

# The Alliance

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# 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](mailto:Ashley@itwalliance.com)

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[www.itwalliance.com](http://www.itwalliance.com)

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- Opportunities
- New partners and agencies
- News, leads and *What's on*
- Reasons to write about
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## Section two : ongoing opportunities) :

- Travel products and services
- Travel guides

## Appendix one

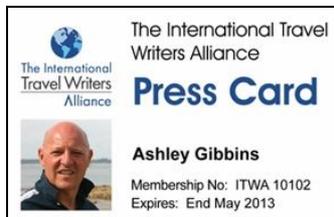
- Ongoing opportunities for Alliance press card holders

## Registering with the Alliance

To register with the Alliance visit : [www.itwalliance.com](http://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](mailto:Ashley@itwalliance.com).

## The Global Travel ITWA Prepaid Master Card



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

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

The card is currently available to UK based journalists only.

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

## Join and follow



[http://www.linkedin.com/groups?gid=2978414&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=2978414&trk=hb_side_g)



[@writersalliance](https://twitter.com/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.**

### Chinzombo, Zambia

Chinzombo; the first sustainable bush camp in Zambia's game-rich South Luangwa National Park opens in March 2013.

Chinzombo comprises six spacious villas, nestled within the shade of ancient trees on a ridge which follows a loop in the Luangwa River, one accommodating a family of at least five and all WiFi-equipped with private plunge pools.

Guests will appreciate a place where both wildlife and natural vegetation flourish, unhindered by vast tracts of landscaping, game fences, roads or other man-made installations.

Visit : [www.normancarrsafaris.com/#!/camps/chinzombo](http://www.normancarrsafaris.com/#!/camps/chinzombo). Contact : Honour Way at [info@honourway.com](mailto:info@honourway.com).

### Newcastle Gateshead Marriott Hotel Metrocentre, UK

Newcastle Gateshead Marriott Hotel Metrocentre has completed a £500,000 refurbishment to its leisure facilities.

The hotel, which is next to the Metrocentre, the biggest shopping centre in Europe, will be happy to host Alliance members who would like to visit the North East of the UK.

Visit : <http://www.marriott.co.uk/hotels/travel/nclgh-newcastle-gateshead-marriott-hotel-metrocentre>

Contact : Bernice Saltzer at [bernice@SortedPR.com](mailto:bernice@SortedPR.com).

### SeaDream Yacht Club's first voyages in Asia

SeaDream Yacht Club has just released full details on its voyages in Asia and Northern Australia, beginning in late 2013.

The twin mega-yachts, *SeaDream II* will sail to Asia for the first time after completing her 2013 Mediterranean season.

The "Passage to the Far East" will depart Athens, Greece in October 2013 and include a transit of the Suez Canal as she sails to Mumbai, India.

From Mumbai, the yacht will sail to Singapore and the Far East, planning to offer 18 unique voyages in the region. Voyages are 7 to 15 days long, but most may be combined as a back-to-back voyage for a lengthier holiday.

Scheduled to stay in Asia through April 2014, itineraries include numerous exotic ports in several different countries including Sri Lanka, Thailand, Malaysia, Singapore, Myanmar (Burma), East Timor, Northern Australia, Indonesia, New Guinea, Vietnam, Cambodia and Hong Kong.

Itineraries include unique calls such as the little-visited islands of the Burmese Mergui Archipelago in the Andaman Sea and Sanya, on Hainan Island in China.

Visit : [www.seadream.com](http://www.seadream.com). Contact : Adrienne d'Annunzio at [adannunzio@seadream.com](mailto:adannunzio@seadream.com).

## 16th Annual Inn to Inn Holiday Cookie and Candy Tour, Washington Valley, NH

8 and 9 December 2012

The Annual Inn to Inn Holiday Cookie and Candy Tour is a two day self-guided tour of 12 inns located in Mt Washington Valley, NH

Inns participating in the tour this year include :

- the Darby Field Inn in Albany
- Riverbend Inn and Brass Heart Inn in Chocorua
- Inn at Crystal Lake and Pub in Eaton
- Covered Bridge House in Glen
- Notchland Inn in Hart's Location
- Glen Oaks Inn in Intervale
- Inn at Ellis River in Jackson
- 1785 Inn & Restaurant
- Eastman Inn, and
- Old Red Inn & Cottages in North Conway.

Each of the inns will feature original holiday cookies and candies.

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

Visit : [www.countryinnsinthewhitemountains.com/holiday\\_cookie\\_tour.htm](http://www.countryinnsinthewhitemountains.com/holiday_cookie_tour.htm). Contact Marti Mayne at [info@maynelymarketing.com](mailto:info@maynelymarketing.com).

## The Rosalie Bay Resort, Dominica

Rosalie Bay Resort is a 28-room eco-luxury and wellness retreat on the Nature Island of Dominica in the Caribbean.

Located along the Atlantic Ocean at the edge of a UNESCO World Heritage site, Rosalie Bay is a pioneer in its environmental efforts.

The resort boasts the largest wind turbine in the region, more than 200 solar energy panels and founded Dominica's first sea turtle conservation program, which just received a prestigious 2012 Travel + Leisure Global Vision Award.

The hand-built sanctuary features an oceanfront spa, wellness program with daily yoga and nature hikes, onyx-lined saltwater pool, organic cuisine, cooking classes and more.

Visit : [www.rosaliebay.com](http://www.rosaliebay.com). Contact: Julie Harper, [julie@madiganpratt.com](mailto:julie@madiganpratt.com)

## Edinburgh's 'Big Ale Festival'

To 18 November.

Seven historic Edinburgh pubs, part of the Nicholsons pubs and restaurants, have come together to host the 'Big Ale Festival' to celebrate the best of traditional brewing.

Seasonal ales on tap will include Hobgoblin, Ghost Ship, and Spooky Moon.

Venues include Deacon Brodies Tavern on the Royal Mile and Haymarket in the city's West End, with cask ales, racked up on the bar, for an authentic straight form the barrel experience.

Other Nicholsons pubs and restaurants in York, Leeds and London are also taking part.

Nicholsons pubs and restaurants in Edinburgh (six venues) and in Glasgow (two) invite Alliance members to visit for review or research leading to a bespoke feature.

Visit [www.nicholsonspubs.co.uk](http://www.nicholsonspubs.co.uk). Contact : Simon Walton at [waltonsg@uwclub.net](mailto:waltonsg@uwclub.net).

## 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](http://www.itwalliance.com).**

### Partners

#### The World Owl Trust

The World Owl Trust works on owl conservation on a global scale, and we have members in many countries around the world.

Its conservation programmes protect populations of endangered owls until their habitat has been restored.

This is the purpose of its Owl Centre. If it succeeds in breeding from the birds we hold they can be reintroduced back into to the wild. This has already been achieved for the European Eagle Owl and British Barn Owl.

The Trust is a registered charity and relies heavily on the generous donations it receives from our members, supporters and visitors to the Centre.

We also run a popular owl adoption scheme.

Visit : [www.owls.org](http://www.owls.org). Steve Richardson @ [steve@owls.org](mailto:steve@owls.org).

#### 40 Berkeley, Chicago USA

Staying at 40 Berkeley provides a great location for enjoying the city all for a price that keeps your wallet full (starting with a huge, free hot breakfast)!

40 Berkeley makes sure to find and organize the best deals, activities and discounts so that you can see the city, make new friends, and experience the local life for next to nothing!

Visit : [www.40berkeley.com](http://www.40berkeley.com). Contact : Bria Schecker at [bschecker@40berkeley.com](mailto:bschecker@40berkeley.com).

#### The Love Loch Lomond Destination Organisation

The Love Loch Lomond Destination Organisation brings together more than 140 businesses from the Loch Lomond and the Clyde Sea Lochs area of Scotland.

These businesses are very keen to welcome Alliance members to the area and can offer a wide range of activities, places to visit and interesting people to interview.

Love Loch Lomond members will be delighted to offer Alliance press card holder accommodation and meals on either a complimentary or negotiable basis, and time will be made available to create an itinerary for any aspect of the Love Loch Lomond area.

Visit : [www.lovelochlomond.com](http://www.lovelochlomond.com). Contact : Johanna Campbell at [Johanna@johannacampbell.com](mailto:Johanna@johannacampbell.com).

#### Moresby Hall, Cumbria UK

Moresby Hall is one of Cumbria's most historic homes. A Grade I listed building (circa 1620) offering stunning country guesthouse accommodation and retaining many of the original features.

This rare property has been described as "one of the most important buildings in Cumbria" by English heritage and "totally unique and welcoming" by so many guests receiving many repeat visits and recommendations.

Moresby Hall enjoys a semi-rural location but is close to Whitehaven, a Georgian market town within the Western Lake District.

With a five star Gold award rating guests are sure of the quality and attention to detail in this fine home.

Visit : [www.moresbyhall.co.uk](http://www.moresbyhall.co.uk). Contact : Jane Saxon at [info@moresbyhall.co.uk](mailto:info@moresbyhall.co.uk).

## News

### VisitBritain – ‘Delivering a golden legacy’

*VisitBritain*, the UK's national tourism agency, has launched a consultation on a growth strategy for inbound tourism to Britain to 2020.

The aim is to be attracting 40 million visitors by 2020, a 3% year on year increase.

The strategy, which looks to build on the showcasing of Britain around the world during the London 2012 Games, sets out four key elements:

**Enhancing Britain's image** : by playing to Britain's strengths – heritage, traditional and contemporary culture – and addressing perceived weaknesses such as natural beauty, food, value and welcome;

**Ensuring Britain is on the shelf** : by working with the travel trade in key markets to ensure Britain is packaged and sold;

**Building on Britain's strong product** : by looking to ensure that destinations can be easily packaged and that Britain continues to meet the expectations of new visitors from growth markets; and

**Making it easier to get to the UK** : by addressing barriers to growth such as aviation capacity and the visa regime.

Visit : <http://www.visitbritain.com>. Responses to shape the final tourism strategy are welcome to [britainstrategyconsultation@visitbritain.org](mailto:britainstrategyconsultation@visitbritain.org). Contact : Mark Di-Toro at [mark.di-toro@visitbritain.org](mailto:mark.di-toro@visitbritain.org).

### South Africa

South Africa has enjoyed a number of successes in the annual World Travel Awards.

The destinations awards included :

- SAA for Best Airline
- 1Time for (Africa's Leading Low Cost Airline)
- Ellerman House & Villa (Africa's Leading Luxury Villa)
- Saxon Boutique Hotel, Villas & Spa (Africa's Leading Luxury Hotel)
- The Blue Train (Africa's Leading Luxury Train)
- Fairmont Zimwali (Africa's Leading Tourism Development Project), and
- Shamwari Game Reserve (Africa's Leading Safari Lodge).

Visit : [www.capetown.travel](http://www.capetown.travel). Contact : Skye Grove at [skye@capetown.travel](mailto:skye@capetown.travel).

## The 2015 Rugby World Cup

The Rugby World Cup is the third largest global sports event and, in 2015, is anticipated to attract 400,000 visitors to England with a worldwide TV audience of four billion.

For regular updates on the tournament, sign up to the England Rugby 2015 newsletter The Front Row.

Visit : [www.rugbyworldcup.com/register/index.html](http://www.rugbyworldcup.com/register/index.html). Contact: Laura Dewar at [Laura.dewar@visitengland.org](mailto:Laura.dewar@visitengland.org).

## Women Who Rock: Washington

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

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

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

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

Visit : [www.CapitalRegionUSA.co.uk](http://www.CapitalRegionUSA.co.uk). Contact : Lisa Cooper at [Lisa.cooper@kbc-pr.com](mailto:Lisa.cooper@kbc-pr.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.**

### Attraction Tickets Direct : nightclub pilgrimage to Las Vegas

Attraction Tickets Direct a running a nightclub pilgrimage to Las Vegas to enable guests to experience their new Las Vegas VIP Nightclub Tours along the Las Vegas strip.

The tour allows party-goers can hop from club to club and experience this nightclub mecca without paying excessive cover charges and waiting in long lines.

Visit : [www.attraction-tickets-direct.co.uk](http://www.attraction-tickets-direct.co.uk). Contact : Kylie Jenkins at [kylie@goshpr.co.uk](mailto:kylie@goshpr.co.uk).

### Delta Dunes, Kenya

Delta Dunes is a health retreat offering miles of beach, fresh sea-food every day and mammoth sand dunes.

The resorts Beach Bootcamp, led by trainers and nutritionists, offer the 'ultimate body blast' with training, body posture assessment and nutritional advice to take away, and a 'retreat with kick-boxing, yoga and more sundowners and mudbaths on the agenda.

Visit : [www.deltadunes.co.ke](http://www.deltadunes.co.ke). Contact : Honour Way at [info@honourway.com](mailto:info@honourway.com).

## The BC Association of Travel Writers

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

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

Visit [www.bcatw.org](http://www.bcatw.org). Contact : Baila Lazarus at [baila@shaw.ca](mailto:baila@shaw.ca).

## UNESCO heritage site in Vietnam's capital to become a cultural park

Thang Long Imperial Citadel in Hanoi is set to be transformed into a cultural and historical park.

The park will cover 45,000sq m including more than 13,000sq m of archeological remains which will be preserved under glass and visible to tourist.

Recognised as a World Heritage Site by UNESCO in 2010, the Thang Long Imperial Citadel was first discovered in late 2002 during excavation work.

It was part of a citadel system built in the 11th century that included the Dai La Citadel, which acted as a defensive rampart; and the Forbidden City, where the king and his royal family lived.

Since its excavation, scientists have unearthed vestiges from the Ly, Tran, Le and Nguyen dynasties and date back as far as the seventh century.

They have also found many objects from the period between the 7th and 9th centuries, when Chinese colonisers ruled Vietnam.

Visit : [www.whc.unesco.org/en/list/1328](http://www.whc.unesco.org/en/list/1328). Contact : Alicia at [ad@verypcc.com](mailto:ad@verypcc.com).

## Walking with Outlaws, Victoria, Australia

Hedonistic Hiking has launched a new day walk exploring the remote bush land of the Upper King Valley in north east Victoria, Australia, once a hideout for Ned Kelly and his outlaws.

The 16 km walk follows a ridge with open views across the King Valley to Harry Power's lookout, the man who famously mentored Ned Kelly in his early years.

Jackie and Mick Parsons own and operate Hedonistic Hiking, a company specialising in fully-guided gourmet walking tours in Australia and Italy.

Visit [www.hedonistichiking.com](http://www.hedonistichiking.com). Contact Jackie Parsons at [info@hedonistichiking.com](mailto:info@hedonistichiking.com).

## Neilson Holidays

Ski tour operator Neilson Holidays has introduced a number of new offerings for the 2012/13 season including :

- Porsche ice driving in Sweden
- stays at the original ICEHOTEL
- a 'Finer Things' dining tour in Whistler northern lights tours, and snowmobile safaris and husky sledding.

Neilson offers 80 ski resorts around the world and to unique and off-the-beaten track destinations.

Visit: [www.neilson.co.uk/ski](http://www.neilson.co.uk/ski). Contact : Josie Self at [JosieS@hillsbalfour.com](mailto:JosieS@hillsbalfour.com).

## **The Moab Adventure Center, Utah**

The Moab Adventure Center, in Eastern Utah, provides active travelers with half, full, and multi-day adventure programmes including : Moab rafting, Hummer safaris, Arches National Park tours, canyoneering, Moab mountain biking, Colorado River jet boat tours, horseback riding and hot air balloon rides.

The Adventure Center also offers Moab lodging and Jeep rentals as well as complete Moab vacation packages.

Its programs are available from March through October.

Visit : [www.westernriver.com](http://www.westernriver.com). Contact : Sara Widness at [sara@widnesspr.com](mailto:sara@widnesspr.com).

## **What's on**

### **The Ramblers Festival of Winter Walks, UK**

22 December 2012 – 6 January 2013

The Ramblers Festival of Winter Walks has three weeks of events across England, Scotland and Wales, with walks starting in the build up to Christmas and marching right into the New Year.

Ramblers volunteers put on these walks to make the most of the winter scenery on offer in Britain.

All walks are free to join.

Visit: [www.ramblers.org.uk/winterwalks](http://www.ramblers.org.uk/winterwalks). Contact : Angelah Sparg at [Angelah.Sparg@ramblers.org.uk](mailto:Angelah.Sparg@ramblers.org.uk).

### **The 2012 Ski and Snowboard Show, Earls Court Exhibition Centre, London**

31 October to 4 November 2012

The Ski and Snowboard Show is the UK's largest consumer winter sports show.

Over 60 top winter destinations, including the resorts participating in the lift pass promotion, will be represented alongside tour operators, independent holiday companies and a variety of winter sports brands and retailers.

Visit : [www.skiandsnowboard.co.uk](http://www.skiandsnowboard.co.uk). Contact : Elaine Jones at [skiandsnowboard@frankpr.it](mailto:skiandsnowboard@frankpr.it).

### **The Active Travel Show, The Outdoors Show, The London Bike Show and the Tullett Prebon London Boat Show, ExCeL London**

17 – 20 January 2013

The 2nd Active Travel Show, returns to ExCeL and runs alongside The Outdoors Show, The London Bike Show and the Tullett Prebon London Boat Show.

The Active Travel Show successfully launched in 2012, The Outdoors Show has been running for 12 years, and The London Bike Show launched in 2011.

Visit : [www.theactivetravelshow.co.uk](http://www.theactivetravelshow.co.uk), [www.thelondonbikeshow.co.uk](http://www.thelondonbikeshow.co.uk) and [www.londonboatshow.com](http://www.londonboatshow.com).  
Contact : Ian Chandler at [Ian@vosmedia.co.uk](mailto:Ian@vosmedia.co.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.**

### **G Adventures**

*Rajasthan Cycling, Summer Trekking in Iceland and Autumn Along the Appalachian Trail* are just three of 25 new trips in *G Adventures'* expanded and enhanced programme of cycling, hiking and multi-activity trips announced for 2013.

*G Adventures* is an adventure travel pioneer offering affordable small group tours, safaris and expeditions to more than 100 countries on all continents.

The number of European trips has increased with 12 new trips on offer including the UK for the first time, with a Cumbria and Lake District trekking trip and a multi-activity Scottish Highlands Adventure.

Additionally, the grading of cycling trips has been made easier to understand with trip difficulty graded as easy, gentle, moderate, challenging or tough.

There are now more than 80 different trips in the active programme, which is made up of cycling, hiking and multi-activity small group adventures, all guided by an expert CEO (chief experience officer).

New trips include:

#### **Rajasthan Cycling**

Experiencing Rajasthan on two wheels cycling through remote villages enjoying the rich and varied history of Northern India.

#### **Summer Trekking in Iceland**

Exploring the ever-changing geographical wonderland of Iceland, trek along the sides of volcanoes and across a frozen glacier and camp behind the mountains in a secluded campsite along the Laugavagur Trail.

#### **Autumn Along the Appalachian Trail**

The fall colours and friendly local hospitality while backpacking through the woods.

Visit [www.gadventures.co.uk](http://www.gadventures.co.uk). Contact : Casey Mead at [caseym@gadventures.com](mailto:caseym@gadventures.com)

### **Adleboden, Switzerland**

The winter season in Adleboden opens on Saturday 15 December 2012 with the Winterylüte party along Dorfplatz.

The Edelwiis Trechlergruppe parades through the Alpine skil village with their heavy, shoulder-mounted bells ringing in the winter.

#### **Night time sledging**

Night time sledging takes place on the TschentenAlp each Saturday from 29 December 2012 to 9 March 2013 and also on Wednesdays during February 2013.

Visit : [www.tschentenalp.ch](http://www.tschentenalp.ch).

## **The AUDI FIS Ski World Cup**

The 57th AUDI FIS Ski World Cup takes places in Adelboden on 12 and 13 January 2013.

The tournament attracts over 40 000 ski fans each year and starts on Friday 11 January with the World Cup Show on Märitplatz.

This open air party gives visitors the chance to meet the competitors before the giant slalom on Saturday, when the world's best male skiers attempt the most challenging of all giant slalom courses.

The slalom race takes place on the Sunday.

Visit : [www.weltcup-adelboden.ch](http://www.weltcup-adelboden.ch)

## **The Swiss Cup Adelboden Mini Tour**

Following a successful introduction last winter, the Swiss Cup Adelboden Mini Tour is now an annual Swiss crosscountry ski elite meet.

It takes place from 18–20 January 2013 and comprises a sprint race in Boden, followed by a long-distance race on Saturday, culminating with the highlight of the event – the mountain race on Sunday.

On TschentenAlp, athletes face a steep downhill descent over 3,5 km in length following a Jagdstart.

Visit : [www.adelboden.ch](http://www.adelboden.ch). Contact : Adrian Roesti at [a.roesti@adelboden.ch](mailto:a.roesti@adelboden.ch).

For the Alliance's AllWays traveller to Adelboden visit :  
[www.allwaystraveller.com/newsletter/AT%20Adelboden.pdf](http://www.allwaystraveller.com/newsletter/AT%20Adelboden.pdf).

## **Grenada**

The Caribbean island of Grenada offers a number of feature opportunities including :

### **Gouyave Fish Fridays**

In the northwest part of the island, Kirani's hometown of Gouyave is known for this weekly event, when music, dance and fresh seafood are the center pieces of a street party.

### **The Grand Etang National Park**

Hikers and trekkers can walk the trails along the rainforested slopes of the Park's central mountains, which has lush flora and fauna, a large crater lake and a variety of wildlife from the Mona monkey to the Antillean crested hummingbird.

### **The National Museum**

Built by the French in 1704 and part of the foundations of the Fort George complex, the museum displays Grenada's historic artifacts and exhibits.

### **Mt. Hartman Dove Sanctuary**

Not far from Woburn Bay, this sanctuary is the home of the protected Grenada Dove. Visitors can learn about the bird, which is unique to Grenada and lives in a dry thorn scrub ecosystem.

### **Belmont Estate**

This estate of 400 acres of lush rolling hills in the north of Grenada is a 300-year-old working plantation.

## **Gouyave Nutmeg Processing Station**

Grenada is the second largest producer of nutmegs, accounting for about 1/3 of the world's supply. Visitors can tour one of the island's largest nutmeg factories and watch the workers select, grade and package the nutmegs.

Visit : [www.grenadagrenadines.com](http://www.grenadagrenadines.com). Contact : Stephanie Worth at [Stephanie@adams-pr.com](mailto:Stephanie@adams-pr.com).

## **Things to do for free in LA**

### **The Griffith Park observatory**

The Griffith Park observatory has much to offer walk-in visitors for no cost with exhibitions and displays. The view from the observatory, which is atop one of the highest hilltops in the park, takes in Los Angeles below the Pacific Ocean beyond

[www.griffithobs.org](http://www.griffithobs.org)

### **The Los Angeles County Museum of Art (LACMA)**

This museum offers a free Friday night Jazz Series where jazz musicians from across the Southern California region play.

### **Clubs without covers**

Great dance spots without cover charges can be found in most neighbourhoods.

In Silver Lake try Akbar, in Los Feliz, The Dresden offers festive live music. Santa Monica's Circle Bar is hot with the twenty-something crowd, and Downtown's 740 offers free Friday night entry before 10:30pm.

### **Chinatown Art Nights**

Chinatown Art Nights happen quarterly and are a draw for local art aficionados. The galleries in this area open their doors, showcasing many up-and-coming talents and also provide complimentary wine and refreshments.

[www.chinatownla.com](http://www.chinatownla.com)

### **Farmer's Markets**

LA has a number of Farmer's Markets which offer free snacks and are the places where chefs seek out the freshest seasonal produce for their cuisine.

The Original Farmers Market is a Los Angeles institution, and has been offering fresh produce, speciality foods and authentic ethnic cuisine to visitors and locals for almost 80 years.

[www.farmersmarketla.com](http://www.farmersmarketla.com)

### **Museums**

Los Angeles boasts over 300 museums and galleries – many of them with free entry. Visitors can explore The Getty, LACMA, the Museum of Contemporary Art (MOCA) and the Huntington with its botanic gardens.

### **Music Festivals**

Los Angeles hosts a variety of music festivals and concert series through to the end of September.

Free events include :

- Summer Music at the Original Farmers Market Universal CityWalk, where the music and entertainment's top emerging and established talent perform in their Music Spotlight Series, and
- the Twilight Dance Series, which takes place on the Santa Monica Pier and showcases a different music genre every week.

Visit [www.discoverlosangeles.com](http://www.discoverlosangeles.com). Contact : Jacinta at [jacinta@rivapr.co.uk](mailto:jacinta@rivapr.co.uk).

## Loch Lomond, Scotland

Loch Lomond is the largest loch in Great Britain by surface area and the second largest (after Loch Ness) by water volume.

Loch Lomond contains many islands, including Inchmurrin, the largest fresh-water island in the British Isles.

The loch is 39 kilometres (24 m) long and a maximum depth of about 190 metres (620 ft). Another of the loch's islands, Inchconnachan is home to a colony of wallaby.

Ben Lomond is the most southerly of Scotland's Munros. On a clear day, it is visible from the higher grounds of Glasgow and eastwards across the low-lying central valley of Scotland; this may have led to it being named 'Beacon Mountain', as with the equally far-seen Lomond Hills in Fife.

Ben Lomond summit can also be seen from Ben Nevis, the highest peak in Britain, over 70 miles (110 km) away.

Ben Lomond may host the most southerly breeding ptarmigan population in Scotland.

### Autumn walking in Loch Lomond

The Loch Lomond area has three of Scotland's Great Trails.

### Three Lochs Way

Linking towns and villages on the west side of Loch Lomond between Balloch and Inveruglas, the Three Lochs Way is a varied, scenic and generally low-level 52 kilometre (32.3 miles) route which can easily be walked in three to four days.

The route also offers lots of attractive and interesting options for people seeking shorter day walks - and with some great downhill sections, mountain bikers are sure to enjoy the Three Lochs Way too. Total ascent over the whole route is approximately 900 metres.

Now with a free smartphone app.

Visit : [www.threelochsway.co.uk](http://www.threelochsway.co.uk)

### The West Highland Way

The 154Km (96 miles) route starts at Milngavie, follows the shores of Loch Lomond, passing Ben Lomond, through Glen Falloch and then on north out of the LLL area.

Visit : [www.west-highland-way.co.uk](http://www.west-highland-way.co.uk).

## Rob Roy Way

This long distance walk (148km/ 92.5 miles) uses part of National Cycle Route 7, forest paths, farmland tracks, dismantled railway track and minor roads. The Rob Roy Way starts at Drymen and passes through Aberfoyle, Callander and then proceeds eastwards out of the LLL area.

Visit : [www.robroyway.com](http://www.robroyway.com).

Visit : [www.lovelochlond.com](http://www.lovelochlond.com). Contact : Contact : Johanna Campbell at [Johanna@johannacampbell.com](mailto:Johanna@johannacampbell.com).

## 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.**

### The Ebrington Arms , Gloucestershire UK

The Ebrington Arms is a 17th Century inn, set in the rolling hills of the Cotswolds at Ebrington Nr. Chipping Campden, Gloucestershire.

The village itself is located in an Area of Outstanding Natural Beauty well known for its walking opportunities.

The pub offers award-winning food (awarded 2 rosettes by The Michelin Guide), award-winning ales (winner of the CAMRA North Cotswolds Pub of the Year three times in a row) and 5 en-suite rooms with countryside views and original features.

Visit : [www.theebringtonarms.co.uk](http://www.theebringtonarms.co.uk). Contact : Anna Sharp at [AnnaSharp@ASharpPR.com](mailto:AnnaSharp@ASharpPR.com).

### About Oriental Residence Bangkok

The Oriental Residence Bangkok offers accommodation surrounded by a lush enclave in the centre of the city.

The residence Feature 145 serviced residences ideal for extended stays, a signature Chinese restaurant, the chic Café Claire and the Play Deck.

The Oriental Residence Bangkok is part of the ONYX Hospitality Group, which operates four hotel brands – Saffron, Amari, Shama and OZO. The Thailand-based hotel management company also manages a portfolio of independently owned or franchised properties throughout Thailand.

ONYX will be delighted to consider providing accommodation for Alliance press card holders on a case by case basis.

Visit [www.onyx-hospitality.com](http://www.onyx-hospitality.com). Contact : Jessica Flood at [jessicaf@hillsbalfour.com](mailto:jessicaf@hillsbalfour.com).

### Seaweed Luxury Villa, Jamaica

The Seaweed Luxury Villa opens as part of Jakes Hotel in the small seaside fishing village of Treasure Beach on Jamaica's south coast.

Jakes is a boutique resort of cottages within the grounds and bespoke villas nearby.

Visit : [www.jakeshotel.com](http://www.jakeshotel.com). Contact : Jen Holman at [jen.holman@bespokehotels.com](mailto:jen.holman@bespokehotels.com).

## Centara Hotels & Resorts

Eleven Centara Hotels & Resorts properties have been listed by TripAdvisor as being amongst the top-ranked hotels in their locality. The rankings are based on ratings supplied by guests and travellers, who mark the properties in a range of five categories, from “excellent” to “terrible”.

The eleven properties are :

- Centara Grand Mirage Beach Resort Pattaya
- Centara Pattaya Hotel and Nova Hotel & Spa Pattaya in Krabi
- Centara Grand Beach Resort & Villas Krabi and Centara Anda Dhevi Resort & Spa in Chaweng
- Centara Grand Beach Resort Samui in Karon Centara Grand Beach Resort Phuket in Trat
- Centara Chaan Talay Resort & Villas Trat on Koh Chang
- Koh Chang Tropicana Resort & Spa in Klaeng
- Centara Sappaya Design Resort Rayong as one of the top B&Bs and on Vietnam’s Phu Quoc Island
- Chen Sea Resort & Spa Phu Quoc.

Centara Hotels & Resorts is Thailand's leading operator of hotels, with 38 deluxe and first-class properties covering all the major tourist destinations in the Kingdom.

A further 16 resorts, Maldives, Vietnam, Bali Indonesia, Sri Lanka and Mauritius Indian Ocean, brings the present total to 54 properties.

Visit : [www.centarahotelsresorts.com](http://www.centarahotelsresorts.com). contact : Kanokros Sakdanares at [kanokrossa@chr.co.th](mailto:kanokrossa@chr.co.th).

## The Ebrington Arms, Chipping Campden, Gloucestershire

The Ebrington Arms is Cotswold country pub offering award-winning food (awarded 2 rosettes by The Michelin Guide) and ales (winner of the CAMRA North Cotswolds Pub of the Year 3 times in a row).

The pub has five en-suite rooms, each with countryside views and original features.

Dating back to 1640, The Ebrington Arms is located in the rolling hills of the Cotswolds and two miles from Chipping Campden, which is in an Area of Outstanding Natural Beauty and known for its walking opportunities.

Visit : [www.theebringtonarms.co.uk](http://www.theebringtonarms.co.uk). Contact : Anna Sharp at [anna@asharppr.com](mailto:anna@asharppr.com).

## Centara Poste Lafayette Resort & Spa Mauritius

Centara Hotels & Resorts has made its first move into Mauritius with the soft opening of Centara Poste Lafayette Resort & Spa Mauritius set for December 2012.

The Republic of Mauritius is an island nation off the southeast coast of Africa, in the Indian Ocean. The island enjoys a rich cultural legacy with its Portuguese, Dutch, French, British and Indian influences and has a diversity of landscapes, whether inland and along its white sand beaches.

Located at Poste Lafayette on the northeast coast of the island, the low-rise Centara Poste Lafayette Resort & Spa has a beach with its own lagoon and reef to one side and a mountain to the other.

It is a one-hour drive from the island's Sir Seewoosagur Ramgoolam International Airport, which has worldwide connections via airlines that include British Airways, Air France, Emirates, and the domestic airline Air Mauritius.

Visit : [www.centarahotelsresorts.com](http://www.centarahotelsresorts.com). Contact : Sharan Berry at [sharanb@avenuesales.co.uk](mailto:sharanb@avenuesales.co.uk).

## In Vietnam

Ampersand Travel, the expert Southeast Asian tour operator, highlights new hotel openings and attractions in Vietnam.

### **Angsara Lang Co**

The latest outpost of this small hotel group, Angsara Lang Co is to launch this November against a backdrop of the white sands of Lang Co beach and the peaks of the Truong Son Mountains.

Visit : [www.angsara.com](http://www.angsara.com).

### **InterContinental Danang Sun Peninsula Resort**

Located in the rainforest-covered mountains of the Son Tra Peninsula, the Bill Bensley-designed InterContinental Danang Sun Peninsula Resort opened in May this year.

Visit : [www.ichotelsgroup.com](http://www.ichotelsgroup.com).

### **Nam Hai, Hoi An**

Located on Vietnam's China Beach, The Nam Hai has is located in an old fishing village decorated with colourful lanterns and crumbling temples.

Visit : [www.themanhai.com](http://www.themanhai.com).

### **The Metropole in Hanoi**

The Metropole, a French colonial-style hotel, has opened a wartime bomb bunker up to tourists and guests who are keen to explore the city's recent past.

This bunker was discovered by construction workers in 2011. In the debris they found old wine bottles, still intact light bulbs, graffiti and other eerie reminder of the war that ended almost forty years ago.

Visit : [www.sofitel.com](http://www.sofitel.com).

Visit : [www.ampersandtravel.com](http://www.ampersandtravel.com). Contact : Alicia at [ad@verypcc.com](mailto:ad@verypcc.com).

## **Andaz Amsterdam Prinsengracht**

The five star Amsterdam Prinsengracht will open on 23 November 2012, on the site of the former public library. The hotel is located by the Prince Canal - part of the canal ring that was added to the UNESCO World Heritage List in 2010.

The Andaz group has hotels in London, New York and Shanghai.

Visit : [www.amsterdam.prinsengracht.andaz.com](http://www.amsterdam.prinsengracht.andaz.com). Contact : Emma Powell at [Emma@grifcopr.com](mailto:Emma@grifcopr.com).

## **The Arch London**

The Arch London was inspired by the nearby London landmark, Marble Arch, and the local neighbourhood. It spans seven Grade II-listed townhouses and two mews homes.

Installations of commissioned art by emerging British artists can be found throughout the hotel.

The Arch London has achieved several awards this year, having been voted one of the Top 25 Trendiest Hotels in the UK on TripAdvisor and Most Popular UK Hotel by members of Small Luxury Hotels of the World.

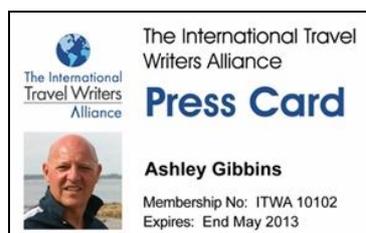
Visit : [www.thearchlondon.com](http://www.thearchlondon.com). Contact : Jenni at [jenni@rivapr.co.uk](mailto:jenni@rivapr.co.uk).

## Section two : ongoing opportunities

### Travel products and services

#### The International Travel Writers Alliance Press Card

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



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

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

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

#### The Global Travel ITWA Prepaid MasterCard

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



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

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

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

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

## Travel guides

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

### AA Travel Guides

Visit : [www.shop.theaa.com/store/travel-guides](http://www.shop.theaa.com/store/travel-guides).  
Katie Stephens at [katie.stephens@theaa.com](mailto:katie.stephens@theaa.com).

### Anova Books

[www.anovabooks.com](http://www.anovabooks.com). Helen Ponting at  
[hponting@anovabooks.co](mailto:hponting@anovabooks.co)

### Berlitz

[www.berlitzpublishing.com](http://www.berlitzpublishing.com).

### Bradt Travel

[www.bradtguides.com](http://www.bradtguides.com). Rachel Fielding at  
[rachel.fielding@bradtguides.com](mailto:rachel.fielding@bradtguides.com)

### Brit's Guide

[www.foulsham.com](http://www.foulsham.com). Margaret Lashbrook at  
[margaret.lashbrook@lineone.net](mailto:margaret.lashbrook@lineone.net) or Sue Wilkins at  
[wilkins@foulsham.com](mailto:wilkins@foulsham.com).

### Cicerone

[www.cicerone.co.uk](http://www.cicerone.co.uk). Contact : Sarah Spencer at  
[sarah@cicerone.co.uk](mailto:sarah@cicerone.co.uk)

### Eland Publishing

[www.travelbooks.co.uk](http://www.travelbooks.co.uk). Barnaby Rogerson at  
[barnaby@travelbooks.co.uk](mailto:barnaby@travelbooks.co.uk).

### Fisher's Travel SOS

[www.fisherstravelsos.com](http://www.fisherstravelsos.com). Furgan Syed at  
[furqan.syed@fisherstravelsos.com](mailto:furqan.syed@fisherstravelsos.com).

### Global Travel Publishers

[www.africa-adventure.com](http://www.africa-adventure.com). Kate Bandos at  
[kate@ksbpromotions.com](mailto:kate@ksbpromotions.com).

### Globetrotters LogBook

[www.globetrotterslogbook.com](http://www.globetrotterslogbook.com). Giedo Claes at  
[giedo@globetrotterslogbook.com](mailto:giedo@globetrotterslogbook.com)

### Inn House Publishing

[www.innhousepublishing.com](http://www.innhousepublishing.com). Kathryn McWhirter at  
[kathrynmcwhirter@btopenworld.com](mailto:kathrynmcwhirter@btopenworld.com).

### Insight

[www.insightguides.com](http://www.insightguides.com). Julia Spence at  
[julia.spence@ukonline.co.uk](mailto:julia.spence@ukonline.co.uk).

### In your pocket guides

[www.inyourpocket.com](http://www.inyourpocket.com). Craig Turp at  
[editor@inyourpocket.com](mailto:editor@inyourpocket.com).

### Jane's Smart Art Guides

[www.JanesSmartArt.com](http://www.JanesSmartArt.com). Jane McIntosh  
at [MJM@JanesSmartArt.com](mailto:MJM@JanesSmartArt.com)

### Jonglez Publishing

[www.jonglezpublishing.com](http://www.jonglezpublishing.com). Alexandre They at  
[alexandre@editionsjonglez.com](mailto:alexandre@editionsjonglez.com).

### Kuperard Publishers

[www.kuperard.co.uk](http://www.kuperard.co.uk). Contact : Geoffrey Chesler at  
[geoffreychesler@btinternet.com](mailto:geoffreychesler@btinternet.com).

### Morris Communications

[www.themilepost.com](http://www.themilepost.com). Contact Kate Bandos at  
[kate@ksbpromotions.com](mailto:kate@ksbpromotions.com).

### Odyssey Books & Guides

[www.odysseypublications.com](http://www.odysseypublications.com). Contact : Caroline  
Eden at [caroline@odysseypublications.com](mailto:caroline@odysseypublications.com)

### Oxygen Books city-lit

[www.oxygenbooks.co.uk](http://www.oxygenbooks.co.uk) Malcom Burgess at  
[malcolm@oxygenbooks.co.uk](mailto:malcolm@oxygenbooks.co.uk)

### Rough Guides

[www.roughguides.com](http://www.roughguides.com). Contact :  
[press@roughguides.com](mailto:press@roughguides.com)

### Summersdale travel publications

[www.summersdale.com](http://www.summersdale.com). Contact : Dean  
at [dean@summersdale.com](mailto:dean@summersdale.com).

### Take two Books

[www.taketwobooks.com](http://www.taketwobooks.com) Sarah Duvalle at  
[Sarah@taketwobooks.com](mailto:Sarah@taketwobooks.com).

### Turnleft

[www.turnleftguides.com](http://www.turnleftguides.com) Contact: Nick Buteau at  
[nick@turnleftguides.com](mailto:nick@turnleftguides.com)

## 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](http://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](http://www.allwaystraveller.com)

**Ashley Gibbins** FCIPR, MCIOJ  
0776 419 8286  
[Ashley@itwalliance.com](mailto:Ashley@itwalliance.com)



# Appendix one

## Ongoing 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](mailto:Ashley@itwalliance.com)

### Opportunities

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

### **40Berkeley, Boston**

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

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

Visit : [www.40Berkeley.com](http://www.40Berkeley.com)  
Contact : Oliver Mernick-Levene at [40berkeleyhostel@gmail.com](mailto:40berkeleyhostel@gmail.com).

### **Adventure Cat Sailing, San Francisco Bay**

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

Visit : [www.adventurecat.com](http://www.adventurecat.com)  
Contact : Sharon Schrum at [sharon@adventurecat.com](mailto: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](http://www.africasafariholidays.net)  
Contact : Agnes Njagi at [info@africasafariholidays.net](mailto: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](http://www.visitbath.co.uk)  
Contact : Audra McSherry at [audra\\_mcsberry@bathtourism.co.uk](mailto: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](http://www.broadwaycollection.com)  
Contact : Della Tully at [Della.Tully@btinternet.com](mailto:Della.Tully@btinternet.com)

### **BusyBus, Liverpool & Chester, UK**

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

Visit: [www.busybus.co.uk](http://www.busybus.co.uk)  
Contact : Vera de Ruiter: [vera@busybus.co.uk](mailto: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](http://www.castleinncumbria.co.uk)  
Contact : Samantha Marsh at [samantha@infinitypublicrelations.co.uk](mailto: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](http://www.champagne-ardenne-tourism.co.uk)  
Contact: Doug Goodman at [doug@douggoodmanpr.com](mailto: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](http://www.charminghotelsmadeira.com)  
Contact: Antonio Silva at [asilva@charminghotelsmadeira.com](mailto: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](http://www.ciclismoclassico.com)  
Contact : Adam York at [adam@sublimepub.com](mailto:adam@sublimepub.com)

### **City Running Tours-Chicago**

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

Visit : [www.cityrunningtours.com/chicago](http://www.cityrunningtours.com/chicago)  
Contact : Marlin Keesler at [marlin@cityrunningtours.com](mailto:marlin@cityrunningtours.com)

## EUROPA-PARK

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

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

Visit : [www.europapark.com](http://www.europapark.com)  
Contact : [presse@europapark.com](mailto:presse@europapark.com).

## Experience Nottinghamshire

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

Website: [www.experiencenottinghamshire.com/robin-hood](http://www.experiencenottinghamshire.com/robin-hood)  
Contact: Erin Huckle at [erin.huckle@experiencenottinghamshire.com](mailto:erin.huckle@experiencenottinghamshire.com)

## Focus Hotels

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

Visit : [www.focushotels.co.uk](http://www.focushotels.co.uk)  
Contact : Nat Frogley at [nat@bacall.net](mailto: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](http://www.frontier-canada.co.uk) and [www.frontier-ski.co.uk](http://www.frontier-ski.co.uk)  
Contact: Dave Ashmore at [dave@frontier-travel.co.uk](mailto: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](http://www.frontierstravel.com)  
Contact : Adam York at [adam@sublimepub.com](mailto:adam@sublimepub.com)

## Generator Hostels

Generator Hostels is a European hostel chain with properties located in Berlin, Copenhagen, Dublin, Hamburg, London and Venice. The group has over 4,500 beds in Europe and attracts over 1.2million visitors worldwide each year. Adding to the chain will be a hostel in Barcelona, and another in Berlin Mitte, both in 2013.

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

Visit : [www.generatorhostels.com](http://www.generatorhostels.com).  
Contact : Christien Jansen at [Christien.Jansen@generatorhostels.com](mailto:Christien.Jansen@generatorhostels.com).

## Great Hotels of the World

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

Visit : [www.ghotw.com](http://www.ghotw.com)  
Contact : Ashleigh Silverman at [asilverman@ghotw.com](mailto: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](http://www.haweswaterhotel.com)  
Contact : Samantha Marsh at [samantha@infinitypublicrelations.co.uk](mailto: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.helpfulholidays.com](http://www.helpfulholidays.com)  
Contact: Pat Edgar at [PRMatters@dsl.pipex.com](mailto: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](http://www.hiddenpousadasbrazil.com)  
Contact : Fola Odumosu at [foa@hiddenpousadasbrazil.com](mailto:foa@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](http://www.holidaylettings.co.uk)  
Contact: Emilie and Kate on [press@holidaylettings.co.uk](mailto: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](http://www.homebase-hols.com)  
Contact : Lois Sealey at [info@homebase-hols.com](mailto:info@homebase-hols.com)

### **The Inn on Fifth, Naples, Florida**

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

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

Visit : [www.innonfifth.com](http://www.innonfifth.com)  
Contact : Katharina Lane at [katharina@hayworthcreative.com](mailto:katharina@hayworthcreative.com)

### **Kempinski Hotels worldwide**

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

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

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

Visit: [www.kempinski.com](http://www.kempinski.com)  
Contact: Hilary Philpott at [hilary.philpott@kempinski.com](mailto:hilary.philpott@kempinski.com)

### **Ker & Downey Botswana**

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

Visit : [www.kerdowneybotswana.com](http://www.kerdowneybotswana.com)  
Contact : Honour Schram de Jong at [honour@honourway.com](mailto: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](http://www.laresidencia.com)  
Contact : Louise Davis at [louise.davis@laresidencia.com](mailto:louise.davis@laresidencia.com)

### **Love Loch Lomond, Scotland**

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

Visit: [www.lovelochlomond.com](http://www.lovelochlomond.com)  
Contact: Johanna Campbell at [Johanna@johannacampbell.com](mailto:Johanna@johannacampbell.com)

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

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

Visit : [www.hotelbonsol.es](http://www.hotelbonsol.es), [www.hoteltres.com](http://www.hoteltres.com), [www.daltmurada.com](http://www.daltmurada.com) and [www.hotelmarivent.com](http://www.hotelmarivent.com).

Contact : Cathryn Hicks at [cathryn@douggoodmanpr.com](mailto: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](http://www.parismarriott.com)

Contact: Bernice Saltzer at [bernice@sortedpr.com](mailto: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](http://www.mircorp.com)

Contact : Adam York at [adam@sublimepub.com](mailto: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](http://www.circleline42.com)

Contact: Lisa Chamberlain at [lisa.chamberlain@btinternet.com](mailto:lisa.chamberlain@btinternet.com)

## **OAM Hotels**

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

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

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

Visit : [www.oamhotels.com](http://www.oamhotels.com)

Contact : Jessica Flood AT [JessicaF@hillsbalfour.com](mailto:JessicaF@hillsbalfour.com).

## **The Oetker Collection - Masterpiece Hotels**

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

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

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

Visit : [www.oetkercollection.com](http://www.oetkercollection.com)  
Contact : Julia Perowne at [jp@verypcc.com](mailto:jp@verypcc.com)

## **Pembrokeshire, South West Wales**

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

Visit : [www.pembrokeshire.com](http://www.pembrokeshire.com)  
Contact: Pat Edgar [PRMatters@dsl.pipex.com](mailto: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](http://www.icelandbike.com)  
Contact : Stefan Helgi Valsson at [valsston@centrum.is](mailto:valsston@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](http://www.theroyalpark.com) and [www.thecranley.com](http://www.thecranley.com)  
Contact : Li Boatwright at [Li@storringtoncommunications.com](mailto:Li@storringtoncommunications.com)

## **Rushton Hall Hotel and Spa, Northamptonshire**

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

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

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

Visit : [www.rushtonhall.com](http://www.rushtonhall.com)  
Contact : jacky Mcaulay at [j.Mcaulay@rushtonhall.com](mailto:j.Mcaulay@rushtonhall.com).

## Sail Lofts St Ives

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

Visit: [www.thesaillofts.co.uk](http://www.thesaillofts.co.uk)  
Contact: Peter Hutchinson at [peter@thesaillofts.co.uk](mailto:peter@thesaillofts.co.uk)

## Shama and Shama Luxe

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

### Shama:

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

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

### Shama Luxe:

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

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

Visit : [www.shama.com](http://www.shama.com)  
Contact : Jessica Flood AT [JessicaF@hillsbalfour.com](mailto:JessicaF@hillsbalfour.com).

## Shakespeare Country

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

Visit : [www.Shakespeare-Country.co.uk](http://www.Shakespeare-Country.co.uk)  
Contact : Tanya Aspinwall at [tanya@marketingaloud.co.uk](mailto: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](http://www.stmaryshallhotel.co.uk)  
Contact : Karen Baker at [karen@mercury-pr.co.uk](mailto: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](http://www.thekingdomofswaziland.com) and [www.malawitourism.com](http://www.malawitourism.com)  
Contact: Kelly White at [tourism@geo-group.co.uk](mailto: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](http://www.theExplorateur.com)  
Contact Gabriella Ribeiro Truman at [gabriella@trumarketing.com](mailto: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](http://www.grosvenorpulfordhotel.co.uk), [www.thepheasantinn.co.uk](http://www.thepheasantinn.co.uk) and  
[www.thebearspaw.co.uk](http://www.thebearspaw.co.uk)  
Contact : Karen Floyd at [karen.floyd@symmetrypr.com](mailto: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](http://www.tipiadventure.co.uk)  
Contact : Samantha Marsh: [samantha@infinitypublicrelations.co.uk](mailto: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](http://www.tongabezi.com)  
Contact : Honour Schram de Jong at [honour@honourway.com](mailto: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](http://www.visitdublin.com) and [www.dublinpass.com](http://www.dublinpass.com)  
Contact : Catherine McCluskey at [Catherine.mccluskey@failteireland.ie](mailto: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](http://www.VisitOrlando.com/media)  
Contact : Amy Rodenbrock at [amy.rodenbrock@visitorlando.com](mailto:amy.rodenbrock@visitorlando.com)

## VisitCornwall

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

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

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

Visit : [www.visitcornwall.com](http://www.visitcornwall.com)  
Contact : Julia Hughes [julia.hughes@visitcornwall.com](mailto:julia.hughes@visitcornwall.com)

## Welcome to Yorkshire

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

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

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

Visit : [www.yorkshire.com/mediacentre](http://www.yorkshire.com/mediacentre)  
Contact : Graham Poucher at [gpoucher@yorkshire.com](mailto:gpoucher@yorkshire.com)

## Wilderness Scotland

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

Visit : [www.wildernessscotland.com](http://www.wildernessscotland.com)  
Contact: Ben Thorburn at [ben@wildernessscotland.com](mailto:ben@wildernessscotland.com)

[www.cornwallcottages.co.uk](http://www.cornwallcottages.co.uk)

[www.cornwallcottages.co.uk](http://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](http://www.cornwallcottages.co.uk)  
Contact: Jess Money at [jess@suebradburypr.com](mailto:jess@suebradburypr.com)

## The International Travel Writers Alliance



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

[www.itwalliance.com](http://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](http://www.allwaystraveller.com)



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