

The Alliance bulletin

Providing key information on a no-frills format for professional who travel to write, edit, broadcast or create images. Editor : Ashley Gibbins : Ashley@itwalliance.com

Issue 127 : November 2012

www.itwalliance.com

Section one :

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- Opportunities
- New partners and agencies
- News, leads and What's on
- Reasons to write about
- A place to stay

Section two (ongoing opportunities) :

- Travel products and services
- Travel guides

Appendix one

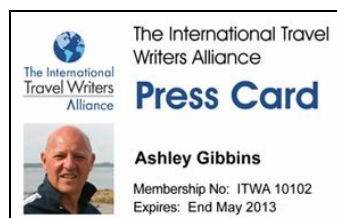
- The directory of opportunities for press card holders

Registering with the Alliance

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

- **Member** : travel journalists
- **Editor** : editors of publications
- **Partner** : tour, travel, transport and tourism industry representatives, or an
- **Agency** : PR and marketing agencies with travel related clients

The Alliance Press Card



The International Travel Writers Alliance Press Card now provides Alliance journalists with a formal recognition of their status and standing within the profession.

See Appendix one for opportunities for press card holders.

For more information email Ashley@itwalliance.com.

The Global Travel ITWA Prepaid Master Card



The International Travel Writers Alliance **Global Travel ITWA Prepaid MasterCard**, operates in partnership with Global Currency Exchange Network, one of the UK's leading foreign exchange companies.

The Prepaid Card is a smart and cost effective way to carry euros or dollars abroad -simply preload your Card then use it like a debit card to pay for goods at thousands of shops, restaurants and other outlets.

The card is currently available to UK based journalists only.

<https://itwa.gcencurrencycards.com/>

Join and follow



http://www.linkedin.com/groups?gid=2978414&trk=hb_side_g



@writersalliance

Opportunities

Alliance members looking to take advantage of any of the following opportunities should be on assignment, with a commission or able to obtain one.

Bhutan

The tiny Kingdom of Bhutan lies hidden in the eastern Himalayas between India in the south and China in the north.

With a total area of 38,398 sq kilometers, approximately the size of Switzerland, Bhutan lies between 88° 45' and 92°10' longitude east and 26°40' and 28°15 ' north.

It is a mountainous country except for a small flat strip in the southern foothills. In the north we border with Tibet, the autonomous region under China, in the northeast with the Indian state of Arunachal Pradesh and in the south and southeast with the Indian states of Assam, Sikkim, and West Bengal.

Tourism in Bhutan

The growing international tide of interest in the concepts of happiness and wellbeing is leading to greater demand for Bhutan tourism, which presents new opportunities for the sector.

To respond to this situation the Tourism Council of Bhutan has recently developed a new five-year tourism strategy and is looking to develop agreements with a small number of journalists and travel writers in its first and second priority markets as follows:

First priority: USA, Europe (especially UK, Germany, France, Italy, The Netherlands), Japan and Australia.

Second priority: China, Thailand, Singapore, Russia, selected East/Pacific regions including Malaysia and South Korea, and the high-end leisure market of India.

The intention is to:

- identify travel writers with a particular commitment to Bhutan
- develop a favoured travel writer database
- communicate Brand Bhutan themes and messages to selected travel writers (see attached)
- work with the selected journalists to identify specific media (both travel and non-travel focused) to attract target markets, clients and groups,
- agree focus areas for a series of articles to be produced including :
 - happiness & wellbeing
 - cycling and mountain biking,
 - wellness/lifestyle/yoga
 - lifestyles of health and sustainability
 - cooking/food, and
 - textiles

The Tourism Council of Bhutan is also linking with the local Bhutanese private tourism stakeholders and outbound operators in first and second priority markets to organise press trips centred specifically upon innovative, regional and seasonal products and new destinations identified in the new 2013 to 2018 tourism strategy.

If you would like to be considered for this initiative please email Ms. Chhimmy Pem with a resume with examples of recent articles produced and a brief proposal setting out your preliminary ideas and suggestions for promoting Bhutan tourism in a variety of media.

Visit : www.tourism.gov.bt. Contact : Ms. Chhimmy Pem at Chhimmy@tourism.gov.bt.

The 9th Annual Pies on Parade, Rockland, ME

27 January 2013

Rockland, ME, dubbed "Pie Town USA" by the Food Network, will live up to its name when the 9th annual pie-a-thon to celebrate National Pie Day gets underway on January 27, 2013.

The whole town goes pie-crazy when the Historic Inns of Rockland are joined by Rockland businesses and restaurants to welcome hungry pie eaters to the town for the 9th Annual Pies on Parade Pie Tour.

Tour goers will sample more than 45 different pies at restaurants and inns throughout Rockland and enjoy tours of common areas and some guest rooms at the inns.

Alliance members on assignment can be provided with tickets, accommodations and meals.

Visit : www.historicinnsofrockland.com/pies-on-parade and www.historicinnsofrockland.com. Contact Marti Mayne at info@maynelymarketing.com.

The West Somerset Railway, Somerset UK

Dunster by Candlelight, Exmoor, Somerset UK

Friday 7 and Saturday 8 December 2012

One of the most popular annual events in Somerset and Exmoor each year is the Dunster By Candlelight evenings during which the medieval village, overlooked by the 1000 year old Castle, lays on pre-Christmas street entertainment and retail festivities.

In conjunction with the event England's longest steam railway, the West Somerset, runs special evening trains from Bishops Lydeard (4 miles from Somerset's County Town of Taunton) to the stations at Dunster and Minehead.

Winter Steam Festival

29 and 30 December 2012

The West Somerset Railway's Winter Steam Festival will see four steam engines in action (at least three of Great Western Railway origin), with trains run at hourly intervals through the Quantock Hills, an Area of Outstanding Natural Beauty) and along the coast of the Bristol Channel.

Visit : www.wsrail.net.

Alliance members interested in receiving a Day Rover ticket to travel on the trains and an information kit about the West Somerset contact John Simms at the WSR via john.com@wsrail.net.

Members looking for accommodation should contact Antony Brunt at antonybrunt@yarnmarkethotel.co.uk.

The Keukenhof, Holland.

The Keukenhof, also known as the Garden of Europe, is the world's largest flower garden situated near Lisse, Holland.

Seven million flower bulbs are planted annually in the park, which covers an area of 32 hectares.

For several years, Keukenhof has chosen to feature a different theme country each season. In 2013 it will be the United Kingdom – Land of Great Gardens". The highlight of the exhibition will be the mosaic of the Big Ben and Tower Bridge.

The Keukenhof is open to the public from 21 March to 20 May 2013.

Visit www.keukenhof.nl or www.holland.com.

For press trips opportunities and images contact: Rianne Ojeh at rojeh@holland.com.

The British Virgin Islands

The British Virgin Islands is a secluded group of over 60 islands and cays in the Caribbean with 15 of these inhabited.

The four main Islands of Tortola, Anegada, Jost van Dyke and Virgin Gorda offer charming retreats, luxury resorts & villas, white sandy beaches, rugged scenery and striking coral reefs. here are also numerous private island retreats, perfect for those looking for the ultimate in privacy and exclusivity.

The BVI's are home to 21 national parks encompassing a stunning array of land and marine areas including historic sites, tropical forests, bird sanctuaries and one of the world's most famous shipwrecks.

The archipelago is popular with sailors and divers and has some of the best fishing in the Caribbean. he BVI's play host to a variety of spectacular gourmet, sailing, cultural and music events (among others) year round.

The Virgin Gorda Carnival in April 2013 and the August Emancipation Festival showcase and celebrate the BVI's cultural heritage. There's also the BVI Music Festival in May 2013 and the BVI Spring Regattaa from 25 to 31 March 2013, which allows competitors to discover the magic of some of the 60 plus islands that make up the BVI's.

Visit : www.bvitourism.com. Alliance members who are interested in more information on the British Virgin Islands or are interested in setting up a trip contact Kathryn Peel at Kathryn@ophirpr.co.uk

Ravello, Amalfi Coast, Salerno, Italy.

The Hotel Parsifal located in a 13th century convent is open throughout the winter season (except Christmas week), and offers character and a panoramic position. Alliance members can receive a 15% reduction on rack rates for this period.

Visit : www.hotelparsifal.com. Contact : Antonio at info@hotelparsifal.com

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

Kempinski Hotels

Created in 1879, Kempinski Hotels is Europe's oldest luxury Hotel group. Kempinski's rich heritage of impeccable personal service and superb hospitality is complemented by the exclusivity and individuality of its properties.

Kempinski now provides a portfolio of 74 hotels in 34 countries and continues to add new properties in Europe, the Middle East, Africa and Asia. Each one reflects the strength and success of the Kempinski brand without losing sight of its heritage.

The portfolio comprises historic landmark properties, award-winning urban lifestyle hotels, outstanding resorts, and prestigious residences. Each one imbues the quality guests have come to expect from Kempinski while embracing the cultural traditions of its location.

Kempinski is a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotels.

Visit : www.kempinski.com. Contact : Hilary Philpott at hilary.philpott@kempinski.com.

The San Francisco Travel Association

The San Francisco Travel Association is an independent, not-for-profit destination marketing organization with more than 1,600 business members.

Its mission is to enhance the local economy by marketing San Francisco and the Bay Area as the premier destination for conventions, meetings, events and leisure travel.

To accomplish this goal, SF Travel courts a highly qualified list of national, regional and state meeting planners; domestic and international tour packagers, wholesalers, operators and travel agents; leisure travelers; and local, national and international media.

Visit : www.sanfrancisco.travel/about/about.html. Contact : Harold Hoogasian at harold@hoogasian.com.

Visit Rochester, New York State

Greater Rochester is the third-largest metropolitan area in New York State. It includes six counties: Genesee, Livingston, Monroe, Ontario, Orleans, and Wayne. The City of Rochester is the 79th largest city in the U.S.A.

Visit Rochester includes upstate New York wine country, the Finger Lakes, Rochester, Corning Museum of Glass and Niagara Falls USA

Visit : www.visitrochester.com. Contact : Gregory Marshall at gregm@visitrochester.com

Kerala Houseboaters (India)

Kerala Houseboats specialise in backwater tours and packages.

Visit : www.keralahouseboaters.com. Contact : Ajil Kumarakom at keralahouseboaters@gmail.com.

British Airways

British Airways is a full service global airline, offering year-round low fares with an extensive global route network flying to and from centrally-located airports

Visit : www.ba.com. Contact : Lucie Wesley at Lucie.wesley@ba.com.

Agencies

Catapult PR (UK)

Catapult PR is an award-winning PR consultancy based in Lancashire with many clients in the travel and tourism sector in Lancashire and Cumbria.

Managing Director, Jane Hunt, is the 'Best Freelance PR Practitioner' 2012 as adjudged by the CIPR Excellence Awards and has a specialist CIM Diploma in Tourism.

Visit : www.catapultpr.co.uk. Contact : Jane Hunt at jane@catapultpr.co.uk.

Lakes PR (UK)

Lakes PR is based on the edge of the English Lake District and works primarily with tourism businesses in this beautiful area.

Visit : www.lakespr.co.uk. Contact : Julie Darroch at atjulie.darroch@lakespr.co.uk.

Murray Harkin PR (UK)

A high profile boutique agency specialising in luxury travel, destinations, overseas property, resorts, entertainment, media and hotels.

Visit : www.murrayharkin.com. Contact : Murray Harkin at murray.harkin@mhapr.co.uk.

Hume Whitehead (UK)

Hume Whitehead is the UK's leading marketing, PR and representation consultancy serving the travel and tourism industry.

Visit : www.humewhitehead.co.uk. Contact : Sarah Habicht at sarah@humewhitehead.co.uk

News

The Chilterns Tourism Network

The Chilterns Tourism Network has launched its first tourism website for the Chilterns

With over 52 million day visits to this region of the UK every year, local tourism suppliers want to encourage a greater number of overnight stays and put the Chilterns firmly in the minds of potential visitors as a short break holiday destination.

Visit : www.VisitChilterns.co.uk. Contact : Mary Tebje at Mary@tourismleisure.com.

Switzerland No 1 country brand

FutureBrand's 8th annual Country Brand Index (CBI) ranking of the world's leading country brands sees Switzerland in the number one spot.

The 2012-13 CBI ranks the world's countries – from their cultures, to their industries, to their economic vitality and public policy initiatives – based on global perceptions today. Canada and Japan are at two and three respectively.

Visit : www.futurebrand.com and www.switzerland.com. Contact : Caroline Moser at caroline.moser@switzerland.com.

Orient-Express, river cruise in Myanmar

Orient-Express Hotels, with a portfolio of 45 hotels, cruises and luxury rail journeys in 22 countries, is to launch a new river cruiser in Myanmar in July 2013.

Currently under construction in Yangon, the 50-guest ship will complement The Governor's Residence which is a 48-key colonial-style hotel in Yangon and the Road To Mandalay river cruiser which has been cruising the Ayeyarwady River for 17 years.

Visit : www.orcaella.net and www.orient-express.com. Contact Anna Nash at anna.nash@orient-express.com.

The Paradis Hotel & Golf Club in Mauritius

The Paradis Hotel & Golf Club in Mauritius has launched a Junior Golf Academy for youngsters over the age of 6.

The Academy, which has been designed with the assistance of French Pro Dominique Larretche, has private professional coaches on hand to show beginners the basics and offer coaching to more seasoned junior golfers.

Visit : www.paradis-hotel.com. Contact : Clair Horwood at clairhorwood@grifcopr.com.

Virgin Atlantic

Virgin Atlantic has launched a sixth daily service between London Heathrow and New York City.

The new service will complement the airline's existing flight schedule between the two cities, taking the total number of daily flights from London Heathrow to JFK airport to four alongside the two daily flights to Newark.

Visit : www.virginatlantic.com. Contact : Anna Catchpole at anna.catchpole@fly.virgin.com.

The 2013 Michelin Guide to Great Britain and Ireland

The 2013 Michelin Guide to Great Britain and Ireland sees three restaurants promoted to two stars, and two more pubs getting one star.

There are now 154 Michelin-starred restaurants in the UK. Sketch in London's Mayfair: L'Enclume in Cartmel, Cumbria: and Michael Wignall at the Latymer, Pennyhill Park, in Surrey are those which have just received the coveted second star.

The Red Lion Freehouse in East Chisenbury, Wiltshire and the Hind's Head in Bray are the latest pubs to win a Michelin star.

Visit : www.michelinonline.co.uk/travel/ Contact : pressandpr@visitbritain.com

Leads

Alliance members looking to take advantage of any of the following leads should be on assignment, with a commission or able to obtain one.

The BC Association of Travel Writers

The BC Association of Travel Writers is a non-profit association connecting and supporting travel writers of all genres in British Columbia.

The association offers low fees and simple entry applications, newsletters with travel information and contacts, industry associates, two symposia per year (May and October) featuring well-known speakers, such as Robin Esrock, and opportunities for free trips and prizes.

Visit www.bcatw.org. Contact : Baila Lazarus at baila@shaw.ca.

Hebridean Island Cruises and the Royal Scotsman

Small luxury cruise line, Hebridean Island Cruises has teamed up with the Royal Scotsman Train to offer guests a tour of Scotland.

Three or four night pre-cruise packages on board The Royal Scotsman takes guests into the heart of the Highlands before they board the Hebridean Princess at the start of their cruise.

Visit : www.hebridean.co.uk and www.royalscotsman.com. Contact : Leanne Gosford at Leanne.gosford@sirencomms.com.

Women Who Rock: Washington

A new exhibition at the National Museum of Women in the Arts has exclusive artefacts from international pop icons including Lady Gaga and Madonna.

Women Who Rock: Vision, Passion, Power at the National Museum of Women in the Arts showcases the achievements of women in pop culture.

It has 250 exclusive artefacts and performance videos, including hand written lyrics by Janet Jackson and Madonna, Lady Gaga's childhood piano and infamous meat dress, instruments played by Taylor Smith, and outfits worn by Cher, Rihanna, and Madonna's provocative outfit from her "Blonde Ambition" tour.

Several other museums across Washington, DC are also holding special exhibits this winter dedicated to celebrating inspirational women artists, including Georgia O'Keeffe at the National Gallery of Art and the Phillips Collection.

Visit : www.CapitalRegionUSA.co.uk. Contact : Lisa Cooper at Lisa.cooper@kbc-pr.com.

Los Angeles Tourism and Convention Board

Los Angeles Tourism and Convention Board is a private, non profit business association whose primary mission is to market and promote Los Angeles as the premier destination for meetings, conventions and leisure travel.

Though not part of city government, it is recognised as the city's official tourism marketing organisation.

Los Angeles offers dynamic dining, world-class shopping, over 300 museums, 80 miles of beaches, hot hotels, legendary nightlife and more - all accompanied by the glamour, fun and a sunny climate that ensures LA really has it all.

Visit : www.discoverLosAngeles.com. Contact : Louise Swanne at louise.swanne@rivapr.co.uk

Llama Expeditions

Andean trekking specialist Llama Expeditions has launched a traditional trek in Peru for up to eight people using llamas as pack animals.

The trek begins on Christmas Day and continues to 2 January 2013.

Llama Expeditions is a member of the Adventure Travel Trade Association and the International Ecotourism Society.

Visit : www.llamaexpeditions.com. Contact : Sara Widness at sara@widnesspr.com.

Steenberg Hotel and Vineyard, South Africa

Luxury hotel and vineyard, Steenberg, in South Africa's Constantia region, has completed a three year renovation.

Steenberg is the oldest farm in the Constantia valley, with a history dating back to the first wine production in 1695. Its winery has been producing Cape wines since that time.

Visit : www.steenberghotel.com. Contact : Claire Roadley at claire@ethosmarketing.co.uk.

Truffle hunting with Villa San Michele, Florence, Tuscany

The San Miniato hills, located one hour from Villa San Michele, are home to some of the richest truffle regions in Europe.

November is one of the best months to hunt for the rare ingredient and is peak truffle hunting season in Tuscany.

Villa San Michele has put together a programme for gastronomes keen to learn more and sample the most precious (and among the most expensive foods in the world!) of the underground mushrooms, the White Truffle, also known also as the "Food of Kings".

Guests of the hotel can carry out their own hunt for this delicate ingredient which graces the tables of some of the finest restaurants in the world.

The former monastic hotel has also created a tasting menu dedicated entirely to the White Truffle, which features mouth watering dishes such as 'prawn tails marinated with White Truffle served with avocado fondue' and 'Ecori rice creamed with White Truffle and cocoa powder'.

Visit : www.villasanmichele.com. Contact : Sire Mirza at sara.mirza@orient-express.com.

G Adventures

Small group adventure travel operator G Adventures has launched a collection of trips in Australia and New Zealand.

The company currently offers small group tours, safaris and expeditions to more than 100 countries on all continents.

The new Australia and New Zealand programme consists of four major routes: Sydney to Cairns and Melbourne to Darwin in Australia, and the North Island and South Island of New Zealand.

Travellers can focus on one entire route or combine sections to create a customised itinerary.

Tours vary from three to 21 days and are available in Yolo (18 - 35yo) and G-Plus (comfort) trip styles.

Accommodation and transport styles can include a tipi in a hippie commune, canvas swags under the stars, secluded eco-lodges, riding the Ghan train and staying on an historic yacht.

Visit : www.gadventures.co.uk. Contact : Casey Mead at caseym@gadventures.com.

What's on

SnowDays Festival, Banff National Park, Alberta, Canada

12 January to 10 February 2012

The Banff community has been celebrating a winter festival for over 95 years ago.

Highlights of the SnowDays festival includes an outdoor skating rink in the heart of the Banff townsite, a public ice-climbing wall on Banff Avenue, free child tickets and après-ski activities at the ski resorts, a road hockey tournament, an international ice carving competition, photography workshops, movie nights and geocaching.

Visit www.banfflakelouise.com. Contact : Mary Morrison at mary@banfflakelouise.com.

Sapporo Snow Festival, Japan

05 February to 11 February 2013

The Sapporo Snow Festival, one of Japan's largest winter events, attracts a growing number of visitors from Japan and abroad every year.

Every winter, about two million people come to Sapporo to see the hundreds of snow statues and ice sculptures which line Odori Park, the grounds at Community Dome Tsudome, and the main street in Susukino.

Visit : www.snowfes.com/english. Contact : Kylie Clark at kylie@jnto.co.uk.

Three American film festivals

San Francisco Ocean Film Festival, United States

7 to 10 March 2013

San Francisco Ocean Film Festival (SFOFF 2010), celebrating the sea with films that increase appreciation of the oceans, established to use film to improve public understanding of the environmental, social & cultural importance of marine ecosystems

Visit : www.oceanfilmfest.org. Contact : info@oceanfilmfest.org.

Portland International Film Festival, Oregon

7 to 23 February 2013

Portland International Film Festival, annual event, the biggest film event in Oregon premiering over 100 international shorts & feature films to Portland audiences

Visit : www.nwfilm.org. Contact : Jessica Lyness at jessica@nwfilm.org.

Santa Barbara International Film Festival, California, USA

24 January to 3 February 2013

The festival features screenings of over 200 international features, a programme of 50 short films, discussion panels, competitions and workshops. Presentations honour actors and directors, all of whom collect their awards in person.

Visit : www.sbfilmfestival.org. Contact : Carol Marshall at carol@cmarshallpr.com.

Annual Firework Displays

Travel search engine momondo.co.uk has listed its top five firework displays.

New Year's Eve at Copacabana

31 December 2012

Over two million people each year watch the New Year's fireworks at the Brazilian beach, named in honour of Our Lady of Copacabana. For those whom music and passion are always the fashion, Copacabana is the place to be on NYE – last year David Guetta held a free concert.

Kentucky Derby Festival

15 April to 2 May 2013

This display is part of the annual Kentucky Derby Festival in Louisville, Kentucky, and considered the largest firework show in North America. The festival also offers the Great Balloon Race, Great Steamboat Race, and Pegasus Parade.

Madeira Fireworks Festival

8, 15, 22 & 29 June 2013

Every year Madeira hosts its own Fireworks Festival - and on every Saturday in June a pyro-musical show fills the bay of Funchal with light and colour. Funchal claimed the title for 'the largest fireworks display in the world' in 2006, and has yet to be challenged.

Macy's New York show

4 July 2013

Each year, to celebrate US independence, millions of people gather near the Hudson River, to view the Macy's Fourth of July Fireworks show, in New York City. In recent years, the illuminating spectacle has been launched from six barges along the river, with over 40,000 shells - exploding over a thousand feet into the air.

New Year's Fireworks on Sydney Harbour

31 December 2012

Perhaps the most wellknown global firework event, held annually on New Year's Eve at Sydney Harbour. With 1.5 million spectators, the array of fireworks can easily be seen from the inner west Gladesville Bridge, to the famous headlands, forming the entrance to the harbour in Sydney Harbour National Park.

Travel search engine www.momondo.co.uk searches more than 700 travel sites and compares the best offers on flights, hotels and car rental. In addition to offering online search, momondo provides user-generated city guides.

Visit : www.momondo.co.uk. Contact : Leila Stocker at leila@turtle-pr.com.

Lemon Festival (La Fete du Citron) Alpes-Maritimes, France

16 February to 6 March 2013

Lemon Festival (La Fete du Citron). French carnival celebration featuring the golden citrus parade of floats & giant citrus decorations in the Bioves gardens, Menton, known as 'La Cite des Citrons' (The City of Lemons)

Visit : www.feteducitron.com. Contact : Patricia Mertzig at patricia.mertzig@ville-menton.fr.

Reasons to write about

Vancouver Island and cheese

British Columbia owes much of its culinary reputation to the coastal region around Vancouver Island, where the combination of soil, climate and water come together in prime agricultural land.

And where each award-winning cheese is made.

Many BC restaurants incorporate cheese from the Island, but a trip to the farm is the way to find the Jersey cows and bearded goats including those at Parksville's Little Qualicum Cheeseworks or at Salt Spring Island Cheese.

Farms are also found from the Comox Valley, through Cowichan Bay to the Gulf Islands.

Visit :

- Salt Spring Island : www.saltspringcheese.com and www.moonstruckcheese.com
- Cowichan Bay : www.hilarycheese.com
- Parksville : www.cheeseworks.ca
- Comox Valley : www.naturalpastures.com

Visit : www.hellobc.com/vancouverislandmedia. Contact : Fiona Tso at Fiona.tso@gov.bc.ca.

Adventure breaks in Europe

Online travel agent Directline Holidays has identified a number of adventure breaks in Europe :

Trekking in Croatia

Croatia has eight national parks, the most popular and the largest of which is Plitvice Lakes.

The park has been declared a UNESCO World Heritage site in recognition of its outstanding natural beauty, and has a grand collection of waterfalls, lakes, forests and diverse animal life to discover.

The sixteen lakes are renowned for their distinctive colors, which change constantly depending on the quantity of minerals or organisms in the water and the angle of sunlight. Pathways and wooden walking trails make the lakes accessible to visitors after an adventure.

Horse riding in Tuscany

Turkey offers horse riding through gentle forest trails, valleys and woodlands and is suitable for all riding abilities.

Mountain biking in Austria

Austria has a number of crowd free trails ideal for mountain biking. Biking can be either as freeride, cross-country or tight singletrack, all of which are interlinked with cable cars to transport you high into the mountains.

Surfing in Portugal

Portugal is arguably the best location of mainland Europe for all types of water sports, with the Atlantic's winds to increase the surf and aid sail power.

Visit : www.directline-holidays.co.uk. Contact : Cass Helstrip at Cass.Helstrip@whitetigerpr.com.

Australia

Ocean Safari, South Australia

There is the chance to experience South Australia's 'Big Aquatic Five' with the new two day South Australian "Ultimate Ocean Safari" operated by Adventure Bay Charters in the Eyre Peninsula.

The safari gives travellers the opportunity to see and swim with great white sharks, sea lions, dolphins, tuna and whales.

Visit : www.adventurebaycharters.com.au

The Anangu people at Uluru, Northern Territory

Inspiring Journeys has launched a new indigenous experience with the Anangu people at Uluru. Travellers can experience the culture of Uluru in a group led by a member of the local Anangu people.

Visit : www.inspiringjourneys.com.au.

Blue Whale Heli-Watching, Portland, Victoria

The first dedicated blue whale heli-tour offers the chance to see the world's largest animal from the air.

Heli-eXplore offers a private 'Ultimate Mini Safari' which includes 60-80 minutes of actual flying time and a talk on the Bonney upwelling currents (mass movements of the ocean). Experiences take place off the coast of Portland Victoria from November through to May.

Visit : www.heliexplore.com.au.

Avalon City Retreat, Tasmania

The Avalon City Retreat will offer visitors deluxe and environmentally sustainable accommodation in the heart of Hobart when it opens in March 2013.

The hotel will be a sister property to Avalon Coastal Retreat and Rocky Hills Retreat on Tasmania's East Coast, this new concept in accommodation will see the installation of an architecturally-designed pre-fabricated omnipod atop a nine story building in the centre of Hobart.

Visit : www.avaloncoastalretreat.com.au.

Turtle Nestling Season kicks off in Queensland

The annual turtle nesting season is set to begin on Queensland's Heron and Wilson Islands.

From November through to March every year, a breeding population of turtles comes ashore to nest, approximately three to seven times during a season. The turtles lay their eggs at the same location where they were born, laying on average 120 eggs in one clutch.

True coral cays that sit right on the World Heritage-listed Great Barrier Reef, Heron and Wilson Islands boast some of the most amazing snorkelling and diving year round.

Visit : www.heronisland.com/seaview.aspx.

Carmen on Sydney Harbour 2013

Opera Australia will stage Carmen for Handa Opera on Sydney Harbour 2013. Opera Australia will present eighteen performances over three weeks from 22 March to 12 April 2013.

Visit : www.operaonsydneyharbour.com.au.

New Helicopter Tours over South Australia

Heli Experiences is operating regular helicopter tours from Hanson Bay taking in Kangaroo Island highlights such as Cape Borda Lighthouse, Admirals Arch, Snelling Beach and Vivonne Bay.

The new venture has received approval from South Australia's Environment Protection Authority under the federal Environment and Biodiversity Conservation (EPBC) Act.

Visit : www.kangarooislandhelicopters.com

The Bruny Island Long Weekend

The Bruny Island Long Weekend is a new three day guided walk on one of Tasmania's most beguiling island outposts.

A ferry ride south of Tasmania's capital Hobart, Bruny Island is the size of Singapore, has only 650 permanent residents and is teeming with wonderful wildlife including the only white wallabies in the world. The weekend runs from January until April – starting in January 2013.

Visit : www.brunyislandlongweekend.com.au

Visit : www.Australia.com. Contact : Anna Hewitt at ahewitt@tourism.australia.com.

A place to stay

The Kempinski Nairobi

The Kempinski Nairobi, which will open in 2013, will be located on the Uhuru Highway, within the Westlands area at the heart of Nairobi, a half hour drive from the Jomo Kenyatta International Airport.

The hotel will have 200 rooms and suites distributed throughout 10 floors, including a Presidential Suite on the top floor, will also feature three concept restaurants.

The hotel will have a spa with nine treatment rooms, and a fully equipped fitness centre.

Kempinski will be pleased to consider providing accommodation to International Travel Writers Alliance press card holders on a case-by-case basis.

Visit: www.kempinski.com. Contact: Hilary Philpott at hilary.philpott@kempinski.com.

The Amari Coral Beach Phuket

The Amari Coral Beach Phuket is located on its own private sandy beach at the southern end of Patong behind 68 acres of forest and looking out onto the Andaman Sea.

Amari's network of properties spans Thailand and beyond, from seaside locations to urban settings including Bangkok, Pattaya, Koh Chang, Samui, Phuket, Krabi, and Hua Hin.

New Amari properties scheduled to open in 2012 and 2013 include Amari Doha in Qatar and Amari Ludhiana in India

Visit : www.amari.com/coralbeach. Contact : Natalie Schofield at natalies@hillsbalfour.com.

Centara Poste Lafayette Resort & Spa Mauritius

The Centara Poste Lafayette Resort & Spa Mauritius will open on 15 December 2012.

Mauritius, off the east coast of Madagascar, is an island with a rich cultural legacy and Portuguese, Dutch, French, British and Indian influences.

Visit : www.centarahotelsresorts.com. Contact : Sharan Berry at sharanb@avenuesales.co.uk.

QT Sydney, New South Wales, Australia

Two of the Sydney's historic landmark buildings, Gowings and The State Theatre Building have been converted into the new design hotel – QT Sydney.

The hotel, which is the latest development in the heart of the city and opened in September 2012.

As the flagship hotel of the QT brand, the Sydney hotel follows the recent openings of QT hotels on the Gold Coast and Port Douglas in Queensland.

Visit : www.qtsydney.com.au and www.Australia.com. Contact : Anna Hewitt at ahewitt@tourism.australia.com.

Alila Ubud's new Terrace Tree Villas, Bali

The boutique Balinese resort of Alila Ubud is to open four exclusive new Terrace Tree Villas, providing guests with the chance to experience the lush natural landscape.

Set high above the Ayung river valley overlooking a vista of alang alang plantations and rice paddies, the vilas are located within the Balinese hill village of Payangan

Visit : www.alilahotels.com.contact Paul Charles at alila@verypcc.com.

The Caledonian, Edinburgh

The Caledonian, a Waldorf Astoria Hotel, is welcoming its first guests following the hotel's £24 million investment and renovation programme.

The restoration project took in the hotel's public spaces, bedrooms, spa, restaurants and bars.

The Caledonian is located on Edinburgh's Princes Street and with views up to the castle.

Waldorf Astoria Hotels & Resorts currently includes more than 20 properties around the world, with European properties including London Syon Park, Trianon Palace Versailles; Rome Cavalieri and the soon to open Waldorf Astoria Berlin.

Visit : www.thecaledonianedinburgh.com. Contact : Contact: Dan at Dan.corfield@hilton.com.

Cinnamon Bey Beruwala, Sri Lanka

The Cinnamon Bey Beruwala, which is located on the sands of the south west coast of Sri Lanka opens in October 2012.

Guests at Cinnamon Bey can explore 'Sinharaja' Sri Lanka's largest rain forest, home to 830 endemic species of flora and fauna and the 17th century Galle Fort, the most impeccably preserved colonial sea fortress in Asia.

Visit : www.cinnamonhotels.com. Contact : Monica Poncelas at monica@gallivantpr.com.

Cameron House on Loch Lomond, Scotland

Luxury Scottish hotel, Cameron House on Loch Lomond, has been awarded Best UK Resort Hotel in 2012 by the International Hotel Awards.

This achievement will now see the hotel compete against other winning companies from Asia Pacific, Africa, Europe, the Americas and Arabia to find the ultimate World's Best in each category in the International Hotel Awards 2012, which will be announced on 4 November.

Cameron House on Loch Lomond is a five-star resort located on the banks of one of Scotland's most famous natural attractions, with mountain views across the loch to Ben Lomond.

Visit : www.luxuryscotland.co.uk/cameronhouse. Contact : Nadya Willard
Nadya.willard@wildcard.co.uk

Trasierra, Andalucia, Spain

Trasierra is a boutique hotel located north of Seville.

The hotel and private olive and orange groves estate, is situated in Andalucia's Sierra Morena mountains, and is family run by Charlotte Scott, mother of Jackson Scott (vocalist and guitarist in Mano de Dios), and her children.

Charlotte's daughter, Amber Scott, organises workshops on Hill Yoga and Ancient Massage, in the yoga studio which the family built at the back of the hotel.

Visit : www.trasierra.co.uk and www.mustdoyoga.eu. Contact : Trish Garcia
trish@mmmanagement.com.

The Tropicana Las Vegas

The Tropicana Las Vegas – a DoubleTree by Hilton hotel - will open in January 2013 on the Las Vegas Strip.

The hotel, which recently completed US\$200 million transformation, provides a casually elegant resort experience with a 50,000-square-foot casino and new restaurants and bars.

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

Small Luxury Hotels of the World

New members of Small Luxury Hotels of the World include :

The Efendi Hotel, Israel

Surrounded by narrow alleyways, minarets and ancient city walls, The Efendi Hotel is a boutique hotel which has been restored from two former 19th-century palaces, complete with Byzantine walls and cellars dating back to the Crusades.

Visit : www.slh.com/efendi

Cordée des Alpes, Switzerland

Set on the first and second floors of a wood ski lodge, the des Alpes Hotel has been designed to integrate with the surrounding alpine architecture.

Visit : www.slh.com/cordee

Antiqpalace Hotel & Spa, Slovenia

A residence dating back to the 16th century, the Antiqpalace Hotel & Spa reflects Ljubjana's rich cultural heritage and sits close to the financial district, the City Museum, concert hall, theatre and designer boutiques.

Visit : www.slh.com/antiq

Alentejo Marmoris Resort, Portugal

The Alentejo Marmoris Hotel & Spa has marble features throughout and makes a base from which to discover the beauty of the Alentejo region of Portugal.

Visit : www.slh.com/alentejomarmoris

Hotel El Lodge, Sierra Nevada, Spain

The El Lodge Ski & Spa Resort is a ski lodge in Spain's top ski resort, Sierra Nevada.

Visit : www.slh.com/ellodge

Trout Point Lodge of Nova Scotia, Kemptville, Canada

Trout Point Lodge, which is a secluded nature sanctuary on the banks of the Tusket River and next to the Tobeatic Wilderness Area, provides a base for exploring the backwoods.

Visit : www.slh.com/troutpoint

The Inn at English Harbour, English Harbour, Antigua

The Inn at English Harbour is located on sloping wooded hills overlooking the sea and a sand beach.

Visit : www.slh.com/englishharbour

Mukul Luxury Resort & Spa, Playa Manzanillo, Nicaragua

Monkeys and colourful parakeets break the early morning silence of the lush coastal forests located behind Mukul Luxury Resort & Spa. There is also a four-mile stretch of white sandy beach, beach club and an 18-hole golf course.

Visit : www.slh.com/mukul

Sankara Hotel & Spa Yakushima, Yakushima, Japan

The Sankara Hotel & Spa is a secluded retreat set between mountains, cedar forests and the sea. A base for exploring this island.

Visit : www.slh.com/sankara

Princess D'An Nam Resort & Spa, Ke Ga Bay, Vietnam

The Princess d'Ân Nam Resort & Spa is located on the shores of Ke Ga Bay with brightly-coloured fishing boats. The resort is set in landscaped gardens with a collection of rare plants and sea views.

Visit : www.slh.com/princessdannam.

About Small Luxury Hotels of the World

The Small Luxury Hotels of the World brand has a portfolio of 520 hotels in more than 70 countries.

Visit : www.sly.com. Contact : Charlie Fox at Charlie@grifcopr.com.

The DoubleTree by Hilton London – Marble Arch

The DoubleTree by Hilton London – Marble Arch, which has opened, is the groups seventh London property

It is located close to Marble The DoubleTree by Hilton London – Marble Arch Street, Edgware Road, Selfridges, Bond Street and Hyde Park.

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

In Australia

Peppers Rundells Alpine Lodge, High Country, Victoria

Rundells Alpine Lodge has become part of the Peppers Retreats and Lodges portfolio - the first ski mountain property in the Peppers boutique family.

Peppers Rundells Alpine Lodge has a 108 year history, offering a boutique alpine experience near Mount Hotham Ski Lodge and Mount Hotham Airport in Victoria.

Visit : www.peppers.com.au

The Terrace Hotel, Perth, Australia

The Terrace Hotel, Perth's newest luxury boutique hotel has opened. The heritage-listed St George's House has been rebuilt to accommodate the hotel which retains its art deco appearance.

Visit : www.terracehotelperth.com.au

Visit : www.Australia.com. Contact : Anna Hewitt at ahewitt@tourism.australia.com.

blu, St Lucia

Harlequin Hotels & Resorts has opened the 4 star blu, St Lucia hotel in Rodney Bay on Reduit beach.

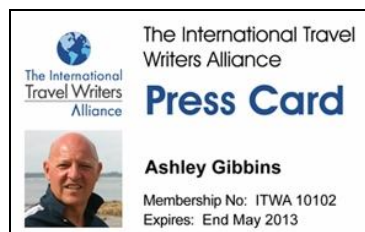
Harlequin Hotels & Resorts specialises in hotels and resorts in the Caribbean including Buccament Bay Resort in St Vincent & The Grenadines.

Visit : www.harlequinblu.com and www.buccamentbay.com. Contact : Catherine Brennan at cbrennan@bgbtcnetwork.co.uk.

Travel products and services

The International Travel Writers Alliance Press Card

The Alliance has launched its **Press Card**.



Press Card holders will receive the card itself, confirming the holders identity as a member of the International Travel Writers Alliance and the members logo for use on your email signature, website and stationery.

There will be ongoing support from the Alliance in advance of - or during – a members travels with regard to confirming membership with editors or travel industry representatives etc, and first call press trip opportunities sourced by the Alliance.

For more information email **Ashley@itwalliance.com**.

The Global Travel ITWA Prepaid MasterCard

The Global Travel ITWA Prepaid MasterCard is a new initiative brought to you in partnership with Global Currency Exchange Network, one of the UK's leading foreign exchange companies.



The Prepaid Card is a smart and cost effective way to carry euros or dollars abroad -simply preload your Card then use it like a debit card to pay for goods at thousands of shops, restaurants and other outlets.

The card is currently available to UK based journalis only. The Alliance is looking to extend the initiative worldwide.

For more details and to apply for The Global Travel ITWA Prepaid MasterCard visit :

<https://itwa.gcencurrencycards.com/?r=1952>

Travel guides

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

AA Travel Guides

Visit : 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

Berlitz

www.berlitzpublishing.com.

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. Contact : 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
furqan.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

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 Thery at
alexandre@editionsjonglez.com.

Kuperard Publishers

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

Morris Communications

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

Odyssey Books & Guides

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

Oxygen Books city-lit

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

Rough Guides

www.roughguides.com. Contact :
press@roughguides.com

Summersdale travel publications

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

Take two Books

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

Turnleft

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

The International Travel Writers Alliance



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

www.itwalliance.com



AllWays traveller provides independent travellers with an equally independent view of the world from the professional travel journalists in the Alliance

www.allwaystraveller.com

Ashley Gibbins FCIPR, MCIOJ
0776 419 8286
Ashley@itwalliance.com

AllWays traveller

Appendix one

Directory of opportunities for Alliance press card holders : October 2012



The following press trip opportunities are being offered to press card holders by the Alliance's partners worldwide.

Alliance members should quote their press card number when making contact with the media contact and be prepared to show their card if, and when, requested. Alliance partners have been requested to ask for a member's press card number.

Information on obtaining an **International Travel Writers Alliance Press Card** can be found in *Travel products and services* below or by emailing Ashley@itwalliance.com

Opportunities

- 40Berkeley, Boston
- Adventure Cat Sailing, San Francisco Bay
- Africa Safari Holidays
- Bath Tourism Plus
- The Broadway Collection New York
- BusyBus, Liverpool & Chester – UK
- The Castle Inn Hotel, Lake District UK
- Champagne-Ardenne Tourisme
- Charming Hotels Madeira
- Ciclismo Classico
- City Running Tours-Chicago
- EUROPA-PARK, Germany
- Experience Nottinghamshire
- Focus Hotels
- Frontier Travel
- Frontiers Travel
- Generator Hostels, Europe
- Great Hotels of the World
- The Haweswater Hotel, Cumbria UK
- Helpful Holidays, UK
- Hidden Pousadas Brazil
- Holidaylettings
- Home Base Holidays
- The Inn on Fifth, Naples, Florida
- Ker & Downey Botswana
- Kempinski Hotels Worldwide
- La Residencia Mallorca
- Love Loch Lomond, Scotland
- Mallorca Hotels: Hotel Bon Sol Resort & Spa, Hotel Tres and Hotel Dalt Murada, and Hotel Mar i Vent, Mallorca
- The Marriott Paris Champs-Elysees, Paris
- Mir Corporation
- New York Circle Line Sightseeing Cruises
- OAM Hotels, Thailand
- The Oetker Collection, Europe
- Pembrokeshire, South West Wales
- Reykjavik Bike Tours
- The Royal Park and The Cranley, London
- Rushton Hall, Northamptonshire, UK
- Sail Lofts St Ives
- Shama and Shama Luxe, Asia
- Shakespeare Country
- St Mary's Hall Hotel, Scilly
- Swaziland and Malawi
- theExplorateur
- Three Nelson Hotels in Cheshire, UK
- Tipi Adventure, Herefordshire UK
- Tongabezi Lodge, Zambia
- Visit Orlando
- VisitCornwall
- Welcome to Yorkshire, UK
- Wilderness Scotland
- www.cornwallscottages.co.uk

40Berkeley, Boston

40Berkeley, located in the heart of Boston, is New England's largest hostel and a leading budget traveler destinations on the East Coast. It is one of *HostelWorld's* Top 10 Hostels in the US.

40Berkeley will be delighted to consider providing accommodation to Alliance press card holders able to profile the hostel in their features.

Visit : www.40Berkeley.com. ntact : liver Mernick-Levene at 40berkeleyhostel@gmail.com.

Adventure Cat Sailing, San Francisco Bay

Adventure Cat Sailing will be delighted to 'comp' Alliance press card holders.

Visit : www.adventurecat.com. ntact : Sharon Schrum at sharon@adventurecat.com

Africa Safari Holidays

Africa Safari Holidays will be happy to offer any press trip services to Alliance press card holders who are looking to travel to East Africa.

Visit : www.africasafariholidays.net. ntact : Agnes Njagi at info@africasafariholidays.net

Bath Tourism Plus

Bath Tourism Plus will host press visits for Alliance press card holders to the Georgian and UNESCO World Heritage city of Bath.

Visit : www.visitbath.co.uk. Contact : Audra McSherry at audra_mcsberry@bathtourism.co.uk

The Broadway Collection New York

The Broadway Collection New York, a group of 24 new and classic Broadway musicals, will host Alliance press card holders with a commission.

Visit : www.broadwaycollection.com. Contact : Della Tully at Della.Tully@btinternet.com

BusyBus, Liverpool & Chester, UK

Sightseeing tour BusyBus, will host Alliance press card holders (with a guest) on a review basis.

Visit: www.busybus.co.uk. Contact : Vera de Ruiter: vera@busybus.co.uk

The Castle Inn Hotel, Lake District UK

The Castle Inn Hotel is a four star family hotel located in the northern Lake District. The property offers large spacious rooms and is situated just moments from Lake Bassenthwaite and close to Skiddaw, one of the area's most popular peaks.

The Castle Inn is always happy to hear from Alliance press card holders who are interested in stories about the Lake District.

Visit : www.castleinncumbria.co.uk. Contact : Samantha Marsh at samantha@infinitypublicrelations.co.uk

Champagne-Ardenne Tourisme

Champagne-Ardenne Tourisme is four French departments boasting historic sites and châteaux, walking and cycling routes, a variety of sports, superb natural scenery and Champagne will be pleased to consider press visits for Alliance press card holders.

Visit : www.champagne-ardenne-tourism.co.uk. Contact: Doug Goodman at doug@douggoodmanpr.com

Charming Hotels Madeira

Charming Hotels Madeira are pleased to offer Alliance press card holders special rates and will consider offering accommodation to press card holders with a confirmed commission.

Visit: www.charminghotelsmadeira.com. Contact: Antonio Silva at asilva@charminghotelsmadeira.com

Ciclismo Classico

Ciclismo Classico will consider offering tours to Alliance press card holders with a commission.

Ciclismo Classico is a specialised "boutique" tour operator that offers authentic and exciting cycling vacations. Its well-crafted educational trips in Italy, France, Spain, Austria and New England are active immersions into local art, language, music and, of course, delicious cuisine.

Visit : www.ciclismoclassico.com. Contact : Adam York at adam@sublimepub.com

City Running Tours-Chicago

City Running Tours-Chicago will be delighted to give free 5k running or walking tours to Alliance press card holders.

Visit : www.cityrunningtours.com/chicago. Contact : Marlin Keesler at marlin@cityrunningtours.com

EUROPA-PARK

EUROPA-PARK, which is Germany's biggest theme park, located in the tri-border region of Germany, France and Switzerland, offers guests more than 100 attractions and international shows in 13 European themed areas, over 90 hectares.

EUROPA-PARK will be delighted to offer complimentary entrance press card holders plus one other where they have a written commission and on presentation of the card.

Visit : www.europapark.com. Contact : presse@europapark.com.

Experience Nottinghamshire

Experience Nottinghamshire invites Alliance press card holders to visit Robin Hood country.

There will be the chance to see the Major Oak in Sherwood Forest, try your hand at archery, visit England's oldest pub and meet Robin Hood himself on a special guided tour.

Website: www.experiencenottinghamshire.com/robin-hood. Contact: Erin Huckle at erin.huckle@experiencenottinghamshire.com.

Focus Hotels

Focus Hotels invite Alliance press card holders to review their three and four-star properties located in key destinations across the UK.

Visit : www.focushotels.co.uk. Contact : Nat Frogley at nat@bacall.net

Frontier Travel

Frontier Travel organise tailor-made holidays to Canada in both Summer and Winter. The company will consider offering individual press trips for Alliance press card holders who can get commissions from UK national newspapers, websites or high end publications with large circulations.

Visit : www.frontier-canada.co.uk and www.frontier-ski.co.uk. Contact: Dave Ashmore at dave@frontier-travel.co.uk

Frontiers Travel

Frontiers Travel will consider offering tours to Alliance press card holders on assignment. Frontiers Travel specialise in the finest worldwide fly fishing and shooting destinations.

Visit : www.frontierstravel.com. Contact : Adam York at adam@sublimepub.com

Generator Hostels

Generator Hostels is a European hostel chain with properties located in Berlin, Copenhagen, Dublin, Hamburg, London and Venice.

The group has over 4,500 beds in Europe and attracts over 1.2million visitors worldwide each year. Adding to the chain will be a hostel in Barcelona, and another in Berlin Mitte, both in 2013.

Generator Hostels will be delighted to consider review accommodation to Alliance press card holders.

Visit : www.generatorhostels.com. Contact : Christien Jansen at Christien.Jansen@generatorhostels.com.

Great Hotels of the World

Great Hotels of the World represent over 200 of the world's finest hotels and resorts would be pleased to consider offering press trip accommodation to alliance members.

Visit : www.ghotw.com. Contact : Ashleigh Silverman at asilverman@ghotw.com

The Haweswater Hotel, Cumbria UK

The Haweswater Hotel, an art-deco hotel located next to the secluded Haweswater Reservoir, Cumbria, UK, will be happy to consider offering accommodation to Alliance press card holders.

Visit : www.haweswaterhotel.com. Contact : Samantha Marsh at samantha@infinitypublicrelations.co.uk

Helpful Holidays, UK

Helpful Holidays, UK will consider offering accommodation to Alliance press card holders with a commission from suitable media.

Visit: www.helpfuleholidays.com. Contact: Pat Edgar at PRMatters@dsl.pipex.com

Hidden Pousadas Brazil

Hidden Pousadas offers independent travellers recommendations for uniquely beautiful places to visit and stay in Brazil. Alliance press card holders with commissions for Brazil can enquire about staying at Pousadas within the special collection, outside of high season.

Visit : www.hiddenpousadasbrazil.com. Contact : Fola Odumosu at folat@hiddenpousadasbrazil.com

Holidaylettings

Holiday Lettings offers a range of traditional and unique villas, cottages and apartments worldwide and will consider arranging accommodation at its listed properties for Alliance press card holders.

Visit : www.holidaylettings.co.uk. Contact: Emilie and Kate on press@holidaylettings.co.uk

Home Base Holidays

Home Base Holidays is pleased to offer one year complimentary home exchange membership to Alliance press card holders on assignment to cover home swap or budget holiday ideas.

Visit : www.homebase-hols.com. Contact : Lois Sealey at info@homebase-hols.com

The Inn on Fifth, Naples, Florida

The Inn on Fifth is a luxurious, 87-room boutique hotel in the heart of downtown Naples in Southwest Florida will be delighted to consider accommodations for Alliance press card holders on assignment.

In December 2012, the Inn will offer an additional 32 new club level suites.

Visit : www.innonfifth.com. Contact : Katharina Lane at katharina@hayworthcreative.com

Kempinski Hotels worldwide

Hoteliers since 1897, Kempinski has travelled the world in search of the most fascinating destinations without ever forgetting the finest traditions of its European heritage.

With luxury holiday resorts, business and Spa hotels around the world, every Kempinski Hotel is unique, designed for guests who value five star holidays and luxury getaways.

Kempinski will be pleased to consider providing accommodation to International Travel Writers Alliance press card holders on a case-by-case basis.

Visit: www.kempinski.com. Contact: Hilary Philpott at hilary.philpott@kempinski.com

Ker & Downey Botswana

Ker & Downey Botswana, located in the heart of the Okavango Delta and Moremi Game Reserve, will be pleased to consider press visits to Alliance press card holders with a commission.

Visit : www.kerdowneybotswana.com. Contact : Honour Schram de Jong at honour@honourway.com

La Residencia Mallorca

La Residencia, Mallorca will consider offering one or two night's bed and breakfast accommodation from mid September-May to Alliance press card holders with a commission.

Visit : www.laresidencia.com. Contact : Louise Davis at louise.davis@laresidencia.com

Love Loch Lomond, Scotland

Love Loch Lomond is a group of tourism operators passionate about the Loch Lomond and Clyde Sea Lochs area will be delighted to host press visits for Alliance press card holders as well as to offer a range of story ideas and activities.

Visit: www.lovelochlomond.com. Contact: Johanna Campbell at Johanna@johannacampbell.com.

Mallorca Hotels: Hotel Bon Sol Resort & Spa, Hotel Tres and Hotel Dalt Murada, and Hotel Mar i Vent, Mallorca

Mallorca Hotels will be pleased to offer accommodation to Alliance press card holders with a commission for city breaks to Palma and spa & yoga, cycling, walking, hiking, cultural and other activities on the island.

Visit : www.hotelbonsol.es, www.hoteltres.com, www.daltmurada.com and www.hotelmarivent.com.
Contact : Cathryn Hicks at cathryn@douggoodmanpr.com.

The Marriott Paris Champs-Elysees, Paris

The Marriott Paris Champs-Elysees, the only five-star hotel on the Champs-Elysees, will be happy to offer accommodation to Alliance press card holders who are in the city on an assignment.

Visit: www.parismarriott.com. Contact: Bernice Saltzer at bernice@sortedpr.com

Mir Corporation

Mir Corporation will consider offering tours to Alliance press card holders on assignment. Mir Corporation is a well-established tour-operator specialising in tours to Russia, the Trans-Siberian Railroad and tours to Central Asia.

Visit : www.mircorp.com. Contact : Adam York at adam@sublimepub.com

New York Circle Line Sightseeing Cruises

New York Circle Line Sightseeing Cruises will be delighted to host Alliance press card holders with a commission.

Visit: www.circleline42.com. Contact: Lisa Chamberlain at lisa.chamberlain@btinternet.com

OAM Hotels

OAM Hotels are a collection of seven smaller properties that provide quality accommodation in four key Thai destinations :

- two City Lodge properties in Bangkok and Pattaya
- the Nova Gold Hotel and Nova Platinum Hotel in South Pattaya
- a nature resort in Angkhang in the north of Thailand
- Loei Palace Hotel in Loei, and
- the Vogue Resort & Spa Ao Nang in Krabi.

OAM Hotels will be delighted to consider providing accommodation to Alliance press card holders on a case-by-case basis.

Visit : www.oamhotels.com. Contact : Jessica Flood AT JessicaF@hillsbalfour.com.

The Oetker Collection - Masterpiece Hotels

The Oetker Collection - Masterpiece Hotels are one-of-a-kind, five-star hotels individually designed, with a unique character and distinctive atmosphere.

They are situated in some of the world's most appealing locations, such as Antibes, Baden-Baden, Marrakesh, Paris and Vence.

The Oetker Collection will be pleased to consider offering accommodation to Alliance press card holders - on a case-by-case basis.

Visit : www.oetkercollection.com. Contact : Julia Perowne at jp@verypcc.com

Pembrokeshire, South West Wales

Pembrokeshire, South Wales will be delighted to consider offering accommodation to Alliance press card holders with a commission in suitable media.

Visit : www.pembrokeshire.com. Contact: Pat Edgar PRMatters@dsl.pipex.com

Reykjavik Bike Tours

Reykjavik Bike Tours will provide press tours of Iceland's capital for Alliance press card holders.

Visit : www.icelandbike.com. Contact : Stefan Helgi Valsson at valsson@centrum.is

The Royal Park and The Cranley, London

The Royal Park and The Cranley, two luxury, boutique hotels located in central London are delighted to welcome Alliance press card holders with suitable commissions.

Visit : www.theroyalpark.com and www.thecranley.com. Contact : Li Boatwright at Li@storringtoncommunications.com

Rushton Hall Hotel and Spa, Northamptonshire

Rushton Hall Hotel and Spa offers guests the chance to stay in what has been a stately home in rural Northampton since 1438.

Everything about Rushton Hall is grand from the moment you pass through its heavy timber doors. Most stunning, however, is the great hall with its magnificent timber roofing, ornate plasterwork, stained glass windows and fireplace.

Rushton Hall will be pleased to consider offering accommodation to Alliance press card holders.

Visit : www.rushtonhall.com. Contact : jacky Mcaulay at j.Mcaulay@rushtonhall.com.

Sail Lofts St Ives

This group of 12 award winning luxury holiday apartments surrounding a central courtyard, just metres from Porthmeor Beach in St Ives, with their own 'holistic' Ocean Spa, will be pleased to consider offering accommodation to Alliance press card holders with a commission.

Visit: www.thesaillofts.co.uk. Contact: Peter Hutchinson at peter@thesaillofts.co.uk

Shama and Shama Luxe

Shama and premier brand Shama Luxe is a collection of Asia based luxury boutique serviced apartments.

Shama:

Shama Sukhumvit, Bangkok
Shama Causeway Bay, Hong Kong
Shama Central, Hong Kong
Shama Fortress Hill, Hong kong
Shama Hollywood, Hong Kong

Shama Midlevels, Hong kong
Shama Tsim Sha Tsui, Hong kong
Shama Wanchai, Hong Kong
Shama Century Park, Shanghai
Shama Xujiahui, Shanghai

Shama Luxe:

Shama Luxe Grand Central, Dalian
Shama Luxe Xintiandi, Shanghai
Shama luxe Huashan, Shanghai

Shama and brand Shama Luxe will be delighted to consider providing accommodation to Alliance press card holders on a case-by-case basis.

Visit : www.shama.com. Contact : Jessica Flood AT JessicaF@hillsbalfour.com.

Shakespeare Country

Shakespeare Country UK will host Alliance press card holders and their family for one or two nights with passes to visit the attractions and tickets to the Royal Shakespeare Theatre, subject to availability.

Visit : www.Shakespeare-Country.co.uk. Contact : Tanya Aspinwall at tanya@marketingaloud.co.uk

St Mary's Hall Hotel, Scilly

St Mary's Hall Hotel, the Isles of Scilly is happy to provide press trip opportunities to Alliance press card holders.

Visit : www.stmaryshallhotel.co.uk. Contact : Karen Baker at karen@mercury-pr.co.uk

Swaziland and Malawi

Geo Group will be delighted to consider press trips to either Swaziland or Malawi for Alliance press card holders with suitable commissions.

Visit : www.thekingdomofswaziland.com and www.malawitourism.com. Contact: Kelly White at tourism@geo-group.co.uk

theExplorateur

theExplorateur reviews hotels, shops, restaurants and travel-related products around the world.

theExplorateur will consider offering Alliance press card the opportunity to review any of its properties.

Visit : www.theExplorateur.com. Contact : Gabriella Ribeiro Truman at gabriella@trumarketing.com

Three Nelson Hotels in Cheshire, UK

The Grosvenor Pulford Hotel & Spa, The Pheasant Inn and The Bear's Paw will be happy to accommodate Alliance press card holders with a commission.

Visit : www.grosvenorpulfordhotel.co.uk, www.thepheasantinn.co.uk and www.thebearspaw.co.uk
Contact : Karen Floyd at karen.floyd@symmetrypr.com

Tipi Adventure, Herefordshire UK

Tipi Adventure offers alternative UK holidays on the River Wye in Herefordshire.

Here visitors can stay in luxury tipis along the riverside and take part in daily paddles along the river itself in Canadian Canoes.

The holidays are suitable for anyone aged four upwards and as tuition and buoyancy aids are provided, no previous canoeing experience is required.

Tipi Adventure would be delighted to hear from any Alliance press card holders who would like to know more about the company. Media visits are also available outside of the peak school holiday periods.

Visit : www.tipiadventure.co.uk. Contact : Samantha Marsh: samantha@infinitypublicrelations.co.uk

Tongabezi Lodge, Zambia

Tongabezi Lodge, upstream from Victoria Falls, and the new eco-friendly Sindabezi Island are located on the Zambezi River in Zambia. Tongabezi will be delighted to consider press visits to their properties from Alliance press card holders with a commission.

Visit : www.tongabezi.com. Contact : Honour Schram de Jong at honour@honourway.com

Visit Dublin

Visit Dublin offers Alliance press card holders visiting on-assignment a Media Pass (the Dublin Pass), which provides free entry to 34 visitor attractions in Dublin.

Visit : www.visitdublin.com and www.dublinpass.com. Contact : Catherine McCluskey at Catherine.mccluskey@failteireland.ie

Visit Orlando

Visit Orlando offers Alliance press card holders visiting on-assignment a complimentary Journalist VIP Passport.

Visit : www.VisitOrlando.com/media. Contact : Amy Rodenbrock at amy.rodenbrock@visitorlando.com

VisitCornwall

Cornwall is located in the far west of Great Britain on a peninsula pointing into the Atlantic Ocean, and with 300 miles of coastline.

Cornwall is also the location of mainland Great Britain's most southerly promontory, The Lizard, and one of the UK's most westerly points, Land's End, while a few miles off shore and even further west is an archipelago of tiny islands that make up the Isles of Scilly.

For Alliance press card holders visiting Cornwall with suitable commissions, VisitCornwall will be pleased to offer bespoke itinerary arrangements and assist in negotiating complimentary or reduced rate accommodation and entry to attractions and activities.

Visit : www.visitcornwall.com. Contact : Julia Hughes at julia.hughes@visitcornwall.com

Welcome to Yorkshire

Welcome to Yorkshire, which is the official Destination Management agency for the English county of Yorkshire, has one clear priority, to make Yorkshire the most popular destination in the UK for business and leisure.

In just two years *Welcome to Yorkshire* has grown the value of the county's tourism and visitor economy from £5.9bn to £7bn per annum.

Welcome to Yorkshire will be delighted to consider press trip opportunities for Alliance press card holders with an appropriate commission.

Visit : www.yorkshire.com/mediacentre. Contact : Graham Poucher at gpoucher@yorkshire.com

Wilderness Scotland

Wilderness Scotland will consider offering press trip facilities to Alliance press card holders.

Visit : www.wildernessscotland.com. Contact: Ben Thorburn at ben@wildernessscotland.com

www.cornwallcottages.co.uk

www.cornwallcottages.co.uk a specialist internet holiday cottage agency with over 230 properties throughout the Duchy, will be delighted to consider offering self-catering accommodation to Alliance press card holders with a commissioned feature.

Visit: www.cornwallcottages.co.uk
Contact: Jess Money at jess@suebradburypr.com

The International Travel Writers Alliance



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

www.itwalliance.com



AllWays traveller provides independent travellers with an equally independent view of the world from the professional travel journalists in the Alliance

www.allwaystraveller.com

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