



MAGAZINE

THE TOP 8
EVENTS TRENDS

HOTEL
ROYALTON
WHITE SANDS

DESTINATIONS
TO DISCOVER

BAHAMAS,
BROOKLYN,
GERMANY &
PORTUGAL

GETTING
THE EDGE

JEFF
WILLNER

FOUNDER AND CEO OF
TRAVEL EDGE

“Business is
a response
to a series of
challenges.”



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#HOWDOYOUBECO

Letter from the publisher



What is your value proposition?

“The key is to set realistic customer expectations, and then not to just meet them, but to exceed them – preferably in unexpected and helpful ways.”
– Sir Richard Branson

I recently participated in a series of extremely enlightening conferences on a topic that's particularly interesting to me: digital transformation. In the era of chatbots, artificial intelligence (AI), machine learning and big data, what role do humans play? The question is particularly relevant since, throughout these technology conferences, the human being always remained at the heart of the issue. Employees, consumers, clients, advertisers, entrepreneurs: at some point, each of these will risk leaving some of their knowledge and skills in the hands of technology. And yet, we say that technology is at the service of the human.

But who knows what tomorrow will be like?

By 'tomorrow', I don't mean 'the future.' I'm talking literally about tomorrow. I had always known the reality about the rise of technology, but comprehending its full extent opened my eyes. I must admit that in a customer service context, the growing influence of technology worries me.

Imagine this: artificial intelligence experts predict that the first business unit to disappear in an organization will be Human Resources — a department whose purpose is to help humans in their work environment.

This brings me to a very important concept in marketing and business: the value proposition. It is **value** that makes me believe the human will always have the advantage over machines and any other form of artificial intelligence. For machines will (at least hopefully) never have consciousness or empathy.

So, I ask you: as a service provider or company representative – tour operators, agencies or other – how do you manage to create value for your customers

to better position yourself in the market, and to somehow counter these technologies that help us today but may harm us tomorrow?

I don't want to be fatalistic in my views; I am an eternal pro-evolution optimist. But it's a reality that presents a real challenge. Companies today are undergoing profound changes: the companies of tomorrow whose *raison d'être* is customer service run the risk of being crushed by technology.

How will you be able to distinguish yourself from both your direct competitors and AI-powered machines? Start by combining a distinctive offering with an unparalleled customer experience, while highlighting your profits in line with market requirements, and you'll already be on the right track. In short: create real value for your customers.

Let me assure you that your *PAX* magazine will not be replaced by any form of robot that forces you to live augmented reality experiences! But that doesn't mean that we won't continue to rapidly evolve.

In the meantime, I present a series of articles that I hope will be of great help to you in your day-to-day work – starting with a handy guide to family cruises. In connection with our corporate mission, our value proposition at LogiMonde media is to offer you tools and content that are useful in your work as travel agents. We are by your side every day.

And believe me, the best is yet to come...

Vice-President, Publishing, Media,
Marketing & Development

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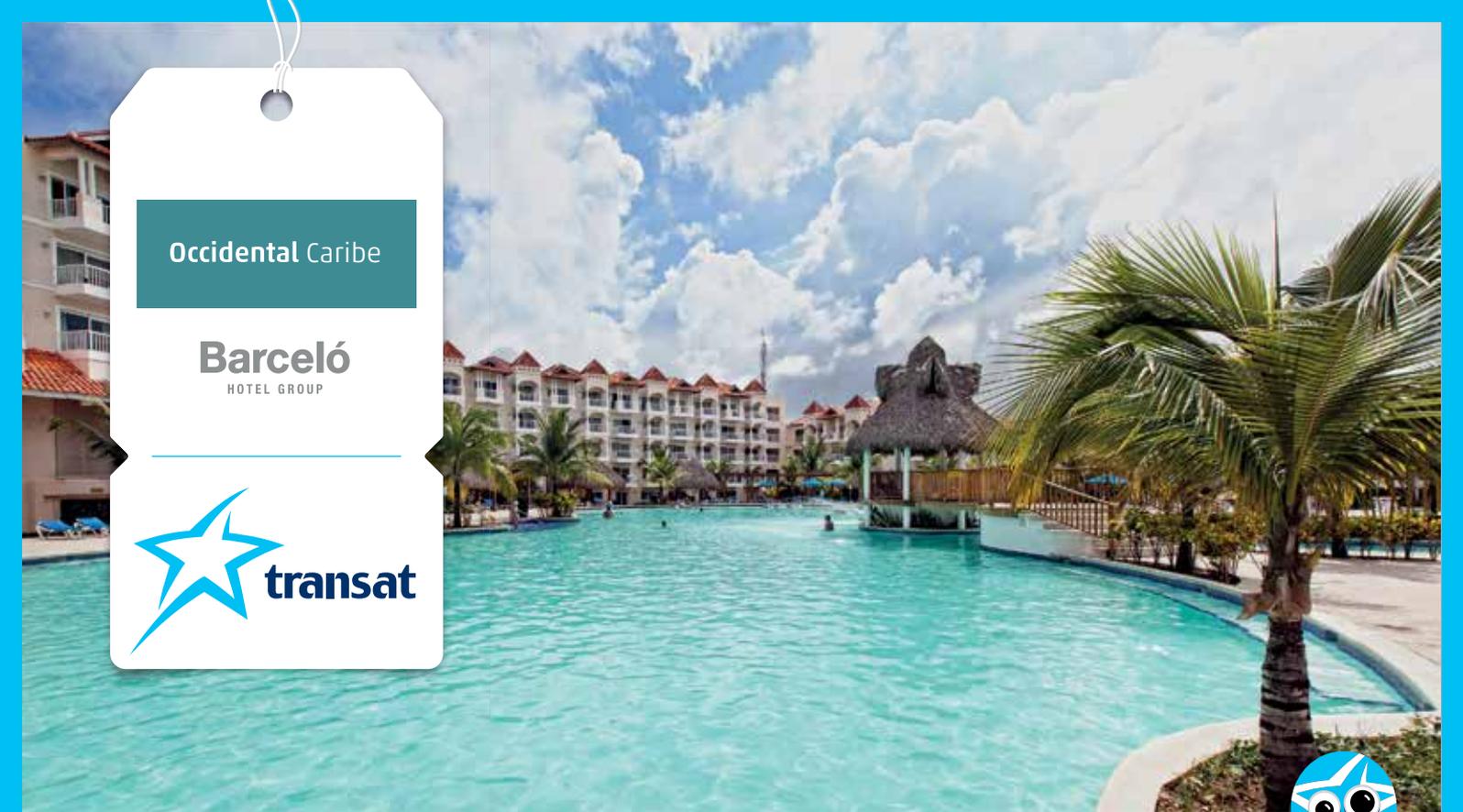
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BUSINESS MEETING

Getting the Edge





Travel Edge founder and CEO **Jeff Willner** on his eventful journey in the travel industry – and across the world

By **Fergal McAlinden**

Photos by **Massimiliano Galassi**

Jeff Willner had decided he was going on a trip. The entrepreneur's appetite for ambitious travel by Land Rover had already been whetted, years before, through an epic journey across Africa shortly after selling his technology company. Now, though, he was planning an excursion on an altogether more immense scale – one that would give true meaning to the term 'round-the-world trip.'

The mammoth expedition began in Cape Town and ended with a drive across the Middle East through Pakistan, with Willner twice shipping his vehicle across the world – once from Spain to Rio, and again from Ecuador to Singapore. Undertaken in the midst of global and regional turmoil as the world reeled from the impact of 9/11, it was a risky yet rewarding pursuit that served as an affirmation not only of Willner's adventurous streak, but equally his passion for travel – a love that came to the fore as he sat at his kitchen table with a blank piece of paper in 2006, plotting the launch of Kensington Tours. →

"Getting into travel is never about, 'Gosh, I wonder how big I can get,'" he tells me in conversation at the Travel Edge headquarters in the heart of downtown Toronto. "It was really more about, 'What do I love doing? What do I want to do? How can I meet my family obligations, but really enjoy my time?'"

Business resilience

Of course, a long list of countries visited is no substitute for hard-headed business acumen when launching a company, and Willner had always nurtured a keen entrepreneurial instinct – during a brief early tenure as an airplane and powerplant mechanic, by building hydraulics and computer companies from the ground up in previous years, and throughout a career with consulting firm McKinsey & Company.

That experience proved essential to the success of Kensington Tours, which navigated choppy waters in its early days amidst violence linked to elections in Kenya and the global financial crisis that erupted a year later. It's emerged from those perilous times as a company valued at \$100 million and with Willner launching Worldview

Travel (billed as North America's largest luxury-focused agency) in 2011 and rebranding it as Travel Edge just over a year ago, it's clear that the executive now has the wind at his back as he continues along the path of taking the industry by storm.

"Business is a response to a series of challenges," he explains. "Most businesses, if they're any size, people will say, 'if it was easy, everybody would be doing it.' Anything you build, you're going to have to grow up through the cracks. So, for sure, any successful business is... figuring out a way to make value."

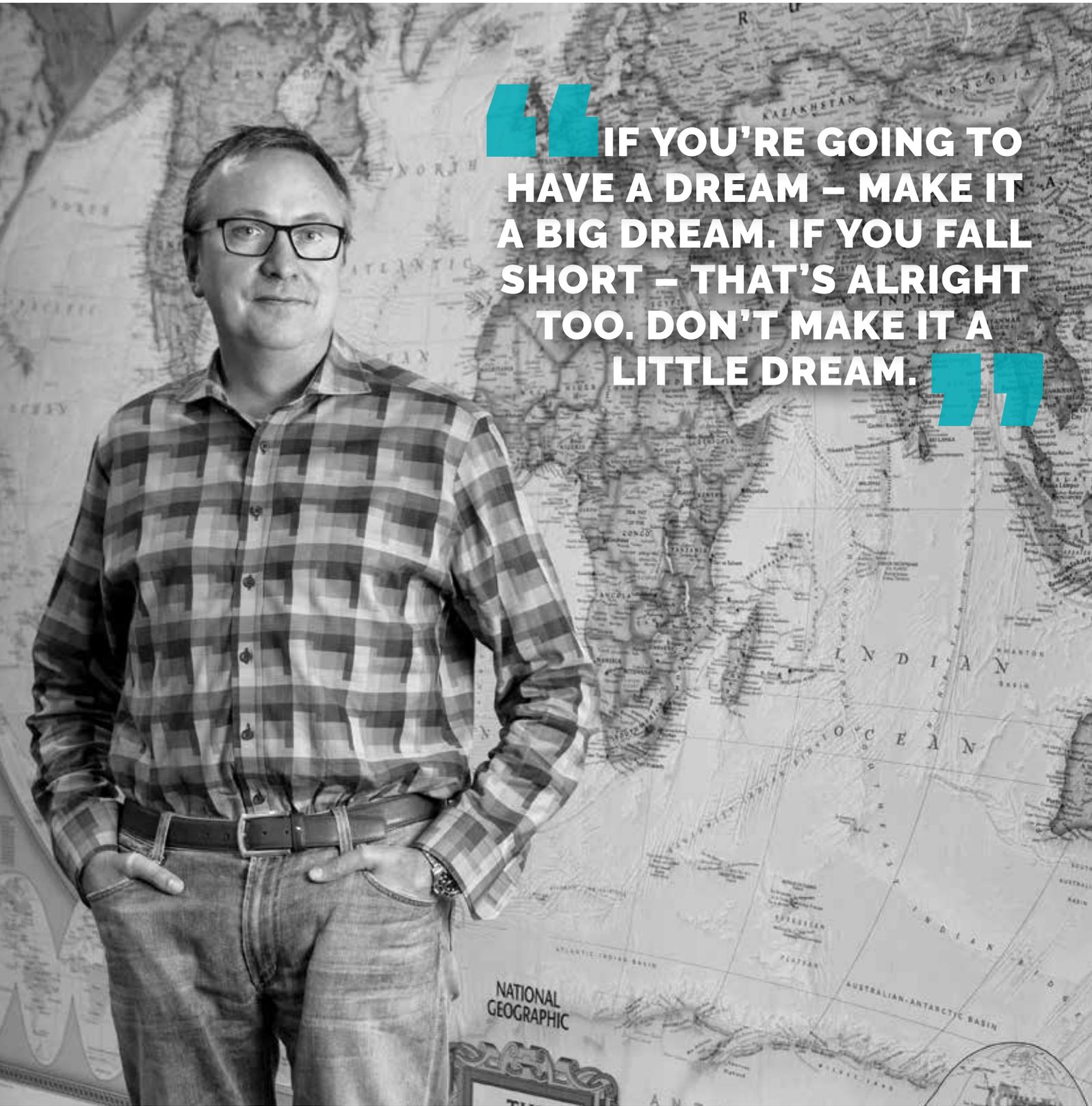
As a self-professed risk-taker, Willner saw the launch of Worldview Travel as an opportunity and a challenge in equal measure. Marked by the acquisition of several travel agencies from the outset, it was a reflection of his growing conviction in the centrality of travel agents – and the inefficacy of the existing model. "If you can go back to the mid-1980s, or even the mid-1990s as the OTAs were getting going, agencies were enjoying 15-20 per cent margins," he says, "and they were good, they were healthy, there were a lot of them – it was a good business to run.

"Once margins to agents started creeping down... you've got margins now that are sitting at 10 per cent for an agency. That's not enough to hire; it's not enough to market; it's not enough to do anything. So as we looked at them, we thought, 'gosh, why don't we go into the travel agency space and fix this?'"

Willner's attire – blue jeans, sneakers, comfortable shirt – reflects the fact that he's completely at ease with the image Travel Edge has cultivated for itself. "I think we're still a very well-kept secret in the travel industry," he asserts. "Not many people know that we've been around for 13 years, or that we're \$700m in size – we're extremely stealthy. →

Jeff Willner, Explorer

It's little surprise, given the scale of his global travels, that Willner is a Royal Geographic Fellow and proud member of the Explorers Club. In fact, Travel Edge's head office, which teems with intriguing travel mementos and souvenirs, hosts regular meetings of the Club and has its name emblazoned across a wall. It's all a product of what Willner describes as his long-established 'travel bug.'



“ IF YOU’RE GOING TO HAVE A DREAM – MAKE IT A BIG DREAM. IF YOU FALL SHORT – THAT’S ALRIGHT TOO. DON’T MAKE IT A LITTLE DREAM. ”

Where Next?

Given the depth of his experience travelling around the world, it's quicker to ask Jeff Willner where he *hasn't* been. "Australia and New Zealand – I haven't been there yet," he says. "And then some things that were just kind of blocked off when I was doing my last trip. I'm a little light on Central America, the 'stans – that area was pretty blocked down after 9/11." He usually travels a couple of times a year, with 'Phase Two' of his legendary expeditions set to focus on travelling by sea. "Driving across land was interesting," he says, "but I think...going around the world by sea would be pretty cool."

To me, it was always more about satisfying the customers; making sure that your volume is great, your service is unbelievable; you're offering real value for money; and that things would eventually take care of themselves everywhere else."

At home in T.O.

Born in the U.S. but raised on the shores of Lake Tanganyika – near where renowned explorer Henry Morton Stanley famously found Dr. Livingstone – it was perhaps inevitable that a love for adventure ended up coursing through Willner's veins. But how exactly does such an intrepid

“ BUSINESS IS A RESPONSE TO A SERIES OF CHALLENGES. ”

adventurer finally settle in one place? While he admits that it was a difficult task after his time spent journeying across the world, he's found home in Toronto – happily married with a wife and three kids. "I love it," he says. "I'm very proud of Toronto. I'm very proud of the tolerance and diversity in the city, [and] very appreciative of the arts, and restaurants, and culture." There's only one thing that can put a damper on his enthusiasm for the city. "The weather is very unfortunate," he laughs.

Willner maintains a laser-like focus on his vision for the future as Travel Edge surges forward, with the CEO leaving little doubt as to the company's lofty ambitions. "Travel Edge's goal is to

be *the* luxury travel brand in North America," he says. "That means \$10 billion, \$20 billion in sales. If you're going to have a dream – make it a big dream. If you fall short – that's alright too. Don't make it a little dream."

And they won't be able to do it without the help of travel agents – with Travel Edge's ADX platform designed "entirely to put the power back in the hands of the advisor." "Your knowledge, your care for the client – if something goes wrong, you're going to be there, you're going to pick up the phone, take care of them. An online travel website is not going to do that for them," he says. "In effect, what we're doing with ADX is – we're turning travel agents into mini tour operators. And as a mini tour operator, your margins are very different. Then you go from 10 per cent back up to 20 per cent."

The strength of the team he's assembled around him means that Willner, while still devoted to the future of Travel Edge, is able to set clear priorities in his work-life balance. "I'm actually really a hockey dad first, and then I run a company as well," he jokes. "The company is secondary."

When I wonder aloud whether this means he envisages ever undertaking another trip of similar scope to his marathon Land Rover adventures of years ago, the reply is utterly unhesitant.

"For sure," he grins. "I have Phase Two all planned out." ●



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A STAR ALLIANCE MEMBER 

HOW TO ATTRACT NEW EMPLOYEES

By Jean-François Venne

The strong employment figures currently enjoyed in Canada can sometimes make it more difficult for companies to unearth a new gem of an employee. How can you attract the best candidates? What should you be looking for?

“Since available manpower is becoming scarcer, the employer must know how to stand out,” says Anne Bourhis, professor of human resources management at HEC Montreal. “This does not necessarily mean in terms of pay, because the ability to pay is always limited, but more so in terms of the brand image of the employer.”

Bourhis emphasizes that the recruitment process is continuous, and does not begin and end at the time of hiring. In the same way that a company must market its products or services, it should also market itself as an employer. This is called HR marketing.

“Employers need to think about what they project in the eyes of the candidates, not only in terms of salary or benefits but also reputation, social responsibility, prestige and more,”



she says. “Candidates are very sensitive to the correspondence between their own values and those of the company.” It’s therefore advantageous to promote the company’s sound human resources management practices, its certifications, affiliations with prestigious players, and other positive features.

An attractive corporate image can also be displayed on the company website. This should include a comprehensive ‘Careers’ section, with testimonials from, for instance, current or former employees. The company should promote its image at job fairs and through social media; the latter can make it possible to identify interesting candidates by beginning a dialogue with them – even if the company does not have an immediate recruitment need.

What are candidates looking for?

Once the candidate’s interest is attracted by your company’s image, the next step is to offer them the right working conditions. But what are candidates looking for? “Time,” says Bourhis.

"They appreciate flexibility, whether to take time off or work from home." Several companies, for instance, have swapped the idea of 'sick leave' for 'personal leave' which is more flexible.

Denis Morin, professor of human resources management at the Université du Québec à Montréal's School of Management, uses a recent scientific article to highlight the most important factors for candidates in their job search. "Compensation and benefits need to be competitive, but their importance diminishes towards the end of the recruitment process," he says. "In other words – they are not necessarily the biggest factors in accepting employment. Organizational culture, career management, stimulating work, access to training, and work/family balance are often more important."

Morin also mentions an aspect of recruitment that's often overlooked: the role of the interviewer during the job interview. "The interviewer's behaviour sends signals to the candidate about several aspects of the company, such as the work climate or respect towards

employees," he says. "The candidate is looking for a company that they will be compatible with."

A meta-analysis conducted by Canadian researchers in 2005 showed that the demeanour of the interviewer, rigour of the recruitment process, and perception of fairness in selection all had a significant impact on the attractiveness of an organization as an employer.

"We must remember that it is not only the company that evaluates the candidate during a hiring process; the candidate also evaluates the company," Morin concludes. ●



Jean-François Venne

Independent journalist specializing in the field of business

TOP 10 JOB FACTORS FOR UNIVERSITY GRADUATES

- Professional challenges
- The working environment (climate and atmosphere)
- Work/family balance
- Salary
- Job security
- Diversity and variety of tasks
- Work schedule (flexible hours)
- Quality of products and services offered
- Skills management programs: training offered by the company
- Location of the organization (in relation to place of residence)

SOURCE: Catherine Beaudry et al., "Qu'est-ce qui incite les finissants universitaires à postuler chez un employeur ? Palmarès des facteurs déterminants", *Gestion* 2013/14 (Vol. 30) p. 41-50. DOI 10.3917/rges.384.0041 <http://bit.ly/revuegestion2013-p41>



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A NUMBERS GAME:

TRAVEL FACTS & FIGURES

By André Désiront

\$445,600,000

The price, in dollars, of the Airbus A380, which is the biggest commercial aircraft in the world. This is the list price, which is almost never paid by buyers; in reality, the A380 sells for around \$230 million, a price reduction of nearly 50 per cent. The prices listed by the main manufacturers are usually misleading: both Boeing and Airbus offer discounts of between 47 per cent and 62.7 per cent to their customers, depending on the size of the order in terms of the number of aircraft and strategic importance. For example, the Bombardier CSeries was listed at \$79.5 million for the CS100 (100 seats) and \$89.5 million for the CS300 (130 seats). However, in order to make a breakthrough in the American market, the Quebec manufacturer reduced its prices by nearly two-thirds (or 75 per cent, according to some sources) for Delta's order of 75 CS100s. This provoked a protest by Boeing, and a stand-off that became infamous.

430

The number of Airbus A320s sold to the investment firm Indigo Partners, as part of the Dubai Air Show, last November. The order, which covered 273 A320neo and 157 A321neo aircraft, was valued at U.S. \$49.5 billion. This is the second largest order in the history of aviation in terms of value, and the largest in terms of aircraft purchased.

Sources: Challenges, Flight Ascend Consultancy and Reuters

14,300

The number of Boeing 737s sold since coming into service in 1968, making it the most-sold aircraft in the world. This record may soon be surpassed by Airbus, which has sold 13,700 aircraft since the launch of the A320, A319 and A321 in 1988; however, only 317 A380s have been sold by Airbus since the aircraft's launch in 2004, with the last order as long ago as 2015.





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THE TOP

8

EVENTS TRENDS

By Aurore Bonvalot



Here are the eight trends to keep in mind.



1 DIGITIZATION

Develop a digital app for your event.

The benefits are numerous : frequently-sent notifications; facilitation of networking; content sharing through social media; the ability to interact and react in real time; a larger scope for the event. In short, it can lead to a significantly improved experience for participants.

If you have a smaller budget, you can use existing digital solutions, which can offer many features for you and for attendees.

2 TECHNOLOGY

Facial recognition is also very easy: it allows quick and easy registration of participants on the same day, with infinite possibilities for customization. Virtual reality offers a novel approach to tourism events (using helmets, we can live a 3D experience, as though we were really there) and adds an experiential and immersive touch to your activities.

Why not use mini robots? They can interact with participants, take pictures of them – and even post content on social media!

3 LIVE STREAMING AND RFID

Still under-utilized, Live Streaming is growing in popularity to boost events by broadcasting live. It can also attract new participants – those who couldn't be present, but would like to join you to see the event, or experience it without being physically there.

Even more interesting is Radio Frequency Identification, which allows the use of a badge or a bracelet to display an object or avatar – without contact. It's innovative but also very fun!

4 IMMERSION

Make your participants travel by changing scenery throughout the event. You can project different worlds according to the themes of the conferences, or the emotions that you want them to experience.

5 WORK AND PLEASURE

Participants want to make the most of their travel experience, so when they attend an event, they will often stay a few extra days to enjoy the city or region they've travelled to. This is even more apparent when the event is happening abroad.

Participants also benefit from travelling with their families, so it's a good idea to plan activities for their spouses and children. →

What's new in the world of events these days? What is important to include in the events you organize? How can you please your participants, and ensure that they become ambassadors for your events?



6 PARTNERSHIPS

More than ever, it's important to create relevant partnerships when planning and conducting your events. The benefits of this include greater scope for your activities and the ability to share skills, attract new customers, improve programming, and share costs and risks.

7 ME, MYSELF AND I

The participant is placed at the heart of the event. Organize activities related to well-being and personal, physical and spiritual development,

and integrate these activities into your conference planning.

8 INCLUDE SURPRISES

It's always a plus to surprise your guests and make a strong impression. Give them bracelets that illuminate and project light beams; reveal a custom hologram; or invite a well-known personality to interact with participants.

By adding a personal touch to each of your events, you can create new trends of your own. ●



Aurore Bonvalot

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

Destination 'I DO':

Why more and more Canadian couples are tying the knot abroad

By Christine Hogg

Photo courtesy of Saint Lucia Tourism Authority

Weddings are big business, and from a Canadian perspective, there is plenty of potential to grow the destination weddings market.

"In 2015, 160,324 Canadians got married, and of those marriages, only 15 per cent, or 22,445, were destination weddings," said Liz Scull, marketing manager,

DestinationVows. "In comparison, 2,140,272 U.S. couples got married, and 25 per cent of those couples opted for a destination wedding, representing 428,054 individuals."

Between setting a date, booking the venue, and reaching an agreement on entertainment, food, and decor, today's

couples become fully-immersed in the planning process. In fact, according to Weddingbells' 2015 Annual Reader Survey, the average Canadian wedding engagement lasts one year and 10 months – that's almost two years spent calling venues, sampling culinary pairings, picking out flowers, and designing the cake – not to mention →

snapping up a photographer, renting a limo, and securing any other services that sometimes take years to lock down, given the high demand.

Sounds exhausting? Keep reading.

Here come the bills

Marriage is supposed to be fun, but thousands of Canadian newlyweds go directly into the red after the big day. The total expected cost for a traditional wedding done on home soil in Canada was \$30,717 (ring and honeymoon

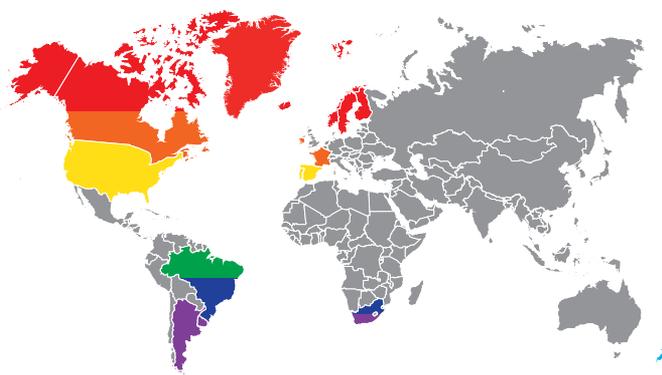
included) back in 2015, and since then, it's only gone up. Seventy-five per cent of Canadian brides admit they've likely spent more than what they're capable of covering, and that's why so many couples hold a stag and doe party prior to the wedding – 61 per cent of couples expressed that cash donations are a necessary component to the wedding planning budget.



Ashley & Lennox, Grand Bahia Principe, Jamaica, courtesy of DestinationVows

LGBTQ Places to Say "I Do"

- Argentina (2010)
- Australia (2017)
- Belgium (2003)
- Brazil (2013)
- Canada (2005)
- Colombia (2016)
- Denmark (2012)
- England/Wales (2013)
- Finland (2015)
- France (2013)
- Germany (2017)
- Greenland (2015)
- Iceland (2010)
- Ireland (2015)
- Luxembourg (2014)
- Malta (2017)
- Mexico (some districts, 2009)
- Uruguay (2013)
- The Netherlands (2000)
- New Zealand (2013)
- Norway (2008)
- Portugal (2010)
- Scotland (2014)
- South Africa (2006)
- Spain (2005)
- United States (2015)
- Sweden (2009)



On top of that, one in five Canadian brides are only interested in a ring that costs more than \$5,000, and 29 per cent of brides already know what style of ring they're getting before their fiancée gets down on one knee.

Traditional weddings are incredibly costly, and with the average Canadian bride being the age of 30, most engaged couples in Canada are millennials, who are often unfairly branded as cash-strapped and scatterbrained when it comes to making cost-effective financial decisions.

In reality, that's not the case. "I wouldn't say the millennial is cash-strapped, but more debt-strapped," explained Scull. "Many have huge student loans that need to be paid off, and today's millennial would rather spend on experiences."

A day that is supposed to be special is often overshadowed by the months and sometimes years of planning and →

Destination weddings are changing



Photo by R+M Wedding Pics

From getting married on a cruise ship at sea to tying the knot underneath a waterfall, Canadian couples think of everything when it comes to celebrating with friends, family, and loved ones. Typically, a destination wedding hints at the all-inclusive allure, and while for the most part this holds true, there are a few newcomers on the block that hold a great deal of promise. Saint Lucia, for example, is the Caribbean's leading honeymoon destination and there are currently no residency requirements for couples planning a destination wedding. Here are Canada's favourite destination picks for planning a destination wedding, according to DestinationVows and DestinationMariage:

Canadian destination wedding specialists weigh in

Ashley Honigman

Destination Wedding & Romance Travel Specialist
Weddings by Escapes

"My top three destination requests for 2017/18 are still Mexico, Punta Cana and Cancun; however I've seen much more interest in Saint Lucia, Hawaii and the Bahamas. There also seems to be more interest in Tahiti and the Maldives for intimate wedding and vow renewals, and the top three destinations that remain as favourites year after year are still Mexico (Cancun, Puerto Vallarta, Los Cabos), Punta Cana, and Jamaica."

Shauna Sharp

Destination Wedding Specialist & Travel Consultant
Rock-it Travel Weddings (an affiliate to Travel Professionals International)

"My most popular destinations this year are Punta Cana and Puerto Vallarta (for the sunsets); however, more brides and grooms are looking for something different, so they look at doing off-site weddings. We specialize in this and really enjoy weddings that are outside the box. Costa Rica is high on the list as well as Panama, and Mexico is always popular because it's great value for the money. Most times the requests that come from couples are 'we want to do something different' and Hawaii is always one of those destinations."

Quebec's Love Affair: Punta Cana, Dominican Republic; Cancun/Riviera Maya/Riviera Nayarit, Mexico; Negril and Ocho Rios, Jamaica; Varadero and Cayo Coco, Cuba.

Ontario's Love Affair: Punta Cana and Cap Cana, Dominican Republic; Ocho Rios/Negril/Montego Bay, Jamaica; Varadero, Cayo Coco, and Holguin, Cuba

The Romancer: Costa Rica – waterfalls, beaches, wildlife, and outdoor excursions are just some of the reasons Costa Rica is the top emerging destination for couples in all of Canada.

Love Locked Down: Hawaii – beaches, sunsets, and a history of romance keep Hawaii as an all-time favourite destination wedding location for both Ontario and Quebec couples.

Just Started Dating: Italy & Las Vegas – Tuscany has gone on the radar quite recently for Canadian couples looking for something more than the tropics, and the number of Canadians getting married in Las Vegas is at an all-time high.



Ashley & Lennox, Grand Bahia Principe, Jamaica, courtesy of DestinationVows

Photo by Tropic One Studio

budgeting to make it all happen. Rather than scrape the bottom of the barrel, borrow from the bank of Mom and Dad, or dip into savings accounts or investments, more and more lovestruck Canadians are seeing the value in a destination wedding, because as it turns out, getting married abroad is actually one-third the cost of getting hitched in your hometown.

Say "I Do" to a destination wedding

Having entered the Canadian market just over 10 years ago, DestinationVows is a specialty niche program created by the Ensemble Travel Group to offer the support and marketing tools required to successfully grow a romance business, with a team of destination specialists who focus exclusively on the planning and booking of destination weddings and honeymoons. To date, the group has approximately 100 Destination Specialists across the country, including throughout Quebec, where the company opened in 2014 as DestinationMariage.

“ Having a destination wedding also avoids family drama. Sometimes, parents from each side of the family already had a location in mind, but by going abroad, it's a neutral zone. ”

– Valerie Lenoir, marketing manager, DestinationMariage

“Our mission is to help couples with the planning of their dream wedding and we promote the expertise of our destination specialists, who are certified travel agents with a strong knowledge of destination weddings,” explained Valerie Lenoir, marketing manager, DestinationMariage. “They listen to the couple's needs and suggest the best options based on their travel desires

and interests. They are not sellers, but rather specialists who will go above and beyond to make the process stress-free for the couple and their guests.”

One of the biggest misconceptions that Canadian couples have about destination weddings is that they're too expensive, but in reality, the average one costs \$10,000 – that's more than \$20,000 less than having one in Canada.

So just how, exactly, does booking flights and having a wedding in another country cost less than staying put?

When Canadian couples marry in Canada, many get caught up in the cycle of inviting close friends and family, but then stretch the invite to extended family, old friends, and even colleagues. That usually translates to a larger bridal party, which equates to more money spent on bridesmaid dresses and suits for the groomsmen, separate parties, and a hefty catering bill and open bar on the big day. The average number of wedding guests is 129 in Ontario, and 120 in Quebec.

In contrast, when a couple plans a destination wedding, the resort and its surroundings act as the venue, and if it's an all-inclusive, guests can enjoy whatever they wish, so long as they cover the cost of their flight and hotel. Plus, destination weddings are more intimate, because the couple tends to only invite the people in their lives who will make the journey with them. They're a huge hit with millennials, who are more interested in making memories than making vendor quotas.

"Destination weddings are really trending with millennials because they love the idea of spending a complete week celebrating their love with their closest friends and family," Lenoir said. "Destination weddings are stress-free; you work with a certified travel agent and collaborate with the hotel's wedding coordinator, so every detail of the planning is taken care of. You don't have to meet a dozen vendors to choose every aspect of the wedding and having a destination wedding also avoids family drama – sometimes, parents from each side of the family already had a location in mind, but by going abroad, it's a neutral zone. It also reduces the attendee list, because not every member of the extended family will be willing to pay for the trip."

According to Weddingbells' 2015 Annual Reader Survey, one-quarter of Canadian weddings booked November through April are destination weddings, and 14 per cent of Canadian weddings in total will take place abroad.

It was last reported that more than one in three Canadian brides plan on booking a honeymoon that promises an adventure travel component. Two-thirds of brides look for an all-inclusive resort, and on average, Canadians honeymoon for 8.8 days. A destination wedding takes care of the honeymoon for the couple, and there are multiple destinations that promise to deliver unforgettable, adventurous experiences. ●

Canadian Honeymoon favourites

- 1  Bahamas
- 2  Italy
- 3  U.S.A.
- 4  Mexico
- 5  Jamaica
- 6  Greece
- 7  Dominican Republic
- 8  France
- 9  Bermuda
- 10  Cuba

Source: DestinationVows



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FALLING FOR HAWAII

By Fergal McAlinden

Hawaii

Country: U.S.A.

City/state: Six islands of Hawaii

Biggest market: North America & Asia

Most popular venues: Beachside hotels are popular, but a range of options are available including nature reserves, private estates and museums.

LGBTQ weddings since: 2013

Fun Fact: Ever wondered what it would be like to have a royal wedding? The grounds of 'Iolani Palace, the former residence of the rulers of the Kingdom of Hawaii, are available to book for wedding receptions – with space for up to 8,000 people across 11 acres.

Its rich cultural history and the prospect of creating an unforgettable ceremony are just two of the reasons that Hawaii is quickly making its mark as an ideal place to tie the knot. Hawaii offers unique wedding experiences across its many islands, with its astonishing natural scenery and renowned aloha spirit prevalent throughout. You'll also note its strong 'town-and-country' appeal, exemplified in the contrast between the pleasant bustle of downtown Waikiki Beach and the idyllic expanse of countryside along Oahu's North Shore.

The ease of access to each of its islands is often cited as a key component of its

appeal, while there are surely few more memorable backdrops for a ceremony than the Kualoa Ranch private nature reserve or the plunging waterfalls of Waimea Valley. There's also the possibility of infusing your wedding experience with a flavour of Hawaii's distinctive culture – from a spiritual cleansing ceremony by the beach to an authentic luau and a beachside marriage, perhaps with the iconic Diamond Head looming in the backdrop.

It's little surprise that the state's burgeoning popularity among destination wedding specialists has resulted in the establishment of Wedding Week Hawaii, a week-long series of events that allows wedding experts to network and pick up tips and tricks of the trade; this year was its second iteration, with wedding professionals flocking to Oahu from across the archipelago and beyond for the occasion. ●



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GETTING CRAFTY

A U.S. CRAFT

By **Blake Wolfe**

The craft beer craze shows no signs of slowing down and nowhere is that more apparent than with our neighbours to the south. With 50 states to choose from, the U.S. is a craft beer aficionado's dream, but where to start? While many worthy contenders were left out, here are four spots to sample the local brews on your next U.S. vacation.



Photos: Brian Adams - Haines

Alaska

As of 2012, there were 21 breweries in Alaska, and there's likely more on the horizon.

Beer has a long history in the state, with this year marking the 25th anniversary of the Great Alaska Craft Beer & Home Brew Festival, welcoming brewers from across Alaska to the community of Haines each spring.

Big Swig Brewery Tours operates several tours stopping at various breweries throughout Anchorage (including a Bike & Brew cycling option or Hops On The Rail, transporting guests by train), while in Juneau, travellers can explore the home of the Alaskan Brewing Company with tours offered by Alaska Shore Excursions and Liquid Alaska Tours.

Pairs with: wilderness exploration, northern temperatures, grizzly bears

Oregon

Arguably the craft beer capital of the U.S., no conversation about the topic is complete without mention of Oregon, especially considering that the state ranks number one in percentage of money spent on craft beer each year.

In early July, Portland's craft brewers – there are more than 70! – get together for the annual Portland Craft Beer Festival, admitting only those beers brewed within the city's limits.

In Portland, Brewvana will take craft beer lovers to a state of bliss, featuring various tours (offered by bus or by walking, with private tour options available) in a city where more than 70 breweries can be sampled.

Putting a unique spin on things as only Portland can, tour operators BrewCycle and Pedalounge offer party bike tours with seating for 15, making stops at breweries throughout the city.

Pairs with: Portlandia, flannel, food trucks



BREW ODYSSEY

Florida

Providing the perfect weather to enjoy a cold one, Florida has a growing craft beer scene as evidenced by the numerous festivals celebrating local brews throughout the state each year (many taking place in early April).

From the Tampa Bay Brewing Company to Tallahassee's Proof Brewing Company, the state's craft beer offerings are as unique as its many geographic and cultural regions.

As a result, visitors to any part of the Sunshine State can take part in a brew tour – from Jax Brew Bus in Jacksonville, to Hop On! Central Florida Brew Tours to the Miami Brew Bus.

Pairs with: theme parks, sunshine, alligators



Photos - Visit Tampa Bay



Photos - Visit Austin

Texas

The Lone Star State is home to numerous craft brewers and nowhere is this more evident than in Austin, where unique beers can be enjoyed alongside more than 250 music venues.

The 'Live Music Capital of the World' is also home to Black Star Co-op, the world's first cooperatively owned brew pub.

And like its Portland party bike counterparts, Pubcrawler of Austin takes up to 14 guests on a tour of the city's craft beer offerings.

Pairs with: barbecue, cowboy culture, South by Southwest ●

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2018 | RIVER CRUISE GUIDE

By Ming Tappin



River cruising has grown by leaps and bounds over the past decade. On last count, there are more than 30 river companies big and small, with a combined number of more than 350 ships. This year, 15 new river ships are expected to launch, with the same number expected in 2019. In addition to the popular European rivers, there have been expansions into the exotic rivers, from the Amazon to the Irrawaddy, the Ganges to the Zambezi.

What makes river cruising so appealing?

Smaller Guest Count

River cruise ships typically carry less than 200 guests, and barges carry less than 10. This means no crowds and no lineups. It also makes for a congenial onboard atmosphere, as guests see each other every day, dine together, and participate in tours together. It is easy to socialize and make new friends.

More Inclusions

An excursion is included at every port, either as a walking tour or a visit to the top points of interest. Wine, beer, and soft drinks are complimentary with lunch and dinner, as are bottled water, specialty coffees and teas. Most ships in Europe also have free wi-fi. Some river cruise lines and barges are all-inclusive, with open bar, prepaid gratuities, and airport transfers.

Culinary Journey

Since the galley caters to a much smaller group, all meals are cooked to order. The menus feature regional specialties made with locally-sourced ingredients. Think wiener schnitzel and Hungarian goulash on the Danube, crispy roast pork



and hearty bratwurst on the Rhine. Accompanying wine and beer also reflect the ship's itinerary – imagine sipping a glass of Bordeaux or Burgundy, or sampling Bavarian beers while cruising through Europe's top wine- and beer-producing regions.

Enriching Travel Experience

River cruising is a chance to delve deep into the destination, blending the history, culture, arts, and architecture of the region to create an immersive experience. Visitors discover both bustling city life and rural peacefulness through guided tours by local experts, with excursions to castles, museums, concerts, or even private homes and farms to engage with the owners. The enriching experience continues on board the ship, through regional food and wine, local lecturers, musicians and performers who come aboard to educate and entertain guests. →



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Easy Access to Sightseeing

Before roads were built, rivers were the main transportation arteries. As a result, the prominent cities of the world, along with charming hamlets and towns, were built upon the river banks. This allows for convenient access to sightseeing, with city centres or transportation hubs often within walking distance from the ship. Guests can come and go as they wish, and on evening or overnight calls, enjoying dinner or taking in the nightlife ashore is made easy. River cruising is also an

excellent way to explore remote destinations – such as the pilgrimage sites along the Ganges, thatched-roof villages on the Irrawaddy and Russian communes on the Volga – before returning to your floating hotel at the end of each day. The convenience of unpacking once and enjoying multiple ports and countries simply cannot be beaten.

How to Choose a River Cruise

With so many different cruise lines, it can be daunting for a client to select the right river cruise, and travel counsellors are often puzzled over the differences between the brands. The answer comes down to properly qualifying your clients to determine what is important to them on their vacation.

Passenger and Crew Capacity

Although river ships are roughly the same size so that they can fit under bridges and into locks,

passenger and crew capacity vary between the cruise lines. Ships with fewer guests will have larger staterooms and more onboard amenities, while crew-to-guest ratio will affect service levels.

Stateroom size and layout

Staterooms and suite size also vary between the brands. Will your clients be spending more time on deck and ashore during a river cruise? Absolutely – but having a little extra space may be appealing for those looking to relax in the privacy of their room.

Onboard Amenities

While all river ships feature a restaurant, lounge and upper deck, amenities such as bicycles, pools, fitness areas and spa services are not always commonplace. If your clients find these amenities important, recommend the cruise line that offers them.

Inclusiveness

Although budget is often a deciding factor, an all-inclusive cruise line may provide better value if all expenses are paid upfront, with larger staterooms and higher service levels. Eliminating the hassle of paying for à la carte items is an intangible benefit of an all-inclusive cruise that should be presented. ●



Ming Tappin

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

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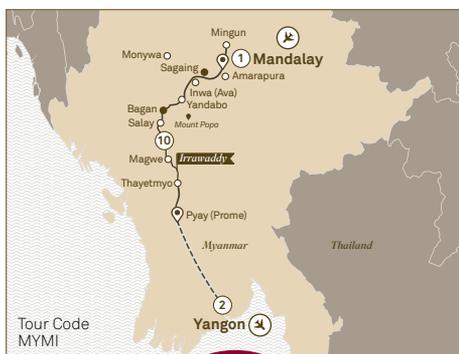
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2018 RIVER CRUISE GUIDE

PAX presents the **2018 River Cruise Guide** to help you navigate the world of river cruising. Here, you will find a comprehensive list of river cruise lines and their fleet, along with useful stats and amenities. We've included the major river brands, as well as international lines and smaller, niche companies. It is important to keep in mind that, although the cruise itineraries offered by each line are consistent year over year, the principal cruising area of each ship is subject to change as ships may be redeployed to meet demand as required.

Company and River Ships	All Inclusive	Number of Ships	Year Launched	Passenger Capacity	Crew Capacity	Principal Cruising Area					
AMA Waterways	No	22									
<i>AmaBella</i>			2010	161	51	Chartered	✓	✗	✓	✓	✓
<i>AmaCello</i>			2008	144	45	Rhone	✗	✓	✓	✓	✓
<i>AmaCerto</i>			2012	162	51	Danube	✓	✗	✓	✓	✓
<i>AmaDante</i>			2008	144	45	Rhine/Moselle/ Danube	✗	✓	✓	✓	✓
<i>AmaDara</i>			2015	124	52	Mekong	✓	✗	✓	✓	✓
<i>AmaDolce</i>			2009	144	45	Garonne/Dordogne	✗	✓	✓	✓	✓
<i>AmaDouro</i>			2019	102	38	Douro	✓	✗	✓	✓	✓
<i>AmaKristina</i>			2017	156	51	Rhine	✓	✗	✓	✓	✓
<i>AmaLea</i>			2018	158	51	Danube	✓	✗	✓	✓	✓
<i>AmaLyra</i>			2009	144	45	Seine	✗	✓	✓	✓	✓
<i>AmaMagna</i>			2019	204	70	Danube	✓	✓	✓	✓	✓
<i>AmaMora</i>			2019	158	51	Rhine	✓	✗	✓	✓	✓
<i>AmaPrima</i>			2013	162	51	Rhine/Moselle	✓	✗	✓	✓	✓
<i>AmaReina</i>			2014	162	51	Chartered	✓	✗	✓	✓	✓
<i>AmaSerena</i>			2015	162	51	Rhine/Danube	✓	✗	✓	✓	✓
<i>AmaSonata</i>			2014	162	49	Rhine/Danube	✓	✗	✓	✓	✓
<i>AmaStella</i>			2016	156	51	Rhine	✓	✗	✓	✓	✓
<i>AmaVenita</i>			2015	162	51	Chartered	✓	✗	✓	✓	✓
<i>AmaVerde</i>			2011	161	51	Chartered	✓	✗	✓	✓	✓
<i>AmaVida</i>			2013	106	30	Douro	✓	✗	✓	✓	✓
<i>AmaViola</i>			2016	156	51	Danube	✓	✗	✓	✓	✓
<i>Zambezi Queen</i>			2009	28	22	Chobe/Zambezi	✓	✗	✗	✗	✗
Amadeus by Luftner	No	11									
<i>MS Amadeus Brilliant</i>			2011	150	40	Netherlands/Rhine/ Main/Danube	✗	✗	✓	✓	✓
<i>MS Amadeus Diamond</i>			2009	146	40	Seine	✗	✗	✓	✓	✓
<i>MS Amadeus Elegant</i>			2010	150	40	Danube	✗	✗	✓	✓	✓
<i>MS Amadeus Provence</i>			2017	140	40	Rhone/Saone	✓	✗	✓	✓	✓
<i>MS Amadeus Queen</i>			2018	162	46	Netherlands/Rhine/ Main/Danube	✗	✗	✓	✓	✓
<i>MS Amadeus Royal</i>			2005	142	40	Netherlands/Rhine	✓	✗	✓	✓	✓
<i>MS Amadeus Silver</i>			2013	180	46	Danube	✗	✗	✓	✓	✓
<i>MS Amadeus Silver II</i>			2015	168	46	Danube	✗	✗	✓	✓	✓
<i>MS Amadeus Silver III</i>			2016	168	46	Rhine/Danube	✗	✗	✓	✓	✓

*PAX magazine cannot be held responsible for errors or omissions. Have you added new products? Write to us at alexandre@logimonde.com

2018 RIVER CRUISE GUIDE

Company and River Ships	All Inclusive	Number of Ships	Year Launched	Passenger Capacity	Crew Capacity	Principal Cruising Area					
<i>MS Amadeus Star</i>			2019	164	TBA	TBA	✗	✗	✓	✓	✓
<i>MS Amadeus Symphony</i>			2003	144	40	Rhine/Danube	✓	✗	✓	✓	✓
American Cruise Lines	No	6									
<i>America</i>			2016	185	52	Mississippi	✗	✗	✓	✗	✗
<i>American Harmony</i>			2019	184	TBA	Mississippi	✗	✗	✓	✗	✗
<i>American Pride</i>			2012	150	43	Columbia & Snake Rivers	✗	✗	✓	✗	✗
<i>American Song</i>			2018	184	TBA	Mississippi	✗	✗	✓	✗	✗
<i>Queen of the Mississippi</i>			2015	150	43	Mississippi	✗	✗	✓	✗	✗
<i>Queen of the West</i>			1995	100	47	Columbia & Snake Rivers	✗	✗	✗	✗	✗
American Queen Steamboat Company	No	3									
<i>American Duchess</i>			2017	166	82	Mississippi	✗	✗	✓	✗	✗
<i>American Empress</i>			2003	223	83	Columbia & Snake Rivers	✓	✗	✓	✓	✗
<i>American Queen</i>			1995	424	172	Mississippi	✓	✗	✓	✓	✗
Aqua Expeditions	No	2									
<i>Aria Amazon</i>			2010	32	27	Amazon	✗	✓	✓	✓	✓
<i>Aqua Mekong</i>			2014	40	40	Mekong	✓	✗	✓	✓	✓
A-Rosa	Yes	11									
<i>A-Rosa Aqua</i>			2009	202	54	Rhine/Moselle/Danube	✗	✓	✓	✓	✓
<i>A-Rosa Bella</i>			2002	242	50	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>A-Rosa Brava</i>			2011	202	54	Rhine/Moselle/Danube	✗	✓	✓	✓	✓
<i>A-Rosa Donna</i>			2002	242	50	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>A-Rosa Flora</i>			2014	183	50	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>A-Rosa Luna</i>			2005	174	45	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>A-Rosa Mia</i>			2003	242	50	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>A-Rosa Riva</i>			2004	242	50	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>A-Rosa Silva</i>			2012	186	50	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>A-Rosa Stella</i>			2005	174	45	Rhone/Saone	✓	✗	✓	✓	✓
<i>A-Rosa Viva</i>			2010	202	54	Seine	✗	✓	✓	✓	✓

Legend: Pool () , Whirlpool () , Fitness Centre/Equipment () , Spa/Salon Services () , Bicycles ()

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Avalon Waterways	No	22									
Avalon Artistry			2013	128	37	Rhine/Moselle/ Danube	✗	✓	✓	✓	✓
Avalon Envision			2019	166	47	Danube	✗	✓	✓	✓	✓
Avalon Expression			2013	166	47	Rhine/Danube	✗	✓	✓	✓	✓
Avalon Felicity			2010	138	39	Rhine/Moselle	✗	✓	✓	✓	✓
Avalon Illumination			2014	166	47	Rhine/Danube	✗	✓	✓	✓	✓
Avalon Imagery II			2016	128	37	Rhine/Danube	✗	✓	✓	✓	✓
Avalon Impression			2014	166	47	Rhine/Danube	✗	✓	✓	✓	✓
Avalon Infinity			2009	138	39	Rhine	✗	✓	✓	✓	✓
Avalon Luminary			2010	138	39	Rhine/Danube	✗	✓	✓	✓	✓
Avalon Myanmar			2015	36	24	Irrawaddy	✗	✗	✓	✓	✗
Avalon Panorama			2011	166	47	Rhine/Danube	✗	✓	✓	✓	✓
Avalon Passion			2016	166	47	Danube	✗	✓	✓	✓	✓
Avalon Poetry			2014	128	37	Rhine/Rhone	✗	✓	✓	✓	✓
Avalon Saigon			2017	36	24	Mekong	✗	✗	✓	✓	✗
Avalon Siem Reap			2015	36	24	Mekong	✗	✗	✓	✓	✗
Avalon Tapestry			2015	128	37	Seine	✗	✓	✓	✓	✓
Avalon Tranquility			2015	128	37	Rhine/Rhone	✗	✓	✓	✓	✓
Avalon Visionary			2012	128	37	Rhine/Moselle/ Danube	✗	✓	✓	✓	✓
Avalon Vista			2012	166	47	Rhine/Danube	✗	✓	✓	✓	✓
Century Legend (Charter)			2013	408	150	Yangtze	✓	✗	✓	✓	✗
Delfin III (Charter)			2017	44	29	Amazon	✓	✗	✓	✓	✗
Ganges Voyager (Charter)			2015	56	56	Ganges	✗	✗	✓	✓	✗
Belmond	Yes	8									
Belmond Alouette - for private charter only			1986	4	4	Canal du Midi	✗	✗	✗	✗	✓
Belmond Amaryllis - for private charter only			2001	8	6	Burgundy Region	✓	✗	✗	✗	✓
Belmond Fleur de Lys - for private charter only			1986	6	6	Burgundy Region	✓	✗	✗	✗	✓
Belmond Hironnelle			1992	8	4	Burgundy Region	✗	✓	✗	✗	✓
Belmond Lilas			2018	8	6	Alsace Region	✓	✗	✗	✗	✓
Belmond Napoleon			1990	12	7	Rhone	✗	✓	✗	✗	✓
Belmond Pivoine - for private charter only			2017	8	6	Champagne Region	✓	✗	✗	✗	✓
Belmond Road to Mandalay			1996	82	87	Irrawaddy	✓	✗	✓	✓	✗
Century Cruises	No	6									
Century Diamond			2008	264	138	Yangtze	✗	✗	✓	✓	✗

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Century Emerald			2010	264	138	Yangtze	✗	✗	✓	✓	✗
Century Legend			2013	408	150	Yangtze	✓	✗	✓	✓	✗
Century Paragon			2013	408	150	Yangtze	✓	✗	✓	✓	✗
Century Sky			2005	306	152	Yangtze	✗	✗	✓	✓	✗
Century Sun			2006	306	152	Yangtze	✗	✗	✓	✓	✗
Changjiang Cruises	No	2									
Yangtze 1			2006	222	127	Yangtze	✓	✗	✓	✓	✗
Yangtze 2			2011	452	160	Yangtze	✓	✗	✓	✓	✗
CroisiEurope	On select itineraries	43									
African Dream			2017	16	16	Chobe/Zambezi	✗	✓	✗	✗	✗
Anne-Marie			2014	22	5	Canals of France	✗	✓	✗	✗	✓
Daniele			2016	24	6	Canals of France					
Georgy Chicherin (Charter)			1984	280	98	Volga	✗	✗	✗	✗	✗
Jeanine			2013	22	5	Canals of France	✗	✓	✗	✗	✓
Madeleine			2014	22	5	Canals of France	✗	✓	✗	✗	✓
MS Beethoven			2004	180	35	Rhine/Danube	✗	✗	✗	✗	✗
MS Botticelli			2004	151	25	Seine	✗	✗	✗	✗	✗
MS Camargue			1995	104	20	Rhone/Saone	✗	✗	✗	✗	✗
MS Cyrano de Bergerac			1999	174	30	Garonne/Dordogne	✗	✗	✗	✗	✗
MS Deborah			2016	22	6	Canals of France	✗	✓	✗	✗	✓
MS Douce France			1997	110	25	Rhine/Danube	✗	✗	✗	✗	✗
MS Elbe Princesse			2016	80	24	Elbe	✗	✗	✗	✗	✗
MS Elbe Princesse II			2018	86	TBA	Elbe	✗	✗	✗	✗	✗
MS Fernao de Magalhaes			2003	142	26	Douro	✗	✗	✗	✗	✗
MS France			1997	110	25	Rhine/Danube	✗	✗	✗	✗	✗
MS Gerard Schmitter			1997	110	37	Rhine/Danube	✗	✗	✗	✗	✗
MS Gil Eanes			2014	132	25	Douro	✓	✗	✗	✗	✗
MS Infante Don Henrique			2003	142	26	Douro	✗	✗	✗	✗	✗
MS La Belle de Cadix			2005	176	30	Guadalquivir/Guadiana	✗	✗	✗	✗	✗
MS La Boheme			2006	180	26	Rhine/Danube	✗	✗	✗	✗	✗
MS Lafayette			2006	82	24	Rhine/Danube	✗	✗	✗	✗	✗
MS Leonardo De Vinci			2003	144	26	Rhine/Danube	✗	✗	✗	✗	✗
MS L'Europe			2012	176	30	Rhine/Danube	✗	✗	✗	✗	✗
MS Loire Princesse			2014	96	24	Loire	✗	✗	✗	✗	✗
MS Michelangelo			2000	158	20	Po	✗	✗	✗	✗	✗
MS Miguel Torga			2016	132	32	Douro	✓	✗	✗	✗	✗
MS Mistral			1999	158	23	Rhone/Saone	✗	✗	✗	✗	✗
MS Modigliani			2001	160	20	Rhine/Danube	✗	✗	✗	✗	✗

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<i>MS Mona Lisa</i>			2001	160	23	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Monet</i>			2001	160	20	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Princesse d'Aquitaine</i>			2001	138	20	Garonne/Dordogne	✗	✗	✗	✗	✗
<i>MS Renoir</i>			1999	158	25	Seine	✗	✗	✗	✗	✗
<i>MS Seine Princess</i>			2002	138	20	Seine	✗	✗	✗	✗	✗
<i>MS Symphonie</i>			2001	160	20	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Van Gogh</i>			1999	158	20	Rhone/Saone	✗	✗	✗	✗	✗
<i>MS Vasco de Gama</i>			2002	142	26	Douro	✗	✗	✗	✗	✗
<i>MS Victor Hugo</i>			2001	160	23	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Vivaldi</i>			2001	160	30	Rhine/Danube	✗	✗	✗	✗	✗
<i>Raymonde</i>			2014	22	5	Canals of France	✗	✓	✗	✗	✓
<i>Rostropovich (Charter)</i>			2010	212	100	Volga	✗	✗	✓	✗	✗
<i>RV Indochine</i>			2008	48	24	Mekong	✗	✗	✓	✓	✗
<i>RV Indochine II</i>			2016	62	32	Mekong	✓	✗	✗	✓	✗
Crystal Cruises Yes 5											
<i>Crystal Bach</i>			2017	106	68	Rhine/Moselle	✓	✗	✓	✓	✓
<i>Crystal Debussy</i>			2018	106	68	Rhine	✓	✗	✓	✓	✓
<i>Crystal Mahler</i>			2017	106	68	Rhine/Danube	✓	✗	✓	✓	✓
<i>Crystal Mozart</i>			2016	154	92	Danube	✓	✓	✓	✓	✓
<i>Crystal Ravel</i>			2018	106	68	Rhine/Danube	✓	✗	✓	✓	✓
Emerald Waterways Yes 10											
<i>Emerald Dawn</i>			2015	182	47	Rhine/Danube	✓	✗	✓	✓	✓
<i>Emerald Destiny</i>			2017	182	47	Rhine/Danube	✓	✗	✓	✓	✓
<i>Emerald Liberte</i>			2017	138	43	Rhone/Saone	✓	✗	✓	✓	✓
<i>Emerald Radiance</i>			2017	112	37	Douro	✓	✗	✓	✓	✓
<i>Emerald Sky</i>			2014	182	47	Rhine/Danube	✓	✗	✓	✓	✓
<i>Emerald Star</i>			2014	182	47	Rhine/Danube	✓	✗	✓	✓	✓
<i>Emerald Sun</i>			2015	182	47	Rhine/Danube	✓	✗	✓	✓	✓
<i>Irrawaddy Explorer (Charter)</i>			2014	56	33	Irrawaddy	✗	✗	✓	✓	✓
<i>Mekong Navigator (Charter)</i>			2014	68	35	Mekong	✗	✗	✓	✗	✓
<i>Ms Rossia (Charter)</i>			2008	224	110	Volga	✗	✗	✗	✗	✓
European Waterways Yes 17											
<i>Anjodi</i>			1983	8	4	Canal du Midi	✗	✓	✗	✗	✓
<i>Athos</i>			1982	10	5	Canal du Midi	✗	✗	✗	✗	✓
<i>Enchanté</i>			2009	8	5	Canal du Midi	✗	✓	✗	✗	✓
<i>Finesse</i>			2016	8	5	Burgundy Region	✗	✓	✗	✗	✓
<i>L'Art de Vivre</i>			1917	8	4	Burgundy Region	✗	✓	✗	✗	✓
<i>La Bella Vita</i>			2010	20	10	Po Valley	✗	✗	✗	✗	✓

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<i>La Belle Epoque</i>			1995	12	6	Burgundy Region	✗	✓	✗	✗	✓
<i>La Nouvelle Etoile</i>			2002	8	5	Netherlands/Moselle/Burgundy Region	✗	✓	✗	✗	✓
<i>L'Impressioniste</i>			1996	12	6	Burgundy Region	✗	✓	✗	✗	✓
<i>Magna Carta</i>			2002	8	5	Thames	✗	✓	✗	✗	✓
<i>Nymphaea</i>			1985	6	3	Loire Valley	✗	✗	✗	✗	✓
<i>Panache</i>			2012	12	6	Netherlands/Alsace/Champagne Region	✗	✓	✗	✗	✓
<i>Renaissance</i>			1997	8	5	Loire/Burgundy Region	✓	✗	✗	✗	✓
<i>Rosa</i>			2010	8	4	Bordeaux Region	✗	✗	✗	✗	✓
<i>Scottish Highlander</i>			2000	8	4	Scottish Highlands	✗	✗	✗	✗	✓
<i>Shannon Princess</i>			2003	10	5	Shannon	✗	✓	✗	✗	✓
<i>Spirit of Scotland</i>			2001	12	6	Scottish Highlands	✗	✓	✗	✗	✓
G Adventures	No	3									
<i>Amatista (Charter)</i>			2011	30	9	Amazon	✗	✗	✗	✗	✗
<i>Daniele (Charter)</i>			2016	22	6	Burgundy	✗	✓	✗	✗	✓
<i>Toum Tiou 2 (Charter)</i>			2016	28	9	Mekong	✗	✗	✗	✗	✗
Grand Circle Cruise Line	No	8									
<i>M/S Bizet</i>			2002	120	33	Seine	✗	✗	✗	✗	✗
<i>M/S Provence</i>			2000	46	14	Rhone	✗	✓	✓	✗	✓
<i>M/S River Adagio</i>			2003	162	38	Rhine/Danube	✗	✓	✓	✓	✓
<i>M/S River Aria</i>			2001	162	38	Rhine/Danube	✗	✓	✓	✗	✗
<i>M/S River Concerto</i>			2000	140	34	Rhine/Danube	✗	✓	✓	✓	✗
<i>M/S River Harmony</i>			1999	140	34	Rhine/Moselle/Danube	✗	✓	✓	✓	✗
<i>M/S River Melody</i>			1999	140	34	Rhine/Moselle/Danube	✗	✓	✓	✓	✗
<i>M/S River Rhapsody</i>			1999	140	34	Rhine/Moselle/Danube	✗	✓	✓	✓	✗
Pandaw River Expeditions	No	16									
<i>RV Angkor Pandaw</i>			2013	32	28	Red River(Vietnam)	✗	✗	✗	✗	✗
<i>RV Bassac Pandaw</i>			2012	60	28	Mekong	✗	✗	✗	✓	✗
<i>RV Champa Pandaw</i>			2016	28	10	Mekong	✗	✗	✗	✗	✓
<i>RV Indochina Pandaw</i>			2009	60	28	Irrawaddy	✗	✗	✗	✗	✓
<i>RV Kalaw Pandaw</i>			2014	36	18	Irrawaddy	✗	✗	✗	✗	✓
<i>RV Kalay Pandaw</i>			2013	10	7	Chindwin(Myanmar)	✗	✗	✗	✗	✗
<i>RV Katha Pandaw</i>			2012	32	16	Irrawaddy	✗	✗	✗	✗	✓
<i>RV Kha Byoo Pandaw</i>			2016	20	7	Irrawaddy	✗	✗	✗	✗	✓
<i>RV Kindat Pandaw</i>			2014	36	18	Irrawaddy	✗	✗	✗	✗	✓
<i>RV Laos Pandaw</i>			2015	20	10	Mekong	✗	✗	✗	✗	✓

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RV Mekong Pandaw			2003	48	24	Mekong	✗	✗	✗	✓	✓
RV Orient Pandaw			2008	60	28	Irrawaddy	✗	✗	✗	✗	✓
RV Pandaw II			2002	48	25	Irrawaddy	✗	✗	✗	✗	✓
RV Sabei Pandaw			2018	24	TBA	Mekong	✗	✗	✗	✗	TBA
RV Tonle Pandaw			2002	56	28	Mekong	✗	✗	✗	✓	✓
RV Zawgyi Pandaw			2014	20	10	Chindwin (Myanmar)	✗	✗	✗	✗	✓
President Cruises											
	No	3									
President No. 7			2013	460	200	Yangtze	✓	✗	✓	✓	✗
President No. 8			2013	460	200	Yangtze	✓	✗	✓	✓	✗
President Prime 6			2011	374	200	Yangtze	✓	✗	✓	✓	✗
Riviera Travel River Cruises											
	No	13									
MS Charles Dickens			2015	140	35	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
MS Douro Elegance			2017	126	36	Douro	✓	✗	✓	✓	✗
MS Douro Splendour			2018	126	36	Douro	✓	✗	✓	✓	✗
MS Emily Bronte			2017	169	44	Netherlands/Rhine/Moselle/Main/Danube	✓	✗	✓	✓	✓
MS George Eliot			2019	132	36	TBA	✗	✗	✓	✓	TBA
MS Jane Austen			2015	140	36	Netherlands/Rhine/Moselle	✓	✗	✗	✓	✓
MS Lord Byron			2013	140	36	Rhone/Saone	✓	✗	✓	✓	✗
MS Oscar Wilde			2017	169	44	Netherlands/Rhine/Danube	✓	✗	✓	✓	✓
MS Robert Burns			2018	169	44	Rhine/Danube	✓	✗	✓	✓	✓
MS Swiss Corona			2004	139	36	Rhone/Saone	✓	✗	✗	✓	✗
MS Thomas Hardy			2017	169	44	Danube	✓	✗	✓	✓	✓
MS William Shakespeare			2014	140	35	Rhine/Moselle/Danube	✓	✗	✓	✓	✗
MS William Wordsworth			2018	169	44	TBA	✓	✗	✓	✓	✓
Scenic											
	Yes	15									
Scenic Amber			2016	169	53	Danube	✓	✗	✓	✓	✓
Scenic Aura			2016	44	35	Irrawaddy	✓	✗	✓	✓	✓
Scenic Azure			2016	96	36	Douro	✓	✗	✓	✓	✓
Scenic Crystal			2012	169	53	Rhine/Danube	✓	✗	✓	✓	✓
Scenic Diamond			2008	151	53	All European rivers	✓	✗	✓	✓	✓
Scenic Gem			2014	128	44	Garonne/Dordogne/Gironde	✓	✗	✓	✓	✓
Scenic Jade			2014	169	53	Rhine/Danube	✓	✗	✓	✓	✓
Scenic Jasper			2015	169	53	Rhine/Danube	✓	✗	✓	✓	✓
Scenic Jewel			2013	169	53	All European rivers	✓	✗	✓	✓	✓

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2018 RIVER CRUISE GUIDE

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<i>Scenic Opal</i>			2015	169	53	Rhine/Danube	✓	✗	✓	✓	✓
<i>Scenic Pearl</i>			2011	167	53	Rhine/Danube	✓	✗	✓	✓	✓
<i>Scenic Ruby</i>			2009	167	53	Seine/Rhone/Saone/ Rhine/Danube	✓	✗	✓	✓	✓
<i>Scenic Sapphire</i>			2008	151	53	All European rivers	✓	✗	✓	✓	✓
<i>Scenic Spirit</i>			2016	68	56	Mekong	✓	✗	✓	✓	✓
<i>Scenic Tsar</i>			2012	112	71	Volga	✗	✗	✓	✓	✓
St. Lawrence Cruise Lines No 1											
<i>The Canadian Empress</i>			1981	66	14	St Lawrence	✗	✗	✗	✗	✗
Tauck River Cruising Yes 8											
<i>ms Emerald</i>			2006	98	29	Rhone/Saone	✗	✓	✓	✓	✓
<i>ms Esprit</i>			2010	98	29	Rhine/Danube	✗	✓	✓	✓	✓
<i>ms Grace</i>			2016	130	43	Rhine	✓	✗	✓	✓	✓
<i>ms Inspire</i>			2014	130	43	Rhine/Moselle	✓	✗	✓	✓	✓
<i>ms Joy</i>			2016	130	43	Danube	✓	✗	✓	✓	✓
<i>ms Sapphire</i>			2008	98	29	Seine	✗	✓	✓	✓	✓
<i>ms Savor</i>			2014	130	43	Danube	✓	✗	✓	✓	✓
<i>ms Treasures</i>			2011	98	29	Rhine/Danube	✗	✓	✓	✓	✓
TravelMarvel No 11											
<i>Delfin III (Charter)</i>			2017	44	29	Amazon	✓	✗	✓	✓	✗
<i>MS Douro Serenity (Charter)</i>			2017	126	36	Douro	✓	✗	✓	✓	✗
<i>MS Kronshtadt (Charter)</i>			1979	220	110	Volga	✗	✗	✗	✓	✗
<i>Ms Rossia (Charter)</i>			2008	224	110	Volga	✗	✗	✗	✗	✓
<i>MS Sunray (Charter)</i>			2017	129	65	Nile	✓	✗	✓	✓	✗
<i>RV La Marguerite (Charter)</i>			2009	92	43	Mekong	✓	✗	✓	✓	✗
<i>RV Princess Pahnwar (Charter)</i>			2016	72	38	Irrawaddy	✗	✗	✓	✓	✗
<i>RV Rajmahal (Charter)</i>			2014	44	30	Ganges	✗	✗	✗	✓	✗
<i>TravelMarvel Diamond</i>			2007	170	40	Rhine/Danube	✗	✗	✓	✓	✓
<i>TravelMarvel Jewel</i>			2007	170	40	Rhine/Danube	✗	✗	✓	✓	✓
<i>TravelMarvel Sapphire</i>			2006	164	40	Rhine/Danube	✗	✗	✓	✓	✓
Uniworld Boutique River Cruises Yes 18											
<i>Century Legend (Charter)</i>			2013	408	150	Yangtze	✓	✗	✓	✓	✗
<i>Ganges Voyager II (Charter)</i>			2016	56	36	Ganges	✗	✗	✓	✓	✗
<i>Mekong Navigator (Charter)</i>			2014	68	34	Mekong	✗	✗	✓	✓	✗

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<i>Queen Isabel</i>			2013	118	33	Douro	✓	✗	✓	✓	✓
<i>River Countess</i>			2002	130	41	Po	✗	✗	✓	✓	✓
<i>River Duchess</i>			2013	130	41	Rhine/Danube	✗	✗	✓	✓	✓
<i>River Empress</i>			2002	130	41	Rhine/Danube	✗	✗	✓	✓	✓
<i>River Princess</i>			2001	130	41	Rhine/Danube	✗	✗	✓	✓	✓
<i>River Queen</i>			1999	128	41	Rhine/Moselle/ Danube	✗	✗	✓	✓	✓
<i>River Royale</i>			2006	130	41	Garonne/Dordogne	✗	✓	✓	✓	✓
<i>River Tosca</i>			2009	82	50	Nile	✓	✗	✓	✓	✗
<i>River Victoria</i>			2011	202	110	Volga	✗	✗	✓	✓	✗
<i>S.S. Antoinette</i>			2011	154	57	Rhine	✓	✗	✓	✓	✓
<i>S.S. Beatrice</i>			2018	156	53	Danube	✗	✗	✓	✓	✓
<i>S.S. Catherine</i>			2014	159	57	Rhone/Saone	✓	✗	✓	✓	✓
<i>S.S. Joie de Vivre</i>			2017	128	52	Seine	✓	✗	✓	✓	✓
<i>S.S. Maria Theresa</i>			2015	150	57	Rhine/Danube	✓	✗	✓	✓	✓
<i>Sanctuary Yangtzi Explorer (Charter)</i>			2008	124	121	Yangtze	✗	✗	✓	✓	✗
U by Uniworld No 2											
<i>The A</i>			2018	120	41	Rhine/Danube	✗	✗	✓	✓	✓
<i>The B</i>			2018	120	41	Seine	✗	✗	✓	✓	✓
Vantage Cruise Line No 9											
<i>ms Douro Serenity (Charter)</i>			2017	126	36	Douro	✓	✗	✓	✓	✗
<i>ms Douro Splendour (Chartered)</i>			2017	126	36	Douro	✓	✗	✓	✓	✗
<i>ms Frederic Chopin (Charter)</i>			2002	78	21	Elbe	✗	✗	✗	✗	✗
<i>ms River Discovery II</i>			2012	176	46	Rhine/Moselle/Danube	✗	✗	✓	✓	✓
<i>ms River Navigator</i>			2002	134	36	Rhine/Moselle	✓	✗	✓	✓	✗
<i>ms River Splendor</i>			2013	176	46	Rhine/Danube	✗	✗	✓	✓	✓
<i>ms River Venture</i>			2013	134	41	Seine	✗	✗	✓	✓	✓
<i>ms River Voyager</i>			2016	176	45	Rhine/Moselle/Danube	✗	✗	✓	✓	✓
<i>ms Rostropovich (Charter)</i>			2010	212	100	Volga	✗	✗	✓	✗	✗
Victoria Cruises No 7											
<i>Victoria Anna</i>			2006	266	138	Yangtze	✗	✗	✓	✓	✗
<i>Victoria Grace</i>			1996	198	117	Yangtze	✗	✗	✓	✓	✗
<i>Victoria Jenna</i>			2009	378	180	Yangtze	✗	✗	✓	✓	✗
<i>Victoria Katarina</i>			2004	264	128	Yangtze	✗	✗	✓	✓	✗
<i>Victoria Lianna</i>			1995	218	121	Yangtze	✗	✗	✓	✓	✗
<i>Victoria Selina</i>			1994	218	121	Yangtze	✗	✗	✓	✓	✗

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Victoria Sophia			1994	208	121	Yangtze	✗	✗	✓	✓	✗
Viking River Cruises	No	68									
Viking Akun			1990	204	115	Russia	✗	✗	✗	✗	✗
Viking Astrild			2015	98	28	Elbe	✗	✗	✗	✗	✗
Viking Beyla			2015	98	28	Elbe	✗	✗	✗	✗	✗
Viking Emerald			2011	256	138	Yangtze	✗	✗	✓	✓	✗
Viking Helgi			1984	199	110	Russia	✗	✗	✗	✗	✗
Viking Helgrim			2019	106	36	Douro	✓	✗	✗	✗	✗
Viking Hemming			2014	106	36	Douro	✓	✗	✗	✗	✗
Viking Ingvar			1988	199	114	Russia	✗	✗	✗	✗	✗
Viking Legend			2009	188	45	Danube	✓	✗	✗	✗	✗
Viking Longship Aegir			2012	190	50	Rhine/Moselle/Main/Danube	✗	✗	✗	✗	✗
Viking Longship Alruna			2016	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Alsvin			2014	190	50	Rhine/Moselle	✗	✗	✗	✗	✗
Viking Longship Atla			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Baldur			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Bragi			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Buri			2014	190	50	Seine/Rhone	✗	✗	✗	✗	✗
Viking Longship Delling			2014	190	50	Seine/Rhone	✗	✗	✗	✗	✗
Viking Longship Egil			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Einar			2019	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Eir			2015	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Embla			2012	190	50	Rhine/Main/Danube	✗	✗	✗	✗	✗
Viking Longship Forseti			2013	190	50	Garonne/Dordogne/Gironde	✗	✗	✗	✗	✗
Viking Longship Gefjon			2015	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Gullveig			2014	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Heimdal			2014	190	50	Seine/Rhone	✗	✗	✗	✗	✗
Viking Longship Herja			2017	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Hermod			2014	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Hild			2017	190	50	Rhine/Moselle	✗	✗	✗	✗	✗
Viking Longship Hlin			2014	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Idi			2014	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Idun			2012	190	50	Rhine/Moselle/Danube	✗	✗	✗	✗	✗
Viking Longship Ingvi			2014	190	50	Rhine/Danube	✗	✗	✗	✗	✗
Viking Longship Jarl			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Kadlin			2016	190	50	Seine	✗	✗	✗	✗	✗
Viking Longship Kara			2014	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Kvasir			2014	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Lif			2014	190	50	Rhine/Main/Danube	✗	✗	✗	✗	✗
Viking Longship Lofn			2015	190	50	Rhine	✗	✗	✗	✗	✗

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Viking Longship Magni			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Mani			2015	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Mimir			2015	190	50	Rhine/Danube	✗	✗	✗	✗	✗
Viking Longship Modi			2015	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Njord			2012	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Odin			2012	190	50	Rhine/Moselle/ Main/Danube	✗	✗	✗	✗	✗
Viking Longship Rinda			2013	190	50	Seine	✗	✗	✗	✗	✗
Viking Longship Rolf			2016	190	50	Seine	✗	✗	✗	✗	✗
Viking Longship Sigrun			2019	190	50	TBA	✗	✗	✗	✗	✗
Viking Longship Sigyn			2019	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Skadi			2012	190	50	Rhine/Danube	✗	✗	✗	✗	✗
Viking Longship Skimir			2015	190	50	Rhine/Danube	✗	✗	✗	✗	✗
Viking Longship Tialfi			2016	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Tir			2019	190	50	Netherlands/Belgium	✗	✗	✗	✗	✗
Viking Longship Tor			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Ullur			2019	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Vali			2019	190	50	TBA	✗	✗	✗	✗	✗
Viking Longship Var			2013	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Ve			2015	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Vidar			2015	190	50	Rhine	✗	✗	✗	✗	✗
Viking Longship Vilhjalmar			2016	190	50	Danube	✗	✗	✗	✗	✗
Viking Longship Vili			2015	190	50	Danube	✗	✗	✗	✗	✗
Viking Mekong			2002	60	30	Mekong	✗	✗	✗	✓	✗
Viking Osfrid			2016	106	36	Douro	✓	✗	✗	✗	✗
Viking Prestige			2011	188	45	Danube	✓	✗	✗	✗	✗
Viking Ra			2018	52	TBA	Nile	✓	✓	✗	✗	✗
Viking Rurik			2012	196	105	Volga	✗	✗	✗	✗	✗
Viking Sineus			1979	196	50	Dnieper	✗	✗	✗	✗	✗
Viking Torgil			2014	106	36	Douro	✓	✗	✗	✗	✗
Viking Truvor			1988	204	105	Volga	✗	✗	✗	✗	✗
Yangtzi Explorer Cruise No 1											
Yangtzi Explorer			2008	124	121	Yangtze/Li	✗	✗	✓	✓	✗
Yangtze Gold Cruises No 6											
Yangtze Gold 1			2011	349	160	Yangtze	✓	✗	✓	✓	✗
Yangtze Gold 2			2012	570	200	Yangtze	✓	✗	✓	✓	✗
Yangtze Gold 3			2012	570	200	Yangtze	✓	✗	✓	✓	✗
Yangtze Gold 5			2012	570	200	Yangtze	✓	✗	✓	✓	✗
Yangtze Gold 6			2012	570	200	Yangtze	✓	✗	✓	✓	✗
Yangtze Gold 7			2013	446	175	Yangtze	✓	✗	✓	✓	✗

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DIGITAL TOOLS FOR SELLING DESTINATION WEDDINGS

By Frédéric Gonzalo

The digital communication tools available today are often the same, regardless of the type of industry in which we operate. But when it comes to selling travel, and more specifically selling the concept of destination weddings, are there any tools for agents that are particularly effective?

Here are four that I consider to be essential.

1 Sending newsletters

The fact that I mention newsletters first is no coincidence. It is without a doubt the most traditional means of communication, and even the oldest – but also the most effective.

It has often been said that it costs 5-10 times less to maintain a relationship with a current customer than to find a new one. Retention, or customer loyalty, pays off! You still need a database to send communications, promotional offers, and articles about new trends in honeymoon travel, destination weddings, or vow renewals.

This is one of the main advantages of being part of a network like Ensemble,

TravelSavers, Virtuoso, and others. Often, these companies provide a template and system for sending newsletters that you only have to adapt according to your target audience, before proceeding to make a relevant, tailor-made and timely delivery.

2 Facebook

It's true that organic posts no longer perform as well as they used to on the most popular social network in the world. And yes, there are certainly issues with the amount of data that we share on it, as we saw this spring with the Cambridge Analytica saga. But Facebook is still the platform of choice for more than two billion users, including 1.3 billion people who use it on a daily basis.

Here, we can share testimonials from newlyweds returning from a dream trip, and answer common questions about preparation, insurance needs, choice of caterer, and other important options offered by some companies – including cruise lines.

In short, Facebook is the platform that's best for sharing promotions and exclusive offers, but where you'll also want to



encourage followers to do business with you – for the skills, credibility, and expertise that are reflected in your various posts.

TIP: Use a varied mix of content including links to interesting articles, 'did you know' pictures, testimonials, videos, questions, contests and more.

3 Instagram

Although it's the most renowned platform for visual content, Instagram

is not necessarily the type of social media that will immediately lead to a spike in phone calls to your agency. However, it is the preferred medium for storytelling – about your customers' experiences and the destinations, hotels, and suppliers you work with.

There are more than 800 million active users on this platform, which is now owned by Facebook, and it's the perfect place to follow celebrities, influencers, and business pages.

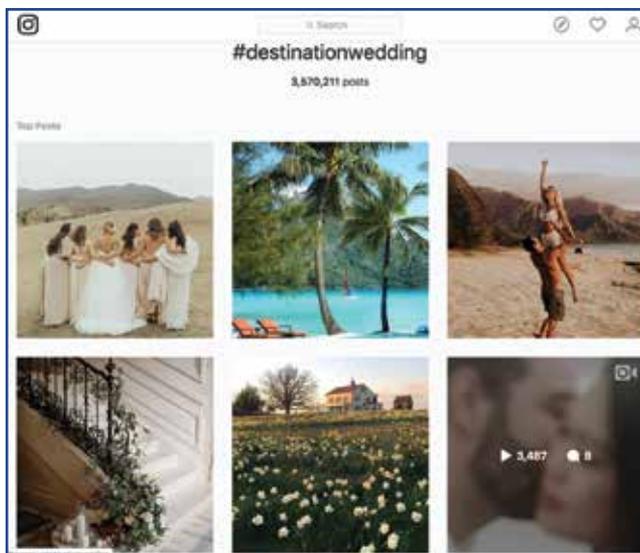
Did you know that more than 30 per cent of users have purchased a product or service that they first saw on Instagram?

The trick here will be to monitor the hashtags that are most relevant to your niche or area of interest. By doing this, you'll be able to find images or videos that you can interact with or share on Instagram, Facebook or even in a newsletter – always giving credit to the source, of course.

Take for example the hashtag #destinationwedding, which has been used in more than 3.5 million posts. We can discover photographers, suppliers, and influencers – or even potential customers – who follow this type of content or use this hashtag (or a similar one).

4 Video

Finally – it's impossible to overstate the importance of video when it comes to promoting romantic getaways. If pictures say a thousand words, then a



video is worth a million thanks to sound, narration, and movement of images – all elements that appeal to emotions, one of the most important factors in this business.

Video content can, of course, be spread via a YouTube channel, but why not integrate it into all your platforms? You can broadcast live on Facebook and embed videos on your website or in a newsletter, on Instagram, Pinterest and more.

TIP: Don't forget to add subtitles to your videos. More than 85 per cent of the videos watched on Facebook are viewed without sound. It is therefore imperative to have explanatory text to support the images – without negatively affecting the finished product.

BONUS: Virtual reality

One final element to consider is one that's becoming more and more popular: virtual reality, or V.R. Opting for

a destination wedding is usually a big decision, with a lot of financial and emotional factors to take into consideration. Your customers want to make sure they're making the right choice, especially if it's not possible to visit the site before reaching a decision.

For this reason, more and more hotel and cruise providers are now offering the opportunity for prospective guests to take a virtual tour of locations and properties in

order to let them make an informed decision. Marriott, for instance, has offered this technology since 2014 as a means of helping lovebirds find their ideal destination.

With numerous tools at your disposal, your challenge now is to choose the most relevant ones to reach your target audience and build a strategy based on the goals you want to achieve. ●



Frédéric Gonzalo

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GOING BEYOND THE BEACH IN THE BAHAMAS

By Christine Hogg

Every year, millions of international travellers flock to the Bahamas for one thing — the beach!

And who could blame them? With roughly 2,000 cays and 700 islands, not to mention white, pink, and even purple sands, The Bahamas offer the perfect place to unwind. Even the country's wildlife is in on the fun — one of the most famous tourist attractions in The Bahamas is the



Scuba diving in the Bahamas

renowned Pig Beach, a small island in Exuma that can only be reached by boat. Here, tourists will find wild pigs who somehow ended up on their very own private island, and they love nothing more than swimming in saltwater and basking in the sun.

But beaches aside, there's so much more to The Bahamas than meets the eye, as the residents who live there year-round know, and there are plenty of other places to visit besides Nassau, Freeport, and Grand Bahama.

The Bahamas is full of history, and it's actually the first place that Columbus reached in 1492. In 1718, it became a British Colony, but before

that, piracy ran rampant throughout the country's islands. From the 18th to the 19th Centuries, The Bahamas were the perfect spot for raiding, pillaging, and trading, and the infamous Blackbeard himself was a frequent guest. The Pirates of Nassau Museum takes travellers back in time to 1716, when piracy first started infiltrating The Bahamas. Packed with history, authentic artifacts, and interactive exhibits, the museum is a great place to learn more about the country's early beginnings.

In 1718 The Bahamas became a British colony and the crackdown on piracy was in full swing. A series of fortresses still exists in parts of The Bahamas, including Fort Fincastle, Fort Charlotte, and Fort Montagu. Fort Fincastle, built in 1793, rests on top of Bennet's Hill, and served as both a means



The Bahamas swimming pigs are a beloved tourist attraction

of protection and as a lighthouse for residents of Nassau. Today, there are daily guided tours through the remnants of the fort. The largest of the three, Fort Charlotte was built in 1789 and served as a means of protection, although it never saw battle. Forty-two cannons still protrude from the fort's walls, and the site provides great views of Paradise Island from above sea level. Fort Montagu, the oldest fort in The Bahamas, was built out of limestone in 1741 and is the smallest fort. Admission is free, and it's located close to downtown at the eastern end of Nassau Harbour.

Surrounded by coral reefs, snorkelling and diving are two of the most popular activities in The Bahamas, and Dean's

Blue Hole is an absolute must for the more adventurous traveller. Second only to the Dragon Hole in the South China Sea, Dean's Blue Hole reaches depths of 663 ft. and has a diameter of roughly 82-115 ft. It's located on Long Island in a bay west of Clarence Town. Life inside the hole is just like life in the reefs, with sightings of seahorses, sea turtles, and thousands of colourful fish coming to the surface.

And, last but not least, no authentic trip to The Bahamas would be complete without a fish fry. No matter what local restaurant you pick, given the abundance of fresh seafood in the region, if you're served up a heaping portion of battered snapper or conch fritters, you've come to the right place. ●



Photo by Christian Alfonso, Flickr

Dean's Blue Hole, the second largest blue hole in the world.

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Brooklyn

A different bite of the Big Apple

By Fergal McAlinden

As far as tourist attractions go, few are more ubiquitous than the Empire State Building, Times Square or Central Park. Ask any person on the street to name some of the world's most renowned tourist hotspots, and chances are they'll be able to list half a dozen that are located amidst the hustle and bustle of Lower Manhattan.

Yet turn your gaze southwards and you'll discover a part of The City That Never Sleeps that's brimming with its own unique vibrancy, life and huge range of choices for the discerning traveller. Brooklyn, the city's most populated borough, is a superb stand-alone destination for tourists, well worth crossing the famous bridge from Manhattan to sample.

Indeed, the journey from Manhattan to Brooklyn is an unforgettable experience in its own right. A leisurely stroll across the Brooklyn Bridge, taking between half an hour and 45 minutes, offers travellers stunning views of the city skyline and the opportunity to get an up-close look at the intricacy and elegance of the bridge's design. Once on the other side, a world of opportunity awaits: some of the best photo opportunities



in the entire city are provided at Brooklyn Botanic Garden, whose cherry trees erupt in resplendent colour, whilst Coney Island's storied reputation precedes it; here, you'll find a world-famous boardwalk and beach area.

The Brooklyn Museum, located on Prospect Park, hosts a plethora of art collections, while you can also peruse a range of temporary exhibitions on display there throughout the year. The Barclays Center has etched out a reputation for itself as a fine concert venue, and the New York Transit Museum – fittingly located in an old subway station



Brooklyn Botanic Garden

Photo supplied by Brooklyn Botanic Garden

– is just what you're looking for if you're curious to learn more about the city's iconic subway and commuter systems.

That's not even to mention the range of other quirky experiences on offer in Brooklyn – from an idyllic stroll along its scenic promenade, to the tasty New York fare on offer in its restaurants and along its streets, and picture-perfect views of the famous Manhattan skyline from its many rooftop bars. What's not to love? ●

Did you know?

Sunset Park offers sweeping vistas on Manhattan and the Statue of Liberty. Don't miss out on taking a dip in the Olympic-size pool – access is free!

The Bushwick graffiti neighborhood is the place to go for stunning street art.

The median age of a Brooklyn resident is 34.7 years.



German women and men wear traditional lederhosen and dirndl dress while celebrating Oktoberfest.

Germany:

Not Just Beer and Bratwurst

By Christine Hogg

Magical any time of the year, Germany is a famous destination that has become increasingly popular with history buffs, architecture-lovers and of course, beer-lovers and pretzel fanatics. With the Rhine River snaking through the Swiss-Austrian, Swiss-German and Franco-German borders, Germany has become a hotspot for river cruising in more recent years. Right along the Rhine River, white Riesling grapes stretch across vineyards, which is where the beloved Riesling wine comes from.

If it's nightlife you're after, Berlin's funky street scene is a must, where electronic music bumps from clubs until the early hours of the morning. In Frankfurt, you'll find some of Germany's best cultural and historical attractions like the Römer, a colourful medieval building dating back 600 years which is where the infamous burning of thousands

of works of literature by Nazi soldiers took place in 1933, marked by a plaque in that very spot. Germany is proud of its diversity, which is why you'll likely find some of the best shawarma sandwiches and a mash-up of Turkish-German street food before you'll run into a restaurant selling schnitzel and *appeltaart*.



Neuschwanstein Castle, southwest Bavaria, Germany



Hohenzollern Bridge, Cologne, Germany



Nightlife in Berlin

In the Bavarian region of Germany, which encompasses Nuremberg and Munich, and borders with Salzburg, Austria, you'll find some of the most enchanting castles the country has to offer, like the Neuschwanstein Castle, whose romantic towers served as the inspiration for Walt Disney's cinematic creations. The Burghausen Castle, built before 1025 during the Bronze Age, is also located in Germany's Bavaria region and it's the longest castle complex in all of Europe.

Although many German towns and entire cities were strategically bombed during the Second World War, the country's natural and architectural beauty remains, with many of its medieval structures later restored.

There are many guided walking tours available that will point out remnants of the country's past.

Perhaps the best-kept secret of all is a medieval town called Rothenburg ob der Tauber, whose picturesque structures and preserved streets attract tourists from all over the world. In 1631, during the Thirty Years' War, the town decided to defend itself, but the soldiers were defeated by the enemy, who ravaged the town and left it empty. Shortly after, the bubonic plague swept through and economic growth and development froze, leaving the town as though time had stood still.

And, of course, travellers who come to Germany in September and October can't miss the Oktoberfest celebrations that take over even the tiniest, sleepy German towns. For more than 200 years, dirndl dresses and overflowing steins have been a tradition in Germany, and this year's event takes place from Sept. 22 to Oct. 7. ●



PICTURE PERFECT PORTUGAL

By Christine Hogg

Algarve, Portugal

In recent years, Portugal has become a popular destination, thanks to its relatively short and affordable flights, and a temperate climate that makes travel all year round enjoyable – and of course, Cristiano Ronaldo. So, what is the world's third happiest country all about?

Lisbon, Portugal's capital city, is perhaps the most-visited part of the country, and it's a hotspot on a social, economic, and cultural level. If you've ever visited parts of Central America or the Caribbean, the cute pastel-coloured houses that greet you on hilly streets are a unique attraction all their own, and can be found in Porto as well. The colourful houses painted in splashes of pinks and bursts of blue date all the way back to the medieval period, and the Ribeira district of

Porto is a recognized UNESCO World Heritage Site. More than 2,000 years old, the city sits on the Douro River where the famous Luiz I Bridge and Monastery of Serra do Pilar can be seen. This ancient part of Porto contains some of the oldest churches and cathedrals in Portugal. Portugal's passages to the Atlantic Ocean have influenced its culture over the years, as various conquistadors came and went, introducing Islamic, Germanic, Roman, and many more influences to the fabric of the country.



Luiz I Bridge, Porto, Portugal

the country is well-known for cork production. More than 50 per cent of cork production happens in the Algarve region, which is the most popular spot for tourists in all of Portugal – bringing in an average of seven million tourists per year from all over the world. ●

Did you know?

The Fábrica de Pastéis de Belém café created the original *pastel de nata* (Portuguese custard tart) in 1837. Only three or four family members know the authentic recipe, and the café is still open today!

Portugal is the oldest country in Europe (same borders for 800+ years)

Portugal's highways have many tolls—bring change!

As part of the Iberian Peninsula, much of Portugal is surrounded by coastal communities, and among the most substantial pulls to the country every year are its beaches. One of the major tourist attractions is the Azores, an archipelago composed of nine volcanic islands in Portugal. The Azores are also home to Mount Pico, Portugal's tallest mountain, and the volcanic activity has created many cliffs that break up the landscape. One of the best-kept secrets of Portugal is every surfer's dream – Nazaré, a seaside resort on the Atlantic Ocean, is home to the record-breaking giant wave: 78 ft. (23.8 m), and gigantic waves have been known to crest here, thanks to the activity of the underwater Nazaré Canyon.

Portugal's landscapes are brimming with vineyards, and alongside its rich heritage of viticulture,



Pastel houses in Porto, Portugal

DAVOS:

INTO THE ALPS – AND A DIFFERENT WORLD

From active travel to hidden gems, this Swiss mountain town is scaling new heights

Text & photos by **Blake Wolfe**

A four-hour train ride from Basel into the Swiss Alps, the small town of Davos holds a big spot on the geopolitical stage, hosting world leaders and titans of industry attending the annual World Economic Forum.

Politics aside, however, there's plenty going on in this region.

Perhaps surprisingly, the history of tourism in the region didn't begin with its world-famous skiing opportunities: while it's true that the first tourists to Davos were there for the mountains, these guests were sent to the town as a means of curing

tuberculosis through the belief that the Alpine air held medicinal properties, as popularized by Nobel Prize-winning author Thomas Mann and his novel *The Magic Mountain*.

After science eventually disproved the notion of mountain air's healing qualities, several of Davos' tuberculosis sanatoriums would eventually convert to

hotels catering to a growing ski crowd, including luxury properties Schatzalp and Waldhotel Davos, both of which are connected by a walking path named in memory of Mann. Indeed, the past purpose of many of these buildings can still be seen: at Schatzalp, at least one room has been left in its original sanatorium decor, while an elevator used to transport tuberculosis patients



A train traverses the Zügenschlucht in Davos

who had passed away in the night is also still present.

With six ski resorts, it's no surprise that much of Davos' tourism industry is focused on the winter months; fittingly, the 'Davos sledge' is considered to be the first toboggan, a tradition which continues in the region with eight designated sledding runs.

Located at elevations of 1,124 and 2,844 m, skiing in the region takes place on 300 km of slopes, as well as 75 km of cross-country runs. Launched this year, Switzerland's Upgrade Your Winter campaign continues with a new initiative at more than 30 ski resorts in 2018; when travellers buy a ski pass at participating resorts, they can hit the

slopes as of 3 p.m. on the day prior to the pass becoming valid. The program is expected to expand to between 60 and 90 resorts across the country next year.

But while skiing continues to be the top draw for active travellers, golf and watersports in the warmer months are also a big draw, with swimming, sailing and even surfing taking place on Lake Davos. Hang-gliding, hiking and mountain-biking are also among the top summer activities and starting this year, cyclists visiting Switzerland in the summer will be able to take advantage of a new program which will see some Alpine roads closed to motorized vehicles.

It's along those mountain roads where the area's hidden gems reside. →



The town of Monstein



The Waldhuus Davos

Where to stay

Waldhuus Davos

Just outside of downtown Davos, the Waldhuus Davos is a modern chalet-style property located along the edge of the Matta Forest. Offering just 93 rooms and suites, guests are within walking distance of the town centre and a nearby 18-hole golf course.

Hard Rock Hotel Davos

Residing in an historic 130-year-old building, Hard Rock Hotel Davos features 111 re-designed rooms, including 31 serviced one- to three-bedroom apartments. For those looking to hit the slopes, the hotel will also offer guests a ski room where they can store equipment and gear.



What to eat & drink

There's no shortage of food and beverage options in the Davos region. Here are a few options to try, based on PAX's travels.

Velllinerstübli: nestled in the tiny mountain town of Monstein, this cozy family restaurant offers Swiss comfort food in charming surroundings. Items like Raclette, rosti and local game are all on the menu, along with a selection of local beers from the neighbouring Monsteiner Brewery.

Schneider's: famed throughout the Davos region for its chocolate, Schneider's is the perfect spot to grab a sweet treat and a warm beverage on a winter afternoon in the heart of the Swiss Alps. Located right in Davos, be sure to get a window seat and check out the incredible views of the valley during your stop.



Schneider's: the perfect place for a sweet treat in Davos

Take a bus or rental car just outside of Davos' town centre and you'll find the Zügenschlucht, an Alpine gorge traversed by an historic rail bridge located hundreds of metres above the floor of the ravine. With a pedestrian walkway located alongside the tracks, it's worth the walk – and jangled nerves! – to a nearby forest trail for the spectacular photo opportunity.

Continuing further into the Alps, the small mountain town of Monstein hides another secret for travellers going off the beaten path. Housed in an historic building which once functioned as a dairy, Monsteiner Brewery is the highest brewery in all of Europe. Located near the German border, the influence of the neighbouring country's beer

heritage can be seen at Monsteiner: during this visit, **PAX** sampled wheat, dark, bock, and an organic lager (although many more styles have been produced), all of which are now available throughout Switzerland (be sure to book your tour ahead of time!).

With views of snow-capped peaks in all directions, contrasted by the sight of dozens of cattle resting on green foothills, there's not many places in the world where the simple act of sipping a beer can become a transcendent experience.

While Davos may have evolved since the time of Thomas Mann, there's certainly plenty of magic left in these mountains. ●

Getting around

There's no better way to explore Switzerland than by rail. Not only can you enjoy the luxury of relaxing en route to your destination, rail travel is a reliable and affordable option of getting from point A to B. Rail Europe Canada sells the Swiss Travel Pass in Canada, which also offers access across Switzerland's transportation network including railways, cable cars, boat and buses.

Travellers can also check out a couple of Swiss travel apps bound to make the experience even smoother: **Schwitzemobile**, a free app with maps and trails of Switzerland and the **SBB** app, which tracks all trains in real time.



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FIT FOR ROYALTY

When it comes to hospitality in Montego Bay, the Royalton White Sands passes with flying colours

By **Blake Wolfe**

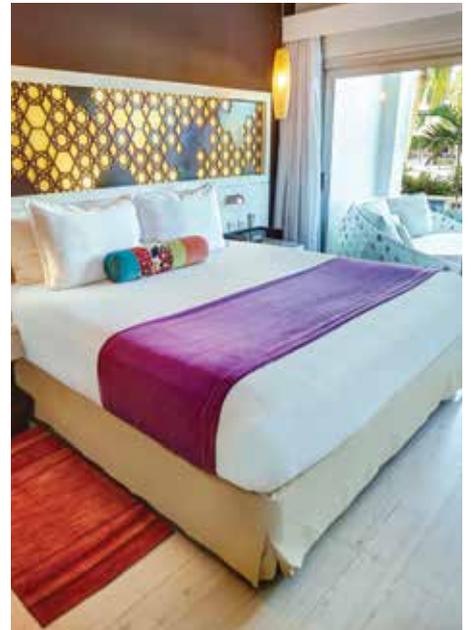
One of the Caribbean's most popular resort areas, Jamaica's Montego Bay is home to a wide range of properties geared toward every type of traveller.

Opened in 2012 and part of the Blue Diamond Resorts collection, the 352-room Royalton White Sands offers something for all travellers to Jamaica's northern shores, from luxury-seeking couples to families looking for a Caribbean getaway.

Upon entering the lobby, a central glass sculpture immediately captures guests' attention, holding it just long enough before the turquoise waters of the Caribbean Sea and the beach offering the property's namesake come into view. It's from the lobby that guests

will get their first glimpse of the resort complex's central area (which includes sister property Royalton Blue Waters), featuring several pools and restaurants.

Guests have their choice of two room categories at the property (luxury rooms and family suites), available in oceanview and featuring amenities including access to a balcony or terrace, unlimited wi-fi and more. Guests looking to take their vacation to the next level can opt for the Diamond Club, which includes four room categories (junior suite, luxury room, family Jacuzzi suite





and the luxury presidential one-bedroom suite) and several perks, including butler service; exclusive lounge, à la carte restaurants and bar areas; and access to pool and beach areas for Diamond Club guests. For an additional U.S. \$60 per stay, guests can also select their room online before they arrive.

Families vacationing in Jamaica will find no shortage of amenities at Royalton White Sands. Topping the list for kids is the property's central waterpark, offering multiple slides plus a central pirate ship feature, along with a lazy

river which winds its way through the complex. Kids can also take part in sports and activities at the Clubhouse Kids Club and throughout their stay, the whole family can enjoy live entertainment and themed activities with kids' TV characters Max & Ruby.

With 11 restaurants to select from, even the choosiest foodies will have trouble picking their favourite. Located throughout the complex, guests have a wide range of culinary choices, including Asian (Zen and Jade); Italian (Grazie Italian Trattoria); Mediterranean (Opa!); Tex-Mex (Armadillo); and of course, traditional Jamaican snacks at the Jerk Hut.

Guests who book the Diamond Club will also have any restaurant reservations handled by their butler.

Looking to unwind on your vacation? Royalton White Sands offers several options. The Royalton Spa offers guests a wide menu of services, including massages, facials and body treatments. And recently added to the property is the Royalton Fit program, allowing

guests to stay in shape during their vacation. Taught by professional fitness instructors and included as part of Royalton's All-In Luxury concept, Royalton Fit features offerings such as a fitness bootcamp, yoga programs for all ages and experience levels, as well as kickboxing, Zumba and Aqua-Fit.

PLANNING A TRIP TO ROYALTON WHITE SANDS

Located just east of Montego Bay's main centre, guests of Royalton White Sands can book a transfer through Nexus Tours from Sangster International Airport.

Guests looking to explore outside of the resort have plenty of options to choose from, including Dunn's River Falls located in Ocho Rios (45 minutes east of Montego Bay), Bob Marley's birthplace in Nine Miles St. Ann and the Rose Hall Great House.

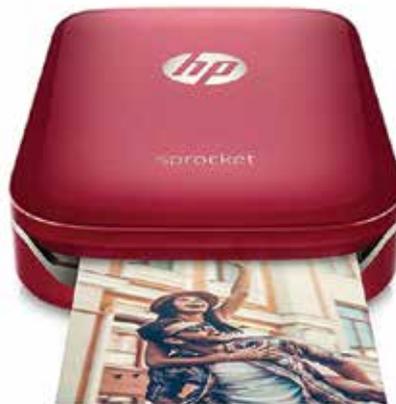
And for guests looking to see more of Jamaica, the country's new north-south highway allows visitors staying in the northern resort area to easily travel across the island to areas such as Kingston. ●



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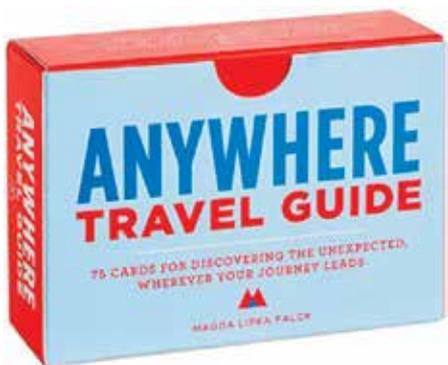


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