



The Alliance

Bulletin

Providing key information in a no-frills format for professionals who travel to write, edit, broadcast or create images.

December 2014

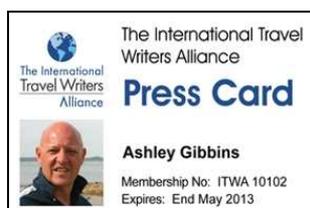
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www.itwalliance.com

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www.itwalliance.com

The Alliance press card



The International Travel Writers Alliance Press Card now provides Alliance journalists with formal recognition of their status and standing in the profession and a range of opportunities from Alliance travel partners.

Contact Ashley Gibbins at Ashley@itwalliance.com.

Job shop

The International Travel Writers Alliance Job Shop has been created to enable the Alliance's partners to place - and journalists to receive - information on in-house jobs, special assignments or one-off projects.

Addition services through Job shop

The Alliance's travel journalists can also :

- create an anonymous job seeker profile or upload a CV for potential employers to search through
- set up **Job Alerts** so as to be notified if a job is posted that matches the journalists skills or interests, and
- access job searching tools and tips

Visit : www.jobtarget.com/home/home.cfm?site_id=14773

The 2015 Travel & Adventure Shows

Press Registration Now Open for the 2015 Travel & Adventure Shows

For 11 years and over 55 events, the Travel & Adventure Shows have welcomed thousands of members of the press and over 1 million travelers in seven of the country's top markets (Dallas, Chicago, San Francisco, San Diego, Los Angeles, Washington, D.C., Philadelphia).

These offer members of the press an opportunity to travel (and work!) the world in two just days.

It is the place to gain great travel story ideas, interview exhibitors, see new products, and interview top travel celebrities – all under one roof.

The Alliance is a media partner of the Travel & Adventure Shows and Alliance members are invited attend the shows to connect with the world's top travel brands, experts and celebrities.

You'll gain complimentary access to the exhibit floor, access to all of educational seminars, cultural performances and culinary demos, assistance in coordinating experts for interviews, and use of the Press Room for interviews.

Visit: www.travelshows.com/media-registration. Contact : Melanie Flavin at mflavin@unicomm.org.

Working with the Alliance

The following travel industry partners and agencies have registered with the Alliance and are keen to work with Alliance travel writers, editors, broadcasters and photographers.

Other Alliance partners and agencies can be found at www.itwalliance.com.

Partners

Grace Hotels

Grace Hotels is luxury hotel group with a portfolio of properties in some of the world's most sought after resorts and cities.

The company's first hotel opened in Greece's Cyclades Islands in 2007, and each subsequent hotel maintains a synergy with its locality.

Gastronomy is an integral part of all hotels, with menus showcasing the finest local ingredients combined with international touches.

The group, which is undergoing a period of significant expansion, has a current portfolio of :

- Grace Mykonos and Grace Santorini in Greece
- Grace Beijing, China
- The Vanderbilt Grace and the Mayflower Grace in the USA
- Grace Cafayate, Argentina, and
- Grace Panama, Panama City

Hotels opening shortly include :

- Grace Marrakech, Morocco)
- The White Barn Grace, USA
- Grace St. Moritz, Switzerland
- La Dolfina Grace, Argentina, and
- Grace Kalamata, Grace Kea, Greece

Visit : www.gracehotels.com. Contact : Alexandra Stone at Alexandra@gabriellshaw.com.

The Alliance for Downtown New York

The Alliance for Downtown New York manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.

See : *A focus on the Alliance for Downtown New York* (below).

Visit : www.downtownny.com. Contact : Maria Alvarado at malvarado@downtownny.com.

Friendly Planet (USA)

Friendly Planet are internet tour operators, in business for over 33 years, offering upscale escorted tours, custom group and FIT arrangements to over 40 worldwide destinations.

The company is intensely focused on service and offering excellent value-for-money pricing.

Visit : www.friendlyplanet.com. Contact : Peggy Goldman at pmgoldman@friendlyplanet.com.

The Atlantic Canada

The Atlantic Canada comprises the provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island in coastal Canada.

Each province has its own character but all are renowned for their outstanding natural beauty, stunning coastline, friendly people, incredible seafood, UNESCO World Heritage sites and National Parks.

Visit : www.atlanticcanadaholiday.co.uk. Contact : Amy Skelding at atlanticcanada@brightergroup.com.

The Hashemite Kingdom of Jordan

Situated in the heart of the Arabian Desert, the Hashemite Kingdom of Jordan is considered to be the safest in all of the Middle East.

The country is roughly the same size as Portugal, and has a population of around six million people.

From the hustle and bustle of the capital Amman to southern desert, Jordan is awash with biblical, historical and cultural significance. Jordan's iconic landmarks include the panoramic views from Mount Nebo, the therapeutic waters of the Dead Sea, and Wadi Rum – a UNESCO World Heritage Site.

Visit : www.visitjordan.com. Tryphena Greenwood at visitjordan@brightergroup.com.

Iceland

Iceland is a North Atlantic island and the westernmost country in Europe, midway between North America and mainland Europe.

It lies about 800 km northwest of Scotland and 970 km west of Norway, and its northern coast is just below the Arctic Circle.

Iceland never ceases to amaze - the mouth-watering scenery is an adventure in itself, with volcanic craters, lava flows, hot springs and geysers, glaciers and stunning waterfalls offering a new view around every corner.

Visit : www.inspiredbyiceland.com. Contact : Asha Sudha at visitIceland@brightergroup.com.

Taiwan

The leaf-shaped island of Taiwan lies off the south eastern coast of mainland Asia, between Japan and the Philippines and across the Taiwan Straits from China.

With a vibrant modern capital, temple towns, hot-springs villages and adventures in both shopping malls and wooded mountains, Taiwan cuts a figure as one of Asia's most diverse destinations.

Visit : www.eng.taiwan.net.tw/. Contact : Jenny Groutage at taiwan@brightergroup.com

The Latin American Travel Association (LATA)

The Latin American Travel Association (LATA) is a travel trade organisation that was founded to promote travel to the many diverse and exotic destinations of Latin America.

LATA brings together over 200 companies, including tourist boards, tour operators, hotels, wholesalers, media, and airlines. Members offer many ways to discover the gems of the region, with accommodation options ranging from velvet-lined luxury to threadbare hammocks.

LATA also promotes charitable work in the region through its sister organisation the LATA Foundation (www.latafoundation.org).

Visit : www.lata.org. Contact : Jane Richards at pr@lata.org

Dominica

Dominica lies south of Guadeloupe and north of Martinique in the Eastern Caribbean. Dominica offers lush, breathtaking natural beauty with tropical forest that covers two thirds of the island as well as an abundance of rivers, lakes and waterfalls fed by the high annual rainfall.

Dominica is a haven for adventuresome travellers with activities that include: hiking, diving, watersports, whale and dolphin watching and canyoning.

Visit : www.dominica.dm. Contact : Tryphena Greenwood at dominica@brightergroup.com.

Malaysia

With its sights set on 28 million visitors to the country, Malaysia is rolling out an array of new attractions in 2014.

There is the largest bird park in Southeast Asia in Melaka (with 6000 birds featuring 400 species), and Legoland Malaysia and Hello Kitty Land in Nusajaya.

The new second terminal at Kuala Lumpur International Airport (KLIA2), catering mainly to the booming budget airline sector, is another major factor in attracting more visitors.

Experiences awaiting in Malaysian Borneo range from exploring off-the-beaten-track Kudat to indulging at the luxurious Gaya Island Resort on Pulau Gaya.

Active travellers can discover the country on two wheels as cycle tourism takes off with guided tours in Sabah, a proposal to build a bike path around the coast of Penang, and a community project to map out cycle routes around Kuala Lumpur.

Visit : www.tourism.gov.my/en/uk. Contact : Verity Ramsay at malaysia@brightergroup.com.

Elegant Hotels, Barbados

The Elegant Hotels Group owns and operates five of the finest hotels and resorts on the Caribbean Island of Barbados.

Set on the most desirable of the island's beaches on the west and south coasts, each hotel features unique attributes and a distinctive personality.

Together, they offer styles to suit every taste, from classic to contemporary, family-friendly to adults-only and traditional to all-inclusive.

Elegant Hotels include The House, Colony Club Hotel and Tamarind, as well as the all-inclusive Crystal Cove Hotel and Turtle Beach Resort.

The group also includes the acclaimed Daphne's restaurant on Barbados' west coast – sister to Daphne's restaurant in London.

Visit : www.elegant-hotels.com. Contact : Steele Paulich at elegant-hotels@brightergroup.com.

Korean Air

Korean Air, with a fleet of 155 aircraft, is one of the world's top 20 airlines, and operates more than 400 flights per day to 126 cities in 45 countries.

It is a founding member of the SkyTeam alliance, which together with its 18 members, offers its 552 million annual passengers a worldwide system of more than 15,000 daily flights covering 1,000 destinations in 187 countries.

Visit : www.koreanair.com. Contact : Jane Richards at koreanair@brightergroup.com.

Cruise 1st

One of the UK's leading cruise deal experts, Cruise 1st specialises in Mediterranean, Caribbean and worldwide cruises and works with the biggest names in the industry including Royal Caribbean, Celebrity Cruises and Princess Cruises.

The company also offers specialist cruises including river cruises.

With access to the best rates on the market, the company's priority is to deliver the best cruise deals and Cruise 1st is able to tailor-make any cruise and can create add-on tours.

Visit : www.cruise1st.co.uk. Contact : Steele Paulich at Cruise1st@brightergroup.com.

UKinbound

Founded in 1977, UKinbound is a trade association that represents the interests of the UK's inbound tourism businesses.

With over 250 members, UKinbound is one of the leading trade associations in the UK tourism industry and the only association to focus exclusively on the vital export earning inbound sector.

UKinbound represents a diverse membership of tourism providers who organise tours; provide accommodation or who provide cultural, sporting and other leisure activities, all in the UK.

Visit : www.ukinbound.org. Contact : Jane Richards at jane.richards@brightergroup.com.

Just A Drop

Just a Drop is an international water aid charity, which was set up in 1998.

Fiona Jeffery, the charity's founder, learnt that just £1 can deliver clean water to a child for up to 10 years.

Just a Drop was born, based on the premise that if people can be encouraged to give a little then collectively we can make a huge difference.

Just A Drop is the official charity of World Travel Market.

Visit : www.justadrop.org. Contact : Amy Skelding at amy.skelding@brightergroup.com.

Neilson (UK)

Neilson is the leading activity holiday company in the UK and is synonymous with great service and excellent holidays delivered by the specialists.

After more than 25 years of operation, Neilson is committed to providing the best choice of resorts and highest quality service.

Neilson's eight award winning summer Beachclubs in Greece and Turkey offer inclusive activities from windsurfing to wakeboarding, tennis to mountain biking and sailing to kayaking – all with qualified instructors and tuition.

The inclusive formula of a Neilson Beachclub activity holidays means flights, transfers, 4-5* accommodation, club board dining and children's clubs (for 2-17yr olds) are also part of the package.

Visit : www.neilson.co.uk. Contact : Jenny Groutage at neilson@brightergroup.com.

Back-Roads Touring (UK)

With over 25 years' experience in small group and tailor-made tours across the UK and Europe, Back-Roads Touring is a small group touring company.

Currently operating over 35 tours, the company's focus is on providing a friendly, relaxed, and flexible form of touring with a maximum group size of 18 passengers.

From exploring the heart of medieval towns and villages, to enjoying the scenery along narrow, hedge-lined Cornish lanes, Back-Roads Touring ensures that its guests experience the best local cuisine, accommodation and scenery – all taken at a leisurely pace and in the company of a knowledgeable guide. www.backroadstouring.com

Visit : www.backroadstouring.com. Contact : Verity Ramsay at Back-roads@brightergroup.com.

Avis

Avis was founded in 1946 by Warren Avis, who astutely anticipated post-war trends in travel. He set up his first rental location at Willow Run Airport, Detroit, with just three cars.

Today Avis is a global brand, with over 6,000 rental locations in 168 countries.

Visit : www.avis.com. Contact : Steve Dunne at steve.dunne@brightergroup.com.

Agencies

Cheryl Andrews Marketing

Cheryl Andrews Marketing Communications (CAMC) is a leading public relations firm specializing in travel, hospitality, luxury and real estate PR for Caribbean, Florida and Central American clients for nearly 30 years.

Journalists look to the CAMC team for quick answers as they are viewed as experts in media relations and strategic hospitality brand management.

Visit : www.cam-pr.com. Contact : Cheryl Andrews at Cheryl@xam-pr.com.

Luchford APM (UK)

Founded by Kelly Luchford in 2004, Luchford APM is one of the industry's leading luxury and lifestyle communications and creative agencies in London

Visit : www.luchfordapm.com. Mark Shand at mark.shand@luchfordapm.com.

News

Wilderness Safaris' Hoanib Skeleton Coast Camp , Namibia

Wilderness Safaris newest Namibian property, Hoanib Skeleton Coast Camp, has won *Most Out Of This World* at the Tatler Travel Awards.

To be awarded the *Most Out Of This World* title, a property must have recently opened and feature something inspiring and new to the world of luxury travel.

Hoanib Skeleton Coast Camp is located in the remote Palmwag Concession in north-west Namibia.

The area is home to desert-adapted elephant, as well as gemsbok, giraffe, springbok and occasionally lion.

Visit : www.wilderness-safaris.com. Contact : Nadia Walford at Nadia@grifcopr.com.

The Paradise Beach Nevis

The Paradise Beach Nevis is a new boutique villa resort that will open in January 2015 on the Caribbean island of Nevis.

Suited to a family or group of friends, Paradise Beach Nevis offers guests a luxurious villa experience in an oceanfront setting.

Visit : www.paradisebeachnevis.com. Contact : Holly Zawyer at Holly@cam-pr.com.

Hyde Park Winter Wonderland, London

21 November 2014 to 4 January 2015

The Hyde Park Winter Wonderland has opened for six weeks of winter festivities.

It is the largest event of its kind in the UK

The Wonderland includes :

- the sub-zero *Magical Ice Kingdom*, a snow and ice sculpture experience
- the UK's largest outdoor Lycamobile Ice Rink stretching over 1,600m² will be located around the Victorian Bandstand, on which live music played throughout the day and night
- a *Giant Observation Wheel* which offers stunning views over central London.
- 200 chalets in the Angels Christmas & Yuletide Markets offering unusual and handmade gifts and crafts, including ceramics, candles, jewellery, wooden toys, nativity scenes and Christmas decorations.
- Zippos Circus performing *Zippos Christmas Circus*, a daytime family show, and *Cirque Berserk*, an evening show for older thrill seekers, in the Sky Dome, the biggest tented structure in London,
- *Santa Land*, young visitors where Father Christmas will be every day with his Elves and a sack of free gifts. and
- the Bavarian Village serving bratwurst and mulled wine with live music throughout the day and evening.

Entrance to the Hyde Park Winter Wonderland is free with individual attractions making a charge.

Images from the event can be downloaded from : www.press.hydeparkwinterwonderland.com

Visit : www.hydeparkwinterwonderland.com. Contact : Anna Hope at anna@akhcommunications.com

Washington, D.C.

Lonely Planet, the international guidebook publisher, has announced Washington, D.C. as its pick for the world's best city to visit in 2015.

Thanks to its accessible culture, diversity and great value, Washington, D.C. has also been named 'Coolest City in America' by Forbes magazine.

Visit : www.lonelyplanet.com. Contact : Lisa Cooper at lisa.cooper@kbc-pr.com.

The International Gay & Lesbian Travel Association

The International Gay & Lesbian Travel Association has entered into partnerships with Gay and Lesbian Tourism Australia and Sydney Gay and Lesbian Mardi Gras.

IGLTA has tourism business members in more than 75 countries. The three organizations will cross-promote their members and activities throughout their extensive networks.

Visit : www.iglta.org.

GALTA is a national group of more than 240 tourism professionals dedicated to LGBT travel throughout Australia.

Visit : www.galta.com.au.

The Sydney Gay and Lesbian Mardi Gras organises the gay and lesbian festival in February and March each year.

Visit : www.mardigras.org.au.

Contact : LoAnn Halden at loann.halden@iglta.org.

The British Virgin Islands

The British Virgin Islands (BVI) has a new air service connecting Antigua and Beef Island.

The twice a week flights are operated by VI Airlink on Fridays and Saturdays.

Visit : www.bvitourism.co.uk. Contact : Leah Rosewell at leah@adpr.co.uk.

A Curious Group of Hotels

A Curious Group of Hotels has added the Portobello Hotel, London to its portfolio.

Located in the vibrant Notting Hill area of the UK capital, and a stone's throw from Portobello road, the boutique hotel has made a name for itself over the past 40 years as a discreet and decadent hang out for the fashion and music crowd.

Guests over the years have included the Rolling Stones, Patti Smith, U2, Johnny Depp and Kate Moss.

The Portobello Hotel is the fourth hotel addition for A Curious Group of Hotels, which also has properties that include :

- Cowley Manor in the Cotswolds, UK
- L'Hôtel and the Michelin starred Le Restaurant in Paris, and
- Canal House, Amsterdam).

Visit : www.curioushotels.com. Contact: Helen Arathoon at helen@gabriellshaw.com.

Room Mate Kerem, Istanbul

Design hotel chain Room Mate Hotels, continues its European expansion with the launch of Room Mate Kerem in Istanbul.

The hotel is located in the central district of Beyoglu, 1km from both Taksim Square and Galata Tower, and parallel to the main shopping street Istiklal Kalesi.

Visit : www.room-matehotels.com. Contact : Grace Waller at grace@ldrlondon.com.

Old Tom & English, London

Brother and sister team Costas and Maria Constantinou are to open an underground restaurant in the heart of Soho.

Old Tom & English will focus on unpretentious British food, vintage cocktails and wines in a space designed by acclaimed interiors and product designer Lee Broom.

Visit : www.oldtomandenglish.com. Contact : Selina Daysh at selina@purplepr.com.

Secret Cottage tours, the Cotswolds, UK

The Secret Cottage tour offers a six hour guided day tour of Oxfordshire and Gloucestershire Cotswold villages, combined with intervals at a private thatched cottage.

Becky the tour guide drives a minibus to outstanding hidden villages that are inaccessible by public transport.

The unspoilt villages that she has selected are made up of thatched cottages, clipped lawns and dusty lanes, which perfectly illustrate what life was like in the 16th century.

Becky's home is called 'Secret Cottage' and gives guests the chance to explore and experience how the English live in the Cotswolds.

Visit : www.secretcottage.co.uk. Contact : Becky at becky@secretcottage.co.uk.

Daydreaming of Crete

The Crete Tourist Board has launched *Daydreaming of Crete*.

The key message of the campaign is that it is difficult to stop daydreaming of Crete as the island captures the visitor's mind and soul long after they return from a trip. Crete is the largest island in Greece and the fifth largest island in the Mediterranean Sea.

Visit : www.incrediblecrete.gr. Contact : Phoebe at Phoebe@prmediaco.com

The Fox at Willian, Hertfordshire UK

The Fox at Willian has won the Gastro Pub of the Year in the Food Awards England and Wales 2014 awards.

The award recognises and rewards pubs/inns or bars that have successfully combined the provision of enjoyable food, whether it is a hearty pub grub or a warm welcome with a high standard of management.

A full list of finalists can be found at www.thefoodawards.info.

The Fox at Willian is part of the Anglian Country Inns group which also includes The White Horse, Brancaster Staithe, Norfolk and The Jolly Sailors, Brancaster Staithe, Norfolk.

Visit : www.acinns.co.uk. Contact : Pamela Farrell at info@pamelafarrell.co.uk.

Coast & Country Cottages, Devon UK

Coast & Country Cottages new website features 430 self-catering properties in South Devon, UK. The new responsive site features easy to navigate property pages and a, simple search facility.

Visit : coastandcountry.co.uk and www.visitdevon.co.uk. Contact: Sarahjane Funnell at sarahjanefunnell@weareonshore.com.

Dubrovnik nominated for best destination in cruise awards

Dubrovnik was nominated in the UK Cruise International Awards for 2014, in the category of Best Cruise Destination.

The town's competitors in the category include Barbados, Dubai, Miami, New York, Panama, Rio de Janeiro, Sydney and Venice.

Visit : www.tzdubrovnik.hr. Contact : Sarah Taylor at teamcroatia@rooster.co.uk

Shangri-La Hotel, Sydney

The Shangri-La Hotel, Sydney, which is located in The Rocks has completed an \$8 million refurbishment.

Ninety hotel rooms and suites on the hotel's top five accommodation levels are now reopening in stages and are among the largest hotel rooms available in Sydney.

The Horizon Club lounge is a four-storey atrium, which takes in views across Sydney Harbour to the Opera House and Harbour Bridge.

Visit : www.shangri-la.com/Sydney. Contact : belinda@lscpr.co.za.

Shop the City by Conrad' Retail Experiences

Conrad Hotels & Resorts has launched Shop the City by Conrad, a seasonal guest package connecting travellers to local cities and culture by way of an exclusive, luxury shopping excursion.

For a limited time, guests who book this shopping experience will receive a package that includes a two-night minimum stay in a suite, a private chauffeured car, and a personal shopping escort who will guide the shoppers through an extraordinary selection of high-end retailers in the city of their stay.

The newly Opened Conrad London St. James is the first of 10 Conrad Hotels to take part in the initiative (until 21 December 2014).

It will be followed by :

- Conrad Miami – March 2015
- Conrad Dubai – April 2015
- Conrad Istanbul – May 2015
- Conrad Tokyo – June 2015
- Conrad Beijing – July 2015
- Conrad Hong Kong – August 2015
- Conrad Seoul – August 2015
- Conrad Singapore – November 2015
- Conrad New York – December 2015

Visit : www.conradhotels.com/ShoptheCity. Contact : Nicole Lovett at nicole@grifcopr.com.

Leads

Love Alabama Food

The *100 Dishes* smart phone app is the official guide to finding (and tasting) all of the best dishes the *Sweet Home State* has to offer.

The app is based on *100 Dishes To Eat in Alabama Before You Die*, which lists some of the best culinary experiences in the South.

Visit : www.ilovealabamafood.com. Contact : Della Tully at della@globaltravelmarketing.org.

Gane and Marshall launch light mobile safari's in Tanzania

Wildlife and adventure tour operator Gane and Marshall has launched a series of light, mobile safaris in Tanzania.

A light mobile safari is defined as a private, low impact camping safari, in which guests travel with a dedicated guide and cook, vehicle and camping equipment, setting up camp in the bush each day.

This allows guests to travel off-the-beaten-path and at their own pace, avoiding the crowded spots in favour of the more remote wilderness of Tanzania.

Nights will be spent under canvas, in destinations where the safari guests are the only people for many miles.

Visit : www.ganeandmarshall.com. Contact: Anita Clements at anita@hamilton-pr.com.

The Sandstone Way Northumberland, UK

The new, 120-mile (193 kms) Sandstone Way mountain bike trail will open for the 2015 tourist season linking Berwick-upon-Tweed and Hexham via Northumberland's most spectacular coastal and countryside scenery.

The Sandstone Way will create opportunities for tourism services along its route, which runs along the sandstone ridge in North Northumberland, linking sandstone crags and outcrops along its entire length.

Between Berwick and Hexham it passes through villages and small communities including Wooler, Belford, Rothbury, Elsdon and Bellingham.

The new trail is aimed at mountain bikers with as much as possible off-road and link sections on very quiet country lanes.

Visit : www.cyclepad.org.uk. Contact : Frances Whitehead at Frances.Whitehead@nnpa.org.uk.

The world's highest theatre, Dubai

The Act in Dubai's Shangri-La Hotel, presents 'Murder, Money and Mayhem' dinner entertainment to run Monday – Wednesday until the end of December

Located across the 42nd and 43rd floors of Dubai's five-star Shangri-La Hotel, overlooking the Persian Gulf, it is the world's highest theatre.

The interior's vintage, Victorian theatre design has a classic fit out and royal blue velvets, finished by antique wooden flooring.

Visit : www.theactdubai.com. Contact : Freya Van Lessen at freya@listen-up.biz.

Wilderness Safaris, Zimbabwe

Wilderness Safaris has introduced a new *Star Bed* option for guests staying at Little Makalolo Camp in Zimbabwe's Hwange National Park.

Situated on a raised platform overlooking Madison Pan, the Star Bed is a 20-minute drive away from camp and offers a secluded, up-close-and-personal wilderness experience and the opportunity of sleeping under the stars.

Visit : www.mahlatini.com. Contact : Charlotte Rous at Charlotte@grifcopr.com.

Richmond Garden Trail, Virginia

The Richmond Garden Trail features eight main attractions, from the Virginia Museum of Fine Arts to the Edgar Allen Poe Museum, and aims to grow interest in garden tourism and the potential for nature walks.

Visit : www.visitrichmondva.com. Contact : Lisa Cooper at lisa.cooper@kbc-pr.com.

Echidna Walkabout

Koala bears can be identified by their unique 'noseprints' – like a fingerprint – according to new research completed by an Australian company that takes tourists on walking tours.

Echidna Walkabout enables travellers to experience Australia's unique wild animals in their natural environment including wild kangaroo and koala, platypus, lyrebirds and cockatoos.

After years of research, Echidna Walkabout, which is partnered with UK wildlife charity *Care for the Wild's RIGHT* - tourism campaign for animal-friendly tourism, has released the results, which they hope will help save the koala from extinction in the wild.

Estimates suggest that there are between around 45,000 to 80,000 koalas left in the wild, putting them on the edge of being endangered.

Habitat destruction, a chlamydia outbreak and bush fires have had a massive impact on the population.

Echidna's Janine Duffy first looked at koalas through binoculars and realised by their nose patterns that they were all different.

After the initial discovery, Janine and her team have recorded the nose patterns of 108 wild koalas over 16 years, which has enabled them to chart their survival patterns.

Visit : www.echidnawalkabout.com.au/wildliferesearch. Contact : Janine Duffy at janine@echidnawalkabout.com.au.

Little White dress night on Aruba

Bars, restaurants and nightclubs on the Dutch Caribbean island of Aruba have designated Mondays as Little White Dress Night.

Diners and partygoers are invited to put on white skirts, dresses, shorts, trousers, blouses and T-shirts.

Girls and guys are both invited to white-up on Mondays, with the weekly Little White Dress Night kick-off party starting at 8pm at the Palm Beach Plaza Mall.

There is a 45-minute live band and carnival show before white-clad revellers can head out across the island for a range of special offers – from half-price and two-for-one drinks or discounts on food – at a range of venues.

Visit : www.aruba.com/little-white-dress-night. Contact : Joanna Walding at j.walding@aruba.com.

The Military Aviation Museum, Virginia

Visitors to Virginia's Military Aviation Museum now have the opportunity to fly in an authentic WWII Aircraft with a veteran pilot.

Flights take in the Virginia Beach and the sand dunes of the Back Bay Wildlife Refuge in a 1941 Stearman or a 1940 North American SNJ-2.

Visit : www.militaryaviationmuseum.org. Contact : Lisa Cooper at lisa.cooper@kbc-pr.com.

The Welcome Rock Trail, New Zealand

The new Welcome Rock Trail is a 27km long, grade 3, single track mountain bike loop and hiking trail.

Located on a high country sheep station, just outside Queenstown, the new trail will add to New Zealand's outdoor hiking and cycling offering.

The new trail takes its name from the prominent rock that dominates the skyline above the homestead, named by the early settlers who used the landmark as a meeting and trading point.

The project was conceived in 2012 when a team led by Tom O'Brien imagined a trail system through Blackmore Station that followed the old gold miners' water races.

New Zealand In Depth team has created tailor-made holiday experiences to New Zealand for 11 years and has built relationships with local activities, accommodation and suppliers to offer their clients the chance to experience the real side of New Zealand and get off the beaten track.

Visit : www.newzealand-indepth.co.uk. Contact : Mark Hayward at mark@swaycommunications.co.uk

Whale watching in Panama

Fundación Albatros Media, an environmental group from Panama, are offering one and two day whale watching tours in an area of protection dubbed "the corridor of aquatic mammals".

This is located in the Caribbean Sea and Pacific Ocean.

The surrounding warm waters and coastal shelters of Panama provide the ideal mating conditions for whales and one can witness first-hand the harmonic songs and leaps in the male's efforts to seduce a potential suitor.

The prime viewing spots are :

- the Gulf of Chiriquí
- beaches in the province of Herrera
- Los Santos Contadora
- Saboga and Coiba Islands
- Panama Bay, and
- the Pearl Islands.

Visit : www.visitpanama.com/en. Contact : Ines Gamarra at ines@brandinglatinamerica.com.

Palm Spring Architecture and Design Center, California

The city of Palm Springs has opened the Architecture and Design Center, bringing a new art attraction to a destination known for its mid-century modern architecture.

Also known as the Edward Harris Pavilion, the Center is the new campus of the Palm Springs Art Museum.

The Center complements the Palm Springs Art Museum's permanent collection of over 55,000 objects, including works by Picasso, Matisse, Anish Kapoor, Anthony Gormley and many more.

Visit : www.psmuseum.org and www.visitpalmsprings.com. Contact : Guy Hough at guy@humewhitehead.co.uk.

Capital Wheel, National Harbour, Maryland

The new Capital Wheel at the National Harbour offers apanoramic views of the state as each eight passenger gondola soars 180 feet above the Potomac River.

Visit : www.thecapitalwheel.com. Contact : Lisa Cooper at lisa.cooper@kbc-pr.com.

What's on

FMR The Franco Maria Ricci Collection, Lisbon

Until 12th April 2015

Lisbon's National Museum of Ancient Art is hosting an art exhibition from Italian publisher and bibliophile Franco Maria Ricci.

Visitors will have the chance to appreciate one hundred paintings and sculptures which illustrate the history of Western Art from the 16th to the 20th century, by well-known artists such as Filippo Mazzola, Jacopo Ligozzi and Philippe de Champaigne.

Visit : www.exposicao-fmr.com and www.visitlisboa.com. Contact : Polly Martin at polly@humewhitehead.co.uk.

Yukon's February festivals

February is festival time in Whitehorse, Yukon with :

The Available Light Film Festival

6 to 15 February 2015

Canada's largest feature film festival North of 60

www.yukonfilmsociety.com/alff

Yukon Quest International Dog Sled Race

7 - 21 February, 2015

The thrill of the world's greatest sled dog race.

www.yukonquest.com

The Yukon Sourdough Rendezvous

18 - 22 February, 2015

Celebrating Yukon's tenacious, frontier spirit.

www.yukonrendezvous.com

Visit : www.travelyukon.com. Contact : Lisa Chamberlain at Lisa.chamberlain@btinternet.com

The Avoriaz Jazz Up Festival, Switzerland

April 2015

The Avoriaz Jazz Up Festival takes place in Avoriaz, which is located between Mont Blanc and Lake Geneva between.

It includes 40 dinner concerts, a variety of jazz events and kicks off with four concerts in the Avoriaz festival hall.

Visit : www.avoriaz.com. Contact : Virginie Dupé at communication@avoriaz.com.

The Festa Dei Ceri, Gubbio, Italy

15 May 2015

The Festa Dei Ceri (Race of the candles) is one of the oldest Italian folklore display.

The festival began as a solemn act of devotion on the part of the Eugubini towards their Bishop Ubaldo Baldassini which started in 1160, the year of his death.

Since then, every 15 May, the eve of the day of mourning, the devotional offering to the patron Saint is a fixed appointment for the people of Gubbio who take part in a great mystical procession, carrying candles all around the town and up Mount Ingino.

Visit : www.ceri.it. Contact : Stefania Gatta at stefania.gatta@enit.it.

Huck Finn Jubilee, Victorville, California

12 to 14 June 2015

The 35 year old self proclaimed "great American party" annually celebrates the life and times of Tom and Huck, Mark Twain's popular storybook characters.

The Jubilee is held at the 800 acre Mojave Narrows Regional Park, near Route 66, in Southern California.

Activities during the three day festival include building river rafts, climbing a greased pole, searching for nickels in a haystack and tossing horseshoes.

There's a Friday night barn dance at the mountain man village, a Huck Finn look-a-like contest, the California State Arm Wrestling Championships and the Deering Banjo Championships.

The main stage has old time country and bluegrass music as part of 30 hours of live music.

Visit : www.huckfinn.com. Contact: Don V Tucker at huckfinn@huckfinn.com.

World Puppet Festival, Charleville Mezières, France

18 to 27 September 2015

This bi-annual event sees puppeteers and enthusiasts from all over the world flock to this vibrant, colourful festival.

The event includes shows, photographic exhibitions, window displays, avant-garde performance art, and street entertainment in a carnival atmosphere where more than 30 countries are represented. Estimated to attract 150,000 visitors.

Visit : www.ardennes.com and www.festival-marionnette.com. Contact : Myra at myra@myra.fr.

Fleet Week, San Francisco

7 to 13 October 2015

Red And White Fleet has specialty cruises for Fleet Week .

One of San Francisco's most popular seasonal events, Fleet Week takes over San Francisco during the weekend of 6 to 9 October with a series of Navy-inspired events, entertainment and the Blue Angels air show. Red And White Fleet offers special cruises during Fleet Week

Visit www.fleetweek.us and www.redandwhite.com Contact : Molly Blaisdell at mollyb22@gmail.com.

Vancouver International Writers & Readers Festival

October 2015

The Vancouver International Writers & Readers Festival is one of North America's top literary events, attracting some of the world's best writers (and readers) to Vancouver's Granville Island.

More than 100 authors from Canada, the United States, England, Scotland, Ireland, Sierra Leone, New Zealand, Australia, Germany and Jamaica will join thousands of readers at the annual festival for a wide variety of conversations, panel discussions, on-stage interviews and musical collaborations.

Visit : www.writersfest.bc.ca. Contact : Judith Walker at media@writersfest.bc.ca.

Reasons to write about

Scotland's Year of Food & Drink 2015

In 2015, Scotland will celebrate *The Year of Food and Drink*, showcasing the local produce and gastronomy the country has to offer.

Food and drink experiences on offer include :

The Scotch Malt Whisky Trail

The Malt Whisky Trail passes through seven working distilleries, taking in Glen Moray and Strathisla, home of Chivas Regal, and the Glen Grant distillery.

At the Speyside Cooperage coopers work with speed and skill.

Other whiskies to be tasted on route include Glenfiddich, The Glenlivet and those at the Cardhu distillery.

Visit : www.maltwhiskytrail.com

Three Chimneys

Eddie and Shirley Spear's restaurant in the north-west corner of Skye is included in the list of the top 10 restaurants in the world and serves the freshest local produce in a lochside setting.

This is one of the most scenic places to dine in Scotland.

Visit : www.threechimneys.co.uk

A Smokie in Arbroath

The chance to watch haddock being traditionally smoked over a barrel. They can be bought at a farmers' market and eaten warm from the newspaper on the beach in Arbroath.

Visit : www.arbroathsmokies.net

Scotland's Orient Express

Seasonal food can be enjoyed while wending the way through some of the most beautiful scenery in Scotland aboard the Royal Scotsman.

www.royalscotsman.com

The Scottish Seafood Trail

The Loch Fyne Oyster Bar at Cairndow is one stop on the Scottish Seafood Trail that passes through the West coast of Scotland taking in fine dining restaurants and chilled out eateries.

Visit : www.theseafoodtrail.com

Scotland's Farmers' Markets

There are over 70 regular farmers' markets across Scotland and they're places to find local specialities like Arbroath Smokies, heather honey, porridge bars (stocking brown sugar, cream, whisky and honey), live shellfish and venison pies.

Visit : www.scottishfarmersmarkets.co.uk

Visit : www.visitscotland.com. Contact : Gillian Thompson at Gillian.Thompson@visitscotland.com.

Lisbon's Tagus estuary, Portugal

Each November, thousands of waders migrate to Lisbon's Tagus estuary, which covers over 14,000 hectares and is Portugal's largest wetland and one of the most important in Europe.

Every year, over 120,000 waders, waterfowl and other aquatic birds from northern Europe settle in Lisbon to spend a milder winter along the mouth of the Tagus River.

November – January is the best period for birdwatching enthusiasts to spot migrating birds.

However, with an area bird list that includes over 250 species, such as Greater Flamingos, Black-shouldered Kites and Squacco Herons, The Tagus Estuary Nature Reserve is a year-round destination for nature lovers.

Located half an hour's drive from the centre of Lisbon, birdwatching can either be enjoyed as a specialist short break or daytrip easily incorporated into a city stay.

A good starting point for visitors is a trip to the EVOA – the Tagus Estuary Birdwatching and Conservation Area, formed of 70 hectares – which, as well as featuring hidden trails and hides strategically located for birdwatching, has a visitors' centre with exhibitions and interactive learning activities.

There are also several companies devoted to offering specialist birdwatching excursions:

Birds & Nature Tours has half day (morning or afternoon) and full day guided tours of the Tagus estuary and a 5-day itinerary.

Estrela D'alva Tours offers water rides on board their river boat Rio-a-Dentro, which takes guests on a 3-4 hour journey navigating the many creeks and estuaries of the Tagus.

The estuary is not the only place to spot birds in Lisbon.

Visit : www.visitlisboa.com. Contact : Polly Martin at polly@humewhitehead.co.uk.

Zoo Review

Zoos, dolphinariums and animal attractions around the world are to be put under the microscope by Zoo Review, created by wildlife charity Care for the Wild's RIGHT.

The review uses a series of measures to create an index against which each animal attraction will be judged and includes :

- general treatment of the animals, based on the internationally recognised Five Freedoms
- the level of conservation and education work undertaken
- the amount and quality of interaction between animals and humans, and
- social media reviews on TripAdvisor and Google

Ten reviews of animal attractions and zoos in Thailand

Zoo Review is launching with 10 reviews of animal attractions and zoos in Thailand, a notoriously poor country in regards to animal welfare.

Of those 10 attractions:

- two received a *Best in Class Rating*: the Elephant Nature Park and Boon Lott's Elephant Sanctuary
- three received an average rating
- two received a poor rating, and
- three received an unacceptable rating

Tourists and the attractions themselves will be able to comment online on the Zoo Reviews, ensuring that the process is open. Reviews will be updated at appropriate time intervals to ensure the latest information is being reported.

Care for the Wild is currently working in Thailand on the No Photos, Please! Campaign to persuade tourists to stop having their photos taken with wild animals in tourist resorts.

Visit : www.RIGHT-tourism.org. Contact : Chris Pitt at chris@Careforthewild.com.

Festival Awards Europe

Festival Awards Europe is the only event solely dedicated to recognising the contributions and achievements of the event organisers and performing artists.

The awards, presented annually, are decided by a combination of public vote and industry juries.

The finalists in the main festival categories for the 2014 European Festival Awards, as decided by 1.2 million votes cast by Europe's festival-goers, are :

Best Major European Festival

- Colours of Ostrava (Czech Republic)
- Electric Picnic (Ireland)
- EXIT Festival (Serbia)
- Hurricane & Southside (Germany)
- NOS Alive (former Optimus Alive) (Portugal)
- Rock am Ring/ Rock Im Park (Germany)
- Rock Werchter (Belgium)
- Roskilde Festival (Denmark)
- Sziget Festival (Hungary)
- Tomorrowland (Belgium)
- Wacken Open Air (Germany)
- Woodstock Festival (Poland)

Best Medium-Sized European Festival

- Auditoriver (Poland)
- Berlin Festival (Germany)
- Best Kept Secret (The Netherlands)
- Lovefest (Serbia)

- MasterCard Balaton Sound (Hungary)
- Electric Castle Festival (Romania)
- Hideout Festival (Croatia)
- OFF Festival Katowice (Poland)
- Pohoda Festival (Slovakia)
- Sea Dance Festival (Montenegro)
- Volt Festival (Hungary)
- Way Out West (Sweden)

Best Small European Festival

- B.my.Lake (Hungary)
- Feest in het Park (Belgium)
- Festival Tauron Nowa Muzyka (Poland)
- Grape Festival (Slovakia)
- Happiness Festival (Germany)
- Independence (Ireland)
- Into The Great Wide Open (The Netherlands)
- Jazz in the Park (Romania)
- PLAI (Romania)
- The Garden Festival (Croatia)

Visit : www.eu.festivalawards.com. Contact: Nikki McNeill at nikki@globalpublicity.co.uk.

A place to stay

Shangri-La Hotel, Nanjing, China

Shangri-La Hotel, Nanjing, the 88th addition to Shangri-La Hotels and Resorts, has opened in the centre of the Gulou District of Nanjing city.

Known as one of China's four ancient capitals and previously home to six dynasties, Nanjing forms the "Golden Triangle" on the lower Yangtze River.

This makes it a prime destination for business and leisure travellers with its thriving economy and historical sites that encompass the UNESCO classified Imperial tombs of the Ming Dynasty and the mausoleum of Dr. Sun Yat Sen, 'father of the Republic of China'.

The 450-guestroom Shangri-La Hotel, Nanjing overlooks the Xuanwu Lake, which features a park – dotted with temples, pagodas, pavilions, teahouses and other attractions.

From the hotel, travellers are a ten-minute drive to the Nanjing Railway Station and a 45-minute car journey to Nanjing Lukou International Airport.

Visit : www.shangri-la.com/nanjing/shangrila. Contact : belinda@lscpr.co.za.

AmaZing Venues

AmaZing Venues is a collection of properties in the UK including:

Ackergill Tower

Set on the northeast coast of the Scottish Highlands, this 15th century castle hotel is the perfect location to explore the great outdoors with over 50 exhilarating activities available within the grounds and in the local vicinity, including kayaking, deep sea fishing, shooting, RIB rides and archery.

Spitbank Fort

Situated a mile offshore from Portsmouth Harbour, this Grade II listed monument features nine luxury bedrooms, all en-suite; three private dining rooms and bars including a Laurent-Perrier champagne bar; a wine cellar, library, rooftop hot pool, sauna and sun decks.

Chateau Rhianfa

Chateau Rhianfa is a unique estate in Wales on the Island of Anglesey. The retreat is modelled on a chateau from the Loire Valley and complete with banqueting hall and tennis court with stunning views overlooking the Menai Strait.

No Man's Fort

No Man's Fort is launching as a luxury events space in 2015. Over 35,000 sq ft - three times the size of Spitbank Fort, No Man's Fort will feature an 22 bedrooms, games & billiards room and several meeting and dining spaces.

Stanbrook Abbey

Stanbrook Abbey in Worcestershire is a magnificent former monastery with a Pugin chapel and tower and its own Bride's Manor all set in extensive walled grounds.

Carberry Tower

Carberry Tower, in the picturesque town of Musselburgh near Edinburgh, dates back to the 15th century and has hosted royalty and celebrities in its long history.

Kinnettles Castle

Kinnettles Castle is a nine bedroom castle close to Dundee in the heart of the Angus countryside.

Visit : www.amazingvenues.co.uk. Contact : Amy Skelding at AmaZingVenues@brightergroup.com.

Niquesa Hotels & Residences, Italy

The Niquesa luxury hotel group has carefully built up a collection of historic, restored properties in some of Italy's most important cities.

Frescoed halls host modern art; suites offer unsurpassed views and intimate restaurants offer traditional Italian cuisine revisited to reflect modern trends, served by welcoming, impeccably trained staff.

Travellers looking to be pampered with personalised hospitality more like that of a private luxury home can choose from any one of the unique Niquesa hotels:

Rome

- the Hotel d'Inghilterra, and
- Residenza di Ripetta

Florence

- the Hotel Helvetia
- the Bristol

Siena

- the Grand Hotel Continental

Vicenza

- the Hotel Villa Michelangelo.

Visit : niquesahotels.com. Contact Jenny Groutage at niquesa@brightergroup.com.

Thompson Miami Beach, Florida

Thompson Hotels has opened the Thompson Miami Beach at 4041 Collins Avenue.

The 380-room upscale beachfront property debuts with a collaborative dream team that blends international appeal and local mind-set. Globally revered

British interior designer Martin Brudnizki has created bohemian-beach chic concept for the 380-room upscale beachfront property that conjures up 1950s glamour.

The hotel is housed inside a fully restored historic Art Deco tower.

About Thompson Hotels

Founded in 2001, Thompson Hotels has a portfolio that includes :

- Gild Hall and Smyth Tribeca in New York City
- the Hollywood Roosevelt Hotel in Los Angeles
- the recently opened Thompson Chicago, Thompson Toronto, and
- Belgraves in London.

Visit www.thompsonhotels.com. Contact : Angela Appleby at Angela@masonrose.com.

The Ocean Terrace Inn, St. Kitts, the Caribbean

The Ocean Terrace Inn is a 4 star boutique hotel located on three acres spanning a hillside overlooking St. Kitt's capital, Basseterre, and the neighbouring island, Nevis.

Currently closed for renovations, Ocean Terrace Inn will reopen in February 2015 with 50 newly renovated guest rooms and suites.

Visit : www.oceanterraceinn.com. Contact : Deirdre Cumberbatch at Deirdre@talktoriver.com.

Ikos Resorts, Halkidiki, Greece

Ikos Resorts is to open two exclusive and luxurious properties in 2015.

Ikos Oceania (formerly Oceania Club) will open in March and Ikos Olivia in May.

They will include restaurants operated by Michelin starred chefs such as Lefteris Lazarou of Varulko restaurant, Athens and Andrea Fusco of Guido Ballerina restaurant, Rome.

Guests will also be encouraged to visit and dine at local restaurants as part of their package.

Visit : www.ikosresorts.com. Contact : Jonathan Williams at Jonathan@ophirpr.co.uk.

The Sun Siyam Iru Fushi, Maldives

The Sun Siyam Iru Fushi, a beach resort located in the Noonu Atoll Maldives offers guests the chance to experience Flyboarding.

Those taking part strap in, power up and hover meters above the surface of the water.

Visit : www.thesunsiyam.com. Contact : Jonathan Williams at Jonathan@ophirpr.co.uk.

Sun Aqua, Sri Lanka & Indian Ocean

The Sun Aqua brand is looking to establish a collection of hotel and resort brands across the Indian Ocean and Asia.

Sun Aqua Pasikudah, Sri Lanka, the first hotel, opens in November 2014.

Located on the east Sri Lankan coastline, Sun Aqua Pasikudah enjoys a beach location and is near to the Minneriya National Park, where nature lovers will discover elephants and Technicolor birds and butterflies.

The second hotel, the Sun Aqua Vilu Reef, Maldives, will open in early 2015.

The luxurious properties will offer boutique-designed five-star suites, gourmet dining, and a fully stocked cellar of Old and New World wines.

Visit : www.sunaqua.com. Contact : Jonathan Williams at Jonathan@ophirpr.co.uk.

Hastings Hotels, Northern Ireland

The Hastings Hotels portfolio includes the 5* hotel The Culloden Estate & Spa, Belfast; the Slieve Donard Resort & Spa, Belfast and the recently refurbished Ballygally Castle situated on the country's famous County Antrim Coastline.

Visit : www.hastingshotels.com. Contact : Jonathan Williams at Jonathan@ophirpr.co.uk.

The Santikos Collection, Skiathos, Greece

The Santikos Collection of properties on Skiathos is offering Herb Hikes, which are a range of walking tours across the island.

With approximately 1,000 different types of herbs growing across the island of Skiathos, Herb Hikes can be interesting, informative and educational as well as a good form of exercise and a chance to see some of the islands most beautiful sites.

Twice a week, a local expert on walks, vegetation and the island itself will lead guests on a hike.

Visit : www.santikoscollection.com. Contact : Jonathan Williams at Jonathan@ophirpr.co.uk.

Korčula, Croatia

Hotel Korsal, a four star family-friendly hotel, has opened on the island of Korčula, and close to the beach.

Korčula – a traditional walled town – is a stunning coastal citadel, home to many vineyards and olive groves.

Visit : www.hotel-korsal.com and www.Croatia.hr. Contact : Sarah Taylor at teamcroatia@rooster.co.uk.

Valamar Hotels and Resorts, Croatia

Valamar Riviera has invested over 400 million Kunas into new accommodation projects for the 2015 Croatian tourist season.

The largest investment is 250 million Kunas for the Valamar Isabella Island Resort, a four star resort on the island of Sveti Nikola, across from the Poreč boardwalk.

Visit : www.valamar.com. Contact : Sarah Taylor at teamcroatia@rooster.co.uk.

The Little Nell, Aspen

The Little Nell, Aspen's only five-star property, has reopened with six refurbished signature suites along with newly introduced exclusive on-mountain adventures and a bespoke dinner series.

It is also Aspen's only ski-in/ski out hotel.

Visit : www.thelittlenell.com. Contact : Elisa Grimaldi at elisa@masonrose.com.

Rancho Valencia Resort & Spa, San Diego, Southern California

Rancho Valencia Resort & Spa, a Forbes Five-Star property, has won the Best Culinary Hotel in The Americas at the Boutique Hotel Awards.

Rancho Valencia Resort & Spa reopened, in 2012, after a 10-month, \$30 million property-wide renovation.

Since 1989, Southern California's only Relais & Châteaux property has achieved a reputation as one of the area's luxury resorts.

Spanning 45 acres of gardens, trails, olive groves and casitas, this is a Mediterranean inspired, all-suite property.

Rancho Valencia was recently featured in Condé Nast Traveler's Reader's Choice World's Best 2014 as :

#1 Resort in Southern California
#6 Resort in the United States, and
#25 Resort in the World.

Rancho Santa Fe where the resort is based is a 30 minute car journey from San Diego International Airport.

Visit : www.ranchovalencia.com. Contact : Katie O'Lone at katie@masonrose.com.



An Alliance focus on :

The Alliance for Downtown New York

The Alliance for Downtown New York manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.

As such it provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors.

Downtown New York offers a wide variety of experiences that highlight the investment and attractions that make it New York's oldest but forward-thinking neighborhood.

Lower Manhattan

Lower Manhattan, one square mile at Manhattan's southernmost point, hosted 9.6 million visitors last year, which is projected to increase dramatically in the coming years.

Projects are underway that will nearly double Lower Manhattan's hotel room inventory and bring the total number of available rooms to nearly 8,000.

The building boom in Lower Manhattan is one of the greatest the nation has seen. Large-scale projects, many which have been a decade in the making, are opening each week.

The attractions

Lower Manhattan has long been home to attractions such as the Statue of Liberty, Federal Hall and the Brooklyn Bridge.

Newer attractions include :

- The *9/11 Memorial and Museum*, which opened in 2014 and has already attracted more than 1 million visitors in the first four months

- *Pier A*, which will open a new dining space and outdoor promenade
- *The Observatory at One World Trade*. Which opens in late spring 2015, offering spectacular views of New York City
- museums including the Anne Frank Center; the Maritime Craft Center; the National Museum of the American Indian; the Museum of American Finance and the Shirley Fiterman Art Center offer an extensive cultural experience

In addition :

- *South Street Seaport's* redevelopment is well underway and in the next two years will feature a rooftop live entertainment venue and dramatic views of the Brooklyn Bridge
- 1.8 million square feet of new or repositioned retail space will make Lower Manhattan one of New York's hottest shopping destinations

Visit : www.downtownny.com. Contact : Maria Alvarado at malvarado@downtownny.com.

Travel guides

The following travel publishers will provide review copies to Alliance members.

AA Travel Guides

www.shop.theaa.com/store/travel-guides. Katie Stephens at katie.stephens@theaa.com.

Anova Books

www.anovabooks.com. Helen Ponting at hponting@anovabooks.co

Bradt Travel

www.bradtguides.com. Rachel Fielding at rachel.fielding@bradtguides.com

Brit's Guide

www.foulsham.com. Margaret Lashbrook at margaret.lashbrook@lineone.net or Sue Wilkins at wilkins@foulsham.com.

Cicerone

www.cicerone.co.uk. Sarah Spencer at sarah@cicerone.co.uk

Eland Publishing

www.travelbooks.co.uk. Barnaby Rogerson at barnaby@travelbooks.co.uk.

Fisher's Travel SOS

www.fisherstravelsos.com. Furgan Syed at furgan.syed@fisherstravelsos.com.

Global Travel Publishers

www.africa-adventure.com. Kate Bandos at kate@ksbpromotions.com.

Globetrotters LogBook

www.globetrotterslogbook.com. Giedo Claes at giedo@globetrotterslogbook.com

Hudson's Historic Houses and Gardens

www.hudsonsheritage.com. Tanya Aspinwall at tanya@marketingaloud.co.uk

Inn House Publishing

www.innhousepublishing.com. Kathryn McWhirter at kathrynmcwhirter@btopenworld.com.

Insight

www.insightguides.com. Julia Spence at julia.spence@ukonline.co.uk.

In your pocket guides

www.inyourpocket.com. Craig Turp at editor@inyourpocket.com.

Jane's Smart Art Guides

www.JanesSmartArt.com. Jane McIntosh at MJM@JanesSmartArt.com

Jonglez Publishing

www.jonglezpublishing.com. Alexandre They at alexandre@editionsjonglez.com.

Kuperard Publishers

www.kuperard.co.uk. Geoffrey Chesler at geoffreychesler@btinternet.com.

Morris Communications

www.themilepost.com. Kate Bandos at kate@ksbpromotions.com.

Odyssey Books & Guides

www.odysseypublications.com. Caroline Eden at caroline@odysseypublications.com

The Official (UK) Tourist Board Guides

www.visitor-guides.co.uk. Tanya Aspinwall at tanya@marketingaloud.co.uk

Oxygen Books city-lit

www.oxygenbooks.co.uk Malcom Burgess at malcolm@oxygenbooks.co.uk

Rough Guides

www.roughguides.com. press@roughguides.com

The Signpost

www.signpost.co.uk. Tanya Aspinwall at tanya@marketingaloud.co.uk

Summersdale travel publications

www.summersdale.com. Dean at dean@summersdale.com.

Take two Books

www.taketwobooks.com. Sarah Duvalle at Sarah@taketwobooks.com.

Turnleft

www.turnleftguides.com. Nick Buteau at nick@turnleftguides.com

Registering with the Alliance

To register with the Alliance visit : www.itwalliance.com, and register as a :

- **Member** : travel writers, broadcasters and photographers
- **Editor** : commissioning editors
- **Partner** : travel and tourism industry organisations, or
- **Agency** : agency representatives with travel or tourism clients



The International Travel Writers Alliance is the world's largest association of professional travel writers, editors, broadcasters and photographers.

www.itwalliance.com

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AllWays traveller is the consumer travel features 'arm' of the Alliance providing independent travellers with views of the world from the professional travel journalists in the Alliance

www.allwaystraveller.com

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