



The Alliance

Bulletin

May 2014

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

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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 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.

For more information contact Ashley Gibbins at Ashley@itwalliance.com.

Join and follow



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



@writersalliance

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Annual or special events, celebrations and commemorations.

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Appendix one

A focus on IWM (Imperial War Museums) UK

Job shop

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

The Alliance's travel journalists can also :

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

Although in its infancy, we hope the **Job Shop** will become a valuable addition to the range of services offered by the **International Travel Writers Alliance**.

Publications Editor

Washington, Dist. Columbia
ACDI/VOCA

<http://itwa-jobs.jobtarget.com/jobseeker/job/17646482/>

Editor

San Francisco, California
Giant Creative Strategy

<http://itwa-jobs.jobtarget.com/jobseeker/job/16478292/>

Recruiting editor to polish English in peer-reviewed journal papers

Any place, Any state
Beijing Borun Innovation Technology Co., LTD

<http://itwa-jobs.jobtarget.com/jobseeker/job/17634342/>

The site also features UK and international job opportunities.

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

The Latin American Travel Association

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

LATA brings together over 200 companies, including tourist boards, tour operators, hotels, wholesalers, media, and airlines and also promotes charitable work in the region through its sister organisation the LATA Foundation.

Visit : www.lata.org and www.latafoundation.org. Contact : Steele Paulich at Steele.Paulich@brightergroup.com.

The Medical Travel Quality Alliance

The Medical Travel Quality Alliance (MTQUA) is an independent international organization founded in 2009 to promote the special safety and quality concerns in the treatment and care of medical tourists and global best practices in care management for medical tourists.

It publishes an annual list of the World's Best Hospitals For Medical Tourists and operates a Patient Registry for international traveling patients.

Visit : www.mtqua.org. Contact : Julie Munro at julie@intermedglobal.com.

The Frankfurt Tourist+Congress Board

The Frankfurt Tourist+Congress Board is responsible for :

- hotel reservation
- sightseeing tours, guides
- the Frankfurt Card
- assistance for planning Frankfurt programmes, and
- assistance for the organisation of congresses and incentives

Destination Frankfurt has been produced by the International Travel Writers Alliance with the support of the Frankfurt Tourist+Congress Board.

It provides a media resource for Alliance members and other professional travel writers, editors, broadcasters and photographers.

To download *Destination Frankfurt* visit : www.itwalliance.com : publications : destination dossiers.

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

Visit : www.frankfurt-tourismus.de. Contact : Mareike Voehl at voehl@infofrankfurt.de

News

Alan Coxon : the GREAT Britain campaign

Alliance journalist Alan Coxon has been invited to assist in the UK Government's international GREAT Britain campaign.

Alan, who is an award-winning chef, culinary innovator, TV presenter, author, international judge and food archaeologist, will be representing and promoting the British food, beverage and tourism industries as part of the campaign.

He will work closely with Visit Britain, the national tourism agency and UK Trade and Investment.

Alan will be helping to promote British food and drink around the world, with the aim of increasing awareness and generating export opportunities. He will also help to promote the culinary heritage within British Tourism

Alan will use contacts made over a 30 year career in the industry, having worked in leading hotels and Michelin starred restaurants across Europe, cooking for royalty, heads of state and stars of stage, screen and music.

The objective of the GREAT Britain campaign, which is to generate jobs and growth for the UK economy, generated £500m for the UK economy in its first year, and an estimated £600–£800m in 2013/14.

Visit : www.gov.uk/britainisgreat and www.visitbritain.org and www.alancoxon.com. Contact : Alan Coxon at info@alancoxon.com.

Hard Rock Hotel Riviera Maya, Mexico

The Hard Rock Hotel Riviera Maya, which opens on 4 May 2014, is the fourth in the portfolio of All Inclusive Collection of Hard Rock Hotels

Located just off the waters of the Caribbean Sea, Hard Rock Hotel Riviera Maya offers adults-only and family friendly resort experiences.

There are outdoor pools and private beach, nine restaurants and eight bars and lounges.

Visit : www.hrhrivieramaya.com.

About the All Inclusive Collection

The All Inclusive Collection comprises luxury resort properties throughout Mexico and the Caribbean, including :

- Hard Rock Hotel & Casino Punta Cana in the Dominican Republic, and
- the Hard Rock Hotel Cancun, Hard Rock Hotel Vallarta and Hard Rock Hotel Riviera Maya, Mexico

About Hard Rock International

Hard Rock International has 180 venues in 56 countries, including 140 cafes, 19 hotels and 9 casinos.

Beginning with an Eric Clapton guitar, Hard Rock now owns the world's largest collection of music memorabilia, which is displayed at its locations around the globe.

Visit : www.hardrock.com.

Contact : Janie Petty at jpetty@zimmerman.com.

France en Velo

'France en Velo' is a photo guide highlighting new cycle-touring route across France from the Channel to the Mediterranean, taking in the greatest sites and attractions along the way.

Presented as 35 weekend sections it can be enjoyed as a weekend getaway, or as an epic odyssey - a combination of adventure and travel.

Review copies are available to Alliance members.

Visit : www.wildthingspublishing.com/franceenvelo. Contact : Sarah Jones at sarah@wildthingspublishing.com.

The Washington Monument

The Washington Monument, one of DC's flagship landmarks, reopens to the public on 12 May 2014 after damages sustained during the 2011 earthquake caused it to close for three years.

A total of \$15 million has been spent on repairing the damage made by the 5.8 magnitude earthquake.

Over 600,000 visitors annually enter the structure that honours George Washington, revolutionary war hero and the first President of the United States of America.

The monument, built in two stages before and after the American Civil War, is shaped in an Egyptian obelisk to evoke the timelessness of ancient civilisations.

Visit : www.nps.gov/wamo and www.CapitalRegionUSA.com. Contact : Jo Thomas at jo.thomas@kbc-pr.com.

Barnum, Newcastle

Cameron Mackintosh and Michael Harrison will bring their production of the musical Barnum to Newcastle Theatre Royal from 17 to 28 February 2015.

The production opened at Chichester Festival Theatre's Theatre in the Park in July 2013 and became one of the most successful musicals in the 51 year history of the Festival Theatre.

The musical follows the irrepressible imagination and dreams of Phineas T Barnum, 'America's Greatest Showman' who teamed up with J A Bailey to create Barnum and Bailey's Circus – the Greatest Show on Earth.

Visit : www.theatreroyal.co.uk. Contact : Natalie Joyce at natalie.joyce@theatreroyal.co.uk.

Shangri-La Hotel, At The Shard, London

Shangri-La Hotel, At The Shard on the South Bank of the River Thames will open, in May 2014, in the 306-metre-high, glass-clad Shard.

The hotel will be the Hong Kong-based luxury hotel group's third in Europe, following debuts in Paris in 2010 and Istanbul in 2013.

As the tallest hotel in Western Europe and the first high-rise hotel in London, the Shangri-La occupies levels 34 to 52 of the 72-storey Shard.

Visit : www.shangri-la.com. Contact : Virginia Webb at Virginia.webb@massey.co.uk.

The World's Great Wonders

The World's Great Wonders is a new title from Lonely Planet which brings together the 50 most amazing man-made structures and natural creations from across the globe.

The guide reveals the secrets behind the origins of each 'wonder', from the formation of the fairy chimneys of Cappadocia to the painstaking creation of the Terracotta Army.

Each site is detailed over 4-6 pages with facts, photography and detailed illustrations which give the reader an insight into its formation.

Review copies, extracts and images are available.

Visit : www.lonelyplanet.co.uk. Contact Heather Carswell at Heather.carswell@lonelyplanet.co.uk.

Dorsett Shepherd's Bush, London

Dorsett Shepherds Bush will open in Spring 2014 within a Grade II listed building.

Originally known as The Shepherds Bush Pavilion and a cinema built in 1923, Dorsett Shepherds Bush retains the buildings historic façade.

Under the glass roof, the 7 storey hotel will offer 317 Chinese inspired bedrooms.

Visit : www.dorsetthotels.com. Contact Charlie Fox at charlie@grifcopr.com.

New releases from Lonely Planet

Guides:

Amsterdam (9th edition)
 Bhutan (5th edition)
 Greece (11th edition)
 Greek Islands (8th edition)
 New England (7th edition)
 Portugal (9th edition)
 Southern Italy (2nd edition)
 USA (8th edition)

Pocket series:

Pocket London (4th edition)
 Pocket San Francisco (4th edition)

Best trips series:

USA's Best Trips (2nd edition)

Phrasebook & dictionaries:

Lao (4th edition)
 Malay (4th edition)
 Mongolian (3rd edition)

Review copies, extracts and images are available to Alliance members.

Visit : www.lonelyplanet.co.uk. Contact Heather Carswell at Heather.carswell@lonelyplanet.co.uk.

HighLives launches flights over Bolivian salt flats

HighLives Holidays has introduced private flights over Bolivia's remote salt flats region to give aerial views one of the world's most spectacular natural wonders.

Taking off from the tropical city of Santa Cruz, this remote and rugged landscape is normally only accessible on a three to five day journey by jeep.

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

Fred. Olsen Cruise Lines

UK based Fred. Olsen Cruise Lines will commence its first-ever cruise season on its 929-guest ship, Braemar, from Harwich International Port, Essex on 13 May 2014.

The inaugural cruise will be a seven-night 'Norwegian Celebration' cruise to the Norwegian fjords, calling at Norway's second city, Bergen.

Fred. Olsen will also be offering two other sailings from Harwich in 2014 – a 12-night 'France, Spain & Portugal' cruise on 20 May 2014, and a seven-night 'D-Day Anniversary Cruise' on 1 June 2014.

Fred. Olsen has also announced five departures from Harwich in Spring 2015.

Fred. Olsen was voted 'Best Affordable Cruise Line' and runner-up 'Best Cruise Line' in the 'Cruise International Awards 2013', and 'Best Value for Money' in the Cruise Critic 'Editors' Picks UK Awards 2013'.

Visit : www.fredolsencruises.com and www.harwich.co.uk. Contact : Rachael Jackson at rachael.jackson@fredolsen.co.uk.

O.A.R.S. river rafting forecast,

O.A.R.S, the whitewater rafting specialist with river trips throughout the western US has determined which river systems will feature the best boatable flows, including early-season big water runs, for the 2014 season.

O.A.R.S.' 2014 whitewater rafting forecast predicts a lengthy season, with early season high-water trips, on the Salmon and Snake Rivers in Idaho, the Yampa River and Green River through the Gates of Lodore in Dinosaur National Monument and on the Colorado River through Cataract Canyon in Canyonlands National Park.

Visit: www.oars.com. Contact : Steve Markle at stevem@oars.com.

Leads

The Harz Mountains, Germany

The Harz Mountains, located in the heart of Germany, are an area of small towns with half timbered framed buildings, old castles set against a mountainous backdrop, historic mines which brought wealth and prosperity to the region and vintage steam trains running through valleys and over the mountains.

The Harz National Park, a nature reserve spread out around the Brocken Mountain, is an area of mountains, deep valleys with rich forests, mysterious caves and clear mountain lakes and waterfalls.

Among the historical sites, three places in the Harz region have been granted UNESCO World Heritage status.

There are the mines of Rammelsberg, Goslar and the Upper Harz Water Management System; the birthplace of Martin Luther in the city of Eisleben and the medieval Old Town of Quedlinburg, where Henry I became the first king of the Holy Roman Empire of the German Nation.

Visit : www.harzinfo.de. Contact : Andreas Lehmborg at a.lehmborg@harzinfo.de.

Puerto Vallarta and Riviera Nayarit, Mexican West Coast

Puerto Vallarta

The city of Puerto Vallarta, located in the state of Jalisco, well known for the preservation of its authentic Mexican traditions.

The Pacific Coast port features 40 miles of coastline and a diverse topography, including tropical jungles, river beds, steep mountain sides and arid flatlands.

Puerto Vallarta encompasses all of Banderas Bay on the Pacific coast of Mexico.

Visit: www.visitpuertovallarta.com.

Riviera Nayarit

Riviera Nayarit stretches along 192 miles of Pacific coast framed by the Sierra Madrid Mountains.

The region includes the resorts of Nuevo Vallarta, the historic colonial town of San Blas, Punta Mita, picturesque fishing villages, beaches and Banderas Bay.

Riviera Nayarit offers activities, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, bird watching and the local artwork from the traditional Huichol tribe.

Visit : www.RivieraNayarit.com.

Contact : Alex at alex@mediacofss.com.

Shark Tooth Festival, Venice, Florida

Venice, in Sarasota County on the gulf coast of Florida, stages the Shark Tooth Festival every April.

Visitors can see and collect from the millions of fossilized shark's teeth washed up on the sandy beach and enjoy live music, entertainment and street food.

Visit : www.sharkstoothfest.com. Contact : Antonia at antonia@goshpr.co.uk.

Carnival in Uruguay

Uruguayan Carnival takes place every year in Uruguay from mid January to late February and involves a series of cultural events such as dance parades in the streets, street stages called "tablados" and an artistic contest at "Teatro de Verano" in Montevideo.

Visit : www.visit-uruguay.com/en. Contact : Ines Gamarra at ines@brandinglatinamerica.com.

The Stratford Butterfly Farm, Warwickshire UK

Ten new Mousebirds with spiky funky hair are the latest addition to the Stratford Butterfly Farm.

Officially known as *Colius striatus*, the speckled mousebird is the largest species of mousebird as well as one of the most common, which can grow up to 35cm with their tail comprising approximately half the length.

Mousebirds are so called because of their habits of foraging the forest floor in search of fruit and berries fallen from the trees.

With their mousey brown colouring it is easy to confuse them with mice.

They can hang upside down in precarious positions thanks to their dexterous feet. The birds are extremely social and like to live in small groups. When threatened there are extremely noisy!

The birds originate from all over the tropical regions of Africa as well as into savanna and open woodlands.

Visit : www.butterflyfarm.co.uk. Contact : Tanya Aspinwall at Tanya@marketingaloud.co.uk.

Hornblower Niagara Cruises, Canada

Hornblower Niagara Cruises, will be the official operator of boat tours to the waterfalls of Niagara Falls beginning in spring 2014.

The new Niagara Falls cruise attraction will operate from early morning through to the evening.

Visitors will have a variety of options to experience the night illumination of the Falls, to watching the fireworks over the falls from the boats.

Each of the 700-passenger Niagara Cruise boats board guests from the base of the Niagara Falls Gorge and carries them on a tour of the Horseshoe – Canadian Falls, American and Bridal Veil Falls.

Hornblower's Sunset Cocktail Cruise is an extended 30-minute evening tour, complete with on-board licensed bar and light snacks.

Visit : www.WEGOniagarafalls.com. Contact : Wendy Canavan at wcanavan@niagarafalls.ca.

Places and Flavors

Places and Flavors is a travel company specialising in culinary experiences in Greece.

The company offers two culinary travel packages for the adventurous traveller who wishes to experience the taste of Greece :

- a 7-day culinary adventure in Pelion coupled with a sailing experience on a yacht in Sporades (the islands of Mamma Mia), and
- a 7-day culinary experience on the island of Santorini and Chania, Crete.

Visit : www.placesandflavors.com. Contact Thei Zervaki at tzervaki@gmail.com.

The Urubamba Valley, Peru

The Sacred Valley of the Incas or the Urubamba Valley is a valley in the Andes of Peru, close to the Inca capital of Cusco and the ancient city of Machu Picchu.

Dragoman has launched its Inca Trail trek, a week-long hike through the Urubamba Valley.

Visit : www.dragoman.com. Contact : Steele Paulich at Steele.Paulich@brightergroup.com.

The Stellenbosch Wine Experience

South Africa's Stellenbosch Wine Routes, have launched the Stellenbosch Wine Experience to position the region as the leading wine tourism destination in Africa.

The Stellenbosch Wine Routes has 152 wineries as members, offering a range of attractions and leisure initiatives.

Visit : www.wineroute.co.za. Contact : Mariette du Toit-Helmbold at experience@wineroute.co.za.

Tren Crucero, Ecuador

Tren Crucero is a four-day, three-night heritage train journey that connects Guayaquil on Ecuador's Pacific seaboard with the World Heritage City of Quito high in the Andes.

All meals are taken off the train in unusual venues and overnight stays are in delightful hacienda-style hotels.

It is a 'slow train', travelling at a pace that enables passengers to enjoy the spectacular scenery and to engage with Ecuador's welcoming indigenous communities.

Visit : www.ecuadorbytrain.com/trainecuador/crucero. Contact : Steele Paulich at Steele.Paulich@brightergroup.com.

Exbury Gardens, the New Forest, UK

Twelve artists whose work profiles the natural world are staging a show at Exbury Gardens in the New Forest.

The Four Seasons Artists group, headed by painter and writer Marianna Kneller, a Founder member of the Society of Botanical Artists (SBA), will show paintings, drawings, prints and cards in Exbury's Five Arrows Gallery until Sunday 8th June.

Visit : www.exbury.co.uk. Contact : Vicky Scott at Vicky.scott@exbury.co.uk

South Africa's Blue Train

The Blue Train is an all-inclusive luxury rail journey enabling travelers to experience some of Southern Africa's landscapes and landmarks.

De Luxe suites offer a choice between twin beds (with shower) or double beds (with bath) whilst Luxury suites are more spacious and offer twin or double beds with bath facilities.

Guests enjoy fine cuisine and a personal butler.

Visit : www.bluetrain.co.za. Contact : Claire Roadley at claire@ethosmarketing.co.uk.

Cats on the world's largest cruise ship

Royal Caribbean International's *Oasis of the Seas*, the world's largest cruise ship, will be staging the musical CATS on board from late 2014.

Launched in December 2009, *Oasis of the Seas* has 16 decks and a double-occupancy capacity of 5,400 guests.

Its Central Park themed area has 12,000 live trees and plants.

The Royal Caribbean International fleet has 21 ships, calling on more than 270 destinations in 72 countries across six continents.

Visit : www.rccl.com. Contact : Lydia Rodrigues at lydiarodrigues@rccl.com.

What's on in 2014

The 21st Annual Cape Cod Maritime Days festival, Massachusetts

May 2014

The annual Cape Cod Maritime Days festival takes place throughout May along New England's Cape Cod peninsula.

It includes guided kayak excursions, lighthouse and walking tours, and nautical art exhibits all geared to the celebration of the seafaring history of 'The Cape'.

It is among the most popular annual events in the New England state of Massachusetts.

Stretching some 60 miles into the Atlantic Ocean, the Cape Cod peninsula is studded with some of America's oldest towns and villages, while the 50-mile long Cape Cod National Seashore includes Eastham's Coast Guard Beach, rated one of the best in the USA.

The Annual Figawi Race Weekend

24 to 26 May 2014

The annual Figawi Race Weekend is recognised internationally as a top sailing event, attracting more than 240 boats each year, which race across Nantucket Sound to the island of Nantucket.

Visit : www.figawi.com.

Discover New England represents the six American states of Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island and Vermont to promote international visitation.

Visit : www.CapeCodMaritimeDays.com and www.discovernewengland.co.uk. Contact : David Ezra at david.ezra@kbctravelgroup.com.

Diamonds Are Forever, Museum of Ventura County, California

2 May to 24 August 2014

Diamonds Are Forever is a new exhibition at the Museum of Ventura County that tells stories of history's most famous diamonds and their equally famous owners.

It will feature the diamond replicas of Scott Sucher and the historical figures of artist-historian George Stuart.

Visit : www.venturamuseum.org. Contact: Ann Flower at ann@annflowerpr.com.

Trinity House Open Day

17 May 2014

Trinity House is the working office of the General Lighthouse Authority (GLA) for England and Wales with responsibility for nearly 600 Aids to Navigation from traditional aids such as lighthouses, buoys and beacons to the latest satellite navigation technology.

In 1514 a young King Henry VIII granted a Royal Charter to a fraternity of mariners called the Guild of the Holy Trinity “so that they might regulate the pilotage of ships in the King’s streams” and the month of May marks the 500th anniversary of this milestone event in British maritime history.

Visitors during the open day will discover the treasures and artefacts on display within its five elegant rooms and access areas.

Trinity House is located on Tower Hill overlooking the Tower of London and the picturesque Trinity Square Gardens containing a memorial to merchant navy heroes of two World Wars and the Falklands War.

Visit : www.trinityhouse.co.uk. Contact : Karen Luard at kp@KPcommunications.co.uk.

Events in Tenerife

Fiestas de la Cruz, Los Realejos

1 to 3 May 2014

For over 300 years, the northern town of Los Realejos has been celebrating the “Fiestas de la Cruz” (“Holy Cross”).

The festivities see the town being decorated with more than 300 crosses (indoors and outdoors) made by beautiful flowers and other attractive adornments.

The main attraction of this festivity is on 3rd May, when a fireworks competition between two of the town’s streets, ‘Calle del Medio’ and ‘Calle del Sol’, takes place – the largest pyrotechnic exhibition on the Canary Islands.

Visit : www.losrealejos.es

Fiestas de San Juan, Puerto de la Cruz

23 and 24 June 2014

The tranquil fishing village of Puerto de la Cruz becomes alive on the eve of 23rd June (St. John), when locals get together on the beach to set bonfires alight, party and welcome summer.

However, the most curious activity of this fiesta is the “bathing of the goats”, an indigenous tradition where shepherds bathe their goats in the sea as it is believed that salt water helps purify and increase the fertility of livestock.

Visit : www.puertodelacruz.es

Fimucité – Tenerife International Film Music Festival, Santa Cruz

4 to 12 July 2014

Fimucité celebrates the most popular soundtracks in the film industry with concerts, workshops and debates.

The Tenerife Symphonic Orchestra and the Tenerife Film Choir will perform concerts which pay tribute to composer James Newton Howard (13th July) and Universal Studios (14th July).

Visit : www.fimucite.com

Professional Windsurfers Association World Championships, El Médano

4 to 10 August 2014

El Médano, Tenerife's longest beach welcomes annually the world's best male and female windsurfers at the Professional Windsurfers Association (PWA) World Championships (wave discipline).

Visit : www.pwaworldtour.com.

Arona Summer Festival, Arona

August 2014

The Arona Summer Festival sees DJs in the international dance music industry performing non-stop for more than 12 hours at the Olympic Stadium Antonio Domínguez Alfonso (Playa de las Américas).

Visit : www.aronasummerfestival.com.

Visit: www.webtenerife.co.uk/events. Contact : Cristina Cunchillos at cristina@humewhitehead.co.uk.

Savor Sarasota Restaurant Week

1 to 14 June 2014

Savor Sarasota Restaurant Week offers special-priced lunch and dinner menus at participating restaurants, from fine dining to casual beach cafés and eclectic urban eateries.

Sarasota has the highest concentration of Zagat-rated restaurants and more than 45 restaurants participated in the 2013 festival.

Visit : www.savorsarasota.com. Contact : Antonia at antonia@goshpr.co.uk.

Meadows In The Mountains Festival, Bulgaria

13 to 15 June 2014

The Meadows In The Mountains Festival is staged in the Rhodopean Mountains in Bulgaria.

It showcases three days of the best of: Disco, House, Electronica, Acoustic, Chill, Jazz and Funk alongside creative arts and installations near the Greek border

Other festival activities include horse & cart taxis, mountain zip line, downhill grass bobsleighbing, death slide, horse riding, mountain walking and natural thermal springs.

Visit : www.meadowsinthemountains.com. Contact : Georgia at georgia@easytigerltd.com.

HYPER JAPAN, Earls Court, London

25 to 27 July 2014

HYPER JAPAN is the UK's biggest celebration of Japanese culture, cuisine, entertainment and technology and a blend of traditional and modern Japanese culture.

It also has stage shows including fashion catwalks, live demonstrations in Art, Screening, Theatre and J-music artists and traditional performances.

Visit : www.hyperjapan.co.uk. Juliet Francis at francis@spreckley.co.uk.

The Mdina Classic Car Grand Prix, Malta

9 to 12 October 2014

The Mdina Classic Car Grand Prix attracts aficionados of classic cars ranging from 1920s and 30s Bugattis to 1950s Ferraris, Maseratis, Jaguars, Alfa Romeos and Aston Martins.

Highlight of the event will be a "Concourse d' Elegance," held in the main square of Mdina itself, where the finest local period cars and motorbikes will be displayed.

Corinthia Palace Hotel and Spa

The Corinthia Palace Hotel the Spa is the Grand Prix's official hotel partner.

Its location, right in the middle of the Island and equidistant from the capital city of Valletta, European Capital for Culture 2018, and the old city of Mdina, venue of the Grand Prix, makes it a convenient base for the event and all that the island has to offer.

Visit : www.corinthia.com/hotels/malta/palace-hotel-and-spa/destination/whats-on/mdina-grand-prix.
Contact : Karen Hoffman at info@bradfordglobalmarketing.com.

Queenstown Marathon, New Zealand

22 November 2014

The inaugural Queenstown International Marathon takes place on 22 November 2014.

Full, half, 10km and 3km events will form the 'Festival of running', all set against the backdrop of the Crown and Remarkable mountain ranges.

Runners will take in a route that covers the Queenstown lakes, historic gold mining area of Arrowtown and the Arrow River track as well as Lake Hayes, the fast-flowing 75 kilometre-long Shotover River and Lake Wakatipu, the longest lake in New Zealand.

Visit : www.queenstown-marathon.co.nz

Visit : www.newzealand.com/walking and www.greatwalks.co.nz. Contact : Sarah Rigler at newzealand@verypcc.com.

Reasons to write about

Frankfurt, Germany

Sitting on the Main River, it is the financial centre of Germany and the largest financial centre in continental Europe.

Frankfurt is also seat of the European Central Bank, the German Federal Bank and the German Stock Exchange.

Frankfurt Airport is one of the world's busiest international airports and its Central Station is one of the largest terminal stations in Europe, with excellent connections to European destinations.

The cosmopolitan nature of Frankfurt has helped create a vibrant, multicultural city with a great deal for the visitor to enjoy.

Frankfurt Museum Embankment

Leading the list is Frankfurt's unique museum embankment with its cluster of thirteen museums on the southern banks of the riverside promenade and another thirteen in close proximity.

The area is also one of green banks and landscaped parks and gardens providing art, culture, recreation and relaxation.

The *Museum Embankment Festival*, held on the final weekend of August, is one of Europe's largest cultural celebrations with participating museums opening late into the night and performance stages, stalls and stands lining the riverside promenade to offer live music, food and entertainment.

The city also has 60 theatres and independent theatre groups, including *The English Theatre* - Europe's largest English-language theatre.

Frankfurt (cont)

Frankfurt Cathedral was built in the 14th and 15th centuries with emperors of the Holy Roman Empire crowned Kings of Germany in the church from 1356 and emperors-elect crowned here from 1562 to 1792.

The city's most historical landmark, the three-gabled façade of the Römer, was chosen as Frankfurt's town hall in 1405 and remains the seat of Frankfurt's lord mayor.

Celebrated poet and author Johann Wolfgang Goethe, Frankfurt's favourite son, was born in the city in 1749. His birthplace, *The Goethe-House*, has been restored to its original condition, offering visitors an insight into his life and times.

Germany's first national assembly met in St.Paul's Church in 1848, forming the basis of the country's modern-day constitution

Visit : www.frankfurt-tourismus.de. Contact : Mareike Voehl at voehl@infofrankfurt.de

Tramping experiences in New Zealand

Tourism New Zealand unveils latest 'tramping experiences'

New Zealand has thousands of kilometres of walks with one of the world's longest inter-connecting trails in the form of Te Araroa – The Long Pathway running 3,000km the length of both islands.

The nine iconic multi-day 'Great Walks' including the Milford Track, which celebrated its 100 year anniversary in 2013 and Stewart Island's lesser known Rakiura Track allow walkers to see some of New Zealand's most awe inspiring scenery.

There are also day walks such as the Tongariro Alpine Crossing

Rotorua opens new Tarawera Trail to Hot Water Beach

Rotorua's newly opened Tarawera Trail is predicted to become one of the best walks in New Zealand.

The 15km trail is the first of a proposed network to connect the 14 Te Arawa lakes in the area.

Visit : www.doc.govt.nz.

'A Journey through Sacred Islands' – New multi-day walk on Auckland's islands

Launched in January 2014, the Haerenga (A Journey through Sacred Islands) multi-day walking trail.

It offers the chance to explore Auckland's largest and most diverse island sanctuaries of Rangitoto and Motutapu in the Hauraki Gulf –over a three-day adventure.

Visit : www.doc.govt.nz

High country hiking tours launched in Queenstown

One of New Zealand's most famous and historic backcountry farms - Mt Nicholas High Country Station (Mt Nic) near Queenstown on the shores of Lake Wakitipu - is now open for visitors with the launch of a series of exclusive tours and hiking experiences.

The half-day high country walk explores the station including the landmarks of Lovers Leap, the spectacular Von Rivermouth, native forest and the original homestead site.

Visit : www.southerndiscoveries.co.nz.

Heliworks and Alpine Adventures, Queenstown

Queenstown helicopter company Heliworks and luxury private guiding company, Alpine Adventures have launched an exclusive Middle Earth Waterfalls heli-hike soft adventure.

The only operators permitted access to the Earnslaw Burn area, the hike offers access to one of the most dramatic locations featured in "The Hobbit: An Unexpected Journey."

Visit : www.alpineadventures.co.nz.

Visit : www.newzealand.com/walking and www.greatwalks.co.nz. Contact : Sarah Rigler at newzealand@verypcc.com.

Stargazing in Maryland, USA

The state of Maryland, on the east coast of the USA, is home to 10 planetariums which offer visitors stargazing experiences.

Maryland is home to the NASA Goddard Space Flight Center and The Space Telescope Science Institute (STScI), which is the operations centre for the Hubble Space Telescope and the James Webb Space Telescope, scheduled to be launched in 2018.

The William Brish Planetarium Hagerstown

The William Brish Planetarium at the Washington County Planetarium and Space Science Center, hosts a series of events which visitors are able to attend.

Visit : www.wbplanetarium.weebly.com.

Montgomery College Planetarium, Takoma Park

Monthly public planetarium shows are held at Montgomery College Planetarium, and are free to all visitors.

Visit : www.montgomerycollege.edu/Departments/planet.

Maryland Science Center, Baltimore

Maryland Science Center hosts weekly Star Live events, at which visitors can identify stars, constellations, planets, and other wonders in the night sky.

Visit : www.mdsci.org/planetarium.

Bear Branch Recreation Park, Westminster

Bear Branch Nature Center in Bear Branch Recreation Park in Westminster, is home to a 40-seat planetarium offering three stationary telescopes. The facility is open to the public free of charge.

Visit : www.ccgovernment.carr.org/ccg/recpark/hashawha.

St. John's College Observatory and Planetarium, Annapolis

This planetarium, named after Theodore R. McKeldin, a former governor of Maryland, holds regular informal stargazing sessions on Monday and Thursday evenings.

Visit : www.stjohnscollege.edu/admin/AN/observatory.shtml.

K. Price Bryan Planetarium at Notre Dame of Maryland University, Baltimore

This planetarium has a new Digitarium Alpha 2 projector, offering the latest in stargazing technology.

Sitting inside the 20-foot dome, visitors can zoom in on planets and see constellations through the eyes of diverse ancient and modern cultures.

Visit : www.ndm.edu/academics/departments-and-programs/physics/facilities.

Howard B. Owens Science Center, Lanham

Visitors are able to visit Maryland's largest planetarium dome at the Howard B.Owens Science Center and explore the wonders of stargazing through a variety of programmes offered on the second Friday of every month, available from September until May.

Visit : www1.pgcps.org/howardbowens.

Visit : www.CapitalRegionUSA.co.uk. Contact : Jo Thomas at jo.thomas@kbc-pr.com.

Sheringham, North Norfolk

Originally a small north Norfolk fishing village, the arrival of the railways in 1887 turned Sheringham into a popular destination for visitors.

It has a blue flag beach (no dogs are permitted). The stony beach disappears at high tide while at low tide an expanse of sand and rock pools is revealed.

The Cromer and Sheringham Lobster Festival

16 to 18 May 2014

The Cromer and Sheringham Lobster Festival is an annual festival celebrating the town's links with the sea and the lobsters it provides.

The North Norfolk Steam Railway

Visitors can also take a trip on the North Norfolk Steam Railway from Sheringham along the coast to Weybourne and through the heathland to Holt.

The annual 1940's weekend (20 and 21 September 2014) sees locals and visitors dressing up in uniform or 40's clothes as they board the railway.

Muckleburgh Military Collection

Just along the coastal road from Sheringham is the Muckleburgh Military Collection, the UK's largest privately-owned military museum.

The museum's Military Display Weekend (31 May to 1 June 2014) has vehicle displays and model vehicles.

Visit : www.visitnorthnorfolk.com. Contact : Danielle Howard at : danielle@junglepr.com.

The Azores Trail Run

24 May 2014

The Azores Trail Run, a running event covering a distance longer than a marathon, will take place for the first time in the volcanic islands of the Azores on 24 May.

The run takes place on the European Day of Parks & Wildlife in the protected landscapes of the Nature Park of Faial on Faial Island, and will see enthusiasts take to one of two intense, lush and rocky trails, the Faial Ultra Coast to Coast and the Trail of Ten Volcanoes.

The run aims to promote and celebrate the islands' biodiversity and the sustainable tourism activities on offer along its trails such as walking, hiking and cycling.

Other activities on offer include climbing, canyoning, paragliding, sailing, canoeing, kayaking, surfing, whale watching, scuba diving and swimming with dolphins.

The Azores were named the No.1 sustainable tourism destination by Quality Coast (the international certification programme for sustainable tourism destinations) in 2013, and a certified European Geopark as part of the UNESCO Global Geopark Network.

The nine islands of the Azores are in the middle of the North Atlantic and belong to Portugal.

Visit : www.azorestrailrun.com, www.trails.visitazores.com/en and www.visitazores.com. Contact : David Wilson at david.wilson@kbctravelgroup.com.

A place to stay

The Andaz Tokyo Toranomon Hills, Japan

The Andaz Tokyo Toranomon Hills opens on 11 June 2014, becoming the twelfth hotel in the Andaz brand and the first in Japan.

It will be centrally located between the Imperial Palace and Tokyo Tower and will accommodate business and leisure travellers.

Andaz Tokyo is located on floors 47-52 of the 52-story Toranomon Hills tower, which has been developed as part of a project integrating central Tokyo with the bay area.

One of Tokyo's oldest districts, the Toranomon area (which means "gate of the tiger") was one of several key points along the outer moat of Edo Castle, the social and political centre of Japan during the 1603–1867 rule of the Tokugawa shogunate.

Historical landmarks such as the Atago Shrine, Zojoji Temple and Hamarikyu Gardens, as well as traditional craftsmen's workshops, remain in the area today.

Visit : www.andazytokyo.com.

The other Andaz properties are :

Andaz 5th Avenue and Andaz Wall Street in New York	Andaz Maui at Wailea
Andaz San Diego	Andaz Peninsula Papagayo in Costa Rica
Andaz West Hollywood	Andaz Liverpool Street in London
Andaz Napa	Andaz Amsterdam Prinsengracht, and
Andaz Savannah	Andaz Xintiandi, Shanghai.

Visit : www.andaz.com. Contact : Charlotte Rous at charlotte@grifcopr.com.

The Claremont Hotel Club & Spa in Berkeley, California

FRHI Hotels & Resorts have purchased the historic Claremont Hotel Club & Spa in Berkeley, in the Bay Area of California.

The new owners have begun work on a multi-million dollar of the Claremont's stunning architecture and facilities.

Built in 1915, the Claremont offers 279 guestrooms and suites and is ideally situated at the base of the Claremont Canyon Regional Preserve, overlooking scenic San Francisco Bay.

A grand hotel with a castle-like architecture, the hotel is rich in history and will mark its 100th anniversary in 2015.

The Claremont joins five other Fairmont properties in California :

- the Fairmont San Francisco
- the Fairmont San Jose
- the Fairmont Sonoma Mission Inn & Spa
- the Fairmont Newport Beach
- the Fairmont Miramar Hotel & Bungalows in Santa Monica, and
- the Fairmont Heritage Place, Ghirardelli Square.

Some notable hotels include the Raffles Singapore, Swissôtel The Bosphorus and London's The Savoy.

Visit : www.Frhi.com. Contact Eva-Maria Panzer at eva-maria.panzer@frhi.com.

Bahia Vik in Jose Ignacio, Punta del Este, Uruguay

The newly opened Bahia Vik in Jose Ignacio, near the coastal city of Punta del Este, is located on ten acres of beach dunes and offers guests the opportunity to enjoy the beaches and countryside of Uruguay.

Visit : www.marazulvillas.com/en/hotel-bahia-vik. Contact : Ines Gamarra at ines@brandinglatinamerica.com.

Same-sex honeymoon venues in England

With same-sex weddings now able to take place in England, *VisitEngland* is highlighting honeymoon opportunities offered by same-sex couples.

Blanch House, Brighton

Often referred to as the UK's gay capital, Brighton & Hove's first same-sex marriage ceremony will take place just after midnight on 29 March 2014 at the Royal Pavilion.

Blanch House, Brighton's original boutique hotel, which is a short walk from the centre of Brighton and the city's Regency seafront, has rooms individually styled by owners, Kerry and Jeremy. Priding

Visit : www.blanchhouse.co.uk .

Seagate Cottage, Hastings

Hastings offers a smattering of properties owned by same-sex couples on the South Coast, including Seagate Cottage, a 1640s whitewashed self-catering property.

This Jacobean property in the heart of the Old Town is owned by Susie and Gemma.

Visit : www.hastingscottage.blogspot.co.uk.

Huntsham Court, near Exeter, Devon

Huntsham Court, a Baronial mansion located in rolling Devon countryside, sleeps up to 80 guests in 31 bedrooms.

Owners Damian and Chris were searching for a suitable venue for their own civil partnership in 2011 when they found and bought the property and have since worked to restore the property.

Visit : www.huntshamcourt.co.uk.

The Old House B&B, Higham Ferrers, Northamptonshire

Owned by shoe designer, William and his partner Simon, The Old House, dating back to 1580, was once a Merchant's House and a bakery.

Visit : www.theoldhousehighamferrers.co.uk.

Contact : Jill Duffell at Jill.Duffell@visitengland.org.

Loews Vanderbilt Hotel, Nashville, Tennessee

Travellers staying at the Loews Vanderbilt Hotel, Nashville can opt to register their mobile phone number at the hotel's reception which will allow them to make text requests for the entirety of their stay.

Located in Nashville's Midtown, Loews Vanderbilt Hotel was renovated in 2013 and is one mile from Music Row.

Visit : www.loewshotels.com. Contact : David Wilson at david.wilson@kbc-pr.com.

The Mondrian Hotel, London UK

Situated on the banks of the River Thames, Sea Containers House is being developed into Mondrian London by the Morgans Hotel Group with an opening planned for summer 2014.

Built in the 1970s Sea Containers House was originally intended as a luxury hotel, but ended up being used as offices instead.

The hotel will be designed to embody the elegance of a transatlantic 1920s' liner, combined with a healthy dose of 1980s post-modernism reference.

The main lobby will feature a giant, external and internal copper-clad wall, inspired by the hull of a ship, which will run from outside the building and lead guests to the entrance hall within.

Visit : www.morganshotelgroup.com. Contact : Nicole Menda at nicole.menda@mhgc.com.

Hampton by Hilton, Glasgow, Scotland

Hilton Worldwide plans to open its first Hampton brand hotel in Glasgow city centre this summer, following an £11m investment.

A former office block on West Campbell Street, a short walk from Glasgow Central Rail Station, will be converted into an 88-bedroom hotel with fitness centre.

Visit : www.hamptoninn3.hilton.com. Contact : huw.harrow@hilton.com.

The New York Palace, New York

The New York Palace on Madison Avenue has completed a \$140 million re-design with a \$25 million makeover of its Towers' accommodation on the corner of 50th and Madison.

Located across the street from St. Patrick's Cathedral and close to the Rockefeller Centre – the hotel's courtyard incorporates motifs from several 15th Century Italian cathedrals.

Visit : www.newyorkpalace.com. Contact : Shelley-Anne Claircourt at info@pressoffice.co.uk.

Titilaka, Peru

Titilaka is a lodge located on a remote peninsula on the Peruvian shores of Lake Titicaca.

It provides a base from which to explore the treasured natural, cultural and historical resources of this region. Daily outings are offered by private jeep, motorised boat, row boat, kayak, bicycle or on foot.

Visit : www.titilaka.com. Contact : Byron Shirto at byron@talkingstickmktg.co.uk.

Adler Resorts, the Dolomites and Tuscany, Italy

Adler Resorts is a bijou collection of three Italian properties owned and managed by the Sanoner family.

Adler Dolomiti

On 9 January 1810, Josef Anton Sanoner acquired the first property – a small tavern called Daverda, which he renamed Gasthof zum Adler (Eagle's Inn).

That property has been passed down through the family, and is currently managed by the seventh generation, though the sixth generation is still represented by the 90-year-old Elly who greets guests when they check into the hotel.

The Gasthof zum Adler, which has been extended over the years, is now known as the Adler Dolomiti and is located in the mountain resort of Ortisei in Val Gardena, surrounded by the Dolomites.

The five-star hotel is situated in its own private parkland within the town's pedestrianised zone, but less than a 5-minute walk from lifts that transport guests up the mountains for skiing, cross-country skiing and snowshoe hiking in winter, and walking, mountain biking and horse riding in summer.

Adler Balance

Adler Balance is linked to the Adler Dolomiti via an underground pedestrian walkway, but is quite different in style and operates as a medical competence centre.

There are three doctors in residence who work with the Adler Balance health care concept, based on five pillars of health (diagnostics, nutrition, inner balance, exercise and treatments), to provide a complete health screening and subsequent recommendations.

The Balance is also a certified Mayr client for those who wish to follow a strict detox regime and lose weight.

Adler Thermae

Adler Thermae is located in the Val d'Orcia, Tuscany where a thermal spring used since Roman times -and renowned for its healing qualities with particular regard to joints and bones - bubbles to the surface at Bagno Vignoni.

The hotels are located in UNESCO World Heritage Sites recognised for their outstanding natural beauty and culture.

Visit : www.adler-resorts.com/en. Contact : Sue Heady at sue@headycommunications.com.

Mountain Lodges of Peru

Mountain Lodges of Peru has added a new hiking program along the Lares Adventure to Machu Picchu and in the Urubamba Valley known as the Sacred Valley of the Incas.

The Lares Trail, an alternative to the Inca Trail, takes in the best of the Sacred Valley's archeological sites and communities.

It is noted for its cultural attractions, including traditional weavers attired in colourful dress, roving herds of alpacas and llamas, and a panorama of waterfalls, snow peaks, and glacial lakes.

The new mountain lodges, built in the towns of Lamay and Ollantaytambo and in the rural community of Huacahuasi, serve as deluxe base camps for day hikes.

Visit : www.laresadventure.com. Contact : Steele Paulich at Steele.Paulich@brightergroup.com.

Coastal cottages in Norfolk, UK

Norfolk Hideaways has 250 cottages along the north Norfolk coast including :

Hunsett Mill, Stalham

Situated on a bend in the River Ant, Hunsett Mill is set in an area of outstanding natural beauty and surrounded by a water meadow.

The Fox Hat, South Creake

A Romany caravan interior makes The Fox Hat at South Creake an unusual place to holiday. Owned by artist Alison King, the quirky décor reflects her creative flair in its furnishings and vintage artefacts.

The Wild Duck, Heacham

Converted from a boat dating back to the 1870's and located behind the dunes, the Wild Duck overlooks the Snettisham Royal Society for the Protection of Birds reserve.

The Chapel, Thornham

The Chapel at Thornham is converted chapel y the beach and in the heart of the village.

Visit : www.norfolkhideaways.co.uk. Contact : Danielle Howard at danielle@junglepr.com.

Mashpi Lodge, Ecuador

Mashpi Lodge, South America's new pioneering eco-lodge in Ecuador's cloud forest, has launched its aerial bicycle.

The ride provides guests with a bird's-eye view of the forest and hills that surround the lodge, which is located among a profusion of plant species from ferns and bromeliads plus many newly-discovered orchids.

There are also over 500 species of bird (36 endemic).

Visit : www.mashpilodge.com. Contact : Steele Paulich at Steele.Paulich@brightergroup.com.

Segera Retreat, Kenya

Wilderness Collection's Segera Retreat is situated in Kenya's Laikipia Plateau on 20,000 hectares (50,000 acres) of protected land serving as a vital migratory corridor for species like elephant.

Segera is a wildlife sanctuary dedicated to a sustainable lifestyle, which is located at the foot of Mount Kenya.

A range of treatments and massages can be enjoyed in the privacy of guests' villas or at the spa, which also has a Rasul Chamber, a salt-water swimming pool and a state-of-the-art gymnasium.

Visit : www.segera.com and www.wilderness-collection.com. Contact : Nadia Walford at Nadia@grifcopr.com.

European campsites

Campsite website Pitchup.com has new sites for 2014 including :

Luxury domes in Urrugne, Aquitaine, South West France,

Located in the warm south west of France, Glisten is a glamping site surrounded by streams, small stone bridges, hills and the Pyrenees in the distance.

Katowice, Silesian, Poland

This campsite is located next to the city of Tarnowskie Góry in the middle of Upper Silesia.

The site was set up by two passionate world travellers and is ideal for guests who want to stay and relax for a couple of days, or move onto Romania, Slovakia or the Tatra Mountains.

Pembroke, South Wales

Set on a working farm, a short distance from the coast, the campsite has attractions nearby including Manorbier Castle, Freshwater East Beach, Pembroke Castle and the seaside town of Tenby.

Visit : www.pitchup.com. Contact : Cass Helstrip at Cass.helstrip@whitetigerpr.com.

Loews Regency Hotel, New York City

The Loews Regency Hotel on Park Avenue in Midtown Manhattan opened in January 2014 following an extensive renovation.

The property features 379 guest rooms including 58 suites; The Regency Bar & Grill, host of the "Power Breakfast" by the Sant Ambroeus Hospitality Group; and the new flagship Salon and Spa by hairstylist Julien Farel.

Visit : www.loewshotels.com. Contact : Claire Mans at claire@masonrose.com.

Crillon le Brave, Avignon

Located 25 miles north-east of Avignon at the foot of Mont Ventoux, the boutique hotel Crillon le Brave is surrounded by vineyards and olive groves.

A former country house to a Parisian family, the hotel has slowly expanded over the years to encompass six further village buildings and has been a member of the Relais & Châteaux group since 1995.

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

An Alliance focus on

IWM (Imperial War Museums) UK

The IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Its collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events.

Using these, IWM tells personal stories and creates powerful physical experiences across its five museums

IWM London

IWM London, its flagship museum, is transforming with new First World War Galleries and a new atrium with large object displays which will open in summer 2014 to mark the Centenary of the First World War.

IWM and the centenary of the First World War

2014 - 2018 marks the centenary of the First World War and IWM is commemorating this war with a four year programme of cultural activities across the country.

IWM London opens new First World War Galleries

To mark the start of the Centenary of the First World War, IWM London is opening new permanent First World War Galleries where visitors can discover the story of war.

The galleries will highlight how the war started, why it continued and its global impact through the lives of those who experienced it at the time on the front line, across Britain and its empire.

Drawing on IWM's First World War collections, over 1,300 objects including weapons, uniforms, diaries, letters and souvenirs, will be on display in the 14 chapters of the Galleries alongside photographs, art and film – many of which have never been seen before.

Visitors will :

- experience the sights, smells and sounds of the recreated trench
- see what life was like at the front with the Sopwith Camel fighter plane and Mark V tank looming above
- learn of the terrible strain the war placed on people and communities, and
- discover the role that women and children played on the home front.

The other branches are :

- IWM North, housed in an iconic award-winning building designed by Daniel Libeskind
- IWM Duxford, an aviation museum and Britain's best preserved wartime airfield
- Churchill War Rooms, housed in Churchill's secret headquarters below Whitehall, and
- the Second World War cruiser HMS Belfast.

Stepping into the Galleries, presented with three large ship models, visitors will be introduced to what life in Britain was like at the turn of the 20th century.

This was before the European rivalries that were developing, and crucially as the crisis of July 1914 led to war, and why Britain felt it had to fight.

A focus on IWM (cont)

In Shock

In Shock, will enable visitors hear the scream of shrapnel and shells they will come face to face with the French 75mm field gun, one of the new 'quick-firing' guns which contributed to the deaths of a million European men in just four months of fighting in 1914.

Objects on display for the first time come from the Christmas Truce, including a button from a German tunic that was given to a British soldier as a souvenir.

There will also be the chance to discover how a state of *Deadlock* ensued on the battlefields of the Western Front as soldiers sought refuge from the onslaught of artillery in trenches and dugouts.

A series of trench signs, such as those 'to Hells corner' and 'Piccadilly Circus' will show the complexity of these networks, alongside objects outlining innovations in trench warfare.

Objects displayed include a catapult for hurling grenades, the geophones used in mines beneath the trenches to detect the enemy, and a hollowed out fake tree used as a camouflage look out in no man's land.

Your Country Needs You

Drawing on IWM's rich poster collection, *Your Country Needs You* will focus on recruitment and propaganda, with the initial calls to join Field Marshal Kitchener's Army, and how he soon became a celebrity with objects such as a Kitchener doll and letters from adoring fans asking to marry him.

to counter it, by launching campaigns in the Middle East, Africa and Gallipoli.

World War

In *World War*, interactive maps will portray Germany's global strategy and Britain's attempts

Walking around a naval gun from HMS Chester, visitors will learn about Jack Cornwell VC who, at 16, manned the gun in the Battle of Jutland and Tirpitz, a pig that was saved from the sea after the German ship SMS Dresden sank off the coast of Chile and later became a mascot for HMS Glasgow.

The Supply Line

The Supply Line, an interactive table over four metres long in Feeding the Front, will show the scale of production required on the home front to keep the troops fed and fighting.

Total War

At the centre of the Galleries with the towering 9.2 inch howitzer gun 'Mother' on display, Total War will explore the Battle of the Somme.

This campaign started in July 1916 and continued for five months, marking a pivotal point in the war.

The scale of casualties in this battle will be represented on a map that had a cross marked on it to represent each of the graves dug, alongside a Union Jack used by a chaplain to conduct burials on the Somme.

Visitors will also be able to watch the original 1916 documentary film of the battle - now UNESCO listed.

Life at the Front

Life at the Front will look at the reality of what life was like for the troops in and behind the trenches.

It includes :

- the kit they were issued
- the extra kit their families sent out such as medical supplies including cocaine and opium
- what they ate; recreational activities such as plays, vegetable shows and sports days, and
- the souvenirs they would collect such as a scrap of wallpaper taken from a German trench.

At all Costs

On the home front, At all Costs explores how the fervour to win the war grew in Britain, and how it penetrated every level of British society, infiltrating the lives of everyone.

The role of women is explored through uniforms, photos and the life stories of those who stepped into roles in the factories, hospitals, transport and agriculture industries.

The area also describes how children were not spared from the efforts.

A jumper which belonged to a Sea Scout tells the story of their observation role along the coast.

Visitors will learn how British civilians came under enemy air attack, how artillery came to be fired on the streets of Dublin in the Easter rising, and Germany's fateful decision to launch a campaign of unrestricted submarine warfare which ultimately brought the USA into the war on the side of the Allies.

A focus on IWM (cont)

Machines against Men

Machines against Men will feature the stories of two famous air aces, British Major James McCudden VC and the German 'Red Baron', Manfred von Richtofen.

Fragments from the planes in which they met their deaths will be on display.

It will look out how animals were used for communication before focusing on the iconic mud clotted battle of Passchendaele.

Breaking Down

Breaking Down highlights the terrible strains that people endured both on the fighting and home fronts will be explored.

In addition how German submarine attacks led to rationing in Britain, while the British naval blockade meant hunger, even starvation for Germany and its allies.

The severe lack of resources will be depicted through collection items such as clothes made of paper and wooden soled shoes.

Seizing Victory

Seizing Victory will tell the dramatic story of 1918, where visitors will see how after almost another year of war, from near defeat, Allied forces were able to claim victory.

War Without End

War Without End, will show how the war changed the world forever, highlighting the enormous human cost, the new world order that emerged, the indelible changes which the war had on British society and the Empire.

May 2014

Visit : www.iwm.org.uk and www.1914.org.

Contact Bryony Phillips at bphillips@iwm.org.uk and Charlotte Sluter at csluter@iwm.org.uk.

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

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



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www.allwaystraveller.com

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