...There'll be a quiz afterward." Well today, we are going to take a quick trip to my home -- one of the Caribbean's fastest growing destinations..Curaçao -- and there really will be a quiz afterwards. We call it the Curaçao Quick Quiz, and if you do well, you could leave here today with a prize. In the near future, you could also be called by the Curaçao Mystery Shopper, and the knowledge of the island you pick up today could win you a \$100 American Express Gift Check. I'll tell you more about that later.

In the last few years the number of US visitors to Curaçao has risen dramatically --- nearly 50% more Americans visited last year than in 1993. Why? Our tourism product has improved tremendously -- air access is easier than ever, unique attractions have opened and many new hotels have begun operation or are planned. But there's something more going on.

Travelers looking for something different have discovered that Curaçao is full of wonderful surprises. Where else can you shop at a "Floating Market", explore ancient caves, feed sharks by hand, see flowers blooming on cactus

plants and wind up the day watching the sunset from a fancy restaurant built inside in a Fortress?

How about diving in a 12 and a half mile protected Underwater Park or taking a ride through coral reefs in a semi-submersible submarine? Or maybe you'd prefer to take a photo safari and stalk tiny Curaçao deer?.Or simply spend a day lounging on one of 38 white-sand beaches, most in secluded coves and lapped by the clearest water in the Caribbean. It's all there.

So lets begin our journey to Curaçao. Pay close attention and you could be a winner.

Slide #2

MAP OF ABC ISLANDS (GRAPHIC)

Curaçao is in the southern Caribbean, about a two hour flight from Miami and four hours from New York. It's closest neighbors are Aruba, 42 miles to the west , and Bonaire, 30 miles to the east. Together the three islands are often called the ABC islands which, unfortunately, leads some people to believe they are identical. Although the ABC's do share some things, (like the local dialect Papiamentu and excellent diving) each has something that makes it distinctly different from the other two. Curaçao, for instance is larger and more mountainous than Aruba and Bonaire, and, many visitors tell us, there is much more to do and see in Curacao than on the other two islands.

Slide #3

CURACAO BEACH

Passports are not required for U.S. or Canadian citizens visiting Curaçao. Travelers will need proof of citizenship in the form of a photo ID, and a return or continuing ticket. A passport or birth certificate is required for re-entry into the U.S.

Slide # 4

CURRENCY (GRAPHIC)

Our money is the Netherlands Antilles Florin, also called the Guilder. The exchange rate usually stays around 1.8 Guilders to the dollar. But there is really no need for visitors to exchange their money, because almost all hotels, shops and restaurants are happy to accept US dollars and major credit cards. Banking hours are 8:30 a.m. to 3:30 p.m, while Automatic Teller Machines, connected to US banks through systems like CIRRUS and PLUS, are available 24 hours a day.

Slide #5

GLASS OF WATER (GRAPHIC)

Drinking water, a concern for many travelers, is of no concern at all in Curaçao. All of our water comes from a state-of -the-art desalinization plant, so it is pure and delicious.

Slide #6

CLOCK (GRAPHIC)

In Curaçao, we are one hour ahead of Eastern Standard Time

Slide #7

CLOCK (GRAPHIC)

and the same as Eastern Standard Daylight time.

Slide #8**MEDICAL SYMBOL (GRAPHIC)**

While we hope none of our visitors need them, our medical facilities are excellent. European and U.S. trained doctors are available for hotel calls, and a large, modern, hospital is fully equipped to respond to any medical situation. Divers will be reassured to know that two decompression chambers (including the largest in the Caribbean) are available 24 hours a day.

Slide#9**ELECTRICITY (GRAPHIC)**

Curaçao operates on 110-130 volts a.c., 50 cycles. Many U.S. appliances that operate on 60 cycles will work fine, while some items like hair dryers and curling irons may overheat if used for an extensive period of time. Most notebook computers will work fine.

Slide #10**TELEPHONE (GRAPHIC)**

Calling the US direct from Curaçao is easy, just dial 011 plus the area code and number. For collect or credit card calls, visitors can dial AT&T Direct.

Slide #11**MAP OF CURACAO**

Curacao is completely outside of the hurricane belt, and is a dry island, with very few rainy days. The average temperature is 80 degrees fahrenheit. Cooling trade winds blow at about 15 m.p.h. year-round, so even in the middle of summer, visitors feel comfortable.

Slide #12

SMILING KID

More than 170,000 people (known as Curaçaoans) inhabit the island's 174 square miles. Its people are a harmonious mix of over 40 different ethnic backgrounds, reflecting Curaçao's history as an important trading port and gateway to the new world.

Considered a religious refuge since the time of the Spanish Inquisition, Curaçao's inhabitants include adherents of all the world's major religions. Christians, Jews, Muslims, Hindus, Buddhists and more all live and worship peacefully here.

Because of this history as a gateway to the new world, Curaçaoans pride themselves on their tolerance and hospitality. Many visitors tell us our people are our least known and most valuable asset.

Slide #13

NEWSPAPER COLLAGE

Most Curaçaoans speak English, since they are required to study it beginning in the third grade. Most people also speak Dutch and Spanish as well as Papiamentu,

Slide #14**NEWSPAPER COLLAGE**

a local language blending Portuguese, Dutch, African, English, Hebrew, French and some Arawak Indian.

Slide # 15**WILLEMSTAD**

Curaçao's Dutch heritage is most obvious in the storybook architecture of the capital city Willemstad. Here, Roccoco houses and shops with orange roofs and intricately gabled facades line narrow streets.

Slide #16**WILLEMSTAD**

Whether you are a shutterbug, a history buff or simply enjoy sightseeing, Willemstad, with its magical ambience and friendly people, is an experience that will stay with you a lifetime.

Slide # 17**TOURISTS SHOPPING**

Willemstad is also known as one of the Caribbean's best places for bargains, offering travelers a wide range of local and internationally known shops. Most stores are open Monday through Saturday from 8 a.m. to noon and again from 2 to 6 p.m. U.S. dollars and major credit cards are accepted throughout the island. There is no sales tax on most items and duty is very low.

Slide #18

MIKVE ISRAEL INTERIOR

Willemstad is also home to Mikve Israel Emmanuel, Built in 1732, Mikve Israel is the oldest synagogue in continuous use in the western hemisphere. The sand you see spread on the floor is said to symbolize Moses' and the Israelites voyage across the desert, and to also serve as a reminder of the Inquisition, when observant Jews were forced to worship in secret, often using sand to muffle the sound of services. In addition to the Synagogue, there is a museum and gift shop which sells religious items.

Curaçao is also home to one of the oldest Protestant churches in the Caribbean, called Fort Church.

Slide #19

FLOATING MARKET

Not far from the Synagogue is the floating market, where schooners from Venezuela dock daily to sell fresh fish, fruits, vegetables, and spices. With sellers and customers haggling in several different languages over exotic produce, the atmosphere here is colorful and charming. This is also a favorite spot for shutter bugs.

Slide #20

CURAÇAO SEA AQUARIUM

Just outside of Willemstad is the Curaçao Sea Aquarium, a collection of 75 hexagonal-shaped aquariums filled with over 150 different types of coral and almost every species of marine life found in the waters off Curaçao. In addition, the Sea Aquarium offers visitors glass-bottom boat rides to the

nearby Underwater Park and a chance to feed sharks by hand at a new exhibit called "Animal Encounters".

Slide #21

SEAWORLD EXPLORER

Another way visitors can have a close encounter with sea creatures is to take a ride in an unusual semi-submersible submarine called the Seaworld Explorer. The hour-long tour takes passengers over the coral reefs in Curaçao's protected Underwater Park, stopping at a shipwreck where divers jump in and feed the quickly congregating tropical fish before returning.

Outside of Willemstad, in the countryside, (called Kunuku in Papiamentu), things start to get a little wild.

Slide#22

CHRISTOFFEL NATIONAL PARK

This is Christoffel National Park, one of the largest and most interesting protected habitats in the Caribbean. Its 4,500 acres is home to a variety of flora and fauna including

Slide #23

many types of birds unique to the island, scores of iguana and much more. In the park's center is the island's highest peak,

Slide #24

MT. CHRISTOFFEL

Mt. Christoffel, which is a must for hikers in search of a new challenge. Especially recommended is a sunrise hike, which affords a fantastic view for miles around. On clear days, Venezuela and Bonaire can be glimpsed from the summit.

But not all of Curaçao's fantastic sights are above ground.

Slide #25

HATO CAVES

Not far from Curaçao's Hato International Airport are the Hato Caves. Hourly guided tours take visitors past a waterfall; ancient cave paintings; a shimmering pool and many unusual stalagmite and stalactite formations. Families especially enjoy the caves as a fun, active learning experience. Of course, sports lovers will also find plenty to keep them busy.

Slide #26

WINDSURFERS

Because of the prevailing tradewinds, and the many protected coves on the island, sailing and windsurfing are excellent.

Slide#27

DIVERS UNDER WATER

Curaçao also ranks among the finest dive sites in the Caribbean, with visibility up to 150 feet in certain spots. This year, in fact, Curaçao was named second best shore diving spot in the Caribbean by RODALE'S SCUBA DIVING magazine. Top dive sites include the twelve and a half mile Curaçao Underwater Park, which has its best spots marked with buoys,

Klein Curaçao, a small, uninhabited island just off the coast, and East Point which offers a staggering array of walls, coves and drop-offs.

Slide #28

DIVE SHOP

Dive and watersports centers offering equipment rentals can be found at most island hotels. Curaçao also has marina services and facilities for those arriving by private boat. Deep-sea fishing excursions are also available.

Slide#29

TENNIS

The island has a 9-hole golf course called the Curaçao Golf and Squash Club, and most major hotels have tennis courts.

Slide #30

HORSEBACK RIDING

Active travelers can also jog along the special path at the Rif Recreation, go horseback riding at Ashari Ranch, or work out in one of the many hotel or local fitness centers.

Of course, after all this activity, you'll probably want to zone out on the beach for a while. And Curaçao offers 38 sparkling strands to choose from.

Slide #31

BEACH

Unlike some of its Caribbean neighbors, Curaçao's beaches are mostly located in small, romantic coves, making them especially appealing to

appealing to honeymooners, couples and others not looking for long, expanses of sand crowded with hotels.

Slide #32

BEACH

Curaçao's 38 beaches are varied. Some are surrounded by giant cliffs, others by exotic plantlife. Some have modern facilities others are au natural. But they all share the same clear turquoise water and picture-perfect weather. Remember, Curaçao has almost no rainy days, receiving only about 20 inches of rain per year.

But don't think that Curaçao slows up once the ever-shining sun goes down.

Slide #33

WILLEMSTAD AT NIGHT

From casinos to nightclubs to world-class restaurants, Curaçao has some of the most active nightlife in the Caribbean. And, as you can see, the waterfront is also very pretty at night.

Slide #34

FOOD

At dinnertime, gourmands will find a variety of quality restaurants to suit their palate, with a choice of cuisines that is truly impressive. Argentinian, Creole, Chinese, French, Brazilian, Continental, Dutch, Caribbean, Indian, Italian, Thai and Indonesian cuisines are all represented here. Unusual local delicacies like funchi, a cornmeal cake, and keshi yena, a Gouda cheese stuffed with meat or fish, are also worth a try. Some of the newest

restaurants are in the Waterfort Arches, an old fortress with stunning waterfront views. As in most of the Caribbean, restaurants and hotels in Curaçao routinely add a 10 to 12% service charge.

Slide #35

CASINO

For entertainment, elegant Casinos, offering every game of chance from slot machines to roulette draw visitors and locals alike. Most Casinos are open from 2 p.m to 5 a.m., seven days a week. Most of the larger casinos are located in right in the major hotels.

Slide# 36

NIGHTCLUB

While disco's are numerous and popular, many nightclubs feature live music. Reggae, contemporary pop music, salsa, meringue and the local beat, called tumba, are the favored styles.

Year-round festivals also keep Curaçao dancing to a spicy beat.

Slide #37

CARNIVAL

Carnival is the island's "national party," starting New Year's Day and continuing until midnight on the day before Ash Wednesday. Carnival highlights include the Tumba Festival, in which bands show off their skills and the crowning of the "Tumba King" during the national parade which winds through the streets of Willemstad featuring elaborate floats and costumes and numerous live singing and dancing performances.

Slide #38**CARNIVAL**

Every summer, the Curaçao Salsa Festival celebrates that increasingly popular form of Latin/Caribbean music. The KLM Jazz Festival and Curaçao Jazz Festival, feature top artists from around the world.

Slide #39**COLLAGE OF AIRLINE LOGOS (GRAPHIC)**

Getting to Curaçao is easier than ever. American Airlines provides daily service from Miami, connecting with incoming flights from across the U.S. ALM Airlines flies from Atlanta and Miami, with connecting flights available from most major cities on United Airlines. Air Aruba flies from Newark, Miami, Tampa and Baltimore/Washington. Guyana Airways flies non-stop from New York several times weekly. Charter flights are available from selected cities. Departing passengers must pay a tax of U.S. \$12.50.

Slide #40**HOTEL COLLAGE**

Accommodations in Curaçao are subject to a 7% room tax. They range from large, luxurious beachfront hotels.

Slide #41**HOTEL COLLAGE**

offering the full spectrum of activities, entertainment and amenities, to

Slide # 42

HOTEL COLLAGE

affordable and appealing midsize properties (some of which are particularly suited to divers) to quaint little inns, apartments and guest houses.

Slide # 43

CRUISE SHIP IN SANTA ANA BAY

Every year more and more people get their first glimpse of Curaçao from the deck of a cruise ship. Sailing into narrow Santa Ana bay, looking down on the the red-roofs of Willemstad's spectacular Handelskade, or waterfront, is an experience your clients won't soon forget.

A number of cruise lines call on Curaçao throughout the year, including Crystal Cruises, Costa Cruise Lines, Norwegian Cruise Lines, Regent Cruises and Cunard Lines.

Slide # 44

NOW/WOW LOGO

So today you've seen that traveling to Curaçao can be a very rewarding experience for your clients. But booking Curaçao can also be very rewarding for you, the travel agent.

The Curacao Now/Wow program gives travel agents valuable prizes, including televisions, watches, VCR's, jewelry and more, just for booking the island.

Slide # 45

BROADSHEET

To redeem your prize, all you have to do is register as a Now/Wow agent, and then report your Curaçao bookings as they occur. Each booking is worth points that can be traded in for some of the valuable merchandise you see here. Thousands of prizes have already been given away, and Now/Wow will not go on forever, so don't miss out.

Slide #46

MYSTERY SHOPPER

But Now/Wow is not the only way you can profit from recommending Curaçao. The Curaçao Mystery Shopper, is calling travel agents across the country and asking them to suggest a good spot for a vacation. If the agent recommends Curaçao, the Mystery Shopper will reward them with an American Express gift check.

Slide #47

GIFT CHECK

If the agent goes on to mention any of the Curaçao Super Selling points, the amount of the Gift Check increases, up to \$100. The Super Selling points are the most important things any agent should know about the island -- in fact they were all included in the presentation you just saw. They are: 1. 38 Beach Coves; 2. Exceptional Diving and Snorkeling; 3. Dutch Caribbean; 4. International Cuisine; 5. Seventeenth Century Architecture; 6. Nightclubs and Casinos; 7. Out of Hurricane Belt; 8. Great Sightseeing. Remember, the more Super Selling points you mention to the Mystery Shopper, the larger the Gift Check.

Slide #48

1-800-3CURACAO

To sign up for Now/Wow, or get more information about the Mystery Shopper, you can see me after the Quick Quiz, or call 800 3CURACAO, anytime. You can also call 800 3CURACAO to make reservations or get further information about the island's hotels, attractions, land tour operators and much more.

Slide #49

CURAÇAO SUNSET

Thanks for coming on this short trip to Curaçao. Or as we say in Papiamentu, Masha Danke and Bon Dia/Nochi.

Now lets see how much you've learned.

Slide #50

QUIZ

Slide #51

NIKON ACKNOWLEDGMENT

**WOW!...IT'S EASIER THAN EVER TO EARN TV'S, VCR'S, JEWELRY &
MORE SIMPLY BY BOOKING CURAÇAO.. LEARN HOW AT THE 1995
CURAÇAO NOW!/CURAÇAO WOW! SEMINAR**

NEW FEATURES FOR '95/'96

- \$100 Gift Cheques from the "Mystery Shopper"
- 500 "Activation" Points toward big prizes
- Double prize points for certain bookings

We invite you to join us at one of the 1995 Curaçao Now/Wow! seminars to unveil the new and improved version of our popular travel agent promotion. Come together with VIP's from the island's hospitality industry and learn why Curaçao had the largest percentage increase of US visitors in the entire Caribbean in 1994. Catch up on new airline, hotel and wholesaler developments -- and learn about several new ways for travel agents to earn valuable "Now/Wow" prizes just by booking Curaçao.

To receive an invitation now, simply fill out and return this form with your business card (in the enclosed postage paid envelope?) .

CURAÇAO GOES ON LINE

Curaçao has joined the growing list of travel destinations that have pulled on to the information superhighway. Now, travel professionals (and consumers) can access comprehensive tourism information about the island through a site on the World Wide Web.

The Curaçao Tourist Board's new WWW address is:

<http://www.interknowledge.com/curacao/index.html>

Available through the new site is information about hotels, restaurants, beaches, history, culture, diving and more all accompanied by beautiful color photographs. Soon to be added are a What's New area; information on special offers for travel agents and consumers; a Guest Book, where recent visitors can leave their hints and comments for prospective visitors, a Travel Agent Finders section and much more.

Tourism information about the island will soon also be available as part of the new Caribbean Tourism Forum planned by CompuServe. The Forum will provide up-to the-minute tourism information as well as answers to questions about the region. Curaçao information is already available on CompuServe through their Caribbean Travel Library.

CURAÇAO TEAMS UP WITH TRAVELFILE

Need the latest info on Curaçao in a hurry? Then tap into TRAVEL FILE, the travel agent oriented computer service that goes where no on-line web site has gone before.

In addition to general destination information like hotel descriptions and rates, a listing of airlines serving the island, information on attractions, customs regulations and the like, TRAVEL FILE offers much more. Travel agents can order up brochures to be sent directly to their clients, with just a few keystrokes. In the News and Announcements Main Menu, viewers can catch up on the latest tourism news from Curaçao. Information on special deals specifically for travel agents can be found in the Travel Specials section. There are even On-Line contests specifically designed for travel agents.

In addition, TRAVELFILE's powerful search engines and flexible display formats make accessing Curaçao information easy. Simply "search by destination" for all Curaçao files, and a listing of topics like "Meeting Facilities", and "Air Travel" appears to direct you to other files.

Perhaps most exciting, TRAVELFILE is the only on-line service that can link travel suppliers to multiple on-line distribution services including the World Wide Web, travel agent CRS networks, and commercial on-line services.

To access Curaçao information on TRAVELFILE through SABRE, begin in full screen, hit the change key twice and then type ORG. To access Curaçao TRAVELFILE information on WORLDSPAN, begin in full screen, type the change key twice and then type TVL. On any APOLLO affiliated system, type TD*TS/LINK/APOLLO.

The Curaçao section of TRAVELFILE is available on the World Wide Web by typing <http://www.TravelFile.com>..

A NEW STAR RISES FROM CURAÇAO

Baseball may be the quintessential American sport, but the spirit of the game has inspired devotees all over the world, from Japan to Puerto Rico. Most American fans of the game, however, don't know that few places have a bigger case of baseball fever than Curaçao. Adult fans obsess over statistics and gather in their favorite pub to watch the games, while children all over the island play in sandlot leagues. So it was no surprise to Curaçaoans when one of their own, 18 year-old Andruw Jones, was named 1994's USA TODAY Minor League Player of the Year.

The 6 foot, 170 lb. Curaçao native began his life seemingly pre-ordained to be a baseball star. Around the time of his birth, his mother was watching a game when "a player named Andrew" made a good play. Inspired, she took the name for her son, using the Dutch-style spelling.

In 1993, after excelling on local teams, Andruw was signed by the Atlanta Braves as a free agent, when a Braves scout spotted him playing in a tournament in Puerto Rico. This season, his first full year in the minors, Jones (who is called "the Curaçao Kid" by fans) performed remarkably, leading the South Atlantic League in runs, steals, stolen-base percentage, and sacrifice flies. He also hit 25 home runs and set a record for extra-base hits.

Current plans call for "the Curaçao Kid" to move up through the organization, getting the necessary experience and coaching, until reaching the majors in 1998.

Everyone in Curaçao is very proud of Jones, who is a running, hitting, sliding advertisement for the benefits of life on our beautiful island.

Go, Kid, Go!

THE “MYSTERY SHOPPER” TAKES A BREATHER...BUT NOT FOR LONG

Curaçao’s “Mystery Shopper”, who has been awarding American Express Gift Cheques to travel agents who recommend Curaçao, is taking a quick break. But not to fear, the shopper will return very shortly.

For the last few months, the “Mystery Shopper” has been telephoning and dropping in on travel agents all across the country, asking them to recommend a Caribbean vacation spot. The agent who recommends Curaçao first, wins a \$50 American Express Gift Cheque. If they also show their knowledge of the island by mentioning all eight of the “Curaçao Super Selling Points”, they win another \$50 Cheque (the Super Selling Points are the most important things a travel agent should know about the island.) If they recommend Curaçao first and mention half of the Curaçao Super Selling points, they win a \$75 Cheque. Recommending Curaçao second wins the agent a \$25 Cheque. And there are several other ways to win by mentioning Curaçao to the “Mystery Shopper”.

The Curaçao Super Selling Points are: (1.) The island’s thirty-eight beach coves; (2.) Exceptional diving and snorkeling; (3.) Dutch Caribbean ambience; (4). International Cuisine; (5.) Seventeenth Century architecture; (6.) Nightclubs and casinos; (7.) Out of hurricane belt;(8.) Great sightseeing.

The “Mystery Shopper” will not be taking a break for long, so take the time to memorize the Super Selling Points, (and keep recommending Curaçao to all your clients) and you could be \$100 richer!

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CURAÇAO HITS THE ROAD

The Curaçao Tourist Board is coming to your town.

Beginning February 12, and continuing until April 25, CTB is hosting a series of travel agent seminars that will be hitting 41 U.S. cities this spring. The shows will highlight a number of major developments in tourism on the Dutch/Caribbean island, including new and refurbished hotels, new attractions and facilities, and a number of new or improved travel agent incentive programs.

The seminar begin with lunch, followed by the Curaçao seminar and a Caribbean Trade Show. The day ends with a gourmet dinner.

The schedule will begin in Memphis, TN, on February 12, before moving to Nashville on February 13, Birmingham, AL on February 15 and Pensacola, FL on the 16th. On February 20, the seminar will be in Atlanta, GA; then in Columbia, SC on February 21; Greenville, SC on February 22 and Greensboro, NC on February 23. Fort Myers, FL is the next stop on February 26, followed by West Palm Beach, FL on the February 27; Boca Raton, FL on February 28; and Melbourne, FL on February 29.

On March 4, the Curaçao Seminar will be in Tysons Corner, VA, then in Baltimore, MD on March 5; Wilmington, DE on March 6 and Cherry Hill, NJ on March 7. Skokie, IL is the next stop on March 11, followed by Rockford, IL on March 12; Milwaukee, WI on March 13 and Oak Brook, IL on March 14.

The Seminars move to Grand Rapids, MI on March 18; Saginaw/Midland/Bay City, MI on March 19; Dearborn, MI on March 20; Toledo, OH on March 21; Phoenix, AZ on March 25; Colorado Springs, CO on March 26; Denver, CO on March 27 and Salt Lake City, UT on March 28.

Pittsburgh, PA is the next stop on April 8, followed by Harrisburg, PA on April 9; Fort Washington, PA on April 10; Allentown, PA on April 11; Burlington, VT on April 15; Manchester, NH on April 16; Mansfield, MA on April 17;

Holyoke, MA on April 18; Danbury, CT on April 19; Piscataway, NJ on April 22; New Jersey Shore on April 23; Bergen County, NJ on April 24 and Cedar Grove, NJ on April 25.

Venues have been selected based on sales growth, convenient airlift, requests from travel agents, and recommendations from Curaçao's tour operators and wholesalers, who will participate in seminars held in their respective market regions. Major Curaçao hotels and air carriers will also be represented.

For reservations call (800) 526-0041.

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FOR IMMEDIATE RELEASE

CURAÇAO GEARS UP FOR THE FUTURE WITH NEW AND UPGRADED HOTELS

New York, NY (October 4, 1995) -- With several major renovation projects recently completed and new hotels opening or in the works, the Caribbean island of Curaçao is gearing up to be more appealing than ever to vacationers. Plans are on track for a variety of new attractions for visitors [including the island's first 18-hole golf course on Curaçao's west coast] and all signs point to a successful 1996.

NEW HOTEL

The newest addition to Curaçao's rapidly improving hotel product is the waterfront **Buona Sera Inn**, located in the historic Pietermaai section of Willemstad, a short walk from the city's shopping, dining and sightseeing highlights. The inn, which opened officially in August, is in a restored 18th Century building, and has fifteen air conditioned rooms, all with private bath and TV. There is also a small terrace and a seaview bar and restaurant.

RECENT RENOVATIONS

The **Holiday Beach Hotel** has replaced its aging tennis facilities with two new, lighted tennis courts and is in the process of expanding and renovating the casino.

-- more --

2.

The hotel's guest rooms have also been getting a facelift on a rotating basis; and new elevators have been installed in both wings of the hotel.

The lobby and front desk area of the **Curaçao Caribbean Hotel & Casino**, have just been completely renovated. Upgrading of all rooms on the hotel's third floor began last month and is expected to be completed well before the winter season.

Renovations at the **Porto Paseo Hotel & Casino** were recently completed. Guest rooms are having built-in refrigerators and coffee makers installed.

At the **Otrobanda Hotel & Casino**, the guest rooms have all had larger windows installed to allow guests a better view of the scenic waterfront area.

IN THE WORKS

Ready to come off the drawing board is the West Beach project at the **Avila Beach Hotel**, the last phase of a master plan that began with the construction of the La Belle Alliance extension three years ago. A cluster of twenty-five deluxe rooms will be built on the western pier, framing the hotel's original beach. Each room will have a private terrace or balcony overlooking the ocean.

A wooden beachfront boardwalk will connect the new wing to the rest of the hotel. An adjoining deck will provide space for meetings or receptions given by small groups that are staying in these rooms. Construction is scheduled to begin next February.

A sister property to Bonaire's well-known dive hotel Captain Don's Habitat, **Habitat Curaçao** is a new fifty-six -room dive hotel under construction at Rif St Marie, to the west of Willemstad. Accommodations will consist entirely of oceanfront deluxe junior suites. The property will also include a swimming pool and multi-terraced bar and restaurant.

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Guests will have access to a state-of-the-art PADI certified dive center, and 24-hour unlimited shore diving. Habitat Curaçao is expected to open in late 1996.

The government has reached agreement with the **Van der Valk** company for a major hotel project now under construction near the Curaçao Sea Aquarium. The agreement calls for construction of a 250-room hotel to be completed within two years.

Construction is set to begin on Curaçao's first 18-hole golf course. Expected to be open sometime in 1997, the course will be part of the **Curasol Resort** complex, located on the western side of the island near Blauwbaai. Also included in the Curasol complex will be a 350 room hotel, to be managed by a major hotel chain.

For further information contact the Curaçao Tourist Board, 475 Park Avenue South, New York, NY 10016 or call (800) 3 CURACAO

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FOR IMMEDIATE RELEASE

GOLF COURSE ON ARID CURAÇAO HAS “GREENS” OF PACKED SAND

New York, NY (October 16, 1995) -- Golfers looking for something different should pack their clubs and head for the small Dutch Caribbean island of Curaçao, where the island's only golf course features greens that are not in fact green. They are not even, believe it or not, made from grass.

On this dry island (Curaçao averages less than 22 inches of precipitation yearly), one of the world's largest desalinization plants is the source of most of the island's fresh water. While this ensures a very safe and plentiful supply, it also means that the amount of water necessary to keep golf greens lush and pliable would be a significant expense. So the owners of the Curaçao Golf & Squash Club have come up with an ingenious solution --- “greens” made of tightly packed sand.

Since this concept is so unique, the greenskeeper at the course has had to invent his own methods for keeping the sand greens at their most playable (and to keep the sand from being swept up by the constant trade winds that cool Curaçao). This is accomplished through a variety of tricks, including the use of a large stone asphalt roller and the addition of natural binding agents to the sand to ensure maximum cohesion.

-- more --

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Fairways and tees on the course (which require less frequent watering), are a strain of hearty grass -- although players may run into sand, and even cactus, if they wander too far into the rough.

Greens fees are US\$15 per person for 18 holes. Motor carts, pull carts and club rental are available at the club's fully stocked pro shop. The Curaçao Golf & Squash club is open seven days a week beginning at 8 am.

With an exciting combination of sand greens, unpredictable trade winds and a promise of sunny days, the Curaçao Golf & Squash club is undoubtedly one of golf's most unique challenges.

For further information contact the Curaçao Tourist Board, 475 Park Avenue South, New York, NY 10016 or call (800) 3 CURACAO.

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FOR IMMEDIATE RELEASE

A CURAÇAO KIND OF CHRISTMAS

New York, NY (November 20, 1995) -- Christmas on the island of Curaçao is a special experience, combining unique island traditions with holiday rituals brought here by the Dutch who settled this beautiful Caribbean island over 200 years ago.

In late November, St. Nicholas arrives by boat in Curaçao. He is dressed in the traditional garb of the Dutch Santa Claus -- white beard, cape and a tall, pointed hat. He carries a large, ornate staff, and is accompanied by several men, all known as "Black Pete". The role of the Black Pete's is to warn children that they had better be good, or they will not receive any presents.

Through early December, St. Nicholas and his entourage visit local schools and other establishments, giving out presents. On the eve of December 6, St. Nicholas Day, children put out a bucket of water and a shoe filled with hay and carrots for St. Nicholas' horse. If the children have been good, they will wake to find their shoes have been magically filled with gifts.

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In addition, many local foods are used in special holiday recipes.

For further information, contact the Curaçao Tourist Board, 475 Park Avenue South, New York, NY 10016, or call (800) CURACAO.

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FOR IMMEDIATE RELEASE

CURAÇAO OFFERS THREE NEW COLOR BROCHURES TO TRAVELERS BEYOND ITS BEACHES

New York, NY, (March 25, 1996) --Whether your special interest is discovering off-beat and intriguing museums, hiking on spectacular nature trails, or learning about traditional "bush" medicine, the Caribbean island of Curaçao holds unexpected pleasures. Now, three newly published four-color brochures are available to help prospective travelers see some of what's in store.

"Curaçao's Museums" is a quick guide to six fascinating collections, all housed in landmark buildings in the capital city of Willemstad, and accessible to cruise passengers as well as hotel guests. The venerable **Curaçao Museum** showcases the work of local and foreign artists, antique period furniture, and a locomotive in the garden. **Fort Church Museum** in historic Fort Amsterdam commemorates this Dutch island's Protestant community with artifacts, maps and records from as far back as the 1600s. The **Jewish Cultural Historic Museum**, adjacent to Curaçao's famous and beautiful synagogue, chronicles the oldest continually active Jewish congregation in the western world. At the **Numismatic Museum** you can see why "pieces of eight" came to be so called; the **Postal Museum** illustrates the history of the Netherlands Antilles mail service in the oldest building in town, while the **Tele Museum** takes you from Curaçao's first telephone to the technology of tomorrow.

The "Museums" brochure includes a handy street map of Willemstad for walk-in visitors, and brief notes on three restored plantation houses in the "cunucu" or countryside which have their own museums: **Landhuis Brievengat**, **Landhuis Kenepa** and **Savonet**.

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Two of Curaçao's prime land-based natural attractions are featured in a second brochure, "**Christoffel Park & Shete Boka Park**". At **Shete Boka** ("Seven Inlets" in the local dialect, Papiamentu), the island's newest national park, visitors can hike along the rugged, crag-strewn cliffs where the sea has carved out dramatic caverns, or join park rangers for turtle-monitoring each morning. **Christoffel Park** contains Curaçao's highest mountain, and a rich variety of flora and fauna (like orchids growing on cactus plants, white-tailed deer and Day-Glo iguanas), many of them rare. The new brochure describes the five car routes and eight hiking trails available, includes a map of the Park, and details some of Christoffel's special activities, like cave excursions and walks by the light of the full moon.

"**Den Paradera: The Herb Garden**" unveils one of Curaçao's less-known and most unusual attractions -- an interpretive center for the island's natural medicine. A short drive east of Willemstad, Den Paradera comprises a reconstructed rural settlement of bygone days, and a carefully-documented organic herb garden full of the plants traditionally used to cure ailments from diabetes to ulcers. A small shop dispenses special beverages -- for refreshment as well as healing.

The three new brochures -- like Curaçao's comprehensive publications for both travel agents and consumers -- are available from the Curaçao Tourist Board, 475 Park Avenue South, Suite 2000, New York, NY 10016. Telephone 1-800 3-CURAÇAO.

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FOR IMMEDIATE RELEASE

CURAÇAO NAMED BY MAJOR US MAGAZINES AS LEADING CARIBBEAN DIVE DESTINATION

March 15, 1996 (NEW YORK, NY) -- Curaçao has recently been recognized by two leading US publications as one of the Caribbean's best dive islands.

RODALE'S SCUBA DIVING, the fastest growing (and one of the largest-circulation) Scuba magazine in the world, named Curaçao the second best island for shore diving in the Caribbean, because of the great number of quality dive sites close to shore on the island. The consumer travel magazine CARIBBEAN TRAVEL & LIFE named Curaçao's Mushroom Forest as one of the top ten dive sites in the region, calling the unique coral formations "a fantastic underwater landscape".

Whether they prefer diving or snorkeling, going from a boat or from shore, underwater enthusiasts will find something perfectly suited to their tastes in Curaçao. There are over 100 recognized dive sites, many of them close to shore. There are wall dives, reefs, several wrecks (even a "Car Pile"), and underwater visibility is up to 150 feet.

18 PADI certified dive shops in Curaçao offer the full range of equipment and services. Dive courses conforming to PADI guidelines are available all over the island, and several schools provide NAUI, CMAS, and VDTL approved certification.

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Curaçao is also home to the largest air station in the Caribbean, located at the Underwater Curaçao Center, as well as two decompression chambers, including the largest chamber in the Caribbean.

Most beachfront hotels have a dive shop on property, and several resorts in a variety of price ranges and styles specialize in the sport, offering dive-inclusive packages and extra services for divers.

For further information call 800 3CURACAO or contact the Curaçao Tourist Board, 475 Park Avenue South, New York, NY 10016, (212) 683-7660.

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FOR IMMEDIATE RELEASE

SURF THE INTERNET AND WIN A FREE TRIP TO CURAÇAO

New York, NY (February 15, 1996) -- Net surfers who click into the new Curaçao site on the World Wide Web will have a chance to win a free vacation to the picturesque Caribbean island -- if they can answer a few simple questions.

The site, which contains information on the island's 38 beaches, unique Dutch/Caribbean history and culture, exceptional diving, shopping, accommodations and more (all accompanied by full-color photographs) is available at the following World Wide Web address:

<http://www.interknowledge.com/curacao>

Visitors to the site simply click on to the Curaçao Contest icon, where they will find rules and regulations as well as five questions about Curaçao (and the contest's co-sponsor Air Aruba). Entrants then look up the answers to the short questions in the accompanying Web pages, and enter them along with their name and address.

The prizewinner will receive an eight-day/seven-night vacation for two at the Curaçao Princess Beach Resort & Casino, a Crowne Plaza Resort. The 341-room hotel is set amidst tropical gardens just minutes from the

island's charming capital Willemstad. Winners will stay in a deluxe double room with a balcony overlooking a white-sand beach, and can take advantage of all the amenities, including a fitness center, tennis courts, several restaurants, a full watersports center, and much more.

Also included in the prize is round-trip airfare for two from any Air Aruba gateway in North America; round-trip airport/hotel transfers via Taber Tours; welcome drink and U.S.\$10 in casino coupons per person.

Contest is open only to legal residents of the United States of America aged 18 or older as of the date of entry. Entries will be accepted for a limited time; other restrictions apply. Please see Web site for full rules and regulations.

Winner will be notified by both e-mail and regular mail, and will also be posted on the Curaçao Web site.

For further information contact the Curaçao Tourist Board, 475 Park Avenue South, New York, NY 10016, or call 800-3CURACAO; e-mail address is **CURACAO@IX.NETCOM.COM**.

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FOR IMMEDIATE RELEASE

RONALD EDWARDS JOINS CURAÇAO TOURIST BOARD

New York, NY (February 27, 1996) -- Ronald A. Edwards has joined the Curaçao Tourist Board as CTB's new Sales Representative. Mr. Edwards was formerly Sales Representative for Sunbeam Travel & Tours of Brooklyn, NY.

His responsibilities will include assisting the CTB staff with marketing and sales strategy, day- to-day industry contact, and representing the Curaçao Tourist Board at trade shows and seminars.

A native Curaçaoan, Ronald was born in the town of Santa Maria, but has lived in the US for most of his life. He attended the City University of New York, where he majored in accounting. After college, he worked in the Accounting Department of Skandia Insurance before joining Sunbeam Travel & Tours in 1994.

Ron, who is 41, is married and has three children.

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FOR IMMEDIATE RELEASE

IN CURAÇAO, A NEW TROLLEY TOURS A VERY OLD TOWN

Willemstad, CURAÇAO, (March 25, 1996) -- Curaçao's historic capital of Willemstad with its gabled Dutch buildings in ice-cream colors is unique in the Caribbean. Its two halves clustered on either side of Santa Ana Bay, and joined by a floating pontoon pedestrian bridge that swings aside to let ships through, Willemstad is a "walking" city. Every corner is picturesque and virtually every building historic; there are shady courtyard cafes, shops full of wonderfully-priced goods from all over the world -- and it's all easily accessible on foot.

Now exploring Willemstad is even more convenient, with a unique 1 1/4 hour trolley tour that allows visitors to see some of the town's highlights and get a sense of where everything is located, for revisiting on their own. The open-sided cars, pulled by a silent "locomotive", make two tours each week (Mondays at 11 a.m. and Wednesdays at 4 p.m.) and also can make prearranged trips for cruise passengers.

The tour commences at historic Fort Amsterdam near the Queen Emma Pontoon Bridge. The route takes you along the waterfront Handelskade with its much-photographed gabled buildings to the Floating Market, where sailboats from Venezuela tie up to sell fresh fish, fruits and vegetables in the shade of their brightly colored awnings. Touring the picturesque district of Scharloo, once home to Curaçao's wealthy merchants, you pass the ornate Bolo de Bruid ("Wedding Cake House"), home of the National Archives, as well as dozens of other mansions-restored, or undergoing restoration.

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A highlight of the tour is a visit to the Mikve Israel Emanuel Synagogue, its beautiful interior and adjacent museum revealing a past that stretches back to the 1600s: this is the oldest synagogue in continuous use in all the New World.

Resuming, the tour crosses Queen Wilhelmina Park to the Waterfort Arches where barrel-vaulted chambers once used as brigs have been turned into boutiques and breezy seaside cafes. Final stop is Fort Amsterdam, built in 1635 to guard the harbor entrance from enemy ships. Today its spacious courtyard houses the Governor's Palace, government offices, and historic Fort Church with its intriguing museum. Then as the tour ends, it's time for a refreshing taste of Curaçao's famous Lovers Ice Cream, and a chance to set out on foot for a closer look. Nothing you've seen is more than ten minutes away.

The cost of the Willemstad Trolley Tour is \$15 per person, \$10 for children 2 - 12, and it can be reserved through the hotel tour desk or by calling SHOREX at 011-599-9- 628833.

For further information call (800) 3CURACAO or contact the Curaçao Tourist Board, 475 Park Avenue South, New York, NY 10016, tel: (212) 683-7660; fax: (212) 683-9337.

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FOR IMMEDIATE RELEASE

HAPPY BIRTHDAY!
WORLD-FAMOUS CURAÇAO LIQUEUR TURNS 100 --
DISCOVERY WAS AN ACCIDENT

Willemstad, Curaçao (February 26, 1996) -- This year, Curaçao liqueur, the colorful, orange-flavored drink that made the small Caribbean island famous, turns 100 years old. Ironically, the discovery of the popular beverage was the result of a failed agricultural experiment.

When Spaniards landed on the island in the early 1500's they planted hundreds of Naranja orange trees. The island's arid climate and sparse rainfall did not produce appropriate growing conditions for the citrus crop, however, and an inedible, bitter fruit was produced. Quite accidentally, the settlers discovered that the peel of the orange, when dried in the sun, produced an aromatic oil which could be used to prepare a variety of drinks and foods.

In 1896, production of Curaçao for commercial sale began in a converted 17th century plantation house just outside of the island's capital, Willemstad. The Senior Curaçao Liqueur Factory still distills and distributes the popular beverage which is created with the original 19th century recipe and the original distilling equipment. Today, in addition to its orange flavor, Curaçao liqueur is also available in rum raisin, chocolate and coffee.

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Since Curaçao is the name of a country, it cannot be trademarked and imitators all over the world manufacture their own version of the drink and can legally call it "Curaçao". But Senior & Company is the only company authorized to label its liqueur "original and authentic".

Visitors can tour the Senior factory at Landhuis Chobolobo weekdays from 8 a.m. to noon and 1 to 5 p.m. to view the distilling process and have a free sample of the different flavored liquers. No other beverage-making tour is quite like it.

A gift shop on-property sells the liqueur, which can be purchased in quaint, uniquely-shaped bottles as well as in clay miniatures formed and painted to resemble the island's distinctive Dutch/Caribbean buildings.

For further information contact the Curaçao Tourist Board, 475 Park Avenue South, New York, NY 10016, or call (800) 3CURACAO.

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