

BUSINESS | INNOVATION | TRAVEL

pax
MAGAZINE

THE 2019
RIVER CRUISE
GUIDE

DISCOVER

FLAGLER, GLASGOW,
LA PAZ, VIENNA

*Ron
Longdale*

VICE-PRESIDENT AT COLLETTE

+

SPECIAL FEATURE

ONWARD AND UPWARD:
TRAVEL AGENT'S GUIDE TO
MAXIMIZING INCOME



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Letter from the publisher



Taking the time to make things right

As you may be aware, *PAX Global Media Inc.* (PGM) recently announced that it had successfully acquired *Tourisme Plus* and its subsidiaries. The move was a phenomenal start to the new year, and it's paved the way for PGM to further develop at a pace quite unlike anything we've seen before.

An acquisition of this magnitude has created a climate of joy and victory not only at *PAX*, but across the travel industry itself, judging from the extremely positive reception of the announcement.

However, it's with a rather great deal of prudence that I consider the upcoming months. Once the exaltation of new beginnings has waned, once the dust has settled, comes a time for rational thinking in order to prepare for imminent challenges that inevitably pave the way to success. Staying ahead of the competition means multiplying our strategies and offering high-performance products in order to meet the demands and expectations of our readers; while that's still very much valid, it's also imperative to reevaluate priorities in the smartest possible way.

It goes without saying that my team and I are very enthusiastic to relaunch *Tourisme Plus*. But my 27 years in the publishing business has taught me to recognize mountains I am not quite yet ready to climb and that detours, however sinuous, are sometimes a necessary evil. Over the last few months, we've been busy expanding our team to carry out previously-established mandates in accordance to our business plan. As such, our anticipated launch date, originally scheduled for February, had to be postponed.

Therefore, it's with great pride that I announce that the new version of *Tourisme Plus* will officially be launched over the next few weeks, in French on TourismePlus.com

and in English on TourismPlus.com. We've dreamed up a new and exciting hybrid concept exclusive to the Canadian market, that caters to both consumers and travel professionals alike. It will focus on all luxury travel offerings, including hotels, aviation, cruises, tours, and more.

PAX will remain your source for Canadian travel news and we will continue to publish a daily newsletter and ongoing feature articles.

Have a comment or a question? Feel free to contact marieeve@paxglobalmedia.com, our national editor-in-chief. We always welcome your opinion and feedback!

Following last month's very successful special edition on Europe, this month's *PAX* magazine is back in its usual form, featuring Ron Lonsdale, vice-president of Canada for Collette Tours. Ron shares his travel industry journey, from his days of playing semi-pro hockey in Europe to leading the Canadian division of a successful tour operator in 2019.

A few pages later, you will find our 2019 River Cruises Guide and a special report on the various ways to maximize and diversify your agency revenue.

Finally, we travel to Hawaii, London and Vienna in our destination section.

Happy reading.

Marquette Chisson

President & CEO,
PAX Global Media

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BUSINESS MEETING



Have *skates,* will travel

From listening to the coach to filling the coach, Collette's **Ron Lonsdale** knows a thing or two about teamwork on and off the ice

Story by Blake Wolfe | Photos by Geoff Fitzgerald

When one thinks about it, the worlds of hockey and coach tours are not far removed: groups of individuals shuttle between destinations for a night or two at a time, sharing the same mode of transportation and bonding over a common passion.

It was perhaps this similarity that prepared Collette's Canadian vice-president Ron Lonsdale for making the transition from the rink to the tour operator sphere, shifting from a prospective professional hockey career to a successful stint in the Canadian travel industry, nearly 30 years and counting.

Fuelled by life-long dreams of exploring distant lands (with Egypt ranked number one, a destination he finally visited for Collette's 2018 global sales meeting), Lonsdale got his first taste of travel as a member of the Humber College hockey team, playing throughout North America, which eventually led to a defenseman position on the Medway Bears in 1991 – a team in the now-defunct British Ice Hockey Federation.

It was overseas that a growing interest in travel finally blossomed, Lonsdale recalls.

"I was playing semi-pro hockey in Europe and when I came home, I had a great interest in travel, because I did a lot of independent travel through hockey," Lonsdale tells *PAX*, adding he received "500 pounds a week and a Ford Escort" for playing in Europe. "I got the travel bug and wanted to explore and be adventurous."

While the prospect of going pro was on the horizon, Lonsdale concedes that his skills on the ice weren't NHL-caliber. However, all the travel experience in Europe would lead him down another career path and it wasn't long after returning home in 1993 that Lonsdale was recruited by a certain Rhode Island-based tour operator looking to expand into Canada.

"I was approached by a head-hunter and they were looking for a BDM for a new start-up in Canada called Collette. That was 25 years ago," he recalls, adding that among the recruitment team was Brett Walker, Collette's general manager for Canada. →

“Hearing about the family business aspect and their core values, I thought that if I couldn’t play hockey, this is a pretty good substitute.”

“Hearing about the family business aspect and their core values, I thought that if I couldn’t play hockey, this is a pretty good substitute.”

After researching the company and the concept of guided tours in general, Lonsdale went into the interview prepared with the advice and experience of travel agents who had sold Collette’s tours to their clients.

“They told me how good of a company they were and the value for money they provided clients,” he says. “One of the agents told me about a Hawaii tour she sold through Collette and I made some notes.

“On the second interview, I spoke to them about their product and the benefits of travelling on a guided vacation and they hired me. I hadn’t even done a guided tour at that point!”

Coach’s corner

That spirit of learning from colleagues, travel agent partners and Collette clients continues to define Lonsdale’s career; after serving as a BDM for a year, he made the move to Director of Strategic Partnerships in 1994, a role he held until 2017 when he was named Vice-President of Canada. Learning from others was particularly crucial in taking on the VP role, he explains, as the position was brand new and required definition.

“The culture of our company is very passionate and knowledgeable – we’re very enthusiastic people,” he says. “The mentoring I was given, the hands-on aspect of it, helped me immensely. Also, learning from my travel agent partners – just hearing about their business and clientele – they told me that the most important thing is to be able to trust you: your company →





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and product. They want to be understood; their goals, fears and needs, and they wanted value to outweigh the price.

Describing his current role as “a conduit between marketing and the field sales team and our trusted partners,” Lonsdale says that collaboration is “the glue that binds us.”

So what’s the key to staying innovative heading into a second century?

According to Lonsdale, it comes down to a keen company-wide eye on trends and factors affecting travel, coupled with an ability to respond and adapt quickly to those changes on both sides of the border.

with a focus on areas of interest such as culture, history and cuisine which has drawn a lot of interest from Canadian agents, Lonsdale adds.

“We’re all about change; people are not buying things that they did in 1990 or even 2000. Customers are wanting more sight-doing as opposed to sight-seeing and they want to give back.”

“ I ask a lot of questions and don’t assume. You always learn and hear about their business and objectives and how we can align to them, whether it’s through marketing, sales or product. ”

“A strong commitment is pretty central to a successful partnership,” he explains. “Our whole philosophy is through transparency and communication. With this role, it’s all about communication and how we position Collette within the marketplace. Travel agents are vital to our success and a true driving force for our company. I ask a lot of questions and don’t assume. You always learn and hear about their business and objectives and how we can align to them, whether it’s through marketing, sales or product.”

“I’m a very humble person when it comes to leadership. I think of myself as a coach; I’m there to support and I’m very approachable. I’m willing to give constructive feedback.”

Collette at 100

Last June, as the top teams in the NHL vied for the Stanley Cup, Collette marked 100 years in the travel industry, a milestone thus far achieved by very few companies.

“It’s all understanding our markets, the strength of the Canadian dollar versus the U.S. and the Euro and understanding the political landscape. It requires a lot of attention to detail.

“Being a family-run company, we’re more streamlined and efficient; we’re able to deal directly with our CEO and CFO. We can make quicker changes as we work very closely; there’s a lot of synergy and collaboration between the U.S. and Canada. We want to be Canada-centric and we’re very mindful of that, but we have the same philosophy of exploration and innovation which has led us for 100 years and we’ll continue to evolve with market expectations.”

In terms of product, examples of this innovation include Impact tours, allowing guests to give back in-destination by participating in charitable efforts; and a relaunch of the Explorations line, offering small group tours averaging 12-15 guests

Agents: the most important team member

With travel agents as the main distribution channel for Collette, Lonsdale explains that keeping them up to date on the latest product and selling techniques is paramount. But it’s not enough to simply conduct a presentation or webinar – they have to feel like part of the team.

To that end, Lonsdale explained that a new training strategy for agents across North America will be launched in the near future, a program he describes as “a transition from education to expertise, creating a sense of pride,” with Collette’s BDM network serving as an extension of that learning through their engagement with agents.

“Travel agents are the true driving force to us,” he explains. “They’re vital – only 50 per cent of all travel product is online – and while the consumer is a lot more savvy and educated these days, they still need the recommendation of an experienced travel professional. We care about our agents as people first and we’ll be focusing on the whole person, introducing broader skills and learning to expand the agents’ knowledge beyond product detail.

“For example, we’ll be sharing our analytic capabilities, profiling guests and how to qualify and make certain recommendations; have they been to Italy

and if so, was it a mainstream classic tour? We're finding secondary visits on the rise – how do you recommend a product or service to someone who wants to revisit a destination and take a deeper dive. It's not just about making them Collette experts – it's about making them a better travel professional.”

While it's a different type of team than the one he once played for, Lonsdale says that the spirit of camaraderie has kept him with the same squad for many seasons.

“I work for an amazing company and I attribute my long career to the culture of our company; it's the passion and the knowledge and the social responsibility.

“I call it ‘living the dream.’ It's an old cliché but if you love what you do, you don't work a day in your life.” ●

Special thanks to Le Germain Hotel Toronto Mercer for providing the location for this month's photo shoot. Learn more at www.legermainhotels.com.



..... *Sharing* A MOMENT

Working for a tour operator means plenty of travel. While Lonsdale has seen much of the world, it was a family trip to Banff that stands out, when his eldest son Carter, 17 (and older brother to Cole, 14), surprised him with his knowledge of the Group of Seven.

“Carter and I took a morning hike up to the Lake Agnes Tea House,” he recalls. “On our way, we came across Mirror Lake and I

was trying to explain to my son about why it has that turquoise-emerald colour in the reflection.

“My son says ‘Dad, can you be quiet?’ and I asked why; he says ‘Didn't you know that this is one of the famous paintings by Franklin Carmichael?’”

“I said ‘How do you know that?’ He goes ‘I went to the McMichael Canadian Art

Collection and saw his painting there; he's one of the Group of Seven.’ He told me how amazing it was; I had a tear. When you ask your kids, ‘What did you learn today?’ and they keep saying, ‘Nothing,’ and then that happens, it's really something.”

“Another trip we enjoyed was rafting on the Kananaskis River; my sons called it ‘sick!’ I think that means ‘good.’



How do you develop *business* acumen?

By Jean-François Venne

Having a “business acumen” is a phrase those in the business world often hear, but what, exactly, does it mean? Are some people simply born with an entrepreneurial instinct or are these skills that can be acquired?

“There is a denial of the status quo and a willingness to change things in the entrepreneurial personality, which could be described as innate, but everyone can learn to become more entrepreneurial,” says Rina Marchand, senior director, content and innovation at Réseau M, a mentoring specialist for entrepreneurs across Quebec, as well as elsewhere in Canada, France and Luxembourg.

Entrepreneurship: increasingly present in academia

Marchand is also pleased to see that academic programs devoted to entrepreneurship are increasingly present in universities.

The Réseau M. Entrepreneurial Index for 2017 also shows that the probability

of a person wanting to start their own business increases by 30 per cent for those who have taken one or two courses on entrepreneurship in a university or college environment.

“People who develop this skill set no longer perceive the world in the same way. They see challenges or problems as opportunities for innovation or business opportunities, rather than as obstacles.”

- Sarah Prevette

Entrepreneurial spirit is also much higher among those whose families are already in business, which begs the question: is there much else to learn, if you come from a background such as that?

Skills that stand out

What, exactly, are the skills that one should seek out to further strengthen a true sense of business acumen?

Firstly, leadership: like all entrepreneurial skills, leadership not only serves entrepreneurs, but can also be useful to an organization's employees and those who are self-employed.

Marchand also mentions in order to succeed in the world of business, one must master the art of making difficult decisions and to properly assess any risks that come up along the way.

See the world differently

Having business acumen is often described as demonstrating the ability to imagine new ways of doing things or solving problems.

This is a skill that can be acquired and developed, according to Sarah Prevette, CEO and founder of Future Design School in Toronto, where she works closely with schools, teachers and students in order to help them expand their entrepreneurial qualities.

Future Design School focuses on the development of "design thinking," an approach that emerged in the 1960s, and became widespread in various disciplines (management, engineering, psychology, etc.) in the 2000s.

Prevette defines it as the ability to develop problem-solving methods by answering three questions:

- What challenge do you want to solve or what's the problem you want to solve?

"There is a denial of the status quo and a willingness to change things in the entrepreneurial personality, which could be described as innate, but everyone can learn to become more entrepreneurial."

- Rina Marchand

- Who is affected by this challenge or affected by this problem?
- What needs to be answered?

"In order to develop your ability to solve such problems, you have to rely on project-based learning," says Prevette. "It's through practice that one develops a sense of business and entrepreneurship

and, more importantly, confidence in our abilities. "

Prevette adds that one of the skills of entrepreneurial or innovative people is the ability to put aside their personal biases in order to slip into the shoes of other people, be they prospective clients, business partners, employees or colleagues, to better understand them. ●

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The Netherlands' spring fling

7 million

The number of flowers which bloom each spring in the Netherlands' famous Keukenhof gardens. The 32-hectare property, which opened in the city of Lisse in 1949, is open to visitors only from March to May each year.

200,000

The amount of tulips placed in Amsterdam's Dam Square during National Tulip Day. Held each January, the event serves as the official kick-off to the Netherlands' tulip growing season and gives visitors the chance to pick the flowers for free.

40 The length in kilometres of the Bloemencorso Bollenstreek, an annual parade celebrating the return of spring in the Netherlands. The parade, held this year from April 10-14th, travels from Noordwijk to Haarlem with numerous floats featuring displays made from millions of flowers.

70 The percentage of the world's commercial flower output produced in the Netherlands. The majority of these flowers are grown along the country's Flower Strip, a colourful 20-mile stretch from Haarlem to Leiden which can be explored by bus or bicycle. ●

Source: I Amsterdam

800,000

The population of Amsterdam and the number of tulips that the organizers of the city's annual Tulip Festival aim to plant during the celebration, which runs throughout the month of April.



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5 Events

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DIFFERENTLY



By Aurore Bonvalot

There's nothing better than organizing an event that shows your products in a different light, attracts new customers and strengthens your brand loyalty.

Here, *PAX* outlines five types kind of events that will help you gain leverage over the competition.





A cocktail or an afterwork cocktail party

-  Get in touch with a new clientele and network with a wider pool of people in a casual, friendly atmosphere.
-  Add a whimsical on-site activity with a famous mixologist, for example, and choose an atypical place like a museum or a chapel. Success guaranteed!



A lunch & learn

-  Increase the notoriety of a product or a specific destination in a more corporate yet entertaining setting.
-  Book a private room in a restaurant and prepare a unique menu for your event. Not only will the presentation be completely private, but you'll command more attention from your clients.



A cooking or tasting class

Connect with your customers in a meaningful way and thank them for their loyalty.

Bet on interactions. This kind of activity allows for several exchanges between you and your customers, but also lets them interact amongst one another as well. This option allows for business and fun at the same time.



A sporting event

Maintain business relations with corporate partners and colleagues alike in an uncharacteristic outdoorsy location all while physically challenging yourself.

This is the chance to do something that leaves a lasting impression on participants. Your overall message will have a greater impact and make an emotional impression.



A conference

Simultaneously bring together a large audience in order to educate as many people as possible about your product.

Investing in this classic formula is still as effective as ever; why reinvent the wheel? Conferences motivate participants based on common interests. ●



Onward and upward

A travel agent's guide
to maximizing income

By Blake Wolfe

To be a travel agent in 2019 is to embrace creativity and innovation.

While agents in past decades could rely on a steady stream of commission from airlines and hotels, those income sources have all but dried up, requiring agents to look at new ways of converting travellers' dreams into profitability.

PAX consulted with two travel agents honoured in our 2018 Awards of Excellence, on how to maximize three aspects of selling travel – social media, education and commissions – to boost your bottom line heading into the next decade!

Get social

More and more each year, the world is going social – and so is the travel industry.

A 2017 Travelport survey found that branded content posted by travel businesses to social media influenced 82 per cent of North American travellers aged 25 to 34 and 76 percent of travellers aged 35 to 44.

And despite declines in North American usership in 2018 (attributed in part to the Cambridge Analytica scandal), Statista found that Facebook remains by far the most popular social network in the world, growing to 2.27 billion worldwide monthly active users last year with more than 23 million of those residing in Canada – where they’re checking their accounts daily, according to Media Technology Monitor.

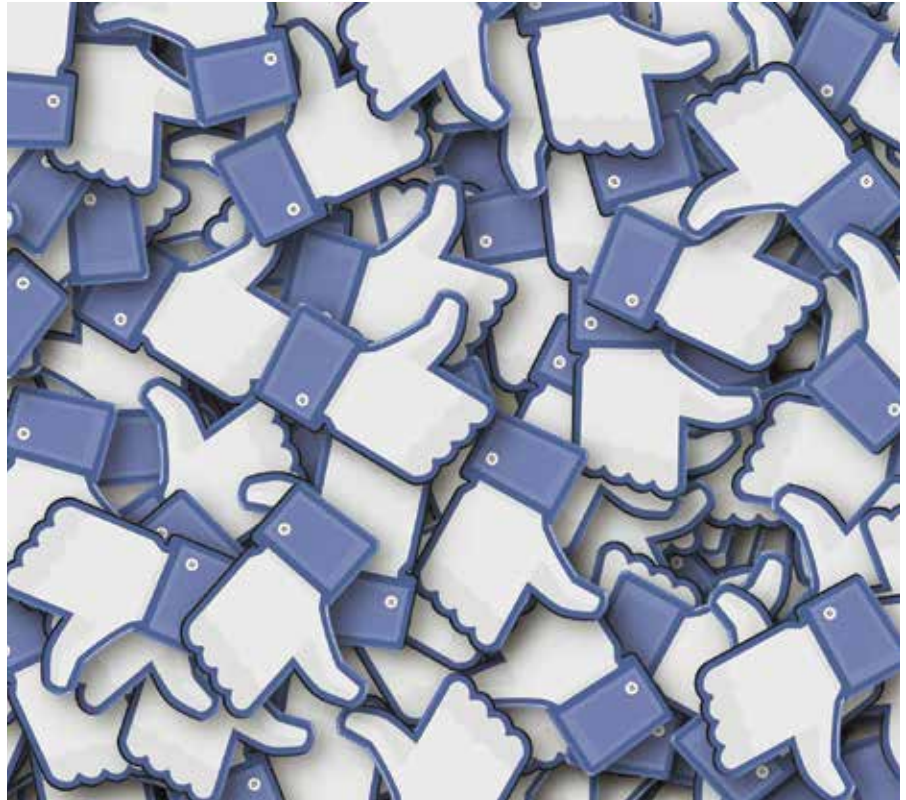
Lori Gold of Twil Travel, named Social Media Guru of the Year in the 2018 PAX Awards of Excellence, knows a thing or two about converting her social media presence into travel bookings.

“I’m posting everywhere that I am, while it’s happening,” Gold says, who uses Facebook and Instagram to find and retain clients. “It gets people excited and I get a lot of messages while I’m away; not only are they interested in the place where I am, but it reminds them of what I do and they contact me when they want to travel.”

Know your audience

While Gold’s Instagram followers consist of almost solely potential business clients, her presence on Facebook is conducted through a personal page, where friends and family will also see her latest postings.

As a result, her strategy varies slightly between the two platforms: while the same visual content – photos and videos of



resorts she’s visited – may appear on both her Facebook and Instagram accounts, the accompanying text will have a slightly different wording depending on the audience. Gold adds that polls on travel topics also get lots of traction.

“I don’t really know people on Instagram, so I use it a little more to advertise and can post way more without annoying my friends and family,” Gold explains. “I’ll end the post with a specific call to action, such as ‘I was surprised how much I loved Jamaica - let me help you plan your next Jamaican vacation.’”

“On Facebook, I’ll end the same post with a random question – something like ‘Do you love Jamaica?’ People who would contact me through Facebook already know me and what I do; it’s just a matter of whether they want to book a trip.

“I don’t promote myself too heavily, it’s more about sharing my experiences.”

Once an engaging social media post has enticed a client to make a booking, it’s simply a matter of deploying those time-honoured sales skills, Gold explains. →



“Every time I make a booking, I think ‘is there a way I can make more money on this?’”

– Lori Gold, Twil Travel

Moving pictures

Continuing a trend that has shaped social media marketing in recent years, the use of video is perhaps the best and most important way of engaging clients through social media channels.

Want to grab your clients with an engaging video? Buffer, a social media marketing business, offers the following tips for sharing video on Facebook:

- **Use square video:** with 92 per cent of Facebook use taking place on mobile platforms, it's best to use a video format optimized for smartphone screens. In addition, a video directly uploaded to Facebook will get more interaction than those originating on other platforms – by more than 109 per cent, according to a 2017 study by digital solution firm, Quintly, compared to videos embedded on YouTube.
- **Sounding off:** according to Facebook, more than 85 per cent of videos are viewed with the sound off, so consider adding captions to get your message across.
- **Do this, share this:** Including calls to action and links to relevant external pages will help get your video seen by more of the right people. Further to that, if you have a blog or website, be sure to embed the video there to reach even more viewers.

“It's all about being authentic and providing information that's not readily accessible online,” she says.

Get out there

Ah, the four seasons of the travel industry: events/workshops/FAMs, summer, events/workshops/FAMs and the holidays.

Spend any length of time in this industry and the pattern becomes apparent. And while the spring and fall, with their numerous brochure launches and destination updates, can be extremely busy times for travel agents (especially those living in or near Canada's major cities), this is their time to expand or refresh their knowledge of the product.

For Kelly Klassen – a Travel Professionals International (TPI) agent named Travel Agent of the Year by her peers in PAX's 2018 Awards of Excellence – that knowledge has literally paid off.






“Any time I can learn about a brand first-hand, it’s helped me close a sale.”
 – Kelly Klassen, TPI

“Any time I can learn about a brand first-hand, it’s helped me close a sale,” Klassen tells *PAX*. “If people know I’ve been there, I can tell them everything about it.... It’s also allowed me to upsell; for example, they may have a budget of \$5,000 for a family of four, but I can say ‘this may be \$1,000 over your budget, but I went last year and my daughters loved it.’

“I’ll tell them exactly why I loved the property—the free Wi-Fi, the room service, the towel carts – and more often than not, I can upsell them to the better property. You don’t see those details online, because everything is made to look perfect.”

She recalls a recent FAM to Hyatt Ziva Puerto Vallarta, which gave her the edge in closing a sale.

“I saw some weddings take place and met with the wedding coordinator and taking that knowledge, I now have clients who are booking their wedding there,” Klassen recalls. “They were really excited because I took lots of pictures and I showed them all of the options for their wedding.”

 **Familiar faces, new knowledge**

Closer to home, Klassen says that when it comes to choosing which of the annual tradeshow and workshops to attend, it’s all about balance – weighing long-standing supplier relationships and a desire to expand her product knowledge in equal measure.

“I really make an effort to build relationships with suppliers and BDMs representing

the product I sell,” she says. “I have a good relationship with my BDMs and also the resorts themselves – if any of them are doing something locally, I make sure I can attend. If they see that you’re loyal to their brand and that you’re working with them, then if you have an issue or question, they’re very quick in replying.

“It’s a fine line between wanting to learn about new products – I’d like to eventually get into more luxury travel – and maintaining the relationships I’ve built, so I’ll always make sure that I’ll make their functions a priority, while also trying to get out to events representing products that I don’t sell as much.

 **Get paid**

While ongoing cuts to commissions by suppliers – the most recent by hotel chains such as Hilton and Marriott – may make it

seem that times are tough for travel agents, the reality is quite the opposite.

According to Gold and Klassen, in addition to top-notch customer service and knowing your product, it’s all about knowing where to look for an opportunity.

Both agents tell *PAX* that group bookings are a great method for boosting those commissions.

“Groups can be a great way of making more income if you can get a comp or just by having a lower net rate – especially by booking in advance, and you can mark it up more,” Gold says.

“If I have a group booked and then I have other families that want to go to the same destination or resort at the same time, then I book them into the group.... Groups, especially weddings, can be a lot of work; however, individual bookings can take up a lot of time as well, because each couple wants you to quote them specifically for what they’re wanting. But when you have 30 people going in a group, you can do that one time and send them all the information pertaining to their group.” →

 **Peer learning**

Wondering of ways to drum up more business? Want to earn more commission on your next booking?

Next time you’re having dinner at a trade event, consider asking your tablemates for their insight: they might have some great tips to share!

“While the presentations and materials (at a trade show) are all very informative,” says Gold, “I find that the best learning – including how to improve your business and make more money – comes from talking to other agents, during dinner or informal conversation during the peer-to-peer sessions. You can learn from other agents about their best practices and how they increased their bottom line.”



A destination wedding at Hyatt Ziva Puerto Vallarta, similar to those attended by TPI's Kelly Klassen

Photo: Playa Hotels & Resorts

Bonus round

Another avenue for extra commission comes from working with suppliers that offer robust bonus programs for travel agents. For both Gold and Klassen, the programs operated by a number of well-known resort companies have provided some great opportunities for adding more dollars in their pockets.

“Some brands have really good incentives for agents – such as Palace Resorts, Hard Rock, Playa Resorts and AMResorts,” says Klassen. “You can get free nights and cash; last year, I made \$3,900 USD approximately from Palace in just bonus money for booking clients there last year.

When it comes to free stays, Klassen notes another benefit for travel agents.

“With the free nights, I was able to take my family for nine nights to Moon Palace Cancun and I’m taking them again to Moon Palace Jamaica for 14 nights in February – that’s all from just booking their properties! In turn, I can then sell these properties better to my clients; I stayed at Moon Palace Jamaica last winter and this year, I’ve been able to sell the resort to many of my clients.”

“I’ve used these bonuses to buy everything – plane tickets, a blender, groceries,” adds Gold, noting that she has earned bonuses from brands such as Melia and Karisma. “A lot of agents don’t remember to register

their bookings or don’t know you can do that – it’s a huge source of income!”

In addition to the resorts and tour operators, Gold adds that a number of tourist boards, including the Jamaica Tourist Board and The Antigua and Barbuda Tourism Authority, offer travel agents prizes and FAM trips for booking trips in their respective destinations.

“Every time I make a booking, I think ‘is there a way I can make more money on this?’ both before and after the booking,” she explains. “Before, I think ‘is there a tour operator offering increased commissions?’ and after, ‘is there a place I can register the booking to earn a bonus?’ ●

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Chef in residence: hotels with *cooking classes*

By Blake Wolfe

Combining the best of both experiential and foodie travel, many hotels and resorts now offer cooking classes to their guests, providing them with memories – and handy kitchen skills! – over souvenirs. Get ready to channel your inner celebrity chef during your stay at these properties that offer programs that cater to cooks of all skill levels.



Follow in the footsteps of culinary greatness at Ecole Ritz Escoffier at the Ritz Paris

Ritz Paris – France

For more than 30 years, the Ecole Ritz Escoffier at the Ritz Paris has allowed guests to follow in the footsteps of culinary giant Chef Auguste Escoffier, the hotel's first chef and godfather of modern French cuisine – the ultimate pairing of iconic hotel and renowned chef.

An expert team of internationally-trained chefs lead a wide range of courses from novice to expert, utilizing the property's state-of-the-art kitchens and equipment. Recipes and lessons are available in both French and English.

CuisinArt Golf Resort & Spa – Anguilla

With its reopening last fall, Anguilla's CuisinArt Golf Resort & Spa has relaunched Food For Thought, a culinary program covering Italian and Japanese cooking, pastry-making and for kids, the timeless art of baking pizza and cookies.

Originally opened in 1999 by Conair CEO Leandro Rizzuto (whose company owns the CuisinArt appliance brand), the property is also home to Anguilla's original hydroponic farm, providing many of the ingredients for dishes created at the resort's restaurants.



Master the art of sushi-making, pastries and more at Anguilla's CuisinArt Golf Resort & Spa

Four Seasons Resort Chiang Mai – Thailand

Nestled amongst terraced rice fields, the Rim Tai Kitchen at Four Seasons Resort Chiang Mai provides guests a chance to spice up their Thai cooking skills, in a setting which focuses on health and well-being.

Guests taking part in the morning class will also enjoy a market visit to hand-pick their ingredients, while a children's program is available for young travellers with a flair for all things culinary.



Rim Tai Kitchen At Four Seasons Chiang Mai teaches Thai cooking essentials

Photo by Ken Seet/Four Seasons Chiang Mai



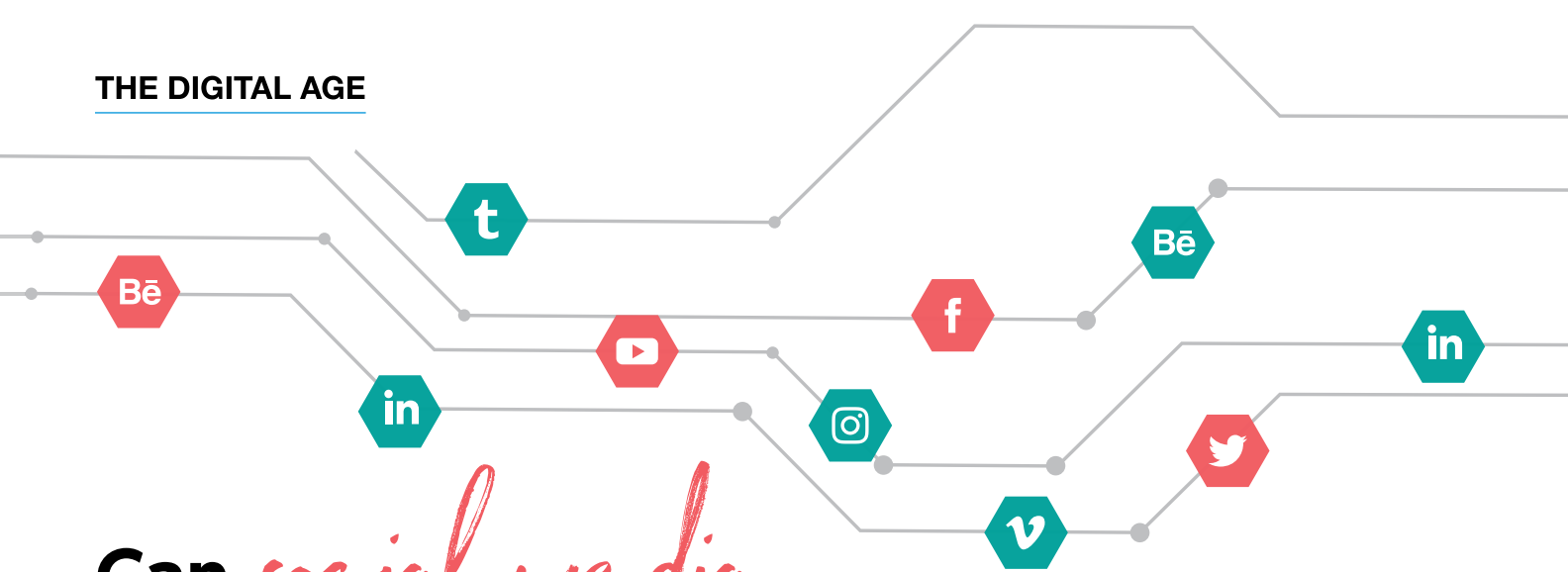
Cooks of all ages can learn with Mimo San Sebastian at Hotel Maria Cristina

Photo by Mimo San Sebastian

Hotel Maria Cristina – Spain

Located in the heart of Spain's Basque Country, Hotel Maria Cristina has partnered with Spanish gourmet food purveyor Mimo to offer the Mimo San Sebastian cooking school, where guests can master everything from the proper method of slicing Iberian ham to crafting authentic Basque pinchos.

The school offers a variety of classes including those geared toward children, private sessions, multi-day lessons and even a competition where fellow hotel guests can put their skills to the test. ●



Can *social media* really generate sales?

By Frédéric Gonzalo

When we think about the numerous tools that help businesses make money online, many decision-makers still perceive social networks as either a poor choice or even an unnecessary evil. But, let me ask you this:

- How can you conclusively measure the return on investment of placing an advertisement in a magazine, on television, or on the radio? Does that sell?
- Do you have a department dedicated to customer service, for example, a receptionist or a concierge at the hotel? Do you ask yourself if these people yield "sales"?
- Do you do communications, public relations or relationship management to promote the community? Does that "sell", too?

It all comes down to the simple premise that is all too often just plain wrong: social media is just media, altogether omitting the "social" side of the equation.

Companies with a solid development plan will pursue a series of objectives when defining their strategy for digital marketing. For example:

- Facebook can be used to push exclusive offers, but to also probe your community about new products or to share recent photos taken during an event or FAM trip.
- YouTube can be used to showcase your expertise, like a recent tour of a cruise ship, or a new dimension of a product or service.
- Instagram lends authenticity to your brand when other users share their experience in images.
- A social media contest can contribute to the buzz of your brand but can also serve as a promotional platform once email signups are generated, which translates directly to sales.

Generating sales is just one of the many aspects of social media; in fact, your digital strategy should not be solely based on sales. Casting a wider net will help your brand's visibility and reputation online, ensuring a solid influence and reputability that set the table for engaging customers.

To answer the question "Can social media really generate sales?": the answer is yes... to a degree. But in order to achieve direct and tangible results, there needs →

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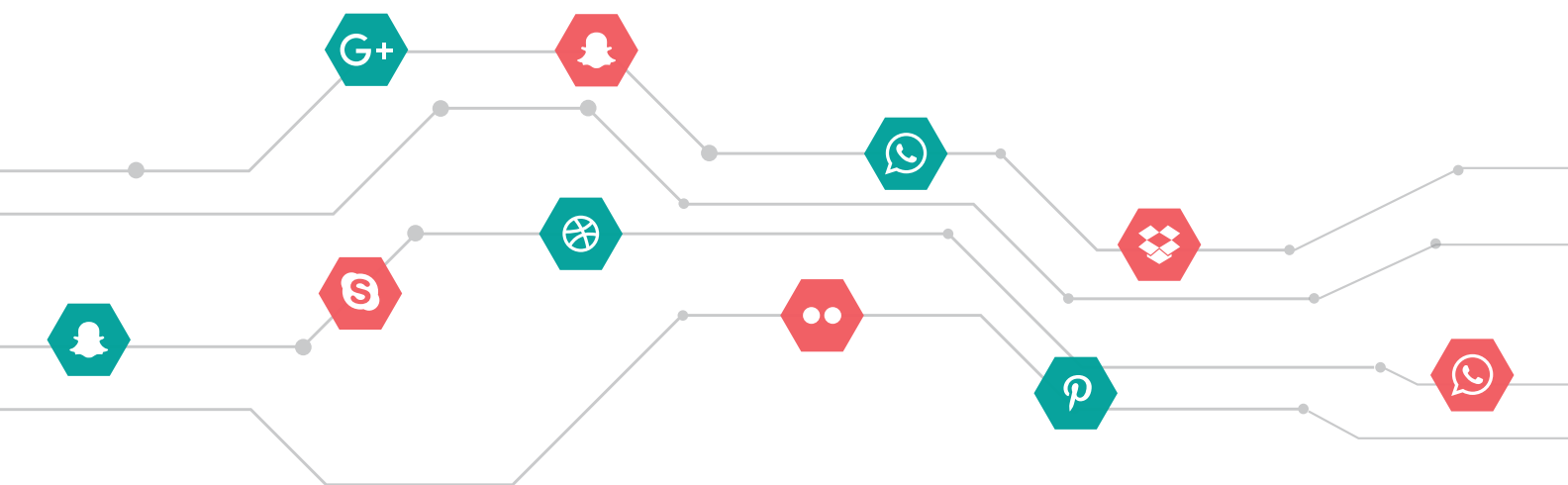
A dynamic presence on Snapchat or Instagram, for example, will help to boost the perception of a brand, but it remains difficult to demonstrate direct sales or referred traffic to your website. These two platforms are particularly effective in terms of storytelling for a targeted demographic audience; in the case of Snapchat, 13 to 25-year old's, respectfully.

Many brands have pushed offers, promotions and contests on Facebook, generating sales and qualified traffic to a website for a fraction of the price of traditional mainstream media campaigns, like Google AdWords. Using the "Shop" feature, it's easy to determine products or services (a new hotel feature or a new itinerary in Europe, for example) and encourage live sales via Facebook and Instagram.

In short, it is possible to generate sales through targeted social media campaigns, so long as the product is good, the price is fair, and most of the targeted demographic is active on social media.



Social media is not just a sales outlet. It's a corporate responsibility that integrates elements of customer service, human resources, marketing, and public relations. By training your brain to think of social media as a sales tool, not just as an afterthought, you have the potential to make an even stronger impact on your company as a whole. ●



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Going with the flow

By Ming Tappin

With the launch of new ships and a broadening of available guest experiences, all signs point to another robust year for river cruising in 2019.

Perhaps unsurprisingly, Europe continues to be the hottest river destination. In CLIA's Travel Agent Cruise Industry Outlook released in December 2018, 53 per cent of travel agents surveyed reported growth in river cruise bookings on the Danube, Rhine, Moselle, and Elbe.

Furthermore, 79 per cent of travel agents surveyed also said that a river cruise is a perfect way to introduce cruising to their clients. River cruising does offer excellent value with included beverages and excursions; direct access to iconic cities; and, perhaps the most significant assurance for nervous first-timers, no risk of seasickness.

Water levels – a must-have conversation

There is one talking point that must be included in every client conversation: the rising and falling water levels of Europe's rivers are having an increasing impact on river cruising. Ships can't sail under bridges when the rivers flood due to spring snowmelt or heavy rains; conversely, the vessels become grounded when the water level is too low as a result of hot summers and drought.

When ships are unable to operate, the contingency is to transfer the guests to another ship or continue the program by motor coach. In the most severe circumstance, sailings may be cancelled altogether.

Cruise lines do an excellent job at handling these interruptions and will look after their guests to their utmost capability, but clients must be aware of the potential inconvenience, so that there are no surprises should the situation arise during their vacation. →

2019 River Cruise GUIDE

Trends for 2019

As we sail into 2019, here are some river cruise trends to watch for:



Capturing the next generation: River cruising has traditionally attracted a senior clientele with an average age of 60-plus, but in the last few years, river lines have been targeting a younger audience by promoting to multi-generational travellers.

Tauck has been the pioneer in this movement, operating its Tauck Bridges family cruise program for more than seven years. Staffed with tour directors who specialize in working with children, the program offers activities, excursions, and exclusive experiences for the entire family.

In 2016, AmaWaterways followed suit by entering into a partnership with Adventures by Disney, offering chartered sailings on the Danube. Since then, the program has expanded to the Rhine, Rhone and Seine rivers, with 2020 sailings already in place.



A focus on health and wellness: River cruises now offer more options for those seeking an active vacation. Many

river lines carry a fleet of bicycles that are available for guests to take ashore free of charge and most new ships are now built with dedicated fitness and spa spaces.

Avalon Waterways recently introduced Active Discovery cruises with hiking, cycling, and paddling excursions, while AmaWaterways and Uniworld both employ certified wellness instructors onboard, and offer fitness classes, informative lectures, and active excursions.



The rise of canal barging: For clients seeking an intimate and relaxing river vacation, consider offering them a voyage aboard a canal barge. Barging is a completely laid-back experience while cruising through some of Europe's most iconic scenery, such as the wine regions of France, the Scottish Highlands, and the canals of Holland.

However, it isn't as rustic as you might think. Barges offer elegant accommodations, gourmet meals, regional wines, and guided excursions. The size of canal barges – accommodating as little as four to just over 20 – makes them perfect for private charters by families or small groups of friends.





AmaWaterways' *AmaMagna*

Photo by AmaWaterways

New river ships launching in 2019

Nearly 20 new river ships are coming online in 2019, with the most anticipated being AmaWaterways' *AmaMagna*.

At 72-feet wide, it will be nearly twice the width of standard river ships, and will offer spacious suites, multiple dining venues, a pool and whirlpool, a fitness centre and spa. Because of her size, the *AmaMagna* will be cruising exclusively in the upper Danube, where the canal locks are wider.

In addition, four new ships will be dedicated to Portugal's Douro river, proving that this picturesque valley famous for its wine and port production is quickly gaining popularity. ●

Cruise Line	Ship	Capacity	Cruising Area
AmaWaterways	<i>AmaMagna</i>	196	Danube
AmaWaterways	<i>AmaDouro</i>	102	Douro
AmaWaterways	<i>AmaMora</i>	156	Rhine
A-Rosa	<i>A-Rosa Alva</i>	126	Douro
Amadeus River Cruises	<i>Amadeus Star</i>	164	Netherlands/Danube
American Cruise Lines	<i>American Harmony</i>	190	Mississippi
Avalon Waterways	<i>Avalon Envision</i>	166	Rhine/Main/Danube
CroisiEurope	<i>Amalia Rodrigues</i>	132	Douro
Emerald Waterways	<i>Emerald Harmony</i>	84	Mekong
Riviera Cruises	<i>William Wordsworth</i>	169	Rhine/Main/Danube
Riviera Cruises	<i>George Eliot</i>	132	Rhine/Main/Danube
Uniworld Boutique River Cruises	<i>S.S. Bon Voyage</i>	124	Garonne/Dordogne/Gironde
Viking River Cruises	TBA (6 Longships)	190	Rhine/Main/Danube
Viking River Cruises	TBA	TBA	Douro

2019 River Cruise GUIDE

PAX presents the 2019 River Cruise Guide, showcasing familiar brands marketed in North America, as well as international-based brands that cater to a global clientele. In markets where it is not feasible to operate its own ship, a river cruise line may charter a vessel, or block cabins on a locally-operated ship. In addition, the principal cruising areas are subject to change as cruise lines may redeploy their fleet 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	19									
<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>AmaKristina</i>			2017	156	51	Rhine	✓	✗	✓	✓	✓
<i>AmaLea</i>			2018	158	51	Danube	✓	✗	✓	✓	✓
<i>AmaLyra</i>			2009	144	45	Seine	✗	✓	✓	✓	✓
<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 River Cruises	No	11									
<i>MS Amadeus Brilliant</i>			2011	150	40	Netherlands/Rhine/ Main/Danube	✗	✗	✓	✓	✓
<i>MS Amadeus Classic</i>			2001	144	40	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	✗	✗	✓	✓	✓
<i>MS Amadeus Symphony</i>			2003	144	40	Rhine/Danube	✓	✗	✓	✓	✓

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2019 River Cruise GUIDE






Company and River Ships	All Inclusive	Number of Ships	Year Launched	Passenger Capacity	Crew Capacity	Principal Cruising Area						
American Cruise Lines							No	5				
<i>America</i>			2016	185	52	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	✗	✓	✓	✓	✓	
<i>A-Rosa Bella</i>			2002	242	50	Danube	✓	✗	✓	✓	✓	
<i>A-Rosa Brava</i>			2011	202	54	Rhine	✗	✓	✓	✓	✓	
<i>A-Rosa Donna</i>			2002	242	50	Danube	✓	✗	✓	✓	✓	
<i>A-Rosa Flora</i>			2014	183	50	Rhine	✓	✗	✓	✓	✓	
<i>A-Rosa Luna</i>			2005	174	45	Saone	✓	✗	✓	✓	✓	
<i>A-Rosa Mia</i>			2003	242	50	Danube	✓	✗	✓	✓	✓	
<i>A-Rosa Riva</i>			2004	242	50	Danube	✓	✗	✓	✓	✓	
<i>A-Rosa Silva</i>			2012	186	50	Rhine/Danube	✓	✗	✓	✓	✓	
<i>A-Rosa Stella</i>			2005	174	45	Rhone/Saone	✓	✗	✓	✓	✓	
<i>A-Rosa Viva</i>			2010	202	54	Seine	✗	✓	✓	✓	✓	
Avalon Waterways							No	16				
<i>Avalon Artistry</i>			2013	128	37	Rhine/Moselle/Danube	✗	✓	✓	✓	✓	
<i>Avalon Expression</i>			2013	166	47	Rhine/Danube	✗	✓	✓	✓	✓	
<i>Avalon Illumination</i>			2014	166	47	Rhine/Danube	✗	✓	✓	✓	✓	
<i>Avalon Imagery II</i>			2016	128	37	Rhine/Danube	✗	✓	✓	✓	✓	
<i>Avalon Impression</i>			2014	166	47	Rhine/Danube	✗	✓	✓	✓	✓	
<i>Avalon Panorama</i>			2011	166	47	Rhine/Danube	✗	✓	✓	✓	✓	
<i>Avalon Passion</i>			2016	166	47	Danube	✗	✓	✓	✓	✓	
<i>Avalon Poetry</i>			2014	128	37	Rhine/Rhone	✗	✓	✓	✓	✓	
<i>Avalon Saigon</i>			2017	36	24	Mekong	✗	✗	✓	✓	✗	
<i>Avalon Siem Reap</i>			2015	36	24	Mekong	✗	✗	✓	✓	✗	
<i>Avalon Tapestry</i>			2015	128	37	Seine	✗	✓	✓	✓	✓	
<i>Avalon Tranquility</i>			2015	128	37	Rhine/Rhone	✗	✓	✓	✓	✓	
<i>Avalon Visionary</i>			2012	128	37	Rhine/Moselle/Danube	✗	✓	✓	✓	✓	
<i>Avalon Vista</i>			2012	166	47	Rhine/Danube	✗	✓	✓	✓	✓	
<i>Delfin III [Charter]</i>			2017	44	29	Amazon	✓	✗	✓	✓	✗	
<i>Ganges Voyager [Charter]</i>			2015	56	56	Ganges	✗	✗	✓	✓	✗	

2019 River Cruise GUIDE

Company and River Ships	All Inclusive	Number of Ships	Year Launched	Passenger Capacity	Crew Capacity	Principal Cruising Area					
Belmond	Yes	8									
<i>Belmond Alouette - for private charter only</i>			1986	4	4	Canal du Midi	✗	✗	✗	✗	✓
<i>Belmond Amaryllis - for private charter only</i>			2001	8	6	Burgundy Region	✓	✗	✗	✗	✓
<i>Belmond Fleur de Lys - for private charter only</i>			1986	6	6	Burgundy Region	✓	✗	✗	✗	✓
<i>Belmond Hironnelle</i>			1992	8	4	Burgundy Region	✗	✓	✗	✗	✓
<i>Belmond Lilas</i>			2018	8	6	Alsace Region	✓	✗	✗	✗	✓
<i>Belmond Napoleon</i>			1990	12	7	Rhone	✗	✓	✗	✗	✓
<i>Belmond Pivoine - for private charter only</i>			2017	8	6	Champagne Region	✓	✗	✗	✗	✓
<i>Belmond Road to Mandalay</i>			1996	82	87	Irrawaddy	✓	✗	✓	✓	✗
CroisiEurope	On select itineraries	43									
<i>African Dream</i>			2017	16	16	Chobe/Zambezi	✗	✓	✗	✗	✗
<i>Anne-Marie</i>			2014	22	5	Canals of France	✗	✓	✗	✗	✓
<i>Deborah</i>			2016	22	5	Upper Loire Canal	✗	✗	✗	✗	✗
<i>Jeanine</i>			2013	22	5	Canals of France	✗	✓	✗	✗	✓
<i>Lan Diep</i>			2014	44	?	Mekong	✗	✗	✗	✗	✗
<i>Madeleine</i>			2014	22	5	Canals of France	✗	✓	✗	✗	✓
<i>MS Beethoven</i>			2004	180	35	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Botticelli</i>			2004	151	25	Seine	✗	✗	✗	✗	✗
<i>MS Camargue</i>			1995	104	20	Rhone/Saone	✗	✗	✗	✗	✗
<i>MS Cyrano de Bergerac</i>			1999	174	30	Gironde/Garonne/Dordogne	✗	✗	✗	✗	✗
<i>MS Deborah</i>			2016	22	6	Canals of France	✗	✓	✗	✗	✓
<i>MS Douce France</i>			1997	110	25	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Elbe Princesse</i>			2016	80	24	Elbe	✗	✗	✗	✗	✗
<i>MS Elbe Princesse II</i>			2018	86	24	Elbe	✗	✗	✗	✗	✗
<i>MS Fernao de Magalhaes</i>			2003	142	26	Douro	✗	✗	✗	✗	✗
<i>MS France</i>			1997	110	25	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Gerard Schmitter</i>			1997	110	37	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Gil Eanes</i>			2014	132	25	Douro	✓	✗	✗	✗	✗
<i>MS Infante Don Henrique</i>			2003	142	26	Douro	✗	✗	✗	✗	✗
<i>MS La Belle de Cadix</i>			2005	176	30	Guadalquivir/Guadiana	✗	✗	✗	✗	✗
<i>MS La Boheme</i>			2006	180	26	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Lafayette</i>			2006	82	24	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Leonardo De Vinci</i>			2003	144	26	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS L'Europe</i>			2012	176	30	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Loire Princesse</i>			2014	96	24	Loire	✗	✗	✗	✗	✗
<i>MS Michelangelo</i>			2000	158	20	Po	✗	✗	✗	✗	✗
<i>MS Miguel Torga</i>			2016	132	32	Douro	✓	✗	✗	✗	✗
<i>MS Mistral</i>			1999	158	23	Rhone/Saone	✗	✗	✗	✗	✗
<i>MS Modigliani</i>			2001	160	20	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Mona Lisa</i>			2001	160	23	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Monet</i>			2001	160	20	Rhine/Danube	✗	✗	✗	✗	✗
<i>MS Renoir</i>			1999	158	25	Seine	✗	✗	✗	✗	✗
<i>MS Rhone Princess</i>			2001	138	20	Rhone	✗	✗	✗	✗	✗

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<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 8											
<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>Mekong Navigator (Charter)</i>			2014	68	35	Mekong	✗	✗	✓	✗	✓
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	✗	✗	✗	✗	✓
<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>Nymphea</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	✗	✓	✗	✗	✓

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Company and River Ships	All Inclusive	Number of Ships	Year Launched	Passenger Capacity	Crew Capacity	Principal Cruising Area					
G Adventures	No	3									
<i>Amatista</i> [Charter]			2011	30	9	Amazon	✗	✗	✗	✗	✗
<i>Daniele</i> [Charter]			2016	22	6	Burgundy	✗	✓	✗	✗	✓
<i>Toum Tiou 2</i> [Charter]			2016	28	9	Mekong	✗	✗	✗	✗	✗
Grand Circle Cruise Line	No	9									
<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 Chanson</i>			2001	75	24	Bordeaux	✗	✗	✗	✗	✓
<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 Rhapsody</i>			1999	140	34	Rhine/Moselle/Danube	✗	✓	✓	✓	✗
<i>Nefertiti</i>			2000	75	40	Nile	✓	✗	✗	✗	✗
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	✗	✗	✗	✗	✓
<i>RV Mekong Pandaw</i>			2003	48	24	Mekong	✗	✗	✗	✓	✓
<i>RV Orient Pandaw</i>			2008	60	28	Irrawaddy	✗	✗	✗	✗	✓
<i>RV Pandaw II</i>			2002	48	25	Irrawaddy	✗	✗	✗	✗	✓
<i>RV Sabaidee Pandaw</i>			2018	24	15	Mekong	✗	✗	✗	✗	TBA
<i>RV Tonle Pandaw</i>			2002	56	28	Mekong	✗	✗	✗	✓	✓
<i>RV Zawgyi Pandaw</i>			2014	20	10	Chindwin [Myanmar]	✗	✗	✗	✗	✓
Riviera Travel River Cruises	No	12									
<i>MS Charles Dickens</i>			2015	140	35	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
<i>MS Douro Elegance</i>			2017	126	36	Douro	✓	✗	✓	✓	✗
<i>MS Douro Splendour</i>			2018	126	36	Douro	✓	✗	✓	✓	✗
<i>MS Emily Bronte</i>			2017	169	44	Netherlands/Rhine/Moselle/Main/Danube	✓	✗	✓	✓	✓
<i>MS Jane Austen</i>			2015	140	36	Netherlands/Rhine/Moselle	✓	✗	✗	✓	✓
<i>MS Lord Byron</i>			2013	140	36	Rhone/Saone	✓	✗	✓	✓	✗
<i>MS Oscar Wilde</i>			2017	169	44	Netherlands/Rhine/Danube	✓	✗	✓	✓	✓
<i>MS Robert Burns</i>			2018	169	44	Rhine/Danube	✓	✗	✓	✓	✓

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<i>MS Swiss Corona</i>			2004	139	36	Rhone/Saone	✓	✗	✗	✓	✗
<i>MS Thomas Hardy</i>			2017	169	44	Danube	✓	✗	✓	✓	✓
<i>MS William Shakespeare</i>			2014	140	35	Rhine/Moselle/Danube	✓	✗	✓	✓	✗
<i>MS William Wordsworth</i>			2018	169	44	Rhine/Moselle/Danube	✓	✗	✓	✓	✓
Scenic	Yes	15									
<i>Scenic Amber</i>			2016	169	53	Danube	✓	✗	✓	✓	✓
<i>Scenic Aura</i>			2016	44	35	Irrawaddy	✓	✗	✓	✓	✓
<i>Scenic Azure</i>			2016	96	36	Douro	✓	✗	✓	✓	✓
<i>Scenic Crystal</i>			2012	169	53	Rhine/Danube	✓	✗	✓	✓	✓
<i>Scenic Diamond</i>			2008	151	53	All European rivers	✓	✗	✓	✓	✓
<i>Scenic Gem</i>			2014	128	44	Garonne/Dordogne/ Gironde	✓	✗	✓	✓	✓
<i>Scenic Jade</i>			2014	169	53	Rhine/Danube	✓	✗	✓	✓	✓
<i>Scenic Jasper</i>			2015	169	53	Rhine/Danube	✓	✗	✓	✓	✓
<i>Scenic Jewel</i>			2013	169	53	All European rivers	✓	✗	✓	✓	✓
<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	✗	✗	✓	✓	✓
Tauk 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 Royal Lily [Charter]</i>			2007	120	75	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	✗	✗	✓	✓	✓

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2019 River Cruise GUIDE

Company and River Ships	All Inclusive	Number of Ships	Year Launched	Passenger Capacity	Crew Capacity	Principal Cruising Area					
Uniworld Boutique River Cruises	Yes	16									
<i>Ganges Voyager II</i> [Charter]			2016	56	36	Ganges	✗	✗	✓	✓	✗
<i>Mekong Navigator</i> [Charter]			2014	68	34	Mekong	✗	✗	✓	✓	✗
<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 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 Yangtze Explorer</i> [Charter]			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</i> [Charter]			2017	126	36	Douro	✓	✗	✓	✓	✗
<i>ms Douro Splendour</i> [Chartered]			2017	126	36	Douro	✓	✗	✓	✓	✗
<i>ms Junker Jorg</i> [Charter]			1990	112	26	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</i> [Charter]			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	✗	✗	✓	✓	✗
<i>Victoria Sophia</i>			1994	208	121	Yangtze	✗	✗	✓	✓	✗

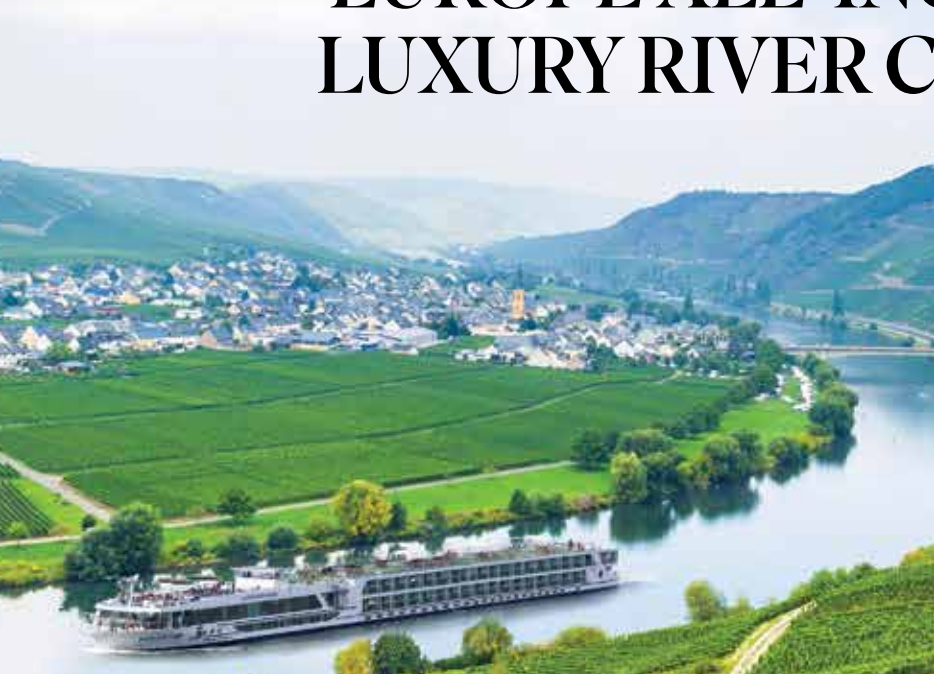
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Company and River Ships	All Inclusive	Number of Ships	Year Launched	Passenger Capacity	Crew Capacity	Principal Cruising Area					
Viking River Cruises	No	75									
<i>MS Antares</i>			2007	62	TBA	Nile	✓	✗	✓	✓	✗
<i>Viking Akun</i>			1990	204	115	Volga	✗	✗	✗	✗	✗
<i>Viking Astrild</i>			2015	98	28	Elbe	✗	✗	✗	✗	✗
<i>Viking Beyla</i>			2015	98	28	Elbe	✗	✗	✗	✗	✗
<i>Viking Emerald</i>			2011	256	138	Yangtze	✗	✗	✓	✓	✗
<i>Viking Helgi</i>			1984	199	110	Volga	✗	✗	✗	✗	✗
<i>Viking Helgrim</i>			2019	106	36	Douro	✓	✗	✗	✗	✗
<i>Viking Hemming</i>			2014	106	36	Douro	✓	✗	✗	✗	✗
<i>Viking Ingvar</i>			1988	199	114	Volga	✗	✗	✗	✗	✗
<i>Viking Legend</i>			2009	188	45	Danube	✓	✗	✗	✗	✗
<i>Viking Longship Aegir</i>			2012	190	50	Rhine/Moselle/Main/Danube	✗	✗	✗	✗	✗
<i>Viking Longship Alruna</i>			2016	190	50	Rhine	✗	✗	✗	✗	✗
<i>Viking Longship Alsvin</i>			2014	190	50	Rhine/Moselle	✗	✗	✗	✗	✗
<i>Viking Longship Atla</i>			2013	190	50	Danube	✗	✗	✗	✗	✗
<i>Viking Longship Baldur</i>			2013	190	50	Danube	✗	✗	✗	✗	✗
<i>Viking Longship Bragi</i>			2013	190	50	Danube	✗	✗	✗	✗	✗
<i>Viking Longship Buri</i>			2014	190	50	Seine/Rhone	✗	✗	✗	✗	✗
<i>Viking Longship Delling</i>			2014	190	50	Seine/Rhone	✗	✗	✗	✗	✗
<i>Viking Longship Egil</i>			2013	190	50	Danube	✗	✗	✗	✗	✗
<i>Viking Longship Einar</i>			2019	190	50	Rhine	✗	✗	✗	✗	✗
<i>Viking Longship Eir</i>			2015	190	50	Rhine	✗	✗	✗	✗	✗
<i>Viking Longship Embla</i>			2012	190	50	Rhine/Main/Danube	✗	✗	✗	✗	✗
<i>Viking Longship Fjorgyn</i>			2018	180	50	Rhine/Moselle/Main/Danube	✗	✗	✗	✗	✗
<i>Viking Longship Forseti</i>			2013	190	50	Garonne/Dordogne/Gironde	✗	✗	✗	✗	✗
<i>Viking Longship Gefjon</i>			2015	190	50	Danube	✗	✗	✗	✗	✗
<i>Viking Longship Gersemi</i>			2018	190	50	Rhine/Moselle/Main/Danube	✗	✗	✗	✗	✗
<i>Viking Longship Gullveig</i>			2014	190	50	Danube	✗	✗	✗	✗	✗
<i>Viking Longship Heimdal</i>			2014	190	50	Seine/Rhone	✗	✗	✗	✗	✗
<i>Viking Longship Herja</i>			2017	190	50	Rhine	✗	✗	✗	✗	✗
<i>Viking Longship Hermod</i>			2014	190	50	Danube	✗	✗	✗	✗	✗
<i>Viking Longship Hervor</i>			2018	190	50	Rhine/Moselle/Main/Danube	✗	✗	✗	✗	✗
<i>Viking Longship Hild</i>			2017	190	50	Rhine/Moselle	✗	✗	✗	✗	✗
<i>Viking Longship Hlin</i>			2014	190	50	Rhine	✗	✗	✗	✗	✗
<i>Viking Longship Idi</i>			2014	190	50	Rhine	✗	✗	✗	✗	✗
<i>Viking Longship Idun</i>			2012	190	50	Rhine/Moselle/Danube	✗	✗	✗	✗	✗
<i>Viking Longship Ingvi</i>			2014	190	50	Rhine/Danube	✗	✗	✗	✗	✗
<i>Viking Longship Jarl</i>			2013	190	50	Danube	✗	✗	✗	✗	✗

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Viking Longship Kadlin			2016	190	50	Seine	×	×	×	×	×
Viking Longship Kara			2014	190	50	Rhine	×	×	×	×	×
Viking Longship Kari			2018	190	50	Rhine/Moselle/ Main/Danube	×	×	×	×	×
Viking Longship Kvasir			2014	190	50	Rhine	×	×	×	×	×
Viking Longship Lif			2014	190	50	Rhine/Main/Danube	×	×	×	×	×
Viking Longship Lofn			2015	190	50	Rhine	×	×	×	×	×
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 Radgrid			2018	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 Skaga			2018	190	50	Rhine/Moselle/ Main/Danube	×	×	×	×	×
Viking Longship Skirnir			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 Vilhjalm			2016	190	50	Danube	×	×	×	×	×
Viking Longship Vili			2015	190	50	Danube	×	×	×	×	×
Viking Mekong			2002	60	30	Mekong	×	×	×	✓	×
Viking Ostrid			2016	106	36	Douro	✓	×	×	×	×
Viking Prestige			2011	188	45	Danube	✓	×	×	×	×
Viking Ra			2018	52	36	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	×	×	×	×	×

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Coastal Comforts in

Flagler County

By Nic Catania



access, hop out of your cruiser and get acquainted with this small town and its many beachfront restaurants, pubs and villas.

Golf retreats to swing on

Hammock Beach Resort offers luxury long-term vacation rentals, including a series of villas and suites to unwind and feel at home. Premium suites in the lodge can also be booked for a stunning ocean view experience.

Take up a few rounds of golf at the recently refurbished 18-hole Ocean Course by Jack Nicklaus. Refresh and relax in the pool as

When the Orlando theme parks have closed and the racing in Daytona has reached its end, load up the car and wind down with a casual homestyle retreat. Nestled in between the two busy hubs of St. Augustine's and Daytona Beach lies Flagler County, one of Florida's many hidden gems in the north eastern region of the Sunshine State.

A calming beachfront oasis

Beginning with Flagler Beach, this quiet coastal stretch is comprised of small residential towns that line their way up through to the Palm Coast and beyond. With more than 19 miles of beachfront



you sip by the Ocean Bar when your A game has come to a close. Spend the remainder of your afternoon at the water park with family or continue relaxing in the adult-only pool sections. The resort also offers beach lounges with beverage services, a full-service spa, and eight tennis courts on site.

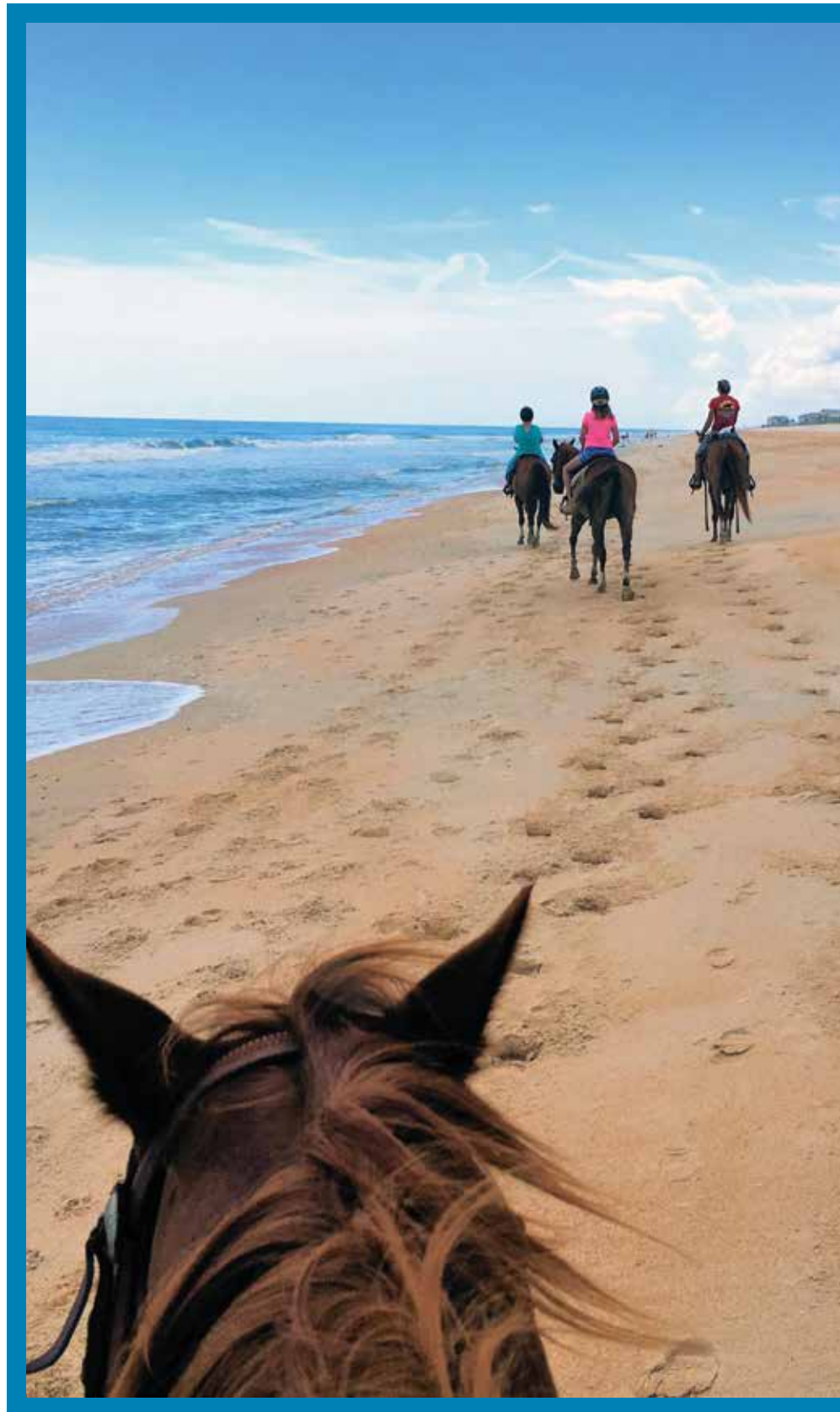
Hammock Beach Resort offers several on-site dining and restaurant selections to tickle your fancy. The Atlantic Grill, for one, has a diverse menu of freshly caught sea delights and serves from breakfast to well-past dinner hours. Delfino's serves fine Italian dining while Loggerheads offers popular pub fare among local residents (it even has an adjacent cigar bar).

Ecotourism and outdoor escapades

Get back to nature at Washington Oaks Gardens State Park. Prepare a picnic lunch and feast under the magnificent oak trees as the Florida warmth pokes through the leaves. Stroll through the formal gardens on your way to the shore as you check out the unique coquina rock formations. Extend your afternoon and cycle on one of the bicycle paths or set off on a hike through the self-guided trails.

Looking for the perfect moment to propose or reignite your relationship? Hop on a horse and create a memorable experience as the sun fades in the distance. Equestrian Adventures offers exclusive excursions down the beach for couples and families where they will bring the horses to you. You can also choose from several state parks or a trail ride.

Learn about Florida's local environment as you paddle through the Matanzas River Estuary in kayaks. Professional guides at Ripple Effect Ecotours will direct you through nature's filter as you spot local birds and learn about this niche ecosystem. ●



Take a (small) shot in Glasgow

By Marie-Eve Vallières

With its once-working past, Glasgow is known for its passion, originality and profound authenticity.

Glasgow was once the second-largest city in the British Empire and it even once had a monopoly on the empire's naval industries. Today, the metropolis has its own cultural hotspots that are unique and distinct to the U.K.

Bordering the Clyde River in South West Scotland, a gateway to the mythical and verdant Highlands, Glasgow is an epicurean, a very endearing city and a great place to relax and unwind.

And while gins, scotches, beers, ciders and other artisanal libations currently enjoy unlimited popularity around the world, Glasgow is no exception. Pull up a chair at one of these evening watering holes to discover the best drinks in Scotland—in moderation, of course!

Gin71 Glasgow

71 Renfield Street / gin71.com

Nestled in a charming Victorian-era building, this splendid bar serves more than 70 specialty gins accompanied by premium tones and toppings. It is the first establishment in the city to dedicate its entire menu to the ultra-popular Juniper Spirits. PAX particularly recommends the Scottish Rock Rose, Badachro and Eden Mill.



Glasgow Distillery Company

8 Deanside Road / glasgowdistillery.com

Dundashill's distillery in eastern Glasgow offers gins, whiskeys and even vodka. It opened in 1770 and, today, offers guided tours and spirit-tasting sessions led by distilling experts.



Photo by The Pot Still

The Pot Still



Ben Nevis's pub

virtual reality. You can even book a guided tour to inspect the stills and discover the complex processes surrounding the production of whisky.

Dramble Tours

dramble-tours.com

Can't make up your mind about which whiskey bar to settle on for the night? Dramble Tours is the perfect place and lets true whisky-lovers take a tour through some of the best whisky bars in Glasgow's west end. Themes like urbanism, history and the arts will certainly be discussed, but also the historical significance of the amber spirit back in the day. ●

The Good Spirits Co.

[23 Bath Street / thegoodspiritsco.com](http://23BathStreet/thegoodspiritsco.com)

The sale of alcohol is not regulated by the state in Britain, which means you can find strong, beautiful products in various specialty shops. This shop has an enticing selection of gins, whiskeys, brandy and other delicious Scottish distillates not available in Canada.

and massages, all generously sprinkled with a gin and tonic.

The Clydeside Distillery

[100 Stobcross Road / theclideside.com](http://100StobcrossRoad/theclideside.com)

Recently reopened to the public, the historic Clydeside Distillery in the heart of Glasgow's old shipyards has a fascinating museum that features experiences using



Did you know?

- Glasgow is so compact that getting around on the metro takes only 24 minutes!
- Glasgow is more accessible than ever thanks to direct flights from Toronto via Air Transat.

The Pot Still

[154 Hope Street / thepotstill.co.uk](http://154HopeStreet/thepotstill.co.uk)

If the menu of whiskys feels more like an encyclopedia, it's probably because this pub dating back to 1867 has more than 700 bottles! No wonder it's so popular with visitors. Why not sit down to enjoy a drink (or two, or three...) while immersing yourself in the legendary atmosphere, where folk concerts are held regularly?

The Gin Spa

[2 Virginia Court / ginspa.co.uk](http://2VirginiaCourt/ginspa.co.uk)

Yes, a spa inspired by the benefits of gin! It offers botanical aromatherapy treatments



Glasgow gin

Photo by Vianit Scotland

A piece of

La Paz

By Fergal McAlinden



Teleférico La Paz-El Alto



Calle Jaén

Perched in a canyon near the foot of Bolivia's iconic snow-capped Illimani Mountain lies La Paz, the thriving city that's emerged since independence as a cultural and historical bastion of Latin America. Characterized by its unusual, atypical climates as a result of its altitude, as well as quaint streets and markets that bustle with noise and activity, the city's status as a jewel in Bolivia's crown was recognized in 2015 when it was named one of the New Seven City Wonders of the World.

High altitudes

Its position a dizzying 11,942 ft. above sea level means the city and its surrounding area have laid claim to numerous world records, with La Paz taking pride of place as the world's highest capital city and *Mi Teleférico*, its urban transit system, considered the longest aerial cable car



Aside from its rich cultural history, La Paz represents a vibrant hub for revellers and partygoers, thanks to its wide variety of bars and nightclubs – not to mention the low price of alcohol on offer. If you'd rather experience some less exuberant fare by escaping the din of the city, however, there's plenty to recommend on its outskirts. The *Valle de la Luna*, Moon Valley, is one of Bolivia's most distinctive landscapes, a thick cluster of jutting clay and rock spires that's been formed over decades as the result of a mountain's gradual erosion. It's located around 30 minutes by car from La Paz's downtown, and is striking for its bizarre, erratic shapes and deep, plummeting canyons.

Resplendent scenery is equally eminent in downtown La Paz, though, and one of its most renowned public areas is also among its finest. Plaza Murillo, the stage of numerous revolutionary conflicts, is a vast open-air square surrounded by colonial-style buildings that hosts some of Bolivia's most significant political landmarks, from the Presidential Palace to the National Congress. It's a fitting testament to the cultural and historical significance of the city, a gem of Latin America. ●

system in the world. The nearby Chacaltaya mountain, meanwhile, once housed the world's highest lift-served ski area; although large swathes of that area are now inaccessible, the resort's restaurant remains, according to Guinness World Records, the highest in the world.

to the city's Historic District, while the Basilica of San Francisco – whose origins stretch as far back as 1548 – offers free entry and guided tours for guests.

Amidst La Paz's teeming city streets, travellers will find lots to do – and plenty of value for their money. Nestled in the heart of the busy tourist area is *El Mercado de las Brujas*, a 'Witches Market' bursting with colour and commotion. Here, vendors sell everything from dried frogs and armadillos to medicinal plants and potions, curated by local witch doctors.

Discovering Bolivia

La Paz's cultural heritage and legacy is exemplified in the cobblestoned streets of *Calle Jaén*, which acts as the centrepiece



Palacio del Congreso



The statue of writer Peter Altenberg, one of Café Central's frequent attendees in 1913

Photo by Café Central at Palais Ferstel, Vienna

Vienna:

coffee with a side of history

By Blake Wolfe

The original

Laying claim to the title of the oldest coffee house still operating in Vienna, Café Frauenhuber has been welcoming patrons to its current location since 1824.

were also among the famous faces that frequented Café Central.

In operation since 1876, well-known Centralists included writer Peter Altenberg (immortalized in a statue inside the restaurant) and Sigmund Freud, as well as future Communist Party figureheads

Situated in a building which has hosted various coffee houses since the late 1700s, it

was in those days that guests were treated to occasional concerts by none other than Beethoven and Mozart, the latter of which gave his last public performance there in 1791.

While the interior was renovated in 2000, Café Frauenhuber's Viennese charm remains intact, complete with wait staff garbed in traditional serving attire.

Meet me in the middle

While 'a famous author, a psychoanalyst and a pair of revolutionaries' may sound like the set-up to a great punchline, they

Who doesn't love a great cup of coffee? In Vienna, the birthplace of the *kafeehaus* and its related culture, those who choose to skip the caffeine are indeed few and far between.

It's a tradition as strong as the brews served at the city's hundreds of coffee houses and, with many of these historic establishments still in operation, one can sip and relax at a table that may have hosted world leaders, political revolutionaries or classical composers – an experience that can't be replicated at the average Starbucks!



Coffee house culture has been a part of Viennese life for centuries

Leon Trotsky and Joseph Stalin, all of whom were regulars of the café throughout 1913.

Located in the centre of Herrengasse and Strauchgasse inside a Venetian-style mansion, modern guests of Café Central are within a short walk of Vienna's shopping and museum districts, the perfect way to burn off a few calories.

A royal welcome

Since its grand opening in 1904, Café Korb has welcomed a number of distinguished guests; among the many artists, musicians and writers, perhaps none are more distinguished than Emperor Franz Joseph I, who took a literal coffee break from ruling the Austro-Hungarian Empire to make an appearance at the inaugural bash.

In the years following, the establishment would become the café of choice for Freud and the Vienna Psychoanalytic Society, which would plum the depths of the human psyche well into the night during its weekly meetings.



Café Korb and owner Susanne Widl are two Vienna institutions

Just as colourful as the café's history is owner Susanne Widl; an Austrian model and actress whose family has owned Café Korb since 1950, Widl's larger-than-life personality can be seen throughout every detail of the café, from its eccentric ArtLounge to its packed

event schedule, guaranteeing a permanent spot in the Vienna society pages.

Today, Café Korb also holds a reputation for serving some of the best *apfelstrudel* in the city – not an easy feat in Vienna! ●



Photo by Peter Bigaud/Vienna Tourism



Getting there & getting around

Starting April 29, Canadians will have another option to reach those Viennese coffee houses with Air Canada's new year-round Montreal-Vienna service.

Flights will be offered daily between April and November, followed by a winter schedule of five flights per week from November until March.

Travellers on an extended stopover can also take advantage of the Vienna City Card, which offers several perks and conveniences.

Available for durations of 24, 48 and 72 hours, the card (sold in two versions – the basic Red card and a White card with additional benefits) includes free public transit and discounts on more than 210 attractions.

And great news for travel agents: the Vienna City Card is commissionable for 10 and 15 per cent on the Red and White versions respectively – more than just change for coffee!

The beating heart of authentic Hawai'i

Beyond the postcard-perfect beaches and tiki torches of Hawai'i lies an island full of ancient and contemporary intrigue.

By Gordon Bowness

I've just bought a half-pound of grade-A ahi tuna for cheap, and I'm eating it raw with rice, dried seaweed, fresh garlic and fiery chilies. The mom-and-pop poke restaurant in Hilo on the Island of Hawai'i is a recommendation from our Hawaiian tour guide.

Along with our small group, I eat standing up in a grimy parking lot outside the

restaurant — really, it's just a tin-roof shack at a busy highway intersection near the airport. Locals looking for a deal come and go in beat-up cars and trucks.

As I gobble down some of the best fish I've ever eaten, I realize: I've arrived. This is not picture-postcard Hawai'i that's known for pristine beaches and tiki torches. This is the real Hawai'i.



I was born on an island (Singapore) and I live on an island (Ward's, in Toronto), but the Island of Hawai'i, aka the Big Island, is a revelation. Hawai'i has always appealed to me.

The incongruity, for one — a chain of verdant volcanic islands located miles from anywhere in the middle of the Pacific Ocean.

Its vaunted natural beauty, notwithstanding, I've always thought the 50th state of the United States of America was perhaps a more liberal version of Florida. So I was surprised to discover how the Big Island is truly a world apart. It does not feel like the mainland United States we know.

“ I was surprised to discover how the Big Island is truly a world apart. It does not feel like the mainland United States we know. ”



Lava Arch, Hilina coast



View from Grand Naniiloa Hotel, Hilo

Getting to know the Big Island

Locals say: if you want to experience the real Hawai'i, explore the Big Island. And there is so much to explore, as I learned when VoX International (which represents the Hawai'i Tourism Authority in Canada) hosted PAX on a whirlwind tour.

At around 4,000 square miles, the Big Island is big and diverse, featuring 11 of the world's 13 climate zones.

Travellers need to keep track of only two regions: one, centered around the small city of Kona on the west (pop. 34,000), is dry and sunny, home to fancy resorts and gorgeous beaches; the other, centred around Hilo on the east (pop. 45,000), is wet and rainy (more than 200 inches of rain a year!), offering entree to regular Hawaiians and the Big Island's unique culture.

The west has world-class golf courses; the east has rainforest walks, waterfalls and access to active volcanoes. Both Kona and Hilo have international airports – Air Canada and WestJet fly direct to Kona during the winter.

Top activities on the Big Island include swimming, snorkeling, golf, fishing (deep

sea and shoreline), hiking, helicopter touring, ziplining, ATV touring, kayaking, surfing, whale watching and star gazing. Tours and guides often combine activities into daylong excursions.

Getting around in a rental vehicle is very convenient, though be advised that heavy rainfall and driving at night (there are virtually no streetlights on highways because of the island's astronomical observatories) prove problematic for some. Four-wheel drives are recommended for certain routes.

That said, take at least one guided tour. It's a great way to get your bearings and meet locals. All the guides are incredibly knowledgeable and passionate.

(A great starting point is GoHawaii.com, which offers regularly updated content on

tours, festivals, events, history, activities, and accommodations).

Volcano central

More than 2 million people visit Hawai'i Volcanoes National Park every year, making it the Big Island's largest tourist attraction. The park was forced to close for several months following eruptions and earthquakes in May 2018. The park has since reopened, but some trails and lookouts remain off limits.

Volcano House, a hotel and restaurant perched right on the rim of the Kilauea Caldera, has also reopened (for updates, visit [nps.gov/havo](https://www.nps.gov/havo)). Prepare for some disappointment: molten lava is no longer visible in the Halema'uma'u Crater inside the caldera. But it's still worth seeing. The scale is incomprehensible. And venting gases and steam give sense of the dynamic power lurking so close below. →



Akaka Falls, near Hilo

“Hula is considered the beating heart of traditional Hawaiian culture, a way of telling stories and praising gods and heroes before writing came to the islands.”

Get your hula on

Popular cultural activities include luaus and hula. Many of the larger resorts, as well as the Polynesian Cultural Center in Kona, offer luaus. These entertaining spectacles run the gamut from kitsch to traditional.

As for hula, Big Islanders take the dance very seriously... well, as serious as fun-loving Hawaiians can get. Hula is considered the beating heart of traditional Hawaiian culture, a way of telling stories and praising gods and

heroes before writing came to the islands. But hula was banned in the 19th century. The Merrie Monarch hula competition is named after the last king of Hawai'i, King David Kalakauna, who ruled from 1874 to 1991 and revived many traditional practices. Teams from across the Pacific compete in a colourful weeklong festival in Hilo every spring.

It's an incredible opportunity to experience a quixotic mix of ancient and contemporary Hawai'i, the real Hawai'i. ●



Grand Naniloa Hotel, Hilo, bayside

Eat and drink

- **Poke to Your Taste.** 790 Leilani St. Hilo. A very basic mom-and-pop food stand offering high quality fish. Great value.
- **Ken's House of Pancakes.** 1730 Kamehameha Ave. Hilo. Cool, old-school diner with massive breakfasts. Open 24-hours.
- **Hilo Farmers' Market.** Corner of Mamo St and Kamehameha Ave. Hilo. More than 200 food and craft vendors. Thursdays and Sundays. (A smaller version is open daily.)
- **Low Store.** 28-1099 Mamalahoa Hwy. Pepeeekao. A snack shop near pretty botanical gardens. Great smoothies, often made with fruit picked fresh from the garden out back.
- **Waimea.** A small town located in the heart of the island's agricultural region. Known as a centre of paniolo culture (Hawaiian cowboys). Great farm-to-table restaurants.

Stay and play

- **Fairmont Orchid.** Kohala Coast. Numerous family-friendly activities and cultural opportunities. Set in a surreal landscape of black lava flows thousands of years old. Beside an ancient petroglyph site.
- **Doubletree Grand Naniloa Resort.** Hilo. Located right on the water's edge, overlooking Hilo Bay. Recently renovated to enhance its hip, '60s design. Open with a renewed focus on business and incentive travel.

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Industrial chic in the heart of London:

Hoxton Holborn

By Marie-Eve Vallières

Walking into the Hoxton Holborn felt very much like entering an urban oasis oozing with that effortlessly cool vibe that is so typical of East London. Only this stunning property is in the heart of the bustling West End.

While there are fewer beards and beanies here than there are at its Shoreditch predecessor, Holborn's version of The Hoxton is a lot more conveniently located, right on the doorstep of Covent Garden, King's Cross and Soho, which encompass some of the Big Smoke's most acclaimed attractions...minus the sterile, monotonous look of hotels catering almost exclusively to busloads of tourists.

Quite the contrary. This is something I noticed immediately right after settling down in the spacious lobby for a post red-eye coffee: "There are so many locals hanging out here," I thought, sipping my expertly-brewed latte (complete with a savvy leaf design; this is a hipster hotel, after all).





What The Hoxton Holborn Is About

The property shrewdly integrated its signature industrial chic look to the Grade II-listed Victorian building it is partly housed in; indeed the retro vibes are strong throughout the hotel resulting in a downright homey, “everybody’s welcome” atmosphere.

Of course, the Hox Perks are dutifully offered at the Holborn property:

- Late check out (£5 per extra hour)
- Free Wi-Fi
- Free light breakfast bag delivered to the room every morning
- Artisan Pen & Ink toiletries
- Walk-in power shower in every room
- Cosy, welcoming common spaces on the ground floor

That sentiment is carried on into the rooms. It’s impossible not to notice the splendid wallpaper, which was custom-made by local illustrators inspired by Charles Dickens novels — a nod to the famed author who lived nearby in bookish Bloomsbury. It’s brilliantly complemented by the hazel mid-century furniture and striking leather headboard.

Modest in size, yes, although not significantly smaller than one would expect by London accommodation standards, the cleverly laid-out furniture simply refuses to compromise style for ergonomic purposes; at the Hoxton, it’s never an either/or scenario.

My Cozy Room (it was indeed very cozy, and also third largest out of four categories) can comfortably fit two adults with an overflowing suitcase each.

In addition to a comfortable reading nook, a compact desk area, whimsical hipster decor, an LCD television (which was tuned to BBC World News for the entire duration of my stay, one of my guiltiest

“At The Hoxton Holborn, guests simply don’t pay for things they don’t need (notice the absence of pool or gym on the premises).”

pleasures whenever I travel to the U.K.), the bedroom was also equipped with a minibar, a safe, a wardrobe, and large soundproof windows overlooking the busy thoroughfare that is High Holborn.

Let’s not forget to mention the bathroom, with its striking black and white metro tiles and its sizeable walk-in shower complete with both a rain shower head and a powerful, French-style hand set as well as aromatic toiletries. →





“That is precisely what the Hoxton Holborn is about: a design-driven, no nonsense eat-sleep-play type of accommodation with an honest pricing policy.”

And while I used to live in London almost a decade ago, I had shamefully forgotten—jetlag, surely?—just how early restaurants and pubs close on Sunday evenings. Fortunately, the in-house eatery, Hubbard & Bell, was open (it’s open all day, for the record), and did not disappoint.

Far from being just another hotel restaurant, it’s a place where locals and travellers alike gather on the smooth mustard-coloured booths for a compromise-free, late-night meal. Finished with your meal? Transit over to Hubbard & Bell’s lively bar to sip one of their expertly crafted cocktails before going back to your room for a well-deserved rest. ●

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at Twinings



Dalloway Terrace
16-22 Great Russell St



Sir John Soane’s Museum
13 Lincoln’s Inn Field



Monmouth Coffee
27 Monmouth St



British Museum
Great Russell St



Dishoom
12 Upper St Martin’s Lane



Princess Louise
208 High Holborn



Noble Rot Wine Bar
51 Lamb’s Conduit St



Persephone Books
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Charles Dickens Museum
48 Doughty St



Royal Opera House
Bow St, Covent Garden



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When *haute cuisine* takes flight

Going beyond the ubiquitous “Chicken or pasta?”

By Marie-Eve Vallières

Unsavoury jokes about airline cuisine might soon become a thing of the past.

Major carriers have been giving more thought as to what goes onto those meal trays, by enhancing their culinary offerings onboard – even in Economy class. Indeed, travellers who can’t afford First and Business class airfare can still eat like kings by enjoying dishes that have been re-imagined by some of the world’s best celebrity chefs.

It would be an understatement to say that most meals served 30,000 feet above sea level simply aren’t the most appetising. Their flavours are muted; they have too much or too little salt and are generally just plain unattractive, despite many scientific studies concluding that airline meals lack flavour due to the disrupting effect of high altitude on taste buds.

Paul Tumpowsky, co-founder and chief executive of New York travel agency Skylark, says, “Competition between carriers is intensifying every day; serving tasty and memorable dishes is a small gesture that speaks volumes about their attention to detail and customer service. This inevitably attracts travellers and increases their loyalty.”



Photo courtesy of Transit

The trend of the Economy ++ class

As it turns out, revised culinary offers aren’t just for picky eaters.

As basic airline inclusions dwindle for Economy-class passengers and fares become increasingly restrictive, carriers have added a range of extras – like enhanced culinary offerings – to their line of ancillaries. Advanced seat selection, extra baggage allowance, and now, gourmet dishes by renowned chefs, are just a few

of the many services being offered on board... for a small fee.

Some may think this growing trend is yet another “innovation” part of a larger and highly lucrative business plan by carriers who want to make their operations profitable at the expense of paying passengers.

But others, perhaps the most optimist, see it as a fun way to modulate air travel expenses by only paying for *à la carte* services that are wanted by the individual traveller. →

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Air Transat
airtransat.com

Air Transat is distinguished by its Club class and *The Chef's Menu* by Daniel Vézina is a great addition to the many privileges that characterize this upgrade.

The Chef's Menu by Daniel Vézina is available to all passengers in Club Class for a fee of \$25. Those travelling in Economy Class can purchase the meals in advance up to 48 hours before the flight, but the meals are available in a limited quantity

It includes a signature dish, a cheese board, a dessert and a glass of wine.

The Chef's Menu plays on local ingredients and is therefore revamped twice a year to coincide with seasonal flavours. Passengers spices and maple syrup or a pork tenderloin with blueberries from Quebec, among others.

Air Transat has also added breakfast offerings to *The Chef's Menu*, featuring a choice of either a spinach and basil omelette or goat cheese and smoked salmon crepes, served with a butter croissant, yogurt, a glass of juice and coffee for \$18.



Air France
airfrance.ca

"Gastronomy at Air France has always been important," says Diane Audet, communications officer, Canada at Air France.

And she's right: the carrier is proud of its selection of dishes and its onboard wine list offered on long-haul flights, as well as its partnerships with several of Paris' Michelin-starred chefs.

From bread and cheese to wine and even champagne, the meals aboard Air France allow travellers to live a culinary



experience inherited from the French gastronomic tradition.



Singapore Airlines
singaporeair.com

Selling exceptional Economy-class food has always been a priority for Singapore Airlines, which is regularly named as one of the most successful airlines in the world.

In addition to the two choices of dishes, a healthy menu is also offered, sometimes featuring quinoa, ratatouille, and even traditionally-steamed fish.

Singapore Airlines also prides itself on its wide selection of alcoholic beverages, in which guests can find all of the necessary ingredients to mix up a classic Singapore Sling!



SWISS
swiss.com

Switzerland's national airline serves only the best to its passengers, offering up Swiss products of unparalleled freshness and originality.

SWISS offers famous cheeses as well as complimentary drinks, including wine (Swiss, of course!), along with an à la carte menu that features six options, making it one of the most varied in the industry.

Meals on board include one healthy option, a Japanese bento box, and even a *geschnetzeltes*, which is a traditional Zurich dish made of veal and mushrooms.

These meals can be yours for between 29 and 49 CHF and can be selected at the time of booking or up until 24 hours before departure.



Delta
delta.com

A leader in airline cuisine, the U.S. carrier has played a key role in creating in-flight dining trends.

While a basic menu is available on all flights over 1,500 kilometres, passengers flying in Delta One (the airline's most exclusive cabin) can enjoy an elevated dining experience, featuring chef-curated meals with complimentary beer, wine, and spirits from Delta's Master Sommelier, Andrea Robinson.

The menu is seasonal and varies for each destination the airline serves.

For example, passengers on some trans-Pacific flights will be able to taste the dishes carefully prepared by renowned Japanese chef Masatoshi Ishimoto, while select North American flights are stocked with Honeysuckle gelato, a local specialty enjoyed in the American South. ●

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1



Where can I find the calendar?

Visit the page <https://en.clubmedagents.ca/training-tools-benefits/travel-agent-calendar/>

2



How do I participate?

It's easy. From April 1st, log in, click on the boxes of the week and follow the instructions.

3



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Did you miss a day?

There is still time for you to catch up. Open the boxes of the previous days and participate at any time to try to win.

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Staples.ca - \$37.49 <



Coffee time

There's nothing better than a good cup of coffee. This all-in-one portable coffee maker includes a grinder, a drip filter, a drip kettle and a cup that will follow you everywhere. Never stress over drive-thru java again and make your favourite cup every time!

Amazon.ca - \$95.99 <



Airplane necklace

Perfect for travellers, this handmade airplane charm necklace adorned with CZ stones is 18 inches long, and available in 16 kt rose gold, 16 kt gold or sterling silver.

BrielleBelle on Etsy - \$43.45 <



Fighting jetlag

Developed by sleep and circadian disorders specialists at Harvard Medical School, the Timeshifter mobile app aims to fight jetlag's biggest inconveniences by creating a bespoke routine based on each user's individual travel schedule. The personalized approach takes sleep patterns, chronotypes, flight plans, and a range of personal preferences into account. Timeshifter tells the user what he or she needs to do (and when you need to do it); take a nap, avoid light, drink caffeine, and look at bright light. Fortunately, the groundbreaking jet lag app is available offline.

Individual jet lag plans - \$9.99 <

Annual subscription - \$24.99 <

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