

selling LONG HAUL

NOVEMBER 2007 | TRAINING FOR THE TRAVEL TRADE

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WIN
EIGHT GREAT
NIGHTS IN THE
CARIBBEAN
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ESSENTIAL NEWS IN BRIEF

• **SANCTUARY** Lodges & Camps has expanded its portfolio into Zambia with the acquisition of five new lodges. All will be rebuilt and renovated between now and July next year and will operate on an 'environmentally sustainable' basis.

They comprise the **Chichele Presidential Lodge** in South Luangwa National Park (open from December); the **Sussi Lodge** of 10 luxury tree houses, upstream from Victoria Falls in the Mosi-Oa-Tunya National Park (open from March); two camps on the Lower Zambezi National Park and one in the South Luangwa National Park (opening April).

www.sanctuarylodges.com
WTM STAND NO: AF4300

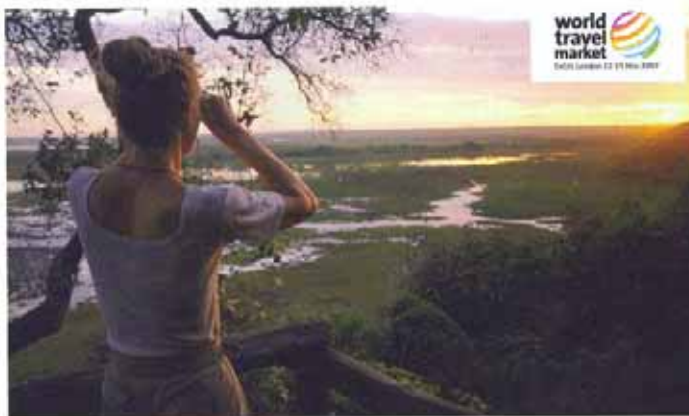
• **ALAMO** Rent A Car and sister company **National Car Rental** have pledged to cut the hassle out of hire car. Alamo is investing in pre-pay or pay locally facilities, GPS services and check-in kiosks in the US to make the car rental part of a holiday easier. Pre-pay options are now available from 3,800 locations worldwide, backed by a range of discounts, or clients can pay through www.alamo.co.uk. GPS units can be hired from around 150 locations in North America for \$10.99 a day, plus selected locations in South Africa.

www.alamo.co.uk
WTM STAND NO: GV7350

• **AIR Namibia** is to cut its weekly flights between Gatwick and Windhoek from three to two from January 18. The Wednesday and Friday departures will continue. The dropped service will now operate out of Frankfurt, taking departures out of Germany to five a week. The airline says it will increase frequency when demand rises.

www.airnamibia.co.uk
WTM STAND NO: AF1500

• **VERANDA** Resorts in Mauritius has opened its first spa at the **Heritage Golf and Spa Resort** – the group's luxury hotel at Bel Ombre. Veranda is to develop its own spa concept to roll out across its hotels and has launched a new Seven Colours Spa section to its website www.veranda-resorts.com



SOUTH AFRICA ON THE BALL FOR 2010

SOUTH Africa is stepping up its efforts to build partnerships in the UK and raise its profile as a leading practitioner of sustainable tourism.

The UK market is the strongest source market for South Africa, recording a 3.2 per cent growth in the first six months of this year, and with just under half a million UK visitors arriving during 2006.

Lebo Mokhesi, UK manager for **South African Tourism** said: "We are thrilled with the increasing numbers and are picking up on an emerging trend for UK visitors who are using South Africa as a gateway to other African countries on a two centre holiday."

South Africa Tourism has expanded its trade team and added a range of online tools to help agents learn about and sell the destination. Alongside Mokhesi at WTM will

be the two trade managers, Matt Armstrong and Adam Weatherby

"We will be putting the message across that UK agents need to start preparing for the further increased demand that will be triggered by the build up to the FIFA World Cup in 2010," said Mokhesi.

The South African Tourism team will highlight fair trade practices, respect for culture and natural environment initiatives already well-established in the destination and recommend that the trade keep on top of the many developments in the country through a new extranet service which allows agents to effectively tailor a wide range of information on South Africa to suit specific target audiences.

www.southafrica.net
WTM STAND AF3200



A SUPERCLUBS FOR ALL MARKETS

SUPERCLUBS is broadening its portfolio with the opening of new properties across its brand range.

A new **Starfish** property, targeting families has opened in Santa Luzia, Jamaica, and a new value-market **Rooms** property will open in Negril, Jamaica, next spring. A new **Breezes** is slated to open in Rio in 2009.

The 70-room **Rooms** hotel will be set on Negril's stunning seven-mile beach but will be priced as an affordable and family-friendly option than some of the more exclusive resorts in the area. Agents taking part in the **Caribbean Tourism Organisation's** Passport competition during WTM will be in with a chance of winning a SuperClubs holiday. Those participating in agent training on the Jamaica stand will receive a SuperClubs goody bag.

WTM STAND NO: CA1100



PERU GOES ECO-FRIENDLY

SOUTH American eco-tourism company, **Inkaterra**, is opening a new boutique hotel in Cusco, Peru, this month.

The **Inkaterra La Casona** will be an 11-suite exclusive hotel set in an authentic 16th century Spanish Colonial mansion, originally built on the site of the Palace of Inca Manco Capac, founder of the Inca Empire. Located on Plaza Las Nazarenas, the hotel is centrally situated in the old quarter of Cusco, a UNESCO World Heritage Site.

The company has joined forces with Sustainable Travel International to offset carbon emissions and specialises in running eco-friendly hotels near Machu Picchu. It will be among a range of product providers from Peru at WTM.

WTM STAND NO: LA 3000

MESSAGE FROM CARIBBEAN TOURISM ORGANISATION

CARIBBEAN



THE CTO HOPES TO SEE AGENTS AT WTM

The CTO team invites agents to visit its CIP (Caribbean Training Programme), stand in the Caribbean Village at WTM, this year. Come along and enter our competition! In addition, CIP agents can earn points towards their individual scorecards. Melanie Orr, our new CIP co-ordinator, will be taking the opportunity to recruit more travel agents onto the training programme and to talk to all CIP agents regarding their views and recommendations for the programme. She hopes to see you all there!!!!

In addition, come along and meet the CTO team at the NEC Dive Show in Birmingham 15-16 November, (stand 901), in the Caribbean area.

CTO run a training programme designed to increase travel agent knowledge of the Caribbean region. It is also busy planning and organising the reprint of its training manual. The manual, which is best described as a comprehensive guide and an impressive selling tool, will feature a great deal more information on the region, including updates on hotels, airlines, cruise lines and tour operators.

Owning the manual is just one advantage of being on the CIP Programme. All CIP agents will have just received the latest edition of the CIP newsletter, telling them all that is new in the Caribbean. Gold and Platinum level agents will also be invited along to our Christmas Party and Forum in December.

Contact the CTO on 020 7222 4335.
WTM STAND NO: CA2000