

MAR 31 1994

For Six Month Period Ending _____
(Insert date)

Name of Registrant

Registration No. 4777

DEVELOPMENT COUNSELLORS INTL.

Business Address of Registrant

220 FIFTH AVE. 3RD FLOOR
NEW YORK N.Y. 10001 I-REGISTRANT

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

(a) If an individual:

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

(b) If an organization:

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

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

006491

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 the 6 month reporting period? Yes No

If yes, furnish the following information:

Name

Position

Date Connection Ended

NOT APPLICABLE

CRM/ISS/REGISTRATION UNIT

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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>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 NOT APPLICABLE

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

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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

(PAGE 3)

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

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

Date acquired

SWEDISH TRAVEL & TOURISM COUNCILS
655 THIRD AVE. 18TH FL.
NY, NY 10017

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.

SOUTH AFRICAN TOURISM BOARD
GENEVA DEPT. DE L'ECONOMIE PUBLIQUE

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:

SOUTH AFRICAN TOURISM BOARD:
CONDUCTED PRESS TRIPS, ORGANIZED RECEPTIONS,
ISSUED TOURISM CONNECTED PRESS RELEASES.

GENEVA: DEVELOPED A MARKETING PROGRAM
ORGANIZED LUNCHEONS/SEMINARS.

SWEDISH TRAVEL & TOURISM:
ISSUED TOURISM CONNECTED PRESS RELEASES.

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.

SEE ATTACHED

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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.

NOT APPLICABLE

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>
Oct, 1993 - March, 1994.		PUBLIC RELATIONS	
	SEE ATTACHED SCHEDULE See # 11		
	GENEVA, SWITZERLAND	\$ 30,000.00	6 mos. @ 5,000.00
	SOUTH AFRICAN TOURIST BD.	63,000.00	6 mos. @ 10,500.00
	SWEDEN TRAVEL & TOURISM	33,000.00	6 mos. @ 5,500.00
			Total 126,000.00

(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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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.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHED SCHEDULE

Total

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>
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(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>
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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.

SOUTH AFRICAN TOURISM BOARD
SWEDISH TRAVEL & TOURISM COUNCIL

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.

SOUTH AFRICAN TOURISM BOARD 10/1/93 - 2/28/94
SWEDISH TRAVEL & TOURISM COUNCIL 11/1/93 - 3/31/94
GENEVA DEPARTMENT OF PUBLIC ECONOMY 10/1/93 - 3/31/94

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) _____

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) _____

21. What language was used in this political propaganda:

- English Other (specify) _____

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

SEE ATTACHED

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
- 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.

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. NOT APPLICABLE

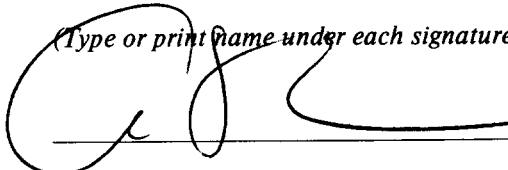
27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and / 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.

(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.)

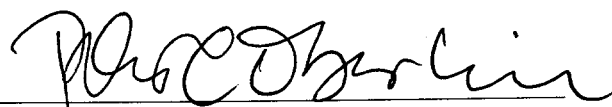
(Type or print name under each signature)


ANDREW T. LEVINE, PRESIDENT

Subscribed and sworn to before me at _____

this 25th day of June, 19 96

PETER C. OBERLINK
Notary Public, State of New York
No. 01085025313
Qualified in New York County
Commission Expires 03/28/98



(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.)

South Africa

A WORLD IN ONE COUNTRY

FOR IMMEDIATE RELEASE
September 23, 1994

CONTACT: Peggy R. Bendel
212/725-0707

MAVUSO WALTER MSIMANG APPOINTED NEW EXECUTIVE DIRECTOR FOR SATOUR:

DR. ERNIE HEATH IS DEPUTY EXECUTIVE DIRECTOR

New York, NY--Mr. Mavuso Walter Msimang has been appointed Executive Director of the South African Tourism Board (Satour) in the place of Mr. Spencer Thomas, who retired at the end of August.

Satour Chairman Piet van Hoven said the Satour Board of Control made the appointment after a long and thorough screening process and was pleased with having obtained the services of a person of Mr. Msimang's calibre, from more than 200 applications received for the position.

Mr. Van Hoven announced simultaneously that Dr. Ernie Heath, currently Chief Director of Satour, has been appointed Deputy Executive Director. While Mr. Msimang will be in charge of the overall affairs of Satour, Dr. Heath will concentrate on the Board's marketing and promotional activities.

Dr. Heath joined Satour in 1990, and has played a major role in the Board's forward planning for the industry. He will act as Executive Director until Mr. Msimang takes up his duties on October 1, 1994.

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Mr. Msimang, South African by birth, holds a B. Sc. degree from the University of Zambia and a Masters Degree in Business Administration from the United States International University, San Diego, California. He is currently Director of the Umthombo-Pride Rural Development Trust (U-Pride) in Durban, a position he took up in September 1993. Before that he was, among others, Director of the UNICEF Emergency Programme in Ethiopia; Country Director of CARE International, Kenya; and Director: Relief and Recovery Programme of World University Service in Canada.

Mr. Msimang commented that he is keenly aware of the enormous task that lay ahead in terms of utilizing opportunities now open to South Africa following the establishment of democratic dispensation in the country, and is looking forward to assuming his new duties. The 52-year old Mr. Msimang is married with three children.

For more information on travel to South Africa, "A World in One Country," call or write to the South African Tourism Board at

Dept. DCI
500 Fifth Avenue
20th Floor
New York, NY 10110

212/730-2929 or
800/822-5368

Dept. DCI
Suite 1524
9841 Airport Boulevard
Los Angeles, CA 90045-5431

310/641-8444 or
800/782-9772

Dept. DCI
4117 Lawrence Ave. East
Suite 2
Toronto, Ontario
Canada M1E 2S2
416/283-0563

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FOR IMMEDIATE RELEASE

CONTACT: Peggy Bendel
(212) 725-0707

**SOUTH AFRICA'S COSMOPOLITAN CITY, DURBAN,
ANNOUNCES NEW CONVENTION CENTER**

**OCEAN FRONT CITY RESPONDS TO INCREASE IN MEETING BUSINESS
TO FORM CONVENTION AND CONFERENCE BUREAU TO ASSIST PLANNERS**

NEW YORK, June 6, 1994 -- In response to a growing meeting and convention business, the Greater Durban Marketing Authority in South Africa will construct a new International Convention Centre to be completed in mid-1997, it was announced by Michael G.D. Jackson, Regional Director North America for the South African Tourism Board. The new facility will be able to accommodate up to 5,000 delegates for meetings, banquets and other large group functions. It will also feature meeting room configurations that adhere to international standards such as breakaway rooms, multiple translation facilities, and secretarial and administrative facilities.

Durban currently offers conference and convention space for approximately 19,000 people. The International Convention Centre will be in addition to the existing facilities and will be located close to the Exhibition and Conference Centre.

As part of the city's effort to market Durban, a Convention and Conference Bureau was launched in March to actively encourage companies and groups to consider Durban as the site for future meetings and to help make the arrangements. The Bureau offers

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a comprehensive data base for conference buyers along with information on venues in and around Durban; a list of available speakers; a professional service to help conference planners bid for particular conventions; a slide library and videos; and additional promotional material.

Durban, one of South Africa's most cosmopolitan cities, offers a blend of East, West and Africa. Many of the hotels line the beach and Indian Ocean along the "golden mile." There are oriental festivals and bazaars, mosques and temples, sidewalk cafes, night clubs and coffee bars. Durban is a modern city made of concert halls, art galleries, theaters, shops and a business district. It is accessible to many of South Africa's most unique sights including the Cape Winelands, world renowned game and nature reserves, and national parks.

For information on the International Convention Centre in Durban call (031) 304-4934 or fax (031) 304 6196. For more information on travel to South Africa, "A World in One Country," call or write to the South African Tourism Board at

Dept. DCI
500 Fifth Avenue
20th Floor
New York, NY 10110

212/730-2929 or
800/822-5368

Dept. DCI
Suite 1524
9841 Airport Boulevard
Los Angeles, CA 90045-5431

310/641-8444 or
800/782-9772

Dept. DCI
4117 Lawrence Ave. East
Suite 2
Toronto, Ontario
Canada M1E 2S2

416/283-0563

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**DR ERNIE HEATH
DEPUTY EXECUTIVE DIRECTOR OF
THE SOUTH AFRICAN TOURISM
BOARD (SATOUR)**



**MR WALTER MSIMANG
EXECUTIVE DIRECTOR OF
THE SOUTH AFRICAN TOURISM
BOARD (SATOUR)**

*The Ambassador of Switzerland
and Mrs. Carlo Jagmetti*

request the pleasure of your company

*at a Reception
to meet with a Delegation from the
Republic and Canton of Geneva
and learn about current business/location
opportunities for U.S. companies
and associations*

*on Tuesday, June 7, 1994
from 6 to 8 p.m.
at 2920 Cathedral Avenue, NW
Washington, DC*

*Please RSVP by phone or fax to Ms. Brown:
Phone: 212/725-0707
Fax: 212/725-2254*

Parking available on the Embassy grounds

Next Stop Sweden

FOR IMMEDIATE RELEASE
May 18, 1994

CONTACT: Wendy Meyer 212/725-0707
or Torborg Fagerlund 212/949-2333

SWEDEN OFFERS MANY UNIQUE HOTEL EXPERIENCES

New York, NY-- If you're looking for unusual accommodations to spice up your travel plans, Sweden offers many options: The traveler is welcome to stay in a Swedish prison cell, a castle, or even a convent!

Långholmen, the old state prison is located on the island Långholmen in Stockholm city and has been converted into a hotel. Guests actually stay in one of the 101 remaining cells, all of which are modernly furnished and include a bathroom with shower, t.v., radio and a telephone. The old hospital wing of the prison has been turned into a fully equipped conference center, with four large rooms and seven small workrooms. During the summer it becomes a youth hostel for travelers on a budget. The normal price for a single cell is roughly \$80.00, with special summer and weekend discounts available. For reservations call 011 46-8-668 0500 or fax 011 46-8-84 10 96

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Swedish Travel & Tourism Council

655 THIRD AVENUE, NEW YORK, NY 10017-5617, TEL: 212 949 2333 FAX: 212 697 0835

Njarka Sameläger is the place to stay to be close to nature. Stay in an authentic Lappkåta, a tent made by turf and beams, or choose a cozy cabin. A day in Njarka settlement will give you a true insight into how Sami people live, how they breed reindeers, and provides a look at the present as well as the past history of these people. Listen to history telling, eat glödkakor, picnic in the wilderness or learn to lasso here at the settlement. Prices differ depending on which accommodations you choose, a Lappkåta rents for approximately \$50.00/night and holds up to five people. To book directly call 011 46-627/250 42.

Snogeholms slott is one of many castles in southern Sweden, and is perfectly located next to Lake Snogeholmssjön. Built in 1860, this baroque style castle has recently been renovated and equipped with an excellent conference facility. This is a great place to get away from it all. Some of the amenities include: gourmet meals, a beautiful golf course nearby, tennis courts, jogging paths and of course the traditional Sauna by the lake. (Perfectly situated, so you can end your sauna with a cool dip.) The lake is also great for fishing - if you're lucky enough to catch something the Chef would be delighted to cook it for you. The castle facilities are great for all types of functions; it's also ideal for weddings. The price for a single room is about \$90.00 a night; low weekend rates are also available. For booking call 011 46-416/162 00 or fax 011 46-416-160 18.

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The Artic Hall - travelers who want to prove their heartiness can spend a night living like the Eskimos: the world's largest igloo is built every winter in Jukkasjarvi, northern Sweden, and guests can stay overnight. The "Artic Hall" houses a hotel, art gallery, cinema, chapel, restaurant, and a bar made of ice! The temperature inside the igloo is a constant 27 - 45 degrees fahrenheit, and guests will be equipped with warm, suitable clothing for the night. For reservations, call 011 46 980 211 90 or fax 011 46 980 214 06.

Af Chapman is a great alternative for those looking for low cost accommodations in downtown Stockholm. It is a hostel on a ship that is anchored in the inner harbor of Stockholm. Summertime is their peak season, so book in advance. On sunny days, breakfast is served out on the deck, with marvelous views of Stockholm from the water. The price for a single bed would be around \$17.00 a night. To book directly call 011 46-8-/679 50 15.

Country Side Sweden is a consortium of 31 of the very best hotels in Sweden. All of the hotels are situated in the most beautiful setting and range from quaint manor houses, charming old inns and elegant resort hotels with magnificent grounds to cozy mountain lodges. Something all of the Country Side Sweden Hotels have in common, is a warm welcome, exceptional service, and a friendly atmosphere.

One of these hotels, **Vadstena Kloster Hotel**, is in one of Sweden's oldest and most imposing buildings, a 13th century convent. Perfectly located by pristine Lake Vättern Vadstena, it is only a few minutes walk away from the picturesque center of Vadstena. The convent hotel retains many of its original rooms and features. Occasionally pupils of the Vadstena Academy hold opera rehearsals here - much to the delight of the guests. To make reservations at any Country Side Sweden Hotel, call Scantours at 800-223-7226 or ScanAm World Tours at 800-545-2204.

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Romantik Hotels are just that - romantic. What's unusual about this world-wide hotel chain is the fact that each hotel is privately owned and run by families, who are handpicked, to ensure the highest quality service. Each hotel is unique in its own way, and many are located in historic surroundings. In Sweden, there are sixteen Romantik Hotels, from Tanndalen in the north to Arild in the south. For reservations just call Euro Connection at 800-645-3876, Scantours at 800-233-SCAN, or the Romantik Hotels at 800-826-0015. In Canada call Der Tours at 416-964-3290.

For further information on travel to Sweden, write the Swedish Travel and Tourism Council, Dept. DCI, 655 Third Avenue, New York, NY 10017, or call (212)949-2333.

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Next Stop Sweden

**FOR IMMEDIATE RELEASE
May 18, 1994**

**Contact: Wendy Meyer 212/725-0707
or Torborg Fagerlund 212/697-3964**

THE LATEST FROM SWEDEN...

New York, NY--This year Sweden is unveiling many wonderful new cultural experiences to visitors and natives alike, from a visit through viking times to the grandeur of an exquisite new opera house. Following is the latest....

THE MUSEUM OF NATIONAL ANTIQUITIES INAUGURATES GOLD ROOM:

This rather unusual museum houses displays that have never before been viewed by the public. The Gold Room, will feature authentic Viking silver and gold jewelry collections including, large ornate charms, elaborate bracelet designs found no where else in the world, and a unique neck collar from Färjestaden.

This valuable treasury will be located underground beyond long corridors and solid security doors. The decor will be elegantly natural, with stone and brick walls in subdued violet colors and floors of Öland limestone in grey and pink. The exhibits that will be on show are worth their weight in gold.

The Gold Room will be inaugurated October 5, 1994 in the presence of King Carl XVI Gustaf and Queen Silvia.

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Swedish Travel & Tourism Council

655 THIRD AVENUE, NEW YORK, NY 10017-5617, TEL: 212 949 2333 FAX: 212 697 0835

GOTHENBURG UNVEILS ITS NEW OPERA HOUSE: The official opening of the Gothenburg Opera House is scheduled for October 1, 1994. The opera house will feature theater, opera, operettas, musicals and ballet performances. Situated right on the dock with marvelous view over the water, there will be five bars and a cafe in the lobby - all of which face the water.

Opening ceremonies will be officiated by the King of Sweden, with three days of festivities surrounding the event beginning September 31. Guided tours will be available for the public as early as July, and are expected to be a major draw for tourists this summer. The Opera house will also have the facilities to accommodate large group dinners and functions in connection with performances.

THE VIKINGS ARE BACK! 1994 has been declared year of the Vikings all over Europe. A Viking Route has been established by the European Council as follow up to the successful Viking exhibitions that were on display in Berlin, Paris and Copenhagen. The Viking Route will take you to all the exciting remains like old burial sites, and the world famous archeological excavation of the old Viking town Birka that was a major port 1,200 years ago. The goal of the Viking Route is to get people more interested in their own history and to combine this with their vacation.

The project members have produced a brochure containing important Viking sights in England, Ireland, Norway, Denmark, Poland, Russia, and Sweden. This autumn they will release a new, more detailed catalogue written by Viking expert Dan Carlsson, which will include information about how the Vikings used to live; how they built their boats and other general information.

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Ten of Sweden's most important viking sights have been chosen to be in the Viking Route. These include: Rökstenen, a rune stone in Östergötland; Getinge burial site where several graves have been found and explored; Gotland's Fornsal museum on the island of Gotland, which used to be a major center for Viking trading; the Sigurd stone; the Anund's mound; the old town Birka; Old Uppsala, which has been a town since the beginning of the Viking period; Jarlebanke's bridge with rune stones; and Ales stones.

Birka, the largest of these sights, was a very important harbor town 1,200 years ago. Located on the island of Björkö just outside Stockholm, Birka is currently the site of extensive archeological excavations and it is open to the public.

In the city of Gothenburg, viking enthusiasts will be able to visit the full size replica of Äskekärrskeppet, a viking ship now on display in Gothenburg's harbor. It is also possible to make a short sailing trip on Äskekärrskeppet with advance planning.

For further information on travel to Sweden, write the Swedish Travel and Tourism Council, Dept. DCI, 655 Third Avenue, New York, NY 10017, or call (212)949-2333.

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Next Stop Sweden

FOR IMMEDIATE RELEASE
May 18, 1994

CONTACT: Wendy Meyer 212/725-0707
or Torborg Fagerlund 212/697-3964

**WATER FESTIVAL CELEBRATES THE CLEAN WATER
IN DOWNTOWN STOCKHOLM**

New York, NY--Don't miss the ten hottest days in August in the worlds most beautiful capital city. The Stockholm Water Festival, in Stockholm, Sweden takes place August 5-14, 1994. This enormous summertime party boasts international fireworks, concerts, competitions, and lots of activities for children. Come to Stockholm and celebrate the clean water!

More than \$500,000 has been invested in cultural programs for the festival. Some of this years highlights include: Over 1500 events providing entertainment for young and old, exhibitions ranging from theater performances to tradespersons at work, and sporting events for the insane to the environmentally conscious. Imagine diving head first into a giant water tank, or a ride down the freestyle ski-jump ramp in an open suitcase! The not so crazed may choose to bike for the environment in the 60km recycling race or just watch the sailboats race in the bay. Be sure to buy a ticket for the Great Duck Race, when 50,000 plastic ducks float downstream to victory and two grand prize Saabs!

-over-

Swedish Travel & Tourism Council

655 THIRD AVENUE, NEW YORK, NY 10017-5617, TEL: 212 949 2333 FAX: 212 697 0835

Stockholm's best restaurants set up tents in the streets offering sustenance to ravenous festival goers. Everything from sushi and shellfish to traditional Swedish dishes will be available to satisfy even the most gourmet appetites.

A children's corner boasts a storybook castle, pony rides and creative activities where the imagination is the only limit.

As the sun goes down and the sky darkens, great firework displays will light the sky with magnificent colors. A different country will host each night's show in competition for the World Championship in fireworks, a contest that is held each year during the Water Festival. It is a great honor to be invited to this competition, as there are only five spots in which to compete. Judging is done by a panel of experts from Sweden and abroad, and is based on color, rhythm, and use of the water reflections. This event takes place in Saltsjön, a water area situated in downtown Stockholm. This year's participating countries include: Denmark, Austria, Spain, Italy and the USA.

Profits from the Festival support the Stockholm Water Prize, a 150,000 dollar award presented by His Majesty King Carl XVI Gustaf to the individual or organization world-wide that has done the most to protect what is perhaps the world's most important and most threatened resource: WATER.

The festival began in 1989 when ten founding sponsors were engaged to organize an event that would create world wide attention for Stockholm and Sweden. The idea to celebrate Stockholm's clean water while at the same time doing something meaningful to improve global water conditions, was the right idea!

-more-

In 1993, the profits from the festival were approximately \$250,000, this was after a \$150,000 contribution to the Stockholm Water Prize.

Last Year over one million people made 3.6 million visits to Stockholm for the water festival. It was estimated that there were 350,000 Swedish visitors and 50,000 foreign tourist visitors each day.

For further information on travel to Sweden, write the Swedish Travel & Tourism Council, Dept. DCI, 655 Third Avenue, New York, NY 10017, or call 212/949-2333.

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Next Stop Sweden

**FOR IMMEDIATE RELEASE
May 18, 1994**

**CONTACT: Wendy Meyer 212/725-0707
or Torborg Fagerlund 212/697-3964**

SUMMER FESTIVALS IN SWEDEN FILL THE AIR WITH SOUNDS OF MUSIC

New York, NY – Summer means music festival time in Sweden. This year 33 music festivals will fill the air from Lapland to Skåne beginning in late may. Music lovers can enjoy everything from opera to jazz to folk music and much more.

The festivals are often associated with local and regional traditions, however don't be surprised to see special appearances by international artists.

The Swedish music festivals all have two things in common, the long, bright days of summer and traditional Swedish venues such as: palaces, churches, historical theaters or simply the open countryside. Following is a small sampling of music that will be found in Sweden this summer.

Rättviksdansen, the International Festival of Folk Dance and Music takes place every other year in Rättvik, Sweden from July 25-30, 1994. For the past 20 years around one thousand folk dancers and musicians from all over the world gather to participate in this tradition of folklore.

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Swedish Travel & Tourism Council

655 THIRD AVENUE, NEW YORK, NY 10017-5617, TEL: 212 949 2333 FAX: 212 697 0835

The Drottningholm Court Theater will host about 30 different summer festival performances from May 26 to September 8, 1994. Opera and ballet from Baroque to Early Romantic will take place on the original stage built in 1766.

Another musical highlight, taking place on Skeppsholmen island in Stockholm this summer, is the annual Jazz and Blues All Star Festival July 1-10. Ten glorious days and nights of jazz, blues, gospel and rock by world famous musicians from near and far.

For those who enjoy rock music the Annual Hultsfreds Festival, August 11-13 is an absolute must. It takes place in Hultsfred, a small town in Southern Sweden about five hours from Stockholm. It is the largest outdoor rock concert in Sweden, and special trains are chartered to bring visitors to Hultsfred from Stockholm. The festival has established itself as one of the country's most exciting music events, showcasing a mixture of well known artists and promising new bands.

For further information on travel to Sweden, write the Swedish Travel & Tourism Council, Dept. DCI, 655 Third Avenue, New York, NY 10017, or call 212/949-2333.

South Africa

A WORLD IN ONE COUNTRY

FOR IMMEDIATE RELEASE
May 19, 1994

CONTACT: Peggy Bendel/Wendy Meyer
212/725-0707

FIRST DIRECT FLIGHT FROM LOS ANGELES TO SOUTH AFRICA SCHEDULED

JULY 11 BY AFRICAN TRAVEL ON SOUTH AFRICAN AIRWAYS:

New York, NY--The first direct flight from Los Angeles to South Africa will take place July 11, it was announced today by Michael G.D. Jackson, Director North America for the South African Tourism Board. Arranged by Glendale, CA tour operator African Travel using South African Airways 747s, the flights feature fares ranging from \$US 1,599 in Silver Class/Coach to \$US 4,000 in Gold Class/Business Class and \$US 5,000 in Blue Diamond/First Class. Add-on fares are available from other West Coast cities and Hawaii at \$29 (San Diego, Orange County, Phoenix and Tucson), \$39 (San Francisco), \$49 (Seattle, Portland and Denver), \$59 (Salt Lake City) and \$190 (Honolulu).

For the July 11 departure, packages are available from \$US 1,999, including airfare and ground arrangements. Special arrangements have been made for members of the group to meet with officials of the new South African government.

"This is the first time a flight to South Africa has originated west of Texas," noted Dave Herbert, president of African Travel. "In past years, there has often been a scarcity of seats to South Africa at this popular holiday time, and we expect demand this year to be higher than ever. We are proud to be the first to arrange these flights, and hope there will be many more to follow."

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LA Flights/2

Travelers have two options:

- Book a flight from Los Angeles to Johannesburg via New York or Miami anytime from now onwards, returning on the direct Johannesburg/Los Angeles flight on July 17, arriving in Los Angeles July 18;
- Travel Los Angeles/Johannesburg on July 11, arriving Johannesburg on July 12 and returning to Los Angeles via New York or Miami any time up until October 11.

There is a minimum nine day stay, a maximum of three months. Add-on fares are available to other cities in South Africa and in southern Africa. A non-refundable \$300 deposit is due at time of booking, with the balance due 45 days prior to departure.

"For those with time to enjoy it, we're offering an around-the-world fare of \$US 1,799 Los Angeles/South Africa/Hong Kong/Los Angeles: and it's an excellent bargain at about half of the normal fare," Herbert added.

To book, contact Cameo or Julio at the African Travel, Inc. Air Centre at 800-727-7207 or 818/549-1921 in the Los Angeles area.

For more information on travel to South Africa, "A World in One Country," call or write to the South African Tourism Board at:

Dept. DCI
500 Fifth Avenue
20th Floor
New York, NY 10110

Dept. DCI
Suite 1524
9841 Airport Boulevard
Los Angeles, CA 90045-5431

Dept. DCI
4117 Lawrence Ave. East
Suite 2
Toronto, Ontario
Canada M1E 2S2

South Africa

A WORLD IN ONE COUNTRY

FOR IMMEDIATE RELEASE
May 24, 1994

CONTACT: Peggy Bendel/Wendy Meyer
212/725-0707

SOUTH AFRICA PARTICIPATES IN FIRST INTERNATIONAL FLOWER SHOW: GARDEN TOURS OF SOUTH AFRICA SCHEDULED FOR SEPTEMBER

New York, NY -- South Africa recently participated in its first international flower show in the horticultural history of the country. The 1994 New England Spring Flower Show in Boston, March 5-13, awarded South Africa a gold medal for outstanding display, along with six other foreign countries featured in the show. Their exhibit, titled "At The End Of The Rainbow," was an extravaganza of proteas, gazania, gerbera daisies and bougainvillea.

African Embassy in conjunction with the South African Tourism Board and the Consulate General in New York sponsored this first major exhibit of South African flora in the United States.

The designer of the exhibit, Mr. Phillip Watson, from Washington Gardens, Virginia, is known for his international prominence in horticultural circles. Mr. Watson has since created a deluxe garden tour of South Africa.

"On my recent visit to South Africa, I was so impressed with the people, places and flowers of South Africa, I wanted to return and share my discoveries with other people," Watson commented. "I've planned a deluxe tour of private gardens in South Africa, scheduled for September 9-24, 1994."

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The cost for the tour is \$5,642 per person (land only). Coach airfare from New York, including two domestic flights in South Africa is \$1,725. For reservations call Joyce Chorbajian at Carlson Travel Network, 800/274-7821 or The Safari Connection, Inc., 800/245-9234.

SAFARIWORLD is also offering a garden tour of South Africa September 16 - October 3, 1994. This 18-day tour package includes five-star accommodations such as Cape Town's historic Mount Nelson Hotel, set in seven acres of beautiful park land. The total cost of this tour is \$4,295 per person, including international airfare, domestic flights in South Africa, accommodations, some meals, a specialized tour guide and more. For reservations call Safariworld, 800/366-0505.

The star of South Africa's exhibit, the *protea cynaroides*, will most likely be among the highlights of the garden tour as well. With a flowerhead of nearly 12 inches across and a brilliant deep pink hue, the protea is regarded by many as the king of all flowers.

South Africa is one of the six floral kingdoms of the world, and believed by many to be the most outstanding. A diverse land of natural beauty and unique flora, South Africa is only one seventh the size of the United States, yet it has more than 25,000 plant species. This is nearly 10% of all the flowering plant species on the earth.

For more information on South Africa's flora, or travel to South Africa, "A World in One Country," call or write to the South African Tourism Board at:

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