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MAGAZINE

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PARISIAN CHIC
**HÔTEL SQUARE
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BUSINESS SENSE

HOW TO **SELL
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NETWORKING 101

JOANNE LUNDY

CANADIAN DIRECTOR FOR
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VOGUE

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IN THE **BIG EASY**

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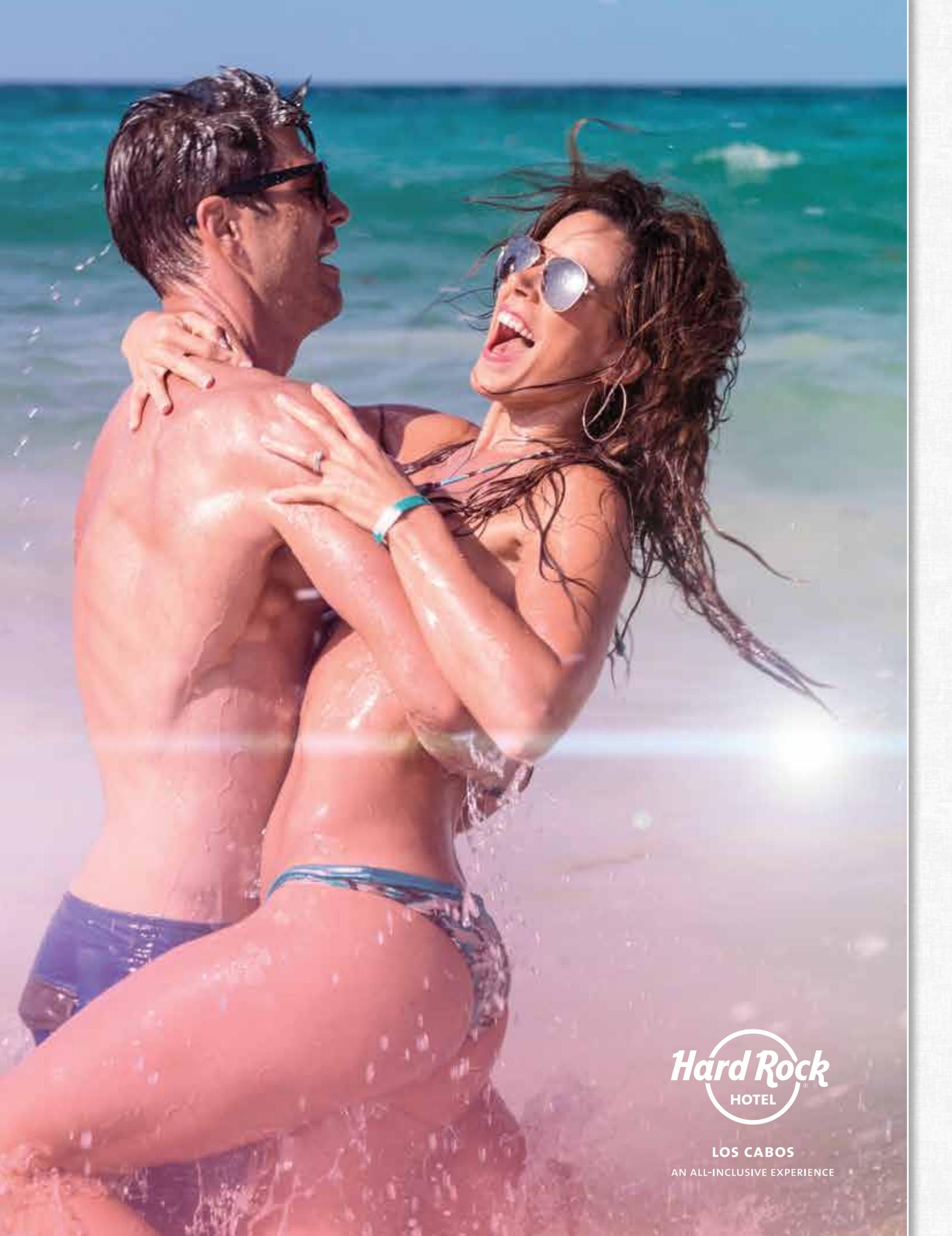
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Letter from the publisher

Fueling a Passion for the Job

As I'm nearing my 65th birthday, and now that I'm back at the helm of the company, I've pondered on several occasions whether I am simply getting too old to lead all of **PAX Global Media's** projects.

Is the appetite for success still motivating me? Is my passion for travel still strong enough to keep me going? Can I still contribute in a positive and relevant way to the industry, 26 years after I first started?

Every single time, though, I find myself answering a resounding "yes!" to all of those questions. Following the rebirth of LogiMonde media under a new name (PAX Global Media) and the complete redesign of our online platforms, as well as several international-scale projects in the works, suffice to say that entrepreneurship still very much propels me forward every single day.

Speaking of which, I would be remiss not to mention Joanne Lundy's successful and remarkable career. PAX interviewed her as she was getting ready to celebrate 25 fruitful years directing the Canadian operations of Discover The World and asked her about the reasons that made her choose a career in travel, about the secret to such longevity in the industry, and of course, about her many trips abroad!

It just so happens that I'm writing this from my hotel room in Rome. I've travelled to the Eternal City to embark on a cruise along the Mediterranean Sea, as a surprise to no one; I'm actually very fond of cruising! Last year alone, I cruised on three distinct occasions and I intend on keeping that average for this year... and the next!

The cruise section of this month's PAX, which I particularly enjoyed reading, is about the world's most luxurious ships according to our expert Ming Tappin. She's also listed a few insightful tips on how you can successfully sell these highly sophisticated trips to your clients.

You will also find our extensive Guide to Sun Resorts for Families, which contains several useful tips from experts over at Air Canada Vacations, Transat, TravelBrands and WestJet Vacations, in order to smartly position your array of products to sun-seeking families. You should also take a look at our gourmet odyssey in the Big Easy, our stay in one of Paris' most charming hotels, as well as our recap of *Game of Thrones* filming locations.

Until December, happy reading!



Myrthe Chissem
President & CEO,
PAX Global Media

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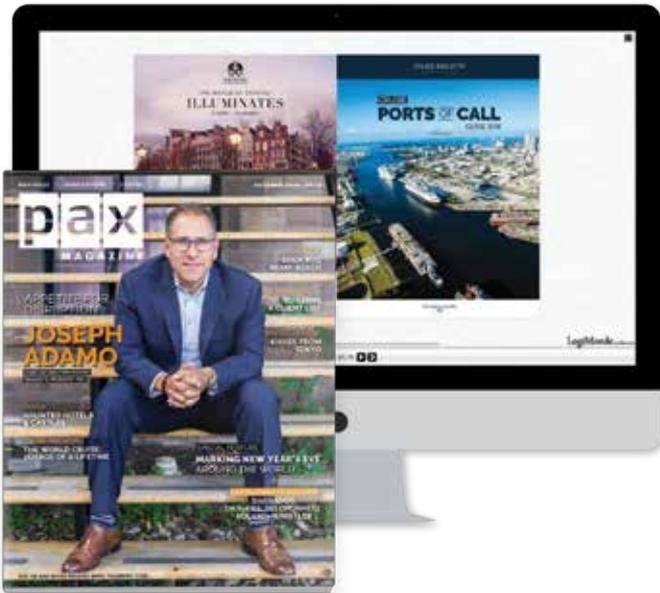


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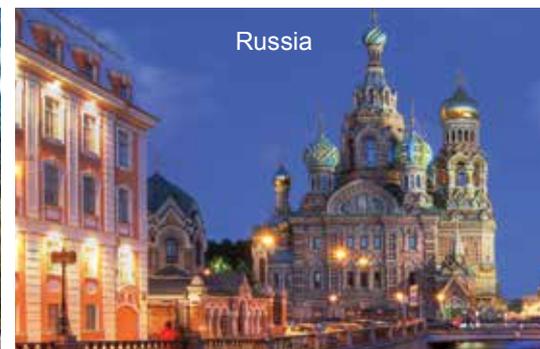
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BUSINESS MEETING



NETWORKING

101

Joanne Lundy,
Canadian director for
Discover the World

When it comes to helping international brands gain a foothold in the Canadian travel market, it comes down to who you know, says Discover the World's Joanne Lundy.

By **Blake Wolfe** | Photos by **Geoff Fitzgerald**

Relecting on her 25th anniversary as Canadian director for Discover the World, Joanne Lundy sums up what led her to join the travel services network in the early 1990s.

"I wanted to have a little more control over my destiny and create something that was resilient, with a diversity of clients – we've never had all of our eggs in one basket."

After a quarter-century with the company, it's apparent that desire has paid off, with Lundy and her team representing a wide variety of brands across the travel industry's many sectors, from airlines to hotels and all points in

between. While she notes the Canadian office has consistently won a number of awards over the years (from both inside and outside of the organization), Lundy tells *PAX* that when it comes to charting success, it's more about the bigger picture rather than accolades.

"It's more of an accumulation that in 25 years, with all of the things that have happened – whether it's 9/11 or something else – we've been successful every year," Lundy says. "We've kept a great core team and we continually keep our eyes open for new rising stars. We're a company that the trade has come to rely on and that gives me a huge sense of pride when we

introduce a new company and people say 'Discover is handling them – they must be good.' I think that in addition to working with good brand names, we lend credibility to brands that people don't yet know."

The ties that bind

Prior to joining DTW, Lundy's travel journey began in Ottawa with tour operator Sun Tours, where she worked for nine years in a variety of roles before becoming district manager.

Lundy's time at Sun Tours was then followed by several years in the airline industry, beginning at the long-running Wardair in the 1980s where →

“ I wanted to have a little more control over my destiny and create something that was resilient, with a diversity of clients.”

she became director of sales for North America. Following Wardair's 1989 merger with Canadian Airlines, Lundy became that airline's general manager of sales for Ontario for three years, before taking on the role of director of corporate sales.

With experience in multiple travel industry sectors, Lundy is a natural fit at DTW. So with a diverse range of brands represented, what's the common element tying it all together?

It comes down to establishing strong relationships through a thorough understanding of the client, Lundy says.

“When we look at our approach, we're making sure we totally understand the product we're working with and can provide knowledge and expertise to the travel trade, along with assistance when they need it. It doesn't matter how big your brand is – if you can't get help when you need it, you won't have the same support level.”

In-depth relationships

Lundy notes, “We've been able to develop very in-depth relationships with

clients so that we know their business and what they need, so hopefully we bring the right products forward to them.”

The importance of strong relationships also extends to DTW's customers, including tour operators and travel agents.

“People-to-people contact means so much and we want all of our partners

– clients and customers – to succeed,” Lundy says. “It has to work right across the board.”

“At the end of the day, everyone has the same objective: to grow revenue. They may do that through higher load factors or increased yield, but it's all about growing revenue. Everything after that is simply a strategy. It's building a positive profile, being on top of all





the components – the pricing but also availability – and responding quickly to competition.”

Global representation

The needs fulfilled by DTW are as diverse as the roster of brands represented by the network. With the company's sales and marketing duties ranging from sales calls and contract negotiations to organizing FAMS

and webinars, Lundy explains that no two contracts are alike.

“We fulfil a lot of things for a lot of people – we can be a really long-term solution and many of our clients we've worked with for more than 10 years,” she says. “For others, we're a bridge [in] the role they need us for – say an offline carrier who wants to ramp up and become known, so when they go online

they'll put their own staff in place. Other times, it's a company that's downsizing and they see synergies with clients we're working with.

“We offer lots of local expertise to international companies; sometimes they have reps in one part of the country but not in another. We're also a great opportunity for companies to test [the] market in Canada, with little fixed overhead.”

New approaches

One of the most enjoyable parts of the job for Lundy and her team is the excitement in seeing the growth potential for a travel company new to the Canadian market – and the challenge in making that happen.

“We love the fun of bringing a new product into the market which we think is great and then watching it take off,” she says. “It's a huge sense of satisfaction to help create that.”

One example Lundy points to is that of LOT Polish Airlines, which needed to transform its brand image in order to be commercially successful in Canada.

“One of the challenges we had with LOT was to change the perception from an ethnic carrier to an international airline. They were the first European carrier to fly out of Canada with the Dreamliner and in doing that, they were changing their whole image. They wanted to be more corporate and that meant welcoming increased amounts of higher-yield →

travel and more 'beyond' travel, as in 'beyond Poland.' Fast forward to today and see all the countries they fly to – we get business in Russia, Israel and Hungary.

"You need to understand what each client is looking for and you need to do that amongst all kinds of increased competition. The job is never done because you need to always be there."

Teamwork makes the dream work

In Canada, Lundy is joined by a team of 16, including team members based in DTW's Toronto office plus remote employees in Montreal, London,

““ I think that in addition to working with good brand names, we lend credibility to brands that people don't yet know. ””

Victoria and Vancouver. Once again, the importance of great relationships enters the picture.

"I have a great team – they're intelligent, hard-working and fun, which is key," Lundy explains. "Things aren't going to be perfect every day, so you want a group of people where you can say 'it happened – now what are we going to do?'

"They need to be multi-taskers because we're bringing on new clients all the time and we're all going to be on a learning curve. But we've all developed strong networks within the industry."

And looking ahead, Lundy remains as enthusiastic about her travel career as ever.

"I did my degree in psychology but the lure of travel was too strong!" she says. "There's so many aspects that I continue to find fascinating; all of the components that go into managing a brand are very interesting.

"I still feel today that when I read my job description, it's exactly what I want to be doing." ●

Special thanks to Hotel X Toronto for providing the location for our cover story photo shoot. See more at hotelxtoronto.com.



THE DISCOVERER

Although she's well-travelled already, there's always another spot to check off for Lundy.

"I still love to travel and explore new places; there's so many! I tend to go somewhere new each time." Her latest travels include a trip to New Zealand last year – "It was beautiful!" – and, most recently, a visit to Croatia this fall as part of a company-wide conference for Discover the World.

Lundy's next trip? Botswana, of course.

A NUMBERS GAME

CHRISTMAS MARKETS

By Blake Wolfe

1434 The year in which Dresden's famed Striezelmarkt was founded, making it the oldest market in the country. Every year, more than 100 different activities are featured for guests of all ages.



85 million

The approximate amount of visitors to Germany's Christmas markets each year. With more than 40 major markets across the country, that's an average of 2.1 million visitors per market.

220



Photo courtesy of Julien Duvail/Zagreb Tourist Board

The number of trees in Zagreb's Zrinjevac Park, which are lit up for Advent celebrations at this location in Croatia's capital city.

5 MILLION

The number of Christmas lights at the market held in Sweden's Liseberg amusement park, located in the city of Gothenburg. The market is one of the country's largest and features a medieval village to explore, along with visits from Julius the white rabbit, one of the park's bunny mascots who appears only during Christmas.

200

The length in feet of the skating rink found in Brussels' Plaisirs d'Hiver market. Visitors can skate underneath the lights of the market's Ferris wheel and giant fir tree, gifted to Brussels by the Latvian capital of Riga.

Sources: Deutsche Welle, Zagreb Tourist Board, The Telegraph, Gothenberg Conventions Bureau, Culture Trip



HOW TO SELL YOURSELF

By Jean-François Venne

Maxime Pronovost, president of the Studio Grafik marketing agency in Quebec, says that potential customers and partners like to know the story behind a company to get a better idea of the values it embodies. This is especially important for the self-employed, because they represent the business virtually on their own. "Today's marketing is largely driven by the entrepreneur themselves, so you have to know how to develop," he says.

Identify your audience

Personal marketing aims to develop a connection and closeness based on trust. This creates an attachment from the customer to the entrepreneur and their company. However, this cannot be improvised. "It's not magic," says Pronovost, "and it will not happen instantly." A strategy must be developed – as with any other aspect of

the business. Firstly, identify your audience. Who do you want to talk to? Where are your customers? What interests them? If we just talk about ourselves and topics that fascinate us, we risk developing an audience that's loyal, but not very useful from a business standpoint.

Ultimately, the objective is to showcase yourself to existing or potential customers. A travel agent, therefore, should make an effort to express themselves on subjects directly or indirectly related to travel. A passion for wine, food or the outdoors, for example, goes well with tourism.

Choose your platforms

"Personal marketing" can be done in person, talking with customers or at networking events. Nowadays, social networks are also an excellent tool for this; make sure, though, to choose wisely,

“THE CHALLENGE IS TO BE ABLE TO SHOW YOUR HUMAN SIDE WHILE DEMONSTRATING YOUR EXPERTISE.”

— Annie Bienvenue, business coach, trainer and communications expert

and prioritize the platforms that your customers prefer. Businesspeople like LinkedIn, while many young people are completely unaware of this and prefer to use Snapchat or Instagram. Pairing a social media platform where you can post textual content, such as LinkedIn, with another that prioritizes photos, such as Instagram, can result in a powerful combination.

What to talk about?

Is it better to talk about yourself or your work? Maxime Pronovost suggests a combination of around 80 per cent “useful” content and 20 per cent “personal” material. As for inspiration – why not listen to your customers? Get them to talk - and discover their needs and preferences.

How to communicate well

Once the audience has been cultivated and the venues and subjects chosen, all that remains is deciding how to go about communicating your message, and what tone to adopt. “It’s often easier for people to talk about their products or services

than about themselves,” says Annie Bienvenue, a business coach, trainer and communications expert.

Bienvenue advises asking relatives how they would talk about you. It may also be useful to practice the ways of presenting and describing yourself with them. Inquiring with regular customers can also help; they know what they like about your services.

A mixture of personal and professional

Adding a reasonable number of personal elements to your discussion helps to create a more human connection with your audience and to find common ground with them. However, Bienvenue believes that most of the content should remain closely linked to the service offered. “The challenge is to be able to show your human side while demonstrating your expertise by sharing tips, explaining how certain elements of the trip work, or presenting interesting destinations,” she says. “This creates a personal and professional connection with people.” ●

82 per cent

of people are more likely to trust a company when its leaders are active on social media.

7/10

A sale is **seven times more likely** to close when its lead is developed by employee activity on social media.

Source: IBM: <https://bit.ly/2ISNXTR>



Jean-François Venne

Independent journalist specializing in the field of business

THE “WOW!” FACTOR

By Aurore Bonvalot

Organizing events is all well and good, but getting your clients and participants to remember them for a long time? That's even better.

Travel professionals are asked to participate in many industry events. Do you remember being particularly struck or amazed by one? You may have attended one that made you say to yourself, “Wow – what an incredible event.”

Here are seven secrets to create a “wow” effect that everyone will remember.

1 Understand the “wow” factor

It's about leaving an imprint of your event on the hearts and minds of your participants. Make them live magical moments and feel emotions they will remember for a long time.

The “wow” effect really lies in the long-term impact that your event must create. It's also your secret weapon to build customer loyalty.

WOW = emotions + surprises + surpassing the imagination + your own signature.

2 Offer small mementos to the participants

It's a great idea to deliver small gifts to participants' rooms every day, related to the place where the event takes place or the day they've just experienced. Give the participants a thoughtful, useful present - they'll want to keep it and use it, which will also be good promotion for your event.

- **Did your participants attend a conference on wellness travel?** At the end of the day, put a bag of essential oils in their room.
- **Was your event in the South?** Give attendees your client's branded sandals and a beach towel.
- **Was the seminar in the mountains?** A branded backpack and a compass are fitting ideas for this setting.
- **Are you hosting a retreat onboard a cruise ship?** Give participants luggage tags and a badge holder.

3 Provide a flawless service

- Surround yourself with service providers you are used to working with or who have been recommended to you and check references. The quality of their work will reflect on yours, and by extension the image you project upon your attendees.
- If you are organizing a banquet or even a cocktail party as part of one of your events, impeccable service is key.; ensure that waiters are up to scratch and have received adequate instructions, and that staff offer preferential treatment to the VIPs.
- Test the technical equipment, such as the sound system, microphone and computer beforehand. Nothing is more frustrating than technology glitches.
- If you bring in speakers, pick interesting and well-enough-known candidates – and have a backup in mind as a Plan B in case one of them can't make it.
- If you need to hire a band or DJ, it's a good idea to watch their videos on YouTube to find one that will match your client's tastes. →





- **Sound:** Use different types of music – for example, when transitioning between different presentations or speakers. Be imaginative in speeches and oral presentations.
- **Smell:** Use fresh flowers and diffusers of essential oils depending on the effect you aim for, whether calming or energizing.
- **Taste:** Serve local dishes to allow guests to discover the destination through food. Match the food served to the theme of your event.

4 Get your guests involved

Whether through workshops, mini trade shows with kiosks, making an amateur short film, or even donating to a charity, it's essential that your guests feel involved and included. This way, they will remember your event more vividly, and that will help them to get better engagement on the ground.

5 Awaken the five senses

Every client and participant is unique; each person responds to different stimuli, and some have more developed senses than others. If you awaken the five senses at your event, you'll inevitably capture everyone's attention.

- **Sight:** Experiment with your sets, projections, colours, and visual elements such as green walls, sculptures and floral accents.

6 Diversify venues and discover the location

- **Touch:** Why not use touch screens and create a wall where participants can leave comments (or even fingerprints or handprints)?
- Take participants out of their comfort zone and organize your conferences in unconventional places: in the heart of a vineyard, on the beach, in art galleries or museums or even under the stars. Take advantage of the singularities of your event's location.
- Help your participants get a feel for the destination by blending pleasant outings in the city with the conference's schedule. This might be a city tour by tram in Switzerland, a treasure hunt in Paris, a visit to a cigar factory in Havana, or a concert in a church in Venice.

Don't forget!

To ensure that your events are always magical and memorable, everything must be orchestrated to perfection, and all elements must blend seamlessly. This level of organization requires many months of planning and brainstorming, not to mention a great deal of creativity. Nevertheless, when the final product comes to fruition, you'll come out even prouder, and its success will ensure the sustainability of your services and your business.

In short, let them really experience the destination. These outings will add a fun, playful side to their training.

7 The element of surprise

It's a great idea to plan a surprise element when organizing an event. This might be hiring a renowned musician, organizing an unexpected impromptu activity, or unveiling a gigantic decorative piece on gala night. These unexpected elements are always pleasing to attendees. Surprising your customers is a testament to your ability to listen, and your willingness to surpass their expectations. ●



Aurore Bonvalot

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



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RESORTS FOR FAMILIES

FUN IN
THE SUN



The whole family can relax poolside at the Family Club at Barceló Bávaro Palace

Photo by Barceló Hotels & Resorts

PAX presents the 2018-19 family resort guide, featuring information on more than 300 properties in popular sun destinations! Use it to help plan your clients' dream family vacation.

By Blake Wolfe

Each winter, Canadian families across the country embark on a time-honoured tradition: heading somewhere warm together for a much-needed break from the cold temperatures and often-wild weather.

With the ever-growing number of properties found across a wide range of destinations, families have plenty of choices available to them each year – so as a travel agent, how do you narrow it down for them and make those bookings?

PAX spoke to Canada's largest tour operators to get their insights on the most popular destinations, what families are looking for on their annual winter escapes – and how you can make those travel dreams a reality for your clients.

Where to?

It's no surprise that Mexico and popular Caribbean destinations including the Dominican Republic, Cuba and Jamaica top the list of most sun-seeking families.



“Overall, the top requested amenities are about providing a comfortable and memorable experience for all members of the family group.”

- Nathalie Tanious, Vice-President at TravelBrands

In addition to being long established as traditional sun destinations for Canadians in general, each boasts a wide selection of family-friendly resorts from the popular Beaches Resorts locations in Negril and Ocho Rios to unique properties such as Nickelodeon Hotels & Resorts Punta Cana and Hotel Xcaret in Riviera Maya.

TravelBrands' VP of Product Development Elvi Cal notes that outside of the Caribbean and Central America, Orlando is another top-seller; while not traditionally



Photo by Nickelodeon Hotel and Resort Punta Cana

Dora, SpongeBob and the Nickelodeon gang hang out at Nickelodeon Hotel and Resort Punta Cana.

a resort destination, attractions such as Walt Disney World and Universal Orlando (each offering numerous hotels in close proximity to their respective theme parks) consistently draw Canadians to the destination each year.

But there are also families looking for something different this winter.

According to Transat's Commercial Director Nicole Bursey, the tour operator has seen an increase in some non-traditional family locations, such as



“We've seen an increase in some non-traditional family destinations, such as those in Costa Rica, Honduras and Colombia.”

- Nicole Bursey, Commercial Director at Transat Tours

Costa Rica, Honduras and Colombia. With those destinations known for eco- and adventure travel, many family resorts there have such excursions available to guests.

Standing out

What makes a great family resort? It's a combination of many different factors and, depending on the ages of children in the group, the answer can vary. Of course, the inclusion of family fun is a big factor and many resorts have gone all out to cater to families, from the presence of popular kids' cartoon characters (such as Royalton Luxury Resorts, which feature Max & Ruby and Toopy & Binoo at its various properties) to over-the-top waterparks, like those found at Saint Lucia's Coconut Bay Beach Resort & Spa.

For families with very young children, the option of babysitting or nanny services can be a key draw, says TravelBrands' VP Nathalie Tanious. Many resorts offer such services, often at an additional hourly cost, which can vary depending on the age of the child. Overall, the top requested amenities are about providing a comfortable and memorable experience for all members of the family group.

“The biggest considerations are safety, cleanliness, infrastructure, activities, and unique offers such as 'kids stay free',” Tanious says.

What families want

“Extended families that play together will want to stay together, which can be accommodated at resorts offering either large family suites or interconnecting suites,” says Andrew Dawson, president of tour operations for Sunwing Vacations.

“They're designed with families in mind with special features, such as rooms that are built to accommodate groups of five or more,” Dawson says. “Plus, you can coordinate flight schedules from different provinces so that your clients can all meet in the same destination.”

In many cases, a tour operator's stamp of approval can help travellers decide.

Dana Gain, Air Canada Vacations' senior director of sales, groups and partnerships, tells PAX that by identifying resorts as “family-friendly” with “kid-friendly” activities, the tour operator helps narrow the field for agents helping their clients make a decision. →

TIPS FOR FIRST-TIMERS

Have clients taking their first family trip to a resort? Here's some insider advice to pass along:



Elvi Cal, Vice-President of Product Development at TravelBrands

Want to have a relaxing time? Know your kids' interests and find a resort which caters to these – “or you may end up becoming their source of entertainment,” jokes TravelBrands' Cal.

Have a picky eater in the family? Sunwing's Dawson says to check the resort menu before booking; while most properties catering to families will have kid-friendly fare, it pays to plan ahead.



Andrew Dawson, President of Tour Operations at Sunwing Vacations.



Dave Cecco, Vice-President and General Manager at WestJet Vacations

“Be patient, bring lots of snacks and entertainment for the plane ride,” says WestJet Vacations' Cecco.

Overall, researching properties ahead of time to fit your family's needs is key to a great vacation, ACV's Gain says.



Dana Gain, Senior Director Sales, Groups and Partnerships at Air Canada Vacations.

Photo by Mariah Wilder/Walt Disney World



Several hotels at Walt Disney World Resort in Orlando offer Disney Pool Parties to the youngest guests.

“Our guests are looking for the perfect place to spend time as a family,” says Gain. “It's about the experience, not the destination. What memories will they come away with? These seem to be the most important questions to answer for families.”

Preparation is key

Before those clients even walk through your door or call your phone, the main piece of advice from tour operators comes down to three words: research, research, research. By becoming knowledgeable on the subject, you can stand out from the pack and be known as a travel consultant who “will take the time to discover the needs” of a client booking a specific product, says Transat's Bursey – especially important for families taking their first trip together.

“Travelling with children is a very different experience than travelling with your partner or a group of friends,” Bursey says.

WestJet Vacations' VP and GM Dave Cecco adds that while the internet is a great resource, a local business development manager is only a phone call away and can provide agents with even greater detail on the various properties and what they have to offer families.

“Know what the family's needs are and find a hotel that meets it,” he says. “Most hotels have BDMS so you can reach out to them with any questions.” ●

GOING THE EXTRA (S)MILE: RESORTS WITH STANDOUT FEATURES

More and more properties have added innovative attractions to entertain the whole family.
Here's a few resorts offering such unique features:

MAKE A SPLASH



One of, if not the, biggest water parks in the Caribbean can be found at Grand Memories Punta Cana and Grand Memories Splash. Offering something for kids of all ages, the park includes splash pads, spray grounds, tubes, a wave pool and seven monster water slides.

GET CREATIVE



Launched in 2015, Club Med CREACTIVE by Cirque du Soleil puts a new spin on resort activities. The concept, first launched at Club Med Punta Cana, allows guests the chance to try out their athletic and creative sides, from drumming and mask-painting to trapeze and aerial silk.

X MARKS THE SPOT



Where can you go off-roading in the jungle, explore an underground river and get up close with local wildlife while enjoying an all-inclusive resort experience? It's all possible at Riviera Maya's Hotel Xcaret, where guests can enjoy access to all of the surrounding Xcaret adventure parks, offering a wide range of activities for all ages. ●

Have clients taking a family vacation this winter?
Here's where to send them – and what they're looking for

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
ALSOL									
AlSol Luxury Village		☺	☺		☺				
AlSol Tiara CapCana			☺		☺				
All Ritmo Cancun Resort & Waterpark			☺	☺	☺			☺	
AMRESORTS									
Dreams Delight Playa Bonita Panama	☺		☺	☺	☺				
Dreams Dominican La Romana	☺	☺	☺		☺	☺			\$
Dreams Huatulco Resort & Spa	☺		☺		☺				
Dreams La Romana Resort & Spa	☺	☺	☺		☺	☺			\$
Dreams Las Mareas Costa Rica	☺		☺	☺	☺	☺			\$
Dreams Los Cabos Suites Golf Resort & Spa	☺	☺	☺		☺			☺	\$
Dreams Palm Beach Punta Cana	☺		☺		☺	☺			\$
Dreams Playa Mujeres Golf & Spa Resort	☺	☺	☺		☺	☺			\$
Dreams Puerto Aventuras Resort & Spa	☺	☺	☺		☺	☺			\$
Dreams Punta Cana Resort & Spa	☺	☺	☺	☺	☺	☺			\$
Dreams Riviera Cancun Resort & Spa	☺		☺		☺				\$
Dreams Sands Cancun Resort & Spa	☺	☺	☺		☺	☺			\$
Dreams Tulum Resort & Spa	☺		☺		☺	☺		☺	\$
Dreams Villamagna Nuevo Vallarta	☺		☺		☺				\$
Now Amber Puerto Vallarta	☺	☺	☺		☺	☺			\$
Now Garden Punta Cana			☺	☺	☺	☺			\$
Now Jade Riviera Cancun	☺ (3 devices per room)	☺	☺	☺	☺	☺			\$
Now Larimar Punta Cana		☺	☺		☺	☺			\$
Now Onyx Punta Cana			☺	☺	☺	☺			\$
Now Sapphire Riviera Cancun	☺ (3 devices per room)		☺		☺	☺			\$
Reflect Krystal Grand Cancun		☺	☺		☺				\$
Reflect Krystal Grand Los Cabos			☺	☺	☺	☺			\$
Reflect Krystal Grand Nuevo Vallarta			☺	☺	☺	☺			\$

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Savings up to 55% off the published rate. Rates may vary by date. Offer valid for new bookings made by December 19, 2018 for travel now through December 23, 2019. Based on a minimum 3 night stay, 1 free child per 1 adult paid, limited up to 2 children per room. Children aged 12 and under. Blackout dates apply. Offer may be changed or withdrawn at any time. Not responsible for errors or omissions. Other restrictions may apply. Hyatt Zilara™ and Hyatt Ziva™ trademarks and related marks are trademarks of Hyatt Corporation or its affiliates. ©2018 Hyatt Corporation. ©2018 Playa Hotels & Resorts is the owner and exclusive operator of Hyatt Zilara™ and Hyatt Ziva™ resorts in Dominican Republic, Jamaica and Mexico. All rights reserved. PLA05570918

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Sunscape Bávaro Beach Punta Cana	☺ (with Sun Club)		☺	☺	☺	☺			
Sunscape Cove Montego Bay	☺ (with Sun Club)	☺	☺	☺	☺	☺		☺	
Sunscape Curaçao Resort, Spa & Casino	☺ (with Sun Club)		☺	☺	☺	☺			
Sunscape Dominican Beach Punta Cana	☺ (with Sun Club)		☺		☺	☺			
Sunscape Dorado Pacifico Ixtapa		☺	☺	☺	☺	☺		☺	
Sunscape Puerto Plata Dominican Republic	☺ (with Sun Club)	☺	☺		☺	☺			
Sunscape Puerto Vallarta Resort & Spa		☺	☺	☺	☺	☺			
Sunscape Sabor Cozumel		☺	☺		☺	☺			
Sunscape Splash Montego Bay	☺ (with Sun Club)		☺	☺	☺	☺		☺	
Sunscape Star Cancun		☺	☺	☺	☺	☺			
ATLANTIS PARADISE ISLAND	☺ (except for Harborside Resort)	☺	☺	☺	☺	☺		☺	\$
BAHIA PRINCIPE									
Grand Bahia Principe Bávaro	In lobby		☺	☺	☺		☺	☺	☺
Grand Bahia Principe Coba	In lobby	☺	☺	☺	☺		☺	☺	☺
Grand Bahia Principe Cayacoa	In lobby		☺		☺				☺
Grand Bahia Principe El Portillo	In lobby	☺		☺	☺	☺	☺	☺	☺
Grand Bahia Principe Tulum			☺	☺	☺		☺	☺	☺
Grand Bahia Principe Turquesa	In lobby	☺	☺	☺	☺		☺	☺	avail. with Family Junior Suite
Grand Bahia Principe Punta Cana	In lobby		☺	☺	☺		☺	☺	☺
Grand Bahia Principe San Juan	In lobby		☺		☺		☺		
Luxury Bahia Principe Akumal	☺ (2 devices per room)		☺		☺	☺	☺	☺	
Luxury Bahia Principe Esmeralda	☺ (2 devices per room)		☺		☺		☺	☺	
Luxury Bahia Principe Fantasia	☺ (2 devices per room)		☺	☺	☺	☺	☺	☺	
BARCELO HOTEL GROUP									
Allegro Cozumel		☺	☺	☺	☺	☺		☺	\$
Allegro Playacar		☺	☺		☺				\$

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Barcelo Aruba			☺		☺				\$
Barcelo Bávaro Palace		☺	☺	☺	☺			☺	\$
Barcelo Gran Faro Los Cabos	At Premium Level		☺		☺				\$
Barcelo Huatulco			☺	☺	☺			☺	\$
Barcelo Ixtapa	At Premium Level	☺	☺	☺	☺				
Barcelo Karmina	At Premium Level		☺		☺				\$
Barcelo Maya Beach		☺	☺	☺	☺			☺	\$
Barcelo Maya Caribe	At Premium Level	☺	☺	☺	☺			☺	\$
Barcelo Maya Colonial	At Premium Level	☺	☺	☺	☺			☺	\$
Barcelo Maya Tropical			☺	☺	☺			☺	
Barcelo Maya Palace	At Premium Level	☺	☺	☺	☺			☺	\$
Barcelo Montelimar			☺		☺				\$
Barcelo Puerto Vallarta	At Premium Level	☺	☺	☺	☺				
Barcelo Solymar			☺	☺	☺				\$
Barcelo Tambor			☺	☺	☺	☺			\$
Occidental Arenas Blancas			☺	☺	☺				\$
Occidental Caribe		☺	☺	☺	☺			☺	\$
Occidental Costa Cancun		☺	☺	☺	☺				\$
Occidental Cozumel	At Royal Level		☺	☺	☺				\$
Occidental Punta Cana				☺	☺				\$
Occidental Nuevo Vallarta		☺	☺	☺	☺				
Occidental Tamarindo				☺	☺				\$
Occidental Tucancun		☺	☺		☺				\$
Occidental at Xcaret Destination			☺	☺	☺				\$
🏖️ BEACHES RESORTS									
Beaches Negril	☺	☺	☺	☺	☺	☺	☺	☺	☺
Beaches Ocho Rios	☺	☺	☺	☺	☺	☺	☺	☺	☺
Beaches Turks & Caicos	☺	☺	☺	☺	☺	☺	☺	☺	☺
🏖️ BLAU									
Natura Park Beach Eco Resort & Spa Punta Cana	☺	☺	☺	☺	☺				\$
🏖️ CLUB MED									
Club Med Cancun Yucatan	☺	☺	☺		☺	☺			\$
Club Med Caravelle		☺				☺			
Club Med Columbus Isle	☺					☺			

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Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Club Med Ixtapa Pacific	☺	☺	☺		☺	☺			\$
Club Med Punta Cana	☺	☺	☺		☺	☺			\$
Club Med Sandpiper Bay	☺	☺	☺	☺	☺	☺		☺	\$
🏠 COCONUT BAY BEACH RESORT & SPA	☹ (at Exclusive Concierge level)	☺	☺	☺	☺		☺	☺	☹ (at Exclusive Concierge level; fees apply)
🏠 WALT DISNEY WORLD RESORT									
Bay Lake Tower at Disney's Contemporary Resort	☺	☺		☺	☺				
Boulder Ridge Villas at Disney's Wilderness Lodge	☺	☺		☺	☺			☺	\$
Copper Creek Villas & Cabins at Disney's Wilderness Lodge	☺	☺		☺	☺			☺	\$
Disney's All-Star Movies Resort	☺			☺	☺			☺	\$
Disney's All-Star Music Resort	☺	☺		☺	☺				\$
Disney's All-Star Sports Resort	☺			☺	☺				\$
Disney's Animal Kingdom Lodge	☺	☺		☺	☺		☺	☺	\$
Disney's Animal Kingdom Villas - Kidani Village & Jambo House	☺	☺		☺	☺			☺	\$
Disney's Art of Animation Resort	☺	☺		☺	☺			☺	\$
Disney's Beach Club Resort	☺	☺		☺	☺			Lazy river	\$
Disney's Beach Club Villas	☺	☺		☺	☺			Lazy river	\$
Disney's BoardWalk Inn	☺			☺	☺				\$
Disney's BoardWalk Villas	☺	☺		☺	☺				\$
Disney's Caribbean Beach Resort	☺	☺		☺	☺			☺	\$
Disney's Contemporary Resort	☺	☺		☺	☺			☺	\$
Disney's Coronado Springs Resort	☺	☺		☺	☺			☺	\$
Disney's Grand Floridian Resort & Spa	☺	☺		☺	☺				\$
Disney's Old Key West Resort	☺	☺		☺	☺				\$
Disney's Polynesian Village Resort	☺	☺		☺	☺			☺	\$
Disney's Polynesian Villas & Bungalows	☺	☺		☺	☺			☺	\$
Disney's Pop Century Resort	☺			☺	☺				\$

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Disney's Port Orleans Resort - Riverside & French Quarter	☺			☺	☺			☺	\$
Disney's Saratoga Springs Resort & Spa	☺	☺		☺	☺			☺	\$
Disney's Wilderness Lodge	☺	☺		☺	☺			☺	\$
Disney's Yacht Club Resort	☺	☺		☺	☺				\$
Four Seasons Resort Orlando at Walt Disney World Resort	☺		☺	☺	☺		Character breakfasts available	☺	\$
Walt Disney World Swan Hotel	☺		☺ (\$)	☺	☺				\$
Walt Disney World Dolphin Hotel	☺		☺ (\$)	☺	☺				\$
The Villas at Disney's Grand Floridian Resort & Spa	☺	☺		☺	☺				\$
🍹 DIVI									
Divi Aruba Phoenix Beach Resort	☺	☺	☺	☺	☺				
Divi Dutch Village Beach Resort	☺	☺	☺		☺				
Divi Village Golf & Beach Resort	☺	☺	☺	☺	☺				
🍷 ELEGANT HOTELS									
Crystal Cove	☺	☺	☺		☺				
The Landings Resort & Spa	☺	☺	☺		☺				\$
Tamarind	☺	☺	☺		☺				
Turtle Beach	☺	☺	☺	☺	☺				
🍷 EXCELLENCE GROUP									
Finest Playa Mujeres	☺	☺	☺	☺	☺	☺			Avail. in lobby at breakfast & dinner
🍷 FOUR SEASONS NEVIS									
	☺	☺	☺		☺	☺			☺
🎸 HARD ROCK									
Hard Rock Hotel Cancun	☺	☺	☺	☺	☺				\$
Hard Rock Hotel Daytona Beach	☺	☺	☺	☺	☺	☺			
Hard Rock Orlando	☺	☺	☺	☺	☺				\$
Hard Rock Hotel Punta Cana	☺	☺	☺	☺	☺			Lazy river	
Hard Rock Riviera Maya	☺	☺	☺	☺	☺				\$
Hard Rock Hotel Vallarta	☺	☺	☺	☺	☺				

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Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
HOTEL XCARET									
	☺	☺	☺		☺				
IBEROSTAR									
Iberostar Bávaro Suites	☺	☺	☺		☺			☺	\$
Iberostar Bella Vista Varadero			☺		☺			☺	
Iberostar Cancún	☺	☺	☺	☺	☺	☺			
Iberostar Costa Dorada	☺	☺	☺	☺	☺				
Iberostar Cozumel	☺	☺	☺	☺	☺				\$
Iberostar Daiquirí			☺	☺	☺				☺
Iberostar Dominicana	☺	☺	☺		☺	☺			\$
Iberostar Ensenachos		☺	☺	☺	☺				\$
Iberostar Hacienda Dominicus	☺	☺	☺		☺				\$
Iberostar Laguna Azul		☺	☺	☺	☺				☺
Iberostar Paraíso Beach	☺	☺	☺		☺				\$
Iberostar Paraíso del Mar	☺	☺	☺		☺				\$
Iberostar Paraíso Lindo	☺	☺	☺	☺	☺	☺		Lazy river	\$
Iberostar Paraíso Maya	☺	☺	☺	☺	☺			Lazy river	\$
Iberostar Playa Alameda			☺	☺	☺				☺
Iberostar Playa Pilar			☺	☺	☺			☺	\$
Iberostar Playa Miña	☺	☺	☺	☺	☺				\$
Iberostar Punta Cana	☺	☺	☺		☺	☺			\$
Iberostar Quetzal	☺	☺	☺		☺				\$
Iberostar Rose Hall Beach	☺	☺	☺	☺	☺				\$
Iberostar Rose Hall Suites	☺	☺	☺		☺			☺ (ages 6-12) + lazy river	\$
Iberostar Taínos			☺	☺	☺				☺
Iberostar Tucán	☺	☺	☺		☺				\$
Iberostar Varadero		☺	☺	☺	☺			☺	\$
KARISMA									
Azul Beach Resort Negril	Complimentary wifi in lobby	☺	☺	☺	☺				\$
Azul Beach Resort Riviera Cancun	☺	☺	☺	☺	☺	☺	☺	Lazy river	\$
Azul Beach Resort Riviera Maya	☺	☺	☺	☺	☺		☺	Lazy river	\$
The Fives Azul Beach Resort Playa del Carmen	☺	☺	☺	☺	☺	☺		Lazy river	\$
Generations Riviera Maya	☺	☺	☺	☺	☺	☺			\$

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THEY'RE GOING TO LOVE THEIR VACATION YOU'RE GOING TO LOVE THEIR SMILE!

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Kids from 4 to 11 years old

SAVE UP TO 50%*

Kids from 12 to 15 years old

SAVE UP TO 20%*

Whether 4 months or 17 years old, we offer activities and facilities adapted to each age, season, environment, and personality. It's no wonder why parents continue to consider Club Med as the best all-inclusive destination for family vacations!

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Alongside the world's second largest coral reef, come to enjoy a family oasis pool and stay at the heart of the new Aguamarina Family Oasis !

PUNTA CANA, DOMINICAN REPUBLIC



Come to experience CREACTIVE by Cirque du Soleil and discover the new Zen Oasis, a sophisticated adults-only hideaway, perfect for moments of essential tranquility during your stay...



For more information or to book, visit clubmedagents.ca
or contact our call center: 1-888-932-2582.

Club Med

*Children aged under 4 years stay for free at our family destinations. Children aged 4-11 years stay at up to 50% off adult price at select family resorts. Children aged 12-15 years stay at up to 20% off adult price at select family resorts. For flights that are booked through Club Med, tickets for children must be paid for by the client. Children who are eligible to stay for free must be lodged in the same room as the adults who are paying for their stay, or in a connecting room. Blackout dates apply. General conditions : For Türkiye all guests must be 18 years old and older. For Columbus Isle, all guests must be 2 years old and older. Prices include the GST and PST. Club Med is not responsible for errors or omissions. Club Med Membership fees of \$60 per adult and \$30 per child are additional. Void where prohibited or restricted by law. For travel services booked with a Québec Travel Consultant, prices exclude the clients' contribution to the Indemnity Fund, which amounts to \$1 per \$1,000 of travel services purchased. Québec permit.

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Nickelodeon Hotels & Resorts Punta Cana	☺	☺	☺	☺	☺		☺	☺	\$
Sensori Resort Punta Cana	☺	☺	☺		☺				\$
MAJESTIC									
Majestic Colonial Punta Cana	☺	☺	☺	☺	☺			☺	☺
Majestic Elegance Punta Cana	☺	☺	☺	☺	☺			☺	☺
MARIVAL RESORTS & SUITES NUEVO VALLARTA									
	\$	☺	☺		☺	☺			
MELIA									
Meliá Caribe Beach Resort		☺	☺		☺				
Meliá Caribe Tropical All Inclusive Beach & Golf Resort	☺	☺	☺		☺				\$
Meliá Cayo Guillermo			☺		☺				
Meliá Cayo Santa María			☺	☺	☺				
Meliá Internacional			☺	☺	☺				
Meliá Jardines del Rey		☺	☺	☺	☺				☺
Meliá Las Dunas		☺	☺		☺				
Meliá Marina Varadero		☺	☺	☺	☺				
Melia Nassau Beach	☺	☺	☺	☺	☺				\$
Meliá Peninsula Varadero		☺	☺	☺	☺				☺
Meliá Varadero			☺	☺	☺				
Paradísus Palma Real Golf & Spa Resort	☺	☺	☺	☺	☺				\$
Family Concierge at Paradísus La Esmeralda	☺		☺	☺	☺				\$
Family Concierge at Paradísus Los Cayos	☺		☺		☺				\$
Family Concierge at Paradísus Varadero Resort & Spa	☺	☺	☺	☺	☺				\$
Paradísus Punta Cana Resort	☺	☺	☺	☺	☺				\$
Sol Cayo Coco		☺	☺	☺	☺				
Sol Cayo Guillermo			☺	☺	☺				☺
Sol Cayo Santa María			☺		☺				
Sol Palmeras		☺	☺	☺	☺				\$
Sol Río De Luna y Mares		☺	☺	☺	☺				☺
Sol Sirenas Coral		☺	☺		☺				
Tryp Cayo Coco		☺	☺	☺	☺				☺

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
OASIS									
Grand Oasis Palm		☺	☺	☺	☺				\$
Grand Oasis Tulum			☺	☺	☺				\$
Oasis Cancun Lite			☺		☺				\$
Oasis Palm		☺	☺	☺	☺				
Oasis Tulum Lite		☺	☺		☺				\$
OCEAN BY H10									
Ocean Blue & Sand	☺	☺	☺		☺	☺	☺		\$
Ocean Casa del Mar			☺	☺	☺	☺	☺		
Ocean Coral & Turquesa	☺	☺	☺	☺	☺	☺	☺		\$
Ocean El Faro (opens Feb. 1, 2019)	☺	☺	☺		☺	☺	☺	☺	
Ocean Riviera Paradise	☺	☺	☺	☺	☺	☺	☺	☺	
Ocean Varadero El Patriarca			☺	☺	☺	☺	☺		
Ocean Vista Azul			☺	☺	☺	☺	☺		\$
PALACE RESORTS									
Beach Palace Cancun	☺	☺	☺		☺				
Moon Palace Cancun	☺	☺	☺		☺			FlowRider surf simulator	
Moon Palace Jamaica	☺	☺	☺		☺			FlowRider surf simulator	
The Grand at Moon Palace Cancun	☺	☺	☺		☺	☺		☺	
Playacar Palace	☺	☺	☺		☺				
PALLADIUM									
Grand Palladium Bávaro Suites Resort & Spa		☺	☺	☺	☺	☺	☺		\$
Grand Palladium Colonial Resort & Spa	☺		☺		☺	☺	☺	☺	\$
Grand Palladium Lady Hamilton Resort & Spa	☺		☺	☺	☺	☺	☺		
Grand Palladium Jamaica Resort & Spa	☺	☺	☺	☺	☺	☺	☺		
Grand Palladium Kantenah Resort & Spa			☺	☺	☺	☺	☺	☺	
Grand Palladium Palace Resort Spa & Casino		☺	☺	☺	☺	☺	☺	☺	
Grand Palladium Punta Cana Resort & Spa		☺	☺		☺	☺	☺		

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Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Grand Palladium White Sand Resort & Spa	☺		☺	☺	☺	☺	☺	☺	
Family Selection at Grand Palladium Costa Mujeres Resort & Spa	☺	☺	☺	☺	☺	☺		☺	\$
Family Selection at Grand Palladium Vallarta Resort & Spa	☺ (in public areas)	☺	☺		☺	☺	☺		\$
PLAYA RESORTS									
Hilton									
Hilton Rose Hall	☺	☺	☺	☺	☺	☺		☺	☺
Hyatt Ziva									
Hyatt Ziva Cancun	☺	☺	☺	☺	☺			☺	\$
Hyatt Ziva Los Cabos	☺	☺	☺	☺	☺			☺	\$
Hyatt Ziva Rose Hall	☺	☺	☺		☺	☺			
Hyatt Ziva Puerto Vallarta	☺	☺	☺	☺	☺				\$
Jewel Resorts									
Jewel Grande Montego Bay Resort & Spa	☺	☺	☺		☺	☺			
Jewel Resorts Jamaica Runaway Bay	☺	☺	☺	☺	☺	☺		☺	\$
Panama Jack									
Panama Jack Resorts Cancun	☺	☺	☺	☺	☺	☺		☺	\$
Panama Jack Resorts Playa del Carmen	☺	☺	☺		☺	☺			\$
RIU									
Hotel Riu Bambu	☺	☺	☺	☺	☺	☺	☺	☺	
Hotel Riu Cancun	☺		☺		☺		☺		
Hotel Riu Caribe	☺		☺	☺	☺		☺		
Hotel Riu Dunamar	☺		☺		☺		☺	☺	
Hotel Riu Emerald Bay	☺	☺	☺	☺	☺		☺		
Hotel Riu Gunacaste	☺	☺	☺	☺	☺				
Hotel Riu Jalisco	☺	☺	☺	☺	☺		☺		
Hotel Riu Lupita	☺	☺	☺	☺	☺		☺		
Hotel Riu Montego Bay	☺	☺	☺	☺	☺		☺		
Hotel Riu Naiboa	☺		☺	☺	☺			☺	
Hotel Riu Negril	☺		☺	☺	☺		☺		
Hotel Riu Ocho Rios	☺		☺	☺	☺		☺		
Hotel Riu Playacar	☺	☺	☺	☺	☺		☺		

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NEW
+++



IBEROSTAR HOLGUÍN

★ ★ ★ ★ ★

In the heart of Cuba's most diverse region, Iberostar Hotels & Resorts announce a new concept in comfort and relaxation: Iberostar Holguín, its first 5-star Selection category hotel in the province of Holguín.

The Iberostar Holguín comprises 12 low-rise buildings that blend in elegantly with their surroundings, offering 638 rooms, 6 restaurants, 9 bars and 4 swimming pools. The new hotel also offers the magnificent Star Prestige service, an adults-only area with a wide range of premium

amenities including the top category rooms, access to exclusive areas as well as special services and details.

Iberostar Holguín offers an appealing mix of attractions that set it apart from other hotels, combined with a full range of services, leisure and entertainment, providing an authentic Cuban experience for visitors choosing to spend their holidays on the island.

WE TAKE CARE OF THE DETAILS THAT ALLOW YOU TO LIVE UNIQUE EXPERIENCES

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Hotel Riu Playa Blanca	☺	☺	☺	☺	☺		☺		
Hotel Riu Santa Fe	☺		☺		☺		☺	☺	
Hotel Riu Tequila	☺		☺	☺	☺		☺		
Hotel Riu Vallarta	☺	☺	☺	☺	☺		☺		
Hotel Riu Yucatan	☺	☺	☺	☺	☺		☺		
Riu Palace Bávaro Hotel	☺		☺	☺	☺		☺	☺	
Riu Palace Cabo San Lucas	☺		☺	☺	☺		☺	☺	
Riu Palace Costa Mujeres	☺		☺		☺		☺	☺	
Riu Palace Mexico	☺		☺	☺	☺		☺		
Riu Palace Pacifico	☺	☺	☺	☺	☺		☺		
Riu Palace Peninsula	☺		☺	☺	☺		☺		
Riu Palace Punta Cana	☺		☺	☺	☺		☺	☺	
Riu Palace Riviera Maya	☺		☺	☺	☺		☺		
ROYALTON									
Royalton Bávaro	☺	☺	☺		☺	☺	☺	Lazy river	
Royalton Blue Waters	☺	☺	☺	☺	☺	☺	☺	☺	
Royalton Negril	☺	☺	☺	☺	☺	☺	☺		
Royalton Punta Cana	☺	☺	☺	☺	☺	☺	☺	☺	
Royalton Riviera Cancun	☺	☺	☺	☺	☺	☺	☺	☺	
Royalton Saint Lucia	☺	☺	☺	☺	☺	☺	☺		
Royalton White Sands Montego Bay	☺	☺	☺	☺	☺	☺	☺	☺	
Memories									
Grand Memories Punta Cana	☺	☺	☺	☺	☺	☺	☺	☺	\$
Grand Memories Santa Maria		☺	☺	☺	☺		☺		\$
Grand Memories Splash	☺	☺	☺	☺	☺	☺	☺	☺	\$
Grand Memories Varadero			☺	☺	☺		☺		
Memories Flamenco Beach Resort		☺	☺		☺	☺	☺		\$
Memories Holguin		☺	☺	☺	☺		☺		\$
Memories Paraiso Beach Resort		☺	☺	☺	☺	☺	☺		\$
Memories Varadero Beach Resort		☺	☺	☺	☺		☺		\$
Starfish									
Starfish Cayo Santa Maria		☺	☺		☺				
Starfish Jolly Beach Resort	In public areas	☺	☺		☺				

Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Starfish Tropical		☺	☺	☺	☺				☺
Starfish Varadero		☺	☺	☺	☺				
Planet Hollywood Beach Resort			☺		☺				
SANDOS									
Sandos Caracol Eco Resort	☺	☺	☺	☺	☺			☺	
Sandos Finisterra	☺	☺	☺		☺				
Sandos Playacar Beach Resort	In public areas	☺	☺	☺	☺	☺			
SIRENIS									
Grand Sirenis Cocotal Beach Resort	☺ (fee required in Junior Suites)	☺	☺	☺	☺			☺ (reopens Dec. 15, 2018)	
Grand Sirenis Mayan Beach	☺ (fee required in Junior Suites)	☺	☺	☺	☺				
Grand Sirenis Matlali Hills Resort & Spa Riviera Nayarit	☺	☺	☺	☺	☺				
Grand Sirenis Punta Cana Resort (opening December 2018)	☺ (fee required in Junior Suites)	☺	☺	☺	☺			☺ (reopens Dec. 15, 2018)	
Grand Sirenis Riviera Maya Resort	☺	☺	☺	☺	☺			Lazy river	
Grand Sirenis Tropical Suites	☺ (fee required in Junior Suites)	☺	☺	☺	☺			☺ (reopens Dec. 15, 2018)	
SONESTA									
Sonesta Maho Beach Resort, Casino & Spa	☺	☺	☺	☺	☺	☺	☺	☺	
ST. JAMES CLUB MORGAN BAY	\$ (available in certain room categories)	☺	☺	☺	☺				\$
UNIVERSAL ORLANDO RESORT									
Loews Portofino Bay Hotel	☺ (up to 4 devices per room for a 24-hour period 1 pm to 1 pm)		☺(\$)	☺	☺			☺	\$
Loews Royal Pacific Resort	☺ (up to 4 devices per room for a 24-hour period 1 pm to 1 pm)	☺	☺(\$)	☺	☺		Despicable Me character breakfast optional (\$)	☺	\$
Loews Sapphire Falls Resort	☺ (up to 4 devices per room for a 24-hour period 1 pm to 1 pm)	☺	☺(\$)		☺				\$

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Hotel	Wi-Fi included	Family rooms (divided and/or interconnecting rooms)	Kids' club	Kids' pool	Kids' activities	Teen club	Characters	Water park	Babysitting
Universal's Aventura Hotel	☺ (up to 4 devices per room for a 24-hour period 1 pm to 1 pm)	☺	☺(\$)	☺	☺		☺	☺	\$
Universal's Cabana Bay Beach Resort	☺ (up to 4 devices per room for a 24-hour period 1 pm to 1 pm)	☺			☺		☺	☺	
Universal's Endless Summer Resort – Surfside Inn and Suites (opens summer 2019)	☺ (up to 4 devices per room for a 24-hour period 1 pm to 1 pm)	☺		☺	☺			☺	
VELAS RESORTS									
Grand Velas Los Cabos	☺	☺	☺	☺	☺	☺			\$ (Royal & Imperial Suites includes 8 hours of babysitting per stay)
Grand Velas Riviera Maya	☺	☺	☺	☺	☺	☺			\$
Grand Velas Riviera Nayarit	☺	☺	☺	☺	☺	☺			\$
Velas Vallarta	☺	☺	☺	☺	☺				\$
Viva Wyndham									
Viva Wyndham Azteca	☺ (in designated areas)	☺	☺		☺				\$
VIVA WYNDHAM DOMINICUS BEACH									
	☺ (in designated areas)	☺	☺		☺				\$
Viva Wyndham Dominicus Palace	☺ (in designated areas)		☺	☺	☺				\$
Viva Wyndham Fortuna Beach	☺ (in designated areas)		☺		☺				\$
Viva Wyndham Maya	☺ (in designated areas)		☺		☺				\$
Viva Wyndham Tangerine	☺ (in reception area, charge for in-room)	☺	☺		☺				\$
VH HOTELS & RESORTS									
Gran Ventana Beach Resort	☺	☺	☺	☺	☺				
WINDJAMMER LANDING									
		☺	☺	☺	☺	☺			

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*EXPLORING THE MOST
LUXURIOUS CRUISE SHIPS IN THE WORLD*

IN THE LAP OF
LUXURY

By Ming Tappin



Luxury cruising continues to be a growing segment of the market, as demand for an all-inclusive vacation that encompasses spacious accommodations, gourmet dining, destination immersion and impeccable service continues to grow. The following is a look at some of the world's most luxurious ships afloat, and a few yet to come.



SEABOURN OVATION

Photos Courtesy of Seabourn

Seabourn Ovation is currently the newest kid on the luxury block, having entered service in May 2018. The 600-guest ship was designed by Adam D. Tihany, whose portfolio includes luxury hotels, resorts and top-rated restaurants around the world. Sleek lines and curves adorn the vessel's contemporary and elegant interior. Every suite has a veranda, starting at 300 sq. ft., then moving through penthouses to the impressive forward-facing 900+-sq.-ft. Signature suites with wraparound verandas that rival the size of the suites themselves. Walk-in closets and baths with tub and shower complete the pampering package.

Seabourn's cuisine is curated by another renowned celebrity – Chef Thomas Keller, proprietor of three Michelin-starred restaurants; onboard the *Ovation*, guests can enjoy Chef Keller's menu at The Grill chophouse. Four other dining venues include the main restaurant which also features Keller's creations, an al fresco eatery, and a sushi restaurant. Topping off the *Ovation's* culinary experience are free-flowing champagne and unlimited caviar.

Seabourn also requires formal evening dress in the main restaurant on select evenings.



SILVER MUSE

Photos Courtesy of Silversea Cruises

Launched in spring 2017, *Silver Muse* is the flagship of Silversea Cruises. With a capacity of 596 guests served by 411 crew, the *Muse* offers personalized, white-glove service. Luxury is expressed through spacious accommodations, culinary excellence and exemplary service. Although lead-in suites do not have a balcony, they are nonetheless roomy at 334 sq. ft. with marble baths, walk-in closets and butlers. Many of its upper-end suites can be combined to form two bedrooms of up to 1,970 sq. ft.

Despite being a small ship, the *Muse* boasts eight dining venues, including Asian and Italian specialty restaurants as well as an outdoor grill serving meat and seafood cooked on hot rocks. The pinnacle of French dining can be had at La Dame, the Relais & Chateaux specialty restaurant (cover charge applies).

Although the ship operates on a resort-casual dress code, some evenings onboard are formal, requiring gentlemen to wear jackets and ties. →





SEVEN SEAS EXPLORER

Photos Courtesy of Regent Seven Seas Cruises



When it was launched in 2016, the Seven Seas Explorer was dubbed "the world's most luxurious ship ever built" by its owner Regent Seven Seas. At a price of \$450 million, the 750-guest vessel was built with no expenses spared. It boasts over an acre of marble and granite, endless sparkling chandeliers, and priceless art. Accommodations are all-balcony, all-suite with walk-in closets and marble baths. Lead-in suites measure 219 sq.ft., followed by a selection of penthouses and suites, culminating in the grandiose 4,443-sq. ft., two-bedroom Regent Suite complete with a \$100,000 Savoir bed, a private in-suite spa with sauna, steam room and heated tiled loungers.

Guests dine on haute cuisine served in Chartreuse (French) and Pacific Rim (Asian) specialty restaurants, or opt for the steakhouse, all at no extra charge. In the Compass Rose main dining room, in addition to the chef's recommendations, Regent introduced a culinary first – the ability to create your own entree every night, from an extensive list of seafood, meats, sides and sauces.

Regent is one of the most inclusive luxury cruise lines, with roundtrip airfare, transfers, all beverages, Wi-Fi, gratuities, and unlimited shore excursions included in its fares.



CRYSTAL ESPRIT

Photos Courtesy of Crystal Cruises



Crystal Cruises brought its six-star experience to yachting with the *Crystal Esprit* in 2015, serving just 62 guests. Originally the Chairman's own private yacht, the vessel was fully renovated to reflect Crystal's classy décor and luxurious standards. Although the *Esprit* is an intimate yacht, no sacrifices were made in her accommodations, which feature true king beds, marble baths, sitting area, Nespresso machines, and large picture windows. Yacht Suites

measure 280 sq. ft. and the Owner's Suite is 515 sq. ft. with a separate living room.

The *Esprit* mainly sails in warm water destinations; a marina located on the aft offers complimentary watersports and snorkeling equipment. Zodiacs provide remote shore landings, and a two-passenger submersible can take guests for underwater excursions (fee applies).



Coming Soon

With the added berths, it is the job of travel consultants to upsell clients to help fill these ships. According to CLIA's 2018 Cruise Travel Report, boomers still make up the largest percentage of cruisers at 38 per cent. With more available time, wealth, and the desire for personal enrichment and priceless experiences, boomers are the ideal candidates for luxury cruising. Also, don't forget clients with upcoming milestones in their lives, who would want to spoil themselves. You will find that you have more luxury clients than you think! ●



Ming Tappin

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

SCENIC ECLIPSE

Launching in January 2019, Scenic's first luxury expedition yacht will treat its 228 guests to a world of discovery, with its own submarine and two helicopters onboard.

SEVEN SEAS SPLENDOR

All eyes will be on Regent's newbuild coming in February 2020, to see how she compares to her "most luxurious" twin sister *Seven Seas Explorer*.

RITZ CARLTON COLLECTION

February 2020 will mark the luxury hotel chain's entrance into the cruise world, with a 298-guest all-suite yacht. Guests sailing onboard will experience the hallmark Ritz Carlton service.

CRYSTAL ENDEAVOR

Crystal Cruises will launch its first expedition yacht in August 2020. The 200-guest *Crystal Endeavor* will have six dining options, two helicopters and one submersible.



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Visit WESTEROS

Exploring the real-life filming locations of *Game of Thrones*

By Blake Wolfe

With the exceptions of perhaps *Star Wars* and *The Lord of the Rings*, there have been few film and television franchises to inspire travel as strongly as *Game of Thrones*. Take a whirlwind trip through the main destinations where *Game of Thrones* was filmed, complete with corresponding settings and scenes featured in the series. And yes, there are spoilers ahead!

NORTHERN IRELAND

Stands in for: Winterfell, The Wall, The Kingsroad, Riverrun, the Iron islands



The Dark Hedges of Northern Ireland's County Antrim

The main filming location for the series, Northern Ireland's rugged terrain provides the perfect setting for many of the harsh lands of northern Westeros – so much so, in fact, that both Tourism Ireland and Visit Northern Ireland have incorporated the show into their promotion of the destination. The country's many historic castles have also been featured on-screen, including Castle Ward, providing exterior shots for the Stark family home at Winterfell; and Gosford Castle, standing in for the castle of Riverrun.

In addition to the outdoor scenes, several interior shots are filmed in-studio in Belfast. The encircling branches of The Kingsroad – one of the most iconic shots on the series – was filmed at the Dark Hedges, a stand of beech trees planted in the 1700s along Bregagh Rd., located between Armoy and Stranocum in County Antrim.

While skyline shots featuring King's Landing often get a healthy dose of added CGI architecture before going to air, the medieval streets and walls of Dubrovnik are the real deal.

The connection between reality and fiction is so strong here that a GoT-branded tourist map of the city was issued by the Dubrovnik Tourist Board, identifying local landmarks from the Jesuit Steps where Cersei Lannister's walk of shame took place to Gradac Park, the filming site of King Joffrey's deadly "Purple Wedding."

Croatia also provides locations for the fictional cities of Meereen and Braavos. These include the former palace of Roman Emperor Diocletian and Klis Fortress in the city of Split, used for interior and exterior Meereen shots respectively; and the towns of Šibenik and Kaštel Gomilica where filming for the island city of Braavos took place.

CROATIA

Stands in for: King's Landing, Meereen, Braavos



Dubrovnik, Croatia

Game of Thrones' fifth season saw the introduction of Spain as a filming location, with the country providing the backdrop for many regions of Westeros, most notably the fictional city of Dorne.

Filming of the Dorne scenes was concentrated in Seville, with the Alcázar of Seville used for the fictional Dornish capital of Sunspear, including its lush Water Gardens; and Guadalajara, where the Castillo de Zafra becomes Dorne's Tower of Joy. Meanwhile, the castle of Highgarden, Dorne's neighbouring kingdom, is portrayed by Spain's Castillo de Almodóvar del Río, a Moorish fortress located just outside of Cordoba.

The landscape of Spain's Basque Country also provides the perfect backdrop for the rocky island of Dragonstone in the seventh season, filmed along Itzurun Beach in Zumaia.

To the west, the island of San Juan de Gaztelugatxe, which houses a medieval hermitage, provides Dragonstone's winding staircase in the form of a stone causeway connecting the island to the mainland.

SPAIN

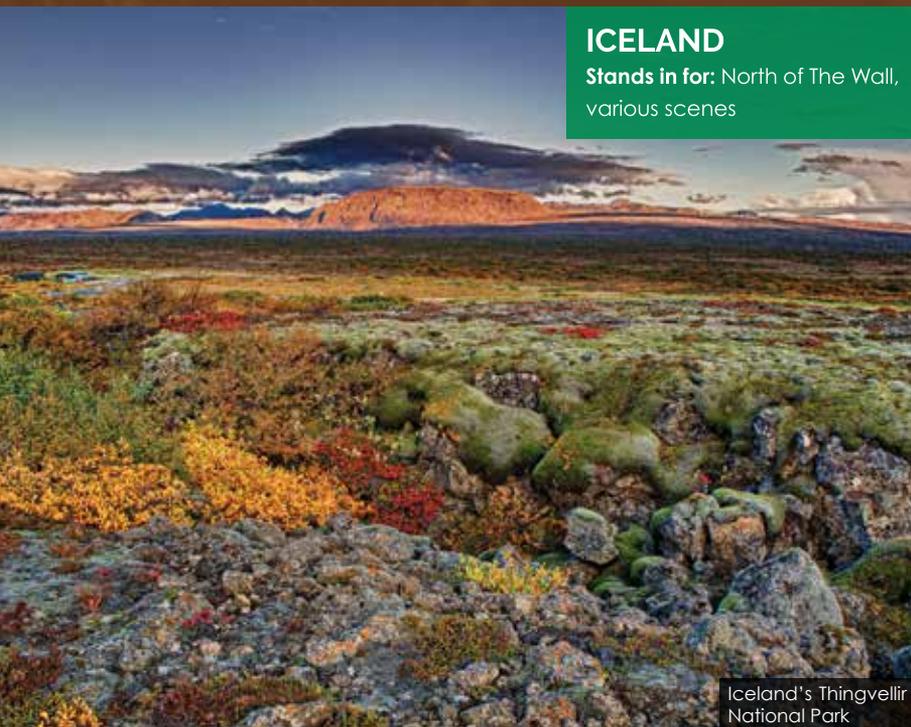
Stands in for: Dorne, Dragonstone, Highgarden



The island of San Juan de Gaztelugatxe in northern Spain

ICELAND

Stands in for: North of The Wall, various scenes



Iceland's Thingvellir National Park

Photo courtesy of Promote Iceland

It's only too fitting that Iceland would provide scenery for the cold and mysterious lands north of The Wall.

The majority of filming took place there during the second and third seasons of the series, amidst a backdrop of Icelandic glaciers including Snæfellsjökull and Svínafellsjökull, which portrayed the mountains of the Frostfangs.

Another scene, depicting the camp of Wildling leader Mance Rayder, was filmed at a frozen lava field near Mývatn Lake and took months for film crews to assemble.

Portraying a landscape far south of The Wall, Iceland's Thingvellir National Park is featured in the fourth season, when The Hound – with a captured Arya Stark in tow – is confronted by Brienne of Tarth in a showdown for the ages. ●

YOUNG TRAVELLERS AND SOCIAL MEDIA

By Frédéric Gonzalo

Since this month's special feature is a guide to family hotels in the South, I thought it would be a great opportunity to talk to you about the different types of social media preferred by younger travellers.

Parents are greatly influenced by their children, especially those aged 12-17, when making the decision on their next holiday destination. This youth segment, also referred to as Generation Z, has its own traits and preferences which you imperatively need to understand if you wish to communicate an effective message.

WHY IS GENERATION Z IMPORTANT?

Forbes magazine defines Generation Z as consisting of individuals born between the mid-1990s and late 2000s – in other words, people between the ages of eight and 22. In the United States alone, it is estimated that this cohort is larger than both millennials and boomers; on a global scale, this age category totals two billion people.

It's particularly interesting to note:

- By 2020, the segment will account for **40 per cent of travellers** with immediate spending potential.
- **72 per cent** of Generation Z's members say they travel to check an item off their bucket list.
- **63 per cent** use a smartphone to guide them in their next choice of destination.

Generation Z is also said to be the first to have never known a world without the internet, without social media and without a smartphone. It's clear, then, that times are changing, and so are our young people. How can we change with them?

TRENDS OF THE DAY

According to the firm Fuselideas, which specializes in analyzing the behaviour of this demographic, it is important not to fall into the habit of investing time and energy in platforms that are currently popular with this group, but that may not exist in a few months or even weeks.

Do you remember YikYak, Blab, Vine, or HouseParty? No? Me neither. It's better to focus on safe bets: social media platforms that will still be around in two or three years. In other words – don't worry about lesser-known platforms, unless they fit in with a holistic approach for all your target market segments.

FACEBOOK ISN'T #1

Facebook may remain an interesting platform to reach targeted users and to maintain conversations with a community. For Generation Z, though, it is outdated. This isn't where young people spend a lot of their time, unless they're perusing "Spotted In..." pages.

MESSAGING APPS: THE WAY FORWARD

What Facebook is lacking on its main site, it more than makes up for with Messenger, Instagram and WhatsApp, all of which belong to the social media giant. Why are these so popular, you may ask? Firstly, conversations take place in closed circles, or between individuals, rather than on an open platform. These platforms also give pride of place to images and videos, which make the user dream about a hotel, a destination, or fun things to do in a

given place: a cruise ship, museums, park attractions, and sports activities such as kitesurfing and snowboarding.

INDISPENSABLE SNAPCHAT

Several observers and experts thought that Snapchat would not survive following the launch of Stories by Instagram in the summer of 2016. Surprisingly, however, Snapchat has continued to flourish, becoming the second-most-popular social media platform among 12-29-year-olds in the United States according to an April 2018 Edison Research poll. We therefore see more and more tourist brands positioning themselves there to interact with consumers, who will then have an influence with their network – and their parents.

YOUTUBE: KING OF VIDEO

YouTube's global popularity is unmatched, but it's reaching

unprecedented proportions in the under-20 age group; it's estimated that 92 per cent of Generation Z's members use YouTube. Traditional television is becoming a thing of the past for this generation, which prefers Apple TV, Netflix, and streaming video on different digital content platforms.

Video is part of the new reality – especially now that we know 78 per cent of online traffic worldwide will come from videos by 2020.

WI-FI IS KEY

One last point is also an important one. For some of you, a trip without a computer or internet access may seem like a welcome break from technology. Among 12-25-year-olds, however, Wi-Fi is a must – perhaps unsurprisingly, given the prominence of smartphone usage among this generation.

We are seeing more and more destinations, hotels, restaurants and cruise ships put forward advanced technology to satisfy young and old, who can then consume their content continuously (sometimes even to the detriment of on-site experience).

It's no wonder some destinations now offer digital detox packages. Somehow, I don't think their target market is today's youth... ●



Frédéric Gonzalo

Conference speaker & consultant specializing in e-tourism

GENERATION Z

ARE OPEN-MINDED, BUCKET-LIST-ORIENTED & LOOKING FOR OFF-THE-BEATEN-PATH LOCATIONS



Travel Days Per Year

TOP VACATION TYPES



56%
Visiting Family



51%
Relaxing



45%
Sight-seeing



36%
Special Event



81% said budget is a factor



25% of their budget is allocated to flights

90%

of decisions are influenced by social media

RESOURCES USED IN BOOKING LAST TRIP



1. Search Engine
2. OTA
3. Airline Site
4. Hotel Site

TRAVEL PERSONALITY

I look for the best deals



93%

I'll go anywhere that allows me to explore the outdoors and be active



83%

YOLO: Crossing off my bucket list is imperative



81%

I opt for off-the-beaten-path locations and recommendations from locals



78%

MOST INFLUENTIAL PLATFORMS



Snapchat



Instagram



Facebook

expedia group
media solutions

Download the study: bit.ly/american-travel

THE ZAPATA PENINSULA

CUBA'S

BEST-KEPT SECRET

By Blake Wolfe

While Cuba is perhaps best known as a beach destination, many travellers are now seeking out more authentic ways to experience the country.

And although Havana has enjoyed much of the authenticity spotlight in recent years, Cuba has another hidden gem waiting to be discovered on its southwestern shores.

While the Zapata Peninsula is not too far from the all-inclusive resorts frequented by Canadians, the experience offered here is a completely different world.

Home of a rare Cuban crocodile

Much of the peninsula is a national park containing a vast marshland full of wildlife, similar to Florida's Everglades. Known as Ciénaga de Zapata, the swamp has been a UNESCO Biosphere Reserve since 2001, protected under Cuban law and providing a home for dozens of bird and reptile species within its 4,520-sq.-km area.

And like the Everglades, the Zapata Swamp is home to crocodiles: in this case, the rare Cuban crocodile, which can be found only here. A number of crocodile farms have been established throughout the region, where visitors can get an up-close look at the reptiles. The most notable is



The Ciénaga de Zapata is a UNESCO Biosphere Reserve.

Photo by Jorge/Flickr



Photo by Lens Envy/Flickr

Located approximately 150 km south of Havana (and less than 100 km from Varadero), a visit to the Zapata region can easily be done within a day from a resort on Cuba's northern coast. ●

Did you know?

- Good news for divers – the region's dive sites are all accessible from the shoreline.
- The Zapata Swamp is considered to be the best-preserved wetland in all of the Caribbean.

the Criadero de Cocodrilos, a reptile farm established in 1962 and credited with helping to save both the Cuban and American crocodile from extinction in the country.

Site of the famous Bay of Pigs

The region also played a key role in a major international event of the 20th century: it was here that the U.S. launched its failed Bay of Pigs invasion, landing troops along the eastern shores of the bay in Playa Girón. A military museum dedicated to the event now resides here, complete with aircraft and tanks used in the invasion.

In addition to its historic connection, the Bay of Pigs also offers plenty of diving opportunities for visitors, with Playa el Tanque, Caleta Buena and Cueva de los Peces (a 70-m.-deep inland cenote) among the top dive spots in the region.

Daytripping or longer stay

Travellers to the region have a few local hotel options, with a handful of properties located in Playa Larga and Zapata National Park.

However, it's just as easy to make a visit from the more popular resort areas to the north.



THE FLORIDA KEYS

LOCKED IN FOR FUN

By Blake Wolfe

While Hurricane Irma made landfall in the Florida Keys last fall, it wasn't long before residents and the local tourism industry were able to get back on track to welcoming guests to this unique region of the Sunshine State.

A cat sits on a writing table once used by Ernest Hemingway in the author's studio at the Ernest Hemingway Home & Museum in Key West

Photo by Rob O'Neall/Florida Keys News Bureau/110

Located off Florida's southern coast, the Keys are comprised of dozens of coral islands stretching from Key Largo to Key West, connected by a series of overwater roadways; the Seven Mile Bridge, connecting Knight Key in the east and Little Duck Key in the west, was at one point among the longest bridges in the world.

Head out from the mainland for a sampling of what the Keys have to offer!

Key Largo: gateway to adventure

Key Largo, the largest island in the chain and the northernmost Key connected by highway to mainland Florida, is a prime spot for active travellers.

Florida's Everglades National Park is found directly to the northwest, providing nature-lovers the opportunity to explore the park's many trails and waterways, along with its famed biodiversity – alligators included!

Key Largo also offers some of the best diving in Florida, particularly at Elbow Reef, where a variety of coral and tropical fish can be found along with a series of shipwrecks for divers to explore.

Hooked on a feeling

The Keys are also a hotspot for anglers of all skill levels looking for the challenge of ocean fishing.

Dubbed the Sportfishing Capital of the World, the island of Islamorada yields spiny lobster amongst its

Photo by Andy Newman/Florida Keys News Bureau

An aerial photo of Key West

marine offerings, the epicentre of southeast Florida's lobster season running between Aug. 6 and March 31 each year. The reefs and shipwrecks dotting the shallows along Islamorada also provide prime opportunities for spearfishing, with a wide range of fish including mahi-mahi, marlin and sailfish.

Located in the Lower Keys, Bahia Honda State Park on Bahia Honda Key is considered one of the top family fishing destinations in the U.S., where bonefish, tarpon and snapper can be readily caught while enjoying the park's natural settings.

From Hemingway to the Key Lime

Located at the far western edge of the archipelago, the aptly-named Key West is the furthest of the main Keys yet contains more than 30 per cent of the region's population. Key West also features the southernmost point in the continental U.S., lying just 90 miles from the shores of Cuba.

It's here that the famous Key Lime pie was first served in the early 20th Century, a fact commemorated in the island's annual Key Lime Festival.

Key West also has a place in U.S. literary history, as the place where renowned author Ernest Hemingway once resided, completing his novel *A Farewell to Arms* here.

The Ernest Hemingway Home & Museum in Key West is one of three homes formerly

Photo by Bob Core/Florida Keys News Bureau

A diver explores the coral reef in the Florida Keys National Marine Sanctuary off Key Largo

owned by Hemingway to be included on the U.S. National Register of Historic Places, functioning as a museum chronicling the life and work of the prolific writer. The grounds of the museum are also populated by several dozen polydactyl cats (having extra toes), many of which are descended from Hemingway's beloved pet cat Snow White. ●

An academy for agents

The Florida Keys & Key West have announced an exciting and engaging resource called the Key Lime Academy, to help travel agents become more knowledgeable on the destination.

www.fla-keys.com/keylimeacademy

Photo by Andy Newman/Florida Keys News Bureau

A view of the Florida Keys' Overseas Highway as it bisects the Atlantic Ocean, left, and the Gulf of Mexico on the right in the Lower Keys near Big Pine Key



Great frigatebirds can be found nesting throughout the Galapagos

Symbolic of the region, the Galapagos giant tortoise can be found nowhere else on earth

GALAPAGOS

GOING WILD

By Blake Wolfe

A small chain of volcanic islands off the western coast of Ecuador, the Galapagos has played a significant role in shaping society since famed naturalist Charles Darwin landed there in the mid-1800s.

With 97 per cent of the Galapagos surface area designated as Ecuador's first National Park and a UNESCO World Heritage Site, there's a lot to explore in this unique corner of the world.

In the footsteps of Darwin

Arguably the best-known feature of the Galapagos is the unique wildlife that calls the islands home – including some animals found nowhere else on earth! It's here where Darwin conducted his studies on finches which eventually laid the groundwork for *On the Origin of Species*.

Most notable among the Galapagos fauna are its giant tortoises and marine iguanas, two reptiles which can only be found in the wild on these islands, along with great frigatebirds and blue-footed boobies which make itinerant calls to the Galapagos on their journeys in the Pacific.

All of these creatures and more can be spotted in Tortuga Bay, on the south coast of Santa Cruz, the central island of the Galapagos. For travellers looking to get up close and personal with local sea life – including white tip reef sharks – the nearby Galapagos Marine Reserve provides the perfect opportunity for divers and snorkelers to explore under the sea.

Puerto Ayora, the main population centre on Santa Cruz (and the Galapagos overall) is the gateway to these experiences. In addition to hosting travellers, the town is also home to the Charles Darwin Foundation and Research Station, which continues its namesake's scientific research and assists in preserving the destination for future generations.

Cruising the Galapagos

One of the best ways to explore the Galapagos is by expedition ship, with many different options

available. Numerous lines and tour operators offer the Galapagos in their programs, with Celebrity Cruises, Silversea Cruises, and Uncruise just a few of the companies bringing travellers to this unique destination.

A cruise is also the only way to access the Galapagos Marine Reserve.

Sustainability and eco-tours

The region's extremely sensitive ecosystem requires tour operators and travellers to adhere to strict guidelines when visiting the Galapagos. Authorization is required to work in the islands and travellers are advised to take steps to not disturb the natural environment. This includes keeping a safe distance from wildlife and adopting a 'take only memories, leave only footprints' mentality while exploring.

While some cruise lines are authorized to visit the Galapagos, motorized aquatic vehicles and activities are strictly prohibited, as are flight tours over the landscape.

A full set of guidelines is available at galapagos.org.

Getting there

In addition to travelling by ship, flights from Quito and Guayaquil are available to airports on either Baltra or San Cristóbal. ●



The unique landscape of the Galapagos Islands

Did you know?

- In Spanish, the Galapagos Islands translates literally to 'Islands of the Tortoises,' named after the renowned reptiles found there.
- Only 25,000 permanent residents make the Galapagos their home.
- Ask for a passport stamp on arrival. Visitors don't automatically receive one since they haven't left Ecuador. It is one of the coolest passport stamps!

LA MARTINIQUE, C'EST MAGNIFIQUE!

By Blake Wolfe | Photos courtesy of Martinique Promotion Bureau

Bringing “a little bit of France to the Caribbean,” the island of Martinique offers a distinctly European vibe to travellers looking for a bit of Europe during their sun holiday.

At just 1,128 sq. km, Martinique offers travellers a varied topography, with lush mountains in the north and sandy beaches along the southern shores.

France, s'il vous plait!

Martinique's capital of Fort-de-France offers visitors a taste of Paris under the Caribbean sun.

Founded in 1638 as a French outpost, the city's long history offers plenty of opportunities for exploration.

History is captured in the city's main fortifications of Fort Saint Louis, Fort Desaix, Fort Tartenson and Fort Gerbault, boasting the traditional Vauban fort design used throughout France in the 17th century.

The city's Sacré-Cœur de Balata Church is a replica of La Basilique du Sacré Cœur de Montmartre in Paris. While inside the structure, one could easily

forget they were in the Caribbean – if not for the tropical greenery surrounding the property outside!

Martinique's lush vegetation is also showcased in Fort-de-France's Jardin de Balata, a private botanical garden (guests can visit for a fee) situated on three hectares of land and featuring more than 3,000 varieties of tropical plants.

Act natural

Martinique's varied landscapes lend themselves to lots of different outdoor activities beyond the beach. The slopes of Mount Pelée on the island's north end are the perfect spot for hiking, drawing plenty of eco-travel enthusiasts every year.

Notably, two-thirds of Martinique is protected parkland, where guests can take part in a wide →

Martinique: where France meets the Caribbean



There's plenty of opportunity for outdoor activities in Martinique.



LA MARTINIQUE

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with 8 direct flights from Montreal*



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3 weekly nonstop flights
This winter
Seasonal service

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This winter
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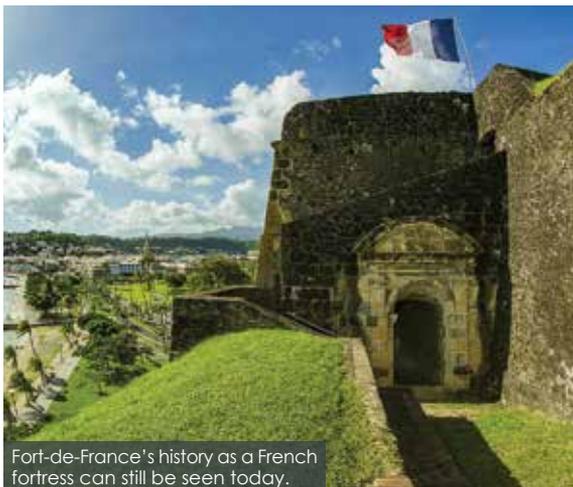
range of adventures, including hiking along Martinique's 27 well-marked trails, kayaking, and horseback riding.

6,000+ hotel rooms and growing

Offering everything from rustic stays to private luxury villas, Martinique continues to add to its more than 6,000 hotel rooms. While there are accommodations to suit all tastes, travellers seeking the traditional all-inclusive Caribbean resort experience should look elsewhere, as Martinique is notable for its lack of large commercial properties.

In addition, several established Martinique properties continue to improve and grow. These include the famed Diamant Les Bains, built in 1945 as the first tourist hotel in Martinique. The property recently underwent a complete rebuild and reopened as a four-star hotel this past winter, featuring five bungalow suites, 33 studios, a new bar-restaurant on the beach and a modern swimming pool facing the Diamond Rock.

The five-star boutique hotel La Suite Villa has also recently undergone a series of renovations, which will see the addition of a new wellness centre where guests can receive spa treatments while enjoying the views of Fort-de-France Bay. ●



Fort-de-France's history as a French fortress can still be seen today.



Green slopes mark Martinique's mountainous north.

Fast facts

- Currently, service to Martinique from Canada is offered by Air Canada and Air Transat. As of Nov. 1, Norwegian Air will offer seasonal service from Montreal to Martinique, operating three times per week until March 31, 2019.
- Canadians visiting Martinique should keep in mind that electrical adapters will be needed, as the standard electrical voltage is 220V.
- With Martinique designated a Region of France, the local currency is the Euro.

Did you know?

- You won't go hungry in Martinique: the island boasts more than 365 restaurants – one for every day of the year!
- Martinique is home to 12 brands of rum, including the only brands of rum which bear the Appellation d'Origine Contrôlée (AOC) designation formerly reserved for the finest wines.

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BIG FLAVOUR IN THE BIG EASY

WHEN YOU BLEND LOCAL INGREDIENTS WITH SIGNATURE COCKTAILS, MARINATE WITH HISTORY AND LET STAND FOR 300 YEARS, THE RESULT IS A NEW ORLEANS DISH THAT CAN'T BE MISSED

Text & photos **Blake Wolfe**



It's been said countless times that to truly understand and appreciate a destination, you need to begin with its cuisine. It's a philosophy I'm all too happy to embrace while travelling.

So when I got the opportunity to do just that in New Orleans – arguably one of the top foodie destinations in the U.S. – it was an offer too good to refuse.

Setting out on an empty stomach, it was the perfect introduction to this colourful city, renowned for its culinary scene.

Eating local

Our journey began at the Dryades Public Market, a go-to spot for fresh local food with a long history in the community.

Located just outside of downtown New Orleans, the market is a cornerstone

of the neighbourhood centred along Oretha Castle Haley Boulevard (formerly known as Dryades St., which continues to lend its name to the market), recently designated a Great American Main Street in 2017.

Long a fixture of the street, the market moved into a converted schoolhouse in April 2016 from its former home a few blocks away, in a building which now



Bar 38 in Dryades Market

houses the Southern Food and Beverage Museum and the New Orleans collection of the Museum of the American Cocktail and the New Orleans Jazz Market.

Fresh local produce, meats, seafood and baked goods are the order of the day at the market (fresh corn and other crops are grown in the front yard!) and to cap it all off, Bar 38 (named in honour of McDonough 38, the schoolhouse



Fresh seafood is one of the main draws at Dryades Public Market.

which houses the Dryades Public Market) features locally-inspired cocktails and craft beer amongst its offerings.

Southern comfort

Occupying the former home of the Dryades Public Market, the Southern Food and Beverage Museum is a temple of sorts, commemorating the many flavours, ingredients and recipes which define the U.S. South.

It's here you'll find various displays brimming with artifacts and memorabilia reaching back to the origins of southern cuisine, including exhibits dedicated to barbecue, hot sauces and southern-based fast food chains (including an autographed portrait of Colonel Harland Sanders of KFC fame) along with a replica of New Orleans' Old



Elizabeth Pearce of Drink & Learn educates the crowd on classic New Orleans cocktails.

Absinthe House, part of the Museum of the American Cocktail's collection and another reminder of the distinctly European flair infused within New Orleans' history over the centuries.

While absinthe wasn't on the menu this time, Elizabeth Pearce, owner of Drink & Learn, did lead our group through several classic southern cocktail recipes, including The Sazerac, St. Charles Hotel Punch and The Hurricane, all garnished with a dash of culture and history, as befits her company's name and mandate.

A little 'BAM!' in the French Quarter

What better way to end a New Orleans food tour than with a bang... or rather a BAM! →



The Southern Food and Beverage Museum and the Museum of the American Cocktail chronicle the history of southern cooking.

Where to eat

Emeril's Delmonico - 1300 St. Charles Ave.

www.emerilsrestaurants.com/emerils-delmonico

Where to shop

Dryades Public Market - 1307 Oretha Castle Haley Blvd.

www.dryadespublicmarket.com

Where to learn

Southern Food & Beverage Museum and the Museum of the American Cocktail - 1504 Oretha Castle Haley Blvd.

www.southernfood.com

Drink & Learn

www.drinkandlearn.com

We ended up at Emeril's Delmonico, one of renowned restaurateur Chef Emeril Lagasse's New Orleans establishments, this one housed in an historic building along the iconic St. Charles streetcar line since 1998.

Taking a seat in the dining room, we all waited patiently to sample one of the restaurant's signature dishes – Emeril's barbecue shrimp, served atop a grit cake.

Pair it with an ice-cold craft brew (in this case, NOLA Brewing's Blonde Ale) and you have a perfect way to wrap up a hazy New Orleans afternoon. ●



Wilfredo Avelar, Sous Chef at Emeril's Delmonico, prepares to dish up the signature barbecue shrimp served at Emeril's Delmonico.

HÔTEL SQUARE LOUVOIS

*Where Parisian chic and
literary influences meet*

Text & photos Marie-Eve Vallières

Nestled on a narrow, quiet street in the heart of Paris' 2nd arrondissement, Hôtel Square Louvois is a 4-star boutique hotel boasting 50 rooms steeped in the purest Haussmanian tradition, combining cultural symbols and treasures of the past with the sleek design and technology of the present day.

Close to major routes serving Charles de Gaulle Airport, five different metro lines, the most popular attractions of the Ville-Lumière and a handful of excellent restaurants, the hotel is ideally-located for visitors seeking to explore the city.

We got a closer look at one of the most pleasant discoveries of Paris' underrated Right Bank.

ATTRACTIVE CHIC

PAX was able to enjoy a Deluxe room on the third floor of the hotel, one of six categories



offered ranging from the 17-sq.-ft. Simple Solo to the two-storey Duplex.

In a nod to its neighbour, the Bibliothèque nationale de France Richelieu, literature is omnipresent at Hôtel Square Louvois. The open spaces of its lobby and rooms are filled with books and portraits of famous Parisian authors including Jean-Paul Sartre. →



The large windows open to full size on the eponymous green square, named in honour of the Marquis de Louvois and minister under Louis XIV.

At 228 sq. m., the room could easily accommodate two or three people – an increasingly rare luxury in a capital whose hotel rooms are ever-shrinking. Also included are a Nespresso coffee machine, a minibar with free bottled water, a HDTV, a multi-jet rain shower, and L'Occitane bath products. The soundproofing of the room, meanwhile, is particularly noteworthy.

The room is coziness personified, boasting a light oak parquet, thick velvet curtains, subtle accents of caramel leather and copper, and opulent

sculptures that add a touch of nobility to the offering. The result is a style that's chic rather than stuffy.

A HOTEL WITH EVERYTHING

Aside from the hotel's captivating Art Deco details, you'll also find impeccable service provided by a team that's both friendly and proactive.

The lobby radiates charm, with a library that's filled floor-to-ceiling with French classics, as well as an irresistible well-stocked self-service wine station.

A few steps away is the contemporary, comfortable dining room, which welcomes guests for breakfast (continental French, with excellent pastries) and free afternoon tea.



In a feature that's somewhat unusual in Paris, the basement space is dedicated to wellbeing, with a dramatic vaulted stone room featuring a swimming pool, herbal tea, and hydromassage bench. These surprising features offer the perfect way for you to put the finishing touches on your stay in beautiful, peaceful surroundings.

Overnight from €170. Free Wi-Fi. ●

THE BEST ATTRACTIONS NEAR THE HOTEL

 **Sightseeing:** Bibliothèque nationale de France Richelieu; the gardens of the Palais Royal; guided tour of the Opera Garnier; the Louvre Museum

 **Food:** La Bourse et La Vie, Verjus, Pizzeria Popolare

 **Drink:** Juveniles, Café Kitsuné, Daroco

 **Shopping:** Astier de Villatte, the second-hand booksellers of *la Galerie Vivienne*, Caves Legrand Filles et Fils, Galeries Lafayette



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If you've ever asked yourself "How do I feel today?" before going on an adventure, the Soul.City app could be perfect for you. It allows users to discover cities based on their feelings and mood, offering recommendations in several cities around the world including Cannes, Barcelona and San Francisco. Soul.City's recommendations depend on two things: the feelings that best describe your current mood, and the time available to you (two, four, or six hours). It's perfect for those who'd rather not plan their trip far in advance!

SOUL.CITY, FREE DOWNLOADABLE APP «

New FINDS

By Karine Rochdi



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AMAZON.CA, \$6-9 «



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