

BUSINESS | INNOVATION | TRAVEL

pax
MAGAZINE

Special
EDITION

*Colin
Hunter*

SUNWING TRAVEL GROUP PRESIDENT & FOUNDER



SPECIAL FEATURE

**THE 2019 SUN DESTINATIONS GUIDE:
WHAT'S NEW UNDER THE SUN?**

**SOUTH TRAVEL IDEAS FOR
WATER LOVERS,
FAMILIES AND
PARTY ANIMALS**

DISCOVER

**ANTIGUA & BARBUDA,
GUADELOUPE, JAMAICA**

Explore Modern Mexico with Unlimited Inclusions



As you swim through our crystal-clear cenotes, explore our ancient ruins, and revitalize with our traditional agave treatments, you'll discover the indescribable beauty and rich culture that fuels our pride in this one-of-a-kind region.

With Unlimited Inclusions, golf, local tours, and spa treatments are all included in your experience, for a 25% service fee. This isn't just your discovery of Modern Mexico, it's a reawakening of your senses.

20° N 87° W

UNICO

Riviera Maya

#MYUNICOEXPERIENCE | UNICOHOTELRIVIERAMAYA.COM

Letter *from the* publisher



What if things weren't always black or white?

It's a sign that the industry never sleeps, even in the summer: over the course of the last few weeks, I've read, with great interest, several columns and articles written by our team of journalists here at *PAX* that tackle some of the travel industry's most pressing issues.

From the various opinions voiced by prominent players, not to mention the reactions from several of our agent readers on social media, it's clear that the topic is a polarizing one.

Are there too many travel agents?

Are home-based agents the industry's main flaw?

Is taking up a second trade as a travel agent a bad thing?

Is success within an agency all that it's cracked up to be?

Do industry newcomers really hurt the reputation of longtime professionals?

There are as many questions about the basic structure of the travel industry as there are answers. These heterogeneous, and sometimes paradoxical points of view have got me thinking, and you know what? I believe each point of view is equal, so long as each individual's decisions and actions yield a positive contribution.

Whether employees work full-time in a traditional business setting, or whether they are freelance, home-based, part-time... doesn't matter! What does matter is an employee's commitment to serving their clients as best they can and to surpass their expectations. That's what makes a good travel agent, regardless of their employment status.

As one who has observed travel for almost 30 years as head of this publication, I humbly propose we work together to improve this industry despite challenges that have become increasingly demanding.

On that note, don't miss the upcoming articles by our Toronto-based team on news.paxeditions.com, who will continue to cover the issues that our industry is still obviously passionate about.

For now, I invite you to immerse yourself in our very first South special edition, which profiles content that's 100 per cent dedicated to sun destinations. Following the success of our special edition on Europe this past March, we decided to revisit the concept by creating articles revolving solely around the sun destinations most requested by your customers and suppliers. On the cover, you'll learn about the history of Colin Hunter, Sunwing Travel Group's president and founder with our exclusive, thorough interview. Then, you'll take a tour of Iberostar Grand Packard, the brand's newest and most splendid luxury hotel in Havana. Our Associate Editor Blake Wolfe has the best family cruises to take in the Caribbean, while our journalists escort you through five of Guadeloupe's best attractions. Finally, we'll go over the sometimes-complex topic of resort etiquette; feel free to pass on those useful tips to your customers!

I look forward to seeing you again in October for the highly anticipated launch of the new product I've been talking about for a few months. My team has worked hard to refine this project.

Stay tuned!

President & CEO,
PAX Global Media

Contents

September 2019, No 54

Business

- 3 **Publisher's Note**
- 6 **Business Meeting**
Colin Hunter, Sunwing Travel Group President & Founder
- 23 **Special Feature**
The 2019 Sun Destinations Guide:
what's new under the sun?
- 42 **MICE**
Not just for honeymooners:
the rise of MICE groups at Sandals Resorts



Paxorama

- 32 **See it now**
Antigua & Barbuda
- 40 **Stay Here Instead**
Iberostar Grand Packard Hotel
- 46 **Experience**
5 really good reasons to go to Guadeloupe



PAX's Best Travel Tips

13 Fit the profile

Everything under the sun: travel ideas for water lovers, families and party animals

20 Take Note

Travel tips & etiquette for sun destinations

36 Testing the waters

Cruising together: Caribbean cruises for families



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

Administrative Assistant / Sales Coordinator
Méline Troussard

Contributors
Hortense des Dorides, Jeff Frenette

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 104
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



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 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.

Sun, sand and all that jazz

From taking flight to taking the stage, Sunwing Travel Group President & Founder **Colin Hunter** brings passion to everything under the sun.

By Marie-Eve Vallières / Photos by Marie-Ève Rompré

I caught up with Colin Hunter a few hours before he took the stage at the House of Jazz in Laval, Quebec. Throughout our interview, the octogenarian crooner with a keen eye and entrepreneurial spirit detailed the events that paved the way for his biggest success: the launch of Sunwing.

Work your way up

But who was Colin Hunter before becoming one of the major players in the Canadian travel industry?

Born in Bombay (now Mumbai) to a military father, Hunter's family later settled in London, England, where the aspiring businessman adapted to life in the British capital.

"When I lived in London in the 1960s, I worked at the British Airways control center," Hunter recalls. "In fact, I had three jobs: I went to school at night and was also a bartender at the Hammersmith Palais on the weekends. I loved being busy!"

With a stoicism reflecting his English education, Hunter says that he doesn't understand – and is a little humbled by – the travel industry's interest in his story.

"Sometimes I feel like I've said everything, but it's true that I do not often talk about my life as such. I prefer to talk business ... or music!" he exclaims.

A young Hunter was able to fuel his interest in travel by taking advantage of his role at a global carrier. It's how he landed in Canada in 1970, with a head full of projects fuelled by a fascination for aviation.

Shortly after arriving in Canada, Hunter was quickly hired by now-defunct tour operator Sunflight.

“I always said that I was going to start my own airline... but I imagined I would have one or two aircraft, not an entire fleet!”



“Travel: we either have it in our blood or we do not have it at all.”

“Our inaugural flight took place on Nov. 16, 1988 on a Boeing 757,” he recalls. “What allowed us to create a carrier from scratch in just four months was mainly the fact that the regulations were not as complex as they are today.”

Following his departure from Canada 3000 in 1995 (the airline would later collapse in the wake of Sept. 11, 2001), Hunter—then at the dawn of his 60s—had seemingly retired from travel. But it didn’t last long.

“After four years, my wife begged me to go back to work!” he jokes.

And just a few years later in 2002, the Sunwing Travel Group began to take shape.

September 11: a turning point for the industry

Hunter argues that this unfortunate date was a turning point in aviation—not just in the management of ground and air safety, but because many companies went out of business, clearing the way for new players to carve out a place in a once-saturated market.

“In my case, it was after the upheavals of Sept. 11 that I seized my opportunity. I was lucky enough to take advantage of a dip in the market.” →

“I started at the reservations centre,” Hunter tells *PAX*. “I was paid \$95 a week at the time! I gradually climbed the ladder until I became vice-president of airport negotiations a few years later.”

This marked Hunter’s entry into the higher echelons of Canadian aviation.

In 1983, he became CEO of the Canadian subsidiary of Adventure Tours in Toronto but, toward the end of the decade, the tour operator’s airline partners ceased to

offer charter flights. Hunter quickly saw an opportunity.

“That’s when I thought ‘why not start your own airline and run your own fleet?’ I didn’t like the idea of depending on others to work.”

Thus was born Canada 3000, which Hunter operated in collaboration with Robert Deluce (who would later launch Porter Airlines) until 1995.

A very modest statement from one who not only founded one of the carriers that would become a staple of the Canadian travel industry, but which also revolutionized it; for Canadians, the south is now more accessible than ever before.

When asked what he would do differently if founding a vertically-integrated carrier in 2019 rather than at the turn of the millennium, he replied:

"I quickly realized that we could not do the same thing as in the 80s and 90s. The main difference is that in order to be a viable airline today, you really need to create a highly-innovative product, something never before seen."

Once a traveller...

Without his role at British Airways and the horizons it opened, would Hunter have had the same destiny?

"If I didn't take advantage of my employee privileges to travel, and eventually discover Canada where I met my wife, who knows if I would still be in this industry. I might never have left London!" he jokes.

Looking back over his long travel career, it seems unlikely that he would have gone in a different direction while equipped with such an entrepreneurial spirit. →

“It is no longer possible to simply copy; you have to do a lot better than what already exists.”



Entrepreneurship according to Colin Hunter

With 40 years of travel experience spanning two continents, what advice does Hunter have for those looking to forge a career path in this industry?

"I would never dare to be as cheeky as to advise someone on anything! I don't see the future and circumstances can change so quickly," he says.

However, he goes on to say that a golden opportunity is never visible to just one person: if there is a gap in the market or a major development opportunity, the key to success is simply to take action before someone else does.

"You just have to know how to act at the right moment, because otherwise there will be too many players vying for the same piece of pie," he says, adding "that there is no standard model – otherwise, everyone in the whole world would just do the same thing."

According to Hunter, even if a project is deployed at a time when less than 100 per cent of the conditions for success are met, it's not a guarantee of failure as perfection does not exist.

"Some risks turn into failures, while others do not, for a variety of reasons which are sometimes even totally out of our control. This is the essence of every business. All of this is only a large sequence of calculated risks."

JAMAICA[®]



Courtesy of Sandals Negril Resort & Spa



“Every moment presents unique opportunities. But in any case, there is no guarantee of success.”

“Once you have both feet in the travel industry, it's practically inconceivable to turn around and go elsewhere despite the challenges, such as hurricanes or strikes or anything else,” Hunter says. “In the end, it's a real passion, even if it's business.”

How does the owner of one of Canada's major tour operators travel? Hunter admits that he never draws attention to himself when flying with Sunwing and does not ask for privileged treatment, preferring to observe with a keen eye the passengers and crew in complete anonymity.

And while his career path has led him to specialize in Caribbean destinations, it was a world tour aboard an aircraft chartered by National Geographic in 2006 that made a lasting impact on him.

“We started in Washington, then travelled to Machu Picchu, Easter Island, American Samoa, Australia, Southeast Asia, Japan, China, India, and finally, Kenya and Egypt ... all in just 21 days! It was incredible. My favourite destination is in the South Pacific. I love Tahiti!” he recalls, smiling.

Maybe the next international destination served by Sunwing?

“I would like to be able to announce it, but it's a little far!” he laughs. ●



A real crooner

An accomplished musician with 12 studio albums of jazz standards and the proud owner of Toronto's Jazz Bistro, Hunter doesn't just operate an airline ... he also takes care of the entertainment on board! Some of his hits are indeed heard on Sunwing flights.

“I've been a singer from a very young age; as a teenager, I sang on Indian radio in exchange for a handful of rupees. I'm from the Sinatra generation; (Tony) Bennett and (Louis) Armstrong, these are the artists I grew up with.”

Despite this, Hunter says he still prefers revising columns of numbers and developing new air links to the idea of appearing on stage daily.

“It's not something I want to do every day; I want it to remain special to me. It's a small privilege.”



LA MARTINIQUE

This winter, discover the many wonders of Martinique.

Authentic. Gourmet. Lush.



This winter:
2 weekly nonstop flights
Seasonal service



This winter:
3 weekly nonstop flights
Year-round service*

*Connecting flights through
Montreal also available from
Ottawa, Quebec and Toronto.

Visit us today at lamartinique.ca



Hola Sun

The Cuba Specialist



Cayo Coco ■ Cayo Guillermo ■ Cayo Largo ■ Cayo Santa Maria ■ Cienfuegos
Havana ■ Holguin ■ Santa Lucia ■ Santiago de Cuba ■ Trinidad ■ Varadero

 Cuba
www.holasunholidays.ca

Hola Sun Holidays invites you to join us and celebrate the 500th Anniversary of Havana



Direct Access: Sirev ■ Amadeus ■ www.holacaribeagent.ca |
Reservations Call Centre: 1 800 668 8178 ■ 905 882 9445



Everything under *the sun*



South travel ideas for
**water lovers, families
and party animals**

By Blake Wolfe

Need help identifying a unique species of client?
PAX heads south for a look at three more types
of travellers and where to find them.

The mermaid/merman



AT A GLANCE

Seemingly more fish than human, mermaids and mermen are happiest in the water – especially when there’s activities to partake in!

From scuba diving and snorkeling to riding the waves in a speedboat or personal watercraft, these aquatic aficionados can be found near, on, or in the water for the majority of their vacation, where they look to make as big a splash as possible.



Likes

- Oceans, pools, bathtubs, etc.
- Swim-up bars



Must-pack items

- A swimsuit and towel
- Waterproof sunscreen

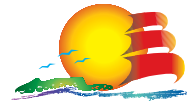
IDEAL HABITAT

Offering a wide range of watersports opportunities, the Dominican Republic has something for every type of aquatic enthusiast.

Just off the coast of La Romana, scuba divers can head south to Catalina Island and explore several unique aquatic ecosystems, including The Wall, a massive coral reef along the island’s north shore; and The Aquarium, which, true to its name, is teeming with hundreds of tropical fish.

For watersports above the waves, the town of Cabarete on the DR’s north shore (just east of Puerto Plata) is a hot spot for kite-surfing and wakeboarding. The variety of waves provide a challenge for every skill level. →





Dominican Republic
Has it all



Dominican beach and culture

La Romana, Dominican Republic

La Romana is your pied-à-terre for all your sea thrills. Stretch out on the palm-fringed beaches of Bayahibe. Explore the mysteries of the Taino caves... and the rich marine life off Catalinita Island.

Then it's off for the medieval vibe of Altos de Chavon. Visit cigar shops and jewellers. Wander into St. Stanislaus Church. Come dinnertime, will you gaze upon a moonlit stone plaza or Chavon River? And the crowning touch: a concert under the stars at the Grecian amphitheatre.

So many memories to create...



Option Plus

A checked bag, priority airport services and more: add more perks in Economy Class with Option Plus

Winter 2019-2020 – up to 3 flights weekly from Toronto & Montreal



The pride



AT A GLANCE

As the name implies, the pride travels together. From individual family units to extended/multigenerational groups, these cool cats seek a nice spot in the sun.

But don't let this wild bunch scare you away: while planning a vacation that appeals to every member of the pride can be a daunting task, agents stand to make repeat customers and large commissions from these groups – we're not lyin'!



Likes

- Value for money
- Kid-friendly everything (food, activities, etc)
- Big and/or connecting hotel rooms



Must-pack items

- Snacks – and more snacks!
- Books, puzzles and games
- Did we mention snacks?

IDEAL HABITAT

With three properties – two in Jamaica (Negril and Ocho Rios) and a third in Providenciales, Turks & Caicos – kids of all ages will find something to love about Beaches Resorts.

In keeping with the Sandals philosophy of "luxury included," these all-inclusive properties have a lot to offer families, from gourmet dining and appearances by Sesame Street characters to a wide range of activities including XBOX gaming lounges, waterparks, DJ classes, golf and watersports.

While the largest rooms at Beaches Ocho Rios are designed for five guests, multi-room suites are available for large family groups at Beaches Negril and Turks & Caicos, which can accommodate families of up to 12 and 14 members, respectively. →



CARVING THE PATH FORWARD.

Leadership means going where others haven't. That's why Delta is busy innovating, developing and perfecting products and services that push our entire industry forward.

See what's next at PRO.DELTA.COM.



 DELTA
EDGE™

The night owl



AT A GLANCE

They love the nightlife, they've got to boogie: the night owl is a nocturnal creature that conserves its energy during the day, ready to hit the town after sunset – and in some cases, until sunrise!

Whether it's a resort with a party atmosphere, a destination with a thriving club scene or a combination of the two, knowing how your night owl clients like to let loose can really help these rare birds take wing.



Likes

- Lively crowds
- Loud music
- Hotel rooms with blackout curtains



Must-pack items

- Dancing shoes
- Caffeine

IDEAL HABITAT

Catering to a wide range of party animals, Cancun's nightlife scene is nearly unparalleled: after all, with generations of fun-seekers travelling here, the region has had plenty of time to perfect its entertainment offerings!

The destination's Hotel Zone is lined with dozens of bars and clubs which pack in thousands of party-goers every night, with clubs such as Coco Bongo, Mandala and The City among the top draws. Many clubs also offer wristbands that allow patrons to pay once for unlimited drinks, while the region's many bar tours provide travellers with a convenient and safe method of transportation between Cancun's hotspots.

For the traveller that wants the fun to continue at the resort, Hard Rock Hotel Cancun is the perfect spot to party like a rock star, with tons of music-themed amenities, two swim-up bars and live entertainment. ●





MADE FOR MUSIC

HARD ROCK HOTEL LOS CABOS

Welcome to the all-inclusive Hard Rock Hotel Los Cabos – the epic new addition to Mexico’s hottest vacation destination, complete with 5 pools, 8 restaurants, a bowling alley and more. From tours and dining to the spa and salon, everything is included with our Limitless All-Inclusive program.

#madeformusic
NOW OPEN
HRHLOSCABOS.COM

Limitless
ALL-INCLUSIVE*
*25% SERVICE FEE APPLIES



LOS CABOS
AN ALL-INCLUSIVE EXPERIENCE

Travel tips & etiquette

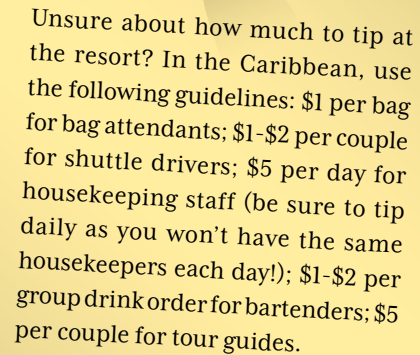
for sun destinations

By Blake Wolfe

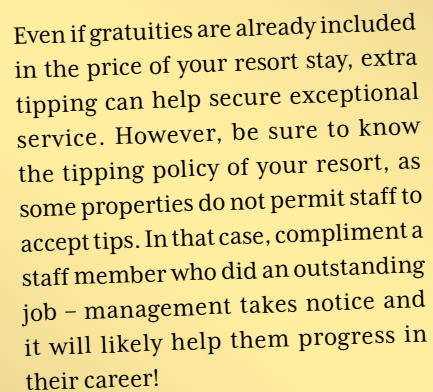
While a sun holiday is all about relaxation, it's possible to be too relaxed while soaking up the sun.

Each destination has its own customs and laws and it can be easy to inadvertently make a mistake, even for seasoned travellers. In addition, travellers staying at resorts can sometimes be unsure of how much – or who – to tip, or if the practice is even accepted at a particular property.

As your clients prepare to head south this winter, here's some handy travelling tips they can pack with their sunglasses and swimsuits.



Unsure about how much to tip at the resort? In the Caribbean, use the following guidelines: \$1 per bag for bag attendants; \$1-\$2 per couple for shuttle drivers; \$5 per day for housekeeping staff (be sure to tip daily as you won't have the same housekeepers each day!); \$1-\$2 per group drink order for bartenders; \$5 per couple for tour guides.



Even if gratuities are already included in the price of your resort stay, extra tipping can help secure exceptional service. However, be sure to know the tipping policy of your resort, as some properties do not permit staff to accept tips. In that case, compliment a staff member who did an outstanding job – management takes notice and it will likely help them progress in their career!



While small gifts left for resort staff – items such as candy or plush toys – are certainly appreciated, a cash tip for great service is much more useful to hospitality workers. Plus it's easier to pack! If you want to say thanks with a tangible gift, consider donating through a charitable organization like Pack For A Purpose, which allows travellers to donate needed items to schools and community groups in various destinations.

Pack the swimwear for the pool or the beach, but if you're going into town, be sure to put your clothes back on: it's considered rude in many countries to wear a bathing suit outside of the water.

If you're travelling to the Caribbean, leave the camouflage clothing at home, as it's illegal for civilians to wear camo patterns in the following destinations: Antigua and Barbuda; Bahamas; Barbados; Dominica; Grenada; Jamaica; Saint Lucia; Saint Vincent and the Grenadines; and Trinidad & Tobago.



When buying sunscreen for your trip, consider a product free from oxybenzone and octinoxate, as the two chemicals are known to harm coral reefs and aquatic life. Sunscreens containing these chemicals have been banned in Bonaire and Key West as well as parts of Mexico, particularly regions containing ecologically-sensitive waterbodies such as cenotes.

Leave the weed at home: while cannabis may now be legal in Canada, it's still illegal to transport across international borders, such as through air travel. In addition, cannabis remains a controlled substance in many other destinations, including most of the Caribbean, so if you don't know the local laws, don't partake while travelling.

Your waiter in Mexico won't bring you the cheque until you're ready – it would be considered rude! You'll have to make the request yourself: "la cuenta, por favor."





REFLECT

RESORTS & SPAS

UNLIMITED-LUXURY®
FOR THE SPIRITED TRAVELER

Oversized rooms and suites

Daily refreshed mini-bar with beer,
soft drinks, juices and bottled water

Unlimited reservation-free
gourmet dining and snacks

Unlimited top-shelf
spirits and beverages

24-hour room and
concierge services

Pool and beach wait service

Active and leisure daytime activities

Supervised Explorer's Club for kids

Themed parties and entertainment

Reflect Spa*

*Additional fee applies



Introducing Reflect Resorts & Spas



Vacations are for kicking back. But for friends, families and couples who want to kick it up a notch, we proudly present Reflect Resorts & Spas — the newest brand in the prestigious AMResorts Collection. At these glorious oceanfront playgrounds, the expansive inclusions of *Unlimited-Luxury*® feature extra measures of spirit and vibrancy. In fact, we want your spirit to add to ours! So bring your bathing suit and your love of life... and let's reflect each other's joyful personality.

For more information visit ReflectResorts.com

EXPERIENCE UNLIMITED-LUXURY® FOR THE SPIRITED TRAVELER IN MEXICO: CANCUN • LOS CABOS • NUEVO VALLARTA

THE AMRESORTS® COLLECTION





THE 2019 **SUN** **DESTINATIONS** *Guide*

What's *new* under the sun?

By Blake Wolfe

More and more Canadians are heading south each year for the sun and sand of the Caribbean and increasingly, they're looking for unique experiences beyond the typical all-inclusive.

And while some destinations continue to rebuild following 2017's record hurricane season, last year's travel statistics indicate visitors – Canadians in particular – haven't been deterred from exploring islands both familiar and undiscovered.

Nancy Drolet, the Caribbean Tourism Organization's business development representative for Canada, notes that while Canadian visitation figures for islands such as Anguilla, St. Martin/St. Maarten →

and Dominica – three destinations among the hardest hit during 2017’s hurricane season – continue to slowly rebound, there were a number of “good news stories” in 2018. Among them were the following:

- Antigua & Barbuda – up 66 per cent in year-over-year arrivals from January to December 2018, partly attributable to an additional Sunwing flight out of Montreal.
- Grenada – up 19.1 per cent and a further 36.1 per cent between January and March 2019; that number will likely increase in 2019 with the return of Sunwing’s service this winter.
- St. Vincent & The Grenadines – up 13 per cent, due to the addition of a second Air Canada flight for high season.
- Curacao – up 10.6 per cent in 2018, followed by an 18.7 per cent increase from January to March, assisted by the addition of a second Air Canada flight from Montreal.



If you have a group that likes to visit the Montreal Jazz Festival, maybe they’d be interested in attending the Saint Lucia Jazz Festival instead.



- Nancy Drolet, business development representative – Canada, Caribbean

Authenticity is key

With several of these destinations among the region’s rising tourism stars, these increasing arrivals also point to a growing demand amongst Canadian travellers →

Curacao saw a 10.6 per cent increase in Canadian visitors in 2018.



INTRODUCING A “**CLIENT FOR LIFE**”
 INCLUSIVE EXPERIENCE.



INTRODUCTORY RATES FROM \$199
Two All-Inclusive Resorts in One—Built From the Sand Up

Hyatt Zilara for adults and Hyatt Ziva for all ages have arrived on the sought-after shores of Cap Cana, The Dominican Republic’s most exclusive gated community.

- Quarter mile of white sand beaches
- 14,000-square-foot fitness center
- Full waterpark with lazy river – included!
- The Dominican’s first ever cenote spa with oasis lagoon
- Ocean views from every suite
- 25 included restaurants, bars and lounges

VISIT AGENTCASHPLUS.COM OR CALL 833.884.9288

— *plus* —

- Earn Double Points on Bookings • Exclusive Travel Agent Rates Starting at \$149
- Clients Earn Full World of Hyatt Points When Agents Book Direct!

AN ALL-INCLUSIVE EXPERIENCE *by* HYATT

for an authentic Caribbean experience, a vacation in which the sights, sounds and tastes have not been filtered through the lens of the all-inclusive resort.

“People are looking for authenticity worldwide – they want to see how the locals live, to go into the local bars and restaurants,” Drolet says, adding that the trend is a timely one as the CTO declared 2019 as the Caribbean’s Year of Festivals and Events. “People are going and joining in (the festivities), which speaks to that drive.”

In an effort to assist travel advisors, Drolet notes that the CTO has included a detailed calendar of events for every island at OneCaribbean.org, a resource that can come in handy for agents booking affinity groups.

“We’re encouraging the retail agents to build group departures around these events,” Drolet explains. “For example, if you have a group that likes to visit

the Montreal Jazz Festival, maybe they’d be interested in attending the Saint Lucia Jazz Festival instead.”

All in the family

Groups are also at the heart of a growing number of multigen travellers, which Drolet says are increasingly seeking out villa stays over traditional resorts and hotels, as a way to enjoy a more cost-effective family vacation. According to Drolet, destinations such as Jamaica, Barbados and Nevis are among the Caribbean’s top spots for villas and with these types of stays on the rise, the CTO is helping to further educate travel agents on this growing sector.

“One of the things we’ll be doing is providing more training for travel agents so they can learn how to cost it out as a viable option for their clients,” she says. “The villa product in the Caribbean represents such a wide range of destinations and costs, so I think for agents, understanding what can be added or removed to a villa stay to tailor it to their client is the most important point.”

**Need to know who flies where?
Use this handy guide to see which
airlines operate direct flights
to destinations under the sun!**

	Anguilla	Antigua & Barbuda	Aruba	Bahamas	Barbados	Belize	Bermuda	Bonaire	British Virgin Islands	Cayman Islands	Colombia	Costa Rica	Cuba	Curacao
AIRLINES														
Aeromexico														
Air Canada/Air Canada Rouge		☀	☀	☀	☀	☀	☀			☀	☀	☀	☀	☀
Air Transat											☀	☀	☀	
Caribbean Airlines														
Copa Airlines														
Cubana													☀	
Interjet														
Porter														
Sunwing		☀	☀	☀				☀				☀	☀	
WestJet		☀	☀	☀	☀	☀	☀			☀		☀	☀	☀

Climate change: facing the future

With the memory of 2017 still fresh in mind, Drolet says that the CTO and its member destinations continue to tackle the issue of climate change head on, citing a growing number of conference calls and webinars designed to allow member destinations to share their best practices.

She points to the example of Dominica, which in 2017, took a direct hit from Hurricane Maria. Following the disaster, Dominica's government took action and relocated some of the island's population from the shore to higher ground and built homes that abide by the WHO's Building Back Better code.

Paraphrasing Dominica's Prime Minister Roosevelt Skerrit, Drolet says "we can't build back assuming it will only be a Category One storm - we have to plan for Category Five.

"We know that we're a region dependant entirely on tourism, so it's definitely a requirement." ●

Villas such as Saint Lucia's Anse Chastanet are increasingly popular amongst multigen family groups.



Photo courtesy of Anse Chastanet

Dominica	Dominican Republic	Florida	Grenada	Guadeloupe	Haiti	Hawaii	Honduras	Jamaica	Martinique	Mexico	Panama	Puerto Rico	St. Barthelemy	St Kitts & Nevis	Saint Lucia	St Martin/St Maarten	St Vincent & The Grenadines	Trinidad & Tobago	Turks & Caicos	U.S. Virgin Islands
										☀️										
	☀️	☀️	☀️	☀️	☀️	☀️		☀️	☀️	☀️	☀️	☀️		☀️	☀️	☀️	☀️	☀️	☀️	
	☀️	☀️		☀️	☀️		☀️	☀️	☀️	☀️	☀️	☀️				☀️				
								☀️			☀️							☀️		
										☀️										
	☀️	☀️	☀️				☀️	☀️		☀️	☀️				☀️	☀️				
	☀️	☀️				☀️		☀️		☀️	☀️	☀️			☀️	☀️		☀️	☀️	

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

THE 2019 **SUN** DESTINATIONS *Guide*

PAX presents the 2019-20 Sun Destinations Guide, a comprehensive list of Canadian tour operators and each of the sun destinations in which they operate. Use it to help your clients plan the perfect escape this winter!

TOUR OPERATORS

	Anguilla	Antigua & Barbuda	Aruba	Bahamas	Barbados	Belize	Bermuda	Bonaire	British Virgin Islands	Cayman Islands	Colombia	Costa Rica	Cuba	Curacao
Abercrombie & Kent											☀	☀	☀	
Adventures Abroad						☀					☀	☀	☀	
Air Canada Vacations		☀	☀	☀	☀	☀	☀			☀	☀	☀	☀	☀
Atourz											☀			
Boreal Tours														
Canandes						☀					☀	☀		
Central Holidays											☀	☀	☀	
Club Aventure Voyage													☀	
Club Med				☀										
Collette											☀	☀		
Contiki						☀					☀	☀		
Cosmos												☀		
Cox & Kings														
DeNure Tours		☀	☀	☀	☀		☀		☀	☀		☀		☀
Echo Tours & Travel	☀	☀	☀	☀	☀					☀	☀	☀	☀	☀
EF Educational Tours						☀						☀		
Ekilib											☀		☀	
Embassy Tours & Cruises											☀	☀		
Exodus Travels						☀					☀	☀	☀	
G Adventures						☀			☀		☀	☀	☀	
Gateways International						☀					☀	☀		
Gendron Tours		☀	☀		☀			☀			☀	☀		☀
GG Tours					☀									
Globus												☀		
GoGo Worldwide Vacations	☀	☀	☀	☀	☀		☀	☀	☀	☀		☀		☀
Goway						☀					☀	☀		
Great Canadian Travel Group						☀			☀		☀	☀		
Groupe Voyages Quebec			☀	☀			☀	☀				☀		☀
Gryphon Golf Tours				☀	☀		☀			☀		☀		
Hola Sun Holidays/Caribe Sol													☀	
Indus Travel											☀	☀		
Intrepid						☀					☀	☀	☀	
JM Vacations												☀		

* Offered in winter 2020, ** Offered in 2021

THE 2019 SUN DESTINATIONS Guide

Destination	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Dominica												
Dominican Republic		☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀
Florida		☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀
Grenada			☀	☀	☀	☀	☀	☀	☀	☀	☀	☀
Guadeloupe				☀	☀	☀	☀	☀	☀	☀	☀	☀
Haiti												
Hawaii			☀	☀	☀	☀	☀	☀	☀	☀	☀	☀
Honduras				☀	☀	☀	☀	☀	☀	☀	☀	☀
Jamaica				☀	☀	☀	☀	☀	☀	☀	☀	☀
Martinique												
Mexico			☀	☀	☀	☀	☀	☀	☀	☀	☀	☀
Panama												
Puerto Rico												
St. Barthelemy												
St Kitts & Nevis												
Saint Lucia												
St Martin/St Maarten												
St Vincent & The Grenadines												
Trinidad & Tobago												
Turks & Caicos												
U.S. Virgin Islands												

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

THE 2019 **SUN** DESTINATIONS *Guide*

	Anguilla	Antigua & Barbuda	Aruba	Bahamas	Barbados	Belize	Bermuda	Bonaire	British Virgin Islands	Cayman Islands	Colombia	Costa Rica	Cuba	Curacao
TOUR OPERATORS														
Le Groupe VIP											☀	☀		
Lujure	☀	☀	☀	☀	☀	☀			☀	☀		☀		
Magic Tours & Travel						☀					☀	☀		
Monograms											☀	☀		
On The Go Tours											☀	☀	☀	
Pacific Holidays						☀					☀	☀		
Peregrine Adventures												☀	☀	
Quel Beau Voyage												☀		
Ranndoneé Tours												☀		
Royal Scenic		☀	☀	☀	☀		☀			☀	☀			
Signature Vacations		☀	☀	☀				☀				☀	☀	☀
Sita Tours						☀					☀	☀	☀	
Sportvac Voyages													☀	
Sunquest (TravelBrands)		☀	☀	☀	☀							☀	☀	☀
Sunspots				☀	☀					☀				
Sun Tours													☀	
Sunwing		☀	☀	☀				☀				☀	☀	
Tauck												☀	☀	
Topdeck Travel														
Tourcan Vacations						☀					☀	☀		
Tours Chanteclerc			☀			☀			☀		☀	☀		☀
Tours Cure-Vac														
Tours of Exploration						☀					☀	☀	☀	
Trafalgar												☀		
Transat											☀	☀	☀	
Travcoa											☀	☀		
Trip Connoisseurs											☀	☀	☀	
Tucan Travel						☀					☀	☀	☀	
Voyages Traditours						☀					☀	☀		
WestJet Vacations		☀	☀	☀	☀	☀	☀			☀		☀	☀	☀
World Expeditions											☀	☀	☀	
Worldwide Ecotours						☀					☀	☀		
Worldwide Quest						☀**					☀	☀	☀	

* Offered in winter 2020 ** Offered in 2021

THE 2019 SUN DESTINATIONS Guide

Destination	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Dominica												
Dominican Republic	☀											
Florida												
Grenada		☀										
Guadeloupe				☀								
Haiti												
Hawaii					☀							
Honduras					☀							
Jamaica						☀						
Martinique								☀				
Mexico						☀						
Panama									☀			
Puerto Rico										☀		
St. Barthelemy											☀	
St Kitts & Nevis												☀
Saint Lucia												☀
St Martin/St Maarten												☀
St Vincent & The Grenadines												☀
Trinidad & Tobago												☀
Turks & Caicos												☀
U.S. Virgin Islands												☀

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

SEE IT NOW

ANTIGUA & BARBUDA

reach the beach

By Blake Wolfe

Famous for its 365 beaches – one for every day of the year! – sun-and-sand seeking travellers will be right at home in Antigua & Barbuda. However, for the first-time visitor, where does one begin?

Beaches 101

On Antigua's western shores, some of the more popular beaches include Fort James Beach, Dickenson Bay, Galley Bay, Ffryes Beach, Darkwood Beach, Turners Beach and Morris Bay. On the east side, travellers can check out hot spots such as Half Moon Bay and Long Bay.

Not to be outdone, Barbuda also offers many pink sand beaches, which are covered in an abundance of pink shells from October to May; this phenomenon is particularly noticeable on the beaches of Low Bay and Palmetto Point from November to April. As an added bonus, Barbuda's beaches are often less crowded due to the island's smaller population.

Unique features

English Harbour: Historically the site of a British Royal Navy station (established under the famed Captain Horatio Nelson), English Harbour is an iconic spot in Antigua, known for yachting and the incredible views from the nearby Shirley Heights lookout point.



The iconic view of English Harbour from Shirley Heights is not to be missed in Antigua.

Devil's Bridge: This natural rock arch on the eastern edge of Antigua is punctuated by numerous holes, where seawater jets upward as its pushed by waves off the Atlantic Ocean.

Darby's Cave: A large sinkhole in Barbuda, measuring approximately 350 feet in diameter and 70 feet deep, which contains a small but lush rainforest.

Indian Cave: Located at Two Foot Bay the caves have several chambers where bays can be found hanging and small Amerindian petroglyphs (rock carvings) can be seen.

Island hopping

In addition to the two main islands, there's also several smaller islands which can be explored by travellers. These include such colourfully named landmasses as Great Bird Island, Prickly Pear Island, Rabbit Island, Hells Gate and Long Island, home to the exclusive Jumby Bay Resort and Vacation Homes.

Where to stay

Some resorts of note include the new Royalton Antigua, the Pineapple Beach Club, the Blue Waters Resort & Spa and Cocobay Resort.

Getting there

Air Canada and WestJet offer direct service from Toronto, while the island can also be accessed by Sunwing and Caribbean Airlines.

To reach Barbuda, travellers can transfer with BMN Air or charter a private helicopter ride with Caribbean Helicopters for the 15-minute flight between islands.

Transportation is also available by sea aboard the Barbuda Express or the Lady Caroline Barbuda Ferry (the latter vessel operates Monday to Saturday). Ferry service from Antigua to Barbuda is an approximately 90-minute trip. ●



DID YOU KNOW?

- All beaches in Antigua are open to the public.
- Want to rent a car in Antigua & Barbuda? In addition to a valid driver's licence, a special permit is required. The permit – which can be obtained from either the Antigua and Barbuda Transport Board or the Licence Office in Barbuda – is approximately \$20 USD and is valid for three months.
- Unsure of how to pronounce 'Antigua & Barbuda?' The official pronunciation is 'An-tee-ga and Bar-byew-da.'

Canadian Resident

Offer



Guaranteed Cabin Assignment¹ + UP TO \$50^{USD} Onboard Credit²

On select sailings through April 2021

Bookings: January 1 - September 30, 2019



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



Find us on Facebook
Your TravelBrands BDM

Must book rate code: ORE. **1.** Offer is applicable in cabin assignment categories only. Cancellation penalties apply. **2.** Onboard credit offer is non-transferable. Onboard Credit is provided as a non-refundable credit to your Sail & Sign account of up to a maximum of \$12.50 per person up to \$25 per stateroom on 2-5 day sailings and of up to a maximum of \$25 USD per person up to \$50 USD per stateroom on 6+ day sailings. Onboard Credit may not be applied to cruise fare or Taxes/Fees/Port Expenses. Offer is capacity controlled, category restrictions and exclusions apply. Offer bookings made as part of a group will include amenities. Guest selects stateroom number. At least one person in the stateroom must be a resident of an eligible Canadian Province to book this rate. Proof of residency required at the time of embarkation. Changes made to the reservation may result in the assessment of cancellation penalties or service fees. Offer is applicable on select sailings through April 2021 and has cut off dates as follows: 61 for 2-5 days; 76 for 6-8 days; 91 for Alaska and 9+ days. Onboard credit 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. Carnival Cruise Line reserves the right to re-instate the fuel supplement for all guests at up to US \$9 per person per day if the NYMEX oil price exceeds US \$70 per barrel. All references to Carnival Cruise Line are: ©2019 Carnival Cruise Line. All rights reserved. Ships' Registry: The Bahamas, Panama and Malta. 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.



Cruising together: Caribbean cruises for *families*

By Blake Wolfe

For families looking to see multiple Caribbean destinations in a single trip, there's arguably no better way than taking a cruise vacation.

Calling in multiple ports, a cruise allows families to maximize their vacation time beyond the beach at just one resort. In addition, many cruise lines offer plenty of family fun on board, ensuring that kids of all ages won't get bored on days at sea.

Here's a look at four cruise lines sailing the Caribbean this winter, with something for every member of the family.



Photo by Ken Phillips/istock



Photos courtesy of MSC Cruises

MSC's partnership with Lego brings the popular toys onboard its ships.



Ocean Cay Marine Reserve

MSC Cruises' Caribbean itineraries

This winter, MSC Cruises will become the latest cruise line to welcome families to a private Bahamian island with the opening of Ocean Cay Marine Reserve.

Set to welcome its first cruise passengers on Nov. 9, Ocean Cay (located in the Bimini island chain of the western Bahamas) features 40 acres of beaches spanning six distinct areas, with various restaurants and entertainment venues spread throughout.

Four MSC ships will call at Ocean Cay in its inaugural season, including *MSC Seaside*, *MSC Meraviglia*, *MSC Divina* and *MSC Armonia*. With MSC known for its family-friendly atmosphere, each of these ships feature amenities such as clubs for toddlers, kids and teens and dedicated kids' menus in all restaurants, along with waterparks aboard *MSC Seaside*, *MSC Meraviglia*, and *MSC Armonia*.

Partnerships with LEGO and Chicco have brought the popular toy brands on board MSC's vessels and on select Caribbean itineraries, kids two and under sail for free.

Ship details:

MSC Armonia
Year of construction: 2004
Passengers: 2,679
Crew: 721
Tonnage: 65,542

MSC Divina
Year of construction: 2012
Passengers: 4,345
Crew: 1,388
Tonnage: 139,072

MSC Meraviglia
Year of construction: 2017
Passengers: 4,488
Crew: 1,540
Tonnage: 171,598

MSC Seaside
Year of construction: 2017
Passengers: 5,331
Crew: 1,413
Tonnage: 153,516



Both Disney Fantasy and Disney Magic call at Castaway Cay, Disney's private island in the Bahamas.

Disney Cruise Line's Marvel and Star Wars Days at Sea

While Disney Cruise Line's ships are frequented by the company's cast of popular characters, there's a few days each year devoted to two of the studio's most renowned franchises.

This cruise season, the characters of the Marvel Comics Universe spring to life on the deck of the *Disney Magic* during its Marvel Days at Sea, where travellers can interact with superheroes such as Spiderman and Black Panther on two Western Caribbean itineraries.

Meanwhile, The Force is strong with *Disney Fantasy*, which hosts Star Wars Days at Sea on two Eastern Caribbean routes, where fans of all ages can sail to a galaxy far, far away with the heroes and villains of the iconic film series.

Both ships also feature itineraries that call at Castaway Cay, Disney's private island in the Bahamas. →



Kids can meet their favourite heroes and villains during Star Wars Days at Sea on the Disney Fantasy.



The Marvel Comics Universe comes to life during Marvel Days at Sea aboard Disney Magic.

Ship details:

Disney Fantasy

Year of construction: 2012

Passengers: 4,000

Crew: 1,458

Tonnage: 128,000

Disney Magic

Year of construction: 1998

Passengers: 2,600

Crew: 950

Tonnage: 84,000

Next sailings:

Disney Fantasy

Sailing from Port Canaveral and calling in Tortola, BVI; St. Thomas, USVI; Disney Castaway Cay, Bahamas:

- Jan. 11 – 18, 2020
- Jan. 25 – Feb. 1, 2020
- Feb. 22 – 29, 2020

Sailing from Port Canaveral and calling in Tortola, BVI; San Juan, Puerto Rico; Disney Castaway Cay, Bahamas:

- Feb. 8 – 15, 2020

Disney Magic

From Miami to Disney Castaway Cay, Bahamas and Cozumel, Mexico:

- Jan. 18 – 23, 2020

From Miami to George Town, Grand Cayman and Disney Castaway Cay, Bahamas:

- Feb. 1 – 6, 2020
- Feb. 15 – 20, 2020
- Feb. 29 – March 5, 2020



Photos courtesy of Royal Caribbean International

Guests can get a bird's eye view of Coco Cay with Up, Up and Away, where cruisers can sail 450 feet in the sky aboard a helium balloon.



The Splashaway Bay Aqua Park aboard Symphony of the Seas.

Royal Caribbean's Perfect Day at Coco Cay

Designed with every member of the family in mind, Royal Caribbean's Perfect Day at Coco Cay welcomed its first cruisers this past May – setting the stage for the revamped private island's first Caribbean cruise season this winter!

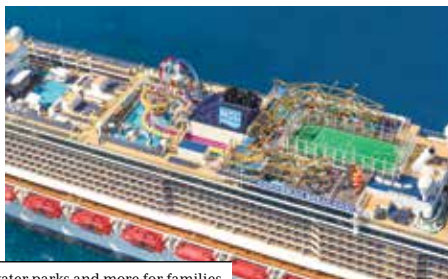
Following a major renovation over the last year, Perfect Day at Coco Cay offers cruising families plenty to do, including a waterpark featuring Daredevil's Peak, the highest waterslide in North America measuring at 135 feet.

The improvements will also allow RCI's four new Oasis class ships – *Allure of the Seas*, *Harmony of the Seas*, *Oasis of the Seas* and *Symphony of the Seas* – to call at Coco Cay this season. The newest class of ship for RCI, the Oasis vessels themselves feature plenty of family fun, such as *Symphony's* Ultimate Abyss slide, Splashaway Bay and the Ultimate Family Suite.

And perhaps the ultimate perk for families, kids sail free on select RCI itineraries announced throughout the year on the company's social media channels. (Conditions apply).



Sister ships Norwegian Breakaway and Norwegian Getaway feature water parks and more for families.



Kids of all ages can make a splash at their very own Aqua Park.

NCL's Norwegian Getaway & Norwegian Breakaway

Two of Norwegian Cruise Line's Breakaway class vessels, sister ships *Norwegian Getaway* and *Norwegian Breakaway* were constructed a year apart – and these near-identical twins have plenty to offer families!

Kids won't get bored on either ship, with each offering two waterparks – one for everyone and another just for kids – kids' and teens' clubs, plus a sports complex featuring ziplining, ropes courses and The Plank, which allows thrill-seeking guests to walk out eight feet over the ship's edge!

Both ships sail a variety of Caribbean itineraries, including cruises with stops at NCL's private islands Harvest Caye in Belize and Great Stirrup Cay in the Bahamas. ●

Ship details:

Allure of the Seas
Year of construction: 2010
Passengers: 5,400
Crew: 2,100
Tonnage: 225,282

Harmony of the Seas
Year of construction: 2016
Passengers: 5,400
Crew: 2,193
Tonnage: 226,963

Oasis of the Seas
Year of construction: 2009
Passengers: 5,400
Crew: 2,100
Tonnage: 225,282

Symphony of the Seas
Year of construction: 2018
Passengers: 5,518
Crew: 2,200
Tonnage: 228,081

Ship details:

Norwegian Breakaway
Year of construction: 2013
Passengers: 3,963
Crew: 1,657
Tonnage: 145,655

Norwegian Getaway
Year of construction: 2014
Passengers: 3,963
Crew: 1,646
Tonnage: 145,655



THRILL. CHILL. ENCORE.

Get ready for our newest ship, Norwegian Encore, cruising the Caribbean and Bermuda.

Your clients can repeat perfect moments on our newest, most incredible ship, Norwegian Encore — custom-built for “Again! Again!” They’ll take one more victory lap on the Encore Speedway, suspending 13 feet over the side of the ship. Pamper themselves in our Thermal Suite, then unwind on a heated lounger as they watch the world unfold. Sing along during (and even after) the Tony® Award-Winning Broadway musical Kinky Boots with music and lyrics by Cyndi Lauper. And get completely lost in another virtual reality wonderland at Galaxy Pavilion. They will do all this and so much more on Norwegian Encore. So book your clients on the most exciting ship cruising to The Caribbean and Bermuda.

NCL NORWEGIAN *Feel Free*[™]
CRUISE LINE®

©2019 NCL Corporation Ltd. Ships' Registry: BAHAMAS and USA 40244 07/19

PARTNERS • FIRST

NORWEGIANCENTRAL.COM
LEARN PROMOTE BOOK CONNECT



ENCORE SPEEDWAY



THERMAL SUITE



KINKY BOOTS

STAY HERE INSTEAD

Iberostar Grand Packard Hotel

Cuban luxury, *por favor!*

Story and photos by Jeff Frenette

You know those busy streets we think of when someone mentions Cuba, or more specifically, Havana? That scene was exactly what I experienced, and where I had the chance to stay during my last visit to Cuban capital.

The Grand Packard Hotel is where I unpacked my bags for a week under the warm Caribbean sun. The high-luxury property is the brand's very first "Grand" category product to open in Havana, with the precise goal to attract and please sunseekers who come to Cuba with the highest expectations.

The 321-room hotel – conveniently located in Old Havana – offers a variety of pampering services in an ultra-modern décor, a far cry from what too many travellers imagine Cuba to be like.

Building history

At the turn of the century, the building where the Grand Packard Hotel is now located was in fact a showroom of luxury Packard vehicles – hence the name of the hotel.

The exterior façade of the first three floors has also been preserved in order to commemorate the dense and vivid history of the building. I particularly enjoyed the structural contrast of integrating a bold contemporary module atop the existing building, which to me was not just of architectural interest, but also an astute jab at the occasionally conflicting paradoxes between modernity and history in current Cuban society.

Experiencing the Grand Packard service

True to its reputation as a luxury hotel, the Iberostar Grand Packard Hotel offers its discerning guests plenty of services that cater to a variety of interests. From a massage at Spa Sensations to the infinity pool to sipping a glass of rum at the Los Caprichos cigar bar on the sixth floor, absolutely everything was presented with the utmost finesse and indulgence during my stay.

The hotel even offers a Star Prestige service, which grants its most distinguished clients access to private, exclusive areas and late departure at no additional cost. Ever so lucky, I was even able to pick a pillow of



my choice from their dedicated menu. It's a matter of feeling well rested for those long days of exploration, and the Grand Packard makes it a priority.

A gym with state-of-the-art equipment, in addition to several fitness classes taught by coaches, is also offered to hotel guests.

The hotel's food offer

Naturally, the majority of visitors are told not to get their expectations too high as far as gastronomy is concerned in Cuba – so was I.

However, the food offered at the Grand Packard proved everyone wrong and this hotel will undoubtedly raise standards across the country.

There are four restaurants on site, each offering a truly appetizing dining experience that showcases either Cuban, Spanish or Caribbean cuisine. Each of the dishes I ate was enticing enough to make my mouth water in anticipation; my two favourites, if I had to single them out, were the quintessential Cuban sandwich at the pool restaurant as well as the tapas served in the Spanish restaurant.

Forget the stress of trying to find a new restaurant in town to eat at every night; everything your clients will need is directly available at the hotel. →

Choose your hotel for families with Iberostar Cuba



Don't think twice: decide on your next beach destination and travel with Iberostar. We have hotels for families in Varadero, Cayo Santa María, Cayo Coco & Cayo Guillermo and Holguín. At the Iberostar hotels for families, not only will you find staff willing to make you feel at home from the start, you will also enjoy unique gastronomic experiences and a wide range of services for a short getaway or an unforgettable family vacation.

Pack your suitcase and let us surprise you. When you try our family hotels and resorts, you'll want to come back!

[f IberostarCuba](#) [@iberostar_Cuba](#)

IBEROSTAR.COM

HAVANA · VARADERO · CAYO SANTA MARÍA · CAYO GUILLERMO · CAYO COCO
TRINIDAD · HOLGUÍN · SANTIAGO DE CUBA



IBEROSTAR
HOTELS & RESORTS



📍 Exploring Havana

As the hotel is conveniently located in the centre of Old Havana, it is the ideal starting point for visiting all the city's must-sees:

- A cocktail on the terrace of El del Frente
 - A walk through Old Havana to Plaza Vieja and sit in at Café El Escorial to watch the passersby
 - Get a new fragrance from Habana 1791 – what could be better than bringing back an olfactory memory from your travels?
 - Walk on Paseo de Martin to visit El Capitolio
 - Dinner at La Guarida, after walking along Malecon Boulevard from the hotel
 - A sunset ride in a classic American car
 - The aperitif at Van-Van listening to musicians play live ●
-



TRAFALGAR

BOOK YOUR DREAM EUROPE TRIP NOW



BOOK NOW

to get next year's trips at 2019 prices
+ **SAVE an additional 10%**
early payment discount p.p.*

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

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 18 Dec 2019. Not combinable with Cost saver, 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

Not just for honeymooners:

The rise of *MICE* groups at Sandals Resorts

By Michael Pihach

Honeymooners and romance have long been synonymous with Sandals Resorts.

However, one of the most commonly misunderstood aspects of the all-inclusive chain is its versatility in today's MICE and groups market.

"One of the biggest misconceptions is that we don't do groups," Grant Lawlor, national groups manager at Unique Vacations Canada, the marketing arm of Sandals Resorts, tells *PAX*. "It's a growing network for us out of Canada, especially over the past five years."

Sandals Montego Bay opened a conference centre just last year while Sandals Grenada, too, has recently expanded its conference and meeting amenities.

PAX recently had the opportunity to learn more about MICE and groups business at Sandals on a press trip at Sandals South Coast in Jamaica.

Located in rustic White House, Jamaica, the resort features three unique European villages, nine restaurants, an over-the-water bar, chapel and bungalows, a spa, and tennis, pickleball and fitness facilities, all of which connect to a two-mile stretch of serene beachfront. →

"One of the biggest misconceptions is that we don't do groups," says Grant Lawlor.



We created all this just for you.

WestJetTravelAgents.com



WestJet's Travel Agent Resource Site is home to everything you need to provide your clients with the best possible travel experience.

Process documents and how-to guides

View handy guides about our schedule change process, electronic notification system, how to recognize our fare bundles in the GDS, and more.

Marketing material and seat sale resources

Download WestJet and WestJet Vacation marketing materials with offers and seat sales, then personalize them with your logo.

Travel Agent rates

Learn more about the discounted travel rates available exclusively to our Travel Agent partners.

Visit WestJetTravelAgents.com today.

Travel advisories

Find information on current travel or weather advisories, and how to best assist your clients if an advisory is issued.

Travel Agent communications

Discover resources on everything from commission rates, fare bundles, fees, routes, schedules and more.

Media releases

Stay up to date with the latest WestJet news on our dedicated media page.

Did you know? Platinum WestJet Reward members can now select their milestone awards. Find out how at westjettravelagents.com.

WESTJET 
Love Where You're Going



Sandals South Coast Latitudes Overwater Bar



Sandals South Coast Main Pool



Sandals Montego Bay

All rooms face the ocean. There's even a ballroom that can be divided into three sections, if need be, which can serve as a private check-in area for large groups.

"Sandals South Coast was built from the ground up with groups in mind," Lawlor told *PAX* on the trip. "There's consistency in room accommodations, which is important to groups and MICE planners."

The value in booking MICE groups at Sandals lies within the many concessions that come with a Sandals' all-inclusive package.

These include complimentary private check-in spaces, beverages upon arrival, meeting rooms, transfers, WiFi, basic audio and visual set-ups, coffee break spreads, one private cocktail reception (one hour), one private group dinner (two hours) and more.

"This can add up to thousands of dollars at other resorts," Lawlor said.

Groups can also schedule a giveback day at a local school, for example, with the help of The Sandals Foundation, the philanthropic arm of Sandals Resorts.

Sandals has 12 properties geared towards the MICE market. However, the makeup of a group may determine which Sandals resort is the best fit.

Sandals is geared towards couples (rooms come with one king-sized bed), so determining the group dynamic, in advance, is key.

"If you were looking for an all-singles group of all men, in the middle of February, we're not going to do it out of respect for the honeymooners," Lawlor said. "But if you were looking at the fall, let's talk about it."

Singles-only groups may be better suited at Beaches Turks and Caicos, the family-friendly arm of Sandals. Key West Village – one of five villages at the resort – has an adult vibe, if that's what a group is looking for, Lawlor noted.

"We're not only about weddings and romantic getaways anymore," Lawlor said. "There's so much more to Sandals." ●

MAKE YOUR *First Booking*
WITH AIRNETS

& RECEIVE A **\$10.00 GIFT CARD** FROM
A SELECTION OF 30 MERCHANTS

IF SERVICE IS JUST AS IMPORTANT TO YOU AS GAINING THE LOWEST NET FARES,
THEN YOU NEED TO REGISTER AT WWW.AIRNETSINTL.COM

- ✓ Our agents are in Canada and available until 11:59 pm EST.
- ✓ No fee to issue publish fares
- ✓ Best technology and content
- ✓ Best group desk in the industry with turn around times of 24 hours in most cases
- ✓ Most importantly, we offer **the best service**

TESTIMONIALS

We have been using Airnets International for at least 8 years and have found the level of service from all of their staff to be outstanding. They are always willing to go the extra mile to assist on any problem that arises. Don't know how they do it, but their pricing is always lower than their competition too. One of the mantras of Expedia CruiseShipCenters, is "Always there". It is a pleasure to work with a company that lives by that motto as well.

- Barry, Cruise Ship Center

"SIMPLY THE BEST" I cannot even count the number of times they have gone above and beyond for me from confirming flights to Iceland that were not available to helping get my clients get home from Jeddah or Bangkok at 3am!! Nothing is ever a problem, So efficient and such amazing customer service.

- Ally Guidi, Transat Travel

Wonderful people to work with, especially after hours when other offices are closed; they are there for you to complete and issue tickets that are very often family emergencies.

- Helena Peters, Travel Only

Airnets - excellent customer service - very short hold time in inbound calls, very professional agents (polite and always happy to serve), reliable even in the evening or wee hours. Most important is that Airnets have competitive airfare even getting commissions on published price. My #1 favorite consolidator.

- Julie Ann Leonardo, TPI

BASK IN A WELLNESS GETAWAY

Healing Natural Springs, Therapeutic Baths and Oceanside Relaxation Await

Now more than ever before, travelers maintain wellness and self-care as a priority to attain a much-coveted balanced lifestyle, even on vacation. The Global Wellness Institute reports that wellness tourism is on an upward trajectory, with almost one billion world travelers expected to make wellness-inspired trips this year.

Jamaica has long been a popular destination for digital detoxes and yoga retreats, but the island is brimming with unique, aquatic-inspired experiences for visitors to discover.

WASH AWAY THE STRESS AT MILK RIVER BATH

On the South Coast of the island, travelers can experience one of the best mineral baths in the world. Milk River Bath contains high levels of magnesium, calcium, sulfate and natural chloride,

averaging consistent temperatures of 90 to 95 degrees Fahrenheit throughout the year. Its waters have been found to be remarkably radioactive, more so than those of leading European spas, (54 times the strength of the minerals at the Baden Spa in Switzerland). The mineral waters are especially recommended as a treatment for those suffering from rheumatism, arthritis, sciatica and nerve conditions as well as liver disorders. The hotel allows visitors to privately enjoy the therapeutic virtues of the bath, in exclusively assigned bath houses.

TAKE A SOOTHING DIP AT ROCKFORT MINERAL BATH

Nestled in the ruins of Rockfort just on the outskirts of Kingston, the Rockfort Mineral Bath is fed by a cold spring from the Rock River, and was first discovered in 1907. Highly sought after by locals and visitors alike, the waters at Rockfort are radioactive





and rich in minerals including calcium and sodium bicarbonate. These minerals along with its saline content are said to stimulate vital bodily processes such as blood circulation.

SOAK IN THE HEALING WATERS OF BATH FOUNTAIN

Bath Fountain, located in the foothills of the John Crow mountains in the St. Thomas parish, has been a popular destination for naturists since its discovery in the 17th century. Its two springs, one cold and one piping hot, contain lime, sulfur and magnesium – giving it the healing properties. The waters are said to aid in the treatment of many ailments including gout, rheumatism and skin conditions. At the nearby Bath Fountain Hotel, a secluded 16-room property, visitors enjoy convenient access to running water from the mineral springs which feed directly into the hotel's indoor baths.

REFRESH WITH A TRADITIONAL JAMAICAN BUSH BATH

A traditional form of healing ailments in Jamaican culture, a bush bath is a must-try treatment for wellness-driven travelers. Often prepared outdoors, a bush bath can utilize a variety of fresh herbs, roots, leaves and fruits, steeped in a running bath to treat stress, common colds, skin conditions and more. Visitors can experience

this homeopathic therapy at various spas throughout the island including Fern Tree Spa at Half Moon or FieldSpa at Golden Eye, which offers four different Healing Waters Bush Baths.

CHECK-IN FOR AN OCEANFRONT WELLNESS RETREAT.

On Negril's west end, Jackie's On The Reef provides a wellness retreat dedicated to nurturing the mind, body and soul. One of its most notable offerings, the Watsu treatment, combines the use of water with the principles of shiatsu to create a nurturing form of bodywork. Guided by a specialized therapist, the treatment takes place in warm, waist-deep water to take weight off the vertebrae, allowing the spine to twist and stretch – ultimately relieving pressure off the nerves and organs.

JAMAICA®

5 REALLY GOOD REASONS to go to *Guadeloupe*

Story and photos by Hortense des Dorides

PAX was on location in Guadeloupe to criss-cross three of the five different islands that make up this French archipelago. Here are five good reasons to head on over to this little piece of the French Caribbean!

1 Beautiful beaches

Sable white, yellow, orange or black, the beaches of the islands of Guadeloupe are diverse and incredibly beautiful. Travellers might not find kilometre-long stretches of beach, like in Cuba or the Dominican Republic, but they'll come across enchanting wild coves, here and there.

On the volcanic island of Basse-Terre, the tumultuous past of the Soufriere volcano explains the many black and yellow sand beaches. On Grande-Terre and Marie-Galante, the white sand beaches are lined with warm and crystalline water and a handful of restaurants.



2 Nature, in all its glory

The islands of Guadeloupe, particularly Basse-Terre, have many hiking trails!

Moreover, the island of Basse-Terre is home to the Guadeloupe National Park, a dense tropical jungle and a network of more than 300 kilometres of trails. This island is also known for its many waterfalls, such as the Acomat Jump and the Crayfish Waterfall. To reach them, you'll have to hike (the first trail is quite steep, the second is very accessible).

3 Creole gastronomy

At the base of Creole cuisine, there's a lot of spices, which we can also buy at the market of Sainte-Anne, at the edge of the beach.

"We Guadeloupeans, we like to eat! Moreover, everything we eat is fresh," says Déborah Coffre, mission manager for Travel Agencies and TO for the Tourism Committee of the Guadeloupe Islands in Canada, based in Montreal.



The Écrevisses waterfall, in Guadeloupe's national park, is very popular with tourists and locals alike.



A beach on Marie Galante

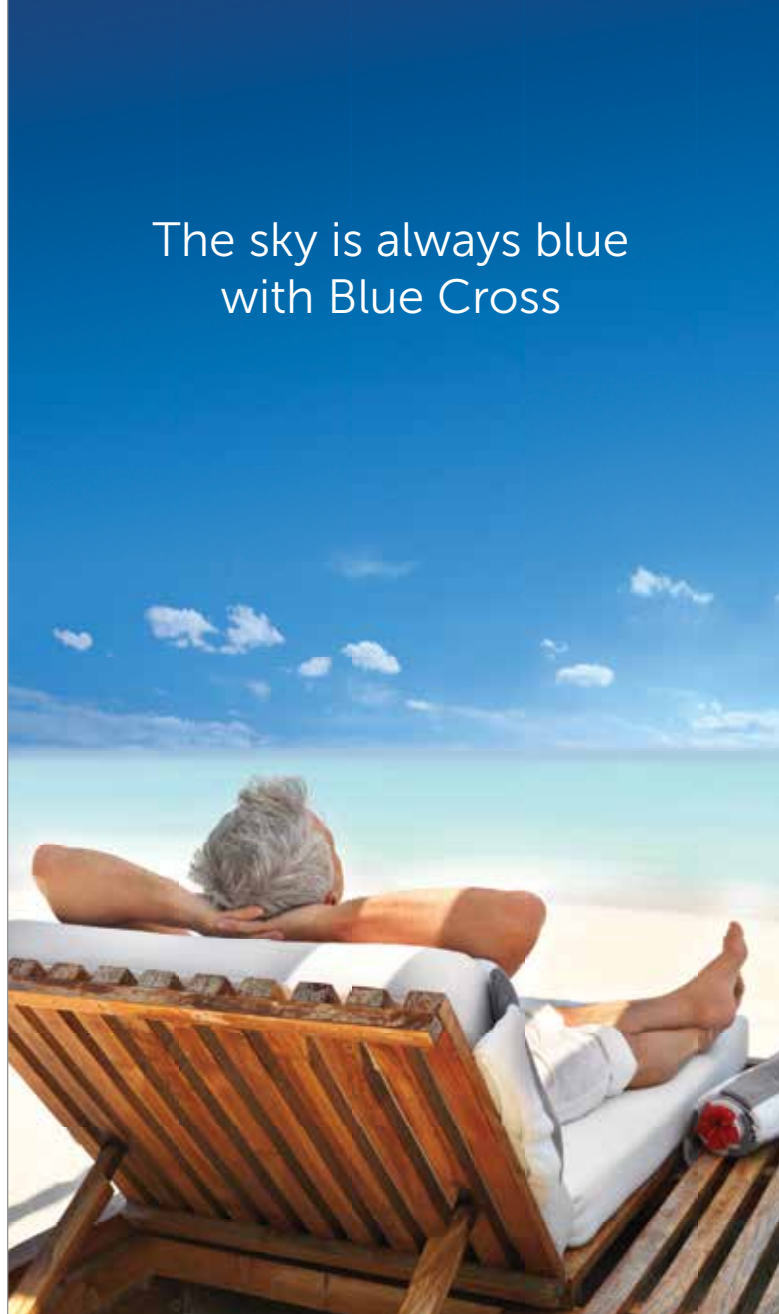
At the Marché de Sainte-Anne, tourists can buy spices found in typical Creole dishes such as Colombo de Cabri (an Indian curry of goat cheese), the fierce avocado (a mixture of avocado, flour of cassava and cod, sprinkled with chili) or a good grilled fish with pumpkin rice.

The Ti-Punch and the Planter are two local drinks made with Guadeloupe rum, and are a must-try for any visitor. The locals each have their own personal way to prepare them. →



Spices are the root of Créole cuisine; it is possible to buy them at Sainte-Anne Market, on the beach.

The sky is always blue with Blue Cross



Blue Cross® offers a wide array of flexible insurance solutions to fit your clients' needs. All our travel insurance plans include our Serenity Service™, at no extra cost. This service provides real-time access to exclusive benefits in case of a flight delay.

Plus, your clients can travel with complete peace of mind with our strong global travel assistance network, ready to assist them before, during and after their trip.

Find out more by contacting one of our Regional Sales Managers at:
1-866-322-0227, ext. 3731

Also available in Québec and Atlantic Canada.



©The Blue Cross name and symbol are registered trade-marks of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans, and are licensed to the Canassurance Hospital Service Association, carrying on business as Ontario Blue Cross.

4 Accommodations for every budget

On the five islands, there is a place to stay for everybody. Properties range from charming hotels, like the four-star Relais du Moulin, to a few all-inclusives, such as Club Med La Caravelle, to homestays.

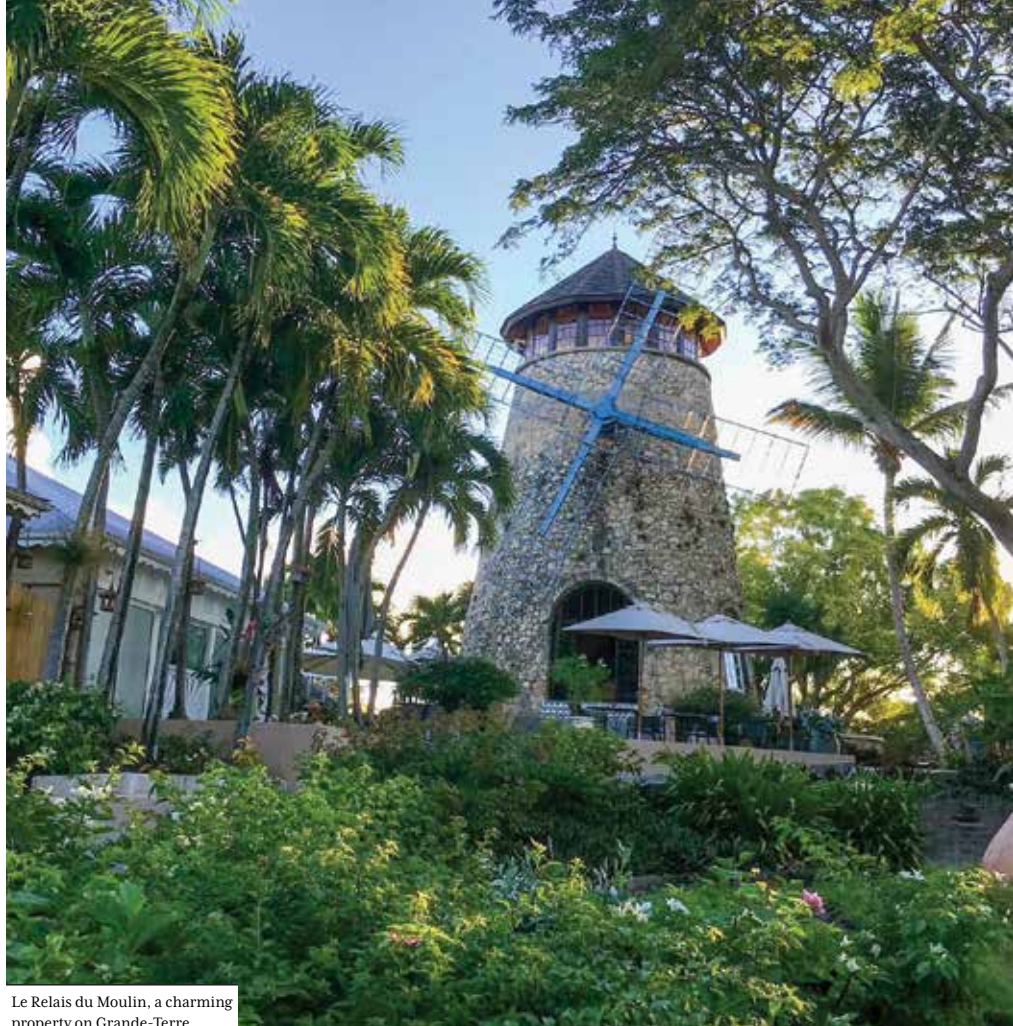
We were able to try three different gites (holiday homes for rent) and we were very satisfied with the quality of the accommodation. From a modern villa, to a typical Guadeloupean house or village bungalow, the different choices allow vacationers to enjoy their own rental house.

5 A rich history

Travellers to Guadeloupe are able to visit cultural landmarks that pay tribute to the island's former colonial history. At the ACTe Memorial (Center for the Expression and Memory of Trafficking and Slavery) in Pointe-à-Pitre, visitors can learn more about the presence of slavery in Guadeloupe.

Other landmarks include, in Marie-Galante, the Habitation Murat, a well-preserved example of a mansion, a mill and a sugar cane plantation. ●


The history of the islands is closely linked to slavery and the sugar cane industry.



Le Relais du Moulin, a charming property on Grande-Terre.

USEFUL INFORMATION

 **Getting there:** two airlines, Air Canada and Air Transat, offer flights to Guadeloupe via Montreal – note that there are no direct flights from Toronto. Air Canada services the island year-round, with two weekly flights in low season, three weekly flights in shoulder season, and four weekly flights in high season. Air Transat, on the other hand, offers seasonal flights from mid-December to March.

 **Currency:** the islands of Guadeloupe are a French territory and operate with euros.

 **Getting around:** the best way to fully explore both Grande-Terre and Basse-Terre islands is by hiring a car. The major brands (Hertz, Budget, Avis, etc.) are located at the airport Guadeloupe – Pôle Caraïbes, on Grande-Terre. Ferry services, such as L'Express des Iles, offer regular links to islands like Marie-Galante and Saintes.

 **Climate:** the archipelago is blessed with a tropical climate, with average temperatures between 20 and 30 Celsius. The dry season is from January to June, while wet season, which also coincides with hurricane season, is from July to December.



2019 World's Best Leisure Airline





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