

The Alliance

bulletin

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

Issue 123 : September 2012 :

www.itwalliance.com

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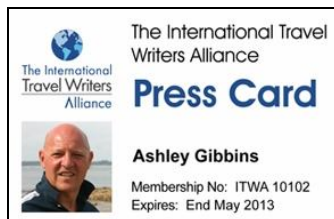
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Registering with the Alliance

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

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

The Alliance Press Card



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

See Section two for opportunities for press card holders.

For more information email Ashley@itwalliance.com.

The Global Travel ITWA Prepaid Master Card



The International Travel Writers Alliance has launched its **Global Travel ITWA Prepaid MasterCard**, a new initiative brought to you in partnership with Global Currency Exchange Network, one of the UK's leading foreign exchange companies.

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

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

Join and follow



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



@writersalliance

Opportunities

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

The Road to Van Eyck, Rotterdam

13 October 2012 to 10 February 2013

The Museum Boijmans Van Beuningen in Rotterdam is staging an exhibition 'The Road to Van Eyck', with than eighty masterpieces from important Dutch, Flemish, French and German artists from the 15th century.

The exhibition will include paintings, sculptures and drawings by Europe's most important artists of the period, including Jan van Eyck, Jean Maelwael and the Master of Saint Veronica.

Visit : www.holland.com. For press trips opportunities contact: Rianne Ojeh at rojeh@holland.com.

Skiathos Princess, Greece

The five star Skiathos Princess, on this Greek island, is a family run hotel that focuses on families.

The hotel has invested around €1million in renovations with the main focus being to upgrade family accommodation. Kids have the 'Little Seal's Creche' (6months – 4yrs) or the 'Little Seals Mini Club' (4y – 12yrs).

There is also an extensive selection of daily activities on offer from aqua fun, face painting, movie time and indoor & outdoor games. Children's menus are available across the hotel's restaurants along with babysitting facilities.

Visit : www.skiathosprincess.com. Alliance members interested in visiting the Skiathos Princess Hotel, contact Kathryn Peel at Kathryn@ophirpr.co.uk.

MERGE 2012

London's Bankside

19 September to 21 October 2012

MERGE is an annual arts, music and performance festival celebrating the contemporary culture and rich heritage of London's Bankside.

Festival events, productions and activities take place in a range of venues including the river walkway near Tate Modern, an air raid shelter, a tiny Welsh chapel, a vacant office block at Borough Market, at Bankside Mix as well as Bankside's open spaces and workplaces.

The outdoor Riverside Stage on the walkway by Millennium Bridge will host live bands in a series of gigs showcasing original song writing and musical talent throughout the festival.

Alliance members wishing to get accreditation to MERGE contact Una Devine at una@unadevine.com.

Visit : www.mergefestival.co.uk. Contact Louise Errington at le@betterbankside.co.uk.

Home Base Holidays

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

For over 25 years Home Base Holidays has been helping people to arrange home exchange vacations with access to many thousands of current vacation swap offers worldwide!

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

Food features in Suffolk, UK

The English rural county of Suffolk offers a wide range of places to eat, farmer's markets, local farm shops, food festivals and breweries.

With an agricultural and coastal heritage, visitors can experience food that's grown, reared, caught and made in Suffolk.

This can include visiting Emmett's of Peasenhall, a smokehouse trading for over 100 years that's been recognised as Best-Independently Owned Shop by Gourmet Britain.

In addition :

- Southwold is the home of breweries Adnams - adnams.co.uk and Greene King is based in Bury St Edmunds - greeneking.co.uk
- Ickworth Vineyard offers wine-tasting - ickworthvineyard.co.uk
- Pinney's of Orford and its restaurant the Butley Oysterage - butleyorfordoysterage.co.uk
- the Suffolk Food Hall near Wherestead is the largest farm shopping experience in the area – suffolkfoodhall.co.uk
- stay in the old brewery house above the micro-brewery at Old Cannon Brewery in Bury - oldcannonbrewery.co.uk

Visit www.VisitSuffolk.com/things-to-do/food-and-drink. For potential press visits Contact : Kate Morfoot at kate@junglepr.com.

The Centre national de l'audiovisuel in Luxembourg

The Centre national de l'audiovisuel in Luxembourg (CNA) opens a major new space dedicated to photography on 29 September 2012.

Waassertuerm and Pomhouse, feature two exhibition galleries created in the unusual setting of an industrial water tower (Waassertuerm) and its adjacent pumping station (Pomhouse).

With its circular gallery, the water tower will become the permanent home of Edward Steichen's exhibition The Bitter Years 1935-1941, curated in 1962 for MoMA, New York, with over 200 images from the Farm Security Administration.

Pomhouse will put on a range of temporary exhibitions, the first of which will be Coexistence, a site-specific photography commission by critically acclaimed British artist Stephen Gill.

Visit : www.cna.public.lu. To participate in press trips contact : Marina Bradbury at mbradbury@agendacom.com.

The Bristol Hotel, Bristol UK

The Bristol Hotel is found in the heart of the city, between the historic cobbled Narrow Quay and elegant Queen Square, just a few minutes' walk from major cultural landmarks such as the Bristol Old Vic, Arnolfini, Watershed, SS Great Britain and M Shed.

It is located in a distinctive 1960s building, recognised as a prime example of the Modern architectural movement.

Visit the website: www.doylecollection.com/bristol. For a review visit contact: Sue Heady at sue@headycommunications.com.

Working with the Alliance

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

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

Partners

The Stratford Festival, Ontario, Canada

The Stratford Festival, located in picturesque Stratford, Ontario, is North America's leading classical theatre, drawing half a million visitors a year. It presents a seven-month season of a dozen plays in four venues, along with a Forum of events to enrich the play-going experience.

With the works of Shakespeare at its core, the Festival features classics, contemporary dramas, musical theatre and new plays.

Founded by Tom Patterson, with Tyrone Guthrie as its first Artistic Director, it presented its first season in 1953, using an innovative thrust stage devised by Guthrie and designer Tanya Moiseiwitsch.

That stage revolutionized Shakespearean performance in our time and inspired the design of several other major venues worldwide.

Visit : www.stratfordfestival.ca. Contact : Ann Swerdfager at aswerdfager@stratfordfestival.

Rothenburg ob der Tauber, Germany

Rothenburg ob der Tauber is situated on the Romantic Road in the northern part of Bavaria, Germany. With its splendid location and charming medieval atmosphere, hardly any other town is able to captivate its visitors in quite the same way.

With 42 gates and towers, medieval buildings, the historic city wall, a variety of museums and cultural life, Rothenburg is one of the most visited towns in Germany.

Rothenburg Tourismus Service is your reliable partner for hotel bookings, group/ FIT programs and press/ media requests.

Visit : www.tourismus.rothenburg.de. Contact : Annemieke Boettger at info@rothenburg.de.

The Dominican Republic

The Dominican Republic features a stunning array of sandy beaches, dazzling green landscapes, mountains studded with waterfalls, exotic cuisine and a remarkable variety of arts and entertainment options that attract international travellers, sport stars and celebrities alike.

The destination offers something for everyone and can fulfil the holiday dreams of those seeking sophisticated luxury, eco-adventure, arts and culture or simple lazy days on white sandy beaches. Year-round sports, effervescent nightlife, distinctive shopping, relaxing resorts, designer golf courses and magnificent national parks make for a fun-filled holiday to-do list.

Among the Dominican Republic breathtaking surroundings are an extraordinary variety of the hottest and newest hotels ranging from luxury resorts to family-friendly hotels to boutique properties.

The Dominican Republic offers an abundance of accommodations to satisfy every style and budget. And with eight international airports and numerous seaports and marinas, paradise has never been easier to explore.

Visit : www.godominicanrepublic.com. Contact : Esther Smith at esthercsmith@hotmail.com.

Agencies

Kallaway

Founded almost 40 years ago, Kallaway is a public relations and sponsorship agency specialising in travel, lifestyle, arts, culture and community

Visit : www.kallaway.com. Contact : Susannah Glynn at susannah.glynn@kallaway.com.

News

The Champagne Pass

The Champagne-Ardenne tourist board, in partnership with the online travel agency Via-Voyages, has launched a new Champagne Pass, which offers visitors the chance to discover and explore the world of champagne, from cellar visits and tastings to cultural and heritage sites connected with champagne.

The Champagne Pass provides a selection of champagne sites to visit at discounted prices.

Visit : www.oenopass.net. Contact : Cathryn Hicks at cathryn@douggoodmanpr.com.

BA flights to Sri Lanka from Gatwick

British Airways is launching a new route to Sri Lanka from Gatwick next year. The three-times-a-week service to the capital city Colombo will start on 31 March and will be operated by a Boeing 777 with three cabins including Club World with fully flat beds.

Visit : www.ba.com/srilanka. Contact : media.relations@ba.com.

Fossils discovered east of Lake Turkana, Kenya

Fossils discovered east of Lake Turkana confirm two additional species of our genus – Homo – living alongside our direct human ancestral species, Homo erectus, almost two million years ago.

Visit : www.turkanabasin.org/discovery/knmer60000 and www.magicalkenya.com. Contact : Felicity Hay at FelicityH@hillsbalfour.com.

Champneys offers tailored fertility programmes

With one in seven couples in the UK have trouble conceiving, health resort Champneys Tring, has teamed up with the UK's IVF clinic, Assisted Reproduction and Gynaecology Centre (ARGC), to offer clients treatment programmes.

Champneys Tring will be offering women the opportunity to undergo the 14 day treatment either as guests of the health resort or as out-patients.

Visit www.champneys.com. Contact : Sophie Furness at Sophie@grifcopr.com.

Cambrian Railways, North Wales, UK

The Cambrian Railways Partnership, which represents the railway line between Aberystwyth, Pwllheli, and Shrewsbury has produced 'Wales on Rails'.

The promotion is geared to family groups looking to have a low-budget holiday by train, spending three to four days in and around the Aberystwyth-Machynlleth-Aberdyfi area.

Visit : <http://www.cambrianrailways.com>. Contact : Rhydian Mason at info@rhydianmason.co.uk.

The iDBUS

The iDBUS, is a new premium long distance coach service from French railway company SNCF.

The service runs via Paris and Lille to London, Brussels and Amsterdam with wide seats and free Wi-Fi and 220V-100W electricity sockets available to all passengers.

Visit : www.idbus.co.uk. Contact : Olivia Gillespie at Olivia.Gillespie@cohnwolfe.com.

Leads

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

Off The Map Travel

Off The Map Travel is a tour company that specialises in organising tailor-made Soft Adventure holidays including :

West Swedish Province of Dalsland

Known as Sweden's Lake province, this is a traditional and tranquil corner of western Sweden that is characterised by dense forests in the north-western uplands and lakes in the east.

Gozo Island

Gozo is a small Maltese island in the middle of the Mediterranean Sea. The island is the second biggest island in the Maltese archipelago and is separated from Malta by 5 kilometres of sea.

The Åland Islands

The Åland Islands form an archipelago in the Baltic Sea at the entrance to the Gulf of Bothnia. Åland is an autonomous region with its own flag, stamps and duty-free status.

It is a Swedish-speaking region of Finland with its own laid-back relaxing feel taking influences from both countries.

The Spanish Pyrenees

The Spanish Pyrenees Mountains straddle the border between France and Spain and offer some of Europe's most beautiful scenery.

The region of Aragon is located away from the main tourist destinations and ski resorts and so provides a peaceful and authentic Spanish experience.

Small rustic villages and towns are dotted throughout the landscape offering a view of rural Spanish life including all of their festivals and markets.

Visit www.offthemaptravel.co.uk. Contact : Mark Hayward at mark@swaycommunications.co.uk.

map2app

map2app has been designed for travel writers, allowing them to create travel guides for iPhone and Android with no tech knowledge or need to purchase expensive software.

Visit : www.map2app.com. Contact : Pietro Ferraris at pferraris@map2app.com.

Dublin Insider Guides

Dublin offers 18 themed Insider Guides providing ideas, tips and suggestions to help visitors explore the Irish capital.

The themed guides include :

- Film and the locations where many films were shot in Dublin!
- Foodie Hotspots, which is a guide to Dublin's top gastro pubs, seafood restaurants, cafes and markets.
- Hidden Gems and the chance to discover some of Dublin's best kept secrets and hidden gems!
- Coastal Dublin highlighting cliff-top wilderness, sandy beaches, yacht trips and island tours. Dublin's coastal towns are all accessible by rail.

Visit : www.visitdublin.com/Downloads/Insider_Guides. Contact : Catherine McCluskey at Catherine.McCluskey@failteireland.ie.

Jungle Island, Miami

Jungle Island has created its largest exhibit yet featuring a white lion, two royal white tigers and two snow tigers! Jungle Island, Miami's #1 Family Attraction, is located between Downtown Miami and South Beach.

Visit : www.jungleisland.com. Contact : Edith Meyer at edith@firstpr.co.uk.

Nature and wildlife on the Algarve, Portugal

With 70% of the Algarve protected nature reserves, the Vicentine Coast offers the chance to discover the native wildlife and diverse landscapes of the region.

The Via Algarviana, a 240km stretch of inland nature trails and walking paths meandering through the centre of the Algarve region, can be explored by bicycle or on horseback.

Each section of the route is divided into 30km stretches, allowing visitors to relax and take in the breathtaking sights along the way.

Alternatively visit the Salt Marsh Natural Reserve at Castro Marim, a reserve stretching 2,089 hectares of landscape where keen birders can spot some of the 153 species of birds inhabiting the area from flamingos to mallards.

Visit: www.visitalgarve.pt and www.algarvepromotion.pt. Contact : Josie Self at josies@hillsbalfour.com.

Tai Chi in the Scottish Highlands

SYHA Hostelling Scotland has added Torridon Tai Chi to its range of hostel-based activity breaks.

Torridon Tai Chi will offer five days of learning the ancient Chinese practise, with instruction from leading Highland expert Douglas Hardie. SYHA's hostel in Torridon is located in the Scottish Highlands and offers the mountains and scenery around Loch Torridon, said to be the inspiration for Tolkein's 'Middle Earth'.

SYHA Hostelling Scotland is a charity dedicated to providing low cost, quality accommodation across Scotland.

Visit : www.syha.org.uk. Contact: Roanna Lavery at rlavery@syha.org.uk.

What's on

Taste Santo Domingo 2012, Dominican Republic

18 to 20 October 2012

The hotels Renaissance Jaragua and Melia Santo Domingo will host the Taste 2012, a food and beverage

This will be the 5th of the festival and will see the 1st Culinary Cup of the Americas, sponsored by Nestle Professional.

More than 20 countries are invited to participate with teams representing them in this competition of professional, junior and pastry categories

Visit : www.tastesantodomingo.com. Contact : Esther Smith at pr.uk@godominicanrepublic.com.

Amsterdam Dance

17 to 21 October 2012

The Amsterdam Dance electronic music festive comprises over 800 DJs, 6,000 conference delegates and 200,000 festival visitors from over 60 different countries .

Visit : www.amsterdam-dance-event.nl. Contact: Clare Dover at clare@globalpublicity.co.uk.

Madrid-Lisbon MTBike tour

8 to 22 June 2013

As one of the biggest mountain biking adventures in Europe, the 1,200km Madrid-Lisbon MTBike tour takes in two countries, two capitals and 15 mountains.

The whole tour climbs almost 28,000m during 15 intense days with cyclists covering up to 80km each day. The tour is organised by the Portugal Nature Trails.

Visit : www.caminhosdanatureza.pt and www.bikemadridlisbon.com. Contact : Felicity Hay at FelicityH@hillsbalfour.com.

St. Kitts-Nevis Admiral's Cup Pro-Am Tournament

13 to 17 January 2013

Teams of professional and amateur golfers will compete in the St. Kitts & Nevis this winter for the Third Annual St. Kitts-Nevis Admiral's Cup Pro-Am Tournament.

It is the only golf event that is hosted simultaneously by two Caribbean islands featuring play on two world-class courses.

The 3-day, 54-hole tournament will feature Pro-Am golf teams competing for group and individual prizes on two of the Caribbean's most scenic and challenging courses, the Royal St. Kitts Golf Club and the Four Seasons Resort Nevis Golf Club.

Visit : www.StKittsProAm.com and www.stkittstourism.kn. Contact : Patricia Rowan at patricia@adams-pr.com.

Salute to the '40s, Historic Dockyard Chatham, UK

15 and 16 September 2012

HMS Cavalier, The Historic Dockyard Chatham's Second World War destroyer, will fire a 'broadside' using all three of her 4.5" guns at 12.00 noon on Saturday 15 September, the first day of the Salute to the '40s event.

HMS Cavalier was one of ninety-six war emergency destroyers built for the Royal Navy during the Second World War.

Salute to the '40s will comprise re-enactors, civilian and military vehicles, a village square and encampments and 1940s-style singers, dancers and musical artistes.

Visit : www.thedockyard.co.uk/salutetothe40s. Contact : Gail Louise James at gjames@chdt.org.uk.

Reasons to write about

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

The Tourism Association of Housing, Portugal

Portugal's Tourism Association of Housing, has expanded its network with six new Casas no Campo or 'houses in the countryside' at Minho in the North, Lisbon, Alentejo and Algarve regions.

With more than 35 rural and seaside properties, the new additions are all based in restored buildings which maintain the region's heritage. In the Casas da Pedralva, visitors can even experience a whole village which was brought back to life.

Situated in the Algarve near the Parque Natural da Costa Vicentina, holidaymakers can rent a room or a fully restored house while they take in the recovered grocery store and restaurant.

Visit : www.casasnocampo.net. Contact : Felicity Hay at FelicityH@hillsbalfour.com.

The island of Orpheus, Australia

After undergoing a recent upgrade, the island of Orpheus, in the Great Barrier Reef is once again welcoming guests.

Located 80 kilometres north of Townsville and stretching 11 kilometres, Orpheus comprises a National Park and surrounding World Heritage listed Marine Park.

The fringing reef around Orpheus is one of the Great Barrier Reef's most spectacular and diverse. It's not uncommon for guests to swim alongside Green Turtles, Manta Rays and Humpback Whales. In the sheltered Hazard Bay on the western side of the island, the resort itself accommodates just 34 guests in newly refurbished beachfront units.

Flight time to Orpheus is approximately three hours from Sydney, 3.5 hours from Melbourne and 2.5 hours from Brisbane.

Visit : orpheus.com.au. Contact : Caroline Fosbury at caroline@fosburypr.com.

Kootenay Rockies, British Columbia, Canada

The Kootenay Rockies, a region known for its steep-and-deep skiing in winter, offers much during the summer months.

The Kicking Horse Resort Bike Park is the highest of all Canadian bike parks and has downhill access to three mountain ranges and the wetlands of the Columbia Valley. There's also the chance to spot a Boo, the bears at Kicking Horse's protected grizzly bear habitat, the world's largest.

The bike park at Panorama Mountain Village is accessed by a high-speed chair lift with downhill trails for every level of rider. The Fernie Alpine Resort, has the largest bike park in the Rocky Mountains.

Visit : www.skifernie.com, www.kickinghorseresort.com, www.panoramaresort.com and www.hellobc.com/krbcmedia. contact : Fiona Tso at Fiona.tso@gov.bc.ca.

The Beatles 50th anniversary

2012 marks 50 years since the release of Love Me Do, the song that catapulted The Beatles into fame and adoration.

Some of the UK most popular Beatles linked attractions and events include :

Magical Mystery Tour

The colourful Magical Mystery Tour bus provides a two-hour tour of the Beatles' Liverpool complete with Beatles songs on route. Visit : www.cavernclub.org/the-magical-mystery-tour.

The Cavern Club

The Beatles played the Cavern Club nearly 300 times, helping it become one of the most famous live music venue in the world. Today's Cavern remains a live music destination and one of Liverpool's top tourist attractions. Visit : www.cavernclub.org.

The Beatles Childhood Homes Tour (National Trust)

The National Trust offers visits to the childhood homes of John Lennon and Paul McCartney. Visit : www.nationaltrust.org.uk/beatles

The Beatles Story

The Beatles Story's Fab 4D experience takes visitors on a journey into the life, times and music of the Beatles. Visit : www.beatlesstory.com.

The Hard Day's Night Hotel

The Hard Day's Night Hotel, Beatles Boutique Hotel Liverpool is the world's only Beatles-inspired hotel. It is located in the Grade II listed Central Buildings. Visit : www.harddaysnighthotel.com.

Ferry Across The Mersey

The Beatles themselves played on the Mersey Ferry, which provides views of Liverpool waterfront, now a UNESCO World Heritage Site. Visit : www.merseyferries.co.uk.

Epstein The Play

Epstein Theatre
15 to 30 November 2012

Brian Epstein was the original manager and the mastermind behind the success of The Beatles. Visit : www.epsteintheplay.com.

Love Me Do Weekend

5 October 2012

A sing-a-long to mark the 50th anniversary the Beatles first hit 'Love Me Do'? Thousands are expected to attend this mass participation event at the city's Albert Dock. Visit : www.lovedowweekend.com

LET IT BE

Prince of Wales Theatre, London
From September 2012

LET IT BE is a theatrical concert with over twenty of The Beatles' hits. Visit : www.letitbelondon.com.

Visit : www.visitengland.org. Contact: Mark McCulloch at Mark.McCulloch@visitengland.org.

A place to stay

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

Thornton Hall Hotel & Spa, Cheshire UK

Thornton Hall Hotel & Spa is one of the North West's premier venues.

Based in the village of Thornton Hough close to the Cheshire border, the four star family owned hotel has built up a fine reputation for service and hospitality, providing excellent food and drinks in the 3 AA Rosette Lawns Restaurant and accommodation in 63 suites and bedrooms.

The Lawns prides itself on sourcing the best local produce and ingredients. More than £160,000 has been spent on refurbishments to create a premiere fine dining experience, although the restaurant still retains its original mid-1800s oak carvings.

Visit : www.thorntonhallhotel.com. Contact: Emma Garner at emma.garner@artemismediaprofile.co.uk.

The Oceanside Inn Daytona Beach

SunStream Hotels & Resorts has added the Oceanside Inn Daytona Beach to its unique collection of Hotels & Resorts.

The Oceanside Inn is a beachfront hotel offering double and king-bedroom accommodations as well as a limited amount of premium and penthouse suites.

SunStream's collection of properties in Southwest Florida now includes the DiamondHead Beach Resort & Spa, GullWing Beach Resort, Pointe Estero Beach Resort, Bellasera Hotel, Park Shore Resort, Port of the Islands Resort & Marina and The Resort at MarinaVillage in Cape Coral.

Visit : www.SunStream.com. Contact : Heather Zawisza at heather@solarcreative.com.

Myriad Hotel, Lisbon

Sana's new 5* Myriad Hotel, which opens on 20 September 2012 is located on the River Tagus, 10 minutes from the airport.

Visit : www.sanahotels.com. Contact : Felicity Hay at FelicityH@hillsbalfour.com.

DoubleTree by Hilton Goa-Arpora-Baga

Hilton Worldwide has opened the newly-renovated, upscale, full-service DoubleTree by Hilton Goa-Arpora-Baga, the third DoubleTree by Hilton hotel in India.

Ingo's Saturday Nite Bazaar and Splash Water Park are both within walking distance from the hotel, and the Anjuna Flea Market also is close, making the hotel a comfortable and convenient base from which to explore the breathtaking coastline of North Goa.

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

Amari Hua Hin, Thailand

The Amari Hua Hin, which is Amari's latest property in Thailand has opened two and a half hours from Bangkok and next to Khao Takiab, a popular stretch of beach.

The resort also offers easy access to the city's shopping and entertainment venues.

Visit www.amari.com. contact : Natalie Schofield at natalies@hillsbalfour.com.

Hostels in Lisbon, Portugal

Lisbon's hostels have been ranked among the best in the world in the hostelworld.com Hoscars Awards.

The awards recognise the top hostels around the world voted for by hostelworld.com customers, who rank the properties they visit.

The Best Small Hostel category was won by Lisbon Lounge Hostel (www.lisbonloungehostel.com) while the Lisboa Central Hostel (www.lisboacentralhostel.com) was ranked in second place.

Travellers House (www.travellershouse.com) won the Best Medium Hostel category, followed by Living Lounge Hostel (www.livingloungehostel.com) which is also in the city.

Finally Yes! Lisbon Hostel (www.yeshostels.com/en/site/lisbon) was ranked the Best Large Hostel.

Visit www.hostelworld.com/hoscars-2012#1 and www.visitlisboa.com. Contact : Jo Hartley at joh@hillsbalfour.com.

Copacabana Palace, Rio de Janeiro, Brazil

The Copacabana Palace reopens in November Following a six months renovation.

The hotel, which overlooks Copacabana Beach first opened in 1923 and has welcomed guests including from Fred Astaire and Ginger Rogers to the Rolling Stones and Nelson Mandela.

The Copacabana Palace's Hotel Cipriani Restaurant, one of the most sophisticated restaurants in Rio de Janeiro, was renovated at the end of 2011. The hotel will be one of Rio's flagship resorts in the lead up and through the 2014 football World Cup and the 2016 Summer Olympics.

Visit : www.copacabanapalace.com. Contact : Sarah Mirza at sara.mirza@orient-express.com.

Wilderness Safaris, Namibia

Namibia includes the white salt pans of Etosha National Park, the red dunes at Sossusvlei, the beaches along the Skeleton Coast and the wilderness of Kaokoveld.

Wilderness Safaris, which operates a number of safari camps and guided explorations in Namibia, has reopened Kulala Desert Lodge in Sossusvlei.

Located at the foot of the Sossusvlei dunes, a private entrance to Namib Naukluft Park makes the property the closest location to Sossusvlei.

Visit : www.wilderness-safaris.com. Contact : Charlotte Hill at Charlotte@grifcopr.com.

Lark Hotels, Coastal New England

Lark Hotels, a boutique hospitality company with four coastal New England properties, offers "Wanderlark" between September and June annually,

Wanderlark will offer six and nine-night breaks to Nantucket, Newport and Kennebunkport with rejuvenating layovers at a Lark hotel in each destination. It enables travellers to explore coastal New England during the quiet off season.

Lark Hotels' properties include The Veranda House and the Chapman House on Nantucket, The Attwater in Newport and the Captain Fairfield Inn in Kennebunkport.

Visit www.larkhotels.com. Contact: Rebecca Widness at rebecca@widness-co-pr.com.

Section two : ongoing opportunities

Opportunities for Alliance press card holders



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

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

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

Opportunities

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

Adventure Cat Sailing, San Francisco Bay

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

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

Africa Safari Holidays

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

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

Bath Tourism Plus

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

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

The Broadway Collection New York

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

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

BusyBus, Liverpool & Chester – UK

BusyBus, a sightseeing tour operator will be delighted to host Alliance press card holders (with a guest) on a review basis.

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

The Castle Inn Hotel, Lake District UK

The Castle Inn Hotel is a four star family hotel located in the northern Lake District.

The property offers large spacious rooms and is situated just moments from Lake Bassenthwaite and close to Skiddaw, one of the area's most popular peaks.

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

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

Champagne-Ardenne Tourisme

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

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

Charming Hotels Madeira

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

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

Ciclismo Classico

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

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

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

City Running Tours-Chicago

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

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

Focus Hotels

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

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

Frontier Travel

Frontier Travel organise tailor-made holidays to Canada in both Summer and Winter.

The company will consider offering individual press trips for Alliance press card holders who can get commissions from UK national newspapers, websites or high end publications with large circulations.

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

Frontiers Travel

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

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

Great Hotels of the World

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

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

The Haweswater Hotel, Cumbria UK

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

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

Helpful Holidays, UK

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

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

Hidden Pousadas Brazil

Hidden Pousadas offers independent travellers recommendations for uniquely beautiful places to visit and stay in Brazil.

Alliance press card holders with commissions for Brazil can enquire about staying at Pousadas within the special collection, outside of high season.

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

Holidaylettings

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

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

Home Base Holidays

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

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

The Inn on Fifth, Naples, Florida

The Inn on Fifth is a luxurious, 87-room boutique hotel located in the heart of downtown Naples in Southwest Florida will be delighted to consider accommodations for Alliance press card holders on assignment. In December 2012, the Inn will offer an additional 32 new club level suites.

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

Ker & Downey Botswana

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

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

La Residencia Mallorca

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

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

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

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

Visit : www.hotelbonsol.es, www.hoteltres.com, www.daltmurada.com and www.hotelmarivent.com.

Contact : Cathryn Hicks at cathryn@douggoodmanpr.com.

The Marriott Paris Champs-Elysees, Paris

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

Visit: www.parismarriott.com

Contact: Bernice Saltzer at bernice@sortedpr.com

Mir Corporation

Mir Corporation will consider offering tours to Alliance press card holders on assignment.

Mir Corporation is a well-established tour-operator specialising in tours to Russia, the Trans-Siberian Railroad and tours to Central Asia.

Visit : www.mircorp.com

Contact : Adam York at adam@sublimepub.com

New York Circle Line Sightseeing Cruises

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

Visit: www.circleline42.com

Contact: Lisa Chamberlain at lisa.chamberlain@btinternet.com

Pembrokeshire, South West Wales

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

Visit : www.pembrokeshire.com

Contact: Pat Edgar PRMatters@dsl.pipex.com

Reykjavik Bike Tours

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

Visit : www.icelandbike.com

Contact : Stefan Helgi Valsson at valsson@centrum.is

The Royal Park and The Cranley, London

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

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

Sail Lofts St Ives

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

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

Shakespeare Country

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

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

St Mary's Hall Hotel, Scilly

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

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

Swaziland and Malawi

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

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

theExplorateur

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

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

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

Three Nelson Hotels in Cheshire, UK

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

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

Tipi Adventure, Herefordshire UK

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

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

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

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

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

Tongabezi Lodge, Zambia

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

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

Visit Dublin

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

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

Visit Orlando

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

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

Wilderness Scotland

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

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

www.cornwallcottages.co.uk

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

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

Travel guides

The following travel publishers will be happy to provide review copies to Alliance members where credit or review will follow.

AA Travel Guides

Visit : www.shop.theaa.com/store/travel-guides.

Contact : Katie Stephens at katie.stephens@theaa.com.

Anova Books

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

Berlitz

www.berlitzpublishing.com.

Bradt Travel

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

Brit's Guide

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

Cicerone

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

Eland Publishing

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

Fisher's Travel SOS

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

Global Travel Publishers

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

Globetrotters LogBook

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

Inn House Publishing

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

Insight

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

In your pocket guides

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

Jane's Smart Art Guides

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

Kuperard Publishers

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

Morris Communications

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

Odyssey Books & Guides

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

Oxygen Books city-lit

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

Rough Guides

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

Summersdale travel publications

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

Take two Books

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

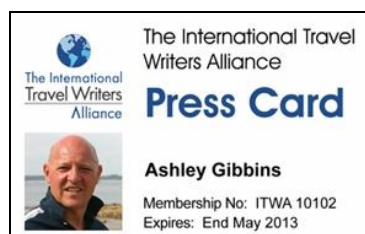
Turnleft

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

Services from the Alliance

The International Travel Writers Alliance Press Card

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



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

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

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

The Global Travel ITWA Prepaid MasterCard

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



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

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

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

The International Travel Writers Alliance

AllWays traveller



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

www.itwalliance.com



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

www.allwaystraveller.com

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