



MAGAZINE

HOTEL
LIVING LIKE A KING
AT THE KAHALA

BUSINESS SENSE
HOW TO MAKE
EVENTS PROFITABLE

MICE
ON LOCATION
TEAM BUILDING

TAKING PRIDE
**LUCILLE
SIVE**

CEO OF THE TRAVEL
CORPORATION'S AFRICA DIVISION

**"Hard work is what
it takes. There's no
easy route."**



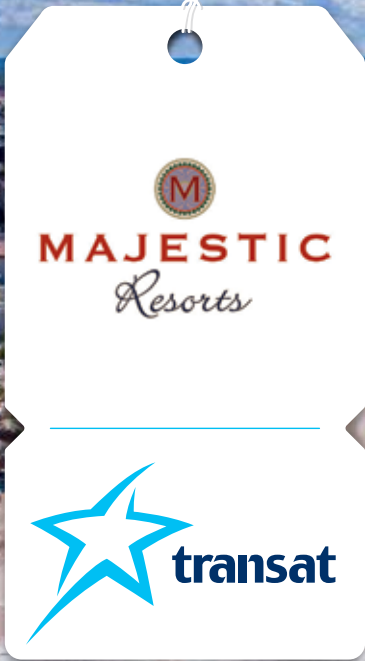
CRUISE INDUSTRY

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Letter *from the* publisher



The wonderful world of cruises

You may have noticed that this year, we've decided to help you in your work by presenting a series of practical guides on cruises: European cruises, river cruises, family cruises, cruise weddings, and, in this issue, international ports of call. And that's not to mention, of course, our inclusion of an entire section dedicated to the cruise industry.

The reason for this is the ever-growing popularity of the cruise sector, which shows no sign of running out of steam; quite the opposite, in fact.

The latest data from Cruise Lines International Association (CLIA) anticipates that 27.2 million international passengers will cruise in 2018 – about 10 million more than in 2009. This should leave little doubt for travel agencies: it is a growing niche, and therefore an important source of income for you.

Such is the increasing appeal of cruising that I myself envisage embarking on my very first cruise this year. Our guides have opened my eyes to this universe, and the opportunity it offers to see a whole new world in a short period of time.

I am someone who likes to tick visited places off a map of the world, but I don't necessarily want to spend two weeks in the same country; there are several regions where I would like to make a quick stop, without lingering for too long. I like things to move quickly. In my eyes, then, the world of cruising offers a sea of possibilities, if you'll pardon the pun. Visiting several countries and several cities within a single journey – it's my dream trip!

Of course, there are so many different options within the cruise sector that it is sometimes difficult to navigate. River or ocean cruise? Expedition, luxury or family cruise? Who offers what, and for which clientele?

It's a good thing that I, like you, can count on our indispensable cruise guides to help explain and demystify the world of cruising and all the possibilities it offers! Turn to page 25 for a comprehensive insight into the world's various ports of call, to help you recommend as the starting point to your customers' next adventure.

This month, we also meet CEO of The Travel Corporation's Africa Division, Lucille Sive, who takes us through her passion for adventure, her beginnings in the travel industry, and the importance of making a difference and giving back to society. We also delve into the Romanian city of Sibiu and take a closer look at Hawaii's Kahala Hotel & Resort.

We will meet again in September; until then, I wish our dear readers a happy summer season!

*Vice-President, Publishing, Media,
Marketing & Development*

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BUSINESS MEETING

TAKING PRIDE

The Travel Corporation's
Lucille Sive on adventure, safaris and the
importance of making the world a better
place, one small step at a time

By **Blake Wolfe** | Photos by **Massimiliano Galassi**



It's been quite the adventure for Lucille Sive.

Helming both the Lion World Travel and African Travel brands as CEO of The Travel Corporation's Africa Division, Sive has been on safari, so to speak, for more than 35 years, seeking out the top Africa product for the company in a wilderness of travel offerings.

In fact, it was partly the thrill of the journey which led Sive and husband Robert to Canada in 1982, just six months after the couple married and decided to uproot from a South Africa which was still several years away from the end of its apartheid era.

"We were young and we wanted to travel," Sive recalls. "We were looking for an adventure and we weren't happy with the way things were in South Africa with apartheid. [We chose Canada because] my husband had been here before and had a lot of friends here."

Sive's entry into the world of travel came about shortly after arriving in Canada. Originally a teacher specializing in math, speech and drama, Sive decided that rather than re-qualify to teach in the Ontario curriculum, she would pursue a different career path.

After taking a tourism industry course, Sive first found work as a reservations agent with now-defunct low-cost carrier People Express Airlines. After deciding that the lengthy bus ride from Toronto to Hamilton each morning was too far, she took on a travel agent job at

an agency closer to home – only to be laid off three months into the new role.

"It was the worst experience!" Sive laments of the travel agency.

However, the real adventure was just about to begin. A small tour operator named Lion World had an opening in its marketing department and, as Sive says, "it grew from there."

"The owner eventually asked if I would run the company. A few years later,

we bought Lion World with a partner in 1998 and the rest is history."

Early lessons

Before Lion World joined the TTC portfolio of brands in 2005, Sive recalls a different time when limited staff and resources necessitated a working knowledge of all areas of the business.

"When I got involved with Lion World, there were only five people – or more accurately, there were four-and-a-half, as our accountant was part-time. →

EXPLORING AFRICA WITH LUCILLE SIVE

With Sive regularly travelling throughout Africa over the course of her career, two particular experiences stand out to her:

"One of my favourites was going to the Sabi Sabi game reserve in South Africa with my mom," Sive recalls. "We were sitting in a vehicle and there was a lioness right next to us. She was growling and then we heard a tiny mewling sound – which was a lion cub! The game ranger said that they're newborns and she'll never let us see them. She then turned around with a cub in her mouth and she moved each of them one at a time – four times in total! Our entire group was in tears."

"Another time, we were flying up the Skeleton Coast of Namibia in a little plane. On one side, there were seals in the water and on the other were sand dunes – with elephants running down them! It was hard to decide which way to look."

And as with many travel companies offering Africa product, Sive says that following the success of the recent superhero film Black Panther, Lion World has received a number of inquiries about travel to Wakanda, the fictional African nation in which the film is set. Sive's response?

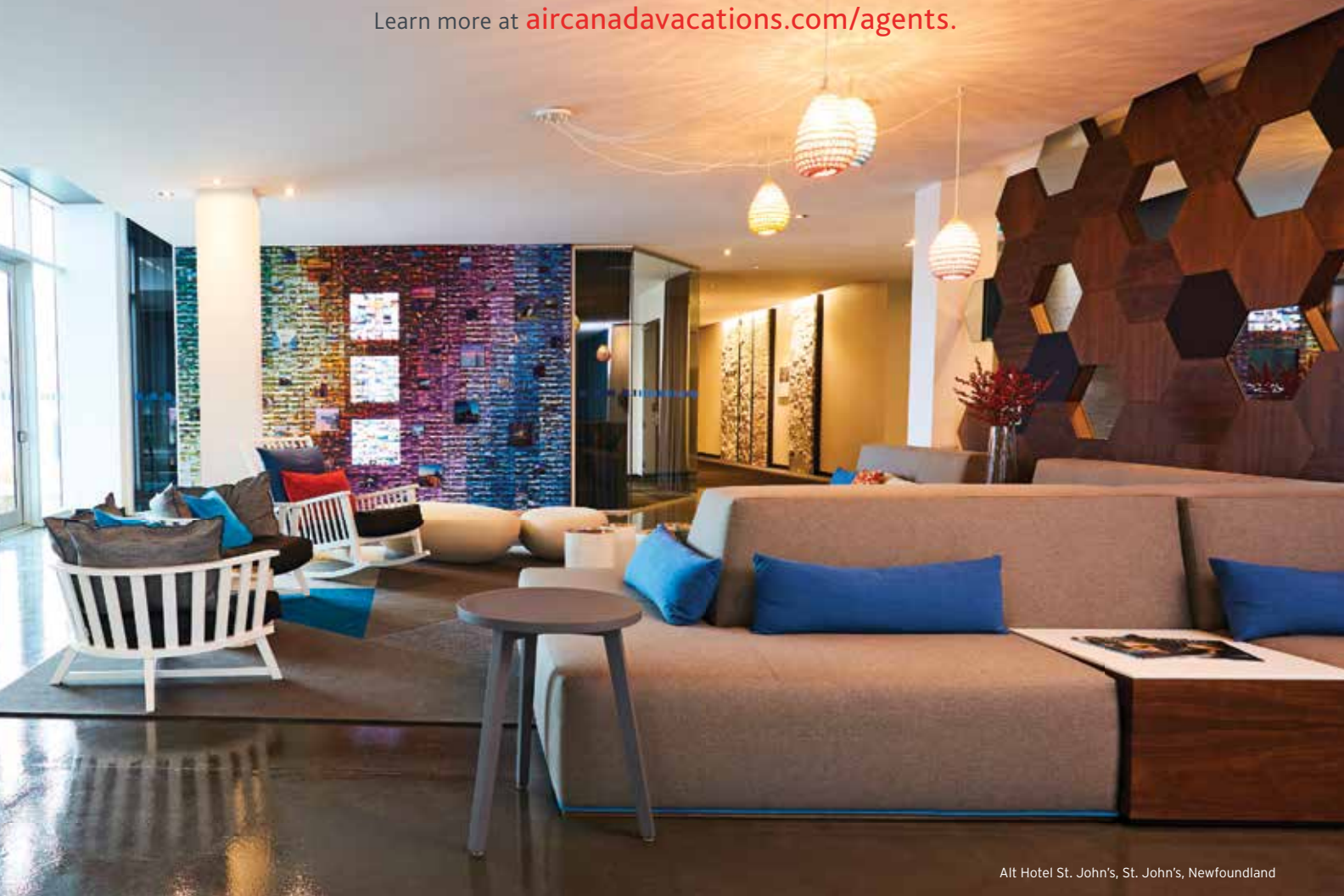
"I tell them that the real Africa is even better!" she jokes.

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Alt Hotel St. John's, St. John's, Newfoundland



“ The owner eventually asked if I would run the company. A few years later, we bought Lion World with a partner in 1998 and the rest is history.”



I did everything – accounts, BSP (billing & settlement plan), took bookings; I was like one of those cartoons where you have a phone in each hand!

“It was fun. We built up the business and started off mainly as VFR (visiting friends and relatives). We did a lot of air-only and from there it kind of evolved, adding tours and more countries. We’re now seen as one of the top tour operators to Africa from North America. I love the company and I enjoy being part of TTC, which has taken us to the next level.”

Those early days taught Sive a pair of valuable lessons which she still applies to her current role and imparts to her staff on a regular basis.

“Never take yourself too seriously; you never want to be more important

than the job,” she says. “Also, hard work is what it takes. There’s no easy route. I learned every single aspect of the business by doing every job – not necessarily as well as someone else can, but it helps give me perspective.

“That’s the important thing for staff – to lead by example. You need to be

able to show people that you can do something and you never get people to do something that you wouldn’t do yourself.”

Sive takes a similarly thorough approach to customer service. With today’s safari guest becoming increasingly sophisticated (“We talk a lot about

'glamping,'" Sive says of the safari experience in 2018), it's all about the finer points of the journey.

"It's the little things that matter," she says. "The big things take care of themselves but it's the little things that people remember. We try to make sure that we give the best service we can. It's something we discuss weekly in our meetings... At one point, [travel to Africa] was perceived as only a trip for the wealthy, that it was too expensive for just anyone. Now, the demographic has widened to anyone from 20- to 80-somethings."

Giving back

Just as important as customer service is making sure the destinations in which TTC operates are maintained for local residents and future travellers alike. Through The TreadRight Foundation, a charitable initiative supported by TTC's family of brands, a number of efforts have taken place in the company's African destinations to increase sustainability, empower the local community and preserve wildlife. Through TTC's partnership with Canadian NGO Me to WE, Lion World also offers a Kenya itinerary which allows guests to participate in projects such as building classrooms and clean water systems.

"We need to give back," Sive says. "On every one of our trips, we try and have some portion with a sustainability aspect, particularly for women. For our gifting, we get women from the local community, who wouldn't have jobs otherwise, to create beaded

animals or dolls. It also gives something to our guests to remind them of the experience."

A cause near and dear to Sive is rhino conservation. Lion World and TreadRight have taken on a number of such projects through the Wildlife Initiative to combat rhino poaching, from fundraising through the sale of bracelets produced by non-profit Relate to the purchase of the Bat Hawk, a light aircraft used to quietly monitor wildlife populations – and deter poachers – from the skies over Shamwari Game Reserve in South Africa.

"They needed something quiet to fly over and spot poachers and at Shamwari, there's been no poaching of rhinos in the last five years," she explains.

And with future generations of travel professionals one day setting out to explore the industry, Sive reflects on what helped turn her first steps into a lifelong journey.

"(You need to) really work hard and love people and new experiences," she says. "These days, digital savvy comes into play but the biggest thing is to be a people person."

"I love travelling and what it teaches you when you go to different cultures and environments. I love Africa and I find that I love it even more now that I don't live there. You can take the African out of Africa but you can't take Africa out of the African." ●



Awards & achievements

Throughout her travel career, Sive has been recognized for her hard work in promoting Africa travel with a number of honours:

The 2010 Mike Ness Award – an honour presented by TTC "to an individual within The Travel Corporation who exemplifies aggressiveness in finding new sources of business, living 'never say never' and who has an outstanding bottom-line focus, Lucille was recognized by an audience of her international peers," as described by the company.

The Ubuntu Awards – presented by South African Tourism, the awards recognized Sive in 2012 with the Career Achievement Award for promoting the country as a premier travel destination. In addition, Sive and Lion World Travel were also recognized as Top Producing Tour Operator for a record five consecutive years.

HOW TO MAKE EVENTS PROFITABLE

By Jean-François Venne



One of the complications with measuring ROI from events is that it's not as straightforward as counting clicks on an online ad. Sales, for example, do not always end at an event; they will often come weeks, or even months, later. In the same way, we can tally up the number of people who said they were open to being contacted at a later date – but how many of these are real prospects? Sometimes it may take two or three events to tempt a future client, which complicates the evaluation of the value of a single event.

In order, then, to get an idea of the return on investment from individual events, it's

Promotional events constitute an important driver of business development, but we have to make sure that we get what we pay for. How can we evaluate, and maximize, the return on investments in events?

“The two main objectives of a promotional event are to make the brand known and to recruit the largest possible number of potential customers,” explains Chantal Neveu, marketing specialist at Cn2 Communication. “Therefore, we analyze the return on investment based on these goals.”

The number of new customers and key contacts made at an event – and increased year-over-year traffic at your

“On average, I find that companies that strive to prepare a promotional event based on specific objectives multiply their sales by three, and sometimes more.”

– Julien Roy, president of Marketing Face à Face inc.

booth for periodic events like annual trade shows – are good measures of a successful event, but they can be difficult to quantify. “Ideally, it would be good to measure all that, but companies find it complex,” adds Neveu.

a good idea to calculate how much the event cost the company and compare it with revenues gained from it – not only in the immediate aftermath but in the following weeks and months. If participating in an event costs \$15,000 and you find 150 potential customers, they will have cost you \$100 each. If you have a conversion rate of 20 per cent – that is, you make 30 actual sales – each sale will have cost you \$500. It also shows that you can boost ROI by trying to lower the costs of your events.

Become the master of conversion

The weeks following an event are crucial, so companies should always develop a good strategy for following

up to increase their conversion rate. However, Julien Roy, president of Marketing Face à Face inc., notes that "few do it effectively."

To make a good follow-up, it's essential to understand the needs of customers. Trade shows are not just about providing information on your products and services; they are also an opportunity to listen to potential customers. The follow-up must therefore be personalized and focused on the needs of the client, rather than general and vague. We must also learn to give priority to the most serious prospects; they should be contacted soon after the event.

An interesting approach is to offer a promotion in the wake of an event. This might entail offering a certain percentage of discount to people who sign an agreement with you at an event or in the following week. The discount

could decrease by half in the second week and eventually disappear. You could also offer the customer a product or bonus service in the weeks following the event, which justifies the follow-up and is a good way to start the discussion.

"On average, I find that companies that strive to prepare a promotional event based on specific objectives multiply their sales by three, and sometimes more," Roy concludes. ●



Jean-François Venne

Independent journalist specializing in the field of business

In 2016, **91 per cent of potential real customers in North America** said that events and trade shows are their primary source of information to make purchasing decisions.

Source: Centre for Exhibition Industry Research

48 per cent of visitors to promotional events say that in-person interactions are more valuable now than two years ago.

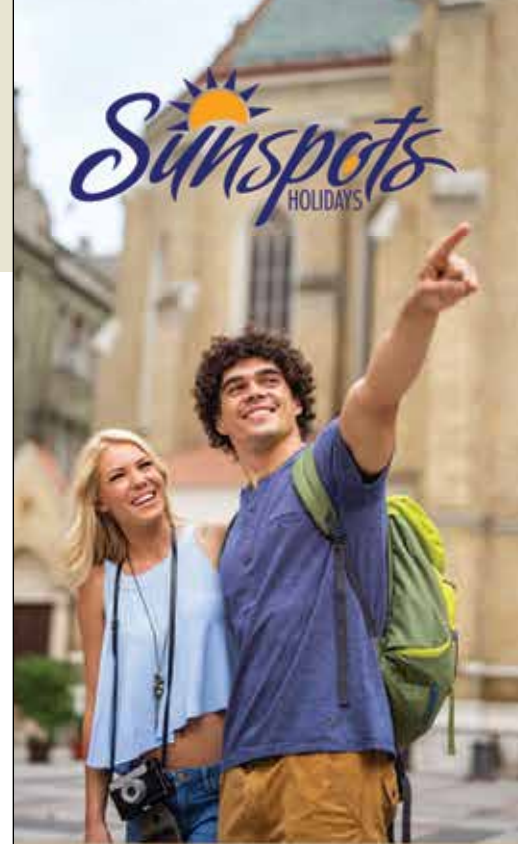
Source: Centre for Exhibition Industry Research - bit.ly/15TradeShowStats

50 per cent of marketers say the main reasons to hold or participate in an event are to generate leads and sales, and to build a community.

Source: Event Marketing 2018: Benchmarks and Trends - bit.ly/EventMarketing2018

Companies allocate an average of **24 per cent** of their annual marketing budget to events.

Source: Event Marketing 2018: Benchmarks and Trends - bit.ly/EventMarketing2018



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A NUMBERS GAME:

TRAVEL FACTS & FIGURES

By Marie-Eve Vallières

84% The percentage of respondents in a cruise survey who said that they cruise because it allows them to visit several destinations in one trip, while also letting them relax onboard.

75%

The percentage of cruise passengers who believe that their choice of holidays represents an excellent quality/price ratio.

2 in every 3

The number of holidaymakers who strongly believe that cruises are the best way to travel and feel satisfied with their choice of river cruise (81 per cent) and ocean cruise (73 per cent) compared to only 62 per cent for land travel. An overwhelming majority say they want to go on a cruise for their next vacation (91 per cent).

Source: CLIA Cruise Travel Report 2018

\$100,000

66 per cent of travellers with annual household incomes under \$100,000 said they would opt for a cruise vacation over a land one. The proportion climbs to 70 per cent for households that have earned more than \$200,000 in the past year. It's clear, then, that cruises are attracting travellers with small budgets almost as much as those with larger purses!

70% The percentage of travellers who believe they would require the services of a travel agent for booking a cruise; for land travel, the percentage is a mere 37 per cent. Ninety-three per cent of cruise passengers who had enlisted the services of a travel agent were satisfied – eight per cent more than those who travelled without assistance.

18 months

Cruise regulars generally plan their cruises between 12 and 18 months in advance; novices or newcomers buy their tickets on average only three months prior to their departure.





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ON LOCATION **TEAM
BUILDING**

By Aurore Bonvalot



Whether building team spirit, growing efficiency, rewarding the top sellers, recognizing loyal customers, or facilitating discussion between team members and senior executives, there are many reasons to organize team-building activities and corporate retreats.

But why not take your corporate getaway out of the traditional hotel and conference rooms located around Toronto or Vancouver? By innovating, and offering business retreats in exotic settings, you can ensure a more unique location to reflect and develop strategy.

The benefits of all-inclusives

All-inclusives often offer complete customization for retreats, such as the company logo at the bottom of the pool, use of the company's colour scheme in different areas of the hotel, and fully-equipped conference rooms. Attendees can participate in training during the day and then enjoy the beach and the destination once everything wraps up in the late afternoon and evening. All-inclusives provide the chance to organize activities at a lower cost such as yoga classes and outdoor meditation, hiking or brisk walks on the beach, and boat trips.

The quirks of a cruise ship

Many cruise ships boast conference rooms that can be equipped with a screen, projector, microphone and sound system; you can bring speakers for the day or organize conferences in one of the ports of call with local experts. Back on the ship in the evening, the team can enjoy onboard activities and relax. Depending on →



the size of your group, you might even suggest that your client book out an entire ship – something that's often done with river cruises in Europe.

Other unusual places

If the team is small, you can suggest villa rentals, with private rooms and bathrooms, an on-site chef, and a housekeeper. This type of accommodation is best for corporate retreats that require privacy and confidentiality.

Another great idea is to use a vineyard. Increasingly, large conference rooms are becoming available to accommodate businesses, and the idyllic

setting for conferences and activities also lets you incorporate unique features like a wine tasting orchestrated by a sommelier or participate in the harvest – for instance, along the Douro in Portugal or in Argentina's Mendoza region.

Lastly – why not consider glamorous camping, or 'glamping'? Several institutions offer this in the United States, Central America, the United Arab Emirates and Oman. You can choose from basic or more luxurious tents, and the surroundings can contribute to a Zen-like atmosphere and a welcome change of scenery that are ideal for a productive retreat. ●



Aurore Bonvalot

President of the Collectionneurs de Voyages agency, specializing in event organization.



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8 IMPORTANT POINTS TO CONSIDER

Once you've chosen the location, you should consider the following elements in order to organize a team-building retreat that's personalized to the objectives and preferences of your client.

- 1** What are your client's precise objectives? Are they relational, human, or financial? Are there problems they want to solve?
- 2** Knowing the participants' profiles can better guide the choice of activities: their professions, roles in the company, gender distribution, ages, and interests.
- 3** What budget is available to the company?
- 4** What themes are to be addressed through the team-building activities, and what role will speakers play?
- 5** What is the agenda of the retreat? It's best to focus on a balance between training, workshops, outside activity and free time.
- 6** Hiring a photographer and/or videographer to film using a drone can provide a positive record of the retreat. The participants will be able to review the highlights, team members who could not attend can see what they missed, and you can add the footage to your own portfolio.
- 7** The little touches are important. Details make the difference, so consider allocating a portion of the budget to local gifts for the attendees.
- 8** Post-event follow-ups are also extremely useful. Consider preparing an action plan to measure the implementation and impact of lessons learned. This will give you the opportunity to make a constructive follow-up with your client; you can even use these to promote your services for future events or activities.

You may already know that a stay in the South often costs less than a week in your home city or province in Canada. So why not propose more exotic options to your customers for their next corporate retreat? Let them know that it's not just a trip you're offering them, but an investment that your customers make towards their employees and future profitability. Help them to think long-term.

Such great HEIGHTS

By **Blake Wolfe**

There's always more than one way to see something, and travel is no exception. Get a higher perspective and see some of the world's most unique destinations in a new way.



The bungee jump experience from the Stockhorn cable car

Photos - swiss-image.ch

Interlaken, Switzerland

While the Swiss Alps offer plenty of high-altitude climbing and ski experiences, the country's Interlaken region, a popular destination for all kinds of outdoor activities, has quickly become a hotspot for hang-gliding and para-gliding. If that's not enough, brave travellers can also go bungee jumping - off of the Stockhorn cable car, that is! The experience plunges visitors 134 metres toward the waters of Hinterstockensee, a mountain lake where a boat transports jumpers back to dry land.

Bagan, Myanmar

There's few places as awe-inspiring as Bagan. Situated in Myanmar's Mandalay region, the ancient city's many temples and pagodas (once numbering more than 10,000, only 2,200 structures remain) sprawl across the landscape as the Irrawaddy River flows ceaselessly by. While seeing Bagan from the ground is breathtaking in its own right, seeing it from the sky is a whole new experience and as a result, hot air ballooning has become extremely popular in Bagan. The ballooning season runs from October to April.



Ballooning above Bagan at dawn

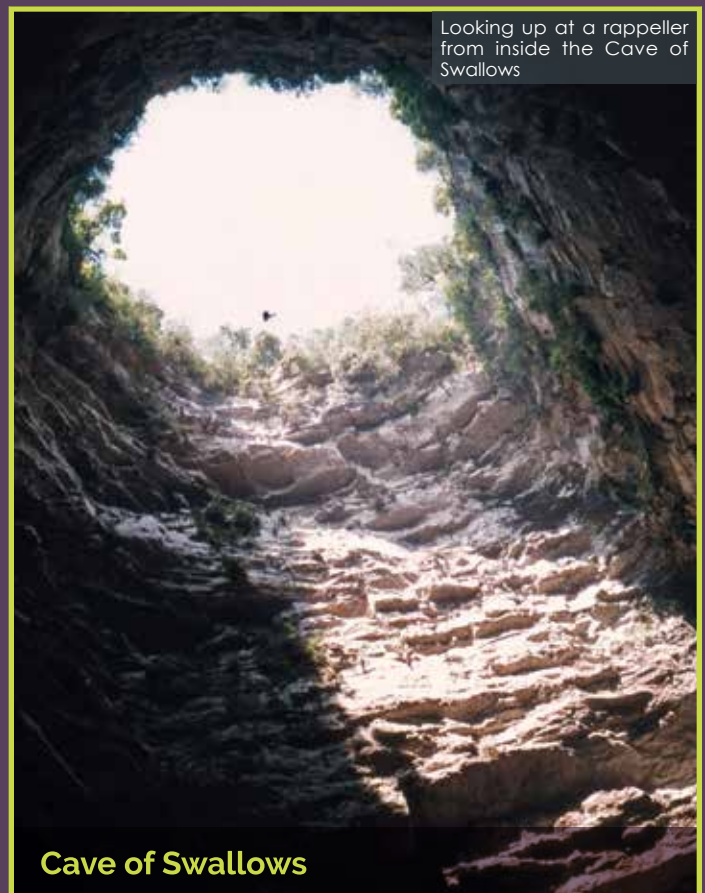
Explore the world from above with these high-flying travel ideas

Las Vegas

If you can dream it, you can very likely do it in Las Vegas. Beyond the high-rolling glamour of The Strip are many varied entertainment options, including several high-flying adventures. Numerous helicopter tours are available from operators such as Maverick and Papillon, soaring above The Strip or exploring the vistas of the Grand Canyon. But if that's too relaxed, there's also Sky Combat Ace, which pairs thrill-seekers with professional stunt pilots in propeller planes - which guests can take control of as they soar over the Nevada desert!



Papillon Helicopters



Looking up at a rappeller from inside the Cave of Swallows

Cave of Swallows

At more than 350 metres from top to bottom, Mexico's Cave of Swallows is the largest known cave shaft in the world – and at some point, someone took a look at it and thought parachuting or rappelling to the bottom would be a great idea! Located in San Luis Potosí, Mexico, the cave mouth, formed on a limestone karst, attracts thousands of extreme sports tourists each year, including plenty of BASE jumpers who fearlessly leap into the abyss. For reference, the small black dot in the photo is a rappeller making their way down to the cave floor. Needless to say, it's not for the faint of heart! ●



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CRUISE
PORTS OF CALL
GUIDE 2018

By Ming Tappin



Cruising is a fantastic way to explore the world. The convenience of unpacking once, visiting multiple ports, and the assurance of fine dining and pampering service of an immaculate floating resort is a winning combination that garners a satisfaction rate in the high 90s, eclipsing all other vacation choices. With 70 per cent of earth covered by water, all seven continents and almost all corners of the world can be reached by cruise ship. Here are some tips to make the most out of visiting the ports of call.



TENDERING

Many ports in the world do not have deep harbours to accommodate cruise ships. At these ports, guests are transported ashore by shuttle boats, or "tenders". Tendering can be affected by weather and sea conditions. In inclement weather, the ship's captain makes the final decision of whether to launch tenders or to skip the port entirely. Mobility-challenged guests may not be able to go ashore if rough seas present a difficult transfer.

GETTING TO THE SHIP

Transfers between the airport and ship may be purchased through the cruise line. Alternative options include taxis, shared ride shuttles, private cars, and public transportation. Although transfers offered by cruise lines are typically more expensive, they offer the convenience of an airport meet-and-greet, luggage transfer, and direct-to-ship service.



WHAT TO DO IN PORT

The easiest way to discover a port is to take a shore excursion offered by the cruise line. There are a variety of tours to suit all interests, with various activity levels. Cruise line excursions offer peace of mind – they are well organized, with professional guides, comfortable transportation, and a guaranteed timely return to the ship. Other options include booking tours through local companies, hiring a taxi, or renting a vehicle to explore independently.



PORT LOCATION

Ports may be located at city centre or within walking distance; some may be at a commercial harbour in an isolated industrial area. Still others are located more than an hour's drive away. Some cities have multiple port locations to accommodate ships of different size, and smaller ships have the benefit of docking in a waterfront city centre. The port location will have an impact on the sightseeing time available, especially for those planning independent tours. →



BOOKING INDEPENDENT TOURS

While independent sightseeing allows for a tailor-made experience, it takes time to research and plan. If booking through a tour company, checking the company's reputation, terms and conditions, and online reviews is a must. With taxi drivers, agree on the price, duration, services, and timing before getting into the car. For vehicle rentals, be familiar with the driving laws and license requirements, and obtain proper maps and directions. Most importantly, regardless of how you tour, factor in contingency time – everything from a flat tire to traffic jams – to return to the ship on time. ●



Ming Tappin

Ming Tappin is a cruise writer and consultant, based in Vancouver, BC.



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CRUISE
PORTS OF CALL
 GUIDE 2018

Embarkation/ Debarkation Port	Website	Approx Distance from Airport	Approx Taxi Fare In Local Currency	Distance from City Centre
NORTH AMERICA				
Anchorage - Seward	www.seward.com	193 km/120 mi	Book Transfer	203 km/126 mi
Anchorage - Whittier	None	105 km/65 mi	No taxi service	97 km/60 mi
Baltimore	www.cruise.maryland.gov	17 km/11 mi	USD 30	6 km/3.5 mi
Boston	www.massport.com/cruiseport	6.5 km /4 mi	USD 20	3.5 km/2 mi
Ft Lauderdale	www.porteverglades.net	9 km/6 mi	USD 15	3.5 km/2 mi
Galveston	www.portofgalveston.com	113 km/70 mi (IAH)	USD 165	At City Centre
Honolulu	http://hidot.hawaii.gov/harbors/visitor	8 km/5mi	USD 55	At City Centre
Los Angeles - Long Beach	www.visitlongbeach.com	37 km/23 mi (LAX)	USD 75	39 km/24 mi
Los Angeles - San Pedro	www.portoflosangeles.org	29 km/18 mi	USD 70	40 km/25mi
Miami	www.miamidade.gov/portmiami	15 km/ 9 mi	USD 45	3.5 km/2 mi
Montreal	www.port-montreal.com/en/	22 km/ 13 mi	CAD 45	2 km/1.2 mi
New Jersey - Bayonne	www.cruiseliberty.com	19 km/12 mi (EWR)	USD 55	19 km/12 mi (Manhattan)
New Orleans	www.portno.com	27 km/17 mi	USD 45	3.5 km/2 mi
New York - Brooklyn	www.nycruise.com	19 km/12 mi (LGA)	USD 45	8 km/5 mi (Manhattan)
New York - Manhattan	www.nycruise.com	16 km/10 mi (LGA)	USD 60	At City Centre
Port Canaveral	www.portcanaveral.com	72 km/45 mi (MCO)	USD 120	80 km/50 mi
Quebec City	www.portquebec.ca/en/	18 km/ 11 mi	CAD 35	3.5 km/2 mi
San Diego	www.portofsandiego.org	4 km/2.5 mi	USD 10	At City Centre
San Francisco	www.sfport.com/cruise	24 km/15 mi	USD 65	At City Centre
San Juan - Old San Juan	www.sanjuanpuertorico.com/cruises	15 km/ 9 mi	USD 30	At City Centre
San Juan - Panamerican Pier	www.sanjuanpuertorico.com/cruises	13 km/8 mi	USD 30	1.6 km/1 mi
Seattle - Bell Street Terminal	www.portseattle.org	24 km/15 mi	USD 50	At City Centre
Seattle - Smith's Cove Pier 91	www.portseattle.org	24 km/15 mi	USD 50	5 km/3 mi
Tampa	www.porttb.com	17 km/11 mi	USD 30	1.6 km/1 mi
Vancouver	www.portvancouver.com	15 km/ 9 mi	CAD 35	At City Centre
SOUTH AMERICA				
Buenos Aires	www.puertobuenosaires.gov.ar	35 km/22 mi	ARS 382	1 km/0.6 mi
Rio de Janeiro	www.rio.com/practical-rio/ port-rio-de-janeiro	17 km/11 mi	BRL 52	9 km/6 mi
Santiago (Valparaiso)	www.vtp.cl/ingles	110 km/68 mi	CLP 36,000	119 km/74 mi
Ushuaia	None	8 km/5 mi	ARS 200	At City Centre

CRUISE
PORTS OF CALL
 GUIDE 2018

Embarkation/ Debarcation Port	Website	Approx Distance from Airport	Approx Taxi Fare In Local Currency	Distance from City Centre
SOUTH PACIFIC				
Papeete	www.portdepapeete.pf	9 km/6 mi	XPF 3,000	At City Centre
Auckland	www.poal.co.nz	22 km/14 mi	NZD 65	At City Centre
Perth	www.fremantleports.com.au	28 km/17 mi	AUD 90	22 km/14 mi
Sydney	www.portauthoritiesnsw.com.au/ sydney-harbour	13 km/8 mi	AUD 50	2 km/1.2 mi
EUROPE				
Amsterdam	www.portofamsterdam.com	24 km/15 mi	€ 40	1 km/0.6 mi
Athens	www.olp.gr	50 km/31 mi	€ 55	14 km/9 mi
Barcelona	www.portdebarcelona.cat	15 km/ 9.5 mi	€ 35	At City Centre
Copenhagen	www.cmport.com	21 km/13 mi	€ 40	8 km/5 mi
Istanbul	None	21 km/13 mi	TRY 85	4 km/2.5 mi
Lisbon	www.portodelisboa.pt	16 km/10 mi	€ 20	At City Centre
Dover	www.doverport.co.uk	161 km/100 mi (LHR)	£380 - book transfer	113 km/70 mi
Harwich	www.harwich.co.uk	185 km/115 mi (LHR)	£400 - book transfer	145 km/90 mi
Southampton	www.southamptonvts.co.uk	105 km/65 mi (LHR)	£240 - book transfer	128 km/80 mi
Oslo	www.oslohavn.no/en/	50 km/31 mi	NOK 700	At City Centre
Rome (Civitavecchia)	www.civitavecchiaport.org	60 km/37 mi	€100 - book transfer	83 km/52 mi
Stockholm	www.portsofstockholm.com	45 km/28 mi	SEK 570	3 km/2 mi
Venice	www.port.venice.it	14 km/9 mi	€ 40	1 km/ 0.6mi
AFRICA/MIDDLE EAST				
Cape Town	www.ports.co.za/cape-town.php	22 km/14 mi	ZAR 300	At City Centre
Dubai	www.dubaicruiseterminal.com	15 km/ 9 mi	AED 60	13 km/8 mi
ASIA				
Tokyo (Yokohama)	www.yokohamaport.co.jp	100 km/62 mi (NRT)	¥30,000 - book transfer	43 km/27 mi
Bangkok (Laem Chabang)	None	100 km/62 mi	THB 2,000	127 km/79 mi
Beijing (Tianjin)	www.tour-beijing.com/xingang_beijing	190 km/118 mi	Book transfer	180 km/112 mi
Hong Kong	www.kaitakcruiseterminal.com.hk	42 km/26 mi	HKD 350	10 km/6 mi
Shanghai (Baoshan)	www.chinahighlights.com/shanghai/ shanghai-cruise-port.htm	55 km/34 mi	CNY 200	25 km/15 mi
Shanghai (Shanghai Port)	www.chinahighlights.com/shanghai/ shanghai-cruise-port.htm	45 km/28 mi	CNY 150	5 km/3 mi
Singapore	www.singaporecruise.com.sg	18 km/ 11 mi	SGD 30	3.5 km/2 mi

BRAZIL

The following Embarkation Ports Guide provides distances between airport and city centre, as well as approximate taxi fare. All pricing is approximate, and is traffic-dependent. Always encourage your clients to include a pre- or post-cruise stay: this is an excellent way to combat jetlag and a chance to tour these cosmopolitan cities.

DRAKE PASSAGE

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King George Island
Gerlache Strait
Hope Bay
Lemaire Channel
Schollart Channel
Paradise Bay

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CRUISE
PORTS OF CALL ASIA
 GUIDE 2018



CRUISE
PORTS OF CALL OCEANIA
 GUIDE 2018



CRUISES, PORTS OF CALL & SOCIAL & MEDIA

By Frédéric Gonzalo

One sector in the world of travel that lends itself perfectly to social media is that of international cruising. Remember the TV show *The Love Boat* in the '70s and '80s? Or the nostalgia-tinged vintage posters promoting classic Cunard and Holland America ships?



A vintage poster from Cunard Cruise Line

When we sell international cruises now, just like then, we are selling dreams, not just each itinerary's ports of call. Today, the images shared on a range of digital platforms help to fuel these dreams and allow consumers to picture themselves on future cruises – and, as a result, become your next customer.

Rejuvenating the brand image

It's been clear for several years that one of the biggest challenges facing the

cruise industry is rejuvenating the cruise clientele. But how can we convince millennials – that crucial demographic under the age of 35 – and all those people who have never cruised, to experience this type of trip for the first time? Through social media, of course.

It is not surprising to see that the majority of major international cruise companies have an active and dynamic presence on popular social media platforms

such as Instagram, Facebook, Twitter, Pinterest and even LinkedIn. Live-streaming initiatives on Facebook Live and the once-popular mobile app Periscope have also been prominent. Even cruise ports have established a presence on social media, particularly Snapchat, to reach younger customers.

A source of credibility

Ports of call and cruise lines alike have realized that it's better to tell the brand story and destination experience through the eyes of travellers, rather than the official lens of hired photographers or the company's marketing department.

This is one of the reasons that many companies work with influencers, who then relay their experience to their network, in order to reach niches that it otherwise couldn't with traditional advertising. This adds credibility, resulting from the fact that the message is carried by an influencer rather than the company itself.



Example of an image shared on Carnival's Instagram account



Screen grab of a Snapchat video shared by the Port Canaveral account in Florida.

In other words, the content generated by users has a greater value and scope than official posts by a company or agency. This is the leitmotif for many cruise companies, including Princess Cruises, Carnival and Royal Caribbean, among others.

An evolving destination offer

Another aspect that has evolved with the advent of new technologies and social media is how the traveller lives their experience during a stopover, or in the moments before and after the cruise.

As we know, Airbnb and Uber changed the game in terms of accommodation and transport to the destination, with travellers' use of these platforms on their mobile devices aided by increasingly ubiquitous Wi-Fi availability.



In short, where cruise companies used to be able to offer services almost exclusively, more and more travellers decide to make their own itinerary and live their own experience thanks to digital tools and an offer that is becoming more democratic than ever before. It is therefore essential to adapt to this new reality.

The 'do it like a local' trend

Following on from the previous point, an emerging trend is the prevalence of travellers who want to experience the life of the local people in a destination – whether going to an authentic local café or eating local specialties in a bustling port.

As a result, more and more international cruise ports are turning to social media to highlight local stories, local suppliers and other artisans who contribute to lively and local storytelling through photos and videos.

Of course, these are trends that are not exclusive in the travel industry to cruise lines and ports of call. They are good practices that apply equally to tourism providers and travel agencies as a whole – showing the many different ways we can broadcast and share our experiences through social media. ●



Frédéric Gonzalo

Conference speaker & consultant specializing in e-tourism

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Turkey

The Great Barrier Reef

San Francisco

Destinations to Discover

THE Great Barrier Reef:

undersea wonder

By Blake Wolfe

There's a good reason Australia's Great Barrier Reef is considered among the natural wonders of the world.

The reef, the single-largest structure created by living organisms, was designated a UNESCO World Heritage Site in 1981. Located in the Coral Sea off the coast of Queensland, the reef spans 2,300 km along the shores of northeastern Australia, stretching even further than the Great Wall of China.

The reef supports more than 400 types of coral and 1,500 tropical fish species, in addition to other marine life such as seabirds, molluscs and dolphins. Notably, the Great Barrier Reef is also home to the endangered green sea turtle and dugong, also serving as a breeding ground for humpback whales.



Up close and personal with a lionfish

Photo by Tourism Port Douglas and Daintree

There's a number of different ways for travellers to explore the reef up close – with no prior diving experience necessary.

The Scuba Doo and Seawalker experiences allow travellers to plunge beneath the waters for a close-up glimpse by using a special helmet; in the case of Scuba Doo, the helmet is attached to a motorized vehicle which can be propelled underwater.

For those wishing to stay dry, a submarine tour, as well as a number of glass-bottom boat rides, are also available in the region.

The delicate nature of the reef has led the local travel industry to turn toward making tourism more sustainable, including strict rules for operators and the introduction of fees which go toward the Great Barrier Reef Marine Park Authority's research and preservation efforts. →

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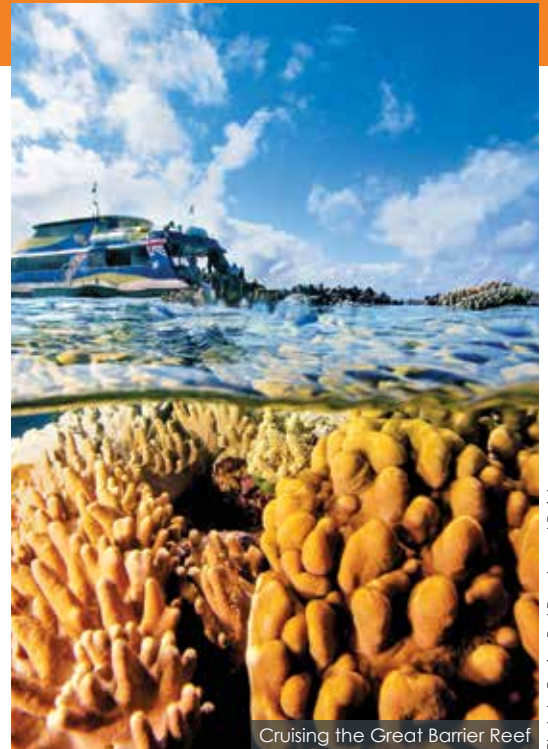
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But there are ways to experience this unique region while being mindful of the fragile ecosystem.

Just as awe-inspiring as a dive is seeing the reef from above, with numerous aerial activities offered in the region. Tours by plane are offered by operators such as Air Adventure Australia, which offer the Great Barrier Reef as part of its multi-day packages, while guests looking for a shorter flight can opt for one of the many helicopter tours available.

Furthermore, a unique option is soaring above the reef by hot air balloon, with tours departing daily from nearby Cairns and landing in Port Douglas.

And while mass-market space travel is still a ways off, here's something to keep in mind – the Great Barrier Reef is so large that it can be photographed by satellites! ●



Cruising the Great Barrier Reef

Photo by Tourism Port Douglas and Daintree

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DESTINATIONS TO DISCOVER



A former Portuguese colony located on China's southern coast, Macau blends a fascinating past with contemporary luxury.

Sharing Hong Kong's status as a Special Administrative Region within China, Macau was returned to Chinese rule in December 1999.

A top destination for gaming accessible via its own international airport, Macau's history with legalized gambling reaches back to 1850 with the establishment of rules for traditional fantan gaming houses. Western-style gambling was introduced in the 1960s, drawing millions of visitors from Hong Kong and in 2002, the elimination of a casino monopoly opened the door for a number of new casino players.

Today, Macau is home to a number of casinos (currently there are 38) including several brands exported from Las Vegas such as The Venetian Macao (the largest in the region), Wynn Macau, and Sands Macau, along with the renowned Casino Lisboa. Drawing visitors from across Asia and around the world, Macau's annual gaming revenues have consistently been the highest in the world, since surpassing those of Las Vegas in 2006.

Magnificent MACAU

By Blake Wolfe

In addition to casino hotels, a number of other luxury accommodations are present in Macau, with many top brands represented including Ritz-Carlton, Hilton and Banyan Tree.

Similar to Las Vegas, Macau boasts a number of attractions beyond gambling, with numerous options for live entertainment, including traditional performances such as Cantonese opera and a stage production of China's Monkey King folktale.

Dining is also a top draw in Macau. As of this year, the territory boasts 65 Michelin-starred restaurants, including three establishments achieving the top ranking of three stars – T'Ang Court, Robuchon Au Dome and The Eight.

The Macau Tower, which punctuates the local skyline, is open to visitors with panoramic views of much of the Pearl River Delta from both the observation deck and revolving restaurant. For thrill-seeking travellers, the tower offers the Skywalk X attraction, allowing brave visitors to take a stroll along the edge of the tower's observation deck.

But there's even more to Macau beyond the glamour.

The region's unique history and culture are readily accessible and commemorated in a number of museums and historic sites, including many fortresses established by the territory's former Portuguese rulers. Notable among these is the A-Ma

Temple, which pre-dates Macau's colonial era and features a number of pavilions showcasing the early Chinese history of the destination, while the Macao Museum of Art, the only one of its kind in the territory, features works in seven galleries across five floors. ●

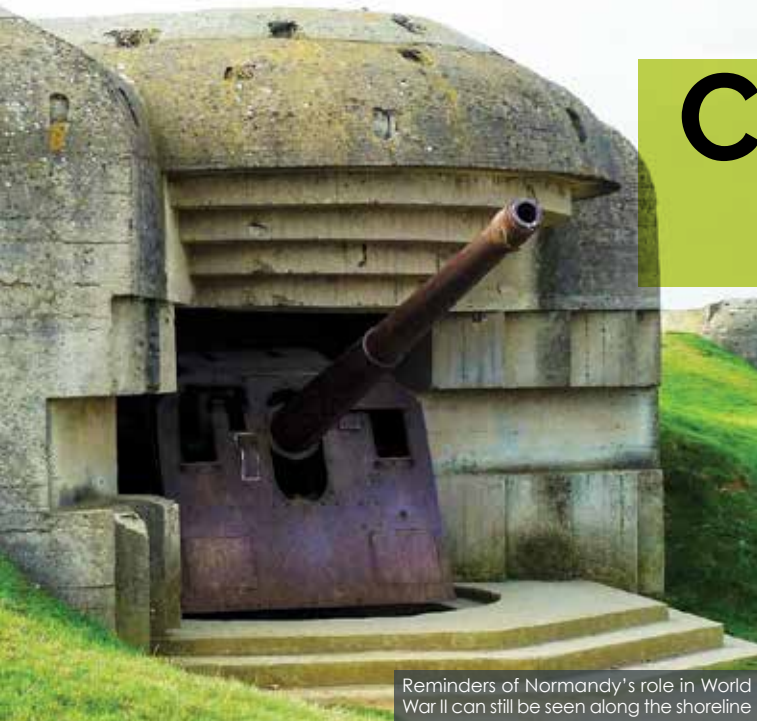


The Macau Tower

Normandy:

AT THE

CROSSROADS OF HISTORY



Reminders of Normandy's role in World War II can still be seen along the shoreline

By **Blake Wolfe**

near its border with Brittany at the mouth of the Couesnon River. Home to an abbey since the eighth century, the island holds a secret: when the tide goes out, Mont Saint-Michel is briefly accessible from the shore, but anyone unfortunate enough to be in the wrong place when the waters return will be swept away, a unique aspect which led to the island's use as a fortress and prison throughout the years.

A permanent bridge ensures that Mont Saint-Michel is accessible regardless of where the tide is, a feature for which the destination's three million annual visitors are thankful.

Normandy was also among the sites in one of the most important moments in 20th-century history: the June 6, 1944 D-Day landings in World War II, which saw Allied soldiers from several nations, including Canada, the U.S. and U.K., storm multiple French beaches in the largest sea invasion in history. Many sites in Normandy are now dedicated →

While the thought of travelling to France may immediately conjure romantic images of the Eiffel Tower, there's much more to discover beyond Paris.

And although there's lots to see everywhere, Normandy, located on the country's northwestern shores along the English Channel, is a great place to start for the traveller seeking a different French experience beyond the City of Lights.

Rising out of the sea is Mont Saint-Michel, an island just off the shore of Normandy



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The island of Mont Saint-Michel at low tide

(Camembert in particular), apples and cider. Multiple festivals throughout the year are dedicated to these foods along with other regional specialties.

The region is also credited as the birthplace of the Impressionist art movement. Painter Claude Monet lived for many years in the port town of Le Havre; his most popular work – Impression, Sunrise – depicts the port of Le Havre and in the process gave Impressionism its name. The town is a popular spot with art lovers, as is the village of Giverny, where Monet lived and worked later in life, producing his famed Water Lilies series of paintings in the garden of his home. ●

to commemorating the operation, including multiple museums and tours where the past comes to life. Of these sites, most notable for Canadians is perhaps the Juno Beach Centre, a contemporary building in the shape of a maple leaf which explores the contributions of Canadians and other Allied nations in the taking of this particular Beach.

French cuisine is another big tourism draw and with Normandy's coastal location, seafood plays a large role in the local culinary scene, along with cheese



Camembert is one of Normandy's most famous culinary exports



Claude Monet's home in Giverny

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IF YOU'RE GOING

TO San Francisco...

By Blake Wolfe

Since the days of the U.S. Gold Rush, San Francisco has been calling travellers westward, becoming synonymous with a number of movements and cultures in the process.

While best known for landmarks such as the Golden Gate Bridge and Alcatraz, the iconic city features several unique neighbourhoods tied to the many communities that have called San Francisco home over the years.

While there are four neighbourhoods in San Francisco which have been dubbed Chinatown, the neighbourhood known as Chinatown, San Francisco is the original – and the oldest Chinese enclave in North America. Established by Chinese immigrants in 1848 (and completely rebuilt

following the widespread devastation of the 1906 San Francisco earthquake), the neighbourhood in San Francisco's northeast corner is a major tourist draw in the city, often seeing more visitors than the Golden Gate Bridge.

In the 1960s, the city's Haight-Ashbury district became the epicentre of hippie counterculture, drawing youth from across the U.S. to re-settle there, culminating in the 1967 Summer of Love. While visitors to The Haight may or may not be wearing a flower in their hair these days, the neighbourhood's free spirit



The Golden Gate Bridge, San Francisco's best-known landmark



Chinatown, San Francisco is the oldest such neighbourhood in North America



The iconic 'Painted Ladies' are an enduring part of the city's architecture



San Francisco's Castro District is the heart of the city's LGBT community

is still apparent with unique businesses, art installations and performance venues found throughout.

Known as 'the gay capital of the world,' San Francisco has a long history and place of prominence in LGBT activism, with the Castro District at the heart of the city's LGBT community. The neighbourhood is home to features such as the GLBT Museum, the first standalone museum in the U.S. dedicated to LGBT history, culture and arts, along with the historic Castro Theatre, a movie palace constructed in 1922.

Along the San Francisco Bay in the city's north end, Fisherman's Wharf remains one of the top

destinations for visitors, with more than 75 per cent of travellers including a stop there on their itinerary. Founded as a fishing village and still operating as a home to many fishing boats, the district includes a number of tourist attractions including the Aquarium of the Bay, featuring more than 20,000 marine animals native to the surrounding waters.

Local wildlife is also found at Pier 39, a popular shopping and dining destination and one of the most visited spots in the city: in 1989, a large colony of California sea lions moved into the area and took up residence on wooden docks, drawing plenty of visitors eager to snap a photo of the marine mammals. ●

DESTINATIONS TO DISCOVER

TURKISH DELIGHT

By Blake Wolfe



Located at the crossroads of Europe and Asia, Turkey is a varied land, boasting all kinds of travel experiences thanks to its unique landscapes and historic urban centres.

But where to begin?

For first-time visitors, Istanbul is a natural starting point. The former centre of the Byzantine Empire and an important historic trading site, Turkey's cosmopolitan capital city is home to a number of wonders.

Perhaps the most well-known is the Hagia Sophia, a massive structure built in 537 AD, originally serving as a Greek Orthodox basilica as well as a Catholic church and mosque as Turkey's cultural landscape shifted over hundreds of years. Since 1935, the Hagia Sophia has operated as a museum, tying all of those historic threads together

and drawing millions of annual visitors under its massive dome.

While merchant ships and caravans no longer transport goods from far-off lands, Istanbul's trade history is alive and well today in the Grand Bazaar. In operation since 1461, the bazaar is one of the largest open-air markets in the world,

with 4,000 shops spanning a neighbourhood comprised of 61 streets. Needless to say, if you can find it anywhere, you can find it here.

Visitors will also no doubt take notice of Istanbul's numerous stray cats, a long-time fixture of the city's streets and marketplaces. Their notoriety resulted in the animals becoming the focus of the 2017 documentary film *Kedi*, following the lives of seven strays and the human residents they interact with.

Venturing beyond Istanbul, Turkey boasts several regions which appear to be from another world.

Pamukkale, located south of Istanbul and just north of the city of Denizli, is renowned for its mineral-rich thermal waters, which cascade down the limestone hillsides to pool in

calcium-ridged terraces. While the terraces are currently off-limits to tourists after excessive visitation resulted in erosion, travellers can take in the visual splendour of the region as well as the human history, with a number of Roman ruins dotting the landscape.

Central Turkey is home to Cappadocia, one of Turkey's most well-known tourism draws famed for its otherworldly

vistas. The region's hillsides are punctuated with ancient cave homes while erosion has crafted pillars of rock, known as 'fairy towers,' into fantastic shapes. Perhaps best seen from the sky to truly appreciate the topography, hot air ballooning is extremely popular in Cappadocia.

Heading into Turkey's eastern reaches, near the country's borders with Iran, Armenia and Georgia, the remote city of Van provides a unique destination



The domed roofs of Istanbul

for experienced travellers. Located on the eastern shores of Turkey's largest lake, echoes of Turkey's ancient past can be seen in the surrounding hillsides, including a ninth-century Urartian citadel which still overlooks the city today. Within the waters of Lake Van also lie several small islands, where historic churches still stand amidst almond groves.

But it's not all about the past here – once travellers have soaked in the rich history,

the beaches of Lake Van also provide plenty of opportunities for swimming and camping. ●

Did you know?

Turkey is home to **13 UNESCO World Heritage sites**, including the archaeological site of Troy, where the Greeks built the infamous wooden horse—4,000 years ago!

Traditional Turkish dessert has chicken in it! Called **avuk göğsü**, it's a mix of chicken breast, milk, sugar, and cinnamon.

Turkey is the **only country in the world bordered by two continents**—Europe and Asia. The Marmaray metro line can connect you to Asia, underground!

Vancouver's Capilano **BRIDGE**

By Marie-Eve Vallières

At a height of 70 metres – a nightmare that has become a reality for visitors with a fear of heights! – the Capilano suspension bridge near Vancouver is particularly notable for the finesse of its engineering. Straddling a dense cedar forest and an eponymous river, this 137 metre-long bridge has allowed bird's-eye observations of the surrounding nature since 1889, becoming an iconic attraction for Western Canada. It's little wonder, then, that it attracts more than 800,000 visitors every year!

It's a beautiful and highly photogenic place that will appeal to young and old alike.

Every year between the end of November and the end of January, the Capilano bridge is adorned with

decorations to recreate the magic of a snowy winter village on the occasion of the Canyon Lights festival. The bridge and the mature trees that surround it (the rumour goes that it could provide the largest Christmas tree on the planet!) are decorated with hundreds of thousands of twinkling lights, a most enchanting setting to properly celebrate the magic of the holiday season.

Since 1935, First Nations communities in the region have been encouraged



to use traditional totems, becoming the largest private collection of its kind in North America. There are also educational workshops and scenic performances, focusing on First Nations culture, which are an integral part of the sociocultural development of Western Canada.

The iconic bridge is also close to the Cliffwalk, a breathtaking attraction to explore a maze of cantilevered bridges (some of which even have

glass floors!) at the edge of a granite precipice. Since 2004, Treetops Adventures has challenged the laws of nature by walking visitors near the top of the region's towering Douglas firs by means of not one, but seven bridges suspended 30 metres above the ground. A naturalist guide is on hand to explain the importance of the western forest in the temperate ecosystem of the continent as well as to identify certain wildlife species found there.

Visitors will likely notice that all of North Vancouver is rich in outdoor attractions. A real playground for locals, Stanley Park, bordered by the elegant Lion's Bridge, connects the city centre to the foot of the iconic Rocky Mountains; there, you'll find dads with strollers and jogging moms, as well as tai chi clubs and students getting fresh air between classes... and of course, a few tourists savouring the scene. ●

PAX ON LOCATION





Sibiu:

A Place Where Time Stands Still

By Christine Hogg

Walking through the narrow, cobblestone streets towards Piața Mare, it was inherently obvious that in this Romanian city, time seemed to stand still.

Peeling paint hung off of closely-knit pastel-coloured buildings that seemed to hug one another, putting the grandeur of the city's medieval history on full display.

Located in the city centre, and still guarded by the remnants of dilapidated brick defence walls and looming fortress towers, Sibiu's Old Town dates all the way back to the 12th Century. It's a place where intimidating walls inset with stone arches still protect the cultural treasures that the Great Square and the Little Square hold, and string music still floats out of the 17th Century orchestra house. But in the same breath, young couples trickle in from outside the historic quarters to lounge in cafes scattered throughout the Upper Town, eventually heading back out into the Lower Town that opens up to Sibiu's modern neighbourhoods.

A modern, medieval world

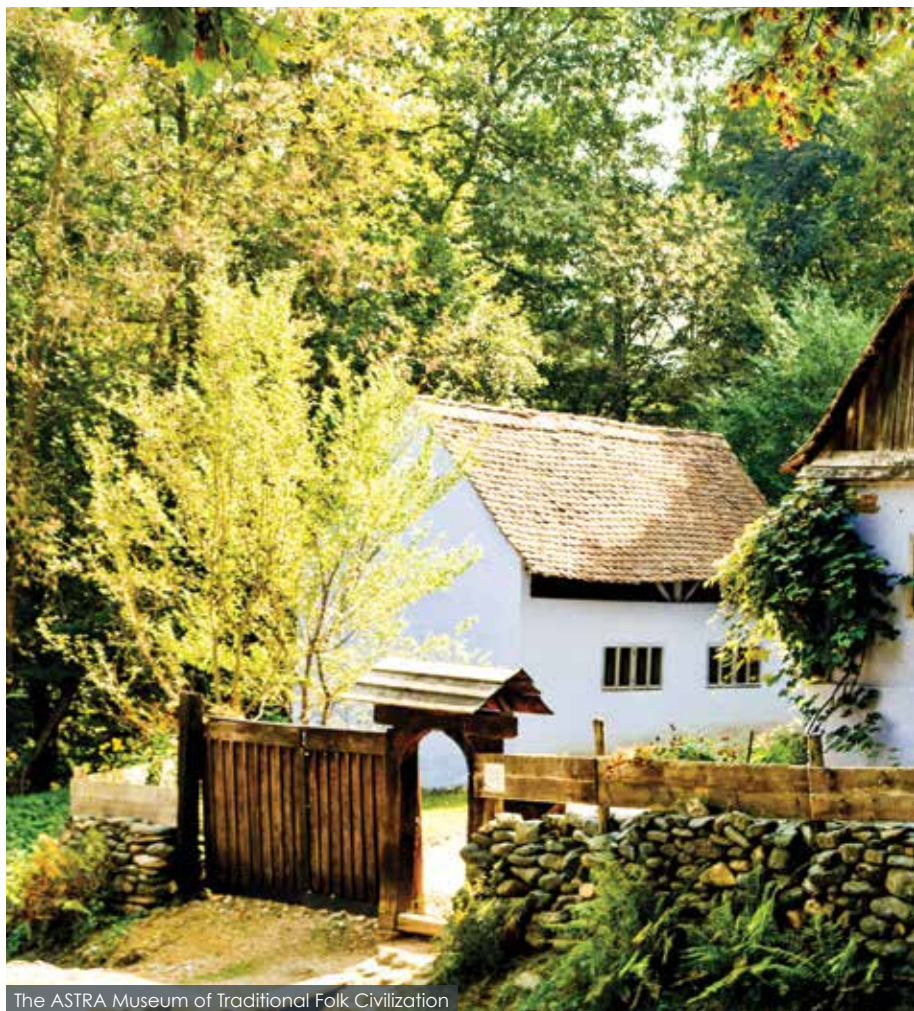
Located in the Transylvania district of Romania just four hours from Bucharest, Sibiu's striking balance of where old meets new is part of what makes it such an interesting city to explore by foot. Three 15th Century towers and their military-style, weathered brick walls have survived for more than 600 years. Its charming medieval quarters are romantic and as you stroll around, you can't help but fall in love with the place.

Sibiu's Old Town is full of life, and over the course of a week, it became my home. I ended up on a plane to Romania from Germany, after I joined a childhood friend en route back to the place she grew up. Just outside Sibiu's historic centre, her grandparents still live in the same house, and every day we would walk into Piata Mare to watch the world go by. As I learned, the thing about Sibiu is, no matter how many years have passed, some things never

change, and such was the case for my friend, as she was still able to pinpoint the best places to explore, shop, and eat—surprisingly, Romania's hand-tossed *quattro stagioni* pizzas give Italy's a run for their money.

Culture scales Sibiu's old walls

Unlike larger capital cities, Sibiu is one of those places where in a sense, you want to get lost. Outside of the Great Square and the Little Square, there's much to see.



The ASTRA Museum of Traditional Folk Civilization



The Thalia Hall which houses the State Philharmonic Orchestra in Sibiu



See Sibiu



HUNGRY

Mici sausages, *papanasi* donuts, *zacusca* spread



THIRSTY

Tuica (or homemade cognac or cherry brandy *vișinată*, if you're lucky)



DANCE THE NIGHT AWAY

White Rabbit Summer lounge



PIZZA CRAVING

Atrium Café (in Piata Mare)



BRING IT HOME

Hand-painted Romanian Easter egg



BUY SOMETHING

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INSTAGRAM-WORTHY

City panorama taken from the Council Tower

The Holy Trinity Cathedral, built in 1904, is worth entering, if only to gaze up at the vaulted ceiling, where angels play against a royal blue background.

But after seeing my fair share of Piata Mare and its surrounding streets, I travelled back in time again, when I visited the ASTRA National Museum Complex. Located in the centre of Sibiu, inside the Parcul Natural Dumbrava Sibiului, ASTRA is a large, open-air ethnographic museum

that is made up of four culturally-immersive exhibits, all intended to show a unique piece of Sibiu's past. I wandered through the ASTRA Museum of Traditional Folk Civilization, which has approximately 400 monuments and structures that provide a glimpse into Romania's past.

We made our way through the various exhibits, and were able to witness re-enactments of traditional farming practices, while entering replicas of some of Romania's earliest houses, seeing the architectural style transition over centuries from thatched straw roofs to more modern comforts. White geese waddled by, honking on their way

to the pond, and even the restaurant on site paid homage to its medieval past.

Sitting at a long wooden table, this was the end of my museum tour and a chance to dine in traditional Romanian style, sharing a basket of traditional *mici* sausages and *papanasi*—fried donuts filled with soft cheese and smothered in fresh cream and berry jam. Food is a huge part of Romanian culture, and for the week that I was in the country, I sampled dishes that to this day, I crave back home in Canada. But at the end of the day, and as my trip to Sibiu wound down, nothing beats a grandmother's cooking, to which I say *sărut-mâna pentru masa* — until next time. ●



LIVING LIKE A KING AT THE KAHALA

PAX got a first-hand view of the Hawaii hotel that's become synonymous with the rich and famous

By Fergal McAlinden

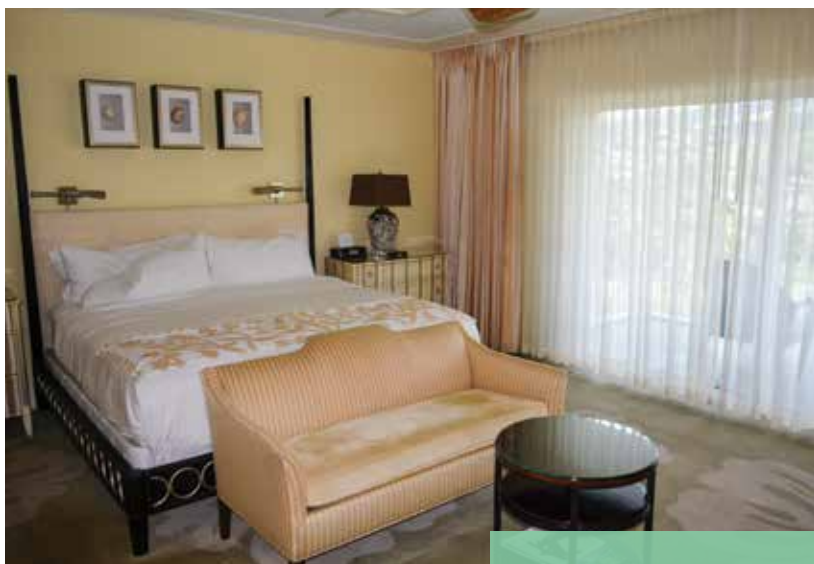
Having spent the previous week immersing ourselves in Oahu's thriving downtown core and rugged North Shore, our FAM group's time in Hawaii was suddenly drawing to a close, but there was still one last item to check off the list.

The island's jagged mountains, carpeted in vivid green, faded into the distance as our bus rumbled away from the hilly northern areas and back towards busy Honolulu: we were making one final overnight stop at the world-famous Kahala Hotel & Resort, cosseted against the striking backdrop of the iconic Diamond Head. It's a property that a visit to Oahu wouldn't be complete without seeing.

A royal reception

Simply stepping inside the Kahala's vast marble lobby, replete with glinting

chandeliers, plush furniture and brightly-coloured Hawaiian flowers, gives the strong impression that this is a hotel fit for royalty. The simple explanation is that it is: the property's long list of esteemed visitors includes Queen Elizabeth II, with every U.S. president since Lyndon Johnson also having graced its corridors (except the White House's current incumbent and the Hawaiian-raised President Obama). A long wall near the lobby bears autographed photos of the many celebrities who have stayed at the Kahala, from professional athletes to entrepreneurs and the world's



foremost entertainers; its reputation as a magnet for the rich and famous is little wonder.

The regal impression it radiates is no coincidence, either. The Kahala opened its doors in 1964 with a design that drew strong influence from the opulent residences of the former Hawaiian monarchy. Stately touches are apparent at every turn throughout the hotel's range of rooms (338 in all) – from the marble counters and carefully-carved ornaments of its Imperial Suite, to the lavishly-furnished luxury of the Ocean Front Lanai rooms and, of course, the immense 2,200 sq. ft. Presidential Suite.

Service in spades

The quality of service at the property was, as expected, spectacular. Each guest's welcome included a distinctive local touch provided by the customary bestowment of a lei that we'd grown so used to throughout the week; what sets the Kahala apart, however, is its attention to detail. A jogging map and

Kahala Hotel & Resort at a glance



Opened:
1964



Number of rooms:
306 rooms, 32 suites



Restaurants:
Hoku's, The Veranda, Seaside Grill, Plumeria Beach House & Arancino at The Kahala



Amenities:
Freshwater pool and hot tub; 26,000 sq. ft. Dolphin Lagoon; The Kahala Spa; CHI Health Energy Fitness Center; Dolphin Quest interactive educational programs; Keiki Club programs and adventure activities; five boutiques.

bottled water are provided in each room for guests hoping to stretch their legs along the picturesque beachfront, while a shuttle operates regular service to the Waikiki Beach area, located just 10 minutes away.

It was especially important, we were told, that we see the views from the hotel's beach area before the sun fully set, meaning that we didn't linger for too long on the turtles, dolphins and other fish all darting under bridges along its outdoor waterways. When we made it down to the beach, we saw what the fuss was all about: there was surely no more fitting place, with the sun disappearing behind the distinctive peak of Diamond Head and tinting the sky in a pink-orange hue, to bid 'aloha' to Hawaii once more – this time, in farewell. ●





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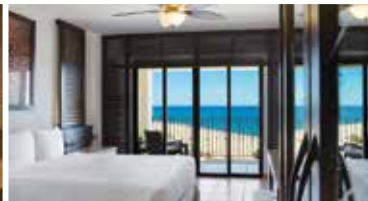
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