

BUSINESS | INNOVATION | TRAVEL

pax
MAGAZINE

CRUISE INDUSTRY

SOLO CRUISING

A SINGULAR SENSATION

DISCOVER

CHANNEL ISLANDS,
TAIWAN, MARTINIQUE

*Yves
Lalumière*

PRESIDENT AND CEO, TOURISME MONTRÉAL

+

SPECIAL FEATURE

**ECO-FRIENDLY TRAVEL:
MISSION IMPOSSIBLE?**



YOUR RECOGNITION MEANS THE WORLD

From all 33,000 of us at Air Canada, thank you for voting us Best Airline in North America again — a distinction we are honoured to receive for the 8th time in 10 years.



Voted Best Airline
in North America

A STAR ALLIANCE MEMBER 



AIR CANADA

Letter from the publisher



The summer of discovery

Long live summer! This is my absolute favourite time of the year. I have had it with these harsh and never-ending winters we've been seeing lately.

Summer is often synonymous with moving. And it just happens to be the case with my company as well, because PAX Global Media's head office will be moving to a more conveniently-located building in the heart of Laval this summer. I'm very excited!

And summer is also a time for vacation. It's a time for recharging our batteries for the challenges that lie ahead in the autumn. Speaking of which, I'd keep an eye on your inbox during the month of September if I were you... you may receive surprising and groundbreaking news regarding our industry in the coming months. Stay tuned!

Summer is a time to relax with friends and family, near the lake or at the pool, with a glass of rosé or a cool lemonade; all options are good as long as you disconnect. Clear your mind, bask in the sun (after the winter we had, this should go without saying!); laugh and have a good time with those you love. Whether here or elsewhere, there's nothing better than to really let go for a few days.

Because sometimes you must stop in order to start again.

On that note, *PAX* will take a break in August in order to prepare for September's mega-issue, which, this time around, features a special edition devoted entirely to the South.

In the meantime, I'll leave you to read our July-August issue, which profiles Tourisme Montreal's President & CEO Yves Lalumière, from his time at American Express and Transat Distribution Canada to his current role. After more than 30 years in travel, he has plenty of insights to offer!

Further on, you'll learn a few tricks that will let you start travelling more responsibly, thanks to a special report that highlights "zero-waste" journeys, written by our editor-in-chief (and eco-friendly traveller) Marie-Eve Vallières.

Our cruise specialist Ming Tappin discusses the topic of solo cruises and all the subtleties of this growing trend. Finally, you will also travel to Taiwan, the Channel Islands, the Riviera Maya and Martinique thanks to stories written by our experienced journalists.

Happy reading and have a good summer!

President & CEO,
PAX Global Media

Contents

July / August 2019, No 53

Business

- 3 **Publisher's Note**
- 6 **Business Meeting**
Yves Lalumière, President and CEO of Tourisme Montréal
- 12 **Business Sense**
Major changes in the workplace
- 14 **Numbers of the Month**
Oh Canada
- 16 **MICE**
A sparkling affair
- 18 **Special Feature**
Eco-friendly travel: mission impossible?



Travel

- 24 **Vogue**
On the run: themed marathons from around the world
- 30 **Cruise Industry**
Solo Cruising – a singular sensation
- 36 **Destinations to Discover**
Channel Islands, Taiwan
- 40 **Experience**
Martinique: Where contemporary art and traditional culture meet
- 44 **Hotel Visit**
Grand Velas Riviera Maya: An extraordinary dining experience in the Riviera Maya
- 48 **Aviation**
Tips from 40,000 feet: flight attendants share their secrets



Innovation

27 The Digital Age

Boomers and social media

Extra

50 My Suitcase

PAX picks for a great trip



Founder & CEO
Uguette Chiasson

Vice-President Media
Nancy Benetton-Sampath

National Editor-in-Chief
Marie-Eve Vallières

Managing Editor – English Canada
Michael Pihach

Associate Editor
Blake Wolfe

Associate Digital Editor
Christine Hogg

Journalists
Serge Abel-Normandin, Antoine Stab

Senior Web Developer, IT, M. Eng.
Francener Alezy

Graphic Designer
France Shaffer

Circulation Coordinator
Nathalie Manouvrier

Contributors
Aurore Bonvalot, Anne Bourgoquin, Frédéric Gonzalo,
Anne Pélouas, Ming Tappin, Jean-François Venne

ADVERTISING INQUIRIES

Nancy Benetton-Sampath, 416 581-1001, poste 304,
nancy@paxglobalmedia.com

CIRCULATION INQUIRIES

paxmagazine@paxglobalmedia.com
Canada, 10 issues (one year): \$49.50 (plus tax)

OFFICES

Toronto
2 Carlton Street, Suite 602
Toronto, ON, M5B 1J3
416 581-1001

Montreal
3131, boul. St-Martin Ouest, local 140
Laval, QC, H7T 2Z5
450 689-5060

Printer: Imprimerie Héon-Nadeau Ltée

Distribution:
Canadian Publications Mail Product Sales Agreement No. 42658017

Legal deposit:
Bibliothèque Nationale du Québec & National Library of Canada

Legal deposit number: ISSN 2367-9921



PAX magazine is published by
pax GLOBAL MEDIA

Corporate website: paxglobalmedia.com

Travel industry news: news.PAXeditions.com, newsWest.PAXeditions.com,
nouvelles.PAXeditions.com

All rights reserved: PAX Global Media inc.

No part of this magazine may be printed or otherwise duplicated
without permission from from PAX Global Media inc.
(marieeve@paxglobalmedia.com).

The opinions, endorsements and all content in this magazine are not
necessarily representative of those of the publishers, editor, journalists
and other contributors, and these parties shall not be responsible for any
reliance thereon.

Yves Lalumière

President and CEO, Tourisme Montréal

The voice of
experience

With thirty years' travel experience, Tourisme Montréal's **Yves Lalumière** takes a look at the ups and downs of the industry.

Text by Marie-Ève Vallières / Photos by Marie-Ève Rompré

Although most people under 40 likely know him as Montreal's top ambassador, Yves Lalumière has been making his mark in tourism since graduating in business administration in the mid-1980s.

Starting out with Quebecair for two years – a role where he worked alongside a certain François Legault – he was quickly hired by American Express. Responsible for the Quebec market, Lalumière was in charge of the company's business and leisure tourism divisions, air deal negotiations and dealings with the Canadian government.

"I stayed there for 20 years," Lalumière recalls. "[American Express] was an excellent school where I was able to develop my leadership and reach a wide range of major sectors." →





"My pan-Canadian experience at American Express gave me a deep understanding of cultures across the country; there's a world of difference between Vancouver and Halifax."

The role prepared him to become vice-president of operations and business development at Transat Distribution Canada, just six years before TDC acquired Thomas Cook's retail franchise and affiliate network. The deal to unite agencies under the Thomas Cook and Marlin Travel brands would make TDC the largest travel agency network in the country.

The purpose of the operation: to integrate these different banners under a single strategic proposal that would energize the TDC corporation and, in turn, generate additional revenue for Transat.

"Frankly, it was one of the most beautiful moments of my professional life. We grew from 200 branches to 600, totalling some 2,500 consultants. My job was to consolidate the Travel Club with the acquisition of Marlin Travel to create a more homogeneous corporate culture."

In 2013, he won the coveted position of president and CEO of Tourisme Montréal, a role that he still occupies with passion to this day.

Part of a network

"TDC's challenge, especially at the distribution level, was to be present in smaller communities," Lalumière explains.

“The added value of travel counsellors is evidenced by the billing of service fees.

I have no doubt about that.”

"Many people expected it, as the key to Club Voyages' success is that they are franchisees who know their customers."

Does this mean that each agency became a standard-bearer of the Transat brand, with each agent now the face of Transat's expertise?

"Absolutely," he agrees. "Being part of such a well-known network gives the agents a pledge of quality by association."

Naturally, the topic of service fees are raised during the conversation and Lalumière does not hesitate to weigh in.

"If one is confident in his or her skills, it should go without saying," he says.

His opinion on the subject, which is currently stirring fierce debates within the travel agent community, is firm and has not changed one iota since TDC agencies adopted the practice.

"We were the first network to charge them. Well, not only has the turnover not declined, it has gone up," he exclaims. "We have gained a new clientele."

While service fees can help solidify agency profit margins by creating a source of additional revenue (which, in the best of all worlds, guarantees the sustainability of an agency), Lalumière insists that in a profession without any true form of government certification, the concern over service fees among some agents points towards a larger issue beyond potentially scaring away clients.

"It's the professionalism of the travel advisor business that is at stake. Offering your expertise for free is not indicative of its value. Would you accept the services of a so-called professional who offers them for free?"

The state of agencies

Lalumière strongly refutes the premise that travel agencies are doomed to disappear.

"It's no coincidence that there are more travel agents today than there were 20 years ago – yet everyone predicted the extinction of the trade!" he says.

Is he looking at the trade through rose-coloured glasses? It's hard to say. He continues: "The raw material is there. There are always more consumers who want to travel; the challenge is to pick them up and keep them returning to the agency. It's no longer just a question of advertising, but also word of mouth, often through client-ambassadors."

“Travel is the industry of the 21st century. It's an acquired right. It is no longer a convenience.”

However, he nuances his remarks: "We must invest heavily in the development of resources, because there is a real shortage of manpower. This is the number one issue right now: the renewal and retention of staff in the travel industry. Human capital is a real problem."

While he concedes that consumers have profoundly changed their buying habits, Lalumière argues that agencies who can't draw new clients are sorely lacking perspective.

"I would not necessarily say that the agencies that closed did not know how to adapt. It is rather that the agencies that have succeeded were those that were able to implement a consumer strategy. Too few agencies take the time to sit down and look at the study of competition and strategic planning over one, three and five years," he laments.

But between external agents, consortia, traditional agencies and independent banners, he himself does not know where to turn.

"The industry is fragmented in its definitions. An order or association would unify all professionals through provincial validation. Many issues would be resolved via some form of governing body," he says, pointing again to the example of professional fees.

Tourism as a growth vector

A skilled analyst at heart, Lalumière is not the type to make incendiary statements without supporting them with statistics and evocative figures.

"There is a lot more money available for travel right now than there was 10 years ago, partly because baby boomers are retiring and have large sums of →





money available to them. These days, each of the major consumer demographic groups is a potential traveller," he insists.

According to Lalumière, it is no coincidence that carriers are renewing their fleets, hoteliers are building new complexes and tour operators are offering more exotic products: it's all about meeting the growing needs of travellers with increasingly specific tastes.

Of course, it would be inconceivable to conduct this interview without Lalumière taking pride in Montreal's entrepreneurial dynamism. In his capacity as a "Montrealer of service," he's all too happy to speak proudly of his hometown and its ties to the travel industry.

"No other city in America has such a strong aerospace cluster as Montreal. Two carriers were founded here. It was

in Montreal that the first all-inclusive packages were sold and we now know the tremendous effect it has had on the market, not only in Canada, but around the world," he says. "It has transformed the industry. Each new Montréal-Trudeau link leads to the creation of a hundred jobs, at all levels of the economic spectrum."

To illustrate his point, he says that there will be 570 million Europeans and 535 million North Americans travelling in the next 10 years, while the 25,000 planes in the air right now will reach 40,000 within 15 years.

"The numbers continue to grow by five per cent a year. The financial potential of tourism is underestimated not only at present, but also for the future. There are still so many opportunities to discover!"

"When 2100 arrives, tourism and travel consultants will always be there. Can the same be said of all other industries, with the rise of artificial intelligence?" he concludes. ●

TRAVEL BY 2030

- Growth of 43 million tourists per year (+ 3.3%) – that's slightly more than Italy's current annual total of 42 million tourists
- Overall 1.8 billion tourists, or one in five people worldwide
- Northeast Asia will become the most visited region in the world, surpassing the Mediterranean basin by 30 million visitors
- 58% of trips will be made to emerging destinations such as those in Asia, Latin America, Eastern Europe and Africa, which will experience stronger growth (+ 4.4% per year), especially South Asia (+ 6%); by comparison, 64% of trips in 1980 were to Europe
- Of the total, 531 million will be from Asian countries

Source: United Nations World Tourism Organization / ourism Towards 2030

TRAFALGAR

We Hear 

Market conditions today
make travel uncertain.

So Here 

Book your clients with
confidence on travel's most
awarded brand.



**Book now to get next year's
trips at 2019 prices.***

For a limited time only, secure 2020 Europe trips at 2019 prices. There is no better time to help your clients plan ahead and save.

**For more information call 1-800-387-2680
or visit trafalgar.com/agents**



Terms: *For a limited time only. Trafalgar's 2020 Europe & Britain Pre-sale pricing is available on itineraries identified as "Pre-sale 2020" only, and is valid for bookings until September 22, 2019. A non-refundable deposit is required per standard booking conditions to lock in this price. If the vacation price is higher once the main brochure is released in late September, Trafalgar will honor the lower Pre-sale rate; if it is lower, Trafalgar will refund the difference. Final payment for early payment discounts will be December 18, 2019. Not combinable with Costsaver, custom groups or any other offers. Subject to availability and may be withdrawn at any time. Please note additional products such as (but not limited to) extra nights, pre-paid gratuities or transfers cannot be added to the booking until the 2020 itineraries are on sale in late September. Note that itineraries, hotels and prices are subject to change until the release of the 2020 Europe brochures. Where there are any major itinerary changes (number of days, cities visited or number of overnight stays in each city location) Trafalgar will advise you accordingly. TICO #W1583987.



MAJOR CHANGES in the *workplace*

By Jean-François Venne

Several workplace trends have emerged in recent years. "We are having a great time, with several innovations in the way we organize and furnish the workspace," says Jean Barbeau, director of research and development, Artopex.

As an example, he points out the concept of biophilic design, an approach that stems from the observation that all human beings seek to get closer to nature and benefit from it.

Therefore, it becomes a question of building a working environment that

integrates natural elements such as living trees, natural light and water; or mimicking nature by incorporating features such as textured carpets resembling a forest's undergrowth or walls painted in earthtones.

"The old function-centered, usage-centered rule argued that form follows function, but it gives way to a new rule that form follows emotion, generating much more self-centered designs," notes Barbeau.

The next generation

The new approach is partly in response to the expectations of millennial workers, who will make up 50 per cent of the workforce in 2020.

Now, more than ever, millennials are seeking the comfort derived from a home office, since the border between the two tends to fade.

"The goal is to create a community and break the isolation, especially in the case of the self-employed, in addition to fostering innovation."

- Francis Talbot, founder, Montreal Cowork.





Millennials don't always enjoy the nine-to-five office life or juggling more than one project at a time. As such, workrooms reflect this, mixing workspaces, games, and areas to relax and meditate.

Assigning a personal office is also taboo these days, as many workers prefer to choose their workspaces on their own, while taking into consideration what they need to get the job done: a closed room for a meeting, a large table for collective work, or a small isolated space for writing or making calls.

To ensure that these spaces promote work, certain factors must be monitored and controlled.

Noise has often been criticized by those working in open areas. To alleviate distraction or discomfort, noise-cancelling materials can be integrated into the walls or ceilings, or carpets can be installed to ensure that a more sound-proof space is maintained.

Shared offices

Self-employed workers and entrepreneurs can benefit from shared workspaces, which offer many services. Take for example L'Atelier Coworking in Vancouver, District 28 in Toronto, OBuro in La Malbaie, or Crew Collective and Montreal Cowork in Montreal.

“We are having a great time, with several innovations in the way we organize and furnish the workspace.”

- Jean Barbeau, director of research and development, Artopex.

These spaces can even serve as official workplaces for a small team.

Up to 200 people use the Montreal Cowork shared spaces daily, which opened in October 2017. Just one year after opening, the 20,000 sq. ft. of shared meeting space was completely occupied following renovations – and the space continued to grow.

No less than 31 nationalities are represented among the members, who can choose between different packages according to the services they need.

"The goal is to create a community and break the isolation, especially in the case of the self-employed, in addition to fostering innovation," said founder Francis Talbot. "Through discussions, people discover new ways to approach certain aspects of their work or business."

Users have access to shared services such as Internet, reception, a cafeteria and conference rooms, but also to private workspaces.

Montreal Cowork offers them many other benefits, such as conferences, often free, or resources for advice on marketing, insurance and incorporation. No wonder some people prefer this type of solution to their office in the basement! ●



The number of co-working spaces in the world will increase to 30,000 in 2022 – with 5.1 million members – compared to 14,411 in 2017. (Source: INTUIT 2020)



40% of the workforce in developed countries will be freelancers, independent contractors and contractors by 2020. (Source: INTUIT 2020)

Oh *Canada*



44.4 million

The number of trips taken by Canadian residents to the U.S. in 2018, up 4.7 per cent from 2017 and the second consecutive annual increase, according to Statistics Canada. While most of these trips were made by car – 75.3 per cent – the proportion has declined over the last 18 years, from 82.5 per cent in 2000. Meanwhile, air travel from Canada to the U.S. has increased from 12.4 per cent in 2000 to 21.7 per cent in 2018.

40 The percentage of Canadians surveyed in the 2019 Expedia Family Travel Report who indicated that they would be willing to spend eight hours or more travelling by plane or car to their destination for a family vacation. One in five respondents were eager to explore far-flung destinations such as Australia or New Zealand with their families.

40.1 million

The approximate number of vacation days not taken by Canadians in 2018, according to the 2018 Expedia Vacation Deprivation Report. Fifty-four per cent of Canadian respondents in the survey said that they feel "vacation-deprived," with 45 per cent stating that they have a hard time leaving work behind when taking a vacation.

0-6 The number of days out from time of travel that last-minute Canadian travellers are booking the following 'quick vacation' destinations: Toronto, New York, Los Angeles, Montreal and Las Vegas. ●

Source: 2019 Expedia Family Travel Report; 2018 Expedia Vacation Deprivation report; Statistics Canada.

3,000 – 5,000

The planned family vacation spend of 30 per cent of Canadians surveyed in the 2019 Expedia Family Travel Report.



BEST HOTEL CHAIN

All-Inclusive



 **HYATT ZIVA™**
ALL INCLUSIVE RESORT *Los Cabos*



OCEANFRONT TWO BEDROOM MASTER SUITE



BEACHFRONT DINING

AN ALL-INCLUSIVE EXPERIENCE *by* HYATT

NOW SAVE UP TO 60% + KIDS STAY FREE — BOOK BY AUGUST 12, 2019

800.720.0051 | [RESORTSBYHYATT.COM](https://resortsbbyhyatt.com)

ALL-INCLUSIVE RESORTS IN CANCUN | CAP CANA (DEBUTS NOVEMBER 2019) | LOS CABOS | MONTEGO BAY | PUERTO VALLARTA

Savings up to 60% off the base rate. Rates may vary by date. Offer valid for new bookings made by August 12, 2019 for travel now through December 20, 2019. Blackout dates apply. Kids stay free for travel based on a minimum 3 night stay, 1 free child per 1 adult paid, limited up to 2 children per room. Children aged 12 and under. See website for full terms and conditions. Offer might be changed or withdrawn at any time. Not responsible for errors or omissions. Other restrictions may apply. Hyatt Zilara™ and Hyatt Ziva™ trademarks and related marks are trademarks of Hyatt Corporation or its affiliates. ©2019 Hyatt Corporation. ©2019 Playa Hotels & Resorts is the owner and exclusive operator of Hyatt Zilara™ and Hyatt Ziva™ resorts in Dominican Republic, Jamaica and Mexico. All rights reserved. PLA05860519

A *sparkling* affair

By Aurore Bonvalot



Wine-themed events are becoming increasingly popular. Find out how to add a splash of red or white to your next function!

The concept

Sparkling wine, champagne, organic wine, local wine, imported wine, white wine, red wine, and even orange wine – and don't forget about beer and cider too! The choices are endless and you can thus please a very wide clientele.

A good tasting will surely go over well with your guests!

Interesting places

To make your wine-themed event a little livelier, you could opt to host it in one of the following venues:

- the heart of a vineyard;
- in a museum exhibiting a particular wine region;
- in the private room of a restaurant in the presence of a sommelier;
- on a pleasant terrace;
- in a private cellar by candlelight.

The course

In order to show your professionalism, organize the tasting with the following considerations:

- Choose a room with neutral or minimal fragrance that won't distract or cause discomfort to your guests;
- Make sure the wines are served at their correct temperatures;
- Taste the lighter wines first and finish with the most full-bodied.

It's also a good idea for the person facilitating the wine tasting to get other people involved - it will be more fun!

Setting up wine-themed travel

Planning a wine-themed trip is easy enough to do. You can put together a group package that highlights wine regions of your chosen destination, including sightseeing tours.

You can organize oenological stays in the following destinations:

- France, where you can plan your trip around harvest season;
- Argentina, in the beautiful region of Mendoza at the foot of the Andes;
- South Africa, in the heart of the Stellenbosch region, where you'll find plenty of wine thanks to the mild climate and ocean breeze;
- Australia, known for its Shiraz vineyards, the oldest in the world;
- French Polynesia, to taste the Pineapple Brut from Moorea.

The target clientele

Obviously, you can aim for all of your wine-loving clients by holding such an event. But you can also hold focused events that target clients according to their interest in specific wines.

Be safe and secure

Safety should be your top priority when organizing any event where alcohol will be consumed. Offer a ride service or provide your guests with taxi fares to ensure they arrive home safe and sound. ●



Eco-friendly travel:

mission impossible?

Plastic, CO₂ emissions and waste: in 2019, is it still possible to travel in good conscience?

By Marie-Eve Vallières

The UNWTO estimates that in 2030, 1.8 billion tourists will travel the world aboard 40,000 aircraft, releasing between five and 10 per cent of global CO₂ emissions.

Assuming the numbers do not lie, it's hard to keep your spirits up after reading that grim statistic.

Between the Pacific Ocean's infamous 'plastic continent,' the shocking images of beaches strewn with waste and the undeniable effects on wildlife already weakened by global warming, it would seem, at first glance, that tourism and sustainable development do not get along well.



Focusing on accountability

"Knowing that tourism is in the process of achieving the greatest economic growth across all sectors, adherence to real sustainable goals is paramount, especially through the Paris Agreement or the imposition of carbon taxes," explained Arunima Malik, a doctoral student specializing in sustainable development, in a report by U.K. newspaper The Independent.

Thus, the challenges are many for the world of travel when considered from an environmental point of view. More and more travellers – particularly

Its goal? Capping international aviation emissions by the year 2020 to reduce, if not all, at least the growth of this environmental scourge. Through its efforts, the organization hopes to avoid the production of 2.5 billion tons of CO₂ while generating more than \$40 billion, a tidy sum that will be used to finance various ecological initiatives around the world.

"Carriers know that they cannot hope to keep their licenses – and thus meet the growing demand for connectivity – if they do not comply with strict emission reductions. They have every

“Carriers know that they cannot hope to keep their licenses if they do not comply with strict emission reductions.”



- Alexandre de Juniac, president and CEO of IATA

the younger generations – realize that by taking just one trip by plane, they may undo all efforts made throughout the year to reduce their carbon footprint.

While everyone is of course responsible for their own actions, the fact remains that the ecological efforts of travelers at the individual level are very small in scale.

But what about the accountability of mass tour operators, carriers and cruise lines?

[Almost] green giants

In partnership with the United Nations, the International Air Transport Association (IATA) established its CORSIA (Carbon Offsetting and Reduction Scheme for International Aviation) program last May, the first carbon offsetting program for international airlines.

interest in becoming a part of CORSIA," said Alexandre de Juniac, IATA's president and CEO.

Some big names in the industry, aware of the environmental counterweight to their activities as well as their global influence, have therefore put their shoulder to the wheel with very concrete actions.

Travelling with a smaller footprint

With growing numbers of travellers looking to explore the world in a more sustainable manner, many travel businesses have responded by offering responsible tourism products and embracing a corporate philosophy of giving back to the destinations in which they operate.

If you have clients that fit this profile, consider suggesting a package with one of the following companies: →



Adventure Canada

On its expedition cruises in North America, Central America and Europe, Adventure Canada brings travellers to a number of environmentally-sensitive regions – such as national parks, bird sanctuaries, and marine protected areas – for an up-close look at nature. During these visits, the company adheres strictly to all guidelines regarding wildlife and wild areas in these destinations.

Exodus Travels

With its business model described as having "responsible tourism central to our ethos," Exodus Travels' international itineraries and teams operate with the welfare and benefit of destinations and local inhabitants in mind, including standards such as minimal energy consumption, ongoing education of staff in local matters and the promotion of positive cultural exchanges between travellers and locals.

Exodus has also partnered with several local projects around the world with an emphasis on Africa and Asia, including ongoing support for India's Bandhavgarh Tiger Reserve.

G Adventures

Offering hundreds of itineraries around the globe – including those conducted in partnership with organizations such as National Geographic and the Jane Goodall Institute – G supports its host destinations in part via the Planeterra Fund, a non-profit that manages dozens of social enterprise projects supporting community and environmental initiatives around the world, many of which are included on G's trips.

When crafting its itineraries, the company also takes into consideration the welfare of local residents – particularly women, children and indigenous communities – along with the region's animals.

Intrepid

Certified as a carbon-neutral business since 2010 – including 42 carbon-neutral offices and offering more than 2,000 carbon-offset trips – Intrepid Group was recently named the world's largest travel B Corp, a designation achieved following a rigorous assessment of a company's social and environmental performance, accountability and transparency.

The non-profit Intrepid Foundation has raised more than \$6 million for international grassroots projects and the company was also the first tour operator in the world to end elephant rides on its itineraries.

Maple Leaf Adventures

Operating its tours in some of the most sensitive ecosystems of British Columbia and Alaska (including custom yacht charters), Maple Leaf Adventures puts sustainability at the front and centre of its operations, including environmentally-conscious tours and protocol agreements with local First Nations.

Recently, the tour operator also made a 10-year pledge of \$100,000 toward supporting conservation efforts in BC's Great Bear Rainforest, a protected region where the company operates tours.

The Travel Corporation

Through its multiple brands – including Contiki, Insight Vacations, Lion World, Luxury Gold, Trafalgar and Uniworld – The Travel Corporation has introduced a number of environmental initiatives through The TreadRight Foundation, the TTC's charitable arm which gives back to "people, wildlife and the planet" through dozens of projects around the world.

Initiatives introduced on TTC tours include the use of fuel-efficient tour coaches in Europe; the elimination of avoidable →

Companies that have said 'no' to single-use plastics

- Aeromexico
- AMResorts
- Disney
- IBEROSTAR
- Meliá Hotels International
- MSC Cruises
- Royal Caribbean Cruises



NATIONAL SURVEY SAYS: What Agents Love & Hate about their Jobs.

In the recent national survey of almost 700 travel agents, agents were asked what they most liked – and disliked – about their jobs, and to give the top three reasons for each.

Clients: Love 'em or Hate 'em.



15.8 percent of Home Based Agents listed that their clients are why they love being an agent while 33.2% of Non-Home Based Agents said they hated when some clients waste their time and then book elsewhere.

What Agents Love about their Jobs.



Passion! The survey showed 29.1% of Home Based agents and 34.3% of agents who work in agencies listed a passion for travel and a joy of selling travel as the #1 reason why they love being an agent.

What Agents Hate about their Jobs.



Agents often run into major difficulties dealing with suppliers, and hate long wait times at reservation departments.

More that Agents Love.



Ongoing training & learning opportunities and the opportunity to travel are among the top reasons why travel agents love their jobs.



The
Travel Agent
Next Door

TRIPS, TIPS, DEALS & MORE!

single-use plastics; and the introduction of an e-docs program, which sees a tree planted for every time a traveller chooses to receive their travel documents via email.

UnCruise Adventures

Sailing in Alaska, the Pacific Northwest, Hawaii, Mexico and the Galapagos, UnCruise has enacted several eco-friendly policies on its itineraries. These include the use of local food and supplies (including sustainably sourced seafood as certified by Monterey Bay Aquarium's Seafood Watch program), along with the elimination of plastic bottles aboard its vessels, including bottled water and bath amenities in disposable containers.

The cruise line is also a member of the U.S. Passenger Vessel Association's Green WATERS Program (We Are Taking Environmental Responsibility/Stewardship), which includes cruise lines that are taking steps to reduce their environmental impact. On sailings involving wildlife encounters, the company also adheres to the standards of U.S. animal welfare legislation including the Marine Mammal Protection Act and the Endangered Species Act.

Worldwide Ecotours

Taking travellers on a range of itineraries from Africa and Asia to Central and South America, Calgary-based Worldwide Ecotours offers a mix of FIT, family and small-group tours that focus on nature, culture and adventure. The company is also a member of the International Ecotourism Society, the world's longest running eco-tourism organization which also helps develop guidelines and standards for tour operators specializing in this niche.

Air France

The French flag carrier intends to remove 210 million single-use plastic items by the end of 2019, to be replaced by the following sustainable alternatives on all flights:

- 100 million plastic cups replaced by cardboard cups
- 85 million plastic utensils replaced by bio-based materials
- 25 million plastic stir sticks replaced with wooden mixers

As of last November, Air France has replaced the plate and cutlery set used for the second meal of long-haul flights with a 'Bon Appetit' bag and in 2015, the airline discontinued the use of plastic straws on board; by the end of the year, these innovations will result in the elimination of more than 1,300 tonnes of plastic.

Notably, the airline also ensures the reduction of its environmental footprint through eco-friendly piloting techniques: by optimizing the flight route according to the weather and weight of the aircraft, Air France pilots can achieve a controlled fuel consumption of about 2.7 liters per passenger per 100 kilometers.

The actions carried out by the Air France Group since 2011 have already resulted in a 20 per cent reduction in CO₂ emissions per passenger and in 2018, the airline had already achieved its 2020 reduction targets.

Club Med

In 2020, staff at Club Med's Villages will be sporting uniforms made of recycled plastic, with updated polos, dresses and hats made from more than 200,000 plastic bottles. Club Med claims that the creation of uniforms from recycled plastic uses 40 per cent less energy than polyester.

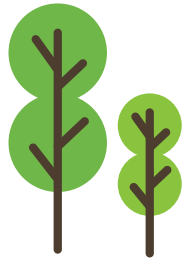
Transat

Transat has become the first major international tour operator to achieve Travelife certification, by meeting more than 200 criteria related to its work practices, product line, partners and customers.

On the ground, the head office has eliminated the majority of single-use plastics (including straws, stir sticks, Styrofoam containers, utensils, etc.). A recycling program was also set up at the company's head office in Montreal.

"We invite employees to bring certain items from home (electronics, ink cartridges, prescription glasses, cigarette butts, cork, for example) to participate in recycling programs in our offices," says Marie-Claude Savard, head of internal communication at Transat.

It should also be noted that non-perishable food items that are left over on flights serving YUL and YYZ are offered to Montreal's Le Chainon women's shelter.





“We have made great strides, increasing our energy efficiency by 44.5 per cent since 1990.”

- Calin Rovinescu, Air Canada Chief Executive Officer

Air Canada

Named Air Transport World's 2018 Eco-Airline of the Year, Air Canada has partnered with Less Emissions to offer its passengers the opportunity to purchase "the best carbon offsets available."

By 2020, Air Canada also plans to reduce the waste generated by its offices, facilities and airport lounges by 20 per cent - the equivalent of two Boeing 787-9 Dreamliners! - and to recycle 50 per cent of on-board items.

"We have made great strides, increasing our energy efficiency by 44.5 per cent since 1990. Fifteen per cent of Air Canada's powered ground equipment now runs on electricity and 12 per cent on low-emission propane," explains Calin Rovinescu, CEO of Air Canada.

Air Canada also reuses the uniforms of crew members, as stuffing for punching bags donated to community centers across the country. They are even suspended by old Air Canada Cargo straps! ●



5 easy tips for waste-free travel

- Get a zero-waste travel kit: get a cloth bag and pack it with a reusable straw, metal water bottle and utensils. It's lightweight, compact and gentle on the environment!
- Bring your own toiletries: this will prevent the use of dozens of small 'travel-size' plastic containers during your trip.
- Say no to the amenity kit on the plane: bring your own eye mask and headphones (they will be better than what's handed out on the plane, anyway!)
- Bring back only what's necessary: do you really need to transport all those brochures, notebooks and trinkets back home? Zero-waste is first and foremost reduction at the source.
- Learn to say no: No to plastic bags, no to disposable utensils, no to all these single-use conveniences that flood the planet with waste.



On the *run*

Themed marathons from around the world

By Blake Wolfe

While it's usually best to explore a new destination by slowing down and taking it all in, themed marathons allow active travellers to stay fit while exploring the world in the fast lane. Lace up your sneakers and grab some water – these are five unique marathons that go the distance!



Photo courtesy of David Reafer / Disney

runDisney

A few times a year, Disney fans can exchange their glass slippers for cross-trainers and race through some of the happiest places on earth!

Operating at Walt Disney World Resort in Orlando and Disneyland Paris, Disney's runDisney program offers races catering to runners of all skill levels with a variety of themes based on Disney movies, from Mickey Mouse and 101 Dalmatians to Star Wars and the Marvel Comics Universe.

To get into the spirit of the race, runners are encouraged to dress up as their favourite Disney characters.

The Big Five Marathon

Walking on the wild side is one thing – but the Big Five Marathon lets you run there!

Taking place every June in South Africa, the Big Five leads runners through the varied terrain of Entabeni Game Reserve, where Africa's Big Five – namely elephants, Cape buffalo, rhinoceros, leopards and yes, lions – and other animals make their home.

Participants also have several unique accommodation options to choose from, ranging from bush camps to five-star safari lodges where they can take a well-earned rest.



Photo courtesy of Albatros Adventure Marathons



Photo courtesy of Yves Maligoy

Le Marathon des Châteaux du Médoc

There's few races where you can sample a recent vintage after stopping at a water station, but it's possible in Le Marathon Des Châteaux Du Médoc!

Held each September in one of France's most renowned wine regions, the annual marathon takes active oenophiles on a tour of Medoc's many estates.

Of course, there's also plenty of opportunity to sample the output of Medoc's vineyards before, after and even during the race!

Great Wall Marathon

While the architects of the Great Wall of China may not have envisioned a race along its ramparts, they provide the perfect setting for the annual Great Wall Marathon.

Now in its 20th year, the May event is the first and longest-running marathon held entirely on the Great Wall. Three distances are offered to participants, ranging from an 8.5 km 'fun run' to the full 42-km marathon.

With loose or missing steps, steep inclines and rough terrain, it's considered among the most challenging marathons in the world.



Photo courtesy of Albatros Adventure Marathons

Midnight Sun Marathon

When the sun permanently hangs in the sky over Norway's far north, it's time to go running!

Each June, thousands of runners descend on the Norwegian city of Tromsø for the Midnight Sun Marathon, which celebrated its 30th anniversary this year.

Participants begin and end their run at Tromsø's city centre with plenty of opportunities to take in the Scandinavian scenery along the route, all of it illuminated by a sun that won't set until late July. ●



Photo courtesy of Marthe Hansen / Midnight Sun Marathon

SOME SEE THE OLD PORT.
WE SEE...

dishes that haven't even been invented yet.

the chance to take the skyline for a spin.

the dream factory that reinvented the circus.

**TOURISME /
MONTREAL**



Boomers & social media

By Frédéric Gonzalo

Do millennials (18-34), Gen X'ers (34-54) and boomers (55-70) use social media in the same way? A study by SproutSocial illustrates several differences that are somewhat surprising.

Facebook: every generation's social media of choice

Say what you want, but Facebook remains the undisputed king of social media, no matter which generation is using it. Is Snapchat popular with millennials? Of course. But not as much as Facebook.

Could Instagram surpass Facebook in terms of popularity? Perhaps with millennials, but Facebook is also the most popular social media platform with that demographic, too.

If you're trying to get a millennial's attention, SnapChat, Instagram, and YouTube are your best bets – after Facebook, of course.

The importance of your brand's social media following

The millennials and Gen X'ers are twice as likely to follow a brand on social media as baby boomers.

The underlying reasons as to why we follow brands on social media are quite interesting.

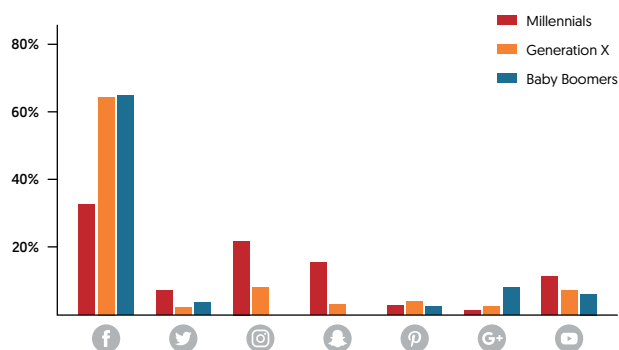
The study conducted by SproutSocial shows that:

- Millennials follow a brand for entertainment (38 per cent) and information (42 per cent);
- Generation X is more likely to follow for contests (41 per cent), offers, or promotions (58 per cent);
- Boomers fall between the two, seeking a blend of deals and promotions (60 per cent) and information (53 per cent);
- Millennials interact twice as much as other generations with brands on social media.

Why do we unfollow brands?

While it's no surprise that we all unfollow brands for specific reasons (or never follow them in the first place), these reasons vary across each generation. →

Network Preferences by Generation



Source: Sprout Social

Generation X users are 160 per cent more likely than other generations to unsubscribe from a social media brand account if it publishes offensive content or projects personal values.

Millennials unsubscribe mainly because of a bad experience (21 per cent) or because they find brand marketing annoying or see disturbing content (22 per cent). Baby boomers especially hate spam or any form of unsolicited communications, which causes 29 per cent of them to unsubscribe from an account on social media.

Generation X: spending on social media!

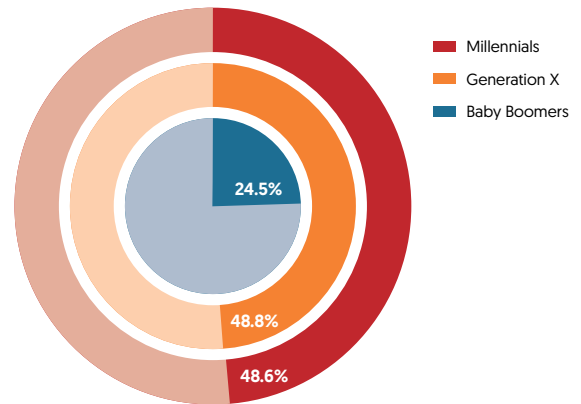
When comparing boomers and millennials, Generation X demonstrates the most interesting spending habits, with seven out of 10 Gen X'ers willing to buy a brand that they follow on social media.

That being said, it's important to note that this indicator is also very strong for millennials (60 per cent) and for boomers (51 per cent), which confirms the undeniable value of maintaining a strong community on the key platforms where your customers are.

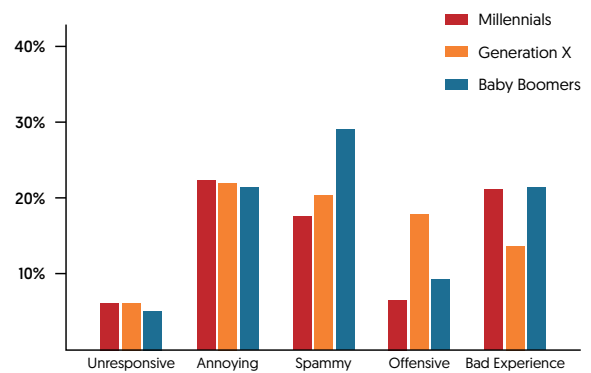
These survey results should always be taken with a grain of salt and not be used to generalize an entire generation.

Nonetheless, the data is useful for comparing one group to another, providing a benchmark to compare with the results within your own company, your social media platforms and your target clientele. ●

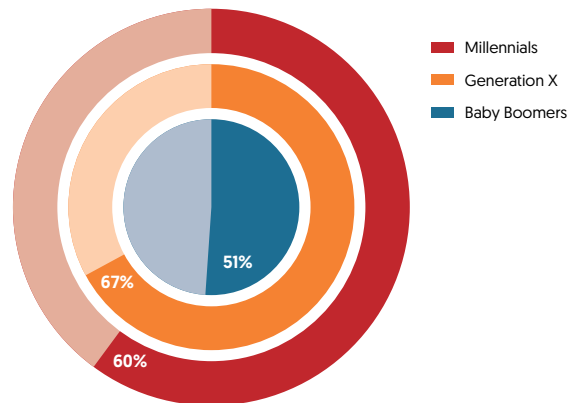
Percentage Currently Following Brands on Social



Brand Behaviors That Cause People to Unfollow



Percentage Likely to Purchase From a Brand They Follow



Source: Sprout Social



EMERALD

WATERWAYS

Explore Southern France on an Emerald Waterways river cruise sailing from Lyon to Arles. A land of elegant culture and fine gastronomic cuisine, set against dramatic backdrops of rolling countryside, rustic villages and metropolitan cities. Book today and fly for \$295 per person on any cabin plus receive our launch bonus of \$400 savings per couple. Bonus ends July 15, 2019.

France
cruises
FLY FOR \$295*
Plus Launch Bonus
SAVE \$400
per couple*



Award-winning deluxe river cruises



Contact us to book at **855 444 0161**
or visit emeraldwaterways.ca to learn more

*Terms and Conditions: Offer applies to new 2020 Europe river cruise bookings with Emerald Waterways only made May 15 - August 31, 2019 or until sold out. France river cruises: Fly for \$295 per person; any cabin; or receive \$800 air credit in lieu of flights. Launch Bonus: Save \$200 per person. Launch bonus savings valid from May 15 - July 15, 2019. Prices in Canadian dollars, based on double occupancy and lowest cabin category available. Availability is limited and subject to change. Port charges and taxes are included in the price. Offer may be changed, cancelled or withdrawn at any time without notice. A non-refundable initial deposit of \$500 per person is required within 48 hours of booking with full payment required 90 days prior to departure. A secondary non-refundable deposit of \$1,500 per person is due prior to air ticketing. Maximum flight included is \$1,350 per person. Emerald Waterways reserves the right to ticket the airfare upon receipt of deposit. Economy Air only on Emerald Waterways choice of airlines from specific Canadian gateways: YHZ, YYZ, YOW, YUL, YOR, YXE, YWG, YEG, YYC, YVR, YYJ, & YLW. All other gateways receive air credit savings. For full terms and conditions visit emeraldwaterways.ca. © EMERALD WATERWAYS | ALL RIGHTS RESERVED | BC CONSUMER PROTECTION #40178. ECAMA050





Solo Cruising

a singular sensation

By Ming Tappin

Cruising is a befitting way for solo travellers to explore the world, as it provides a safe and secure environment, social onboard ambiance, and hassle-free transport. Here is a look at the realities and intricacies of solo cruising.

Scheduled social events

Onboard each sailing, a solo guest meet-up is scheduled on the first evening of the cruise. Hosted by cruise staff, this mix-and-mingle event is a great way for solo travellers to meet each other and make new friends right away. Subsequent social gatherings will be scheduled throughout the cruise, which are announced in the ship's daily program. Once solo travellers get to know each other, they may also arrange to dine together, as well as participate in activities and excursions with each other.

Ambassador or gentlemen hosts

On longer voyages with premium and luxury lines, solo ladies also enjoy the presence of ambassador hosts. Employed by the cruise line, these congenial gentlemen act as social hosts, dining mates, dance partners, and may also →



NCL Studio cabin

accompany solo guests on excursions. Cruise lines such as Holland America Line, Crystal Cruises, Cunard Line, and Silversea Cruises offer ambassador hosts during extended voyages such as world cruises or ocean crossings.

Single supplement

As cruise ship staterooms are priced for two, a solo traveller wanting to occupy a stateroom alone will need to pay a single supplement. Mass market and premium cruise lines charge 200 per cent of the double fare, while luxury cruise lines charge between 110 and 150 per cent on standard suites and up to 200 per cent on the top suites.

There are ways to avoid the single supplement through the single share program, or by selecting ships with solo staterooms.

Single share

A small number of expedition cruise lines such as Adventure Canada, G Adventures, Lindblad, and Quark Expeditions offer a single share program to help offset the cost of travelling alone. A solo traveller pays the double occupancy rate, and the cruise line will

match him/her with another solo cruiser of the same sex. If there isn't a match, then the traveller will receive single occupancy in the stateroom at no extra charge.

Solo staterooms

Until a decade ago, solo staterooms onboard ships were only found on smaller, older vessels. In 2010, Norwegian Cruise Line reinvented the solo stateroom concept by introducing the Studio category onboard the *Norwegian Epic*. A cluster of specially-priced solo staterooms measuring up to 100 square feet are centered around the Studio Complex and Lounge.

Travellers have their private accommodations with their own bath and can socialize in the living space of the Studio Complex and Lounge, which is outfitted with comfortable seating, beverage stations and large-screen TVs. The concept has proven to be so popular that Studio accommodations are now available onboard the *Norwegian Breakaway*, *Norwegian Getaway*, *Norwegian Escape*, *Norwegian Bliss* and *Pride of America*.

Other cruise lines with solo staterooms include Holland America's newest ships *Koningsdam* and *Nieuw Statendam*; Royal Caribbean's Quantum class ships →

Travel for
Travellers

BY GLP WORLDWIDE

Discover the Fred. Olsen Difference



Our elegant, stylish fleet

We take immense pride in our smaller-sized, understated ocean-going cruise ships, which is why we are continuously enhancing the fleet to ensure that they are at their best for many years to come.

Get closer to the world's greatest destinations

Our smaller cruise vessels can take you closer to some of the greatest destinations on earth and help you discover towns, cities and scenic wonders that may be out of reach to larger ships and boats.

Taking you even closer with RIBs

Our Rigid Inflatable Boats (RIBs) can take you even closer than ever before to spectacular landscapes, magnificent natural wonders, inspirational waterways and much more that regular cruise line guests never see.

Friendly, attentive staff

Our number one priority will always be the enjoyment and satisfaction of our guests. We want you to feel comfortable and welcome from the moment you board any of our vessels.

Award-winning cruises

There's never been a better time to cruise with Fred. Olsen and we will strive to give you the holiday of a lifetime. This has been recognised by Fred. Olsen winning a number of high profile awards over the past few years.

Contact GLP Worldwide today!

Travel for
Travellers

BY GLP WORLDWIDE

1-866-760-1987
info@glpworldwide.com
travelfortravellers.com
26 – 1211 Denison St. Markham,
ON. Canada, L3R 4B3
TICO#: 50008899


Fred. Olsen Cruise Lines

Bringing the
world closer

and *Harmony of the Seas*; and all three of Cunard's Queens. In addition, Europe-based cruise lines Costa Cruises, Fred. Olsen, and P&O Cruises offer solo staterooms on select ships.

River cruising

River cruising is also excellent for solo travellers, as small ships of less than 200 guests foster a very social onboard ambiance. Since guests dine open-seating style, attend lectures and participate in excursions together every day, solo travellers can quickly meet and get to know fellow guests.

Almost all river cruise lines have some form of reduced or waived single supplement promotion on select sailings throughout the year. Tauck in particular waives the single supplement on the entry-level category on all European sailings fleetwide.

Riviera River Cruises also waives the single supplement on a limited number of staterooms on every sailing and offers numerous solo-only departures throughout the year. As river ships are small, and staterooms allocated to solo offers are limited, it is essential to book at least 12 months or more in advance.

Single vs solo: finding the right cruise

Know the difference between the two. A single traveller may be looking for a lively cruise experience on a ship designed to attract other singles, or a singles-themed cruise. A solo traveller is not necessarily single – they choose to travel alone because their partner isn't interested or available.

Ensure to ask the right questions during your qualifying process in order to recommend the appropriate solo cruise experience. ●



Photo courtesy of Uniworld

**YOUR CLIENTS DIDN'T COME ALL
THIS WAY FOR THE BURGERS.**



As the *Official Cruise Line of the James Beard Foundation*, Windstar's onboard dining options are tempting and tantalizing, and deliciously capture the flavor of the local culture, whether it's lunch al fresco at *Veranda*, fine dining in *Amphora*, or dessert in *Candles* ... all with open seating. Carrying less than 350 guests, Windstar's ships take your clients to the heart of old-world cities, pristine tropical islands, and places few will ever see.

Visit AdvisorHub.WindstarCruises.com or call 855-816-1448 for more information.





Photo courtesy of VisitGuernsey

Observation tower used by the German army during the Second World War

The charming Channel Islands

By Antoine Stab

Despite being British Crown land, the Channel Islands are actually much closer to the shores of Normandy than England.

This geographic location has ensured that Jersey and Guernsey, the two main islands, experience a clever combination that blends the charms of England with the French way of life.

Among these islands' many inhabitants, one famous name stands out, one that symbolizes the convergence of England and France: Victor Hugo.

Forced into exile in 1852 after having opposed Louis-Napoleon Bonaparte, the writer found refuge there for 18 years – first in Jersey, then in Guernsey.

Jersey, the verdant

"What I like in Jersey, I'll tell you, I love everything," Hugo once famously said, speaking of Jersey. But what exactly was it that caught his eye?

It most certainly would have been the diversity of landscapes: large sandy beaches; cliffs covered with heather and wild rose, where hikers can enjoy

an abundance of trails; a lush interior reminiscent of the English countryside with its caramel-tinted cows easy to spot as you cross tiny roads.

The pubs scattered throughout the villages are also quite charming.

Jersey, although English, keeps a vivid imprint of its Norman past, with many street names and villages still written in French.

Guernsey, the "severe yet kind"

In 1855, Victor Hugo moved to the neighboring island of Guernsey.

For 14 years, he lived on the heights of St. Peter Port, the capital of the island, in Hauteville House. Here, he wrote some of his greatest works, including *Les Misérables*.

Today, this sumptuous villa is now home to the Victor Hugo Museum, which recently reopened to the public after closing last April.

The writer had only good words for Guernsey. In the dedication of his book *The Toilers of the Sea*, he describes the island as "severe yet kind."

Castle Cornet, for example, is no fairy tale castle, but instead an austere fortification attached to the island and St. Peter Port by a dike that also serves as a breakwater.

Nevertheless, like Hugo in his day, Guernsey still has enough charm to soften anyone's heart.

It's a paradise for flowers of all kinds that adorn not just cozy cottages and gardens, but the entire island. Homes and trails are lined with wildflowers, surely the reason why Hugo once said Guernsey was just like one big flower.

This luxuriant vegetation – including hydrangeas, clematis, rhododendrons and even the famous lilies of Guernsey (the national emblem) – is the result of the Gulf Stream, which provides an ideal growing climate.

Potatoes and bunkers

More recently in literary history – 2008 to be exact – *The Guernsey Literary and Potato Peel Pie Society* was written by Mary Ann Shaffer and Annie Barrows to much acclaim. Taking place on the island just



Hauteville House, Victor Hugo's House

after World War II, the novel reminds visitors that the Channel Islands were not spared the torments of war, despite how beautiful they appear to be.

The novel was so successful that guided tours of the charming city of St. Peter Port were made available to visitors, allowing them to wander through its lively streets and pastel-coloured houses.

Guernsey is the only British territory to have undergone German military occupation from 1940 until May 9, 1945. To commemorate its liberation, May 9 is marked with festivities across the island.

From its occupational period, Guernsey has also maintained its 700 bunkers and other military memorabilia that visitors to the island can see, through guided tours or visits to various local museums. ●



GETTING THERE

By air: Jersey Airport (JER) is served by several airlines from 23 U.K. airports, including London Heathrow (with Flybe) and Gatwick (by British Airways and easyJet).

It's also possible to land at Guernsey Airport (GCI) thanks to numerous connections from London, whether from Heathrow (Flybe) or Gatwick (Aurigny Air Services).

By boat: thanks to several maritime connections operated by Condor Ferries (pedestrians and cars), Manche Islands Express (pedestrians only) from several cities in Normandy, Brittany and the United Kingdom.



The flower town of St Peter Port in Guernsey

Photo courtesy of VisitGuernsey

Outdoor adventures in *Taiwan*

By Michael Pihach

From majestic mountaintops to soaring cliffsides to gorgeously green national parks, the landscapes of Taiwan open exciting doors to outdoor adventure, natural beauty and discovery.

Taiwan is a leaf-shaped island full of delightful contrasts; the capital city of Taipei is a modern metropolis of more than 2.5 million people, bustling with one-of-kind attractions, such as Chinese art museums, temples, Japanese colonial laneways, public hot springs, shoulder-to-shoulder night markets (notably, the Shilin market, the pride of Taipei's street-food scene) and world-renowned landmarks, such as the 509 metre-high, bamboo-shaped Taipei 101 skyscraper.

Taipei is an exciting kaleidoscope of cultural sights, tastes and sounds, and a trip to Taiwan would be incomplete without visiting there.

However, two-thirds of Taiwan is actually covered by lush, green mountains and sprawling countryside, basins and coastal plains.

Forged by nature

Taiwan lies on the western edge of the Pacific "ring of fire" – an area in the basin of the Pacific Ocean known for

its earthquakes and volcanic eruptions. As a result, Taiwan's landscapes takes on many interesting shapes and forms.

There are many ways to experience this unique form of geography, starting with visits to nine of Taiwan's national parks or 13 national scenic areas; empirically-speaking, Taiwan has more than 280 mountain peaks that surpass the 3,000-metre mark.

In the narrow depths of Taroko Gorge, a 19-km long canyon complemented by the beauty of the Liwu River, visitors can hike along marked trails that weave around the northern section of Taiwan's Central Mountain Range, which lead them

deep into rocky canyons, past waterfalls and over iconic bridges, such as the red-painted Cimu Bridge.

Other destinations to discover include Yangmingshan National Park, known



The Eternal Spring Shrine in Taroko National Park



Lungshan Temple of Manka in Taipei's Wanhua District

for its volcanic craters and lakes; tropical Kenting National Park; Kinmen National Park, famous for its white coral, shell beaches and diverse bird population; and Taijiang National Park, home to Taiwan's lagoons, mangroves and wetlands.

Taiwan by bicycle

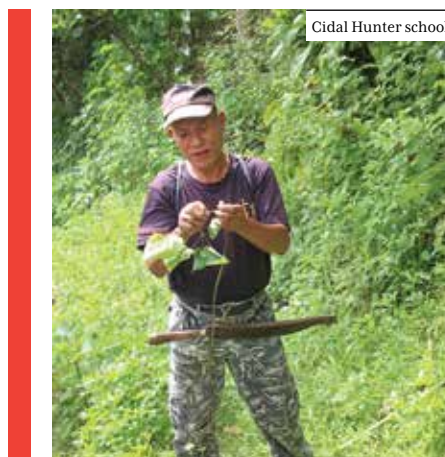
Cycling is a popular pastime promoted on the island, starting with Taiwan Cycling Route No.1, a 968-km cycling route around the island of Taiwan inaugurated in December 2015.

The Yuetan Bike Path around Sun Moon Lake is another recommended excursion. From a leisurely 12-km, in-and-out section to a full 29-km route, the path sends cyclists soaring around the lake's turquoise waters, passing picturesque sights ranging from colourful boats to bamboo and palm trees to modernly-beautiful bridges. There's

attractions waiting along the way, too, such as Xiangshan Visitor Center, Longfeng Temple and the Shui she Dam.

Taiwanese traditions

What's also unique about Taiwan is the region's booming indigenous tourism



Cidal Hunter school

scene, which immerses visitors into an outdoor world of tradition, adventure and fresh air.

Taiwan's Cidal Hunter School, for instance, is a retreat centre nestled deep within a forest near peaceful Hualien County's Ji'an Township, which is about a three-hour drive south of Taipei.

Here, guests are taught customs central to the local Amis tribe, from survival skills (such as fire-making, straw-plaiting, trap-setting, archery and river tracing) to recreational activities, such as rock climbing, snorkeling and deep-sea fishing.

On-site chefs cook meals – fresh spinach soup, being one – in a pot with water heated by scalding-hot stones. Guests are even taught how to make traditional headdresses out of bamboo; a telling example of how Mother Nature has blessed Taiwan with a range of natural wonders. ●



GOOD TO KNOW

Not only Taiwan but Northeast Asia's highest peak is Yu Mountain –Yushan for locals, Jade Mountain for tourists– which looms 3,952 metres above sea level.

Due to its soaring height, this is one of Taiwan's more famous attractions. And with the proper guidance and right level of physical fitness, one reach the top and earn some serious bragging rights (not to mention some sensational photos).

To get started, though, visitors will need a climbing permit and it's advised to apply for one far in advance.

Martinique:

Where contemporary art and traditional culture meet

Text and photos by Anne Pélouas



Colonial house at Habitation Clément



When travelling in the Caribbean and elsewhere, I like to be surprised by authentic experiences and excursions.

In this regard, I wasn't disappointed with my last stay in Martinique, where I encountered two of my now-favourite experiences that have only enhanced my curiosity for the island.

Art in nature at Habitation Clément

Located on the heights of Saint-François, the Habitation Clément rum distillery is one of the most famous on the island. The visit is worth the detour and I truly enjoyed exploring the grounds, walking with my audioguide in hand, all at the risk of missing the actual rum tasting!

Some 15 contemporary art installations have been placed throughout the site by the Clément Foundation, an organization that was created in 2013 specializing in Caribbean art.

Each year, a new sculpture appears, blending beautifully into the surrounding environment. The garden unfolds from the edge of a river to a sugarcane field and two lakes. The space is very airy, and palm trees and other forms of vegetation emerge from the lawns.



Near one of the lakes, other works were waiting for me: a feminine army of thin, iron statues with touches of white, blue, and red, signed by Luz Severino. Each time I encircled the sculptures, I saw them from a different angle, gaining a new perspective for their presence alongside the natural scenery.

I finally strode up the estate to visit the stables and main house of Habitation Clément, a Creole lifestyle model from the early 20th century.

Then, I made a tour of La Case at Leo, a former garage converted into an art gallery. The last stop before the shop and tasting was at the Foundation itself, a large building adjoining the distillery, which also houses several exhibitions each year.

At the heart of rural culture

Leaving Gros-Morne, I entered a lush forest surrounded by majestic landscapes.

A simple wooden sign marked the entrance to the Lakou A site. A large tin roof covered a few picnic tables and a small stage on raised cement in an open space.

Renaud Bonard is the master of ceremonies of this "place of sharing on the rural culture of Martinique," open to tourists and residents of the island. →

The first sculpture I saw was a huge, patinated bronze face by Catherine Ikam and Louis Fléri. I barely had time to enjoy it before there I went running off towards tall, oak sentinels, standing up like totem poles.

Past the installation of Christian Lapie, I climbed to the edge of the sugar cane field to discover a piece created by Christian Bertin using cans and recovered metal materials. Seeking a little shade in the back of a palm tree, I found it charming that the work itself was called "Shadow."



Sculpture garden at Habitation Clément



Club Med Buccaneers

Photo courtesy of Club Med

Somewhere in between drinking a cane juice with lime and a punch, I became engrossed in this peasant culture where tasty pleasures and music mix. When it's time to eat, everyone puts their hand in the dough to prepare a "Creole dipping," a typical dish of the the island's northeastern region, called "garoché."

First, banana leaves are spread out on the table after a good washing. Stale bread and fish scraps are crumbled next. On this bed of leaves, pieces of avocado and banana are placed, and a thick and spicy broth completes the meal, which I ate with my fingers while standing.

To complete the scene, Bèlè music was played.

Specific to Martinique, it's a style that's closely linked to the time when former slaves came to settle in Gros-Morne, when drumbeats and chants punctuated the work of the fields. ●

A guide to visiting



Currency:

- Euro



Martinique Tourism Committee Canada:

- www.lamartinique.ca



Direct flights from Montreal:

- Air Canada – year-round, every Sunday
- Air Transat – twice a week, December-April



Hotels:

- Villa Suite (Trois-Îlets): suites and villas; features a gourmet restaurant that looks like an art gallery.
- Hotel Bambou (Trois-Ilets); 147 rooms; beach and view of the Bay of Fort-de-France.
- Club Med Buccaneers (Sainte-Anne): 338 rooms



Incoming:

- Heart of the Islands (www.coeurdesiles/travel)
- Igwatours (www.igwatours.com)




HOTEL
PLAYA PESQUERO
Resort, Suite & SPA • GAVIOTA
★★★★★

PLAYA  PREMIUM
PESQUERO



Adults-only oasis in Holguin

Hotel Playa Pesquero Resort, Suite & Spa Premium Service ★★★★★

Holguin, Cuba

Guests can take pampering to the premium level at the adults-only section of Hotel Playa Pesquero Resort, Suite & Spa, set on the white-sand Pesquero Beach.

- > 56 premium rooms in 2-storey villas
- > 5 à la carte dinners a week
- > Mini-bar restocked daily
- > Concierge service
- > 24-hour room service
- > Unlimited Premium brand drinks
- > Access to all services and facilities of the Playa Pesquero



SAVE up to
\$600
per couple[†]

Summer 2019 – 4 flights a week to Holguin from Toronto and Montreal.



†Savings is valid on new individual bookings, based on double occupancy in a Premium Room - Adult Section and applies to specific gateways and departures; September 20 and 27, 2019 from Toronto and September 20, 2019 from Montreal. Applicable savings is based on the regular package price and calculated before taxes and fees and reflected in system prices. Offer is subject to availability at time of booking and subject to change without prior notice.

Grand Velas Riviera Maya

Story and photos by Anne Bourgooin

An extraordinary dining experience in the Riviera Maya

Beyond the superb facilities and unparalleled service, Grand Velas Riviera Maya presents an opportunity to explore a world of sensory delights.

With four gourmet restaurants on site certified as either four- or five-star, careful consideration is given to ensure every sense is catered to.





As colorful and eclectic as the artist herself, the carefully curated menu at Frida delivers exceptional Mexican cuisine.

Three different experiences can be found within Grand Velas Riviera Maya, which rests amongst 38 hectares of protected jungle. Here, guests can experience luxury without ostentation.

Peace and tranquility

The hotel's Zen Grand Ambiance section, hidden in the heart of lush nature, offers incredible privacy and peace. Long wooden corridors on stilts wind through the local flora, leading guests from one point to another while protected from the sun and weather by palm roofs.

The triple infinity pool is breathtaking, as is the spa, which measures more than

8,000 square metres, and offers a thoughtful treatment menu and numerous wellness facilities.

There are 254 spacious suites which allow families to meet in a soothing setting.

A terrace invites guests to relax, while taking in views of the greenery that surrounds the property.

But the ultimate escape is Sen Lin. This AAA Four Diamond restaurant offers Asian cuisine, with a menu that was carefully curated to blend the sights, flavours, and colours in a harmonious balance.

Chef Wayu Wattanakamin offers a menu inspired by the best of Asian cuisines, including Chinese, Korean, Thai, Japanese, Vietnamese, Malaysian and Cambodian.

Fresh vegetables and spices blend with sweet and sour or bitter, salty sauces.

Facing the sea

A few minutes by shuttle, guests will reach the Ambassador and Grand Class sections of the property, both facing the sea.

The U-shaped building is covered with vegetation and mauve flowers on all four floors, providing perfect privacy for the 89 suites. The magnificent palm roofs are reflected in the peaceful waters of the two pools.

Nestled on the fourth floor is Piaf, a French-inspired restaurant that has earned the AAA Four Diamond Award. French chef Michel Mustier's menu inspired by traditional French cuisine offers inventive dishes and a fresh approach to dining.

As for the Grand Class section that welcomes families, it offers a luxurious yet accessible escape, where fresh flowers and the smiling, courteous staff can be found.

The 196 suites are spread across four floors and each feature a terrace facing the sea. Once again, the vegetation brings a subtle touch of nature and discretion to those who stay here. →





for our AAA Four and Five Diamond restaurants as well as for our chef at Grand Velas Los Cabos, who holds two Michelin stars. Not to mention the fact that each gourmet restaurant has its own chef and that each hotel also benefits from an executive chef."

Named in honour of the famous Mexican painter, the AAA Four Diamond restaurant Frida offers traditional Mexican haute cuisine with a touch of modern culinary flair. Each dish is an ode to the colours and the inventiveness of the chef who remasters tasty local fare.

And, as if that were not enough, the Cocina de Autor restaurant invites travellers to enjoy an incredible culinary experience.

Cocina de Autor's molecular cuisine is a tasty creation of internationally renowned chefs Mikel Alonso and Nahum Velasco. Their ingenuity and know-how earned the restaurant a well-deserved AAA Five Diamond – the only restaurant in an all-inclusive hotel to receive this recognition anywhere in the world.

Luxury all-inclusive, reinvented

The Velas brothers had a vision: to create a collection of all-inclusive luxury hotels

in Mexico to meet all the desires of its guests, a clientele that could be defined as a discreet Epicurean.

What exactly differentiates Grand Velas from its competitors?

Sophie Raymond, sales manager, Velas Resorts, Canada says, "Our guests place a premium on gastronomy. We are known

An impressive wine list that incorporates wines from all over the world is also offered in the restaurants of Grand Velas Resorts, curated by an in-house sommelier.

The wine cellar of Grand Velas Los Cabos is the largest in Baja California and its sommelier, Don Pedro Poncelis, is renowned in Mexico.

A visit to the Grand Velas Riviera Maya guarantees a sensory overload. You've been warned! ●



“ Our guests place a premium on gastronomy. We are known for our AAA Four and Five Diamond restaurants as well as for our chef at Grand Velas Los Cabos, who holds two Michelin stars. ”

- Sophie Raymond, sales manager, Velas Resorts, Canada



SUPERIOR COMFORT ON SELECT INTERNATIONAL FLIGHTS. CHOOSE DELTA PREMIUM SELECT.

Enjoy a quiet cabin with wider, adjustable seats, dedicated service, and delightful meals.



KEEP CLIMBING
 DELTA 

Tips from 40,000 feet: flight attendants share their secrets

By Blake Wolfe

Every day, thousands of Canadian flight attendants wake up at home or on the road, don the uniform of their respective airline and take to the skies for another journey.

And with so many flight hours logged per year, Canada's flight attendants have plenty of insight into making your clients' flights – and the job of cabin crew – go as smoothly as possible.

Packing hacks

Bringing more than 30 years of experience to the role, Air Transat's Bernard Richard knows a thing or two about flying – and it goes without saying that in the age of rising checked baggage fees, packing lightly is a must.

While some items can be left at home and bought in-destination – or just forgone entirely – clothing is a different matter.

When it comes to packing clothes, two schools of thought often clash: folding versus rolling. Although a stack of neatly folded shirts and pants may be a pleasing sight upon opening the suitcase, Richard strictly adheres to the rolling technique.

"By far, 100 per cent, roll your clothes!" he jokes. "I'll roll multiple outfits – I'll take a pair of jeans, pick a shirt and then put socks and underwear on top and roll it all up. You'll have a lot more room in your suitcase that way."

If the hotel has laundry facilities, it's possible to make even more room in a suitcase by taking fewer outfits and packing a few detergent pods and dryer sheets instead.

Take a seat

Which seat is the best seat? The truth is that while there isn't one perfect spot to sit, the front of the plane has several notable advantages, Richard says.

There's an app for that!

These are just a few of the mobile apps that can make air travel a smooth process from beginning to end:

- Apps like PackTeo, PackPoint and Packr can assist with the packing process, by generating lists of packing recommendations based on factors such as destination, the duration and purpose of the trip.
- The SeatGuru mobile app can help travellers pick the ideal seat ahead of time, by providing more than 800 seating plans for aircraft and airlines around the world.
- Plenty of apps are available to help travellers fight jetlag, including Chronoshift and Timeshifter, which generate sleep plans for travel along with alerts, such as when to get extra sun or to dim the lights.





“The back of the plane will always feel rougher than the front, because if there’s turbulence, it will fishtail.”

- Bernard Richard, flight attendant at Air Transat

In addition to being the first to deplane, travellers in the front half of the aircraft won't experience the worst sensations of turbulence, which is felt more strongly in the middle and especially the rear seats.

"The back of the plane will always feel rougher than the front, because if there's turbulence, it will fishtail," he says. "The bigger the plane, the bigger the difference; when I worked on the A330, I would get a phone call from the back saying 'it's really rough!' I'd be at the front and not even realize it – until I walked back there."

If sleep is important, the front is also generally quieter (although Richard acknowledges that some travellers pick the seats near the wing in order to fall asleep with the hum of the engine); Richard also recommends that these travellers consider sitting 10 rows away from the galley or bathroom, with a window seat the natural choice for sleepers.

Better sleep mid-flight

While business class seats may convert to a lie-flat bed, what's an economy-class traveller to do on an overnight flight?

Although economy seats don't always provide the best sleep, Richard says that if a traveller is able to shut their eyes for a few hours, he advises that they buckle their seatbelt over the blanket, which will spare them the inevitable wake-up from a flight attendant in the event of turbulence or landing preparation.

"If I see that your seatbelt is on, I'm going to walk right by you," he says.

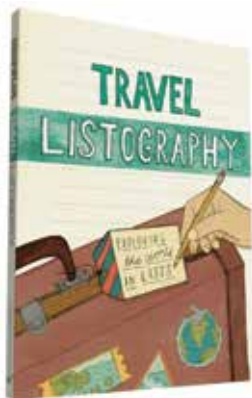
Fighting jetlag

The bane of the international traveller – especially on eastbound transatlantic flights – jetlag can hamper even the most seasoned flyer.

While altering sleep and dining patterns before flying can help, falling and staying asleep can still prove difficult. Sharing a tip from a retired military pilot, Richard always travels with a hot water bottle which he fills with ice, placed between the base of his head and the pillow to help induce sleep without the aid of medication. According to Richard, the trick works so well that he often uses it to fall asleep at home.

"I'll be asleep within minutes," he says of the technique. "You'll probably wake up and throw it on the floor, but chances are you'll fall right back asleep after." ●





Check it *off*

As the name suggests, Travel Listography lets travellers manage lists while they travel. But much like those choose-your-own-adventure books, they'll be guided through the pages by 70 thematic topics: which countries or cities they've already visited, future travel plans, the dishes they'd most like to try, or the memorable people encountered during their adventures.

amazon.com
approximately \$24 <

Keeping it *cool (or hot)!*

Hydro Flask is one of the most popular brands for vacuum insulated stainless steel water bottles, which keep drinks at the perfect temperature all day long. Its double-insulated wall can keep liquids cold for up to 24 hours, or hot up to six hours. The wide range of colours will make everyone happy, too!

hydroflask.com
starting at \$40 <



Skin-friendly, *earth-friendly*



Despite sunscreen's ability to shield your skin from harmful UV rays, some brands can inevitably damage the environment once the chemicals absorb into the water. This isn't the case for Thinksport's SPF 50+ sunscreen, which contains a water-resistant formula that's free from nanoparticles, carcinogens, and hormonal disruptors.

gothinksport.com
approximately \$20 <

Chew away *the jetlag*

Ever heard of a gum that banishes jetlag? It sounds strange, but it's real! Fly Gum contains energizing ingredients, including vitamin-rich liquid vitamin B and natural caffeine extracted from green coffee beans. Talk about an energy boost!

flyenergygum.com
\$11 USD for two packs <





**ONLY
AT ENCORE**

OUR BEST SELLERS

Exclusive Reduced Rates

+

Bonus! \$50 Onboard Credit per stateroom



Regal Princess

7-NIGHT
Eastern
Caribbean
From Ft. Lauderdale

\$1273

February 16, 2020
Inside, Cat. ID

Enchanted Princess

7-NIGHT
Mediterranean
From Barcelona
to Rome

\$2150

July 25, 2020
Inside, Cat. ID

Emerald Princess

7-NIGHT
Alaska Inside
Passage

From Vancouver
to Seattle

\$1390

May 17, 2020
Inside, Cat. ID

Caribbean Princess

7-NIGHT
Western
Caribbean
From Ft. Lauderdale

\$1299

April 25, 2020
Inside, Cat. ID

Royal Princess

7-NIGHT
Alaska Inside
Passage
From Vancouver

\$1520

September 19, 2020
Inside, Cat. ID

Sky Princess

11-NIGHT
Scandinavia
& Russia
From Copenhagen

\$3444

August 2, 2020
Inside, Cat. ID

Prices are per person, cruise only, in double occupancy, Canadian dollars and include all taxes • Other categories available upon request

Book by August 31, 2019



Access Bookings: TravelBrandsAccess.com
OR CALL: 1-844-5-TBRAND (827263)



Find us on Facebook
Your TravelBrands BDM

Must call in to book and request for Encore \$50 OBC. The prices are per person, cruise only, based on double occupancy in Canadian dollars, include taxes and were available at time of print, June 5, 2019. They are applicable to new individual reservations only, made at least 180 days prior to departure. The categories indicated above are subject to availability. 1. Onboard credit is per stateroom in USD, has no cash value, is not redeemable for cash, not transferable and will expire if not used by 10:00 pm on the last evening of the cruise. Offer is subject to availability; capacity controlled and may be withdrawn at any time without notice. Offer may be withdrawn at any time without notice. Other restrictions may apply. All references to Princess Cruises are: ©2019 Princess Cruises, Ltd. All rights reserved. Ships' Registry: Bermuda. For full terms and conditions, see www.travelbrandsagent.com or contact us.

Red Label Vacations Inc - d.b.a. © 2019 Encore Cruises, B.C. Reg. #3597, Ont. Reg. #50022275, Quebec permit holder #703376, with offices at 5450 Explorer Drive, Suite 400, Mississauga, ON L4W 5N1 • 2355 SkyMark Ave, Suite 200, Mississauga, ON L4W 4Y6 • 1050 West Pender Street, floor 22, Vancouver, BC V6A 3S7 • 325-1257 Guy street, Montreal, QC H3H 2K5.



[A8720]



WE'RE IN THE BUSINESS OF YOU

Enjoy the ultimate end-to-end experience in Business Class.

At Air Canada, we believe in catering to all kinds. Whether you're a wine aficionado, art lover, movie buff, or all of the above, we have something special for you. Enjoy an extensive range of priority services, exclusive access to our Maple Leaf Lounges, a wine list curated by our sommelier Véronique Rivest, 1000+ hours of entertainment on your personal screen, and much more. Our network connects you to over 220 destinations worldwide, and we always make sure you arrive refreshed and inspired. That's how we're in the business of you.

aircanada.com/businessclass



Voted Best Business Class
in North America

A STAR ALLIANCE MEMBER 



AIR CANADA