

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant <i>European Travel Commission</i>	2. Registration No. <i>574</i>
--	---------------------------------------

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To correct a deficiency in
 - Initial Statement
 - Supplemental Statement for the period ending *12/31/05*
 - Other purpose (specify) _____
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

2007 MAR 26 AM 9:38
CRM/REGISTRATION UNIT

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

3/21/07

(Type or print name under each signature¹)

Sharon Fisher
SHARON FISHER

☆ U.S. GOVERNMENT PRINTING OFFICE: 2003 496-240/65101

¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

11. Activities

Internal planning meetings

Releases and press kits

Website Maintenance of www.visiteurope.com - ETC's informational site.

Europe in NYC-Consumer travel event co-sponsored with American Express Publishing on 10/29/05 at the Metropolitan Pavillon, New York, N.Y.

New Yorker Conference- Educational seminar and networking event sponsored by The New Yorker-12/16/05, Conde Nast Building, 4 Times Square, New York, N.Y.

On-line banner ad program

E-Newsletter – sent to subscriber list of consumers

E-Mail Blast

EUMEX-meeting where journalists can meet with member country directors.

Travel Bulletin – sent to industry professionals

Advertising Placement on special section of away.com and lead generation program

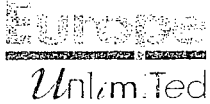
12. The ETC is not a political organization, the tourist boards are generally affiliated with the country's government, but there is no fundraising or lobbying or campaigning. The tourist offices only promote the destination, not the government or its' leaders.

14a The ETC is made up of 33 countries on Europe who work together to promote travel and tourism in Europe. Each Country contributes money to the ETC, which forms the budget. The budget is then used for administrative expenses and marketing activities.

Monies from additional sources are solely a result of sponsorship for the conference, attendance fees from industry participants and for advertising purchased.

Please see attached information for a list of member countries and monies received.

7/1/05 - 12/31/05



ETC Member Countries

Austrian Tourist Office

Belgian Tourist Office

VisitBritain

Bulgarian Ministry of Economy

Croatian National Tourist Office

Cyprus Tourism Organization

Czech Tourist Authority

VisitDenmark

Estonian Tourist Board

Finnish Tourist Board

**Maison de la France,
French Government Tourist Office**

German National Tourist Office

Greek National Tourist Organization

Hungarian National Tourist Office

Icelandic Tourist Board

Tourism Ireland

Italian Government Tourist Board

Latvian Tourism Development Agency

Lithuania State Department of Tourism

Luxembourg National Tourist Office

Malta Tourism Authority

Monaco Government Tourist Office

**Netherlands Board of Tourism and
Conventions**

Norwegian Tourist Board

Polish National Tourist Office

Portuguese National Tourist Office

Romanian National Tourist Office

Slovak Tourist Board

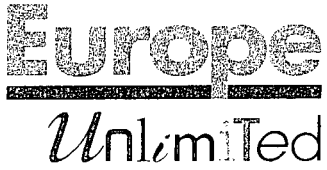
Slovenian Tourist Board

Tourist Office of Spain

Swedish Travel & Tourism Council

Switzerland Tourism

Turkish Tourist Office



European Travel Commission - Receipts

Jul - Dec /05

<u>From</u>	<u>Purpose</u>	<u>Amount</u>
European Travel Commission - Brussels	Membership contribution	\$ 277,786.00 *
Radisson Seven Seas	VisitEurope.com e-mail blast	\$ 9,200.00
	Total:	----- \$ 286,986.00

*See schedule for Member Countries as listed



European Travel Commission

c/o Spring, O'Brien, 50 West 23rd Street, New York, NY 10010 • (212) 620-7100 • etc@spring-obrien.com



European Travel Commission - Disbursements

Disbursements to Spring O'Brien & Co., Inc. \$ 286,986.00

Total: \$ 286,986.00



European Travel Commission

c/o Spring, O'Brien, 50 West 23rd Street, New York, NY 10010 • (212) 620-7100 • etc@spring-obrien.com

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION
AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

Bravo to London for winning the 2012 Olympic and Paralympic Games. Bravo too to Londoners for standing fast after the bombing incidents this month. And bravo to the travelers who are refusing to play into the terrorists' hands by putting off their travel plans.

Indeed, there are few reports of canceled bookings to London or anywhere else in Europe. Could be that US travelers, having shown their resilience over the past year, are growing into a new phase of steadfast defiance as a riposte to an insecure world. Witness tour operator reports of increased bookings to London from travelers showing their solidarity, as one example.

The dollar, too, is sticking to its guns, rewarding travelers with a 14% increase against the euro this year. Happy those who bought their seats early and now enjoy extra cash on the ground. Indeed, all reports until now have been of planes flying full despite high summer fares. May it be ever thus.

Peace,

Nora Brossard
norab@spring-obrien.com

Just pre-arrange your date and time and you will be collected. Book a private taxi for up to eight people, or share a taxi for a more favorable price. Details at <http://www.schiphol.nl>.

The Luxembourg National Tourist Office unveiled a revamped Web site at www.visitluxembourg.com. Here, visitors can find information on the nation and its regions; events and attractions, maps, calendars and links to travel sites.

Travel Industry News

On July 14, UNESCO added two Norwegian fjords, Naeroyfjord and Geirangerfjord to the World Heritage List, which includes the Great Wall of China, the Great Pyramids of Egypt and the Grand Canyon. The Naeroyfjord is the world's narrowest fjord, at one point only 820 feet with mountains towering almost 6,000 feet above its tranquil waters. The Geirangerfjord is known for its pristine beauty and magnificent waterfalls.

More Madrid for Less – Madrid has revamped its popular Madrid Card (www.madridcard.com), adding free admission to three more attractions and three new museums – and cutting the card's price by 10%. Now available for 24, 48 or 72 hours, the card also offers 36 walking tours, unlimited use of the "Madrid Vision" tour bus and discounts from more than 100 restaurants, guided tours, rental cars, dinner shows, musicals and night spots.

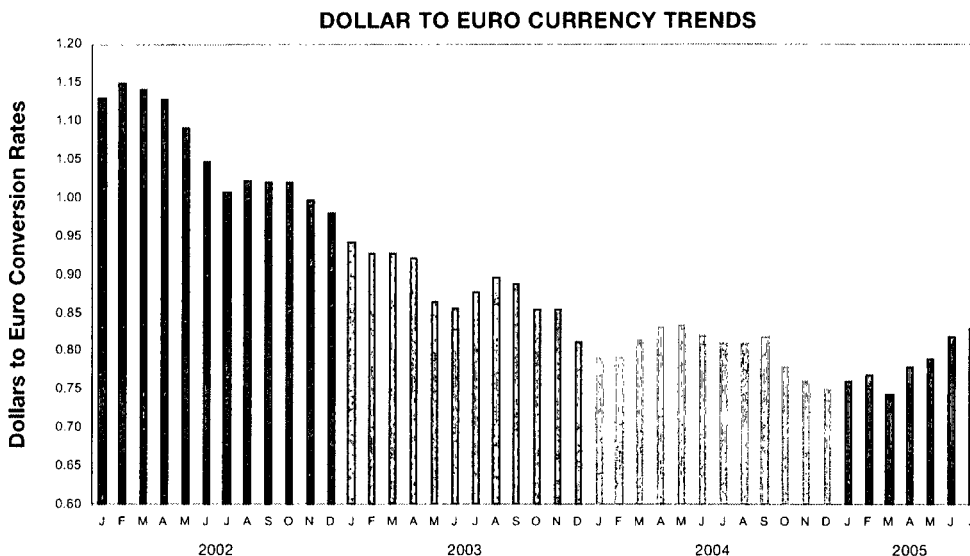
CPH:Cool is a new two-hour guided walking tour that takes you where Copenhagen's scenesters shop, eat, hang out and dig the best contemporary art, architecture, design and culture in the city. It's a hip insider's tour, exploring the neighborhoods where the trendsetters live and work. Check it out at <http://www.cphcool.dk/>.

True style means not schlepping your bags through various transport changes to get to and from the airport. With Amsterdam's Schiphol Travel Taxi, a new national service, you can transfer between anywhere in the Netherlands and Schiphol Airport.

What's New in Travel to Europe	Page 1
Airline News	Page 2
Europe's Urban Oases: Far from the Madding Crowd	Page 3
IMPORTANT DATES	Page 5

Lei, lady, lei — Romania drops four zeros from its national currency. Yesterday's 30,100 Romanian lei (ROL) per US dollar now equal 3.01 new lei (RON). Both old and new coins and banknotes will circulate until December 31, 2006, when the old currency will be withdrawn. For more information, visit the Web site of Romania's National Bank (www.bnro.ro/).

(Sources: Norwegian Tourist Board, Tourist Office of Spain, Visit Denmark, Amsterdam Airport Schiphol, Luxembourg National Tourist Office, Romanian National Tourist Office)



Airline News

Air-France-KLM's passenger traffic rose 7.8% in June, partly due to an 11.2% increase in traffic and 12% capacity increase in the Americas.

Carry your coals to Newcastle on American Airlines from JFK/New York starting in May 2006. Bookings for the new daily route can be made as of August 1, 2005.

American Airlines and Continental Airlines posted second-quarter earnings exceeding forecasts, boosted by fare increases amid strong demand for air travel.

American Airlines' second-quarter net profit rose to \$58 million from \$6 million last year. Chief Executive Gerard Arpey says AA will need more fare increases to catch up with oil prices, boosting costs to \$1.5 billion in 2005.

Continental scored a profit of \$100 million from a year-ago loss of \$17 million. Having shaved \$418 million in wages and benefits, it may have enough cash to last through 2006.

Delta Air Lines posted a narrower second-quarter loss of \$388 million compared to \$1.97 billion in 2004. Those results included \$1.65 million for pilot pension costs.

Locked in a price war with low-cost rivals. German airline Lufthansa is offering 900,000 return tickets at 99 € (\$119) on its domestic routes.

FARE TRACKER Lowest roundtrip fares on Travelocity, JULY 28:			
New York to London	\$203.00	Chicago to Paris	\$300.00
Los Angeles to Frankfurt	\$500.00		

Airline News, continued

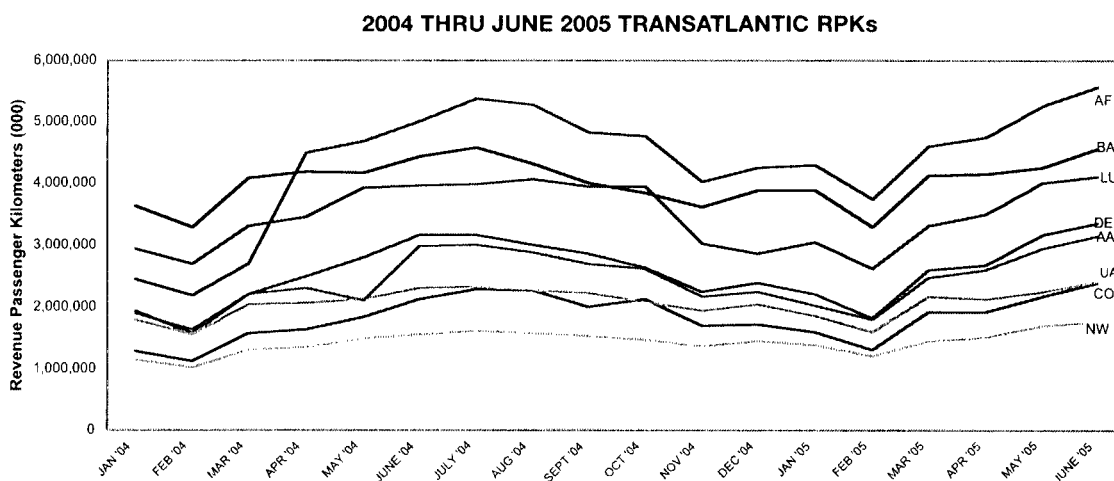
Northwest Airlines and its mechanics discontinued contract negotiations in a 30-day cooling off period until Aug. 20. If they fail to reach agreement on a cost savings plan, the mechanics may strike. Faced with bankruptcy, Northwest is seeking \$1.1 billion in annual union concessions, including \$176 million from the mechanics.

"We have had negligible cancellations, almost zero. Our main destinations – Italy, Greece, France and Spain – are still surging ahead with sales."

— Fabio Sembiante, Central Holidays, following London attack, July 21

United Airlines reported a sharply wider second-quarter loss of \$1.43 billion, aggravated by charges for turning over pension plans to the US government and higher fuel costs. The second-quarter loss in 2004 was \$247 million. The airline is seeking a September hearing from a federal bankruptcy judge on its reorganization plan.

(Sources: Airwiseneews.com, USA Today)



Europe's Urban Oases: Far from the Madding Crowd

Too much of a good thing can be wonderful, as Mae West once famously said, and that is certainly true of Europe's major cities with their unlimited appeal. However, even the most avid soul needs an occasional break from ongoing excitement, a place to collect one's thoughts and rest one's feet. Most cities harbor secret little pockets that offer quick, restorative escapes, such as these delightful retreats.

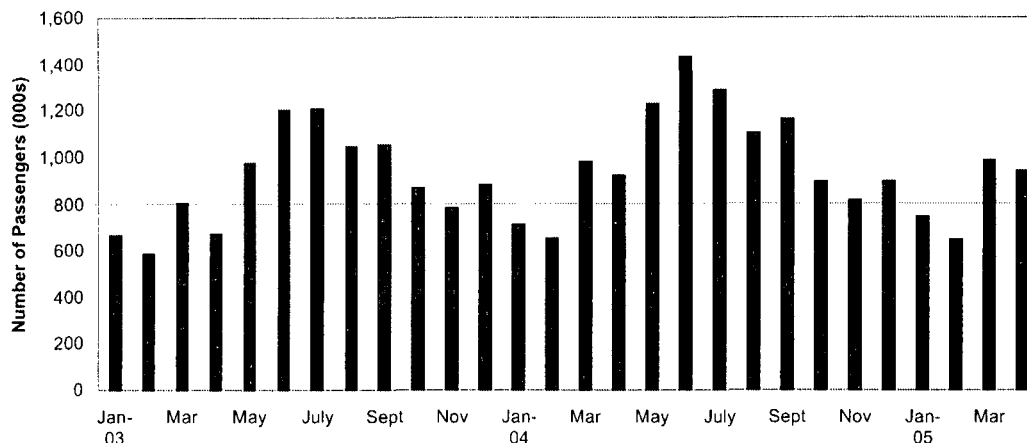
After taking in the baroque **Prague Castle**, leave by its northern gate and take the footpath that descends to the deep, half-mile long **Stag Moat** – a woody, shady oasis. On a hot summer day, while hundreds of visitors mill about the Castle towering above, you can stroll beneath the shade of old trees, with birds and butterflies your sole companions.

After lunch or tea in the Orangery restaurant of Kensington Palace, take a stroll in **Kensington Gardens**, one of London's most beautiful royal parks. Take a boat out on the Serpentine, the lake bordering Hyde Park. Pay a visit to Peter Pan's statue, walk in the Italian Gardens, and don't forget the Diana, Princess of Wales Memorial Playground and seven-mile Memorial Walk. You can also sail model boats on Round Pond, skate, cycle or go fly a kite. You'll wish you'd never grown up.



Some say that the **Volksbad** in **Munich** are the most beautiful pools in the world. Built in 1901 with Jugendstil opulence in spades, these public baths are decorated with statues,

US PASSENGER TRAVEL TO EUROPE IN 2003 – 2005



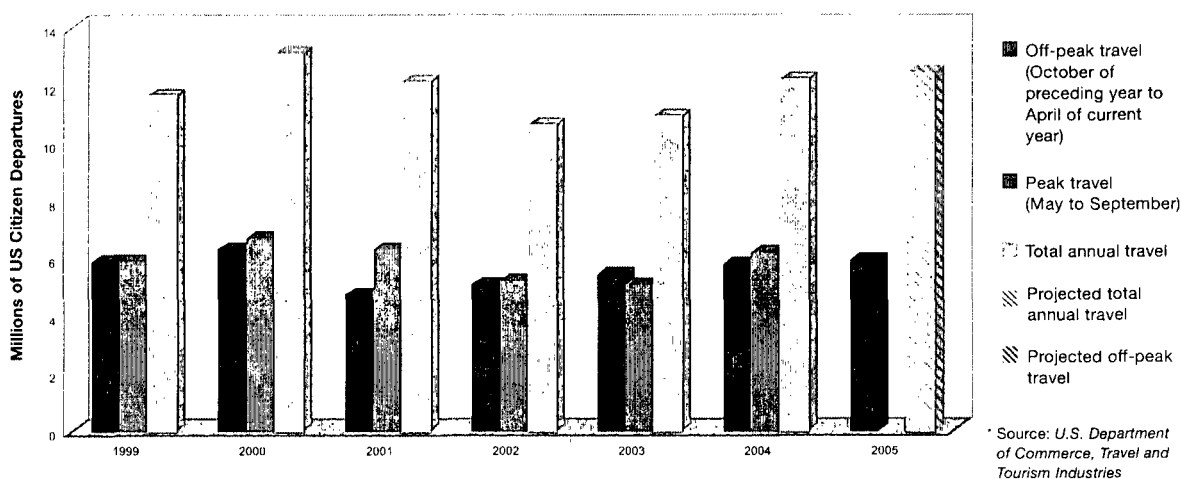
spouting fountainheads, intricate ironwork and lofty ceilings. Immerse yourself in the hot pool, Romanesque plunge pools, giant sauna and steam room. Pay the little bit extra for a cabin, carved and painted like a little jewel box with a bed, where you can curl up for a nap on clean white sheets.

With 165 canals, eight wooden drawbridges and 2500 houseboats waiting to be explored, why not rent a water bike for a different perspective on **Amsterdam**, the “Venice of the North.” These sturdy pedal boats, seating two to four, come complete with map and route suggestions. As the hectic street traffic passes overhead, you tranquilly enjoy the beautiful gables, bridges and churches from the water.

In **Stockholm**, **Haga Park** is a romantic, 18th century English landscape on Brunnsviken Bay north of city center. Verdant and leafy, Haga Park is dotted with fanciful structures including a Turkish Pavilion, a Chinese Pavilion and blue copper tents. Take a leisurely stroll, rent a canoe or a kayak, pack a picnic lunch and breathe the fresh, pure air – balm for the soul.

(Sources: Czech Tourism, Visit Britain, German National Tourist Office, Netherlands Board of Tourism, Swedish Travel & Tourism Council. Click on www.visiteurope.com for links to the ETC members)

U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2004* (Full year, peak and off-peak)



* Source: U.S. Department of Commerce, Travel and Tourism Industries

IMPORTANT DATES

IMPORTANT DATES

2nd Annual Europe in NYC

Saturday, October 29, 12:00 PM – 5:00 PM

Metropolitan Pavilion, 125 West 18th Street, New York, NY 10011

Following the success of its first outing last year, Europe in NYC is back, a virtual tour showcasing Europe's rich bounty of foods and flavors, wines and spirits, regional cultures and charm, in cooperation with *Travel & Leisure* and *Food & Wine*. Mark your calendar now, stay tuned for updates, and look for the new Europe Unlimited magazine in the October issues of *Travel & Leisure* and *Food & Wine*.

3rd Annual EUMEX Media Exchange

The Europe Unlimited Media Exchange (EUMEX) is going bicoastal in 2005. Following two years of success in Manhattan, EUMEX will add an event in Los Angeles this year. EUMEX gathers representatives from scores of travel destinations, attractions and suppliers who make the journey from Europe to discuss the latest travel developments, deals and story ideas in face-to-face meetings with editors and writers. It's a great chance to network and get a jump on what's doing in Europe for the coming year.

NEW YORK

Millennium Broadway Hotel

145 West 44th Street

Tuesday, Nov. 1

8 a.m. through 7:30 p.m.

LOS ANGELES

Sheraton Gateway Hotel (at LAX)

6101 West Century Boulevard

Thursday, Nov. 3

8 a.m. through 7:30 p.m.

Potential exhibitors should go to www.EuropeUnlimitedMediaExchange.com for more information and to apply for registration. Exhibitors may address questions to Donald N. Martin & Company, phone (212) 218-1200; EuropeUnlimited@dnmartinco.com.

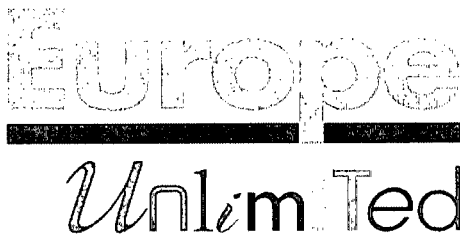
Journalists should register their interest at www.EuropeUnlimitedMediaExchange.com. Invitations will go out in August and September. Media questions should be directed to Lois Gerber at (201) 866-7181; GerberLois@aol.com.

See upcoming issues of the ETC Travel Bulletin for further news and developments about these Europe Unlimited events.

THE EUROPEAN TRAVEL COMMISSION

The ETC is a marketing organization whose role is to promote Europe as a tourist destination and provide a range of information, research and electronic distribution services to its members.

AUSTRIA • BELGIUM • BRITAIN • BULGARIA • CROATIA • CYPRUS • CZECH REPUBLIC • DENMARK • ESTONIA • FINLAND • FRANCE
GERMANY • GREECE • HOLLAND • HUNGARY • ICELAND • IRELAND • ITALY • LATVIA • LITHUANIA • LUXEMBOURG • MALTA
MONACO • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY



Travel Bulletin

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

It's an ill wind or two that blows no good, with Hurricanes Katrina and Rita ripping off rooftops from New Orleans to Galveston, and tearing the lid off on oil prices and consumer confidence. What should have been a good third quarter for airlines proved disappointing as the price of oil reached mind-boggling heights. Now, two more carriers are in bankruptcy protection and no one's getting rich but the lawyers.

Looking on the bright side, however, there's still good news from and for Europe in this issue, including a look forward to a gala holiday season. In the first part of "Europe Dresses Up for the Holidays," we give an overview of decked out Christmas and New Year's events in several countries, with packages for travelers to book now. Also included: an update on the ETC's fall events, and a marketing insight that proves once again that happy tourists are a country's best ambassadors - on more levels than one.

May the wind be always at your back.

Nora Brossard
norab@spring-obrien.com

TRAVEL INDUSTRY NEWS

While the +11% increase in US visitors to Europe in 2004 was great news, US government figures breaking out each country show nearly all ETC countries up over 2003. Indeed, several registered double-digit increases - or triple in Norway's case, up a whopping 123%, thanks to last year's historic nonstop flights to Oslo by Continental Airlines. Other remarkable increases were enjoyed by the Czech Republic, up 62%, Greece (49%), Finland (40%), Belgium (36%), Ireland (31%), France (28%), Italy (17%) and U.K. (14%).

According to latest figures through June, US traffic to Europe is up more than two percent overall, with conservative projections of a two percent increase for 2005 - barring any confidence-draining economic fallout from this summer's catastrophic hurricanes.

Europe took six slots in the World Tourism Organization's 2004 ranking of the world's top 10 destinations. France continues as the world's favorite, with Spain second. Italy was fifth behind the US and China, followed by the UK, Hong Kong, Mexico, Germany and Austria.

Visit London is spending \$1.8 million to lure back U.S. visitors following the July incidents and fan the flames of recovery sparked in August. The marketing and advertising campaign includes radio, online, print and outdoor ads. In addition, Visit Britain, American Airlines and Thistle Hotels are offering price-driven London packages between October and March, and Visit London posts special travel offers daily at www.visitlondon.com.

Your Cubicle Away from Home - The first easyHotel is open in central London. Starting at £20 a night, guests get a double mattress and quilt, bathrooms with towels, a/c and pay TV. The windowless rooms range from 60 to 80 square feet; no public areas, no services, one staff member on site.

What's New in Travel to Europe	Page 1
Airline News	Page 2
Europe Dresses Up For the Holidays	Page 4
Marketteering Department	Page 6
Important Dates	Page 6

AIRLINE NEWS, continued

BA more than doubled its Q2 profits to \$160.8 million, thanks to oil hedging and a surge in business traffic. The carrier has also increased its fuel surcharge by 25% on long distance routes, now charging \$55 more per flight.

Next May, Continental will add service to Barcelona and Copenhagen from Newark. While daily Copenhagen service will be reduced to five weekly flights in winter, daily Barcelona flights will continue year-round – the only year-round nonstop from the US.

“To hear all these congressmen harrumphing on TV that this is horrible. Why, these are the same turkeys who just proposed a new security tax on top of all the other taxes they’ve loaded on the airlines.”

— Former Continental Airlines CEO Gordon Bethune, on congressional reaction to bankruptcy filings by Delta and Northwest (USA Today)

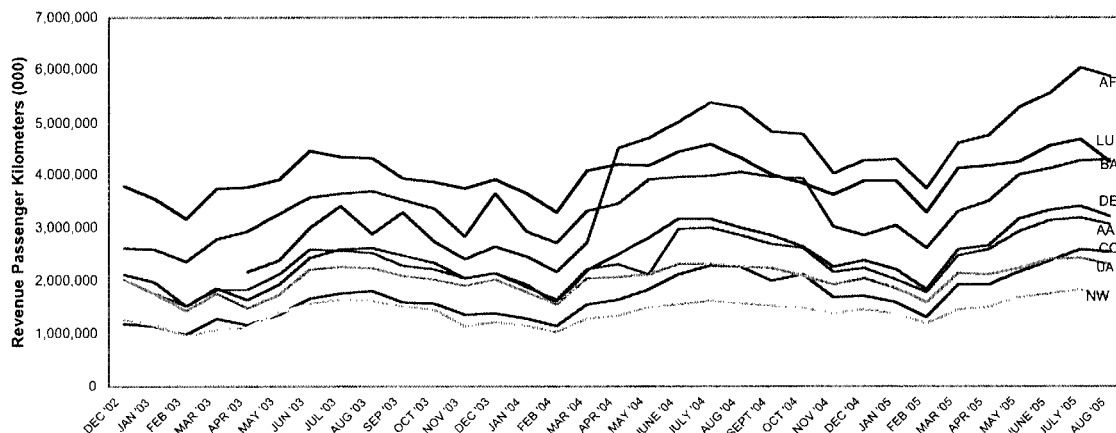
Delta has filed for bankruptcy protection, and now plans to cut 9,000 more jobs, slash executive pay, cut domestic capacity and add more international flights. Those at the top have not been spared the salary cuts including 25% for CEO Gerald Grinstein and 15% for other executives.

Northwest, also, filed for bankruptcy protection this month and will lay off 1,400 flight attendants by January – only a few months after rehiring some of them. First to take the hit are 480 in Detroit, its largest hub, and 355 in Minneapolis.

New entrant Eos Airlines, founded by former British Airways head David Spurlock, will focus exclusively on transatlantic business travelers. Starting Nov. 1, the carrier will offer daily roundtrip service between New York JFK and London Stansted at an introductory price of \$5,000 complete with all the space and amenities expected in first class flight.

Eos rival Maxjet also starts New York JFK-London Stansted roundtrip service on Nov. 1, aboard Boeing 767 aircraft configured for 102 all business-class seats, at a roundtrip fare of \$1,600.

2004 THRU JUNE 2005 TRANSATLANTIC RPKs



Expect to see more intercontinental flights from Munich in coming years as Lufthansa seeks to spur growth from its next major hub after Frankfurt. The carrier’s quarterly profits of +400 million euros beat expectations, thanks to rising travel demand and ticket prices.

United Airlines ended August with a cash balance of \$2.8 billion and has received court approval for its scheduled exit from Chapter 11 next year. It’s been in Chapter 11 since December 2002. United just started code sharing with TAP Portugal, offering new options from the US to Portugal (Lisbon, Faro, Porto and Madeira) through Newark, London-Heathrow, Frankfurt, Munich, Amsterdam, Brussels and Zurich.

(Sources: Bloomberg, Airwise News, AP, Travel Agent, Reuters, Continental Airlines, USA Today, Travelwirenews.com)

EUROPE DRESSES UP FOR THE HOLIDAYS

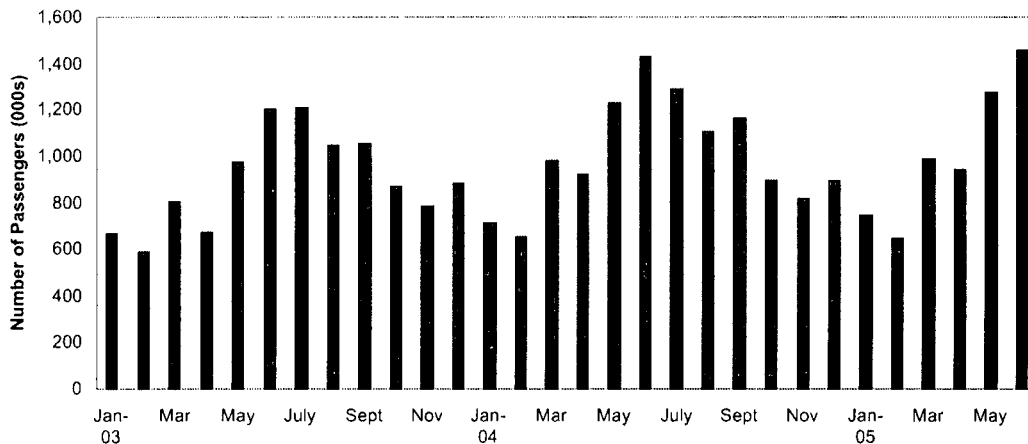
It's not too soon to plan holiday travel to Europe, the land that invented yuletide traditions from merrymaking to mistletoe. Europe is already wrapping up a present full of events and festivities, tied with a ribbon of dazzling travel packages that will take you straight through New Year celebrations.

November 12 heralds Advent in Vienna, where aromas of candied fruits, cotton candy and roast chestnuts waft from the small wooden Christmas market stalls fronting City Hall (www.christkindmarkt.at). A 10-day escorted "History of Christmas Traditions Tour" November 27-December 6 visits this and other Christmas markets of Austria and Germany. Tour includes first class hotels and many meals. Contact VIP Alpine Tours (www.vipalpinetours.com).

Skate your way from Glasgow to Warwickshire via open-air ice rinks in historic settings like the Tower of London and Henry VIII's Hampton Court Palace. Besides decked out stately homes and castles, Christmas markets and plays, Britain plans a spectacular New Year's Eve light show and fireworks display at the British Airways London Eye (www.visitbritain.org).

At its five-star London hotels, The Milestone and "451," Red Carnation offers a "wonderful life" package brimming with seasonal spirit from Dec. 11-Jan. 5. Included are daily English breakfast, tea with Christmas cake, two bottles of wine, lunch or dinner, store transfer, mistletoe at turndown, a tree ornament and DVD of Christmas movie fave "It's a Wonderful Life." Rates start at £129.25 per person per night (www.milestonehotel.com/christmas or www.41hotel.com/christmas).

US PASSENGER TRAVEL TO EUROPE IN 2003 – 2005



Copenhagen's beloved Tivoli Gardens opens for the holidays on Nov. 11 with its annual Christmas market, skating, live music and more. Newly refurbished Tivoli Concert Hall hosts the Royal Danish Ballet's annual Christmas classic, The Nutcracker Dec. 1-18. November 19 heralds the annual delivery of Christmas beer by horse-drawn wagons, with free samples for all.

Continental Journeys offers five day/three night packages to Copenhagen Nov.3-Mar. 6. \$559 pp/double occupancy and roundtrip air on SAS, accommodations, daily buffet breakfast, taxes and fees (www.continentaljourneys.com).



EUROPE DRESSES UP FOR THE HOLIDAYS, continued

From Helsinki to Turku, Finland heralds the season with candlelight parades and Christmas fairs. Medieval Turku is the “official” Christmas City (www.christmascity.com) with hundreds of concerts, ballet, theater and a festival of lights on the River Aura. Helsinki’s holiday spirit soars from the St. Thomas Christmas Market to the Finnish National Opera, and Lapland is a must for reindeer-drawn sleigh rides à la Santa himself. Several tour operators offer Finland packages, from Helsinki city packages starting at \$425 air/land, to Christmas programs and exotic Lapland adventures priced from \$699 air/land (www.visitfinland.com/na).

“Oil is now destroying our profitability. We are in emergency mode.”

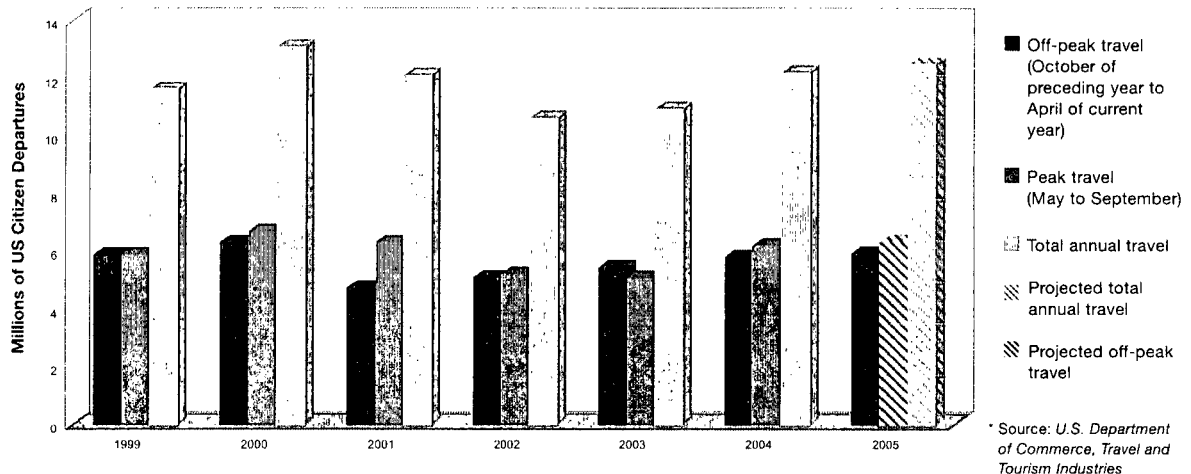
— Giovanni Bisignani, IATA (Bloomberg)

Germany is Christmas Market Central, with no less than 2,500 bedecked in Yuletide spirit. Berlin alone has 45 markets, while Nuremberg’s attracts two million visitors a year. Munich and Frankfurt also have large markets, and Dresden’s dates to 1434.

Baden-Baden’s Steigenberger Europäischer Hof invites you to celebrate Christmas and New Year’s for 10 nights with half-board. You’ll enjoy Christmas Eve and New Year’s Eve galas with Champagne, dining and dancing galore, holiday excursions, use of the Europe Spa and more. The package (Dec. 21-Jan. 4) starts at €1,470 per person/double occupancy (www.europaeischer-hof.steigenberger.com).

Budapest bustles with concerts, balls and a fabulous Christmas market at Vörösmarty Square, famed for quality folk art, Christmas cookies and mulled wine. Luxury Hotel Kempinski Corvinus offers a three-night Christmas package Dec. 23-26 with buffet breakfast, five-course Christmas Eve dinner, Christmas Day brunch, city tour and use of the spa. Price is \$444 per person/double occupancy (www.kempinski-budapest.com).

U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2004* (Full year, peak and off-peak)



In Switzerland, Montreux switches from summer jazz festival mode to a winter wonderland, and every child’s dream of Christmas. Now in its 11th year, Montreux Noël has debuted a scenic cogwheel train ride to Santa’s office high in the snow-covered mountains overlooking the town. Here, reindeer and sleigh await, and Santa himself greets children in his cozy office. Also new is Santa’s Toy Factory at the Christmas Market, a make-believe assembly line manned by animated elves – pure enchantment. For hotel packages to Montreux Noël visit www.montreuxnoel.com.



MARKETEERING DEPARTMENT

From "How the World Sees the World: The Anholt-GMI Nation Brands Index" Second Quarter ranking of 25 nation brands:

"In our analysis of the data produced by the Nation Brands Index, we have already found a statistically significant correlation between a positive experience of visiting a country and positive feelings about its products, its government, its culture, and its people. The reverse is also true: a negative vacation experience will tend to bias the consumer against trusting the government and the people of that country, choosing its products, engaging with its culture and investing in its companies. Our research in this area continues, but a likely hypothesis at this point would be that any positive experience of a country, its people or its productions tends to create a positive bias towards some or all aspects of the country.

"And with each trauma, we seem to get more inured to fear and uncertainty – and even more determined. We've become Teflon tourists."

— Jane Engle, Los Angeles Times

...in the end, deliberate acts of communication, no matter how well performed or how well funded, can only work at the margins of perception, and one simple truth about nation brand emerges from the NBI: a reputation can only be earned."

To see the complete report, visit http://www.gmi-mr.com/gmipoll/docs/NBI_Q2_2005.pdf.

IMPORTANT DATES

2nd Annual Europe in NYC

Saturday, October 29, 12:00 PM – 5:00 PM

Metropolitan Pavilion, 125 West 18th Street, New York, NY 10011

Take a virtual tour of Europe's rich bounty of fine cuisine, wines and spirits, regional cultures and charm, with American Express® Gold Card Events, *Travel & Leisure* and *Food & Wine*. Savor Europe's flavor with travel promotions and seminars, samplings of regional specialties, wine and spirits tastings, cultural activities and the Culinary World Cup, in which European chefs face off in an exciting 'mystery bag' challenge.

Wielding the skillets will be Alain Sailhac (French Culinary Institute) for France, Cornelius Gallagher (Oceana) for Ireland, José Andrés (Jaleo) for Spain and Marcus Samuelsson (Aquavit) for Sweden. Seminars feature wine experts Steve Olson (aka Wine Geek) covering Cool Wines from Red Hot Spain and Joshua Wesson (Best Cellars) making a Tour de France.

Watch for the new Europe Unlimited magazine in the October issues of *Travel & Leisure* and *Food & Wine*.

IMPORTANT DATES, continued

3rd Annual EUMEX Media Exchange

This year's bicoastal (New York and Los Angeles) event will gather representatives from scores of travel destinations, attractions and suppliers to discuss the latest travel developments, deals and story ideas in face-to-face meetings with editors and writers. It's a great chance to network and get a jump on what's doing in Europe for the coming year.

NEW YORK

Millennium Broadway Hotel
145 West 44th Street
Tuesday, Nov. 1
8 a.m. through 7:30 p.m.

LOS ANGELES

Sheraton Gateway Hotel (at LAX)
6101 West Century Boulevard
Thursday, Nov. 3
8 a.m. through 7:30 p.m.

Potential exhibitors should visit www.EuropeUnlimitedMediaExchange.com for more information and to apply for registration. Exhibitors may address questions to Hans C. Friis-Jacobsen at Donald N. Martin & Company, phone (212) 218-1200; (212) 218-1200; EuropeUnlimited@dnmartinco.com.

Journalists can register at www.EuropeUnlimitedMediaExchange.com. Media questions should be directed to Lois Gerber at (201) 866-7181; GerberLois@aol.com.

Sponsors enjoy highlighted visibility at the Media Exchange. Many thanks to the Tourist Office of Spain, sponsor of lunch in New York, the German National Tourist Office, lunch sponsor in Los Angeles, and Kent Tourism Alliance, sponsoring the evening cocktail reception in New York. Some sponsorships still available.

See upcoming issues of the ETC Travel Bulletin for further news and developments about Europe Unlimited events.

THE EUROPEAN TRAVEL COMMISSION

The ETC is a marketing organization whose role is to promote Europe as a tourist destination and provide a range of information, research and electronic distribution services to its members.

AUSTRIA • BELGIUM • BRITAIN • BULGARIA • CROATIA • CYPRUS • CZECH REPUBLIC • DENMARK • ESTONIA • FINLAND • FRANCE
GERMANY • GREECE • HOLLAND • HUNGARY • ICELAND • IRELAND • ITALY • LATVIA • LITHUANIA • LUXEMBOURG • MALTA
MONACO • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

The good news is that the third quarter registered 3.8% growth in GDP, showing strong underlying momentum despite the disastrous hurricanes. The bad news is that the Conference Board Consumer Confidence Index declined further in October from its September nosedive. Hurricanes, gas pump sticker shock and a weakening labor market are blamed. Projected higher winter heating bills do nothing to lift the mood. As a result retailers are bracing for another sluggish holiday shopping season.

Things aren't looking up for US airlines either, although some European carriers seem to be in better shape. Same old story of unbelievable fuel prices and competition forcing airlines into bankruptcy, with Delta the latest casualty.

In this issue we bring good cheer, however, with a new member joining the ETC, off-season rail bargains and a major art show slated for Paris and Berlin. We take a look at various ways consumers can experience Europe's food and wine traditions, and segue into some holiday frivolity, throwing caution to the winds with a few splurge Christmas and New Year's packages at some of Europe's best hotels. Gotta live sometime, right?

Peace,



Nora Brossard

norab@spring-obrien.com

TRAVEL INDUSTRY NEWS

The European Travel Commission will officially add Ukraine as a new member effective January 1. Bordered by Romania to the south and Russia to the east, Ukraine is anchored by Kiev, dating back to the fifth century, Odessa, the Black Sea port and seaside retreat, and the Carpathian National Natural Park. This brings ETC total membership to 34 countries – never standing still, always expanding the borders of discovery.

From January through March, Eurail (www.eurail.com) will add an extra day to its Selectpass for rail travel in three, four or five adjoining European countries. Early Birds who purchase Eurail Selectpasses for six, eight or 10 days of travel will get seven, nine and 11 days, to use anytime in a two-month period. With six months from date of purchase to begin using the pass, travelers can plan trips at leisure.

Off-season travelers to France have until December 5 to purchase a special 2-day France Railpass created by Rail Europe (www.raileurope.com/franceontrack), good for two days of travel in a month's timeframe through January 31; \$99 in second class and \$129 in first class. Rail Europe is also offering up to 20% savings on Italian railpasses and a shorter three-day Trenitalia Pass. Both must be booked by February 28 for travel from November 1 through March 31.

Down and deranged in Paris and Berlin – In Paris this fall, depressives and the well adjusted alike shouldn't miss *Melancholy: Genius and Madness in the West* (www.rmn.fr/melancolie) at the Grand Palais until mid-Jan. More than 250 works by celebrated tortured souls like Durer, William Blake, Delacroix, van Gogh and Picasso trace the evolution of melancholy. The show moves to Berlin's New National Gallery February 16-May 7.

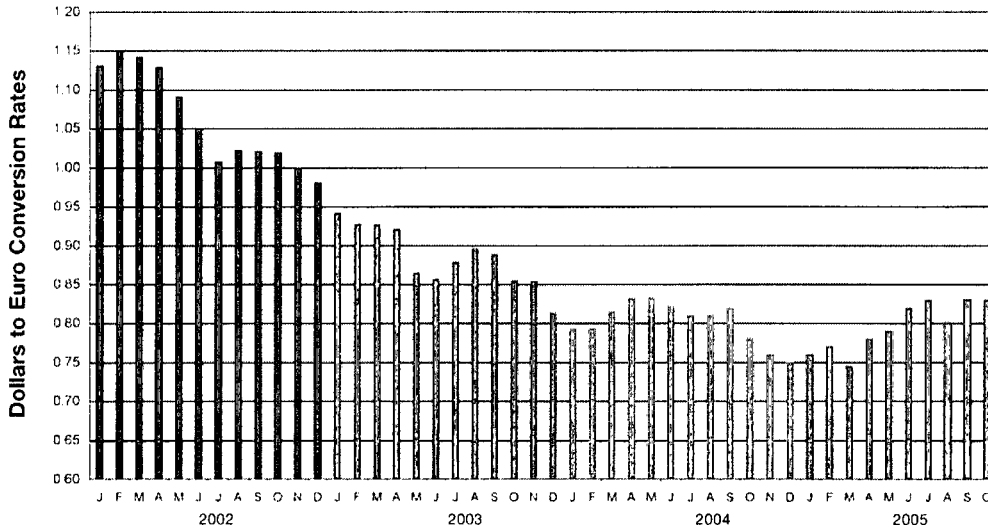
Travel Industry News	Page 1
Airline News	Page 2
Europe Dresses Up For the Holidays	Page 3
Eye on Marketing	Page 4
Europe's Gastronomic Bouquet	Page 6

TRAVEL INDUSTRY NEWS, continued

New Paris Pass from Leisure Pass Group allows free, no waiting access to more than 70 attractions plus free public transportation, for one (€39), three (€99) and five days (€139), plus valuable extras. The new pass can be purchased at www.paris-pass.com.

(Sources: European Travel Commission, Eurail, Rail Europe, AP, Visit Finland, Leisure Pass Group)

DOLLAR TO EURO CURRENCY TRENDS



AIRLINE NEWS

Sept. traffic reports: Air France reported September traffic grew 9.6%, up from 8.1% in August. In the same period, British Airway's traffic rose 7.8 % after a strike-related dip. Lufthansa's September traffic was up 3.9%, smaller than the 5.2% registered in August. However, with fuel surcharges of \$125 on long-haul roundtrips, airlines could see passenger traffic decreasing sooner rather than later, say analysts.

Indeed, IATA sees signs of a worldwide slowdown in flight demand as record fuel prices dampen travel demand. In northwest Europe, fuel prices rose 63% in 2005. In New York, fuel prices will average \$65 a barrel this quarter and are forecast at more than \$62 next quarter. Yet customers won't tolerate much higher surcharges, putting the airlines between the proverbial rock and a hard place.

While many airlines are putting on the Ritz with lie-flat beds and other luxuries to compete for first and business class passengers, Air France has taken coach class passengers into consideration and installed ergonomically designed seats with headrests and reclining footrests.

Upstart carriers Eos and Maxjet are challenging British Airways and Virgin Atlantic for the business travel market to London, both offering business class only flights from JFK to Stansted with competitive amenities for less money. Maxjet has just slashed roundtrip fares by 50% to \$1400, but American Airlines, BA and Virgin all offer onward connecting flights and loyalty programs, making it no easy task to unseat them, says the *Wall Street Journal*.

Sky high fuel prices pushed American Airlines to a third quarter loss of \$153 million, with the fourth quarter not expected to be any better. Yet, AA remains the only major US carrier not to file for bankruptcy protection, demand labor givebacks or threaten to default on pensions. How long it can hold out remains to be seen.

FARE TRACKER Lowest roundtrip fares on Travelocity, OCTOBER 28:			
New York to London	\$203.00	Chicago to Paris	\$300.00
Los Angeles to Frankfurt	\$343.00		

AIRLINE NEWS, continued

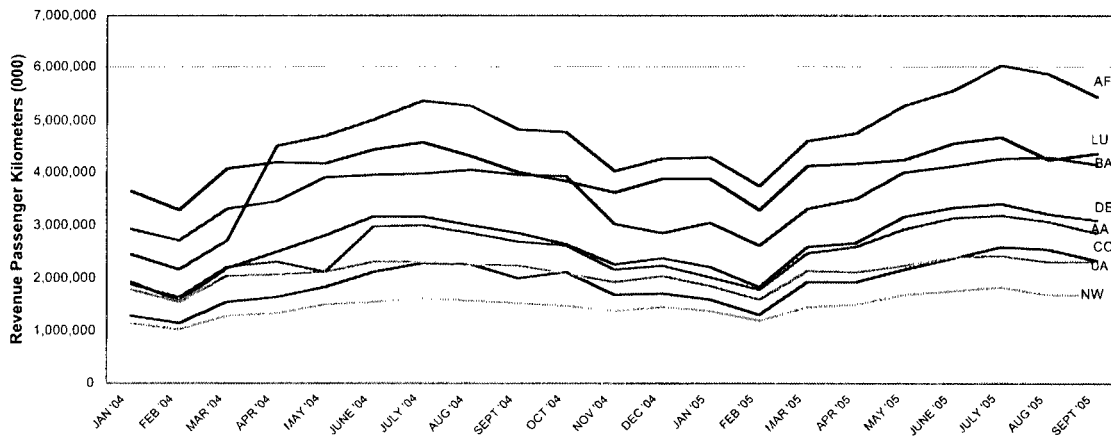
Congratulations to Continental Airlines on its third-quarter profit of \$61 million after raising fares to offset high oil prices, compared to a year-earlier loss of \$16 million. The carrier expects to post a significant loss for the fourth quarter and for the whole year, yet projects enough liquidity and cash flow to continue operating in 2006.

As US major carriers shift flights from competitive domestic to more lucrative international routes, analysts worry that they will create a glut and drive fares ever lower. Delta, the latest airline to seek bankruptcy, is leading the charge by adding 11 new routes to Europe and the Middle East in 2006. Its game plan apparently is to become the world's leading transatlantic carrier.

Bankrupt Northwest Airline's third-quarter loss was \$469 million, contrasting sharply with its year-earlier loss of \$38 million. Along with Delta, Northwest is trying to divest itself of its pension obligations. Low-cost airlines, of course, have the advantage of a labor force working without such a generous safety net.

(Sources: Bloomberg, USA Today, Wall Street Journal)

2004 THRU SEPTEMBER 2005 TRANSATLANTIC RPKs



EUROPE DRESSES UP FOR THE HOLIDAYS

In which Europe dons its gay apparel for Christmas and New Year's celebrations, with tempting packages - bookable right now - that invite you to experience the joys of the season. For other special holiday celebrations, see the September issue of the Europe Unlimited Travel Bulletin in the pressroom at www.visiteurope.com. Fa la la la la.

Indeed, the dress code is black tie or smoking for the New Year's Eve Ball at Stockholm's Grand Hotel.

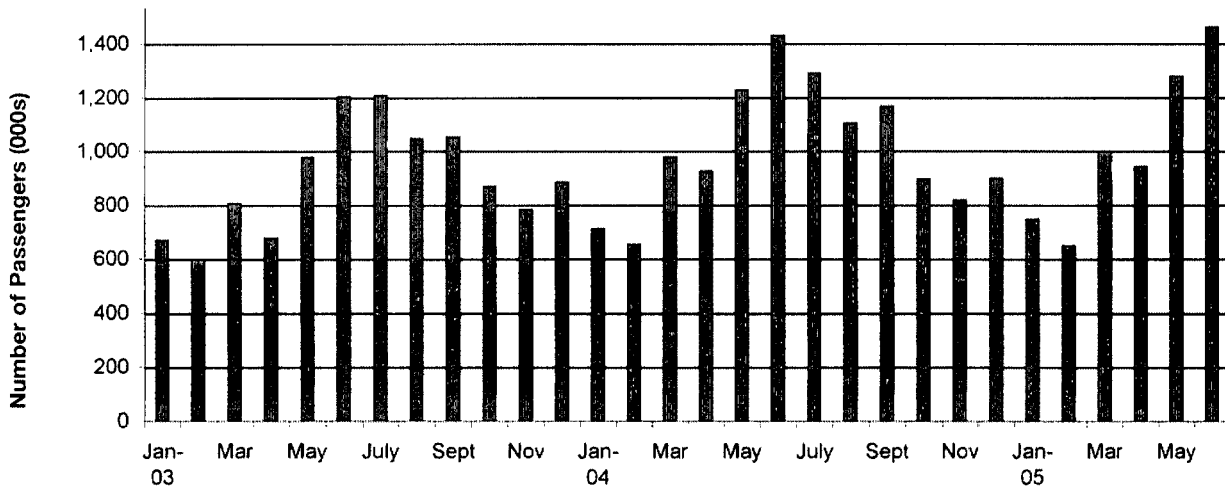
The price of 2,290 Swedish Kroner (SEK) per person double occupancy includes accommodations, seven-course dinner, dancing to live music and indoor midnight fireworks, as well as a lavish buffet breakfast to start 2006. From November 25 to December 23, the hotel sets its sumptuous Christmas table with traditional Swedish dishes. For reservations, call 46-8-679-35-60.

In Belgium, head to Antwerp, Bruges, Brussels and Liège for lively traditional Christmas markets. For December, Brussels' Grand' Place sports a majestic Nordic spruce Christmas tree, and everywhere mulled wine aromas scent the air. The Royal Windsor Hotel (www.royalwindsorbrussels.com) on the Grand' Place offers a special Christmas package starting at €98 per person for one night with accommodations, full buffet breakfast and a three-course Christmas menu. For New Year's, a one night stay is €148 per person with breakfast, an elaborate New Year's Eve menu with live music and dancing in the hotel's nightclub.

EUROPE DRESSES UP FOR THE HOLIDAYS, *continued*

Lisbon's chic shopping precincts include the elegant Avenida da Liberdade, lit up in its Christmas best, as well as the pedestrian areas of Baixa and Chiado. Around the 19th century hilltop Lapa Palace, some of the shops are more than 100 years old. A member of Orient Express Hotels, the Lapa Palace offers a three-night package for Christmas or New Year's starting from €975 per person, with buffet or room service breakfast, airport or harbor transfers, Port wine and flowers on arrival, an à la carte meal at Ristorante Cipriani, an afternoon tea and use of the Wellness Center with indoor/outdoor heated swimming pools, sauna, gym, etc. For more information click on www.lapapalace.com.

US PASSENGER TRAVEL TO EUROPE IN 2003 – 2005



EYE ON MARKETING

Sign of the Times: With 38% of Baby Boomers booking travel online, the AARP will launch its own travel website for the over-50 set, AARP Passport (www.aarp.org/passport). Based on AARP's recent survey of Baby Boomer travel habits, it's about time. According to the survey, 81 million Baby Boomers, or 28% of the US population:

- own 67% of the nation's wealth with more than \$28 trillion in assets
- consider themselves adventurous, 55% choosing activities like motorcycling, white water rafting and saltwater fishing
- have a higher passport rate than the general population (28%)
- consider the most important factors in their leisure travel destinations to be beautiful scenery with good weather and no time pressures or schedules
- travel to these top five destinations: U.S., Europe, the Caribbean, Australia/New Zealand and Africa

The study also notes that 20 years ago, Europe, Latin America and the Caribbean all shared the Boomer market fairly equally, about 4% each. Today, these markets have doubled or tripled, with 7% traveling to Europe. Destination Europe marketers might do well to start thinking of 50 as the new 30.



EYE ON MARKETING, continued

Another revenue-boosting demographic often overlooked by marketers is women, says Martha Barletta in the October 24 Advertising Age. President-CEO of the Trendsight Group, a marketing-to-women consultancy, she says that 43% of business travelers are women.

That's impressive enough, but women also make more than 75% of all travel decisions not only for themselves, but also for their businesses and their families. The number of women-only travel companies has more than doubled and women also drove the trend towards group destination celebrations in exotic locales for weddings, significant birthdays and anniversaries, as well as girlfriend's getaways.

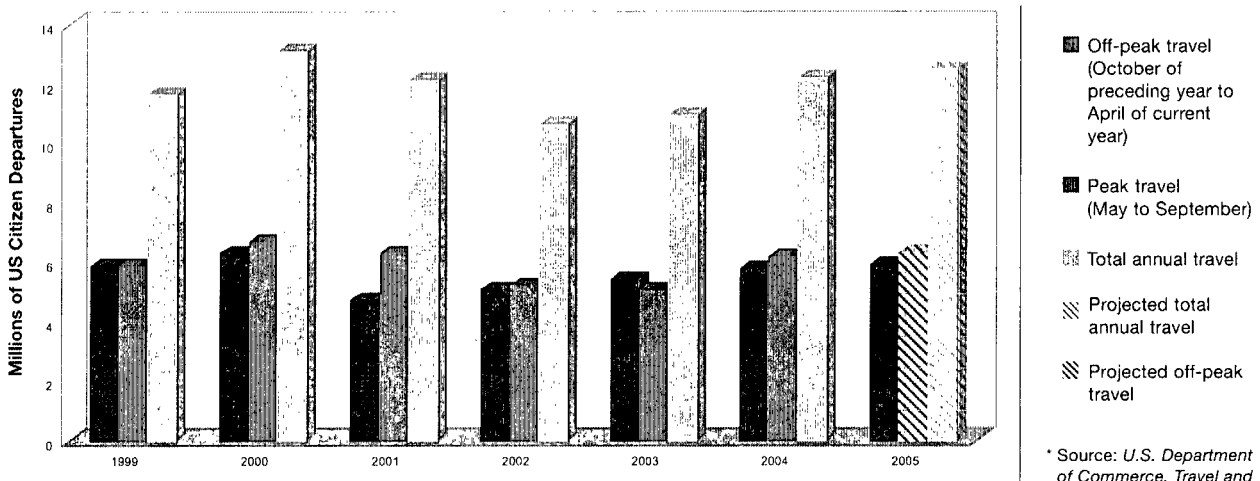
Percent of Travel Segments that Prefer to Visit the Same Place on Next Trip vs. Going to a New Destination

Travel Preference	Total	Travel Segment			
		Adventure Travelers	Budget Travelers	Family Travelers	Luxury Travelers
Same destination each year	25	36	43	48	40
Similar destination on next trip	8	3	3	3	3
New destination for each trip	67	61	54	49	57

(Source: Stanley C. Plog in *Travel Agent*, Oct. 24)

According to Barletta, travel marketers need to emphasize family and friends to successfully woo this market. Women want to know those around them are happy before indulging themselves. They love spas, for example, but really adore spas with childcare and a golf course really have the edge in getting travel dollars.

U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2005* (Full year, peak and off-peak)



EUROPE'S GASTRONOMIC BOUQUET

The grapes are crushed and working their magic in barrel and vault, the crops have been gathered in, and the crisp autumn air piques the appetite. Time to consider the unique gustatory pleasures that await fall visitors to Europe, from chowing down in a country farmhouse to dining in chic urban venues. Washing it all down, of course, with some of Europe's acclaimed wines and beers.

Croatia's abundant truffle crop this year will drop the price of rare Istrian white truffles to about \$300-\$475 a kilogram. Just outside Motovun, a well preserved Medieval town celebrated for its truffles, visitors can experience Croatian culture and cuisine with a stay at the Tonic House, one of the 200 rural households in the country's agrotourism program. Since the Greeks, Hungarians, Turks and Italians all left their marks here over the centuries, Croatian cooking, wines and brandies are as varied as they are delicious. For more information, click on www.croatia.hr.

Northern lights: In Copenhagen, nine restaurants boast a Michelin star, and one a rare two stars. Noma is one such Michelin Mecca that is reviving Nordic culinary craft by scouring the Arctic Circle for ingredients like horse mussels, deep-sea crabs and langoustines from the Faroe Islands, halibut, wild salmon and cod from Iceland, and lamb, musk ox, berries and pure drinking water from Greenland, plus Denmark's freshest produce. Check it out at www.noma.dk.

Nordic Manifesto: A baker's dozen minus one (12) of Scandinavian chefs have put out a manifesto declaring the Nordic kitchen to be a world-class cuisine. No argument here. Helsinki's Chez Dominique, for example, has won two Michelin stars under the toque of Hans Välimäki, a manifesto signer. His latest venture, Mecca, is proving to be just that for foodies and after hours hipsters alike. With more than 800 restaurants in a city of under 500,000 people, Helsinki is definitely proving its culinary chops. Freshness and innovation reign even among sidewalk street kiosks selling veggie-chocked street food. For information on travel to Finland, click on www.visitfinland.com.

Chocolate beer, anyone? In Belgium, this raises no eyebrows. Chocolate is one of more than 450 varieties of beer, along with raspberry, cherry, and the beer that made Belgium famous, lambic beer. An ancient method, lambic brewing produces a bone-dry, tart and naturally effervescent brew that, just like fine wine, improves with age in the bottle. No surprise, then, that a visit to the Belgian Brewers House is a must when in Brussels; open every day, and with an appropriate URL: www.beerparadise.be.

Heineken at your own pace: In Amsterdam, Heineken House offers a self-guided tour of its brewery that includes three drinks (beer or soda) and a "bottle ride" along a conveyor belt through every stage of the process from empty to full bottles. You can also email a photo or video of your Heineken Experience to your pals back home. Get all the details at www.holland.com/us/amsterdam/attractions/heineken.html.

Follow the Cyprus Wine Routes through the sun-kissed southern slopes and delightful hillside villages of the Troodos Mountains above Lemesos and Pafos. Several small wineries offer tours and tastings of their wines and spirits, and in Erimi, a new Cyprus Wine Museum unfolds the history of winemaking in Cyprus down the ages. To find out more, go to www.visitcyprus.org.cy.

It's easy being green in Sweden, where regional restaurant groups showcase fresh organic food, such as the 25 Västsvensk Mersmak restaurants in West Sweden, which harvest their own ingredients from fish to produce. In Skåne, the 27 inns and restaurants of Culinary Skåne offer cooking classes and top-rated cuisine. To learn more about gastronomic tours in Sweden, go to www.visitsweden.com/culinary.

THE EUROPEAN TRAVEL COMMISSION

The ETC is a marketing organization whose role is to promote Europe as a tourist destination and provide a range of information, research and electronic distribution services to its members.

AUSTRIA • BELGIUM • BRITAIN • BULGARIA • CROATIA • CYPRUS • CZECH REPUBLIC • DENMARK • ESTONIA • FINLAND • FRANCE
GERMANY • GREECE • HOLLAND • HUNGARY • ICELAND • IRELAND • ITALY • LATVIA • LITHUANIA • LUXEMBOURG • MALTA
MONACO • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY

Europe

Unlimited

Travel Bulletin

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION
AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

The European travel scene is reasonably upbeat this month. Despite the Iraq War and economic challenges, at least three percent more Americans are expected to visit Europe this year, with monthly numbers for 2005 (except February) outperforming 2004 by about that percentage. With the Consumer Confidence Index bouncing back after a two-month decline connected to the disastrous hurricane season, plus a significant dip in gas prices and rising income and spending, there's further cause for optimism.

Indeed, some airlines are doing fairly well, even in today's competition-crazed environment. Air France-KLM, in particular, seems to be proving the wisdom of its merger. More and more aviation players, big and small alike, see promise in all business-class service, but it remains to be seen how it all shakes out.

Among other interesting news in this issue, the Baltic countries are coming up fast as cruise destination contenders, Italy has a new movie costume museum with scads of movie star outfits, and the dot-travel domain name is poised to become a new feature of online travel marketing.

Finally, see "Eye on Marketing" for insights into the unstoppable juggernaut of online travel, and for tips on reaching aging-but-forever-young Baby Boomers with experiential thrills.

Peace,

Nora Brossard
norab@spring-obrien.com

TRAVEL INDUSTRY NEWS

Visit London believes that New Yorkers who like martinis in Manhattan will love gin and tonics in London, in a new £1 million campaign that will also target Philadelphia and Washington, DC. The campaign gives a London twist to associations specific to the US cities, using diner take out coffee cups, department store shopping bags and bar coasters. Recently spotted were a shopping bag emblazoned "If you like shopping in Soho, New York, you'll love shopping in Soho, London," and a bar coaster with the equivalent martini/gin and tonic phrase.

Brussels-based Rezidor SAS Hospitality has teamed with Italian couturier Missoni to create a Missoni lifestyle hotel brand. ETC cities targeted for the hotels include London, Edinburgh, Copenhagen, Paris, Amsterdam, Frankfurt, Milan, Barcelona and Istanbul. Dress code: chic.

The Cruise Baltic Project reports that Baltic cruising has grown annually at a 16% rate since 2000 compared to a 7% annual rate for global cruising. Indeed, the Baltic has attained second most popular cruise destination status after the Caribbean. The Cruise Baltic Project (www.cruisebaltic.com) includes Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Norway and Sweden. Among its marketing activities, the group is developing new thematic itineraries to help increase the number of cruise passengers by 20% before 2008.

Do you dot-travel? An alternative Internet address will soon be available for dot-com travel sites when the .travel domain launches in January. A domain name exclusively for travel related businesses, .travel is an initiative of Tralliance Corporation and The Travel Partnership Corporation to create a reliable space on the Web for authenticated travel businesses. To find out more, visit www.domainregistry.de/travel-domains.html.

Travel Industry News	Page 1
Airline News	Page 2
What's Doing In Europe 2006	Page 3
Eye on Marketing	Page 4

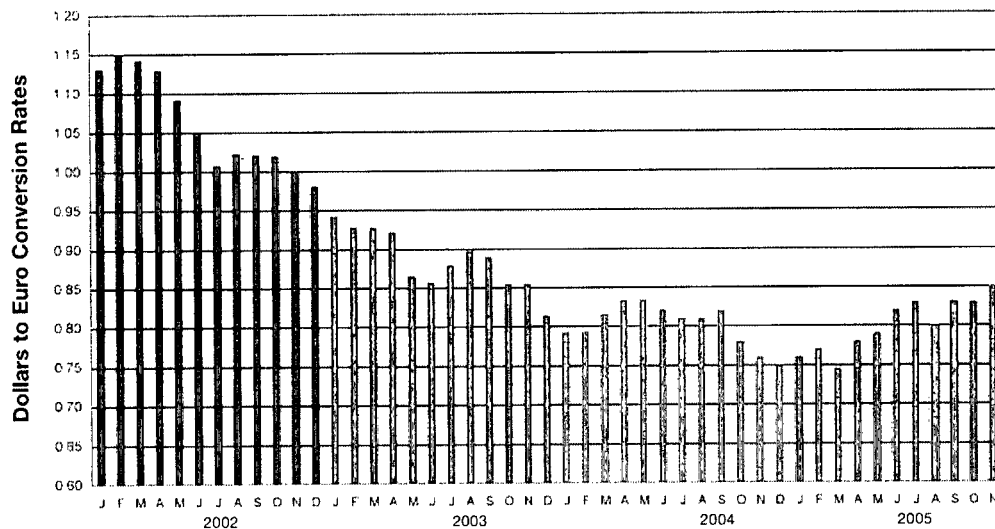
Vienna is in high spirits, anticipating a record year with a 2% growth in visitors in the first eight months of 2005 and 3% growth in total room nights. US arrivals were up nearly 5%, and five-star hotels out performed other hotel segments with a growth rate of 6% from January to August. Wunderbar!

Switzerland Tourism has introduced a third themed route for independent travelers. The Art & Architecture Route joins the "Gourmet & Wine" and "Luxury & Design" routes, guiding visitors through 26 cities where world-renowned architects have made a mark, including Swiss-born architects like Le Corbusier, Mario Botta and Renzo Piano.

Cinephiles and fashionistas, take note: A new Museum of Movie Costumes opened recently in San Giuliano Terme, a charming town outside Pisa. With famed cineaste Franco Zeffirelli as honorary president, the movie displays more than 25,000 costumes, many worn by popular stars like Sophia Loren, Claudia Cardinale and Charlton Heston.

(Sources: modernagent.com, Travel Advance, Travel Daily News, European Travel Commission)

DOLLAR TO EURO CURRENCY TRENDS



AIRLINE NEWS

Air France-KLM ended the second quarter with a surprising jump in operating profit of 56% (€528 million). The carrier is also confident about the rest of the year and expects operating income to rise 50% to more than €750 million. Air France executives said the merger last year with KLM is more than living up to its promise.

In its latest effort to survive, Alitalia announced plans to sell €1 billion of new stock at less than market share. The airline needs the funds to cover operating costs and convince another carrier to form an alliance, notably Air France-KLM, which won't consider it until Alitalia's finances improve.

In the quarter ended September 30, the second of its fiscal year, British Airways said that profit fell 24% after fuel costs soared and a strike at Heathrow cost \$80 million (£45 million). Although net income declined to £171 million from £225 million a year ago, profit for Europe's third largest airline still beat analysts' estimates, just as it has done in five of the past six quarters.

Delta Airlines reported a \$1.1 billion third quarter net loss as it sought to reorganize in bankruptcy court. The airline will seek to slash about \$3 billion in costs through wage and benefit cuts, including eliminating up to 9,000 jobs and shrinking its fleet by 100 aircraft. Despite these challenges, Delta is determined to become the world's largest airline across the Atlantic next summer by adding 11 new routes to Europe from the US.

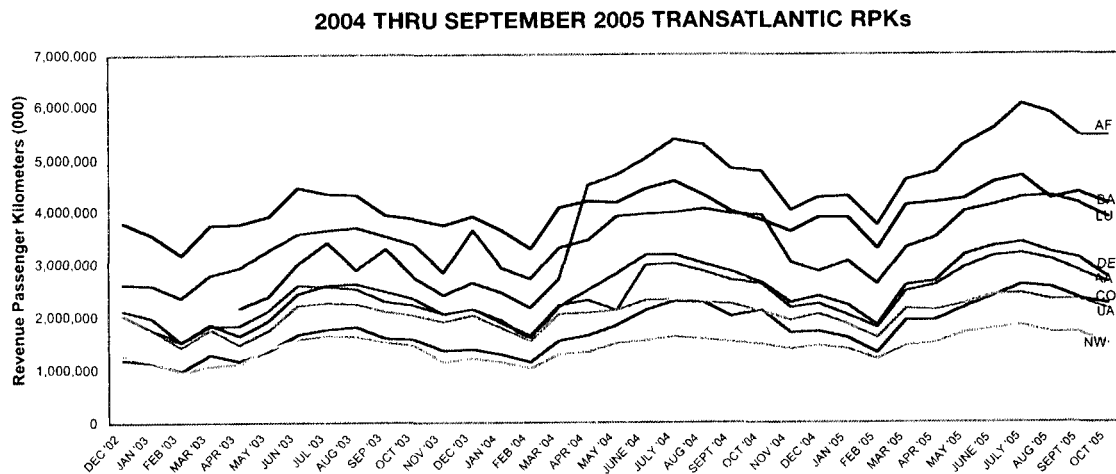
Iberia, Spain's largest carrier, announced a surge in third quarter profits due to extraordinary gains linked to the sale of its stake in travel reservations company Amadeus. Net profit was €372.6 million, up from €87.9 million a year earlier.

FARE TRACKER Lowest roundtrip fares on Travelocity, NOVEMBER 30:					
New York to London	\$174.00	Chicago to Paris	\$255.00	Los Angeles to Frankfurt	\$299.00

Lufthansa, Europe's second largest airline, announced expectations of a full-year operating profit well over €400 million from €383 million in 2004, but warned that it faced daunting fuel bills next year. Its nine-month operating profit rose to €471 million from €251 last year. The carrier is considering expanding its low fare offerings at Hamburg Airport to better compete with low-cost carriers.

Seems like everyone's getting into the all-business class flight act: Eos and Maxjet were first to start business class-only transatlantic service from JFK/New York to Stansted/London. Now UK startup Fly First is proposing to launch biz class only between Newark and Luton/London by year's end, pending approval. Maxjet will expand its Stansted service to Washington Dulles International Airport this winter, and KLM has started business class-only flights between Houston and Amsterdam.

(Sources: Reuters, Bloomberg, Delta, Washington Post)



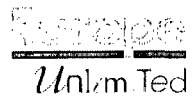
WHAT'S DOING IN EUROPE 2006

Whatever your age and interests, the beauty of Europe is its full calendar of exciting events, celebrations and openings to fit the bill. If your tastes run to the high brow, Europe invented most of the great classical music and art masterpieces of the past few centuries. If you're into hip and trendy, you'll rave at Europe's funky festivals of rock and jazz. Must-see spectacles for jocks include the Winter Olympic Games in Turin and the World Cup Soccer Finals in Germany this summer (www.fifaworldcup.com). Also notable are some lesser-known celebrations as worth bragging about as the mega events. Here's a sampling:

April brings the **Belfast Cathedral Quarter Arts Festival** (April 27-May 7, www.cqaf.com), a feast of music, theater, comedy, circus and arts. **Belfast Pride Festival** (July 29-August 5, www.belfastpride.com) packs in arts and cultural events from the gay/lesbian/transgender point of view, plus a now legendary *Parade and Party in the Square*.

Brussels tips its hat to **Bruegel**, master painter of the 16th century Flemish Renaissance, with a major exhibit at the Gaasbeek Meise (May 15-August 31). Jazz takes over most of the bars and clubs in town during the **Brussels Jazz Marathon Weekend**, May 19-21 (www.visitbelgium.com).

In April and May, the **Royal Danish Opera** will perform Wagner's entire Ring Cycle at Operaen, Copenhagen's new opera house (www.kgl-teater.dk). Later, Denmark gets down with Northern Europe's biggest **rock festival in Roskilde** (June 29-July 2, www.roskilde-festival.dk).

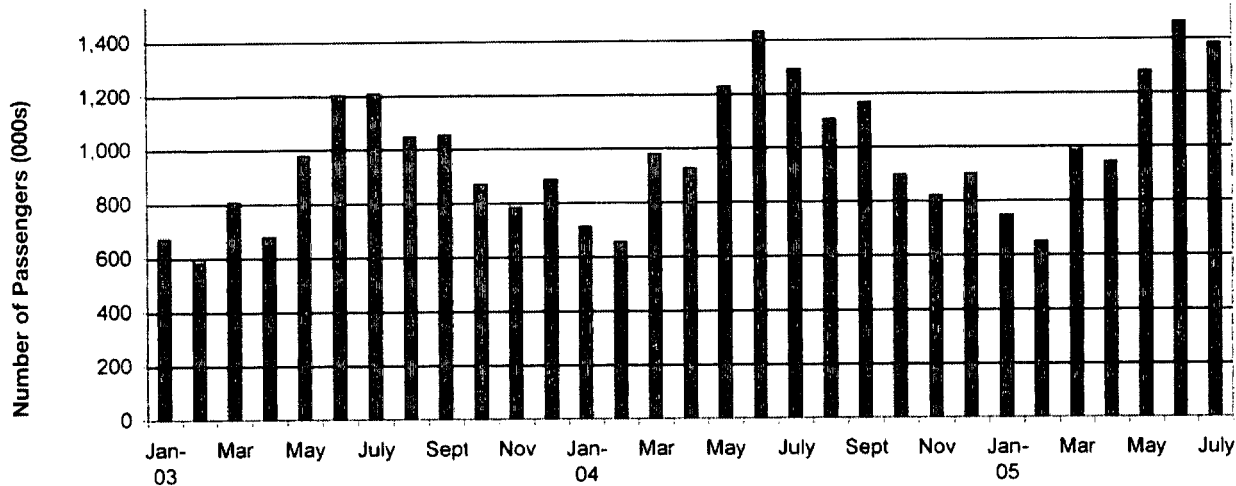


WHAT'S DOING IN EUROPE 2006, continued

The **new Mercedes-Benz Museum** opens in Stuttgart on May 19. Fittingly, it's a marvel of engineering: what appears to be a three-story building is actually a helix structure spanning nine levels, allowing separate tours through each spiral. The collection of old and new cars is no less impressive.

While Holland revs up for **Rembrandt's 400th birthday**, it is almost as devoted to **Miffy, the little bunny created by Dick Bruna in 1955**. Since then the children's character, whose books have sold 85 million copies in 40 languages, has morphed into a design icon and fashion brand. Now Miffy gets her own museum, the Dick Bruna Huis in Utrecht, opening February 18.

US PASSENGER TRAVEL TO EUROPE IN 2004 – 2005



England is home to a whole slew of beloved children's characters, including **Winnie the Pooh and Christopher Robin**, whose creator, A.A. Milne, died 50 years ago. Visitors can trace their steps at Cotchford Farm in East Sussex, about an hour outside London (www.pooh-country.co.uk). In honor of its 150th anniversary, London's **National Portrait Gallery** hosts an exhibition, *Searching for Shakespeare*, March 2-May 20 (www.npg.org.uk).

In Switzerland, take your pick of the avant-garde art of **Art Basel**, June 14-19, and the folkloric **Unspunnen Festival** in Interlaken, September 1-3 in 2006. Held only once every 13 years, it's a rare opportunity to observe sturdy alpine herdsman engaged in age-old Swiss yodeling, alphorn playing, alpine wrestling and the throwing of the 184-pound Unspunnen stone. Colorful costumes abound in a breathtaking mountain setting.

Vienna's vibe is Mozart in 2006, whose 250th birthday falls on January 27. The year-long celebration hosts countless virtuoso events including a spectacular Mozart exhibition at the Albertina, performances at four opera houses and the "New Crowned Hope" festival by US star director Peter Sellars. Check it out at www.vienna.info and www.mozart2006.net.

Click on the searchable events database at www.visiteurope.com for these events and lots more.

EYE ON MARKETING

According to the PhoCusWright Online Travel Review Fifth Edition, the online and offline travel channels are converging. Transactions on leisure/unmanaged business travel sites will surpass \$65.4 billion this year, about 30% of the US travel market, and will reach \$93.6 billion by 2007, or 40% of the market.



The key driver of online growth is the shift from offline supplier direct sales to supplier Web sites, which has grown at a rate of 26% compared to 7% for the overall travel market.

EYE ON MARKETING, continued

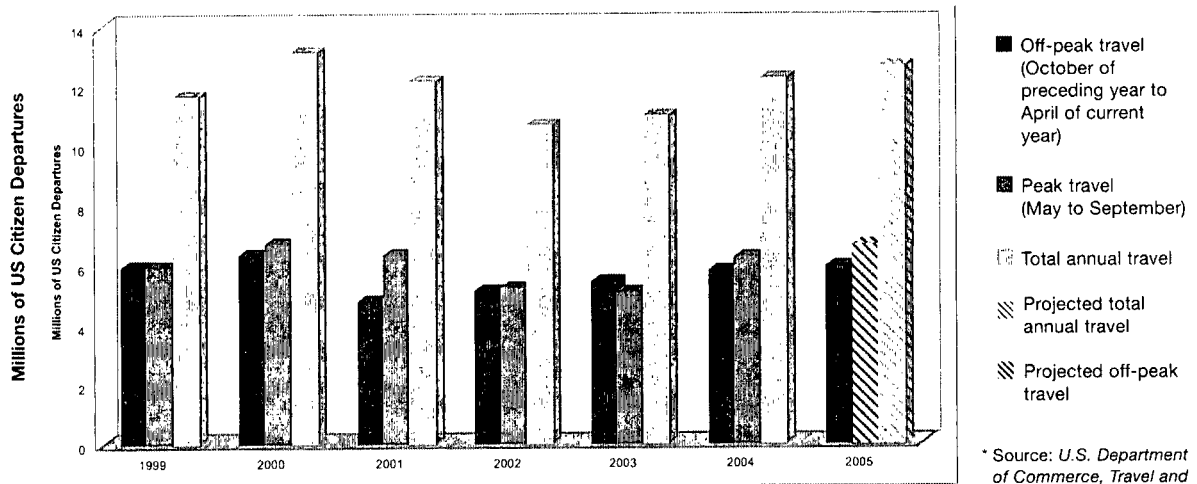
While the online growth rate will slow to 19% by 2007, it will still outpace the total market by a factor of four. Also of note:

- The top four US travel distribution companies – Expedia, Sabre, Cendant and Priceline – control 97% of the US online travel agency market, over half of the European online travel agency market and 12% of the entire US travel market
- Data mining, personalization, user-generated content and e-mail campaigns are increasingly important conversion drivers
- Hotel, air and car rental Web sites are growing with bookings at two and three times the rate of online travel agency bookings in those segments

Travel marketers focused on Gen X markets should not neglect Baby Boomers, who are prioritizing more time for travel and learning. Consultant Bert Green, author of “Marketing to Leading-Edge Baby Boomers,” says their thirst for educational and experiential travel are driving two trends, cultural and heritage tourism, that represent substantial opportunities for tourism growth in 2006.

With history taking on added significance for Boomers, they seek out locales that showcase transforming voyages into the past, especially their own nostalgic coming-of-age experiences. He cites all-day walking tours of London’s Beatles landmarks as an example, including Abbey Road Studios and the Palladium Theatre, birthplace of “Beatlemania.”

U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2005* (Full year, peak and off-peak)



Cultural tourism involves immersive experiences with less emphasis on locale per se. For example, Rolling Stones’ lead guitarist Ronnie Wood draws hordes of Boomers into hip art galleries to view his sketches of the band.

Savvy tour operators are devising travel products in line with Boomer tastes, such as unusual journeys, education from prominent tour guides and access to extraordinary experiences such as private tours of the Sistine Chapel. Think “peak experience.”

European hoteliers might also take a page from US hotel marketers’ play book by creating new travel experiences with Boomer appeal, like gourmet cooking, wellness education, sports skill improvement and packages tied to local or regional events and attractions.

THE EUROPEAN TRAVEL COMMISSION

The ETC is a marketing organization whose role is to promote Europe as a tourist destination and provide a range of information, research and electronic distribution services to its members.

AUSTRIA • BELGIUM • BRITAIN • BULGARIA • CROATIA • CYPRUS • CZECH REPUBLIC • DENMARK • ESTONIA • FINLAND • FRANCE
 GERMANY • GREECE • HOLLAND • HUNGARY • ICELAND • IRELAND • ITALY • LATVIA • LITHUANIA • LUXEMBOURG • MALTA
 MONACO • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY

July 2005



VisitEuropeNow

THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER NATIONAL TOURIST OFFICES

Take sports to new places in Europe this summer. Take a free bike ride through Copenhagen, check out golf in Wales, run a marathon, watch a Formula 1 race or attend a festival featuring old traditions and learn some new sports. When it comes to sports in Europe, the options are unlimited!

Congratulations London - Host City of the 2012 Olympic and Paralympic Games - you've made Britain proud.

To subscribe to individual country e-newsletters, please [click here](#).

(SWEDEN)

SKANE FOR GOLFERS; INSPIRATION GUARANTEED

Sweden's golf courses are carefully landscaped to incorporate the beauty and variety of the Swedish countryside. Skane (in south Sweden) is one of the least expensive and most memorable golfing locations in Europe... [read more](#).

(ITALY)

INTERNATIONAL TRIATHLON

In Lido di Venezia, a wonderful & exciting sporting event will take place along the Lungomare Marconi, where international athletes from a range of different countries will come together to compete. On August 6, 2005, the International Triathlon of Venice begins with a swim along the beach... [read more](#).

(TURKEY)

GREEN LIGHT IN ISTANBUL

Turkey will unveil its new purpose-built Formula 1 race track when Ferraris, Mercedes, BMWs and other contenders speed through its 5.333 km track on Sunday, August 21, beginning at 3:00 p.m.... [read more](#).

(GERMANY)

RHINE IN FLAMES, KOBLENZ

On August 13, 2005, Koblenz commemorates the very first celebration along the river when, in the summer of 1766, a firework show was put on in honor of Johann Phillip von Walderdorff, the prince elector... [read more](#).

SPECIALS THIS MONTH

(SWITZERLAND)

UNSPUNNEN FESTIVAL

The Unspunnen festival, the only one of its kind, celebrates its bicentennial from September 2nd through 4th, 2005. This folklore festival takes place in the town of Interlaken, only about a 30-minute train ride from Bern... [read more](#).

(DENMARK)

BIKE FOR FREE

Who says there's no such thing as a free ride? Throughout Copenhagen you'll find racks full of brightly colored "City Bikes" - you can't miss them. Simply pop a 20 kroner coin into the rack to release the bike. Then do as the Danes do, and tour the town by pedal power... [read more](#).

(FINLAND)

SPORT CITY

The International Athletics Association Federation (IAAF) Championships will be held in Helsinki this year and will be the biggest sports event in the world in 2005. And yet it is only one of several exciting sporting events taking place in Finland this year... [read more](#).

(HOLLAND)

SKUTSJESILEN

From July 30th through August 12th, 2005, the province of Friesland is focused on Skutsjesilen. This typically Friesian word means 'competitive sailing with cargo ships', which are flat-bottomed ships built around the year 1900... [read more](#).

(BRITAIN)

UNDISCOVERED GOLF

Okay, everyone has covered golf in Scotland -- the well-known courses. So let's introduce a

(PORTUGAL)

2005 ALGARVE WORLD CUP

A highly regarded golfing destination, Portugal is a veritable golfer's paradise. With over 60 golf courses throughout the country to suit every taste and ability... [read more.](#)

(CROATIA)

WORLD CORPORATE GAMES

Representatives from corporations around the world will compete against one another at the 16th World Corporate Games, in Zagreb from September 30th - October 2nd... [read more.](#)

(HUNGARY)

RUN AND RELAX

The 20th Anniversary NIKE Budapest International Half marathon will take place on September 4, 2005. The race starts in the City Park and the route touches the most beautiful sites of the city... [read more.](#)

(CYPRUS)

BEACH VOLLEYBALL

One of the most popular sports of the summer in Cyprus is beach volley. Don't miss this year's exciting tournament, sponsored by the Cyprus Volleyball Federation, which will be held throughout July and August... [read more.](#)

(NORWAY)

NORWAY CUP

The Norway Cup is one of the world's largest soccer tournaments for youths. There are 1,500 teams participating made up of 30,000 youths between the age of 13 and 19, from 42 countries. The event takes place this year from July 31 - August 6, 2005... [read more.](#)

the well-known courses. So let's introduce a largely undiscovered golf destination: Wales. Oh so accessible from London, just two short hours by road or rail, lie some of the best kept secrets in the United Kingdom... [read more.](#)

(AUSTRIA)

THREE COUNTRIES MARATHON PACKAGE

The IAAF-certified Three Countries Marathon will take place September 28th - October 4th, 2005 starting in Germany and traveling through Austria and Switzerland before returning to Austria and the finish line... [read more.](#)

(MALTA)

SPORTING PARADISE

Malta offers almost any sport under the sun. Choose from high-energy to low-octane pursuits and with many sports for experts and novices alike, why not try something new?... [read more.](#)

(BELGIUM)

GRAND PRIX

The Grand Prix of Belgium will be held in Spa on September 11, 2005. For more than five decades the Formula 1 race is held annually at the spectacular Spa-Francorchamps track. Considered by many to be the best circuit on the F1 calendar... [read more.](#)

Europe
Unlimited

Linking Content: Spa Newsletter **August 2005**

Turkey Aqua Vita

Visit Turkey's famous natural healing hot springs on this special spa package, "Aqua Vita". While in Turkey, travelers can open their eyes to new experiences and their bodies to the healing waters of baths.

For more info go to, <http://www.pachatours.com/Tours/SpecialInterest/AquaVita/aquavita.html> or call Pacha Tours: 800 722 4288

Monaco Fountain of Youth

For Europe's ultimate spa vacation, stay at either the legendary Hotel de Paris or the Hotel Hermitage for a (minimum) seven-night anti-ageing and slimming package which includes customized treatments at Europe's finest spa, Les Thermes Marins de Monte Carlo. Once in this fabled land, guests can expect nothing less than a VIP welcome - champagne on arrival, fresh fruit and flowers - first-class hospitality, accommodations fit for royalty...and a makeover any Hollywood star would envy!

The Monte-Carlo Age Perfection package features customized menus (daily buffet breakfast, dietetic lunches at the spa restaurant and dinners in-house at either hotel), detailed personal consultation with on-site physicians, up to six hours of treatments daily, a personal trainer, and an on-call team of masseurs, beauty therapists and hair stylists.

Packages start from 5440 euros all-inclusive. Prices vary upon season, hotel and room occupancy. For further details and reservations phone: +377 92 16 49 35 or e-mail: m.akretche@sbm.mc or visit www.VisitMonaco.com

Italy Springs of Saturnia

The springs of Saturnia are both ancient and antique, however very modern in their health benefits and restoration of beauty, vitality, and wellbeing. With an abundance of healing hot water, there is no better place to kick back and relax. In addition to relaxation, health and nutrition are important and the Saturnia Spa is ready to cater to the weight conscious.

Visit: www.termedisaturnia.it

Belgium Relax in Spa

Now is the time to see the striking new Baths of Spa complex that replaces the historic baths. In a sylvan setting, it stands almost 250 feet above the town of Spa. To serve the contemporary clientele the new Baths of Spa offer visitors a wide choice of thermal cures as well as several opportunities for leisure. Although Spa's fame was founded on its healing waters, the town is located in one of the most enchanting spots of the Belgian Ardennes, at the foot of a plateau encircled by richly wooded hills.

For more information: www.thermesdespa.com

Switzerland Alpine Wellness

Alpine wellness means sitting in the sauna and letting your gaze wander over the mountain panorama. An invigorating walk at sunrise, followed perhaps by a whey bath or a massage. In short, concentrating on nothing but yourself. Here, surrounded by the primeval energy of the mountains, you can recharge your batteries like nowhere else. And there is a wide range of options that can be tailored to your exact requirements. Come to us in the mountains - and come to yourself.

There is a relaxation package to the Hotel Des Trois Couronnes in Vevey and a wellness package to the Lausanne Palace in Lausanne, both in the stunning Lake Geneva and Matterhorn areas of Switzerland.

For more details visit: <http://usa.myswitzerland.com/en/specialoffers.cfm?id=40948>

Holland

Neerlands Goed

Neerlands Goed is an initiative of some 50 Dutch entrepreneurs who offer comfortable lodging in centuries-old farmhouses, inns, mills and even churches and parsonages throughout all of Holland's 12 provinces. Each property is unique with something special to offer. Some properties date back to 1664, enabling visitors to experience the Middle Ages in the 21st century. All of the accommodations are situated in the beautiful, rustic countryside. Rooms are spacious and meet modern standards, e.g. private bathrooms, comparable to 3 or 4-star hotel classification. All accommodations offer bed and breakfast. Some offer special meal plans and other locations have facilities to prepare your own meals.

Enjoy discovering Neerlands Goed! Reservations and further information (check for special rates and events) can be obtained through www.neerlandsgoed.nl

Croatia

Istrian Spas

In the heart of Istria, only a few hours away from Zagreb are three hotels with world-class wellness spas. Istria is a region that is long known for its exceptional tourist attractions and pleasant climate. In the town of Umag, The Hotel Sol Koralj and Hotel Sol Umag, both lovely four-star properties, sit on acres of peaceful tranquility in close proximity to Italy. Porec, a city in Istria, is a UNESCO site and a popular tourist resort. There, the Hotel Diamant is known for its facilities and extensive menu of spa and wellness treatments.

All three properties feature state-of-the-art health and beauty wellness centers, with enchanting whirlpools, stress reducing health facilities, and the fragrant scent of lavender in the air. For more on health tourism in Croatia, visit www.croatia.hr.

France

Wine and Spa

Located in the Château Smith Haut Lafitte vineyards, near Bordeaux, the Caudalie Vinotherapie® Spa offers an exclusive program of treatments in a setting of unusual beauty. The treatments combine the virtues of naturally warm spring water taken from 1,771-foot deep waters, rich in minerals and oligo-elements, with vine and grape extracts. These extracts fight against free radicals and strengthen blood vessels. Expert hands administer treatments, and consultation from a medical team is available upon request.

The Relaxation Package is designed for people wanting to unwind and relax. It includes vinotherapy treatments plus the application of aromatherapy and relaxation oils. Enjoy four treatments such as: a red vine bath, a merlot wrap, or exhilarating massage, plus unlimited access to the spa bath with jet stream, Turkish bath, and rest area. Additionally, you'll get to enjoy free 100% organic red vine leaf tea of the day.

Prices start at 246 euros for two-day treatments. For reservations and information call Spa de Vinotherapie Caudalie + 33 (0)5 57 83 82 82, email vino@caudalie.com or visit: www.sources-caudalie.com

Malta

Mediterranean Magic

The Maltese Islands are an ideal destination if you're looking to get fit. The warm climate, clear Mediterranean light and fresh sea air alone help increase energy levels. The Islands have a wide choice of hotels offering spa and fitness facilities. Apart from well-equipped gyms and pools, most arrange tailor-made programs to suit individual needs. Beauty, body and spa treatments, dedicated sports and fitness training and physiotherapy are widely available. Many hotels offer packages that include specialist treatments along with unlimited use of fitness facilities.

For a list of spa and wellness hotels and resorts, visit:

http://www.visitmalta.com/en/where_to_stay/search_accomodation.html?action=search&label=&city=&id_pla=&id_typ_acc=&class_level=&rooms_total=&rooms_totalbeds=&specialisation=53

Portugal

Coastal Spas

There are a number of ways to relax in the Algarve region of Portugal. Visit one of many thalassotherapy centers and thermal spas spread throughout the region. Using nutrients and minerals from the sea, these beauty centers will guarantee your relaxation and tranquility. You'll forget the stresses of everyday life at an Algarve coastal spa.

The region is renowned for its golf as well, with over 30 top quality courses. So whatever spa you visit, there will always be a couple of excellent courses within putting distance. At the Quinta do Lago spa, they even offer a massage specifically designed for golfers. At the Vilalara Thalassotherapy Centre, seaweeds, muds and sands are essential ingredients in some of the relaxing treatments. You can also tone your whole body with a "Cura Adelgaçante", or go for smoother legs with a "Cura Pernas Tonicadas" treatment. Or visit Caldas de Monchique spa and experience the beneficial properties of the waters from the Caldas de Monchique hills. After relaxing in the spa, you can take a walk through some of the prettiest countryside of the inland Algarve.

For more details visit: www.visitportugal.com

Britain

Cowshed Cool

One of the coolest spa treatments and exclusive product ranges is 'Cowshed'. Just 45 minutes from Bristol airport, is the ultimate in luxurious retreats – Babington House. This 15th century country house hotel offers a haven of calm with individually designed rooms featuring plasma screens, DVD players, and bathrooms with stand-alone or sunken baths. Cowshed, the hotel's exclusive product range and treatment center, invites guests to indulge in 'Organic Cow' (a facial), 'Pampered Cow', (a body massage), and 'Stoned Cow' (an ancient native American massage using smooth hot and cold volcanic stones). These are just some of the treatments available, and products include: 'Saucy Cow' (hair conditioner), 'Frisky Cow' (invigorating foam bath), and 'Horny Cow' (seductive bath and massage oil).

Go to www.visitbritain.org for more details.

Germany

Heiligendamm

There are places on this earth that are out of this world. Imagine a place which has almost everything, except appointments, stress and a hectic pace. There is such a magical place: it's called Heiligendamm.

Even on the way there, you can feel an indescribable ease. Drive down centuries-old avenues of linden trees and feel how the air is getting saltier. Framed by the Baltic Sea, the beach and dense beech forests, it spreads itself out in front of you: the White Town by the Sea.

There are a numerous packages available at Heiligendamm tailored to suit individual tastes. One such package is Heiligendamm SPA Days. The package includes 4 overnight stays in a Superior room with park view, as well as a rich breakfast buffet and Dinner-Arrangement. A variety of heavenly spa treatments are included as well as use of swimming pool, Jacuzzi, sauna, steam bath and fitness/relaxation rooms with fitness/relaxation courses.

For more information contact: visit www.buehlerhoehe.de

Sweden

Spas in Sweden

About 30 minutes outside Stockholm, on an island in the Stockholm archipelago, you'll find Hasseludden. This extraordinary Japanese-style spa is a true retreat, nestled in a forest serenely overlooking the sea. Here it's all about relaxation in true peace and quiet: massage, meditation, Japanese-style hot tubs and pools, yoga, tai chi and wonderful Asian cuisine. Go for the day, or spend the weekend in one of Hasseludden's tranquil guest rooms for a total Zen experience.

For details visit: www.hasseludden.com

Austria

Wellness Hotels

Escape to the Austria and stay in style at the first designer wellness hotel in the Alps. The Hotel Madlein is modern, inviting and relaxing. Located only a few yards from the ski runs and cable cars of the Silvretta ski arena Ischgl. Or if skiing isn't your thing, stay at the new AVEDA Hotel in Langenlois, located in the Wachau Valley Wine Region. Both facilities are new and feature wonderful spa and wellness opportunities.

For more details on the Hotel Madlein visit: <http://www.ischglmadlein.com/>

For more details on the AVEDA Hotel visit:

<http://www.loisiumhotel.at/cms/scripts/active.asp?sprache=2&id=179&vorlage=14&rubrik=1&katalog=1&wkz=1&queryvalue1=12>

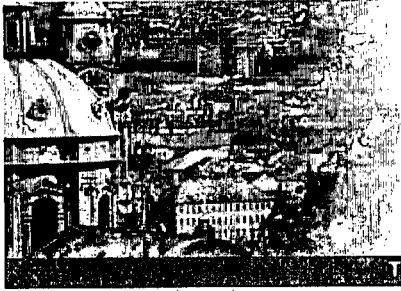
Finland

HELSINKIdayspa

Helsinki has a new day spa geared to totally holistic well being, the HELSINKIdayspa. Whether it's a one hour treatment or a day long program, the spa's primary aim is to help one find the correct exercise, good nutrition habits and discuss other areas concerning an individual's well being.

Personal coaches are on hand to evaluate one's posture, nutrition, exercise and weight to achieve all around well being. Package treatments reflect the spa's holistic approach. Indian Bliss, for instance, starts off with a luxuriously long stretching session. Relaxed muscles are very receptive to the full balancing Indian style massage that follows -- for a full two hours. And the whole process concludes in a warm bath, creating a euphoric peace. And "Fit & Firm" gives one customized suggestions for exercise and nutrition. You can learn the best way to sculpt and firm your nutritionally-savvy body in just 45 minutes! At every stage there's the upmost respect for privacy and well being. Each individual is evaluated with expert care. Face and body treatments do not begin without a skin analysis and pre-consultation.

For more details visit: www.dayspa.fi



September 2005

VisitEuropeNow

THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER NATIONAL TOURIST OFFICES

Europe is full of good value opportunities for a short getaway and fall is the perfect time. Tour a city for the weekend or take an extended trip to the country. Enjoy a concert, a performance or long leisurely walks on the narrow streets of Europe's old towns. Take advantage of some of the year's best travel deals, the things you can fit into a short break in Europe are unlimited!

SPEND THE DAY TOURING EUROPE

Travel + Leisure & Food & Wine present
Europe in NYC - October 29, 2005
12 - 5 p.m.
Metropolitan Pavilion
125 West 18th Street, NYC

On Saturday, October 29, Food & Wine and Travel + Leisure invite you to experience Europe in NYC 2005, presented by American Express (R) Gold Card Events. The European tour, showcasing the true flavor of each nation, includes travel promotions and seminars, samplings of Europe's regional cuisine, tastings of local wines and spirits, highlights of cultural activities and the Culinary World Cup, in which European chefs will face off in an exciting mystery-bag challenge.

Tickets are \$85 per person prior to the event and \$95 at the door. Please call 800-897-1464 to purchase tickets or log on to www.foodandwine.com/europenyc for more information.

FOOD&WINE
TRAVEL
+LEISURE

EUROPE
IN
NYC

SPECIALS THIS MONTH

(MALTA)

ISLAND WEEKEND

Imagine a long weekend on the Maltese Islands. Indulge your appetite for Mediterranean cuisine, laze around in the sun, visit three World Heritage Sites and island hop to Gozo or Comino, as well as enjoy the nightlife at clubs, casinos and bars...[read more.](#)

(HUNGARY)

BUDAPEST MUSIC PACKAGE

No trip to Budapest is complete without a visit to a concert or an ongoing festival. The Budapest Autumn Festival, October 14-23, offers an extensive selection of contemporary dance performances, a film festival, Indian classical music, Bach concerts and contemporary improvisations on organ and saxophone...[read more.](#)

(CROATIA)

CROATIAN CROSSROADS

See all that Croatia has to offer on the "Crossroads of Cultures and Contrasts" tour. Explore the exquisite coastline as well as interior sites and cities. This 11-day tour makes stops at Dubrovnik, Split, Trogir, Zadar, Plitvice Lakes, Opatija, and Zagreb...[read more.](#)

(BELGIUM)

ESCAPE TO BRUSSELS

Escape to Brussels from \$399 for three nights

To subscribe to individual country

e-newsletters, please [click here](#).

(SWEDEN)

STOCKHOLM SPECIAL

Experience Sweden with a Stockholm Weekend Getaway, starting from US \$529, air and land. The package includes 5 days and 3 nights hotel and round-trip airfare from New York and daily breakfast...[read more](#).

(IRELAND)

BELFAST FESTIVAL

The 43rd Belfast Festival at Queen's will take place from October 21st through November 6th. The festival will feature artists and events from countries all over the world as well as the very best in new local, national and international artistic talent...[read more](#).

(CZECH REPUBLIC)

PRAGUE VACATION

Check out the Czech Republic this fall on the 6 day Prague Value Vacation from \$399. The vacation package includes round-trip airfare from New York to Prague, 4 nights accommodation, and breakfast daily...[read more](#).

(AUSTRIA)

ALL AROUND AUSTRIA

Visit Austria and see Vienna & Salzburg for 7 days starting from \$799! A variety of packages are available including trips to individual cities and great combinations like Vienna & Graz or cross-border options such as Vienna & Berlin.....[read more](#).

(FRANCE)

SADDLE UP IN PROVENCE

A unique offer from Cross Country International allows you to enjoy the sweet smelling lavender and the exquisite food of France's Provence region on horseback. Travelers who bring a friend get the second ride on this incredible vacation at an amazing 50% off the regular rate...[read more](#).

(HOLLAND)

HOLLAND DANCE FESTIVAL

Travel to Holland this fall for a 6-day Amsterdam

accommodation including roundtrip air and daily breakfast. This is the perfect way to discover Brussels on a whim. Relish the Grand'Place, a masterpiece of baroque architecture...[read more](#).

(PORTUGAL)

PORTO CHARM

Experience the charm and traditions of Portugal's northern city, Porto, producer some of the world's finest wines. Visit the cellars in Vila Nova de Gaia, and taste some of the famous Port matured in wooden barrels, made here for centuries...[read more](#).

(CYPRUS)

CITY WALKS

In Lefkosia, take a free-guided walk every Monday, Thursday and Friday. On Monday, see Chrysaliniotissa and Kaimakli and experience the past restored...[read more](#).

(ROMANIA)

DISCOVER BUCHAREST

Whether sight-seeing, attending cultural performances, dining or shopping, visitors can experience the authenticity of Bucharest thanks to the warm and welcoming style of the Romanians...[read more](#).

(SPAIN)

MADRID CARD

The city of Madrid has revamped its popular "Madrid Card" making travel even easier. Now costing 10 percent less, the card provides free entrance to three more museums and three new attractions. Cardholders can take more "Discover Madrid" guided walking tours and have unlimited use of the "Madrid Vision" tour bus...[read more](#).

(FINLAND)

A "LIVELY" CHOICE

With fall/winter packages to Helsinki priced as low as \$499, Finland's dynamic capital has stepped-up appeal as a "Lively Season" getaway. Helsinki is still a relative unknown on the European city break scene, but this world capital has plenty to

offer...[read more](#).

Value Vacation which includes airfare, 4 nights accommodation and breakfast starting from \$399. While you're there, check out the Holland Dance Festival...[read more.](#)

Europe
Unlimited

Email brought to you by:
ETC
c/o Spring, O'Brien & Co., Inc.
50 West 23rd Street, 11th Floor
New York, NY 10010 Attn: unsubscribe

[Click here](#) to unsubscribe.

Linking Content: Wine, Beer and Gastronomy Newsletter
October 2005

France

Beaujolais Nouveau

The launch of the Beaujolais Nouveau takes place on November 17th throughout France. Every year, on the 3rd Thursday of November, the season's new Beaujolais is unveiled for a tasting. Travel to France for this special occasion by taking one of the great oenology weekend tour packages.

For more information on Beaujolais visit: <http://www.beaujolais.net>

For more information on oenology tour packages visit:

<http://us.franceguide.com/thematiques/article.asp?idc=21220&idth=2&niv=&z1=doYeDy9P>

Portugal

Eat, Drink & Be Merry

Here is the perfect program for those seeking to experience Portugal's beer, wine and food traditions along with comprehensive sightseeing. Valid for departures from October 1, 2005 - April 2006 our "Eat, Drink & Be Merry" tour includes:

4 nights in Lisbon (3 at the beginning of the tour, 1 at the end)

2 nights in Porto

Great Dining: 6 dinners & 5 lunches at local restaurants, breweries and vineyards and breakfast daily at your hotels

Wine Tasting

Experience beer making

Tour of Lisbon

Tour to Sintra/Estoril

Tour of Porto

First class rail between Lisbon and Porto

All hotel taxes and service fees

Priced from \$2249.00 per person double occupancy

For more information, contact: Concierge Worldwide: www.cwwtravel.com

Belgium

Beer Paradise

Nowhere is this truer than in Belgium which has over 450 varieties of beer, many with personalized beer glasses in which that beer, and only that beer, may be served. Belgians do take their beer seriously - and with good reason. The choices are endless when you consider raspberry beer, white beer, chocolate beer, geuze beer, cherry beer, brown beer, trappist beer and of course the beer that Belgium is most famous for - the lambic beer. Lambic beer is made with an ancient style of brewing, depending on spontaneous fermentation to produce a bone-dry, profoundly tart, and naturally effervescent drink that improves with years in the bottle - much like wine.

When in Brussels visit the Belgian Brewers House. The Museum is open every day from 10 a.m. to 5 p.m. For more information on the museum and Belgian beer visit:
www.beerparadise.be

Austria

Wine Resort

Travel to Austria and stay at the unique new Loisium Hotel in Langenlois, located in the Wachau Valley Wine Region. The Loisium Hotel is a wine and Aveda spa resort, which offers contemporary lodgings with views of the Kamptal vineyards and surrounding architecture of the Loisium Wine Museum. To commemorate this exceptional new destination, there are a number of great packages that feature gourmet food, delicious wines and relaxing spa treatments. Need I say more!

For more details on Loisium visit:

<http://www.loisiumhotel.at/cms/scripts/active.asp?sprache=2&id=179&vorlage=14&rubrik=1&katalog=1&wkz=1&queryvalue1=12>

Holland

Heineken Experience

Once the city's main brewery, the 135-year old building today houses a 21st-century homage to one of the world's favorite brews, Heineken Beer. The Heineken Experience offers a unique combination of nostalgia and new-age technology ending in an exciting and fast-moving presentation.

Walk around at your leisure and see for yourself how Heineken is bottled, check out your knowledge of the brewing process, learn about Heineken's historic heritage and then enjoy a perfect glass of Heineken beer. The best example of a combination of entertainment and education is the 'Bottle Ride.' Ever wondered what it's like to be a bottle of beer? You start the ride as an empty bottle, following the different processes until you emerge as a filled bottle of Heineken ready for the consumer. The bottle ride is a moving experience (literally) as you find yourself on a conveyor belt traveling with the thousands of other bottles on their path through the brewery.

Each room in the historic brewery has retained its own atmosphere. In the original brewing room, the impressive hop boilers have been preserved. As you walk through the old silos where grain used to be stored, look at the thickness of the walls to appreciate the work involved in the reconstruction. You can walk through an 'Amsterdam alleyway' and meet Dr. Elion, the scientist who discovered Heineken's successful yeast. Is your head still clear? Then test your knowledge of beer.

During your visit do not forget to send your family and friends a photo or video email to share the Heineken Experience with them. As it is a self-guided tour, you can map out your own route. The average visit takes an hour and a half and includes 3 drinks (beers or sodas). Cheers!

For more information visit:

<http://www.holland.com/us/amsterdam/attractions/heineken.html>

Cyprus

Wine Routes

The best way to explore the wine producing villages of Cyprus is to follow one of the wine routes developed by the Cyprus Tourism Organization. The sun-kissed southern slopes of the Troodos Mountains above Lemesos and Pafos are renowned for their vineyards and their delightful hillside villages. The location makes for a perfect opportunity to meet and mix with the locals. Take a tour of the small wineries and taste some wine or sample other grape based delicacies. Visit an old monastery where wines are produced or go to the new Cyprus wine museum at Erimi. Using traditional and contemporary methods, the Cyprus Wine Museum presents a journey through centuries of Cyprus Wine history. Ancient jars and vases, medieval drinking vessels, and old documents and instruments illustrate how the wine was produced, stored and enjoyed in ages past.

Please contact the Cyprus Tourism Organization office for more information:
www.visitcyprus.org.cy, e-mail: gocyprus@aol.com

Denmark

Skærsøgård

In August 2000, the EU accepted Denmark as a wine-producing region. Visit the first accredited Danish vineyard, Skærsøgård. Located in Dons, just outside Kolding; the winery produces reds, whites, rosés, sparkling wines and sweet dessert wines.
www.dansk-vin.dk

Germany

Germans Drink More Wine than Beer!

The Germans may be known to the whole world as a true beer-loving nation but last year, German consumers spent more on wine than on beer. With a total consumption of 19.7 million hectoliters of wine and sparkling wine in 2004, Germany was the world's fourth largest wine market.

There are 13 German wine growing regions: Rheinhessen, Palatinate, Baden, Mosel-Saar-Ruwer, Württemberg, Nahe, Rheingau, Mittelrhein, Ahr, Hessen, Saxony and Franconia, Saale-Unstrut. Grapes are cultivated on 252,635 acres in Germany with white wine varieties covering 71.3% of the area and red wine varieties, the rest. In general, three quarters of German wines are white wines, the most popular being Riesling which accounts for 20.8% of wine produced.

In celebration of Germany's wine making culture, there are over 1,000 weekend wine festivals – a vast majority of which takes place in the Mosel-Saar-Ruwer, Pfalz, Baden and Rheingau regions. Each festival has a style and personality as unique as the wine community itself. All festivals are casual affairs and take place in the evening outdoors.

Check out the festival schedule at www.germanwines.de.

Sweden

Consortiums

Let Sweden show you what's it's made of. A number of regions have consortiums of restaurants that showcase the country's fresh food. West Sweden makes it easy with Västsvensk Mersmak, a consortium of 25 regional cafes and restaurants, many of which harvest their own raw ingredients from fish to organic produce. And in Skåne, there's Culinary Skåne, a consortium of 27 inns and restaurants, some of which offer cooking classes as well as top-rated cuisine.

Make the most of your visit to Sweden by booking a gastronomic tour. For more about Sweden's culinary delights, go to www.visitsweden.com/culinary

For more information on West Sweden, visit: www.west-sweden.com
For more information on Culinary Skåne, visit: www.culinaryskane.com

Content: Holiday and New Year Newsletter
November 2005

Belgium

European Christmas Market

Brussels will hold its annual European Christmas market on the Place St. Catherine, from December 2, 2005 through January 1, 2006. This market with its cheerful lights, delicious aromas and vast number of stalls promises a truly festive atmosphere.

For more information, visit: www.visitbelgium.com

Portugal

Lisbon Getaway

Treat yourself to a luxurious getaway to Lisbon, Portugal. Travel between now and December 31 with roundtrip air from New York to Lisbon and stay 4 nights at the five star deluxe Hotel Dom Pedro with breakfast daily. Price per person is \$999 plus air taxes. Additional nights may be added and departures from 23 US city gateways are available. (Prices upon request).

For more information call 1-800-248-1331 or visit: www.comtours.com

Norway

Old-Fashioned Christmas

Travel just outside Oslo to the 240 year-old glassworks at Hadeland and you will feel like you've been transported to a Christmas wonderland. The beautiful grounds will be decorated with 60 shining Christmas trees, torches and decorations. You can combine shopping with activities such as blowing your own glass, baking traditional Christmas cookies, creating Christmas presents in the children's workshop, riding in a one-horse open-sleigh!

For more information, visit: <http://www.hadeland-glassverk.no/>

Sweden

New Year in Stockholm

Celebrate the New Year in Stockholm for 6 days and 4 nights over the New Year holidays. Offered through Continental Journeys, the package includes roundtrip economy class airfare from New York (Newark) on SAS, 4 nights at the deluxe Grand Hotel, a Stockholm city tour, and breakfast daily. The highlight of the trip will be the Gala New Years Eve dinner at the hotel, which includes a 3-course meal, welcome drink, coffee and petit fours. After your dinner, count down to New Years at Skansen, where the traditional festivities take place at the Solliden outdoor stage with music and fireworks. The price starts at \$1499 excluding air taxes.

For package information, visit: www.continentaljourneys.com

For information on Skansen, visit: www.skansen.se

Finland

Santa, Elves & Reindeer

Those lucky enough to visit Santa Claus' home in Finnish Lapland will experience the magic of Christmas, complete with reindeer and elves. Enter Finnair's "Win a Trip to Lapland" competition, where the best letter to Santa can get you there for free.

Even if you don't win the trip, you can still visit Santa for a fireside chat in his spacious living room, part of the captivating fantasy of Santa Claus Village in Rovaniemi. The Village is a great place to shop; specialty items include colorful wool slippers and blankets, reindeer pelts and hand

carved wooden ladies. A "must see" is Santa's Post Office where busy elves hand stamp letters for children around the world.

To enter log onto www.finnair.com and click on the Santa Claus logo.

For information on Santa Village, visit: www.santaclausvillage.info

To order a Merry Christmas greeting from Santa Claus log onto www.santagreeting.net.

Malta

Mediterranean Holiday

Try something different this year for Christmas – head to the Islands! December is a great time to visit Malta. The weather is often dry and mild compared to northern climates and it is a superb month to tour the Islands, especially since towns and villages are decked out in their Christmas finery. If you celebrate Christmas, you can even attend a picturesque candlelit carol service at St John's Co-Cathedral in Valletta.

For more things to do around Christmastime in Malta, click here:

[http://www.visitmalta.com/en/what to see/wts churchesfestas/wts churchesf season holyweek/wts churchesf season chris.html](http://www.visitmalta.com/en/what%20to%20see/wts_churchesfestas/wts_churchesf_season_holyweek/wts_churchesf_season_chris.html)

Austria

New Year's Eve Trail

On December 31, Vienna's historic center is transformed into a pulsating dance arena as the traditional New Year's Eve Trail winds its way through the narrow streets of downtown. From the afternoon of New Year's Eve until the early hours of New Year's Day, sparkling wine and mouthwatering food and beverages from all over the world are served at over 80 booths dotted along the route from City Hall Square to the Giant Ferris Wheel. Entertainment comes in the form of live music, discos, and hits from the musical and operetta stage. After the Pummerin (Austria's biggest bell) has rung in the New Year at midnight, thousands of revelers celebrate to the lilting strains of the famous Blue Danube Waltz.

For more information visit: www.vienna.info

Iceland

New Year's Eve on Top of the World

Celebrate in style with a gala dinner, dazzling fireworks, roaring bonfires and dancing 'til dawn. Soak your cares away in the Earth-warmed waters of the Blue Lagoon. You'll be ready to face the rest of the year with a brand new attitude!

The package includes round-trip air transportation from New York (JFK) Baltimore/Washington (BWI), Boston (BOS), Minneapolis/St. Paul (MSP) & Orlando (MCO), three nights accommodation in Reykjavik, Scandinavian buffet breakfast daily except arrival day, round-trip airport/hotel transfers, a Reykjavik City Tour, a Golden Circle Tour, transfers to Pearl Restaurant, Gala New Year's Eve dinner at the Pearl, "Brenna Brenna" (bonfire) bus tour and a Blue Lagoon tour. Prices start at \$1,257 per person double occupancy.

For more information, visit www.icelandair.com

Denmark

Winter Weekend

Copenhagen never looks prettier than when it's dressed for the holidays with candles in the windows, evergreen garlands lining the streets and bright red hearts – the Danish symbol of good cheer – displayed everywhere. This year, see it for yourself! Continental Journeys offers 5-day/3-

night independent getaways to Copenhagen from November 3 through March 6, 2006. Prices start at \$559 per person/ double occupancy, and include roundtrip airfare on SAS, three nights accommodation, daily buffet breakfast, taxes and fees.

While in Copenhagen, check out the beloved Tivoli Gardens pleasure park with its annual Christmas market, skating on Tivoli Lake, live music, shows and other attractions. Enjoy traditional Danish Christmas dishes at the park's many cozy restaurants and cafés, including a glass of gløgg (hot, spicy mulled wine) accompanied by a plate of æbleskiver, sweet delectable doughnuts topped with powdered sugar and jam.

For package details, go to: <http://www.continentaljourneys.com>
For information on Tivoli Gardens, visit: <http://www.tivoligardens.com>

Hungary

Cozy Restaurants

On chilly winter days, there is nothing better than a warm meal in a cozy restaurant. If you find yourself in Budapest on such a day, visit *Zsákbamacska* for traditional Hungarian fare or *Fülemüle* for Central European Jewish (non-kosher) cuisine.

For more information, visit <http://www.zsakbamacska.hu> or <http://www.fulemule.hu>

Switzerland

Igloo Vacation

You'll need to bring your woolen socks, a warm sleeping bag and a good sense of humor. Spend the night in an igloo - this cool vacation is certainly a very different way of spending a night in the Swiss mountains.

While in the mountains, take your kids skiing for free. The alpine resorts of the Lake Geneva Region and Gstaad offer free ski passes to children up to 9. This offer, made in partnership with the resort of Gstaad, will give families access to over 290 miles of slopes in the region.

Book your igloo online through STC:
[http://www.secure-stc.ch/\(ewymmm55mvbpuhesa0rted45\)/detail.aspx](http://www.secure-stc.ch/(ewymmm55mvbpuhesa0rted45)/detail.aspx) or go to www.myswitzerland.com for more information.

For ski information, visit www.alpes.ch/e/

Content: Music Newsletter
December 2005

Holland

Rembrandt the Musical

In the museum, his paintings bring you close to his work, but in Rembrandt the Musical, you step into the master's life. Opening on July 15, the theatre performance will shed a new and surprising light on Rembrandt's life, much of which is unknown to the general public. The production concentrates on the person Rembrandt, the master of light whose life had very shady sides to it and took many dramatic turns.

We see Rembrandt's tough battle to survive, his remorseless fall from grace when his work went out of fashion. Once the king of Amsterdam's elite, he became a pariah, hated and taunted by his jealous colleagues and deceived by art dealers. Despite all this opposition, the solitary master labored on, faithful to his great talent and determined not to succumb to the whims of the Lords of the Canals.

On 15th July 2006, Rembrandt the Musical will open at the fully renovated Royal Carre Theatre. More than a century ago, in 1887, circus director Oscar Carre welcomed the first audiences to his famous circus theatre. Since then, more than 27 million theatre lovers have found their way to the "Grande Dame" on the Amstel.

For more information, visit:

<http://www.holland.com/rembrandt400/press/gb/events/musicalcarre.html>

Austria

250th Anniversary

Wolfgang Amadeus Mozart, a star whose life spanned the worlds of the Baroque and the French revolution, celebrates his 250th birthday on 27 January 2006. And his two hometowns are part of the festivities - Salzburg, where he was born and the child prodigy studied composition at his father's knee, and Vienna, where he met the imperial family, married and enjoyed his greatest triumphs.

It is still possible to walk in the footsteps of the greatest musical genius of all time, as many of the original sites still exist. And music lovers from around the world can look forward to a wide-ranging program of events. One such event is the exhibition Viva! MOZART! Which will open on January 27 - the composer's birthday. The exhibition centers on the idea of throwing a birthday party for Mozart. The "guests" will include Mozart's family, supporters and patrons - and visitors to the exhibition. The multimedia treatment, focusing on ten topics, will provide an insight into the Salzburg of Mozart's time, viewed from today's perspective. One of the highlights of the exhibition will be the first public showing of the original autograph manuscript of Mozart's first composition, KV 1.

For more information on the events celebrating Mozart, visit: www.mozart2006.net

Belgium

Ars Musica Festival

The Ars Musica Festival will take place in Brussels from March 9-25, 2006. Also known as "the spring of contemporary music", the Ars Musica Festival has carved out a reputation as a real reference event for contemporary music. Every year, the festival brings together works by composers who are writing the sounds and scores of tomorrow.

For more information visit: <http://www.arsmusica.be/>

Malta

Music in Malta

If you're a music buff or just simply wish to have a special musical night out, you'll be spoilt for choice as the Islands not only host several major musical festivals, but also offer weekly musical events. There are organ recitals in baroque churches and regular orchestral and soloist concerts in stunning historic venues like the Manoel Theatre and St James Cavalier. Try out some traditional Maltese folk music, Ghana or hear the group Etnika.

Ghana is Maltese folk music at its most individual and traditional. In bygone years, the lyrics were created afresh each time. Ghana originated in village bars and is always sung by men, accompanied by guitar.

Etnika is a traditional folk group reviving ethnic Maltese musical forms and instruments. Their music, using traditional bagpipes, horns and drums, was once part of the Islands' daily life, and used in a variety of social contexts - from weddings to funerals - and by town criers and street vendors. Etnika reinterpret this unique and forgotten musical heritage for a contemporary audience.

For details of musical events for the year to come, visit:
http://www.visitmalta.com/en/whats_on/index.html

Portugal

Rock in Rio

From May 27th through June 4th, 2006 Lisbon will come alive with rock as it will again host the mega musical event, Rock in Rio. This major event, already on a world scale, will include the confirmed presence of Brazilian singer Ivete Sangalo, at the opening ceremony on May 27, 2006 in Lisbon. The event will have 3 stages, fashion shows and radical sports. Various top international bands will no doubt brighten up your spirit daily.

For more information on this event, visit: rockinrio-lisboa.sapo.pt

Denmark

Vinter Jazz 2006

Vinter Jazz, the annual winter jazz festival, returns to Denmark January 27-February 5, 2006. This nationwide celebration of jazz music in all its forms takes place in clubs and concert halls across Denmark with live performances by major artists from Denmark and around the world. Final performance schedules will be available in January.

For more information, go to: www.visitdenmark.com

Croatia

Dubrovnik in Winter

The Dubrovnik Tourist Board has issued a special "Winter Cards" for the program "Dubrovnik in Winter", which lasts from November 1, 2005 to February 28, 2006. The program offers a great variety of events, including musical masterpieces and a 5 to 50% discounts at various venues. This discount can be used at 66 locations, including galleries, restaurants, pizzerias, car rentals, hotel and tourist agency services, museum and theater tickets, etc. Not only can you see and hear all of the great things Dubrovnik has to offer, but you can save money while you're doing it.

For more information, visit: www.croatia.hr

France

Crazy Weekend 2006

"The crazy weekend in Nantes" package is valid January 28-29, 2006 and rates start at 105 euros (approximately \$126) per person. This year's theme of "La Folle Journée" in Nantes is Harmony of Nations. The festival, a unique musical event in France, includes 240 concerts featuring music by Bach, Rameau, Couperin, Telemann, Purcell, Handel and Vivaldi as interpreted by more than 1,800 musicians from all over the world. This package includes attendance at 3 concerts and accommodations in a 2- or 3-star hotel, single or double room, in Nantes or in the outlying area, and free breakfast.

For more information, visit: <http://www.nantes-tourisme.com/>

Britain

Mozart Anniversary Highlights

Next year, 2006, marks the 250th anniversary of the birth of the great composer Wolfgang Amadeus Mozart, an occasion being marked widely around Britain by orchestras, opera companies and choirs.

The Austrian genius lived for more than a year in London, where he was a child star. In 1764 he taught music at 22 Soho Square and lodged in Cecil Court, now lined with print and antiquarian bookshops, near Leicester Square. He composed his first symphony, at the age of eight, at 180 Ebury Street in elegant Belgravia – the house is now marked with a blue plaque. A sculpture of the composer as a young boy, complete with violin, can be admired nearby in Orange Square, where Ebury Street meets Pimlico Road.

Throughout the year in celebration, the Oxford Philomusica will put on the Mainly Mozart Festival at Oxford's Sheldonian Theatre and other venues in the university city, which will feature a wide variety of his work. The program includes all the composer's piano concertos, directed from the keyboard by piano virtuoso Marios Papadopoulos. Melvyn Tan will play all the keyboard sonatas in a series of four recitals and violinist Mayumi Fujikawa will perform all of the composer's mature violin sonatas.

For more information on the Oxford Philomusica, visit: www.oxfordphil.com

Finland

Classics and Favorites

Finlandia Hall's "Classics and Favorites" Series runs January through May listing an impressive roster of featured conductors including John Carewe, Jukka-Pekka Saraste and Lief Sergerstam. The works of Schumann, Mahler, Mozart, Wagner, Prokofiev, Stravinsky, Brahms, Beethoven, Musorgski, Ravel, Sibelius and many others can be heard in this award winning hall. The hall's superb acoustics are only matched by incredible values. Prices for concert tickets range from 5 euros to 17.5 euros.

Or take advantage of the great music Helsinki has to offer for free with organ concerts and choral works performed throughout the city.

For up to date listings, visit: www.helsinkiweek.net

For concert schedules and prices of "Classics and Favorites" visit: www.operafin.fi or www.hel.fi/filharmonia

Hungary

Bartók Commemorative Year

The great Hungarian composer, Béla Bartók was one of the most significant musicians of the twentieth century. His music was invigorated by the themes, modes, and rhythmic patterns of Hungarian and other folk music traditions that he collected. Throughout the 2006 season, concert series, lectures, international seminars, as well as choral and piano competitions will be held. The celebration starts on March 24, with the Gala Concert of the National Philharmonic Orchestra at the Palace of Arts in Budapest.

For more information, visit: www.hungary.com or www.mupa.hu

Monaco

Les Ballets de Monte-Carlo

The Principality of Monaco is the proud possessor of an impressive cultural heritage and some of its fundamental components are about to chalk up a couple of noteworthy milestones. Les Ballets de Monte-Carlo will have a true "score" of candles in its cake to blow out in celebration of its 20th year as the official company of the Principality and the much-feted Monte-Carlo Philharmonic Orchestra is set to celebrate its 150th anniversary in 2006.

Setting benchmarks of brilliance since its founding in 1856, the Monte-Carlo Philharmonic retains its choice position in the musical world under the baton of guest conductors with names like Toscanini, Strauss, Beecham, Bernstein, Mehta and Solti. Its rich discography is a testimony to its musical diversity and many of its recordings have received well-earned acclaim, accolades and awards. Under the presidency of H.R.H the Princess of Hanover and with the continued support of H.S.H. Prince Albert II, the Princely Government, and current Music Director/Chief Conductor, Marek Janowski, the Philharmonic will celebrate its sesquicentenary next year in grand style with a series of summer concerts in the courtyard of the Princely Palace.

For details please visit: www.visitmonaco.com or www.opmc.mc

Spain

Sonatas under the Spanish Sun

Sonatas and symphonies will fill the air of all seven of the Canary Islands for six weeks in January and February. The 22nd Annual Music Festival of the Canaries – Europe's only classical music festival in the winter – kicks off January 7, 2006 at the Guimerá Auditorium in Las Palmas de Gran Canaria with a program of Beethoven, Strauss and Adams performed by the Philharmonic Orchestra of Gran Canaria with Pedro Halffter conducting and Rudolf Buchbinder on piano.

Running through February 18, when the last concert is held in Santa Cruz de Tenerife, the festival will feature sixty nine performances by such renowned orchestras as: the London Symphony Orchestra performing Mozart, Haydn and Shostakovich, The Hague Philharmonic Orchestra with Jaap Van Zweden conducting, the Kammerorchester Basel, Tenerife Symphony Orchestra, Royal Concertgebouw Orchestra, Orchestre Révolutionnaire et Romantique and the Orchestre de la Suisse Romande.

For specific information about the Music Festival of the Canaries including dates, locations and programs go to www.festivaldecanarias.com. All performances start at 8:30 PM. Tickets range in price from about \$12 or 10 euros to about \$85 or 72 euros and can be purchased online at www.lacajadecanarias.es

The European Travel Commission

and

Louis Cona
Vice President and Publisher
The New Yorker

invite you to

THE 2005 TRANSATLANTIC MARKETING SUMMIT:
CREATING SUCCESS IN A CHALLENGING MARKET

Friday, December 16, 2005

8:00 – 11:30 AM

The Condé Nast Building
4 Times Square, 4th floor
(42nd Street and Broadway)

R.S.V.P.

212-286-5368

eventsrvp@newyorker.com

Please note that space is extremely limited and this invitation is strictly
non-transferable and on a first come, first served basis.

Highlights include:

BRANDING – THE FUTURE HAS ALREADY HAPPENED

Chris Sanderson, Co-founder of the Future Laboratory

TRAVEL INDUSTRY ROUND TABLE

Hosted by

Peter Greenberg, Travel Editor, NBC Today Show

Featuring

Jim Compton, Executive Vice President of Marketing, Continental Airlines

Audrey Hendley, Vice President of Marketing & Strategic Partnerships,
U.S. Consumer Travel Network

LAUGHS UNLIMITED: THE LIGHTER SIDE OF TRAVEL

Andy Borowitz, New Yorker Contributor and Creator of “The Borowitz Report”

THE
NEW YORKER

Europe
Unlimited

| MARTIN RAYMOND |

Co-Founder, The Future Laboratory

Martin Raymond edits Viewpoint magazine and is also author of *The Tomorrow People: Future Consumers and How to Read Them Today* (Financial Times Prentice Hall). He is a regular contributor on trends and business to the BBC, and co-founder of The Future Laboratory. Born in 1961 in Ireland, he moved to the UK in 1984 to work as a journalist in the design, fashion, film and video sectors. He founded VideoGraphic, and later became an associate editor at Screen International. Martin went on to edit and re-launch Fashion WeekIt, the UK's fashion business bible. A return to his native Dublin to present RTE television's fashion magazine programme Head To Toe was followed by a four-year tenure at the London College of Fashion, as senior lecturer in fashion journalism. A Fellow at Nottingham Trent University, he maintains a busy schedule of lecturing at over 12 colleges and universities throughout Great Britain and Ireland. Martin is currently working on his second book, *The Hidden Life of the Consumer*, which takes an ethnographic look at how and why people shop and how brands and retailers can plug into process in a way that benefits consumers as well as the organisations targeting them.

| CHRISTOPHER SANDERSON |

Co-Founder, The Future Laboratory

Christopher Sanderson is creative director of Viewpoint. A co-founder of The Future Laboratory, his other recent projects include directing *Futurescape*, a series of short films about the future for Channel Four television. He is a regular writer on style and design for British and international publications and until recently was contributing style editor at *British Esquire*. He has also worked as a freelance creative director on strategic planning for fashion brands. Born in the UK in 1968, Chris trained as a theatre director and designer at Goldsmiths College, London, and has worked in the UK and Spain, where he was director-in residence at the Palau de la Musica, Valencia. Subsequent career changes saw him work as UK communications director for surfwear brand Quiksilver and as lecturer in visual communication at the London Institute. He is a regular speaker for the British Council, where current projects include setting up magazines in India and Estonia, and in 2004 he was appointed to the British Council Creative Industries advisory panel.

| THE 2005 TRANSATLANTIC MARKETING SUMMIT |

Creating Success in a Challenging Market

Friday, December 16, 2005
New York, New York

THE
NEW YORKER

Europe
Unlimited

| EUROPEAN TRAVEL COMMISSION |

50 West 23rd Street, New York, NY 10010

Tel: [212] 620-7100

Fax: [212] 620-7166

Email: etc@spring-obrien.com

www.visiteurope.com

| WELCOME |

We take great pleasure in welcoming you to the 26th Transatlantic Marketing Summit of the European Travel Commission — and in gratefully acknowledging The New Yorker magazine, sponsor of this year's event.

Long the most popular destination for American travelers, Europe is nonetheless subject to the laws of the marketplace, and the Transatlantic Summit is our insurance policy against complacency in an increasingly competitive industry. Thus, once a year, we invite the sharpest minds in the business to share their insights into current and future trends and to help map out strategies that maximize Europe's appeal to markets across the U.S. In 2005, we learned that the world is flat — and today we will learn that, in marketing terms at least, the future has already happened.

We will pick the brains of several leading executives, and mindful that all work and no play dulls passion, we will hear about the lighter side of travel from one of America's most engaging humorists. Finally, and perhaps most importantly, we will be able to talk and learn from each other in what has become an important yearly networking session.

Here's wishing you a productive conference, and a prosperous new year. Thank you for coming.

The 34 members of the European Travel Commission

| US DIRECTORS |

Michael Gigl, <i>Austria</i>	Marie Fullington, <i>Ireland</i>
Frederique Raeymaekers, <i>Belgium</i>	Girts Mazais, <i>Latvia</i>
Rupert Peters, <i>Britain</i>	Rima Jakyte, <i>Lithuania</i>
Sergey Saramov, <i>Bulgaria</i>	Brigitte Bjornstad-Goergen, <i>Luxembourg</i>
Nena Komarica, <i>Croatia</i>	Michael Piscopo, <i>Malta</i>
Tasoula Manaridis, <i>Cyprus</i>	Maguy Maccario-Doyle, <i>Monaco</i>
Katerina Pavlitova, <i>Czech Republic</i>	Arne Hjeltnes, <i>Norway</i>
Dorthe Hansen, <i>Denmark</i>	Jan W. Rudomina, <i>Poland</i>
Ulari Alamets, <i>Estonia</i>	Eduardo Souto Moura, <i>Portugal</i>
Nino de Prado, <i>Finland</i>	Simion Alb, <i>Romania</i>
Jean-Philippe Perol, <i>France</i>	Zuzana Andreanska, <i>Slovakia</i>
Michaela Klare, <i>Germany</i>	Ksenija Pergar, <i>Slovenia</i>
George Tambakis, <i>Greece</i>	Javier Pinanes, <i>Spain</i>
Conrad van Tiggelen, <i>Holland</i>	Marie Burewall, <i>Sweden</i>
Peter Gomori, <i>Hungary</i>	Rafael Enzler, <i>Switzerland</i>
Einar Gustavsson, <i>Iceland</i>	Meltem Onhon, <i>Turkey</i>
Riccardo Strano, <i>Italy</i>	Viktor Bezverkhy, <i>Ukraine</i>

| EUROPEAN TRAVEL COMMISSION |

Austria • Belgium • Britain • Bulgaria • Croatia • Cyprus • Czech Republic • Denmark • Estonia • Finland • France • Germany • Greece • Holland • Hungary • Iceland • Italy • Ireland • Latvia • Lithuania • Luxembourg • Malta • Monaco • Norway • Poland • Portugal • Romania • Slovakia • Slovenia • Spain • Sweden • Switzerland • Turkey • Ukraine

| 2005 TRANSATLANTIC MARKETING SUMMIT PROGRAM |

8:00 AM
Breakfast

8:30 AM
Welcome

Louis Cona, Vice President and Publisher of The New Yorker

Welcome and Thank you
Jean-Philippe Perol, Vice Chairman, European Travel Commission, USA

PROGRAM OVERVIEW

Michael Gigh, Conference Chairman, European Travel Commission, USA

INTRODUCTION OF ETC PORTAL

Rob Franklin, OBE, Executive Director, European Travel Commission, Brussels

8:45 - 9:30 AM

Branding — The Future has Already Happened

Martin Raymond and *Christopher Sanderson*, Co-Founders, The Future Laboratory

9:30 - 9:45 AM

Coffee Break

9:45 - 10:00 AM

Europe 2005: Rising Above the Fray

Jean-Philippe Perol, Vice Chairman, European Travel Commission, USA

10:00 - 10:45 AM

The Challenging Market in 2006

Industry Roundtable Chaired by *Peter Greenberg*

Panelists

Audrey Hendley, Vice President of Marketing & Strategic Partnerships,
U.S. Consumer Travel Network, American Express

Paul Cerula, Senior Vice President of International Lodging Sales and Marketing,
Marriott International, Inc.

David Grizzle, Senior Vice President of Customer Experience, Continental Airlines Inc.

10:45 - 11:15 AM

The Lighter Side of Travel

Andy Borowitz, The New Yorker Contributor and Creator of "The Borowitz Report"

11:15 AM

Closing Remarks

The New Yorker and the ETC

| ANDY BOROWITZ |

The New Yorker Contributor and Creator of The Borowitz Report

Andy Borowitz has contributed humor and fact pieces to The New Yorker since 1998. He was awarded the Angele Gringas Humor Award of the National Press Club last year, the first time the award has been given for humor, and his online column, "The Borowitz Report," has won six About.com Political Dot-Comedy Awards. His most recent book, "The Borowitz Report: The Big Book of Shockers," is a finalist for the 2005 Thurber Prize for American Humor. His other books include "Governor Arnold: A Photodiary of His First 100 Days in Office," "Who Moved My Soap?: The CEO's Guide to Surviving in Prison," and "The Trillionaire Next Door: The Greedy Investor's Guide." He was the creator and executive producer of the TV series "The Fresh Prince of Bel-Air," for which he won an N.A.A.C.P. Image Award, and produced the film "Pleasantville."

| PAUL A. CERULA |

*Senior Vice President of International Lodging Sales and Marketing,
Marriott International, Inc.*

Paul Cerula has spent 28 years with Marriott in a variety of sales and marketing positions throughout the United States. In 1998, Mr. Cerula was promoted to Senior Vice President of International Lodging Sales and Marketing for all of Marriott's regions outside of North America. Today this includes operating hotels in 69 countries and territories and sales offices in 87 countries. Marriott's international lodging division, under eleven different Marriott brands, has expanded to 345 operating hotels with another 45 hotels under construction. Recent growth has seen tremendous expansion in Asia led by Marriott's entry into China, which today amounts to 38 hotels operating or under construction.

| PETER GREENBERG |

Travel Editor, NBC Today Show

Peter Greenberg is considered the nation's preeminent expert on travel. He is the Travel Editor for NBC's Today Show, CNBC and MSNBC, best-selling author and host of the nationally syndicated radio show, Travel Today. Greenberg is Contributing Editor for AOL as well as Men's Health Magazine and often appears in The New Yorker Magazine. He is a frequent guest on Oprah and The View. The Emmy award-winning writer and producer is also the author of the best-selling Travel Detective book series that reveals the secrets the airlines, hotels, cruise lines and rental car agencies don't want revealed. Greenberg's fast-growing newsletter, "Travel News Today," is a cutting edge online subscription travel newsletter in partnership with NBC and GE (www.travelnewstoday.com). The newsletter not only gives consumers updated, breaking news and last minute deals, but Greenberg personally provides detailed answers to weekly subscribers' questions.

| DAVID GRIZZLE |

Senior Vice President of Customer Experience, Continental Airlines Inc.

David Grizzle has worked with Continental and its affiliates for 20 years and is currently senior vice president of Customer Experience for Continental Airlines, Inc. In this role, Grizzle is responsible for Continental's long-term strategy to ensure that customers consistently enjoy a high-quality experience with the airline. In September 2004, Grizzle took a leave of absence from his role as Continental's senior vice president of corporate development to assist the U.S. State Department as senior transportation and infrastructure advisor for the Afghanistan Reconstruction Group, based in Kabul. Prior to that, Grizzle held various positions at Continental. He joined Continental Airlines Holdings, Inc., the former parent company of Continental Airlines, in 1987 as vice president of Legal and Corporate Affairs. From 1985 to 1986, he served as vice president of Administration and General Counsel for New York Airlines, Inc. Grizzle was previously a founding partner of Kellner, Chehebar, Deveney & Grizzle from 1983 to 1984 and before that had been an associate in two other law firms.

| AUDREY HENDLEY |

*Vice President - Marketing & Strategic Partnerships,
U.S. Consumer Travel Network, American Express*

Audrey Hendley became Vice President, Marketing and Strategic Partnerships for the leisure travel division of American Express in September 2001. As head of the consolidated groups, Ms. Hendley is responsible for driving results through the management and introduction of new marketing programs, contract re-negotiation, re-engineering and business partner alignment for the consolidated network of owned retail offices, the U.S. Representative Travel Network, and the leisure travel call centers. During her tenure, She has revitalized the Preferred Supplier program for leisure travel, creating a strong program that partners with some of most renowned suppliers in the travel business. With an eye on the technological advancements influencing the travel distribution channels, Ms. Hendley successfully created an online presence for American Express Consumer Travel with the launch of the americanexpress.com/travel Web site, which continues to grow in usage and content.