



The Alliance

Bulletin

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

Mid-January 2015

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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

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

Macau Government Tourist Office

Macau, 40 miles from Hong Kong, is located on China's south coast and boasts a unique Portuguese-Chinese heritage.

It might be small but Macau packs a lot into its 11 square miles with an abundance of historical buildings, superb food, beaches, gardens, museums, spas, shopping malls, dazzling shows, and activities ranging from golf and hiking to bungee jumping.

A Special Administrative Region of China since 1999, Macau offers a kaleidoscope of colour and culture, old and new, but remains something of a "hidden gem" for UK travellers.

Visit : www.macautourism.gov.mo. Contact : Lucy Mayes at Lucy@humewhitehead.co.uk.

European Waterways

European Waterways offer luxury hotel barge cruises on the beautiful canals and rivers of Europe, such as through Burgundy, the Midi, Alsace, the Po Valley, Holland and the Scottish Highlands.

Its hotel barges accommodate 6 - 20 passengers who may charter a whole barge with family or friends, or join a small group of like-minded travellers on an individual cabin basis.

Each barge is fully crewed with a Captain, chef, hostesses, deck-hand and tour guide.

The 6-night cruises include gourmet meals, fine wines, open bar, excursions and the use of onboard facilities such as bicycles and on-deck spa pools.

Visit : www.gobarging.com. Contact : Chris Gant at chris@gobarging.com.

Sarasota, Florida

Sarasota offers visitors award-winning white sandy beaches and clear warm seas paired with the world-class art and culture of the John & Mable Ringling Museum and the Ca d'Zan Mansion.

The city of Sarasota is on the mainland, while the beaches are on the islands reached by a causeway across Sarasota Bay.

All of hotel properties are located on or within a short walk to the beach with great shops and restaurants nearby.

There is also a range of apartments and homes on or close to the beach, and some within a short drive of the beach.

Visit : www.visitsarasota.org. Contact : Hannah Mulvey at hannah@goshpr.co.uk.

NH Hotel Group

NH Hotel Group is the fifth largest hotel chain in Europe and among the top 25 in the world.

The group currently operates 400 hotels with almost 60,000 rooms in 28 countries across Europe, Latin America and Africa, including top city destinations such as :

- Amsterdam
- Barcelona
- Berlin
- Buenos Aires
- London
- Madrid
- Mexico City
- Milan
- Munich
- New York
- Rome, and
- Vienna.

The company has something to suit every traveller – whether it's the design-oriented hotel, a downtown hotel in a business hub or a rural escape in the countryside.

Visit : www.nh-hotels.com. Contact : Guy Hough at Guy@humewhitehead.co.uk.

Palm Springs Bureau of Tourism

Nestled at the base of California's majestic San Jacinto Mountains, Palm Springs offers a quirky combination of desert-modernism intermingled with old-school Hollywood glamour.

A place for nature lovers and adrenaline junkies, it has adventurous hiking trails and historical canyon tours.

Palm Springs' chic boutiques, mid-century architecture and unique experiences, including the chance to visit the former homes of Frank Sinatra, Marilyn Monroe and Elvis Presley, are just part of the destination's year-round appeal.

Visit : www.visitpalm Springs.com. Sarah Habicht at Sarah@humewhitehead.co.uk

Tourism Indonesia

The Republic of Indonesia is the largest archipelago in the world, comprising more than 13,000 tropical islands fringed with white sandy beaches.

Among the most well-known islands are Bali, Java, Kalimantan (formerly Borneo), Papua, Sulawesi (formerly Celebes), Sumatra, and the Maluku Islands (or better known as Moluccas, the original Spice Islands).

The destination offers richly diverse cultures and heritage, beautiful beaches and ecotourism along with deep blue pristine seas to dive and swim, and green rainforests to trek through.

Visit : www.indonesia.travel. Contact : Richard Hume at Richard@humewhitehead.co.uk.

Montebriosa, Nicaragua

Montebriosa is a lovingly restored Art Déco boutique Bed & Breakfast with all of the comforts of the 21st century. It is located in an urban oasis surrounded by lush tropical gardens with the Apante Natural Reserve and El Calvario Park as backdrop.

It's also a walker's paradise, conveniently located only 3 blocks from Matagalpa's Cathedral and Central Park (Parque Morazán), and to the many surrounding cafés, restaurants and shops.

The comfortable and elegant accommodations allow guests to savour Matagalpa's spring-like weather, and it serves as the perfect base to explore the surrounding mountains and wildlife of Nicaragua's Northern highlands.

Visit : www.montebriosa.com. Contact : Rita Arauz at info@montebriosa.com.

Backyard Travel (Thailand)

Backyard Travel is travel specialists in Asia providing tailor-made trips for the adventurer who wants access to Asia's most spectacular sights, but hidden charms as well, on the road less traveled.

Visit : www.backyardtravel.com. Contact : Maeve Nolan at marketing@backyardtravel.com.

Fantraveler.com (USA)

Fantraveler.com makes it easy to follow favorite sporting event with tickets, flights & hotels to all major sporting events worldwide.

Visit : www.Fantraveler.com. Contact : Lanier Bridges at Lanier@fantraveler.com.

Agencies

Development Counsellors International (USA)

Development Counsellors International (DCI) is the leader in marketing places.

Since 1960, the agency has worked with more than 450 cities, regions, states and countries, helping them attract both investors and visitors, specializing exclusively in all phases of economic development and travel marketing.

Visit : www.aboutdci.com. Contact : Malcolm Griffiths at Malcolm.Griffiths@aboutdci.com.

News

The International Travel Writers Alliance : First-Ever Formula 2 (F-2) Powerboat Regatta, Bradenton, Florida

Saturday 7 February 2015

The Bradenton area of Florida will host the inaugural Bradenton Area Riverwalk Regatta, a day of Formula 2 (F-2) powerboat racing.

See also *A reason to write about* (below).

Cats at the London Palladium

The limited run revival of Andrew Lloyd Webber's record breaking *Cats*, which opened at the London Palladium in December 2014 to genuine acclaim, has been extended.

The production is now booking to 25 April 2015, with Kerry Ellis playing Grizabella, in place of Nicole Scherzinger, from 9 February 2015.

Cats, one of the longest-running shows in West End and on Broadway, received its world premiere at the New London Theatre in 1981 where it played for 21 years and almost 9,000 performances.

In 1983 the Broadway production became the recipient of seven Tony awards including Best Musical, and ran for eighteen years.

Since then, *Cats* has been presented in over 30 countries, has been translated into 10 languages and has been seen by over 50 million people world-wide.

On just one special night of the year, all Jellicle cats meet at the Jellicle Ball where Old Deuteronomy, their wise and benevolent leader, makes the Jellicle choice and announces which of them will go up to The Heaviside Layer and be reborn into a whole new Jellicle life.

A production of *Cats* opens this month in Singapore.

Visit : www.catsthemusical.com/london. Contact : Natalie Browne at natalie@made2010.com.

Cirque du Soleil brings KOOZA back to London

Cirque du Soleil has brought KOOZA, its big top theatrical production, back the Royal Albert Hall.

The production, which tells the story of *The Innocent* in the world of KOOZA is a return to the origins of Cirque du Soleil, combining the two circus traditions – spectacular, high adrenaline acrobatic performances and clowning.

Cirque du Soleil, which celebrated its 30th anniversary in 2014, has date performed to 150 million in more than 300 cities on six continents.

Cirque du Soleil has 4,000 employees, including 1,300 performing artists from 50 different countries.

Visit : www.cirquedusoleil.com/kooza. Contact : Anna Hope at anna@akhcommunications.com.

Biodynamic, Organic and Natural Winemaking; Sustainable Viticulture and Viniculture

Biodynamic, Organic and Natural Winemaking; Sustainable Viticulture and Viniculture" by Britt Karlsson (text) and Per Karlsson (photography), of BKWine, has been published by Floris Publishing.

As environmental issues and sustainability become an increasing concern for the consumer this books gives the reader the facts about all these wine growing and winemaking trends, methods and labels.

Visit : www.florisbooks.co.uk. For review copies contact : Britt Karlsson at press@bkwine.com.

Eat, Learn, Love Cambodia: A Culinary Travel Writing and Photography Tour

Backyard Travel, the online boutique travel agency specialising in insider tours throughout Asia is running a culinary writing tour through Cambodia on 22 May 2015.

The eight day 'Learn, Love Cambodia Tour' has been put together in collaboration with travel writer Lara Dunston, contributor to The Guardian, The Independent, and National Geographic Traveler.

Over the course of the trip, travelers will visit some of the country's most iconic locations, as well as lesser seen sites, deconstructing Khmer cuisine, delving into history and, with host Lara's guidance, developing their passion for culinary writing. Professional photographer Terrence Dunstan will also join the tour, offering tips on travel and food photography.

Bangkok based Backyard Travel is an online travel company specializing in tailor-made tours to Vietnam, Thailand, Cambodia, Laos, Myanmar, Indonesia, Japan and China.

Visit : www.backyardtravel.com. Contact : Maeve Nolan at marketing@backyardtravel.com.

Scenic Spyways, Capital Region USA

The Capital Region USA has launched Scenic Spyways, an online game of espionage which follows a set of challenges through Washington, DC, Virginia and Maryland.

There are nine separate tasks that consumers must complete by 28 February 2015. The winner will win a six night holiday to the region courtesy of American Sky.

The Capital Region USA has a history of spy activity and tales from the War of Independence, the Civil War, World War I and World War II, and today,

Visit : www.scenicspyways.com and www.CapitalRegionUSA.co.uk. Contact : Jo Thomas at jo.thomas@kbctravelgroup.com.

UNESCO places Mastiha Chiou on list of Intangible Cultural Heritage

UNESCO had added the traditional harvesting and produce of "mastiha Chiou" on its List of Intangible Cultural Heritage, safeguarding the uniqueness of both production and the product.

Mastiha is the natural and rare tree resin of the lentisk trees found only in certain areas of the Greek island of Chios. It is used as a spice in sweets and cooking, as a flavoring for liqueurs, and in soap-making and cosmetics.

The production ethics of mastiha is passed on from generation to generation through word of mouth primarily in the 24 southern villages of Chios known as the "Mastichohoria".

Visit : www.unesco.org/culture/ich/index.php?lg=en&pg=00011&RL=00993. Contact : Frances Tuke at Frances@lotus-uk.co.uk.

Winter offers in NYC, New York

Visitors to New York City during January, February and March 2015 can take advantage of restaurant and theatre savings, as well as lower hotel room rates.

Now in its 23rd year, NYC Restaurant Week will return from 16 February to 6 March, with three-course prix-fixe lunches for \$25 and three-course prix-fixe dinners for \$38.

During *Broadway Week* from 20 to 5 February and *Off-Broadway Week* 23 February and 8 March visitors and New Yorkers can enjoy two-for-one tickets to nearly all theatrical productions.

January and February also sees the lowest average daily hotel room rate—typically 40% lower than the average.

Visit : www.nycgo.com and www.visitusa.org.uk. Contact : vusa@bmipublishing.co.uk.

The National Museum of African American History and Culture, Washington DC

Washington DC Smithsonian Institution opens the National Museum of African American History and Culture, its 19th museum, during 2015.

The museum provides a permanent space dedicated to exploring the African American experience in the U.S. Originally created in 2003, and currently occupying a gallery space at the National Museum of American History, it will move to its new five-acre home.

The museum will celebrate African American life, art, history and culture.

Visit : www.nmaahc.si.edu and www.Washington.org. Contact : vusa@bmiublishing.co.uk.

The BUZZ in Palm Springs, California

The California city of Palm Springs has introduced its new, fast and free BUZZ trolley service, giving visitors a way to discover the many highlights and tourist attractions of downtown and uptown.

The new 30-stop service will travel in a loop from just north of the Riviera Resort and Spa to as far south as The Saguaro hotel.

Visit www.buzzps.com and www.visitpalmsprings.com. Contact : Guy Hough at Guy@hulmewwhitehead.co.uk.

Leads

Adventure sports photography workshops, Dartmoor, UK

Photographer Malcolm Snelgrove, a Dartmoor enthusiast, has partnered with Devon-based company Adventure 360 to offer adventure sports photography workshops.

Adventure360 is a Devon-based company that provides adventurous experiences using a highly qualified team led by former Royal Marines Commando Rich Pencott who specialised as a Mountain Leader.

Those who embark on the three day long courses can expect to learn how to take breathtaking images as they rock climb, kayak, mountain bike, trail run and wild camp on Dartmoor.

A typical day will include early morning shoots before breakfast to take advantage of the light at sunrise, various adventure sport shoots out on the moors at different locations during the day and sunset shots before returning to base for image processing, presentations, critiques and dinner.

Accommodation will be at Brimpts Farm, which is located in the heart of the West Country's Dartmoor National Park in Devon, which has been a Duchy of Cornwall tenant farm since 1307.

Visit : www.adventure360uk.com, www.malcolmsnelgrove.com and www.brimptsfarm.co.uk
Contact : Lucy Johnson at lucyjohansonpr@gmail.com.

Santa Justa Lift, Lisbon, Portugal

One of Lisbon's most spectacular urban lifts, the Elevador de Santa Justa was designed by engineer Raul Mesnier de Ponsard and opened in 1902.

It connects the lower streets of the Baixa with the higher Carmo Square.

Visit : www.carris.pt and www.visitlisboa.com. Contact : Polly Martin at polly@humewwhitehead.co.uk.

Bespoke Brazil

Bespoke Brazil in partnership with Go Brazil Wines, is offering a new range of exclusive wine tours to Brazil.

These take in the leading vineyards of the Serra Gaúcha and Santa, Catarina regions of southern Brazil.

The tours are fully escorted and will appeal to wine enthusiasts looking to experience an upcoming wine region of the world.

Visit : www.bespokebrazil.com/bespoke/brazil-wine-tour. Contact : Lara Perez at Lara.Perez@brightergroup.com.

National Civil War Centre, Newark Museum

The National Civil War Centre is to open in May 2015.

The British Civil Wars were fought across England, Scotland, Wales and Ireland from 1638 to 1652.

Newark, held by the Royalists, played a major role, undergoing three sieges with the last of these in 1645-46 causing terrible suffering.

Historians have gained a unique insight into the town's experience with the discovery of a treasure trove of previously unexamined papers in local archives.

Period invoices, petitions, accounts and records reveal how ordinary people coped with being caught in the cross-fire between Cavalier and Roundhead.

This new material will be used with state-of-the-art technology and hundreds of previously unseen relics to create the museum experience.

The civil wars saw about 4% of the English population die as 'brother took up arms against brother'.

Visit : www.nationalcivilwarcentre.com. Contact : Richard Darn at richard@richarddarn.com.

Jamaica

Jamaica has won five awards at the World Travel Awards 2014, including the 'World's Leading Wedding Destination' and 'World's Leading Cruise Destination'.

The Caribbean island also won the award for the 'World's Leading Heritage Project for the Port of Falmouth.

The final two awards recognised Fleming Villa at GoldenEye Resort named the 'World's Leading Villa' and the Round Hill Hotel & Villas the 'World's Leading Villa Resort.'

Visit : www.VisitJamaica.com. Contact : Fiona Anderson at Jamaica@mccluskey.co.uk.

Vira Vira, Chile's Lake District

The newly opened Vira Vira, the first all-inclusive luxury lodge in Pucón in Chile's Lake District, is surrounded by 100 acres of wilderness.

The lodge has a small farm and dairy, providing guests with farm-to-table cuisine. Excursions include the Mapuche indigenous tours or hiking to the crater of a smoking volcano.

Visit : www.hotelviravira.com. Contact : Lara Perez at Lara.Perez@brightergroup.com.

Samoëns, the French Alps

The French Alps village of Samoëns is a leading year-round, family-friendly destination offering winter ski season and summer active pursuits.

The name Samoëns dates from 1167 A.D. and is based on a mediaeval expression meaning “the seven mountains”, a reference to the peaks around the village - Cuidex, Vigny, Folly, Oddaz, Bostan, Chardonnière, Freterolles and La Vullie.

Located on the banks of the Giffre River within a wide glacial valley, the village is built around the “Great Lime Tree” that was planted in 1438 and is still very healthy, and with a trunk measuring 9.50 metres in circumference.

Visit : www.samoens.com. Contact : Fiona Anderson at samoens@mccluskey.co.uk.

Ocean Terrace Inn, St. Kitts

The four-star Ocean Terrace Inn (OTI) St. Kitts is to re-open, on 1 March 2015, following an extensive renovation, which has seen a 12 month complete upgrade of the entire property.

Located atop a lushly terraced hillside overlooking Basseterre Bay in the historic fortlands of St. Kitts, the Ocean Terrace Inn has views of the Caribbean and of neighbouring island, Nevis.

Guests can enjoy a range of island activities with nearby watersports and scuba-diving and the chance to hike through the rainforest.

The markets, shops and restaurants of the capital Basseterre are within walking distance and a complimentary daily shuttle bus takes guests to the beaches of Frigate Bay.

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

Small Luxury Hotels of the World

Small Luxury Hotels of the World is adding to its portfolio with new openings :

Sant Francesc Hotel Singular, Palma, Mallorca

Scheduled to open in February 2015, Sant Francesc Hotel Singular sees the conversion of an old manor house into a luxury boutique hotel in the historic centre of Palma de Mallorca.

It is located at Plaza de Sant Francesc by the Basilica de Sant Francesc.

The conversion is part of a wider project to protect historical buildings in Palma's old town.

Visit : www.slh.com/hotels/sant-francesc-hotel-singular.

Maison Souquet, Paris, France

Maison Souquet, which opens in January 2015, is located next to Montmartre in a neighbourhood formerly renowned for its pleasure houses, and where nobility and socialites would party with bohemian Parisians during the Belle Époque era.

French designer Jacques Garcia has recreated the opulence of 19th century France through antique woodwork and Cordova leather furnishings throughout the building and its 20 suites and rooms.

Visit : www.slh.com/hotels/maison-souquet

Keemala, Phuket Island, Thailand

Keemala, which opens in September 2015, is located in woodland close to the village and beach of Kamala on the west coast of Phuket.

Its setting makes use of natural features such as trees, streams and waterfalls to complement the surrounding landscape.

Visit : www.slh.com. Contact : Kate McWilliams at slh@lotus-uk.co.uk.

Explore, the Galapagos

Explore has added 12 new Galapagos itineraries to its 2015/16 portfolio.

Included in the programme is Galapagos Highlights – Monserrat, a 10-day tour of the Galapagos Islands, which enables guests to hike the Sierra Negra volcano and discover the array of wildlife, including Iguanas and tortoises.

The Maya Trek to Tikal offers an 11-day tour in Guatemala, with guests hiking to the crater of Pacaya Volcano; explore Lake Atitlan and trek to the ancient Mayan city of Tikal.

Visit : www.explore.co.uk. Contact : Lara Perez at Lara.Perez@brightergroup.com.

The UK's top 25 visitor attractions

The UK's top 25 visitor attractions, according to the Association of Leading Visitor Attractions (ALVA), are as follows:

- British Museum
- National Gallery
- Natural History Museum
- Tate Modern
- Science Museum South Kensington
- V&A (South Kensington)
- Tower of London
- Somerset House Trust
- St Paul's Cathedral
- Westminster Abbey
- National Portrait Gallery
- Old Royal Naval College Greenwich
- National Museum of Scotland (National Museums Scotland)
- British Library National Maritime Museum
- Edinburgh Castle (Historic Scotland)
- Chester Zoo
- Tate Britain
- Royal Botanic Gardens
- Kew ZSL
- London Zoo
- Stonehenge
- Library of Birmingham
- Roman Baths & Pump Room Bath
- Kelvingrove Art Gallery & Museum (Glasgow Museums)
- Houses of Parliament

Visit : www.alva.org. Contact : Rachel Aked at rachel@rachelaked.co.uk.

The Alila Jabal Akhdar, Oman

The recently opened Alila Jabal Akhdar, located in the Al Hajar mountains of Oman has launched a range of Alila experiences, allowing guests the chance to discover Jabal Akhdar through its traditions, environment, the roots of its people and daily rituals.

The experiences are led by Alila's leisure concierges, who are local experts who know the region and are keen to share their knowledge and stories.

Excursions range from tailored treks reaching Oman's highest peaks, to castle and fort tours as well as desert driving from Muscat to Jabal Akhdar.

The Alila Jabal Akhdar resort is one of Oman's most sustainable properties, built to EarthCheck standards and gold certified.

Visit : www.alilahotels.com/jabalakhdar. Contact : Klara Zakis at alila@verypcc.com.

Journey Latin America : Cuba

Journey Latin America offers escorted small group and independent tours to Cuba.

Escorted tour:

Its 12-days Tocaroro Rum and Revolution, visits Havana, Trinidad and the Escambray Mountains, Cienfuegos and Bay of Pigs, Las Terrazas, Vinales and the Sierra de los Organos.

Self-drive journeys:

Its 14- days self-drive eastern Cuba goes from Havana to the Sierra Maestra and takes in Havana, Trinidad and the Escambray Mountains, Camaguey, Baracoa, Sierra Maestra and Santiago de Cuba.

The 16-days Active Cuba lets travellers hike and cycle a route from Havana, Trinidad and the Escambray Mountains, Vinales and the Sierra de los Organos, Santiago de Cuba, Baracoa.

Visit : www.journeylatinamerica.co.uk. Contact : Mary Anne Nelson at press@journeylatinamerica.co.uk.

The Inca Valley, Peru

HighLives Travel is offering a much deeper exploration of Peru's Sacred Valley of the Incas this year by striking a new route to the Machu Picchu citadel.

This 5 or 7-day adventure gives visitors of different fitness levels optional guided journeys on foot and by jeep to hidden corners of the Inca heartland, resting each evening in comfortable lodges.

Visit : www.highlives.co.uk. Contact: bgarside@highlives.co.uk.

'Tren de la Libertad route, Ecuador

Ferrocarriles del Ecuador has launched the 'Tren de la Libertad', a historic route between Ibarra and Salinas that gets its name from Ecuador's struggle for independence from Spain 200 years ago.

The round trip takes 6 hours and a section of the route, from Otavalo to Ibarra, has special departures using Colonial-style carriages and traditional steam locomotives. Information from UK Representative:

Visit : www.trenewcuador.com/en. Contact : philip@thedmg.co.uk.

What's on

Events in Iceland

Rainbow Reykjavik

29 January to 1 February 2015

This fourth annual international LGBT winter pride festival will see international guests celebrate pride and experience the festival's great mixture of nature, activities, culture, cuisine, music and nightlife.

Visit : www.rainbowreykjavik.com.

Winter Lights Festival, Reykjavik

5 to 8 February 2015

Reykjavik's Winter Lights Festival, sees a number of light-art installations will be exhibited, spectacularly lighting some of the city's most prominent buildings and public spaces.

The main objective of the festival is to illuminate the dramatic darkness of winter with a collection of sparkling events, which both celebrate and emphasise the beauty of the City.

Visit : www.winterlightsfestival.is.

Food & Fun Festival, Reykjavik

25 February to 3 March 2015

The thirteenth annual Food & Fun Festival will see world-acclaimed chefs coming together in Reykjavik to collaborate with different restaurants, each cooking an exclusive menu for diners to enjoy.

On the final day of the festival one of the chefs is crowned 'Food & Fun Chef of the Year'.

Visit : www.foodandfun.is.

Winter Games

12 to 14 March 2015

The Iceland Winter Games 2015 is the northernmost ski and snowboarding competition of the season.

This AFP slopestyle competition will take place on the picturesque mountain Hlíðarfjall in Akureyri, the ski capital of Iceland.

It's an opportunity for skiers and followers to discover and experience this town, close to the Arctic Circle.

After the slopes, the town of Akureyri plays host to off venue events, parties, DJs and concerts.

Visit : www.afpworldtour.com.

Visit : www.visiticeland.com. Contact : Jenny Groutage at jenny.groutage@brightergroup.com.

The Westfjords of Iceland

When the weather is cold and the days are dark, the geothermal hot pools of Iceland provide a perfectly contrasting comfort.

The Westfjords of Iceland have the greatest number of geothermal hot pools in Iceland, from completely man made swimming pools to natural geothermal hot pools.

A dip in a pool is a daily occurrence for many Icelanders. It is considered a chance to catch up with friends and chit-chat with neighbours as much as a relaxing respite.

Hellulaug, located in Vatnsfjörður is a firm favourite with locals. This small geothermal pool has

Visit : <http://www.visiticeland.com/plan-your-trip/travel-search/Details/hellulaug?type=place>.

Visit : www.visiticeland.com. Contact : Jenny Groutage at jenny.groutage@brightergroup.com.

Spring Regatta and Sailing Festival, British Virgin Islands

30 March to 5 April 2015

The BVI Spring Regatta and Sailing Festival is now in its 42nd year. The weeklong event takes sailors throughout the beautiful British Virgin Islands.

The central location is at Nanny Cay Marina where over 150 boats take off to race on three courses around the Sir Francis Drakes Channel.

Visit : www.bvispringregatta.org and www.bvitourism.co.uk. Contact : Jonathan Williams at jonathan@ophirpr.co.uk.

Panama City Beach, Florida

Panama City Beach is situated on 27 miles of white sand beaches and waters where the Gulf of Mexico and St. Andrew Bay converge.

With 320 days of sunshine annually and attractions such as St. Andrews State Park and Pier Park, the region has long been favoured by travelers seeking an affordable beach vacation with year-round offerings for families, couples, groups and adventure-seekers.

Events in Panama City during 2015 include :

Winter Resident Senior Prom

10 February 2015

www.visitpanamacitybeach.com

Panama City Beach Mardi Gras & Music Festival

13 and 14 February 2015

www.visitpanamacitybeach.com

Seabreeze Jazz Festival

22 to 26 April 2015

www.seabreezejazzfestival.com

Thunder Beach Motorcycle Rally

29 April to 3 May 2015

www.thunderbeachproductions.com

Summer Concert Series at the Aaron Bessant

Park Aphitheater

4 July to 4 September 2015

Pepsi Gulf Coast Jam

4 to 6 September 2015

www.gulfcoastjam.com

Lobster Festival and Tournament

14 to 20 September 2015

www.schooners.com

Chasin' the Sun Music Festival

25 and 26 September 2015

www.visitpanamacitybeach.com

Pier Fishing Challenge

October 2015

Pirates of the High Seas Festival

8 to 10 October 2015

www.visitpanamacitybeach.com

Seafood and Music Festival

16 and 17 September 2015

www.PCBSeafoodFestival.com

Ironman Florida

7 November 2015

www.ironmanflorida.com

Emerald Coast Cruizin'

9 to 14 November 2015

www.emeraldcoastcruizin.com

Eighth Annual New Year's Eve Beach Ball Drop

31 December 2015

www.visitpanamacitybeach.com

Visit : www.visitpanamacitybeach.com. Contact : Hannah Mulvey at hannah@goshpr.co.uk.

Manchester, UK : European City of Science 2016

Manchester has been officially named the European City of Science, a title it will hold as it gears up to hosting the EuroScience Open Forum (ESOF) in July 2016.

The ESOF is expected to bring 4,500 delegates to Manchester, with the theme being 'breakthroughs in science and the conditions needed for a city to capitalise on scientific knowledge: from education through to investment in science'.

Science related feature leads in Manchester include :

Museum of Science and Industry

www.mosi.org.uk

Godlee Observatory

www.manastro.co.uk

Manchester Science Festival (Oct/Nov each year)

www.manchestersciencefestival.com

Jodrell Bank

www.jodrellbank.net

Visit : www.marketingmanchester.com. Contact : Jonathan Gough at Jonathan.Gough@marketingmanchester.com.

The Scottish Snowdrop festival

31 January to 15 March 2015

The Scottish Snowdrop festival runs throughout Scotland, with hundreds of varieties of rare and beautiful snowdrops on display.

Over 60 gardens, some of which open exclusively for the festival, will showcase their snowdrops in walled gardens, urban retreats, historic castles and churchyards.

New gardens taking part this year include:

The Royal Botanic Garden, Edinburgh

The Royal Botanic Garden Edinburgh was founded in the 17th century as a physic garden. Now it extends over four Gardens boasting a rich living collection of plants, and is a world-renowned centre for plant science and education.

During the Scottish Snowdrop Festival guided tours will showcase the Royal Botanic Garden's collection of specialist snowdrops.

Visit : www.rbge.org.uk.

Cringletie House, Peebles, Scottish Borders

Cringletie has millions of the Genus Galanthus Snowdrops, believed to have been planted and grown wild since the days of the Crimean War.

The snowdrops create a blanket of beauty throughout the woods and valley beside its waterfall.

Visit : www.cringletie.com.

Cambo Estate, St Andrews, Fife

Cambo Estate holds the national collection of snowdrops, with 70 acres of woodland walks to the sea.

A full family day out can be enjoyed with daily gardener led walks, piglets to feed and drop- in workshops within this snowdrop woodland.

The annual Snowdrops by Starlight event will see the snowdrop woodland illuminated by night.

Visit : www.camboestate.com.

Castle Kennedy and Gardens, Stranraer

Castle Kennedy Gardens in South West Scotland is a garden surrounded by two large natural lochs.

Visit : www.castlekennedygardens.co.uk.

Finlaystone Country Estate, Renfrewshire

The estate has snowdrifts of snowdrops with flowing burns and cascading waterfalls.

Visit : www.finlaystone.co.uk.

Dunninald Castle and Gardens, Aberdeenshire

Historically, families living at Dunninald have always planted snowdrops resulting in a rich carpet through the woods and wild garden that visitors can enjoy today.

Visit : www.dunninald.weebly.com.

Dawyck Botanic Gardens, Stobo

Dawyck is truly one of the world's finest arboreta. Seasonal displays of abundant exotic and native plants provide a breathtaking backdrop of colour throughout the year.

During the Scottish Snowdrop Festival, visitors can enjoy the new bloom with a range of trails and walks.

Visit : www.rbge.org.uk/the-gardens/dawyck.

Islay Estate, Islay

The island's Bridgend Woodlands are known for their beautiful displays of wildflowers, with thousands of snowdrops in the winter, then daffodils and finally bluebells into the spring.

The area is also abundant with walking trails. West coast Islay snowdrops are best to enjoy early in the season (late January/ early February).

Visit : www.islaystates.com.

West Plean House, near Stirling

Visitors can stroll into the Walled Garden and take a walk through the newly developed Azalea and Rhododendron plantings.

There are also woodland walks with snowdrops and a panoramic view over seven counties. West Plean House also offers accommodation for those wishing to stay longer.

Visit : www.westpleanhouse.com.

Visit : www.visitscotland.com/snowdrop. Contact : Adam Couper at adam.couper@visitscotland.com.

Reasons to write about

The International Travel Writers Alliance : First-Ever Formula 2 (F-2) Powerboat Regatta, Bradenton, Florida

Saturday 7 February 2015

The Bradenton area of Florida will host the inaugural Bradenton Area Riverwalk Regatta, a day of Formula 2 (F-2) powerboat racing.

It will feature top Superleague drivers who will scream down the shoreline of the Manatee River on Saturday 7 February 2015.

The Regatta, modeled after Pittsburgh's popular *Three Rivers Regatta*, will include a mile-long loop course with half-mile straightaways and hairpin turns.

Competing tunnel boats will explode from 0-100 mph in less than four seconds and hit four-plus G's in the course turns.

Racing starts with time trials and qualifying rounds, leading up to the championship, and spectators can catch all of the full-throttle action from Bradenton's revitalized Riverwalk.

XPOGO

One of the most exciting and pulsating professional extreme sports, Xpogo has become a huge spectator sport.

These athletes will perform a series of high-flying stunts (propelling to heights of 10 feet!) and flips that will captivate an audience of any age!

K-9 Crew Dog Show

Six world-class Frisbee dogs who have performed all over the country in the *K9 Crew Trick Dog Show*, the ultimate high-energy canine thrill show, will incorporate comedy, tricks and highflying Frisbee routines into their performance.

Hydro-cross Jet Ski Racing

These stunt racing jet skiers set the standard for frenetic, fast, and furious free-for-alls in high-performance watercrafts!

Jefferson Star Ship Concert

The celebrated musicians will perform as part of their 40th Anniversary *Tour at the Riverwalk Pavilion and Event Area*.

Zambelli Fireworks

This full-service fireworks display and pyrotechnics company has been creating and displaying the best firework shows in the U.S. and abroad since 1893.

Zambelli Fireworks will illuminate the skies with a 15-minute, nonstop, heart-pounding performance!

Bradenton Gulf Islands

Florida's west coast, Anna Maria Island & Longboat Key, and their coastal companions, Bradenton and Lakewood Ranch, are treasured for their authentic Old Florida charm, breath-taking scenery, funky dining and shopping districts, and 16 miles of sugar-white sands.

Visit : www.bradentongulfislands.com/riverwalk-regatta and www.xpogo.com. Contact : Claire Barrett at claire@goshpr.co.uk.

New Silver Line Metro opens in Capital Region, USA

A new Silver Line Metro has opened in D.C and Virginia allowing visitors to get from Washington Dulles Airport to downtown D.C for \$11 or less.

The Silver Line Express provides travellers with a fast connection to and from Reston, VA, a short bus journey away from Dulles Airport.

It also offers a relaxed way to explore DC's attractions and Virginia's shopping for a low price!

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

Unexpected attractions in the UK

British Airways and VisitBritain have launched a digital campaign to promote the more unexpected attractions of England, Scotland and Wales.

Alnwick Gardens

In Northern England, Alnwick Gardens has a Treehouse Restaurant, high up in the treetops, with a roaring log fire.

It is close to Alnwick Castle, where many scenes from the movie franchise Harry Potter were filmed.

Visit : www.alnwickgarden.com/explore/whats-here/the-treehouse/restaurant.

The Edinburgh Gin Distillery

The Edinburgh Gin Distillery, which opened in June, has a bar with an on-site distillery where customers can make their own bottle of gin.

Visit : www.edinburghgindistillery.co.uk.

The Basement Gallery, London

The Basement Gallery is a secret supper club which enables guests to dine in a decommissioned London Underground railway carriage.

Visit : www.basementgalley.com.

The Mal Oxford, England

Located in a converted prison within a medieval castle, the Mal Oxford boutique hotel in Oxford, is one of the oldest, busiest and trendiest spots in the city.

Visit : www.malmaison.com/locations/oxford.

Spiller's Records, Cardiff, Wales

Spiller's Records in Cardiff, which was established in 1894 and is the oldest record shop in the world, has a huge selection of music, with everything from jazz and soul to hip-hop and metal on vinyl.

Visit : www.spillersrecords.co.uk

Visit : www.visitbritain.com. Contact : Dana Polonsky at dana.polonsky@visitbritain.org.

A place to stay

Bellefont Farm at Kittitian Hill, St Kitts

Bellefont Farm, Kittitian Hill, a sustainable luxury development on the island of St Kitts, opens in December 2014.

It is the first phase in the development that will see Yaya Groves, The Village and The Golden Lemon open during 2015.

Visit : www.kittitianhill.com. Contact : Claire Griffin at Claire@grifcopr.com.

AVANI Pemba Beach Hotel & Spa, Mozambique

The AVANI Pemba Beach Hotel & Spa, which opens December 2014, is located on the headland between Pemba Bay and Wimbe Beach close to the ancient port town of Pemba.

Guests will be able to island hop in the Quirimbas Archipelago or go on safari in the Niassa National Reserve.

Visit : www.avanihotels.com. Contact : Lallie Fraser at Lallie@grifcopr.com.

AVANI Seychelles Barbarons Resort & Spa, Seychelles

The AVANI Seychelles Barbarons Resort & Spa, which is located on Barbarons Beach on the west coast of Mahe Island, is to open in December 2014.

All 124 guest rooms and suites offer a balcony or terrace with views of the ocean.

Visit : www.avanihotels.com. Contact : Hannah Summers at Hannah@grifcopr.com.

Banana Island Resort Doha by Anantara, Qatar

Banana Island Resort Doha by Anantara will open during 2015. The resort is located on its own island, which will be linked to the heart of Qatar's vibrant capital by luxury yacht.

A private helicopter pad will offer exclusive arrivals and departures.

The resort will have 141 rooms, suites, pool villas and over water villas along with a private 800 metre beach and 100 metre long lagoon pool.

Visit : www.anantara.com. Contact : Nadia Walford at Nadia@grifcopr.com.

Park Hyatt New York

Located in Midtown Manhattan's Plaza District at 157 West 57th Street, the newly opened 210-room hotel has been designed by architect Christian de Portzamparc with interior designer Yabu Pushelberg.

It features 62 suites, a bar and a restaurant, a spa and fitness centre, indoor swimming pool in a three-story aerie, and a 3,280 square-foot ballroom.

Park Hyatt New York is one part of One57, the tallest residential building in New York City.

Visit : www.parkhyatt.com. Contact : Nicole Lovett at Nicole@grifcopr.com.

Villa Roca Mar, Mallorca

Luxury chalet operator Haute Montagne recently added Villa Roca Mar to its portfolio. The villa is located at Bendinat on a cliff edge overlooking the waters of Palma Bay.

Visit : www.hautemontagne.com. Contact : Hannah Summers at Hannah@grifcopr.com.

Valverde Hotel, Lisbon, Portugal

The new 5-star Valverde Hotel is located in the cosmopolitan Avenida da Liberdade, one of the most fashionable parts of the city and home to some of Lisbon's most exclusive boutiques and stores.

This Art Deco hotel has 25 rooms, an outdoor pool, a fitness centre, restaurant and a bar/lounge.

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

Hotel Indigo in Alexandria, Virginia

A new Hotel Indigo will open in Alexandria, Virginia in 2015.

The hotel, which will be part of the InterContinental Hotels, will continue Alexandria's riverfront district Renaissance.

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

The Ivy Hotel, Mount Vernon, Baltimore, Maryland

The Ivy Hotel, a premier luxury hotel, will open in Baltimore's Mount Vernon neighbourhood in March 2015.

The hotel is housed within an historic brownstone mansion.

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

Per AQUUM, Zanzibar

Minor Hotel Group, the Thailand-based hotel owner, is to open a Per AQUUM, on the Indian Ocean island of Zanzibar in Tanzania.

Currently operating as Essque Zalu Zanzibar, MHG will transform the property into a Per AQUUM resort by the end of 2015.

MHG already has a strong presence in Tanzania, operating two spas in addition to six properties that are part of Elewana Collection.

The hotel will be located in a natural cove on the north east coast of Zanzibar.

Per AQUUM's portfolio currently includes three award-winning properties – Huvafen Fushi and NIYAMA in the Maldives and Desert Palm in Dubai, United Arab Emirates.

Visit : www.peraquum.com/zanzibar. Contact : Emily Wilson at emily@grifcopr.com.

The Serras, Barcelona

The Serras, which opens in January 2015, is situated on Passeig de Colom, a three minute walk from Las Ramblas.

It is the first five star property on the waterfront in central Barcelona and overlooks both the Gothic Old Town and Port Vell Marina, which has recently undergone a €125 million renovation.

The Serras, a member of Design Hotels, is situated in Picasso's first studio, where he painted the *Ciencia y Caridad*.

Visit : www.hoteltheserras.com. Contact : Mary-Clare Gribbon at mc@gribbon.org.

The Hotel Bon Sol Resort & Spa, Mallorca, Spain

Hotel Bon Sol Resort & Spa, which celebrates its 60th anniversary this year, is located in the small resort of Illetes, just west of Palma.

It is owned and managed by the Xamena family and has developed over the years to incorporate a spacious spa & leisure centre, 3 pools, tennis courts and 124 rooms and villas spread through tropical gardens sloping to a small beach cove.

The hotel prides itself on its personal welcome and service, and dedication to detail to ensure that guests have the best possible experience.

It's also the 'greenest' hotel in Mallorca with an environmental policy stretching back to the 1960's and now includes a treeplanting project in Costa Rica to offset the hotel's carbon footprint.

Visit : www.hotelbonsol.es. Contact Cathryn Hicks at Cathryn@douggoodmanpr.com for more information.

The Kempinski Hotel Barbaros Bay, Bodrum

The Kempinski Hotel Barbaros Bay on the Aegean Coast of Turkey has opened its Silent Beach, a secluded stretch among the trees for guests wanting to enjoy the pace and quiet.

Visit : www.kempinski.com/bodrum. Contact : Hannah Summers at Hannah@grifcopr.com



An Alliance focus on :

The Edinburgh Festivals, Scotland

Edinburgh is the world's leading Festival City, presenting a mix of cultural experiences set in a UNESCO World Heritage site and one of the world's historic cities.

Edinburgh's reputation as a Festival City began in 1947, when the Edinburgh International Festival, the Edinburgh Festival Fringe and The Edinburgh International Film Festival were all established

Other festivals followed, from military to jazz and blues, science and underground theatre and children's entertainment.

Edinburgh's 12 festivals today offer an international platform and springboard for Scottish artists and companies from around the world.

Every year the festivals bring together artists, audiences and performers from every continent and over 70 countries worldwide.

Edinburgh International Science Festival 4 to 19 April 2015

The annual Science Festival is the world's first celebration of science and technology, and one of Europe's largest science events.

The two-week event places emphasis on giving audiences amazing experiences through a programme of innovative and inspiring events.

Imagine Festival 7 to 11 May 2015

A week of Scottish and international theatre, dance and performance for children and young people, the Imagine Festival is now the UK's largest festival of performing arts for this group.

The festival also goes on tour throughout Scotland after its Edinburgh run.

The Edinburgh International Film Festival 17 to 28 June 2015

The Edinburgh International Film Festival showcases the best international film and documentary genres.

The Edinburgh Jazz and Blues Festival 17 to 26 July 2015

The biggest festival of its kind in Britain presents over 140 gigs at 13 venues over 10 days.

The best international musicians join cottish talent to present collaborations and outstanding musicianship.

Edinburgh Art Festival 30 July to 30 August 2015

More than 40 museums, galleries and pop-up spaces come together in August to programme the Edinburgh Art Festival, with free entry to most exhibitions.

The Royal Edinburgh Military Tattoo 7 to 29 August 2015

Set against the dramatic backdrop of Edinburgh Castle, this 90-minute performance is a blend of music, ceremony, entertainment and theatre, hosting over 1,000 military and civilian performers every night.

The Edinburgh Festivals, Scotland

(cont)

Edinburgh Festival Fringe

7 to 31 August 2015

Theatre, comedy, dance, physical theatre, music, children's shows, exhibitions, musicals, street performers and much more take place in 299 venues in Edinburgh.

The programme depends entirely on the entrepreneurship of its participants.

Anyone with a show to produce and a venue willing to host them can take part; there is no artistic vetoing of the more than 3,000 shows on offer.

Edinburgh International Festival

7 to 31 August 2015

A celebration of 'peace through the arts', the Edinburgh International Festival showcases the very best and most prestigious international companies.

Featuring opera, music, theatre and dance from around the world, the International Festival is one of the most accessible events of its league, with tickets starting at £8.

The Edinburgh International Book Festival

15 to 31 August 2015

The Edinburgh International Book Festival is the largest public celebration of ideas and the written word in the world.

Over 900 participants from 47 different countries are welcomed to the elegant surroundings of Charlotte Square Gardens in the heart of Edinburgh, the world's first UNESCO City of Literature.

More than 220,000 people come to the gardens to soak up the atmosphere, take part in creative workshops and attend meet-the-author events.

Visit: www.edinburghfestivalcity.com. Contact: Kate Bouchier-Hayes at kate@festivalsedinburgh.com.

Edinburgh Mela

29 and 30 August 2015

The Edinburgh Mela is one of Scotland's biggest festivals of world music, dance and food, with South Asian roots and an international spirit.

From Ghanaian drumming to Polish folk, Brazilian capoeira and elegant Argentine tango to gritty Bangladeshi hip hop, the Mela brings together music, dance and performance from all over the world in one joyous, vibrant, weekend-long celebration.

The Scottish International Storytelling Festival
23 October to 1 November 2015)

For centuries live oral storytelling, blended with music and song, has carried Scotland's voices from generation to generation - and round the world.

The Storytelling Festival is a ten-day celebration of traditional and contemporary storytelling, oral traditions and cultural diversity, bringing together artists and audiences from Scotland and beyond.

Edinburgh's Hogmanay

30 December 2015 to 1 January 2016

There is a torchlight procession as 25,000 people carry their torches through Edinburgh.

Over 75,000 revellers enjoy live music stages, traditional Ceilidh dancing, and some of the hottest names in pop and rock music.

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

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