

行政院所屬各機關因公出國人員報告書

(出國類別：出席國際會議)

# 出席二〇〇三年美洲旅遊協會 第七十三屆年會暨旅展報告書

報告人：服務機關：交通部觀光局

職 稱：科長

姓 名：于慧慧

出國地區：美國邁阿密

會議期間：九十二年十月二十一日至二十六日

報告日期：九十二年十二月十日

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公務出國報告提要

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報告名稱:

出席ASTA美洲旅遊協會2003年第七十三屆年會暨旅展報告書

主辦機關:

交通部觀光局

聯絡人/電話:

交通部觀光局/科長/于慧慧/02-23491670

出國人員:

于慧慧 交通部觀光局 技術組 科長

出國類別: 其他

出國地區: 美國

出國期間: 民國 92 年 10 月 20 日 -民國 92 年 10 月 28 日

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關鍵詞: ASTA美洲旅遊協會,旅展

內容摘要: ASTA成立於1931年,係由美國發起之國際性旅遊專業組織,會員以美洲地區之旅行業者為主,亦涵蓋部分之旅館業及航空、遊輪、鐵路、公路等運輸業者,會員遍及全世界。我國於1980年加入該組織,每年均派員參加年會並組團參展。惟1998年起為表達大會擅改我國會員名稱之不滿與抗議,遂不再參加旅展,僅派員參加年會以維繫與該組織會員及各國旅遊界間之關係。然出國參加會議確實耗時又花錢,如果並無實質效益(未參展亦無法觀展),這樣的「一人行」與會模式值得再檢討。尤其受制於中國,無法在實質上將「2004台灣觀光年」與ASTA第74屆即將在香港舉辦的年會連結,實在相當可惜,畢竟是世界各國可能同時到達距台灣最近地區的難得機會,應該迅速思考如何在下屆年會舉行之前加以補救。此外,由於ASTA係以旅行業、旅館業及交通業者為主組成之協會團體,今年的重點研習「Model Agency Program」即是針對旅行業者之訓練課程,相關課程資料對本局業務組尤具參考價值。至有關大會提供之資訊及周邊服務,也許細瑣但是非常貼心,值得作為爾後本局辦理各項大型國際會議之參考。當然,最重要的還是如何能在合理時間內即早完成規劃及準備,才是舉辦會議及活動成功之鑰。對於我國現正推展之會展旅遊,確實應正視「工欲善其事,必先利其器」以及「天下沒有白吃的午餐」兩大原則,必要的人力、經費,設備完善的會場,便利的交通以及足夠時間的周延規劃等,都是重要的成功條件;「臨陣磨槍」及「又要馬兒好,又要馬兒不吃草」的幻想是不可得的!

# 出席二〇〇三年美洲旅遊協會第七十三屆年會暨旅展

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## 壹、出國計畫

本次出國係奉派參加美洲旅遊協會（American Society of Travel Agents, 簡稱 ASTA）二〇〇三年在美國邁阿密舉行之第七十三屆年會；同時 ASTA 美東遊輪巡訪之旅亦首次併同舉辦。

ASTA 成立於 1931 年，係由美國發起之國際性旅遊專業組織，會員以美洲地區之旅行業者為主，亦涵蓋部分之旅館業及航空、遊輪、鐵路、公路等運輸業者，會員遍及全世界。我國於 1980 年加入該組織，會員名稱為「Taiwan (ROC)」 Chapter，此後每年均派員參加年會並組團參展；1991 年並獲主辦權，於台北舉行第六十一屆年會。

後因中共為加入 ASTA，自 1993 年起即不斷要求更改我國會籍名稱為「Chinese Taipei」，雖經我國代表多方奔走斡旋，ASTA 總會仍在 1995 年理事會通過擅改我國會籍名稱（詳附件一本年度國際分會長名單），為表達我方之不滿與抗議，遂自 1998 年起不參加旅展，僅派員參加年會以維繫與該組織會員及各國旅遊界間之關係。

本屆年會原係本局國際組編列之預算並於二〇〇三年一月先行報名以節省報名費；後因故數度變更參加人員，至



十月初始決定指派筆者一人出席，因會議期間為十月二十一至二十六日，故各項連繫及需事先預訂之作業均極為倉促，甚至不及；且因台北分會施啟盛會長因事未參加，本局亦無參展攤位，而「非參展者不得進入展場」之大會規定，亦使得筆者雖自行準備若干文宣及小紀念品，卻無法順利於會場中發送，只得小心翼翼地找人攀談並視情形贈送。爾後本局如欲持續參加 ASTA 年會，則與會之模式，實應檢討改變並提前作好各項計畫。

## 貳、會議行程

本次大會除提供需另外付費之會前旅遊及會後旅遊(Pre- & Post- Tours)，可視個人喜好參加外；主要之會議部分包括：

一、2003年10月21至24日：第七十三屆ASTA世界旅遊年會，包含演講、授獎、研討會及旅展。

二、2003年10月24至26日：ASTA東部遊輪巡訪之旅，包含巡訪大型遊輪、研討會及專業技術訓練。

本局因臨時變更參加人員，且受限於出國時間及經費，並未參加任何會前及會後旅遊。以下僅就10月21至26日之大會議程簡要說明：

### (一) 10月21日

1.9:00-13:00：半日市區觀光(自費參加)

2.13:00-17:30：分組研討會

3.18:00-19:30：大會開幕式

4.19:30：分會開場晚宴(僅限各地分會付費參加)

### (二) 10月22日

1.7:30-8:30：早餐(亞買加觀光局及亞買加航空提供)

2.8:30-9:45：分組研討會

3.9:45-10:15：休息時間(由亞買加觀光局及亞買加航空  
提供咖啡)

4.10:15-12:00：大會演講及頒獎

5.13:00-15:00：旅展開幕

6.15:15-17:15：分組研討會

7.19:00-21:00：地主之夜 (Cruise Miami Then & Now)

8.21:30：愛爾蘭晚會(愛爾蘭分會及大陸航空提供)

(三) 10月23日

1.6:30：健行(自由參加)

2.7:30-8:30：早餐(亞買加觀光局及亞買加航空提供)

3.8:30-9:45：分組研討會

4.9:30-10:00：休息時間(由亞買加觀光局及亞買加航空  
提供咖啡)

5.10:00-12:00：大會演講及頒獎

6.13:15-13:45：產品研討

7.14:00-17:00：旅展

8.17:00-19:00：新世代社團(YPS)研討會

(四) 10月24日

1.7:30-8:45：早餐(亞買加觀光局及亞買加航空提供)

2.8:15-8:45：產品研討會

3.9:00-10:15：大會演講及頒獎

4.10:15-10:45：休息時間(由亞買加觀光局及亞買加航空  
提供咖啡)

5.10:15-12:00：大會演講、頒獎及閉幕式

6.10:30-13:00：旅展

7.13:00-17:00：半日市區觀光(自費參加)

8.13:00-17:30 分組研討會

9.19:30-21:30：香港之夜（香港旅遊局提供）

(五) 10月25日

1.7:30-8:00：早餐(亞買加觀光局及亞買加航空提供)

2.7:45-10:00：分組研討會

3.11:00-14:30：遊輪巡訪及午餐(共兩梯次)

4.15:00-18:00：分組研討會

5.19:30-21:30：加勒比歡慶晚會（加勒比觀光及旅館協  
會提供）

(六) 10月26日

1.8:15-8:45：早餐(亞買加觀光局及亞買加航空提供)

2.8:45-10:00：分組研討會

3.11:00-14:30：遊輪巡訪及午餐(共兩梯次)

4.15:00-16:15：分組研討會

整體而言，會議行程非常緊湊，且因會議中心距與大會合作之各大旅館均有相當距離，大會共準備了七條路線之接駁巴士，訂定時間往返於旅館、會議、晚會場所及碼頭等；與會人員必須自行選擇並組合各組研討會及接駁車時間，方能順利參與各項會議及行程。

此外，第十五屆的 ASTA 年度無聲拍賣 (Silent Auction) 亦自 10 月 21 日上午八時起於大會註冊場地舉行，拍賣時間為 21 日八時至 23 日十五時，所有拍買得主應於 24 日十六時前付款。此項拍賣物品均為各單位或組織所捐贈，所得則納入 ASTA 基金會。此次拍賣會共有五十個項目，本局比照去年以 Tourism Bureau Taiwan 名義，提供價值美金 450 元之圓山飯店三天兩夜住宿之拍賣項目，今年之最終標金為美金 115 元。其他項目請參閱附件二。

## 參、主要會議內容

本次年會中除大會貴賓之演講外，共有大小 87 場次之研討會議（詳附件三），其中重要主題並有不同時段之重複場次，方便與會人員選擇；約略可歸納為專家類、產品成果類、電腦技術類及一般類等四大類，簡要說明如下：

### 一、專家類：

共有六個子題，包括來自開曼群島、香港、哥斯大黎加、法國、愛爾蘭等地區之觀光單位及組織，針對各地之觀光資源、教育訓練、工作研討以及銷售手法等項目，提供與會者專業性的資訊以及通路操作模式。

### 二、產品成果類：

共有二十六個子題，主要係針對旅遊產品之銷售，提供旅行業界及代理商經驗交流的機會，包括如何縮短旅遊交通時間、提高訂位便利性、減少顧客成本、增加公司營收、包裝產品、透過網路行銷、甚至如何鎖定兒童旅遊或家庭旅遊等等，均與旅行業代理之業務相關，內容相當豐富。

### 三、電腦技術類：

有關電腦技術研討部分共有五項子題，惟因均係實際運用電腦操作，必須另行於大會註冊處報名。本次大會由 Sabre

Travel Network 公司提供每場次五十部電腦供實際操作，若報名超過五十人，則僅允許於教室後旁聽。

此類主題主要是在研討如何更快速地利用網路邁向成功，包括透過網際網路、電子郵件，甚至微軟程式集的應用、搜尋引擎的優勢、以及網頁製作的方式等，以實地操作之教學方式，幫助與會人員更迅速有效地學習如何在旅遊業界靈活運用電腦創造商機。尤其在二十一世紀的科技時代，傳統行銷及買賣方式已然被電腦及網路取代，因此此類主題在本次會議中頗受歡迎。

#### 四、一般類：

共有三十六個子題，屬於廣泛性地業務研討，包括個人及公司，例如業務員如何快速致富、如何提高顧客忠誠度、如何設計成功的旅遊訓練課程、如何成功經營旅展攤位吸引顧客目光、如何經營團體旅遊或遊輪旅遊、如何將商務旅客變成遊輪乘客、如何創造遊輪市場、如何尋找國際性合作夥伴、如何在家經營旅遊業、如何學習業務技巧、如何拓展行動不便者之旅遊需求等等，其內容之豐富，幾乎無所不包，與會人員可以就自己有興趣的子題選擇參加。

以上各研習或研討主題，除於大會資料上刊印簡介外，

如需詳細資料或演說光碟、錄音帶者，可另填具申購書表向大會購買（美金 99 元）。

除了各場次的研討會外，大會也安排了在大會堂的演說及年度的頒獎。主要的演說內容包括：1.面對未來—旅遊週刊 (Travel Weekly) 2003 年旅遊業調查報告；2.時代的改變；3.成功的要素。

其間並穿插預錄之短片--產業發聲 (Voices of the Industry)、訪問紀錄等，均係與二十一世紀旅遊業及關聯產業之發展有密切關係之主題。頒獎部分則因與本局無關，不予贅述。

至旅展部分，本屆參展單位約三百五十個展攤，在邁阿密海灘會展中心的 B、C 兩館舉行（展場如附圖一）。我國並未設攤，故無法進入旅展會場，但是後來發現在一條跨越該會展中心之館際天橋上，可以透過玻璃窗俯瞰旅展會場內的狀況，遂趁機拍攝了一些照片（如附圖二），可一窺展場實況。而中國則因香港的關係，除香港旅遊局及香港地區相關業者設有五至六處展攤外，另有一處南京的中國國際旅行社設攤。整體而言，參展單位不若往年熱烈，由現場照片來看，實際參與人數亦並不踴躍。



## 肆、學習心得與建議

參加國際性的會議雖不是第一次，但是對一個非旅行業界之業務操作者而言，筆者在此次美洲旅遊協會的年會中，很多的經驗確實是很新鮮、甚至是驚奇的；同時也因為筆者首次在國際性的會議場合中嚐到被拒於門外的滋味，心中感觸良多，對於本局爾後參加此類會議的模式，是否應彈性改變，建議應妥予檢討。

針對會議的籌辦計畫、會議內容、資訊及周邊服務等等，筆者將就親身體驗及感受所及，提出心得與大家分享，或許因專業度不足、或許因觀察不夠入微，或有以偏概全之誤，不過總是希望能夠引起注意及引發思考，每件事情確實總有不同的作法，而且常是沒有對錯的！

### 一、籌辦計畫：

在上一屆年會於夏威夷舉辦時，邁阿密即以本屆年會之主辦大會地主身份，熱情邀請各地代表參加今年的年會，並在 ASTA 網頁 ([www.astanet.com](http://www.astanet.com)) 上建置專屬本次年會之相關資料版面 (參考附件四—因未及時印出該網頁，已更新為下屆香港年會資料，果然效率迅速)，包括會議行程、報名註冊程序、研討會內容、主持及主講人資訊、交通及

接駁資訊、與大會合作之飯店資訊及訂房系統、會前會後旅遊及市區觀光資訊、甚至穿著注意事項等，對來自世界各地的與會代表，都有詳盡的 on-line 說明，並可使用線上付款方式繳交各項費用。

其中各項報名註冊或訂房程序都訂有至少一個月以上的固定時間表或期限，且極詳細，只要依照大會所訂時限辦理各項手續即可順利與會；對於臨時變動的狀況，大會在註冊處更是從會議前一天起至最後一天，設置多處窗口每天提供相關查詢及服務，絕無找不到服務人員的情況，所有服務人員（除了保全人員外）也都是非常親切友善（因為筆者也是臨時更動”事項”之一，故可直接感受到大會的服務）。對於媒體，大會也另闢兩處大型會議室提供電腦操作以及會議使用。

整體而言，雖然受到景氣影響，今年參加人數不若往年，但估計每天實際與會者仍有約二千人，並有近四百個攤位參展，全程會議、晚會及旅展均順利、無失誤，顯見大會規劃作業之完整周延及成功。

當然，由於邁阿密已經是第五次主辦 ASTA 的年會（前四次分別為 1952 年、1964 年、1982 年及 1989 年），其經

驗之豐富不可多得，而邁阿密海灘會展中心（Miami Beach Convention Center）之佔地廣大、設備齊全、規劃動線流暢，也是會展成功要素；尤其各會員及組織之贊助（詳附件五），使得大會得以負擔可觀之經費消耗。依據大會資料，所謂白金伙伴（Platinum Partners）就有 25 個組織，貢獻伙伴（Contributing Partners）則有 15 個組織，此均不包括一般之會員贊助及參加費用；而動員人力之多也使得筆者想“溜”進旅展會場亦不可得！

交通部分，雖然當地大眾運輸並不方便，大會特別安排了七條不同路線之接駁車，將所有與會人員住宿之旅館規劃成七個群組，每條路線均至少有兩輛大型車每半小時於各旅館群及會場間對開；如有晚會在特定地點舉行時，則全部車輛均統一調度，以 10 月 22 日晚上「地主之夜」在邁阿密港舉行為例，當晚約二十輛遊覽車依序抵達港區時，場面相當壯觀！同時大會也體諒部分年紀較大的與會代表，部分返程車班可提早返回旅館。

對於我國現正推展之會展旅遊，確實應正視「工欲善其事，必先利其器」以及「天下沒有白吃的午餐」兩大原則，必要的人力、經費，設備完善的會場，便利的交通以及足

夠時間的周延規劃等，都是重要的成功條件；「臨陣磨槍」及「又要馬兒好，又要馬兒不吃草」的幻想是不可得的！

## 二、會議內容

筆者雖第一次參加 ASTA 年會，然比對歷年來本局參加該會議之報告資料，本次年會參加人數似乎不若以往，以大會場之實際座位估算，每日與會人數約 2000 人，除了因為受到 911 事件、SARS 恐慌及全球性的經濟不景氣影響外，筆者認為網際網路的快速發展也是重要因素之一。尤其在與會期間，筆者觀察到與會者似乎以年長者居多，固然是因為身為各地分會或組織之代表，必然有一定之資歷；但是從大會特地開設「新世代社團專題（Young Professional Society General Session）」，鼓勵年青世代加入的作法，以及今年多位上台獲獎者都是白髮蒼蒼的前輩看來，ASTA 也面臨了「高齡化」的現象，筆者甚至遇到多位曾參加過 1991 年在台北舉辦的年會。已經舉辦了七十三屆的年會彷彿已然變成大家緬懷「the good old time」的同樂會！或許對新生代的業務人員來說，不需靠龐大組織、團體的支持，也同樣不必背負龐大的人力及成本支出，在家利用電腦及網

路資訊即可獨立作戰的觀念；以及面對改變旅遊規劃型態的顧客，這些都是此類大型社團組織式微的原因吧！

其次，在會議進行中，筆者也發現除了提供精美文宣資料或屬完整訓練研習的課程外，實際參加分組研討的人員並不踴躍，多屬 shopping 型即遊走於各會議室間，視演說資料及內容之精彩度決定停留時間長短，並未真正完整參與整場的研討，甚至少數場次中還有工作人員多於聽講人員的狀況！為什麼會有這種情形，筆者以為可能有以下幾個相對性的因素：

#### （一）與會人員特質：

前面曾述及與會者多為資深旅行業界人士，參與會議之目的除了藉此機會到世界各地旅行以及績優單位或個人之授獎外，就以參觀旅展為重點了；所以對他們而言，參加研討會可能不太有意義，或許他們也都已具備資深講師的資格了呢！

#### （二）研討內容細瑣：

雖然大會準備了七、八十個主題的小型研討會或課程，確實是很多樣的選擇。但是相對地，有些主題太特殊或範疇太小的場次，就只能吸引某些特定對

象，而無法聚集人潮。

### （三）旅展才是重點：

除了於大會主場進行的議程人數較多外，只有旅展開幕期間才見人潮，雖然就現場拍攝的照片看起來，設展人數似乎與觀展人數差不多，並未有真正的人潮湧入，但實際上參加旅展以及頒獎典禮應該還是每年年會的重頭戲吧！

因此，未來舉辦大型國際會議時，如何辨識重點、確實吸引與會者注意，方能不浪費人力、時間及經費，達成會議目的應是重要考量項目。

## 三、資訊及周邊服務

其實除了正式會議內容及與會者參與程度之外，大型國際會議中應該提供的各式資訊、特殊服務如殘障設施或協助項目等，應該也是促成大會順利成功、獲得好評的重要因素之一。

此次年會中，筆者觀察到的服務，除了前述的交通及媒體部分外，還有一些不錯的服務提供：

### （一）殘障設施：

在會展場所固然少不了殘障設施如坡道、廁所等，但在大會進行中，還不時可看到裝備齊全的電動輪椅穿梭於各會場之間，即便在各晚會場地，這些肢障者也都能順利進出；這些就需要籌辦單位精心考量，不論在走道寬度或座位安置之規劃、人員之服務訓練等，都可看出大會的用心。筆者還親眼看見一位高齡與會者帶著組合式輪椅搭乘遊覽車，上下車時司機還會下車協助其陪同人員裝卸，確實令人有服務到家的感覺。另外值得一提的是，會場中所有與會人員對待這些肢障者的態度，也都能像對待一般正常人一樣，沒有異樣或歧視的眼光，更是令人感受深刻，值得國人深思！

## （二）網際網路服務：

今年 Sabre Travel Network 公司提供了約三十部筆記型電腦於大會註冊處，開放給所有與會代表免費上網，此舉讓筆者喜出望外，因為正好可以利用不能進入旅展的時間使用網路。不過，據筆者觀察，使用這些電腦時除了極少數的時間要排隊等候外，大部分的狀況都是隨到隨有空位可用，不知道是因為

沒有急事不需用，還是高齡者不會用，或者有需要者已自備，又或者是因大家都很自愛、不會霸佔不放；總之，看起來並沒有人潮等候使用的情形，也確實提供了有需要的人很好的服務。只是不知道如果在台灣也同樣提供此服務的話，會有什麼結果？

(三) 每日會訊資料：

大會每年於年會舉辦期間，除編印 ASTA 專屬期刊 (ASTA AGENCY MANAGEMENT) 之年會專刊外，每日出刊「每日會訊 (CONGRESS DAILY)」，即時報導每日之會議內容及花絮。今年亦不例外，共計從 10 月 21 日起四天，每天均可於會場取得會訊，且 10 月 22 日起各與會人員住宿之旅館亦隨同早報同步提供會訊。每天出刊之「每日會訊」約有 16 頁左右，其編印效率可謂超級 (如附件六)。

另美國大報「USA TODAY」亦特別出刊一大張 (如附件七)，專門報導所有 ASTA 年會之相關消息，並隨同該報每日贈送住宿於各旅館之與會代表。

在電子媒體部分，大會不僅在會場設置大銀幕不停播放相關訪問、廣告、會議訊息等，更與電視台結



合自 10 月 21 日起一連五天，在所有旅館中的不同頻道同步播放，使與會代表在旅館中亦能獲得當日大會相關資訊，非常方便！

(四) 當地旅遊資訊服務：

大會除安排會前及會後之旅遊行程供與會代表選擇外，在大會註冊處亦另有設置當地旅遊資訊服務處，為臨時起意者提供即時、短程之旅遊資訊服務，立意甚佳，並可確實帶動當地觀光發展及增加當地旅遊業之收入。

(五) 紀念相片拍攝：

除贊助廠商於會場中設置固定背景，供與會代表免費拍攝數位相片並提供簡易相框外；香港旅遊局為擴大宣傳亦在香港之夜會場設置專屬明年年度之大型看板作為背景，與會者可免費「拍立得」，並馬上裝入小型框中作為紀念，亦令與會人士印象深刻，具相當之宣傳效果。

(六) 社團服務：

大會註冊處之面積甚廣，除必備之服務窗口及前述之電腦、資訊、無聲拍賣等等之空間外，尚有極大

之空間提供相關組織或社團租用設攤，為大會「地盡其用」之作法。

(七) 香港旅遊局專櫃：

為明年年會之舉辦，香港旅遊局除於旅展會場設攤外，於大會註冊處亦設有專櫃，除提供各項資訊詢答外，凡旅行業者預先於此報名參加明年年會者均可獲得優待，僅需美金 199 元，之後報名則為 249 元（詳附件八）。

在有關周邊服務特別提到香港櫃台，除了呈現籌辦會議應有足夠時間（一年後之活動已完成規劃），以及提供與會者之便利服務外，還有一個值得提及的原因！筆者因無法進入旅展會場、亦不具任何社團身份，無法在大會中散發文宣（即便亞買加也是在其提供早餐及咖啡之時段始派員在場贈送提袋、T-shirt 及文宣品等）。且考量筆者攜帶文宣數量有限及發送有效性，最後決定在香港旅遊局櫃台附近走動，選擇自該處辦完報名手續之代表，與之攀談。除了先行自我介紹外，並禮貌性詢問是否將參加明年香港年會，如若確定，則贈送文宣及紀念品（小型國劇臉譜）並邀請順道來訪台灣。而最令人遺憾的是，當有人表示很有興趣

一遊台灣而問及明年的會前或會後旅遊（Pre- & Post-Tours）時，筆者只能很無奈地說明台灣並不包括其中。同時，由於 2004 台灣觀光年的小徽章、卡片、貼紙等亦尚未出爐，筆者也只好口頭上強調明年台灣觀光年之盛大與精彩。

最後，除前述之各項心得與建議外，筆者重整部分重要意見，希望確實提供目前及未來之作業參考：

- 1.對於無法將 2004 台灣觀光年與 ASTA 第 74 屆年會實質掛鉤，實在相當可惜，畢竟是世界各國可能同時到達距台灣最近地區的難得機會，建議可以思考如何在下屆年會舉行之前加以補救。
- 2.出國參加會議確實耗時又花錢，如果並無實質效益（未參展亦無法觀展），這樣的「一人行」是否一定要出席，應再檢討。
- 3.ASTA 係以旅行業、旅館業及交通業者為主組成之協會團體，今年的重點研習「Model Agency Program」即是針對旅行業者之訓練課程，筆者業取得一份完整課程資料，將送業務組參考。對於未來參加類此會議，建議考量實際業務關聯派員與會，較為合宜。

4.有關大會提供之資訊及周邊服務，也許細瑣但是非常貼心，值得作為爾後本局辦理各項大型國際會議之參考。當然，最重要的還是如何能在合理時間內即早完成規劃及準備，才是舉辦會議及活動成功之鑰。

出席二〇〇三年美洲旅遊協會  
第七十三屆年會暨旅展報告書

附件

## International Chapter Presidents Council

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**Yeghishe Tanashyan**

Australia  
**Barry Mayo**

Austria  
**Roland Latzko**

Bahamas  
**Graham M. Cooper**

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**Michael Merrithew**

Canada, Western  
**Bryan Hamel**

☆ Chinese Taipei  
**Robert See**

Colombia  
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**Minos G. Hatziminas**

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**Dr. Karel Dach**

Egypt  
**Amr Adel Sedky**

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Ghana  
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Greece  
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Nepal  
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Pakistan  
**Riaz Khan**

Peru  
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**Carlyn Manning**

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**Jose Antonio Da  
Conceicao**

Romania  
**Constantina Gandac**

Russia  
**Mikhael D. Briukhanov**

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**Moutaz F. Kayal**

Singapore  
**Tony Lim**

Spain  
**Julian Garcia-Hidalgo**

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**Moustafa H. Khataw**

Thailand  
**Bessie P. Samargachan**

Turkey  
**Günnur Özalp**

Venezuela  
**Lisbeth Eiolelman De  
Waich, CTC**

附件二、第十五屆無聲拍賣目錄



***ASTA FOUNDATION***  
***15<sup>TH</sup> ANNUAL SILENT AUCTION***  

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***DIRECTORY OF AUCTION ITEMS***

ASTA Foundation is an Internal Revenue Code Section 501(c)(3) charitable organization related to the American Society of Travel Agents, Inc. (ASTA). The Foundation, whose mission is to encourage students to pursue travel studies in higher education, awards numerous scholarships each year to the travel industry's most promising student leaders in a bachelors, masters, doctoral, community college, or travel school program and to travel professionals seeking to further their education. In addition, the Foundation funds special projects and awards grants for needed research in the travel industry.

Applications for scholarships and research grants may be obtained by viewing the program information on the internet at:

[http://www.astanet.com/education/edu\\_scholarships.asp](http://www.astanet.com/education/edu_scholarships.asp).

Information may also be requested by writing the ASTA Foundation at:

ASTA Foundation  
Suite 200  
1101 King Street  
Alexandria, VA 22314

Contributions to the Foundation are tax deductible in accordance with the law. Donors may designate their gifts to one of twenty-five individual scholarship funds or a general fund which supports the goals of the Foundation.

The affairs of the ASTA Foundation are governed by a Board of Directors as appointed by the President of ASTA. The daily activities of the ASTA Foundation are conducted by staff at the ASTA World Headquarters in Alexandria, Virginia.

The funds generated by the ASTA Foundation Silent Auction at the annual ASTA World Travel Congress help support the Foundation's scholarship, educational and research programs.



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*General Information including the location of the auction and opening and closing times*

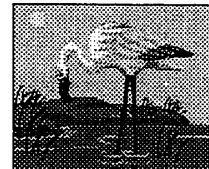
*General Policies and Procedures*

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*Silent Auction Rules*

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*List of Donations*





## **GENERAL INFORMATION**

All delegates are invited to bid on items displayed at the Silent Auction. The Silent Auction will be located in the Congress Registration Area. Find out how your ASTA Chapter or organization can donate to the ASTA Foundation Silent Auction in 2004! See your ASTA Foundation representatives at the Silent Auction.

Bidding for the Silent Auction will be open as follows:

**Tuesday, October 21 – First day!**

8:00am - 5:00pm

**Wednesday, October 22**

7:30am - 5:00pm

**Thursday, October 23 – LAST DAY!**

7:30am - 3:00pm

Winning bidders may collect their auction items at closing time.

**Friday, October 24 – PAYMENT ONLY!**

**All high bidders must pay.**

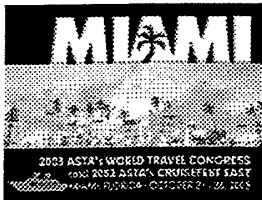
7:30am - 4:00pm

## **GENERAL POLICIES AND PROCEDURES**

1. Purchases must be used as indicated in the Directory and on the Donor Form and may be subject to additional conditions and restrictions designated by the donor.
2. Retail value as indicated on item, services, and travel packages are donor-estimated. These values will not be deemed a representation or warranty regarding the actual value of the donation. The donors provided descriptions of auction items. The Foundation is not responsible for the correctness of the description or condition of the property. All items have been donated to the ASTA Foundation for this auction, and are not sold by the donors. Winners may not ask for refunds, upgrades, exchanges, or extensions from the donors.
3. All high bidders are obligated to pay their bid(s) at close of the Silent Auction.
4. All tangible items must be picked up at time of payment, mailing expenses are the responsibility of the winner. For items that are to be delivered to the winner, most mailing costs, if covered, apply only within the continental United States. At time of delivery, costs of all mailing will be determined on a case-by-case basis.

## SILENT AUCTION RULES

1. Each donation will have a separate placard describing the item or service donated. Please read the description carefully before bidding.
2. In front of each placard will be a corresponding bid sheet, which delegates need to fill in if they are interested in purchasing the donation.
3. Bidding must begin at the minimum bid stated on the poster. Any bids not meeting the minimum bid or increment requirements will be rejected.
4. Subsequent bids will be accepted in whole dollar increments only according to the bid increment listed on each individual poster. Following bids must be at least the bid increment to qualify as bids.
5. Bidder must print his/her first and last name, the hotel where he/she is staying in Miami and all other information requested on the bid sheet. The dollar amount of the bid must be clearly printed. Illegible or incorrect entries will not be counted.
6. Purchases must be used as indicated in the Directory of Donations, Supplemental Directly, and on the Donor Form or gift certificate/letter, and may be subject to additional conditions and restrictions designated by the Donor. Bid sales are final - no exchanges, extensions or refunds are allowed. Please read the description carefully before bidding.



### Many thanks to the ASTA Staff supporting the

#### ASTA Foundation in 2003:

Joan Burdette, Staff Liaison  
Jennifer Eakle, Silent Auction  
Sarah Gussie, Financial Liaison  
Verlette Mitchell, Scholarships

## 2003 Silent Auction Donor List

Donated items are listed alphabetically by the company or individual donor name.

Any items donated after the September 30, 2003 deadline will be added to the auction tables but will not be listed in this directory.

A separate list of Chapter Donations can be found on page ... of this directory.

### GOOD LUCK!

#### ITEM 1

Donated by AIR PACIFIC...

Retail Value: \$8600

Bidding starts at: \$1500

Increments of: \$25

Air Pacific, Fiji's International Airline, is please to provide a firm space economy class ticket for you and a companion to fly roundtrip from Los Angeles to Nadi, Fiji. This certificate is upgradeable to business class on a space available basis!

*Travel may be taken between: October 26<sup>th</sup> to December 13, 2003; January 15, 2004 to June 30, 2004; and September 1, 2004 to October 25, 2004. No deviations to these dates can be authorized. All travel must be completed within 90 days from the day your ticket is issued or no later than October 25, 2004. Prize holder is responsible for federal, state and local taxes including U.S. Airport tax. Government and airport taxes must be paid upon booking travel. Once travel has commenced, reissues or extensions are not allowed unless required and requested by Air Pacific. Expiration date: October 25, 2004*

#### ITEMS 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

Donated by AIRTRAN AIRWAYS...

Retail Value: \$1500 each

Bidding starts at: \$300

Increments of: \$10

AirTran Airways offers 12 sets of round trip business class travel for two to anywhere AirTran flies in the United States! Each round trip certificate for two will be auctioned off separately.

*Certificate entitles the buyer and a companion to travel in business class to any domestic AirTran Airways destination and return. Passengers flying on the same certificate must travel on the same itinerary. Travel is non-refundable and non-transferable and must be completed by October 31, 2004. Reservations are subject to availability and holiday blackout restrictions will apply. Changes and cancellations may be made up to one hour prior to the scheduled departure time. Schedules and markets are subject to change without notice. This certificate cannot be replaced for any reason including certificates that are lost or stolen. The certificate must be presented along with government issued photo identification at the gate before departure. Expiration date: October 31, 2004.*

**ITEM 19**

**Donated by BRUNEL HOUSE...**

**Retail Value: \$500**

**Bidding starts at: \$100**

**Increments of: \$5**

**Brunel House invites you to enjoy two theater tickets of your choice on your next holiday in posh London, England plus enchanting limousine service and chauffeur for the evening. Expiration date: November 1, 2004**

**ITEM 20**

**Donated by BWI-BALTIMORE WASHINGTON INTERNATIONAL AIRPORT...**

**Retail Value: \$300**

**Bidding starts at: \$60**

**Increments of: \$5**

**Baltimore Washington International Airport offers a beautiful gemstone globe. This globe was constructed from more than 30 gemstones. Make this outstanding conversation piece yours to own! ON DISPLAY AT THE SILENT AUCTION!**

**ITEMS 21-22**

**Donated by CENDANT CAR RENTAL GROUP...**

**Retail Value: \$1200**

**Bidding starts at: \$250**

**Increments of: \$10**

**The Cendant Car Rental Group offers two, all inclusive weeks for 4 persons at the Blue Bay Getaway Resort in Cancun, Mexico. Your week away includes Blue Bay's fun and exciting water sports package! Each week also includes a week long car rental from Avis . All meals are included in this package. Airfare is not included with this item. This certificate is non-transferable. Reservations are subject to space availability; blackout dates may apply. Expiration date: October 31, 2004**

**ITEMS 23-24**

**Donated by DANDY RESTAURANT CRUISESHIPS...**

**Retail Value: \$100**

**Bidding starts at: \$20**

**Increments of: \$5**

**The Dandy Restaurant Cruiseships invite you to cruise along the Potomac River and take in the sights of Washington DC. Enjoy a \$100 gift certificate (\$50 per person for dinner) good towards your dinner cruise for two aboard Nina's Dandy. There are two \$100 certificates up for grabs at the auction. Certificate is valid on Sunday through Thursday dinner cruises only. Blackout dates include all holidays. The gift certificate has no cash value and can not be combined with any discount or other offer. Reservations are required in advance. Your certificate should be given to your server with any balance owed, upon presentation of your guest check. Some restrictions are necessary. Value of certificate does not include taxes, fees or gratuities. Certificate is not redeemable for cash. Expiration date: October 2004**

**ITEM 30**

**Donated by the HOTEL NEPTUN...**

**Retail Value: \$420**

**Bidding starts at: \$75**

**Increments of: \$5**

**Hotel Neptun**, located directly on the beach of the Baltic Seacoast of Germany, offers a **2 person 2 night stay in a deluxe double room with balcony and a view of the sea**. Also included is a **daily gourmet breakfast buffet and free use of many features of the Thalasso-Vital Center ARKONA SPA** including the seawater swimming pool, sauna, fitness area and many aerobic and gymnastics classes. *This certificate is non-transferable. Blackout dates include: All public holidays and special events. Reservations are subject to availability. Airfare is not included with this package.*

**Expiration date: December 19, 2004**

**ITEM 31**

**Donated by INN AT THE MARKET HOTEL...**

**Retail Value: \$710**

**Bidding starts at: \$150**

**Increments of: \$5**

**Inn at the Market Hotel**, of Seattle, Washington, generously donates **two nights in a market view room, a dinner for two at El Gaucho, Seattle's steakhouse AND a dinner for two at the Waterfront Seafood Grill, Seattle's seafood restaurant**. *This certificate is non-transferable; includes 2-\$100 dinner certificates. Valid Sunday through Thursday only; reservations are based upon availability. Blackout dates include Fridays and Saturdays, December 31, 2003 or February 13, 2004. Certificate is redeemable from October 1, 2003-October 1, 2004. This offer does not include parking, in-room charges, tax or gratuities.* **Expiration date: October 1, 2004.**

**ITEM 32**

**Donated by JESSICA TOURS AND TRAVEL ENTERPRISE...**

**Retail Value: \$300**

**Bidding starts at: \$50**

**Increments of: \$5**

**Jessica Tours and Travel Enterprise of New York City is donating a beautiful embroidered pashmina shawl from Kashmir, India. THIS ITEM IS ON DISPLAY AT THE SILENT AUCTION!**

**ITEM 33**

**Donated by J.W. MARRIOTT DESERT RIDGE RESORT AND SPA**

**Retail Value: \$1600**

**Bidding starts at: \$300**

**Increments of: \$10**

**The J.W. Marriott Desert Ridge Resort and Spa proudly donates a three night stay with a round of golf for two to its incredible Phoenix, Arizona resort**. *This certificate is valid August 1, 2003 - September 30, 2004. Blackout dates may include holidays and weekends; all reservations are based on availability. Certificate must be presented to the front desk staff upon check-in. Certificate is not redeemable for cash, is non-transferable and can not be extended past the expiration date.* **Expiration date: September 30, 2004.**

**ITEM 43**

**Donated by TAM BRAZILIAN AIRLINES...**

**Retail Value: \$1000**

**Bidding starts at: \$200**

**Increments of: \$10**

**TAM Brazilian Airlines offers two round trip air tickets to Rio de Janeiro from Miami.** These are coach class, positive space seats. *This certificate is non-transferable. Blackout dates including 12/01/2003 to 2/28/2004 do apply. Airline tickets do not include transfers or airfare to Miami.*

**Expiration date: June 20, 2004.**

**ITEM 44**

**Donated by TANOVA HOTELS...**

**Retail Value: \$1500**

**Bidding starts at: \$300**

**Increments of: \$10**

**The Tanoa International Hotel of the Fiji Islands generously donates five-nights accommodations in a deluxe room for two!** *This certificate is transferable. Accommodations are deluxe but do not include airfare however airport shuttle transfers are included. Reservations are subject to space availability; advance reservations are required. This certificate is not redeemable for cash. Certificate does not include charges for food, beverages and incidentals.*

**Expiration date: October 31, 2004.**

**ITEM 45**

**Donated by THE HERTZ CORPORATION...**

**Retail Value: \$350**

**Bidding starts at: \$75**

**Increments of: \$5**

**The Hertz Corporation donates a week-long rental of a Hertz Prestige Collection vehicle.** *This certificate is non-transferable. Minimum rental age is 25 and Hertz standard rental conditions apply.* **Expiration date: October 21, 2004.**



**ITEM 46**

**Donated by the TOURISM BUREAU TAIWAN...**

**Retail Value: \$450**

**Bidding starts at: \$100**

**Increments of: \$5**

**The Tourism Bureau, Taiwan R.O.C offers a 2-night stay in a deluxe room at The Grand Hotel in Taipei, Taiwan.** This certificate also includes a one-day Taipei tour courtesy of Everlight Travel Service Co., Ltd. *This certificate is neither non-transferable nor refundable for cash. Reservations are subject to availability. Airfare and transfers to and from the airport are not included. Accommodations are deluxe but do not include meals.*

**Expiration date: March 31, 2004**

with its own separate attributes, representing everything from animals to abstract concepts. The Hopi were the original Kachina Doll carvers, using a single piece of cottonwood root. The Navajo began carving in their own creative way, adding leather, feather, beads and turquoise.

**ITEM 50**

**Donated by: BERMUDA DEPARTMENT OF TOURISM**

**Retail value: \$300**

**Bidding starts at: \$60**

**Increments of: \$5**

The Bermuda Department of Tourism proudly donates a pair of beautiful Bermuda Cedar nightlite lighthouses.

Thank you for participating in our auction!







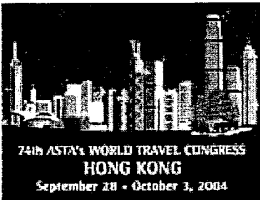
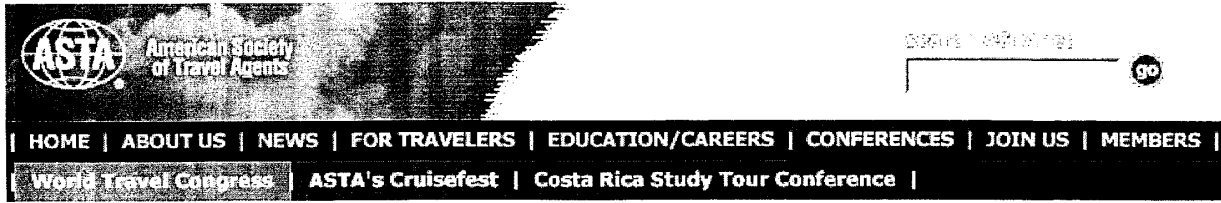
<b>WED OCT 22</b>	<b>D233/234</b>	<b>D235/236</b>	<b>D237-239</b>	<b>D240/241</b>	<b>C223/224</b>	<b>C220-222</b>	<b>C127</b>	<b>C225/226</b>
	<b>Selling Ireland</b> Courtesy of Tourism Ireland	<b>Moving Travel Training Online</b> Sharon Scott, CTC	<b>Make More \$\$\$ Working from Home! Successful Home- Based Agents Tell You How!</b> Joanie Ogg, CTC, MCC	<b>So You Have a Web Page—How to Make It Work for You</b> Chelle Yarbrough, CTC	<b>Rules of the Game Business Do's &amp; Don'ts</b> Barbara Bergstrom	<b>The Journey to Success: One Way Round-Trip or Open Jaw?</b> Nolan Burris	<b>How to Work a Trade Show Booth Supplier Seminar</b> Kate Kozal	<b>Hands-On Technology Seminar Email Marketing: Creating a Plan &amp; Getting Started</b> Carrie Lauby Courtesy of Sabre Travel Network
	<b>Cancun: The Mexican Caribbean</b> Jorge Luis Telez Brought to you by Cancun Convention & Visitors Bureau	<b>Going for the \$30,000 Sale</b> Paul Tickner Brought to you by British Heritage Tours	<b>The Secrets of Selling Family Travel to Hawaii</b> Susan Teuzman & John Pa abana Brought to you by Aston Hotels & Resorts	<b>If You're Juggling Anyway, Make It Profitable with American Express</b> (Runs until 4:00pm) Rob Peck & Diane Ropstein Brought to you by American Express	<b>Peru: Gourmet Paradise</b> Julio R. Rojas Brought to you by Peru Tourism Board	<b>Portugal: A Hidden Jewel—How to Sell This Destination</b> Luis Avildes Brought to you by ICEP—Portugal	<b>What Has People Talking About Amadeus?</b> Jolene Iredale Brought to you by Amadeu	<b>Win, Win, Win. Web Fares and Every Other Published Fare</b> Michael Cairns Brought to you by Sabre Travel Network
	<b>Cayman Islands Specialist Training Program for Travel Agents</b> Kathleen Mahoney- McGuinness, CHME Courtesy of Cayman Islands Department of Tourism	<b>Working a Room—How to Network Effectively</b> Kate Kozal	<b>The Ins and Outs of Being a Host Agency</b> Joanie Ogg, CTC, MCC	<b>Alternative Booking Engine Options for Technology Panel Discussion</b> Moderated by Jim Menge, CTC	<b>Travel Agent Best Practices Panel Discussion</b> Moderated by James Shillinglaw, CTC	<b>Burn Your Business Plan and Sizzle with Success!</b> Nolan Burris		<b>Hands-On Technology Seminar Email Advertising: Text vs HTML</b> Carrie Lauby Courtesy of Sabre Travel Network

<b>THUR OCT 23</b>	<b>D233/234</b>	<b>D235/236</b>	<b>D237-239</b>	<b>D240/241</b>	<b>C223/224</b>	<b>C220-222</b>	<b>C127</b>	<b>C225/226</b>
		<b>Seeing Your Site Through Your Customer's Perspective: Maximize ROI Through Customer Experience Management</b> Bonny Brown and Elizabeth Edison	<b>Making the Move to Home Opportunities and Answers— Operating Your Travel Business From Home"</b> Joanie Ogg, CTC, MCC	<b>Making the Internet Your Most Profitable Business Partner</b> Chelle Yarbrough, CTC	<b>Under 40, Over \$40K Panel Discussion</b> Moderated by Chris Russo	<b>How to Make a Million Dollars Selling an Airline Ticket</b> Susan Tauchman		<b>Hands-On Technology Seminar Search Engine Mastery</b> Nolan Burris Courtesy of Sabre Travel Network
		<b>Earn More Moola, Sell More Hula</b> Brought to you by Aston Hotels & Resorts	<b>How to Use Your Website to Sell More Travel</b> Miguel Cartagena Brought to you by Imagination.com	<b>If You're Juggling Anyway, Make it More Profitable with American Express</b> (Runs until 2:00PM) Rob Peck & Diane Ropstein Brought to you by American Express	<b>A World of Travel Products</b> Jim Menge, CTC Brought to you by Sabre Travel Network	<b>Get Out There</b> Brought to you by Royal Caribbean International		
	<b>D233/234</b>	<b>D235/236</b>	<b>D237-239</b>	<b>D240/241</b>	<b>C223/224</b>	<b>C220-222</b>	<b>C127</b>	<b>C225/226</b>
<b>FRI OCT 24</b>	<b>Cyprus: Irresistible for 10,000 Years</b> Neophytus Christodoulou Brought to you by Cyprus Tourism Organization	<b>Make Kids Your Clients!</b> Dawn Grigsby Holiday Family Suites Resort	<b>Learn Simple Tactics to Maximize Your Earning Potential!</b> Mark Murphy Brought to you by ModernAgent	<b>Thinking Outside the "Box"</b> Janice Edwards-Diaz & Gayle Morris Brought to you by ResortQuest Vacation Rentals		<b>A True Departure</b> Brought to you by Celebrity Cruises		

<b>FRI OCT 24</b>	<b>D233/234</b>	<b>D235/236</b>	<b>D237-239</b>	<b>D240/241</b>	<b>C223/224</b>	<b>C220-222</b>	<b>C127</b>	<b>C225/226</b>
<b>1:00pm-5:30pm</b>	<b>The Model Agency Program</b> Nolan Burris Courtesy of ASTA and Best Western International		<b>Cruise Vacations-An Introduction</b> (Runs Until 5:00pm) Bernie Blomquist, CTC, MCC Courtesy of Cruise Lines International Association (CLIA)	<b>Niche Cruise Specialist Certification Program</b> (Runs Until 5:00pm) Larry Dessler, CTC Courtesy of Niche Cruise Marketing Alliance	<b>Selling Chic: Niche Market Travel to France</b> (Runs Until 5:00pm) Carolyn Viles, CTC Courtesy of The Travel Institute (formerly ICTA)	<b>Group Sales Made Easy</b> (Runs Until 5:00pm) Tom Cogan, CTC, MCC Courtesy of Cruise Lines International Association (CLIA)	<b>Seeing Your Site Through Your Customer's Perspective: Maximize ROI Through Customer Experience</b> Benny Brown and Elizabeth Edison	<b>Hands-On Technology Seminar</b> Microsoft Excel John Duque Courtesy of Sabre Travel Network
<b>2:00pm-3:15pm</b>								
<b>3:45pm-5:00pm</b>								<b>Hands-On Technology Seminar: ASTANET-Your High Speed Connection for Success</b> Eileen Denne Courtesy of Sabre Travel Network

<b>SAT OCT 25</b>	<b>D233/234</b>	<b>D235/236</b>	<b>D237-239</b>	<b>D240/241</b>	<b>C223/224</b>	<b>C220-222</b>	<b>C127</b>	<b>C225/226</b>
<b>8:00am-8:30am</b>	<b>Cyprus: Irresistible for 10,000 Years</b> Neophytus Christodoulou Brought to you by Cyprus Tourism Organization	<b>How to Use Free Marketing Tools from MailPound.com to Sell More Travel and Grow Your Business</b> Louis Christen Brought to you by MailPound.com	<b>Hong Kong, China &amp; Vietnam in a 3-Night Cruise: How? Let Star Cruises Show You!</b> Gary Sharman Brought to you by Star Cruises	<b>The European Cruise Masters</b> Cindy Christen Brought to you by First European Cruises		<b>Everything You Wanted to Know About the Hall Class Action Against the Airlines</b> (Starts at 7:45am Runs until 8:45am) Henry L. "Anby" Anderson		
<b>3:00pm-4:15pm</b>	<b>Miami: Your First and Last Port of Call</b> Linda Stillmann and Paul S. George Courtesy of Greater Miami Convention & Visitors Bureau	<b>From Business to Pleasure: Turning Corporate Clients into Cruise Passengers</b> Mark McMullen	<b>Secrets to Advanced Cruise Sales</b> Tom Ogg		<b>Creating a Cruise Marketing Plan</b> (Runs Until 6:00pm) Bernie Blomquist, CTC, MCC Courtesy of Cruise Lines International Association (CLIA)			
<b>4:45pm-6:00pm</b>	<b>Honeymooners and Cruising: A Perfect Match! Grow Your Share of the \$7 Billion Honeymoon Market</b> Heather Stall	<b>Matching the Cruise Experience to the Client</b> Mark McMullen						

SUN OCT 26	D233/234	D235/236	D237-239	D240/241	C223/224	C220-222	C127	C225/226
8-45am 10:00am		From Business to Pleasure: Turning Corporate Clients into Cruise Passengers Mark McMullen	Marketing Cruises on the Web Tom O'gig  Building Client Loyalty Bernie Blomquist, CTC, MCC Courtesy of Cruise Lines International Association (CLIA)			Operating Your Home- Based Cruise Agency For Success Joanie Ogg, CTC, MCC		
3:00pm 4:15pm						Operating Your Home- Based Cruise Agency For Success Joanie Ogg, CTC, MCC		



## 2004 World Travel Congress

*1 Hong Kong - September 28 - October 3, 2004*



### Hong Kong: Where East Meets West

#### 2004 World Travel Congress

##### EVENT INFO

- Registration Fees
- Register Online
- Program
- Hotels
- Hotel Map
- Transportation
- Trade Show Exhibitors List
- Pre and Post Tours
  - China
  - Cambodia
  - Indonesia
  - Japan
  - Laos
  - Singapore
  - Thailand
  - Vietnam
  - Cruise Offers
  - Hotel Offers

##### EXHIBITOR INFO

- General Information
- Trade Show Floor Plan
- Trade Show Contract
- Congress TV Packages
- Delegate Bag Inserts

Learn for yourself how East meets West in Hong Kong. Discover how your customers can use Hong Kong as a stepping-stone to China and all of Asia. We are offering a wide variety of educational opportunities to help you see the true value of this fascinating city. This is your golden opportunity. Don't miss out.

[Click here to register online](#)

Hong Kong is the perfect mixture of ancient and modern, which attracts travelers year round. With a culture and history that has survived centuries, scenery that stretches from the sea to the mountains, and a world-renowned market, Hong Kong knows how to captivate its visitors.

This site was chosen with the Pre & Post Tours in mind, for the locales around Hong Kong are exciting and ready for you to explore. Our Pre & Post Tours will cover many experiences and opportunities, while broadening your knowledge of a unique area of the world.

#### General Delegate Information

##### Registration

All hotel rates, pre & post tours, cruise and hotel offers included on this site are only available to delegates attending the 74th ASTA World Travel Congress in Hong Kong.

All delegates must register for the ASTA World Travel Congress in Hong Kong to receive these special rates. [Online registration](#) is available or you may call 1-800-ASK-ASTA (members) or ASTA's Meetings Department at 703-739-2782 (non members).



Completed registration forms should be returned with payment to:

ASTA Headquarters  
 Meetings Dept., Ste. 200  
 1101 King St.  
 Alexandria, VA, 22314  
 USA

or return by fax to: 703-684-8319.

##### Conference Hotel Reservations

To book any of the conference hotels, please use the [Official Housing](#)

## 附件五、第七十三屆年會贊助名單

### ASTA World Travel Congress Sponsors

The American Society of Travel Agents sincerely appreciates and gratefully recognizes the generosity of the following organizations for their support of the 73rd ASTA World Travel Congress.

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 Princess Cruises  
 Recommend Magazine  
 Travel Agent Magazine  
 The Travel Institute  
 (formerly ICTA)  
 Travel Insured International, Inc.  
 Travel Weekly



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# ASTA AGENCY MANAGEMENT CONGRESS DAILY

ASTA'S 73RD WORLD TRAVEL CONGRESS – MIAMI, FLORIDA – FRIDAY, OCTOBER 24, 2003

## Nothing's impossible!

### Maloney urges members to do the things they think they cannot do.

ASTA's executive vice president and COO Bill Maloney, CTC, kicked off Thursday's general session exhorting members to take responsibility for getting the word out to consumers about the value travel agents bring to travel planning and to their peers about the important things ASTA does daily on their behalf.

"People keep coming to me with the same song and dance," he told the audience. "They ask 'Why should I keep being a member when nothing has changed?' Well, I have news for you, everything has changed."

#### Consumer Awareness

Maloney cited specific examples of all ASTA does to promote agents to the public, adding that in 2003, "in the face of travel industry woes and a depressed economy, we did more consumer awareness than ever before." After asking how many in the audience had used even one of the p.r. tools on ASTAnet,

he challenged those who hadn't to make it their first priority when they returned home.

Referencing ASTA's legislative work, he noted, "given our size and resources, we have done amazing things in the past year." Maloney went on to point out that the "D.C." in Washington, D.C., stands for "darkness and confusion" and encouraged all members to make their voices heard on Capitol Hill.

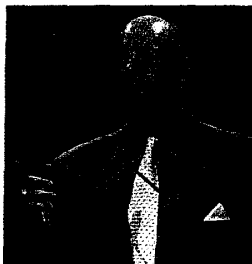
#### Education Programs

And while he discussed the many positive changes and enhancements to ASTA's education and meetings programs, as well membership — both international and domestic — he gave high praise to such ASTAnet resources as the Tech Center and AMSI Marketplace.

"Next time someone questions the value of ASTA membership, challenge them to spend 20 minutes on our Web site. If they are serious about being success-

ful in the travel business, that alone will justify a membership cost of a dollar a day," Maloney said.

"You deserve and need a world-class association," he said. "Without your support and participation ... no one will notice all the changes we made to protect your future. Business is a series of great opportunities brilliantly disguised as impossible situations. Now is the time to face these so-called impossible situations, get to work and remind ourselves that every great achievement was once impossible."



### TODAY'S HEADLINES

**ASTA's New Officials**

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**Cruisefest Preview**

page 7 ▶

**Next Stop: Hong Kong**

page 12 ▶

# Land at booth 905. Take off in a T-Bird.

When you travel over to booth 905 you'll see it was worth the trip. You'll find out more about our great leisure products and excellent services. And it's also your last chance to enter our drawing and take off in a Ford Thunderbird for a month. See you soon!



**Hertz**  
exactly.®

# WORLD CITY GUIDE

## The comprehensive guide to the world's top 30 cities

The *World City Guide* is the perfect companion for visiting 30 of the most exciting cities in the world – either for business or pleasure.

Whether planning ahead or arriving at short notice, the *World City Guide* makes finding a hotel easy, reserving a restaurant table simple and arranging a rental car effortless. It also tells you where to go, what to see and how to get there and away. And if you need a late night drink or an early morning swim – look no further.

Each city section was fully researched during 2003, and combines practical information with local insight and a detailed street map. Easy to use and a pleasure to read, the *World City Guide* removes the stress from business and city-break travel.



### The 30 cities included are:

- Amsterdam
- Athens
- Auckland
- Bangkok
- Barcelona
- Berlin
- Brussels
- Cape Town
- Copenhagen
- Delhi
- Dubai
- Dublin
- Hong Kong
- London
- Los Angeles
- Madrid
- Mexico City
- Miami
- Moscow
- New York City
- Paris
- Prague
- Rio de Janeiro
- Rome
- Singapore
- Stockholm
- Sydney
- Tokyo
- Toronto
- Vienna

The 440-page *World City Guide* includes:

- a comprehensive guide to each of the world's top 30 cities
- an overview of each destination
- fully researched hotels, restaurants and transport sections
- 400 colour photos
- 60 detailed street and country maps
- all the practical information you need for business or leisure travel



Each individual city guide is sub-divided into the following sections:

- Travel info
- Excursions
- Business profile
- Sport
- Tour info/passes
- Hotels
- Business etiquette
- Shopping
- Key attractions
- Restaurants
- Nightlife
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## SCHEDULE OF EVENTS

# Friday, OCTOBER 24

## World Travel Congress & CruiseFest

**7:30am – 8:45am** Continental Breakfast

**8:15am – 8:45am** Product Seminar Session

- Celebrity Cruises
- Cyprus Tourism
- Modern Agent
- Holiday Inn
- ResortQuest International

**9:00am – 10:15am** General Session

- SATH Access to Freedom Award
- Featured Speaker Michael Moore, Publisher, Travel Agent Magazine
- Featured Speaker Adam Goldstein, Executive VP, Brand Operations, Royal Caribbean International
- Travel & Tourism Awards Presentation
- Featured Speaker
- Cathay Pacific Airlines Presentation
- Incoming & Outgoing Officers Ceremony

**10:15am – 10:45am** Coffee Break

**10:30am – 1:00pm** Trade Show

**1:00pm – 5:00pm** Optional Half Day

Sightseeing Tours

**1:00pm – 5:30pm** Seminar Session

- The Model Agency Program  
*Courtesy of ASTA and Best Western International*

**2:00pm – 3:15pm** Seminar Session

- Microsoft Excel – Seeing Your Site from the Customer's Perspective: How to Maximize ROI through Customer Experience Management
- Politics & Prose – How to Let Politics Work for You: Panel Discussion

**2:00pm – 5:00pm** Seminar Session

- Group Sales Made Easy  
*Courtesy of CLIA*
- Selling Chic: Niche Market Travel to France  
*Courtesy of ICTA*
- Cruise Vacations-An Introduction  
*Courtesy of CLIA*
- Niche Cruise Specialist  
*Courtesy of Niche Cruise Marketing Alliance*

**3:45pm – 5:00pm** Seminar Session

ASTAnet – Your High Speed Connection to Success

**7:30pm** Gala Event, Parrot Jungle

*Courtesy of the Hong Kong Tourism Board, hosts of the 2004 ASTA World Travel Congress*

Listings are subject to change

# ASTA Congress

## Strikes a Home Run



Normally, at this point, I would sum up my thoughts on the ending of yet another successful Congress. However, this year is slightly different. Although Congress itself finishes today, Cruise/Caribbeanfest – just like the World Series – rolls on into the weekend.

The baseball analogy is interesting, since many of our evening receptions and events this week have been played out

against a televisual backdrop of pitchers, short-stops and home runs. The fact that Miami has been gripped by the World Series has added an extra energy and passion to our host city while we have been here. Hailing from the UK, baseball is not a sport I am particularly familiar with. Soccer is my game. But this week has been a great education for me – both on and off the baseball field.

The 2003 ASTA Congress has been characterized by a renewed commitment to face up to difficult business issues, embrace technology and place travel agents back in the forefront of travel planning. We've heard powerful speeches from both Richard Copland, CTC, and Bill Maloney, CTC, exhorting ASTA members to adapt and confront the new challenges in the marketplace and grow their businesses.

But Congress is also about meeting people, making new friends and contacts and listening to the successes and tribulations of our peers. On this front, I have enjoyed the event immensely. I have spoken to hundreds of people I would never have otherwise met and learned many things I couldn't have hoped to know without attending Congress.

The travel industry is still recovering from a very difficult period, but the strength of purpose and character of everyone I met fills me with great hope for the future. Travel agents, as Richard Copland, confirmed, are true survivors. Now's the time to get back in the ring and fight our corner.

As Editor of the new *ASTA Agency Management*, I have listened carefully this week to the issues that concern agents and the information you need to help you manage your businesses more efficiently. I'm now going back to my office to write and commission features to meet this brief. So, please look out for the first issue of the new, revamped ASTA magazine – coming your way in January 2004.

Gary Bowerman  
Editor  
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# Baseball Star Hosted at Fashion House

Former Versace mansion provides a sumptuous setting for honorary breakfast.

In advance of his speech at Thursday's General Session, American Express hosted a special breakfast honoring baseball's Iron Man, Cal Ripken Jr. The event was held at the sumptuous Casa Casuarina, formerly the home to fashion guru Gianni Versace, and provided guests with the opportunity to meet and greet one of America's greatest sporting icons.

## Youth Foundation

In a short speech (he promised to "hold back the good stuff" for his Congress address), Ripken spoke passionately about his objective of putting back much of what he learned over 21 seasons of pro baseball to help nurture the stars of the future. Among the many youth projects he is currently working on is the construction of junior baseball facilities for kids in Aberdeen, Md. American Express senior vice president, Cynthia Valles, presented Ripken with a donation and foundation stone, which will be incorporated into the stadium wall.

The ongoing World Series provided a great conversational backdrop to the event. With Wednesday night's stunning Marlins victory over the Yankees fresh in everyone's minds, guests were eager to seek out the opinions of the former Baltimore Orioles star.

## Iconic Building

The honorary breakfast was one of the first corporate events to be held at Miami Beach's most emblematic building. The Casa Casuarina venue has been converted into a corporate function venue and private members club and bistro, while retaining the essential features and design.

Built in 1930, the former hotel and apartment building on Ocean Drive had fallen into disrepair until purchased by Versace in the early 1990s. With characteristic largesse, it was turned into a personal wonderland, with each room designed to create a new fantasy. From the Mediterranean-style balconies and observatory overlooking the entrance hall, through the stone-tiled dining room and oh-so over-the-top Egyptian suite to the classically landscaped terrace garden, decorated with numerous Royal Palms, the mansion has style and decadence in abundance. In fact, Versace's instructions to his interior designer are reputed to have been "When you think you've got it, make it even more over the top!"

## Dancing on Water

Party guests at the mansion have included Cher, Madonna and Elton John. Donatella Versace and Madonna co-hosted a lavish Millennium Ball on the garden terrace, replete with plexi-glass dance floor laid over the fountain pool, enabling guests to dance in the new year over water.

As breakfast guests left clutching their signed baseballs and holding out for their personal photo taken with Cal Ripken Jr., they headed back to the Congress eager to listen to the baseball star's reflections on his sporting and business life later in the day.

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## ASTA CONGRESS DAILY

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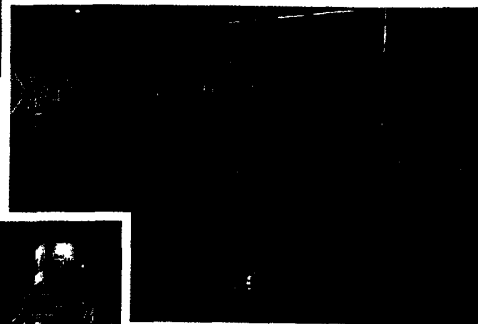
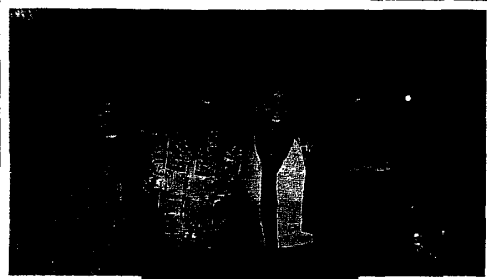
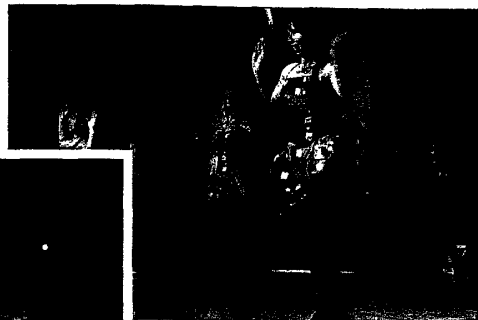
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FRIDAY OCTOBER 24, 2003



# Grassroots Efforts Amplify ASTA's Voice

by Christina Dubitsky

ASTA has been working to become the unified voice for the industry in order to be more effective on Capitol Hill. To make ASTA's voice even louder, the Society encourages its members to get involved in grassroots lobbying efforts and fight for the issues that are important to them.

There are a variety of ways to become involved in grassroots lobbying. An easy way to start is by registering to vote (if not registered already), then remembering to cast your ballot on election day. Agents can keep informed on federal, state and local matters by attending town meetings and participating in community focus groups. Volunteering for a candidate or party is another way to get involved.

Two of the most effective ways to voice business concerns are personally meeting with elected officials at their local district offices and inviting them to visit you at your agency. Once a working relationship is established, lawmakers will depend on your expertise back in Washington to help guide them on critical votes relating to travel agent issues.

Members can voice their concerns to Congress by participating in ASTA's national campaigns. ASTA's government affairs department posts targeted e-mail messages in *Dateline ASTA Weekly*, as well as on

ASTAnet, that members can send to their entire Congressional delegation. Updated information on ASTA's legislative agenda is posted frequently, so members should check the government affairs section of the Web site at [www.astanet.com/about/govaffairs/initiatives.asp](http://www.astanet.com/about/govaffairs/initiatives.asp) frequently.

The media can be another powerful tool. Contact your local media outlets to communicate positive articles and editorials on travel agent issues.

To find out more about your members of Congress, explore their constituent Web sites, which contain their legislative agendas and activities. To view your U.S. Representative's Web site, visit <http://clerk.house.gov/members/index.php>. For your Senators, go to [www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](http://www.senate.gov/general/contact_information/senators_cfm.cfm). A significant element to all of ASTA's lobbying efforts is ASTAPAC, the Society's political action committee. ASTAPAC allows ASTA to channel personal, voluntary contributions from members to federal candidates who support a prosperous travel agent industry.

By participating in grassroots efforts, travel agents can stand up for the issues that matter most to them. They also will, in turn, ensure the success of their businesses and their industry.

## The Changing of the Guard: ASTA's New Officials to be Sworn In

Today, at the closing general session of the 73rd World Travel Congress the newly elected members of ASTA's Board of Directors and Chapter Presidents Council will be sworn in. Together, the group will pledge to uphold the Society's mission of enhancing the "professionalism and profitability of members worldwide through effective representation in industry and government affairs, education and training, and by identifying and meeting the needs of the traveling public."

### Newly elected and re-elected members who will serve on the Board of Directors are:

**Thomas L. Keefe**, Addison Travel—Area 1/New England

**Jack D. Tillem**, Hillside Travel—Area 3/New York City

**Mary Peters**, CTC, Friendly Travel Inc./AMEX—Area 5/Central Atlantic & Delaware Valley and Carolinas

**Cheryl Hudak**, CTC, Travel Dimensions—Area 7/Allegheny, Michigan & Mid-America

**Terrence M. Regan**, CTC, Berkeley's Northside Travel—Area 9/Northern California

**Stephen Fiore**, WorldTek Vacations—Area 11/Connecticut, Hudson Valley, Long Island & Upstate New York

**Bev Zukow**, CTC, First Travel of California—Area 12/Southwest

**U. Gary Charlwood**, CEO and chairman, Uniglobe Travel International Inc.—Corporate Advisory Council

**Tony Hughes**, president and CEO, RADIUS—Corporate Advisory Council

### Newly elected and re-elected chapter presidents who will be sworn in are:

**Victoria Sammartino**, CTC, Ponzio Travel—Allegheny

**Lynda P. Maxwell**, Destinations, Inc.—Central Atlantic

**Robert A. Burge**, Travel Associates of Asheboro—Carolinas

**Geraldine Gregorian**, MCC, Alpha Omega Travel—Central & North Florida

**Russell C. Arpaia**, Plaza Travel—Connecticut

**Kari Thomas**, CTC, Will Travel—Delaware Valley

**Wendy Goodenow**, CTC, HNL Travel Associates—Hawaii

**Colleen Gillette**, New Paltz Travel Center—Hudson Valley

**Richard Ciecuch**, Rich-Bern Travel Service—Long Island

**Carol Wagner**, Travel Plus—Michigan

**Deborah S. Mangas**, CTC, Menno Travel Service/AMEX—Mid-America

**Irene C. Ross**, CTC, Ross Travel Consultants—New England

**Muriel Segal**, Muriel Segal Travel Agency—New York City

**Paula Quon**, CTC, Supreme Travel—Northern California

**George Delaney**, Brea Travel—Orange County

**Chris Russo**, The Travel Junction—Rocky Mountain

**Antoine Georges**, The Happy Traveler—San Diego

**Rob Jordan**—Southern Nevada

**Lila A. Ford**, CTC, Gallery of Travel—Upstate New York

# ASTA's CruiseFest East 2003

by Graeme Payne

At a recent World Travel Organization conference in Madrid, it was announced that of all the travel sectors that have suffered since 9/11 and the subsequent wars, the cruise industry has been the most rapid to show an upturn.

The expertise of the cruise lines to reposition ships and create new itineraries, along with the success of cruise consultants to market effectively and convert inquiries to sales has kept the cruise product ahead of the game.

ASTA's CruiseFest East has a feast of valuable seminars and presentations to help sustain this effort and take the industry to new heights.

## Expert Advice

Objection handling has, since the popular cruise industry's arrival in the 1970s, been one of the important challenges facing a travel consultant in selling a vacation at sea. Handling objections and strong product knowledge provide a sure foundation from which to sell more and keep customers happy.

Mark McMullen, senior vice president of Integer Group in Atlanta, and Bernie Blomquist, of CLIA New York, will be providing invaluable assistance in converting inquiries to sales. Upselling to existing customers and keeping the valuable and enviable cruise client base will also be featured in these two presentations.

The Web is playing an important role in ensuring the survival and roaring success of the cruise industry and Tom Ogg and Joanie Ogg from San Diego will be illustrating how to embrace the Web to the mutual advantage of customers and cruise consultants alike.

## Ship Inspections

It is a foregone conclusion that cruise agents are able to sell more easily when they have first-hand experience of the magnificent cruise liners on offer. With this important fact in mind, a number of operators have made their flagship vessels available for those attending ASTA's CruiseFest East.

Carnival Victory and Carnival Paradise will be in Miami whilst Crystal Harmony will be in Fort Lauderdale to enthrall those interested in selling to the luxury market.

RCI's Voyager Class ships will be available for inspection and those wanting to see the benefits of freestyle cruising will be welcomed on board Norwegian Sun and Norwegian Wind.

The giant Golden Princess and Grand Princess will also be in Fort Lauderdale alongside three of Holland America's medium-sized vessels, Volendam, Maasdam and Zuiderdam.

Never before have so many cruising possibilities been on display for any travel trade congress, anywhere in the world. Make the most of these opportunities and *Welcome on Board!*

## Dreams to Reality

The cruise operators have opened up new departure points in the United States and Europe and have more ports of call, thanks to imaginative itinerary planning and repositioning ships to the politically calm waters preferred by today's cautious, yet demanding customer.

A route and luxury liner exists to suit every traveler. The effective cruise consultant will know their product, how to sell it, and bring the client back to book future exciting and memorable vacations. ASTA's CruiseFest East is designed to make life easier for those who regard cruise selling as their chosen career.

Providing experiences of a lifetime for so many cannot be bad. Listening to Heather Stoll, from Condé Nast Bridal Group in New York, will provide a host of new ideas to ASTA's CruiseFest East participants.

So many travel agents are unaware of the various group incentives offered by operators. Tom Cogan's seminar develops the important and lucrative group travel market for the cruise sector.

Travel consultants attending ASTA's CruiseFest East can develop their skills and convert inquiries to profit. Make the most of this learning opportunity, enjoy the seminars – and turn the customer's dreams into reality!

## SHIP INSPECTIONS

### Miami

#### Royal Caribbean International:

Navigator of the Seas  
Explorer of the Seas  
Legend of the Seas  
Voyager of the Seas

#### Carnival Cruise Lines:

Triumph  
Paradise  
Victory

#### Norwegian Cruise Line:

Norwegian Wind  
Norwegian Sun

### Fort Lauderdale

#### Celebrity Cruises:

Century

#### Princess:

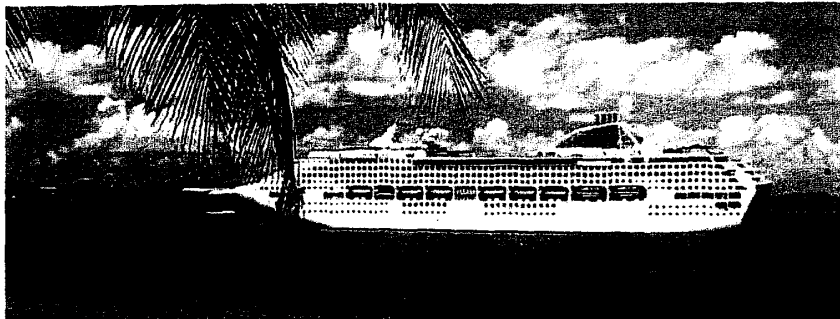
Golden Princess  
Grand Princess

#### Holland America Line:

Maasdam  
Volendam  
Zuiderdam

#### Crystal Cruises:

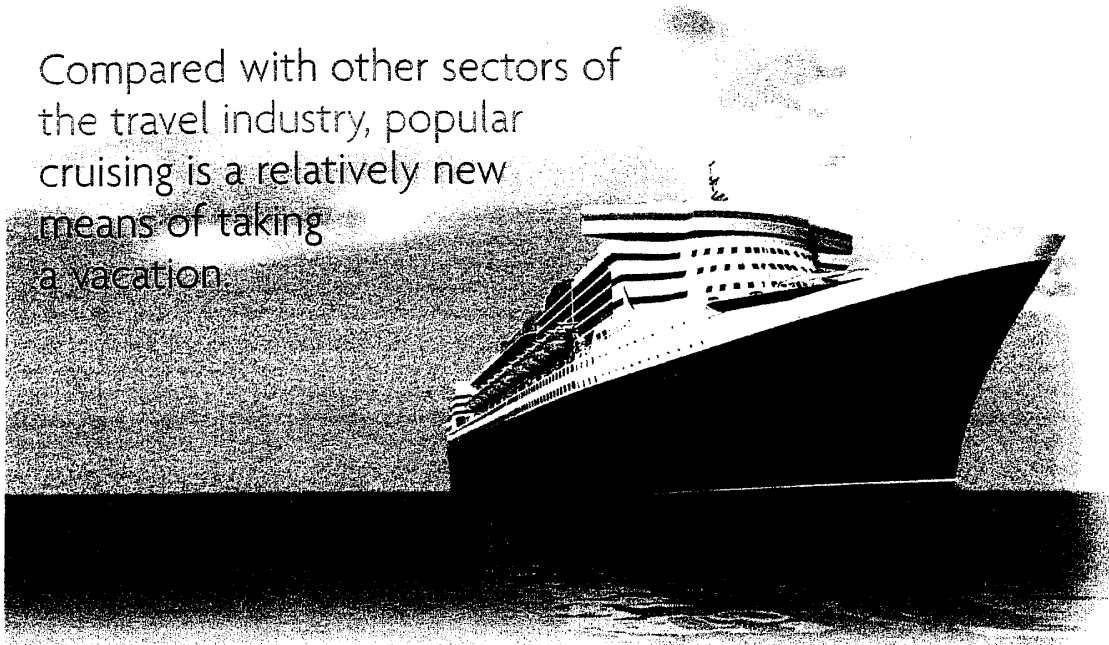
Crystal Harmony



# A Nostalgic Cruise Trip

by Graeme Payne

Compared with other sectors of the travel industry, popular cruising is a relatively new means of taking a vacation.



Less than 40 years ago, to spend a week or so on a ship traveling in luxury from New York to Southampton was primarily for the rich and famous. Historic ocean liners, such as the *Lusitania*, the *France*, the *America* and, of course, the grand lady, the *Queen Elizabeth 2*, had their own stories to tell. They were temporary homes to the world's most glamorous names: Grace Kelly, Clark Gable, Noel Coward and Humphrey Bogart to name but a few. Interestingly, the concept of taking a cruise for pleasure was thought of over 160 years ago in Scotland by Arthur Anderson, publisher of the *Shetland Journal*. He co-founded The Peninsular Steam Navigation Company, later P & O, in 1837. Initially, cruises operated between the British Isles and Iceland throughout the summer. By 1844, the company was operating throughout each winter to the Mediterranean. The wide Atlantic Ocean beckoned those looking for a means of traveling between the United States and Europe. In 1840, Samuel Cunard introduced his first ship across the North Atlantic with the luxury of cats on board to catch the mice, chickens to provide fresh eggs and meat, and a cow to provide fresh milk. The ship's main task was to carry mail and passengers slept in small cabins with bunk beds. Today's cruise operators serve all areas of the market, from those on a budget and willing to accept a small, lower deck, inside cabin to those who are able and willing to pay for a superior suite or penthouse on an upper deck. In the earlier days of luxury cruising, the accommodation grades and communal areas were well segregated according to the class of travel. To this day, Cunard Line offers dining facilities according to

the accommodation grade booked, a system preferred by the operator's customers to the extent that the much-heralded *Queen Mary 2* will follow suit.

Many operators continue to offer the experience of a traditional style cruise, although formal dress and organized activity rules are much more relaxed.

Newcomer, Oceania Cruises, promotes a promise of more than one staff member for each stateroom on board *Regatta* and *Insignia*. Each of these ships, like many others, offers plush seating under frescoed ceilings, surrounded by rich teak and brass fittings.

Five-star cruising provides the extreme in a vacationer's dreams with quality service, the ultimate in comfort and an eye for detail. These customers seek value for money rather than the cheapest option. A very high percentage are repeat customers and will look to their travel agent as the pathway to experiences of a lifetime and will return to book time and time again.

Nowadays, the cruise industry serves virtually all sectors of the travelling population from sports enthusiasts to honeymooners and corporate groups.

The Scottish journalist started a company that is still growing within what is now the giant Carnival Corp. and PLC. Could he have imagined the joy and realization of dreams come true that cruising has brought to so many millions?

**Happy cruise selling!**



## A CULTURAL KALEIDOSCOPE WHERE EAST MEETS WEST

Hong Kong, the site of ASTA's 2004 World Travel Congress, is a culturally rich land that seamlessly fuses Chinese traditions with Western customs. An ultra-modern city romantically steeped in ancient beliefs and superstitions, it offers unique experiences to each of its nearly 17 million visitors a year.

Through its harmonious blend of ancient and modern, Hong Kong creates an exotic destination that's easy for English-

speaking tourists to navigate and enjoy. And with its modern railway system, deep-water harbor and international airport, Hong Kong is the perfect stepping-stone to China and Asia.

Discover Hong Kong for yourself and your clients at ASTA's 2004 World Congress. With pre- and post-tours to destinations like Beijing, Shanghai and Thailand, and in-depth sightseeing of the surrounding areas, you'll experience the best Hong Kong has to offer.



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# Q&A with John Murray



John Murray is the chair of ASTA's Tour Operator Program, which is being re-launched here in Miami. As president of European Travel Management, Inc. (ETM Travel Group), John has over 30 years experience in the industry. Here, he gives us his thoughts on the year ahead.

## **What do you think is the biggest factor preventing travel from rebounding?**

The economy. Had there been a sound economy after the Iraq war, then there would surely have been pent-up demand. As it turned out, I believe the events of the last two years have just provided an excuse to cancel, reduce or postpone travel arrangements.

## **How/when do you think it will be resolved?**

With some luck and no further catastrophes, things should improve from March 2004 onwards. The economy has a habit of improving in election years!

## **How can travel agents continue to provide value to your customers?**

By also providing them a service. Information is available on the Internet, but there is no substitute for informed advice. To some extent, we have allowed our industry to be turned into a commodity instead of a service. This trend needs to be reversed.

## **Describe the impact of the war in Iraq your industry segment**

We completely lost two months of trading. Outside those two months, sales were average. As I mentioned earlier, I see March 2004 as the "recovery" date.

## **What's the value of travel agents to your company and customers?**

90% of our business comes through agents. They are our link to the customer. It would simply be too expensive for a small company to market to the consumer effectively, so we give our travel agent clients the tools to sell our products to their customer base. A professional agent will do a far better job getting our product into the hands of the consumer than we can.

## **What was the impact of SARS on your industry segment?**

SARS barely impacted the markets we serve, such as Britain, Ireland, France, Australia and New Zealand.

## **Will the trend toward offering consumers direct booking options continue?**

Only if the agents fail to contribute something to the transaction. The more information there is on the Web, the more help the consumer will need making choices. Agents must develop expertise in specific destinations and niches. Instead of helping a customer sort through dozens of brochures, agents must be able to help consumers sort through thousands of Web sites.

## **How will travel agents continue to play a role in consumer choices with more direct booking options?**

By providing a service. By selling tour operator "packages." By providing educated advice. The agent must save the customer, time, aggravation and money.

## **When will we see the great travel rebound once predicted for 2003?**

We'll see a little "bounce" next year, as for the big rebound, it's not on the horizon yet.

## **What are your three most positive projections for the next 12 months?**

- Business will come back close to 2000 and early 2001 levels.
- Service and quality will replace price as the leading motivation when choosing a vacation.
- While the number of travel agencies will further decline, those remaining will regain the respect of the traveling public, who, in turn, will be willing to pay for the quality service provided.

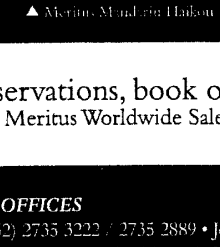
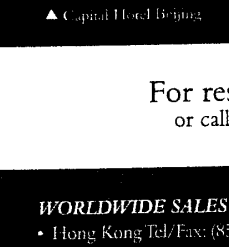
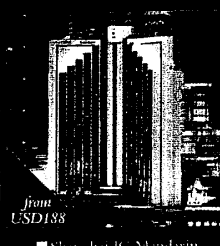


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# Next Stop: Hong Kong



A warm welcome is assured for travel professionals at the 2004 ASTA World Travel Congress.

After Miami comes Hong Kong. Next year's ASTA World Travel Congress will take place in the "fragrant harbor" between Sept. 28 and Oct. 3, 2004. And, what a host city. As Congress Chair, Bev Zukow, confirms, "Hong Kong is an electric, mystifying city. World Congress 2004 will be a great opportunity for the travel industry to experience this unique blend of East and West and to feel assured that Hong Kong is better than ever – and is eager to show itself off."

## A Unique Destination

This former British imperial enclave – situated at the mouth of the Pearl River Delta, on the southwestern coast of China – has been rapidly changing since the hand-over from British colonial to Chinese sovereignty in 1997.

Changes aside, it remains a thrusting commercial city with often unsung natural beauties, in the shape of looming mountains, secluded islets, white beaches and island landscapes. Unquestionably, Hong Kong is unique.

Attendees will also be able to explore Asia and the surrounding areas, with tours to China, Japan, Australia, New Zealand, Thailand, Vietnam, Korea, Singapore, Bali and Cambodia.

## Getting There By Air

Hong Kong International Airport (HKG). Tel: +2188 7111 or 2181 0000 (inquiry hotline). Fax: +2824 0717. Web site: [www.hkairport.com](http://www.hkairport.com) Twice voted World's Best Airport (2001 and 2002), Hong Kong's airport is located 45km (28 miles) from central Hong Kong at Chek Lap Kok. The airport terminal building is Hong Kong's largest single building and its wing-like roof and glass walls have been hailed as a landmark in modern architecture.

**Major Airlines:** *Cathay Pacific* (tel: +2747 1888; Web site: [www.cathaypacific.com](http://www.cathaypacific.com)) is the territory's flag carrier, operating direct flights to most major destinations in the West and Australasia. Other major airlines out of the 62 international carriers that serve the territory include *Air Canada, Air China, Air France, Air India, Air New Zealand, Alitalia, American Airlines, British Airways, China Airlines, Continental Airlines, Delta Airlines, Dragonair, Emirates, Finnair, Garuda Indonesia, Gulf Air, Japan Airlines, Korean Air, Lufthansa, Malaysian Airlines, Northwest Airlines, Olympic Airways, Qantas, Singapore Airlines, Thai International, United Airlines* and *Virgin Atlantic*.

## Transport to the City

Rail, bus and taxi links from Hong Kong International Airport to central Hong Kong leave from the Ground Transportation Centre. The easiest connection is via the high-speed *MTR Airport Express* train (tel: +2881 8888), which runs daily 5:50am– 2:48am and leaves every 10 minutes, taking passengers from the airport to central Hong Kong in

just 23 minutes, via stops at Kowloon and Tsing Yi stations. Taxis to Hong Kong are readily available. Red taxis serve Hong Kong Island and Kowloon, green taxis serve the New Territories and blue taxis serve Lantau Island (journey time to Hong Kong – 45 minutes).

## Public Transport

Hong Kong has one of the most efficient public transport systems in the world, incorporating an underground railway, light urban railways, buses, mini-buses, boats, ferries and trams. However, the diversity of operators prevents full integration and it is not possible, for example, to transfer from train to mini-bus on the same ticket. For visitors staying for a week or more, it is worth purchasing the *Octopus Card* – a widely accepted smart card that automatically deducts the cost of the journey when it is placed on a sensor.

## Sightseeing

Hong Kong is one of the most riveting and beautiful urban spectacles on earth. A two-minute walk from Central reveals a harbor view that the architectural boom of the 1980s and 1990s has turned into a mixture of Manhattan and San Francisco, with added shipping bustle. At night, it gets even better. The view of Hong Kong's glittering lights from the Peak by night is unforgettable – almost as dazzling are the towers of Central seen from the Kowloon's Tsim Sha Tsui Promenade or the famous glass-walled ladies' toilet of *Felix* in the *Peninsula Hotel*. By contrast, the south side of Hong Kong Island, at Stanley or Repulse Bay, is an entrancing island landscape straight out of a classical Chinese ink painting.

**Statue Square.** Previously never a feature of traditional Hong Kong

## City Statistics

**Location:** Special Administrative Region (SAR), Guangzhou, People's Republic of China.

**Country dialling code:** 852.

**Population:** 6,724,900 (metropolitan area).

**Ethnic mix:** 95% Chinese, 2% Filipino, 0.8% Indonesian, 0.4% Thai, 0.3% British, 0.3% Indian, 0.2% Nepalese, 0.2% Japanese, 0.2% Pakistani, 0.6% other.

**Religion:** 90% Buddhist/Taoist, 8% Christian, 1% Muslim, 1% other.

**Time zone:** GMT + 8 (GMT + 7 summer).

**Electricity:** 220 volts AC, 50Hz; square three-pin plugs are common, although round three-pin and two-pin plugs are also in use.

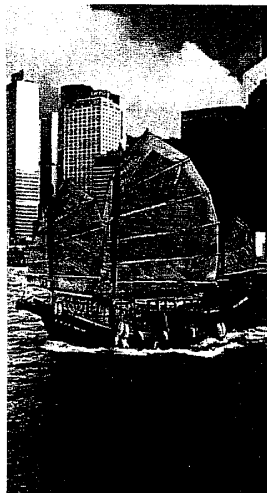
**Average January/July temp:** 17°C (63°F)/ 29°C (84°F).

**Hong Kong Tourism Board Visitor**

**Information Centre, Ground Floor, The Center, 99 Queen's Road Central, Central.**

Tel: +2807 6543 or +2508 1234 (tourist information). Fax: +2806 0303.

E-mail: [info@hktourismboard.org](mailto:info@hktourismboard.org). Web site: [www.hktourismboard.com](http://www.hktourismboard.com)



tourist itineraries, this square is now a dazzling ensemble of modern architecture. The *Hongkong and Shanghai Banking Corporation* headquarters forms the south side of the square and just to the east is the soaring *Bank of China Tower*, the design characteristics of which inspire lively debate among connoisseurs of feng shui. The triangular and hexagonal structure requires some minutes of puzzled scrutiny. Visitors can ascend to the 43rd of its 74 stories for a particularly stunning view of Central.

**Victoria Peak.** A miniature hill station in colonial times, *Victoria Peak* revels in its social exclusiveness. Groundlings can, however, ascend the vertiginous *Peak Tram* – a funicular in use since 1888. Atop the hill is the *Peak Tower* – a slightly bizarre viewing platform with displays and other facilities – as well as the *Peak Galleria* shopping arcade. There are plenty of amusements and shops on offer as well as restaurants and bars. Dinner at *Café Deco*, in the Peak Galleria, is a “must-do” experience – the view down into central Hong Kong and across the water to Kowloon defies description, day or night.

**Western Market.** This former market – a four-story redbrick Edwardian building was reopened in 1991 as a shopping mall. Ground-floor stores sell unique merchandise rather than chain store goods, while the second floor recreates the old ‘Cloth Alley’, selling silks and fabrics of all kinds. There is also a dim sum restaurant and a fine antique-shop café.

**Times Square.** This vast retail complex houses nine floors of shops and has a spectacular exterior with a huge display screen and electronic clock – the venue for the big millennium countdown in 2000.

**Flagstaff House Museum of Tea Ware.** Situated in the beautiful Hong Kong Park and overlooking the ultramodern mania of Central, *Flagstaff House*, dating from 1846, is the oldest surviving colonial building in Hong Kong. It now houses a fine museum of tea ware, seals and other ceramics.

**Hong Kong Museum of History.** Opened in late 2000, the new museum building, situated next to the *Hong Kong Science Museum* in Kowloon, houses exhibits covering the region’s history from pre-historic times. There are traditional costumes, a huge collection of period photographs, replicas of old village houses and an entire street, circa 1881, with its own Chinese medicine store.

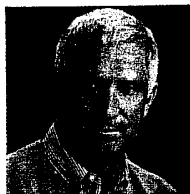
**Wong Tai Sin Temple.** An ornate traditional temple in the heart of Kowloon, *Wong Tai Sin Temple* combines Buddhist, Confucian and Taoist traditions. Wong Tai Sin himself was a Zhejiang shepherd/ alchemist who supposedly concocted a marvellous cure-all. This is also Hong Kong’s number one temple for Chinese New Year celebrations.

**Yuen Po Street Bird Garden.** Rearing caged songbirds is a time-honoured Chinese pursuit and the *Bird Garden* is Hong Kong’s shrine to this obsession. There are about 70 stalls, each with its own chorus, with ornate cages and cage furniture providing added interest. The birds here are pampered and cosseted, even fed honey nectar to sweeten their songs. Just north of the Bird Garden, there is also a fine flower market and a goldfish market.

For more information about ASTA’s 2004 World Travel Congress, visit ASTAnet at [www.astanet.com/conference/index.asp](http://www.astanet.com/conference/index.asp)



# Q&A with Brian Robb



Brian Robb, chief of staff, La Macchia Enterprises gives us some thoughts on technology and the travel industry.

## **What major technology developments, if any, we can expect in 2004?**

We are going to see an increase in browser-based Internet tools to manage vacation package bookings. Our product, Vacation Access, has grown tremendously in the last year. If it's not that product, or that model, there is still going to be growth in that area as the distribution tool of choice for travel agents. Whether they get it from GDSs or companies like ours or even a tech-oriented company, that's open. But to manage offices with tools that are Internet interactive will be the dominant technology activity in the industry.

## **How can travel agents make the most out of a small technology budget?**

It's a relatively small investment for agents to bring their office up to standard so that they can process transactions, access the Internet and use e-mail. The big financial technology decision they will be facing in the next one to three years is their GDS contract. Agents will need to decide how much value it brings to them, and, in turn, GDSs will have to decide how to respond to the fact that, at present, they have little impact on the Internet. GDSs provide a significant asset that is important to agents but their delivery method is antiquated.

## **How can the travel technology sector continue to provide value to travel agents?**

There are two compelling forces that are affecting travel agents and, ultimately, the travel technology that's provided. One is the economic return, which is happening according to all our indicators. Second is the fact that, increasingly, agents are sporting new technologies, which gives them more arrows in their quiver to provide better value to their customers. Together we provide value to consumers.

## **Specifically, what value do travel agents bring to their customers?**

As the economy returns, consumer behavior will change. People will begin to look at value differently and recognize that the agent adds value. Obviously, this isn't the case with every client. Take, for example, the one who knows he'll take the 9am shuttle on Monday and stay at the same hotel he does every month, but when new areas are involved, travel agents help consumers make more informed buying decisions.

## **Will the trend toward direct booking options continue?**

Yes. One thing to remember is that consumers have always done this, it was just through a different channel called an 800-number

and now they simply have more informative options through which to bypass agents.

## **How will travel agents continue to play a role in consumer choices given more direct booking options?**

Research shows there is a significant portion of people who show up at an agents' doorstep who aren't resolved yet about the details of their trip, although they may know their budget. Consumers often ask travel agents for help in choosing a destination and matching their experiences, needs and budgets with the options available – this all adds value. The next thing is relative value. It could be that one destination meets a client's needs but not their budget or schedule. The travel agent can make a better match than the individual on their own because they have access to more information.

## **How will your company help agents in that role?**

Historically, we printed brochures in October that would be good for anyone making a booking in October through spring, and we had to estimate the number of brochures an agent would need. But what with the constant changes in availability, the brochures are only so good in terms of giving a picture of what a destination or property looks like. Travel technology can provide real time information online so agents can see the up-to-the-minute pricing and news for a given destination. It's dynamic information.

## **How has the war in Iraq and SARS impacted your business?**

Technology companies didn't sell as much during this period of time and start-up companies that had nice concepts couldn't make it. The worst thing to do was launch a new company in August 2001. For us, it's not been as big a concern because we have an established customer base but, certainly, our transaction volume was down in this period.

## **What are your three most positive projections for the next 12 months?**

We're looking at the next year to be a growth period, but I would say that when it comes to the period it takes travel agents to adopt or accept new technology tools, we are over the hump. They are more adept now at using the Internet and more comfortable with the new tools that we're providing. Second, I think we're headed "back to the future" with focus more on value and third, agents are now focusing again on how to add value instead of finding the cheapest price.



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Mary Peters, CTC

Welcome from the Chair  
Mary Peters, CTC  
ASTA's 73rd World Travel Congress—  
It's twice as nice in Miami

THE NATION'S NEWSPAPER

USA TODAY  
NO. 1 IN THE USA

Thrifty welcomes you to the 73rd ASTA World Travel Congress.



Thursday, October 23, 2003

### Newsline

News Money Sports Life

#### New program: Costa Rica Study Tour

ASTA is unveiling a new and unique education program in 2004—the Costa Rica Study Tour Conference. Agents will be able to choose from five different 7-day tour itineraries that run during the week of April 25 and again the week of May 3. Agents will have the opportunity to experience the destination first-hand with sightseeing and soft-adventure, as well as educational seminars on how to sell the destination, how to target clients, and about the impact eco-tourism and ecotourism can have on the local niche market. Attendees will also have the chance to explore a trade show featuring local suppliers.

#### 25-Year Club members honored

ASTA will recognize loyal, long-standing members by inducting individuals and, for the first time, agency companies into the 25-Year Club at ASTA's 2003 World Travel Congress. The 25-Year Club, which is being sponsored by travel insurance company Travelers, is an honor for the industry's most experienced travel agents and now travel agency companies that have been ASTA members in good standing for 25 years or longer.

Members inducted into the 25-Year Club will be recognized at a special reception on Oct. 23, where each inductee will receive a lapel pin, signifying membership into the club, and a specially designed gift. In addition, club members will be listed on ASTA's Web site.

The 25-Year Club is one way ASTA continues to thank its long-time members. If you are an ASTA member, please visit the Web site for information on how to travel into the "Community" section of ASTA's at www.astanet.com/members/community/25yearclub.asp or call ASTA at 800-440-ASTA.

#### Opportunities abound for Young Professionals

ASTA is offering a series of seminars exclusively for its Young Professionals—members age 40 or younger—at its 2003 Congress. There will be eight seminars and a general session geared toward this membership group. During the general session, registration for Oct. 23 from 5 p.m. to 8 p.m., attendees will have the opportunity to meet with other young professionals and hear and learn from a featured industry leader.

ASTA currently has 110 young professional members. To join the ASTA Young Professionals

## ASTA II takes travel agents around the world

To make a successful sale, travel agents must know as much as they can about each destination they sell. ASTA's long-entrenched destination specialist courses and many other programs help agents learn about a given destination at its World Travel Congresses. And, starting in 2006, ASTA will feature two exciting meetings each year—a domestic and an international meeting. These new meeting formats will enable ASTA to continue its tradition of exceptional education.

ASTA kicks off its new World Travel Congress schedule in Orlando on Sept. 10-13, 2006, while the following year, Las Vegas, will host Congress delegates Sept. 9-11. From there on out, the two travel industry's premier events will rotate between the two cities.

The format for the new domestic Congress will include a 2- to 3-day trade show and education seminar series, as well as a host Welcome Event. An international ASTA visit, called the ASTA International Invitational (ASTA II), will concentrate on a foreign destination, with sightseeing and in-depth educational opportunities. ASTA II will allow interested countries to host U.S. and international travel agents for three to four days with a program of destination-focused seminars

and sightseeing. Held annually at varying international destinations, it will provide agents with first-hand knowledge of numerous exciting locales around the world. ASTA II will be held every year in the spring.

By 2006, the domestic and international Congresses will be held every year. ASTA is taking a leading role in the same week every year. ASTA is taking a leading role in the same week every year. ASTA is taking a leading role in the same week every year. ASTA is taking a leading role in the same week every year.

The new format for the ASTA International Invitational will allow ASTA members and non-members alike to visit a wider range of countries that could not host a full Congress because of a lack of space or even adequate air to and from the United States.

While the format of the ASTA World Travel Congress will change in 2006, much of what ASTA members love about their conference will remain the same. The domestic Congress and the International Invitational will continue to feature the top-notch education that ASTA members have come to rely on. With these two new meetings, the possibilities are endless and so are the opportunities to learn.

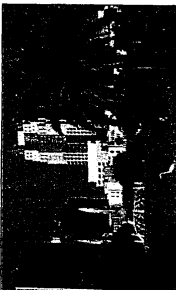
## ASTA looks forward to Hong Kong in 2004

Hong Kong, the city that greets more visitors each year than any other in Asia, is sure to welcome travel agents from all over the world to its 74th World Travel Congress held Sept. 28-Oct. 3, 2004.

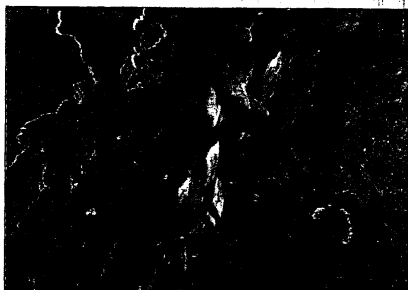
Hong Kong, which means "fragrant harbor" in Cantonese, is located on the southeastern coast of China. Because of its past, Hong Kong is a distinctive combination of eastern and western influences. After more than 150 years of British rule, Hong Kong became a Special Administrative Region of the People's Republic of China in 1997. While there are aspects of the past that remind visitors of this history, Hong Kong is a blend of old and new. One of its languages (the other is Cantonese) is a mix of the old and a traditional Chinese lifestyle.



Hong Kong Harbor: A traditional Chinese junk sails in the harbor. Hong Kong, whose main areas are Hong Kong Island, Kowloon and the New Territories, has more than 260 islands.



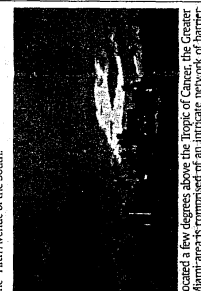
Beginning in 2006, Las Vegas and Orlando will take turns hosting ASTA's World Travel Congress.



Fish flock to the more than 30 ships, tanks, concrete, and steel structures that have sunk over the past 20 years. The area is a popular diving site for divers providing great diving for all levels.



Lincoln Road Pedestrian Mall, one of Miami's premier shopping, dining and cultural mecca, was once known as the "Ritz Avenue of the South."



Located a few degrees above the Tropic of Cancer, the Greater Miami area is comprised of an intricate network of barrier islands, coral rock, mangrove swamps, and 100-year-old banyan trees—port to numerous miles of world-renowned white sand beaches. The area is a popular diving site for divers providing great diving for all levels.



Fish flock to the more than 30 ships, tanks, concrete, and steel structures that have sunk over the past 20 years. The area is a popular diving site for divers providing great diving for all levels.

## 'Young Professionals'

ASTA is offering a series of seminars exclusively for its Young Professionals—members age 40 or younger—at its 2003 Congress. There will be eight seminars and a general session geared toward this membership group. During the general session, scheduled for Oct. 23 from 5 p.m. to 7 p.m., attendees will have the opportunity to network with other young professionals and hear and learn from a featured industry leader.

ASTA currently has 110 young professional members. To join the ASTA Young Professionals Society, visit the ASTA membership booth or call 800-ASK-ASTA.

## ASTA continues 'Best Practices'

ASTA will continue for the second year the ASTA Travel Agent Best Practices Study: Opportunities for Profit. The Best Practices program is a resource for ASTA members to strengthen their businesses and increase profitability by educating them on best practices in five key competency areas: human resources, marketing, operations, selling and technology.

A detailed description of each Best Practice winner is posted on ASTA's Members Only section at [www.astanet.com/members](http://www.astanet.com/members). Members are encouraged to review the descriptions and incorporate elements of the practices into their own businesses.

Don't miss the Travel Agent Best Practices panel discussion on Oct. 22 at 4 p.m. Delegates are encouraged to submit entries for the second Best Practices competition.

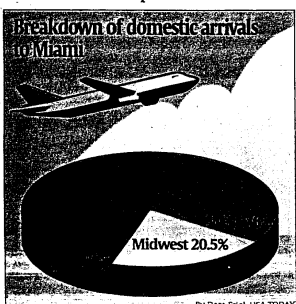
## ASTA Platinum Plus MasterCard with WorldPoints

Through a partnership with MBNA, AMSI is now offering ASTA members the ASTA Platinum Plus MasterCard credit card with WorldPoints and no annual fee. Each dollar spent in net retail transactions earns points. ASTA members can redeem these points for cash, travel, brand-name merchandise or gift certificates from top retailers.

As an ASTA WorldPoints Customer, you will have access to WorldPoints Assist—a unique personal assistance service available 24 hours a day, seven days a week. This service can assist in finding hard-to-get tickets for entertainment, making special dining arrangements, obtaining tee times at exclusive golf courses, arranging unique experiences (such as a trip to a sports fantasy camp) and delivering special gift and flower arrangements. You pay only for the goods and services you purchase.

To learn more about WorldPoints benefits for ASTA members, or to apply for the card, call 800-438-6262. Please mention priority code K7P3.

## USA TODAY Snapshot



Fish flock to the more than 30 ships, tanks, concrete, limestone and other structures that have sunk over the past 20 years off Miami's coast. Most are located just a few miles offshore providing great diving for all levels.



Located a few degrees above the Tropic of Cancer, the Greater Miami area is comprised of an intricate network of barrier islands, coral rock, mangrove swamps and 100-year-old banyan trees—not to mention miles of world-renowned white sand and breathtaking ocean surf. Nearly half of its more than 2 million residents speak Spanish as their native language.

# 'Magic City' hosts industry's premier travel event

## ASTA's World Travel Congress makes magic in Miami

With miles of beaches, a subtropical climate and a multitude of cultural festivities, it is no wonder that more than 10 million tourists visit Miami each year and that the American Society of Travel Agents (ASTA) chose the "Magic City" to host its 2003 World Travel Congress and ASTA's CruiseFest East.

Greater Miami, which includes Miami and Miami Beach, combines a beach setting with a multicultural melting pot to create a destination with natural outdoor attractions, exotic restaurants, a lively nightlife and festivals celebrating the area's diversity. Miami is spread over

more than 2,000 square miles at the southeastern tip of the Florida peninsula and is the only metropolitan area in the United States to be bordered by two national parks—Everglades National Park and Biscayne National Park.

ASTA is holding its 73rd World Travel Congress/ASTA's CruiseFest East in the heart of Miami Beach at the Miami Beach Convention Center, which will be the location of the majority of events during the week-long program. The two conferences, which are being held together for the first time, feature inspiring keynote speakers, in-depth educational seminars and workshops, supplier networking opportunities at the Trade Show and extensive ship inspections.

Participants of Congress/ASTA's

## Cover story

Please see COVER STORY next page ▶

# TravelSense consumer awareness campaign reaches 30 million consumers

Consumers and travel agents now have a great new resource. That's because ASTA has developed a consumer awareness campaign, called TravelSense, to entice Americans to travel and to encourage them to use the services of travel agents when planning their trips.

The TravelSense campaign promotes travel and the use of travel agents through HTML e-mails sent to millions of Americans through an opt-in e-mail list service. The service houses millions of e-mail addresses from consumers who have given their permission to receive special offers and promotions. The e-mails also link to a consumer Web site run by ASTA, [www.TravelSense.org](http://www.TravelSense.org), which directs them to more information.

ASTA launched the campaign with the first dynamic e-mail in July. A total of four e-mails will be sent by the end of 2003. Each e-mail covers one of four regions of the country and includes four different travel experiences, such as spa, adventure, family-friendly, romantic getaways, singles and group trips. After each article, consumers can click on a link to find an ASTA travel agent.

The first e-mail discussed travel options for fall in New England. Couples read about weekend getaways for seeing fall foliage, while the adventurous learned about hiking in Bar Harbor. Also included

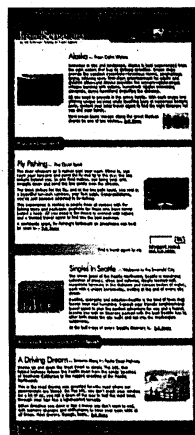
were articles on Adirondack retreats and cruises in and around Boston.

North by Northwest was the theme of the second consumer e-mail, sent in late August. Seniors learned about Alaska cruises and the sports-minded discovered all there is to know about fly-fishing. This e-mail also included articles about Seattle and tours on the Pacific Coast Highway.

Earlier this month, consumers read about Southern holiday hospitality, with articles about family vacations in Orlando and Disney, Caribbean dive packages, New Orleans and more. The final e-mail for this year will be sent next month and will feature Southwest adventure vacations, such as honeymoons in Hawaii and California Baja, Colorado ski packages, touring Napa's wine country and Las Vegas.

The TravelSense campaign allows ASTA chapters and individual members to actively participate. Both can customize these e-mails and purchase lists of local consumers for more targeted messages.

Each e-mail is linked to [TravelSense.org](http://TravelSense.org), which contains additional resources like finding an ASTA travel agent and reasons to use an ASTA agent. There are also travel tips on a wide variety of subjects, facts on travelers' rights, travel stories, giveaways and links



ASTA's TravelSense newsletters are sent to more than 30 million consumers who opted-in to receive special travel offers and promotions.

to other useful sites such as weather, language translators and currency converters.



**Hong Kong Harbor:** A traditional Chinese junk sails through Hong Kong's harbor. Hong Kong, whose main areas are Hong Kong Island, Kowloon Peninsula and the New Territories, has more than 260 islands.

Examples of the ancient arts can be found throughout the city. For example, visitors exploring Hong Kong's parks in the early morning can catch a glimpse of residents practicing a centuries-old form of exercise called tai chi. The practice of feng shui, in which people strive to live in balance with nature to ensure good luck, wealth and happiness, also is still strong today. Throughout the city, visitors can find many other traditional Chinese customs such as herbal medicine shops, fortune-telling, opera singing and festivals.



**Mong Kok District:** Located on the Kowloon Peninsula, the Mong Kok District, which means "busy point" in Cantonese, is the center of Hong Kong's shopping district and home to the greatest sale on earth—the HSBC Mega Hong Kong Sale.

In addition to the variety of ways to experience Hong Kong's traditional culture, there also are many modern-day excursions to enjoy. Visitors can shop at street markets, go on exciting outdoor excursions, eat at one-of-a-kind restaurants and explore historical and cultural sites, just to name a few.

"With such a fascinating blend of experiences, it's no wonder Hong Kong is so popular," said 2004 Congress Chair Bev Zukow, CTC. "It's also no surprise that ASTA chose to hold its 2004 Congress here. Tourism is one of the leading industries in Hong Kong, which makes it a perfect location for travel agents and other travel professionals to meet, network and take advantage of the fantastic educational opportunities ASTA provides. It will undoubtedly be one of the premier global events for the travel industry in 2004."

Among the highlights of ASTA's World Travel Congress in Hong Kong is a program of interactive workshops, product seminars and expert speakers. Attendees will have the opportunity to explore Asia and the surrounding areas through numerous pre- and post-tour opportunities. Travel professionals can participate in tours to mainland China, Japan, Australia, New Zealand, Thailand, Vietnam, Korea, Singapore, Bali and Cambodia.

Additionally, participants will be offered discounted rates on hotels. Prices for hotels on both the Hong Kong and Kowloon sides start as low as \$70 per night.

For more information about ASTA's 2004 World Travel Congress, visit [ASTANet.com](http://ASTANet.com) or [www.astanet.com/conference/index.asp](http://www.astanet.com/conference/index.asp).



**Po Lin Monastery:** The largest of Hong Kong's islands, Lantau Island, is home to the Po Lin Monastery, site of the world's largest, outdoor, seated, bronze Buddha statue.



# 'Magic City' hosts industry's premier travel event

CruiseEast not only are able to network and gain valuable insight into the industry's most current trends, but also have the opportunity to explore the area,

## Cover story

which attracted 5.3 million domestic visitors and 4.9 million international visitors last year.

Whereas winter, with its mild temperatures, was once peak tourist season, the average

year-round high temperature of 83 degrees and the large number of people moving to the area now are attracting visitors during all times of the year. In 2002, 67 percent of visitors to Greater Miami came for a vacation and on average stayed six days.

It is no surprise that people throughout the United States and the world choose to vacation in Miami. The area's beaches alone are reason enough to visit. Miami Beach boasts one of the country's best city beaches with clear, warm water and a very wide and long stretch of almost white sand.

Miami Beach, located four miles to the west of Miami, is divided into different areas. Tourists can visit the westernmost edge, the Promenade, a hot spot for in-line skaters, bicyclists and skateboarders; the Art Deco Historic District, which features multi-colored buildings dating back to the 1920s; and South Beach (SoBe), which occupies less than two square miles on the southern tip of Miami Beach and is a chic area that pulsates with activity all day and night.

Another area tourists flock to is Coconut Grove, located five miles south of downtown Miami on Biscayne Bay. The upscale community offers unique shopping, a variety of nightlife activities and cultural attractions, like the

Vizcaya Museum and Gardens - an Italian Renaissance-style villa, featuring 19th century antique furnishings and decorative arts.

Miami not only is known for its beaches and tourist attractions, but also for its distinctive neighborhoods such as Little Havana and Little Haiti, which embrace the languages and traditions of their native lands. Miami is largely Cuban, as the result of two waves of immigration in the early 1960s and then in the 1980s. There are also residents from Brazil, China, Colombia, El Salvador, Germany, Greece, Haiti, Iran, Israel, Italy, Jamaica, Lebanon, Malaysia, Nicaragua, Panama, Puerto Rico, Russia, Sweden and Venezuela—all speaking their own languages and carrying on their own traditions.

The cultural diversity is celebrated at festivals and at a wide array of authentic restaurants, while also embraced through special monthly events, such as Little Havana's Cultural Fridays, Homestead's Friday Fests and Coral Gable's Gallery Nights.

Attendees of ASTA's Congress can learn more about what Miami has to offer by attending the educational program "Miami: Your First & Last Port of Call." In addition to the seminar, participants can experience Greater Miami by taking part in the sightseeing tours and the pre- and post-tour opportunities.

The sightseeing tours, offered throughout the conference, take participants to a few popular Miami destinations. The first sightseeing tour to the Miami Seaquarium is a fun way to learn about and enjoy some of Florida's sea life, especially the endangered Florida manatee and the green sea turtle.

Another sightseeing trip takes

visitors through downtown Miami to South Beach and then to the new Parrot Jungle Island, an interactive theme park with a tropical setting.

The third sightseeing tour heads to Miami-Dade Parks, where Congress delegates can discover Key Biscayne, the southernmost barrier island in the United States. While at Key Biscayne there are three tours available: a walking tour along Crandon Beach; a guided canoe trip that takes visitors on a 3-mile jaunt along the mangrove forest; and a biking trip along the streets and paths of the island.

In addition to the sightseeing tours offered, conference delegates can take advantage of pre- and post-tour opportunities to explore not only Miami, but other parts of Florida. The trips offer discounted, and in some cases free, rates to various Florida destinations. A few of the tours include trips to the Florida Keys, Jacksonville & the Beaches, Lee Island Coast, North Central Florida, Orlando, Palm Beach County and St. Petersburg/Clearwater. Also, participants can sign up for two, free one-day FAM trips to see Greater Miami on Monday, Oct. 27.

The beaches, rich culture and variety of attractions are not the only reasons people come to Miami. About five percent of Miami's visitors head directly to the Port of Miami where they embark on one of the many cruises departing from there each year. Passenger traffic at the Port of Miami was up 7.4 percent in 2002 from the previous year. According to the Miami-Dade government, this translates to 3,642,990 people cruising the high seas from the Port of Miami.



**What's ahead 2004**

- ASTA Costa Rica Study Tour Conference April 25 - May 2, May 3 - 10, Costa Rica
- ASTA's CruiseEast March 25 - 28, Miami
- World Travel Congress Sept. 28 - Oct. 3, Hong Kong

The popularity of the Port of Miami is another reason ASTA chose Miami as the host of ASTA's Congress/ASTA's CruiseEast. The ASTA's CruiseEast portion of the conference, Oct. 25 - 26, features educational seminars and panel discussions about the cruise industry, as well as opportunities to climb onboard a variety of cruise ships (see box).

The ship inspections allow ASTA delegates to familiarize themselves with the layout and amenities offered on several cruise liners. Trips to the port also include lunch on-board one of the ships.

In addition to the ship inspections and educational programs, participants can better familiarize themselves with a particular ship or cruise itinerary by taking advantage of the pre- and post-cruise offers. There are a variety of 4-day, 5-day, 7-day and 10-day cruises available for ASTA delegates.

Set against perpetually sunny Miami, ASTA's 2003 Congress/ASTA's CruiseEast is

## Ship-shape inspection roster

The following is a list of cruise lines and ships participating in ASTA's ship inspections.

- Carnival Cruise Lines**
  - Triumph
  - Paradise
  - Victory
- Celebrity Cruises**
  - Century
- Crystal Cruises**
  - Crystal Harmony
- Holland America Line**
  - Maasdam
  - Volendam
  - Zuiderdam
- Norwegian Cruise Line**
  - Norwegian Wind
  - Norwegian Sun
- Princess Cruises**
  - Golden Princess
  - Grand Princess
- Royal Caribbean International**
  - Navigator of the Seas
  - Explorer of the Seas
  - Legend of the Seas
  - Voyager of the Seas

sure to be one of the premier events within the travel industry. The educational seminars, networking opportunities, trade show and ship inspections combined with the variety of fun and culturally rich attractions exclusive to Miami, will make this year's event memorable for years to come.

Attendees are encouraged to take a cruise, visit a theme park, soak in the rays on the beach, celebrate the cultural richness of the area at an authentic eatery and re-discover the destination millions flock to each year—Miami.

## A word to ASTA's sponsors

The American Society of Travel Agents (ASTA) would like to thank all the companies and organizations that have helped make ASTA's 2003 Congress/ASTA's CruiseEast a success. Below is a list of just a few of our valued sponsors:

- Greater Miami CVB
- Tourism Ireland
- Continental Airlines
- Hong Kong Tourism Board
- Auto Europe
- American Express IKS Co. Inc.
- Royal Caribbean
- International Celebrity Cruises
- Jamaica Tourist Board
- Air Jamaica
- Port of Miami
- Thrifty Car Rental
- ModernAgent.com
- Marmot Hotels & Resorts
- FAR&WIDE Travel Corp.
- Amadeus
- Sabre Travel Network
- AirTran Airways
- Caribbean Tourism Organization
- Korea Tourist Office
- Sol Melia
- The Hertz Corporation
- Hilton Tuscon El Conquistador
- Caribbean Hotel Association
- Canadian Tourism Commission

# ASTAnet Tech Center is one-stop technology resource

This spring, ASTA launched the online Technology Center, a dynamic community designed to educate travel agents on technologies they can use to improve their businesses. The Tech Center is available to ASTA members on ASTAnet at [www.astanet.com/members/techcenter/index.asp](http://www.astanet.com/members/techcenter/index.asp). It was created by ASTA's Technology Council, which is sponsored by Sabre Travel Network.

Finding the right mix of technology tools is more important for today's travel agencies than it has ever been. But the huge variety of technology solutions, providers and products can sometimes be overwhelming. That's why ASTA's Technology Council has

Shopping and Selling. Within each area, users can find information on and links to tech vendors, related articles and white papers. The Tech Center also includes five User Forum electronic bulletin boards, through which agents are able to ask and answer questions about hardware, software, basics, networking and general discussion. Travel agents should look for new sections and updates to the site in the near future.

The Technology Council is sponsored by Sabre Travel Network, the Sabre Holdings

chief of staff, La Macchia Enterprises; Lee Rosen, president, TRAMS, Inc.; and Marlie Verdin, vice president of marketing, Galileo. To start exploring your tech options, visit the Tech Center at [www.astanet.com/members/techcenter/index.asp](http://www.astanet.com/members/techcenter/index.asp).



## The fine points of Miami

- Miami comes from the Native American word "Sweet Water."
- Miami was originally called Fort Dallas and holds the nickname "Magic City."
- Miami attracts more than 10 million tourists each year.
- Miami's year-round average low temperature is 69 degrees Fahrenheit, while the average year-round high temperature is 83 degrees Fahrenheit.
- Miami Beach is built on a sandbar.
- Greater Miami and the beaches are spread over 2,000 square miles at the southeastern tip of the Florida peninsula.
- Greater Miami is the only metropolitan area in the United States whose borders encompass two national parks - Everglades National Park and Biscayne National Park.
- Miami Beach pharmacist Benjamin Green invented the first suntan cream in 1944.
- Miami installed the first ATM designed especially for rollerbladers.
- In 1937, Amelia Earhart took off from Miami on an around-the-world flight and was never seen again.

to ASTA members on ASTANet at [www.astanet.com/members/techcenter/index.asp](http://www.astanet.com/members/techcenter/index.asp). It was created by ASTA's Technology Council, which is sponsored by Sabre Travel Network.

Finding the right mix of technology tools is more important for today's travel agencies than it has ever been. But the huge variety of technology solutions, providers and products can sometimes be overwhelming. That's why ASTA's Technology Council has stepped forward with this multifaceted online program.

Through the Tech Center, ASTA's Technology Council is working to help travel agents identify their needs and to give agents a forum in which to educate themselves and each other. The Center is a great example of how travel industry technology leaders can work together for the benefit of the travel agency community.

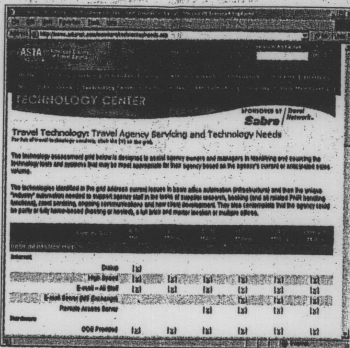
Users of the Tech Center will find descriptions of agency technology needs based on agency size. Following a self-assessment of these needs, agents can link to information on tech solutions in topic areas such as Basic Infrastructure (Internet, hardware, phone and fax), Client Development and Management and

electronic bulletin boards, through which agents are able to ask and answer questions about hardware, software, basics, networking and general discussion. Travel agents should look for new sections and updates to the site in the near future.

The Technology Council is sponsored by Sabre Travel Network, the Sabre Holdings business that connects travel agencies with travel suppliers through the world's leading global distribution system (GDS).

Council members are Jim Menge, vice president of technology, Sabre Travel Network; Michelle Desreux, senior vice president of global operations, Uniglobe Travel (USA) LLC; Huntley McNabb, client partner, TRX; Les Ottolenghi, president and CEO, AgentWare; Brian Robb,

[www.astanet.com/members/techcenter/index.asp](http://www.astanet.com/members/techcenter/index.asp).



ASTA members can reference the Technology Center on ASTANet for all their business technology needs and questions.

## ASTA encourages members to participate in consumer awareness

ASTA knows how important it is to promote the value of using a travel agent. So each and every day, the Society strives to get that message out to the traveling public and the national media. But ASTA also believes it is crucial for travel agents to actively market their services at a local level. Consumer awareness is something that all travel agents can and should participate in. ASTA is here to provide the resources to help them do that.

For more than two years, ASTA has been running a successful consumer awareness campaign in USA TODAY, which is recognized as the "traveler's newspaper" in the United States. The campaign featured print ads each week as well as banner ads on the newspaper's Web site. In addition to recommending the use of a professional travel agent, the ads displayed the ASTA logo and slogan, "Without a travel agent, you're on your own™."

This year the ads were sponsored by Carnival Cruise Lines, Holland America Line and Sandals Resorts International, and included endorsements of ASTA agents from each of these companies. Sponsorships from these companies stretched ASTA's advertising reach and made better use of ASTA member dues.

The Great Cruise Giveaway, one of the campaign's contests, awarded winning consumers a free cruise, courtesy of one of the sponsor cruise lines. In order to enter the contest, consumers were asked to enter information about themselves and their travel habits, including whether they had a travel agent and if they wanted more information about cruising. Thousands of these consumer leads are available for member travel agents on ASTA's Web site. ASTA also partnered with Sandals for a similar contest that awarded a consumer with a free Sandals vacation.

ASTA worked with Sandals on its Operation Relax program, through which travel agents provided complimentary travel certificates to Sandals Resorts International. Sandals donated \$1 million through this program that gave

consumers and agents the ability to earn vacations for active military personnel.

ASTA provided grassroots tools for its members to use for this campaign and for general consumer awareness. On ASTANet is a public relations kit that includes a customizable press release on the Great Cruise Giveaway that members could have sent to their local media. There are also a variety of customizable press releases on other subjects, including airline policy changes, holiday travel tips for flying and driving, and avoiding scams, among many others.

Additional grassroots marketing tools, such as talking points and speeches, also are available on ASTANet. Subjects range from reasons to use a travel agent, buying travel online, women traveling alone and family travel. ASTA also offers a guide to media relations to assist travel agents in writing their own press releases, helping them identify what makes a news story, developing their message and targeting the proper news outlet.

This summer ASTA launched a multi-year, national public relations campaign designed to reach families and encourage them to use travel agents when planning their travel. The campaign, entitled "ASTA Salutes the Great American Family," kicked off with a video news release (VNR) and includes a number of consumer and travel agent resource materials.

In partnership with Vacation.com, ASTA researched trends in family travel and conducted a survey of ASTA and Vacation.com member travel agents. The survey data indicates a considerable increase in the popularity of family reunions along with other family travel trends. The survey results are available, along with other resources, to media,

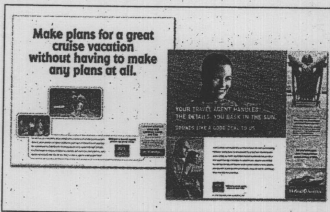
consumers and members. A customizable press release on the survey results is available for members to send to their local media.

In addition to these efforts, ASTA works on a daily basis to place positive news stories about travel agents and ASTA in newspapers, magazines and on television and radio news programs. ASTA's Communicators Council is an active group of members who are trained to speak to the media on nearly every subject imaginable. These members are experts who can advocate for travel agents and the industry.

ASTA also strives to pitch positive news on the value travel agents provide by issuing press releases about the Society's activities to trade and consumer press. Members are encouraged to pitch news stories to their local media and can use the public relations kit on ASTANet to help them do so effectively.

At a time when strong public relations programs are crucial, ASTA is continuing these efforts. These campaigns have been successful, but ASTA continues to improve and expand programs, as well as add new ones, to ensure that as many people as possible get the message.

To access ASTA's public relations kit, visit [www.astanet.com/members/kits/presskit.asp](http://www.astanet.com/members/kits/presskit.asp).



Ads, such as these, appeared across the country, touting the value of using an ASTA travel agent.

6. at the southeastern tip of the Florida peninsula.
7. Greater Miami is the only metropolitan area in the United States whose borders encompass two national parks - Everglades National Park and Biscayne National Park.
8. Miami Beach pharmacist Benjamin Green invented the first suntan cream in 1944.
9. Miami installed the first ATM designed especially for rollerbladers.
10. In 1937, Amelia Earhart took off from Miami on an around-the-world flight and was never seen again.

## ASTA re-establishes, re-names magazine

Complete with a new look and a new publisher, ASTA's premier magazine for travel agents is getting a new name—one that ASTA members are being encouraged to help select.

As part of its overhaul, ASTA decided a new name that would better reflect the mission of the magazine was in order, and what better way to encourage readership than to get members involved in the selection process. Give ASTA and Columbus Travel Publishing (CTP) your feedback by stopping by the Columbus booth (#1248) or the ASTA booth (#1247) and voting on the new name. And, those agents who drop off their business

card will be entered into a drawing to win a fabulous prize.

The magazine, formerly named ASTA Agency Management (AAM), is being re-established as a quarterly business journal for travel agents and will be unveiled in early 2004. In the meantime, delegates to ASTA's 73rd World Travel Congress should check their delegate bags—and display racks around the convention center—for the AAM Miami Congress Special issue to get a pared-down sampling of what the new magazine will offer. Select features and articles will be posted on ASTANet along with member feedback forms so all members can give their input.

## Silent Auction promotes future of travel

One of the most eagerly anticipated events of ASTA's 73rd World Travel Congress/ASTA's CruiseFest East in Miami have the opportunity to participate in the week-long Silent Auction, which raises money for the ASTA Foundation, Inc.—a non-profit charitable organization offering more than 20 scholarships to travel school students and travel professionals seeking to further their education.

The Silent Auction, which features donated items valued between \$200 and \$20,000, is also a way to preview travel-related products and services offered by fellow ASTA members and travel suppliers. Items up for bid include tickets to entertainment, performing arts and sporting events, cars, cruise tickets, airline tickets, hotel accommodations and gift baskets of souvenirs unique to particular cities or regions.

In addition to the regular donations, this year ASTA's chapters will be offering contributions representative of their part of the country. Participating in the Silent Auction is easy. Registrants simply



write down their bids and local Miami contact information beside the desired product or service. The required incremental increases for each item are marked on each bid sheet. At the end of the week, the winners will be announced.

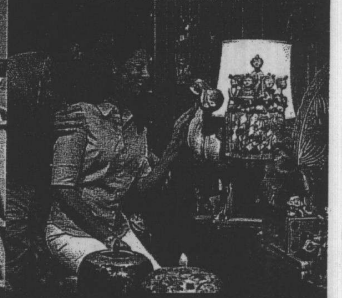
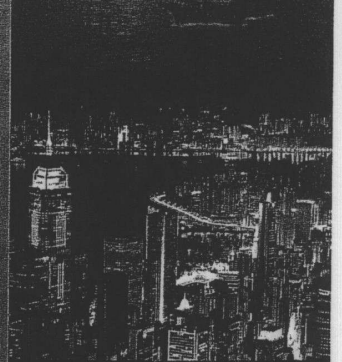
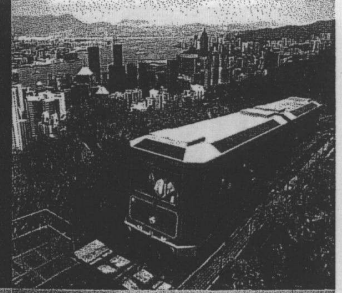
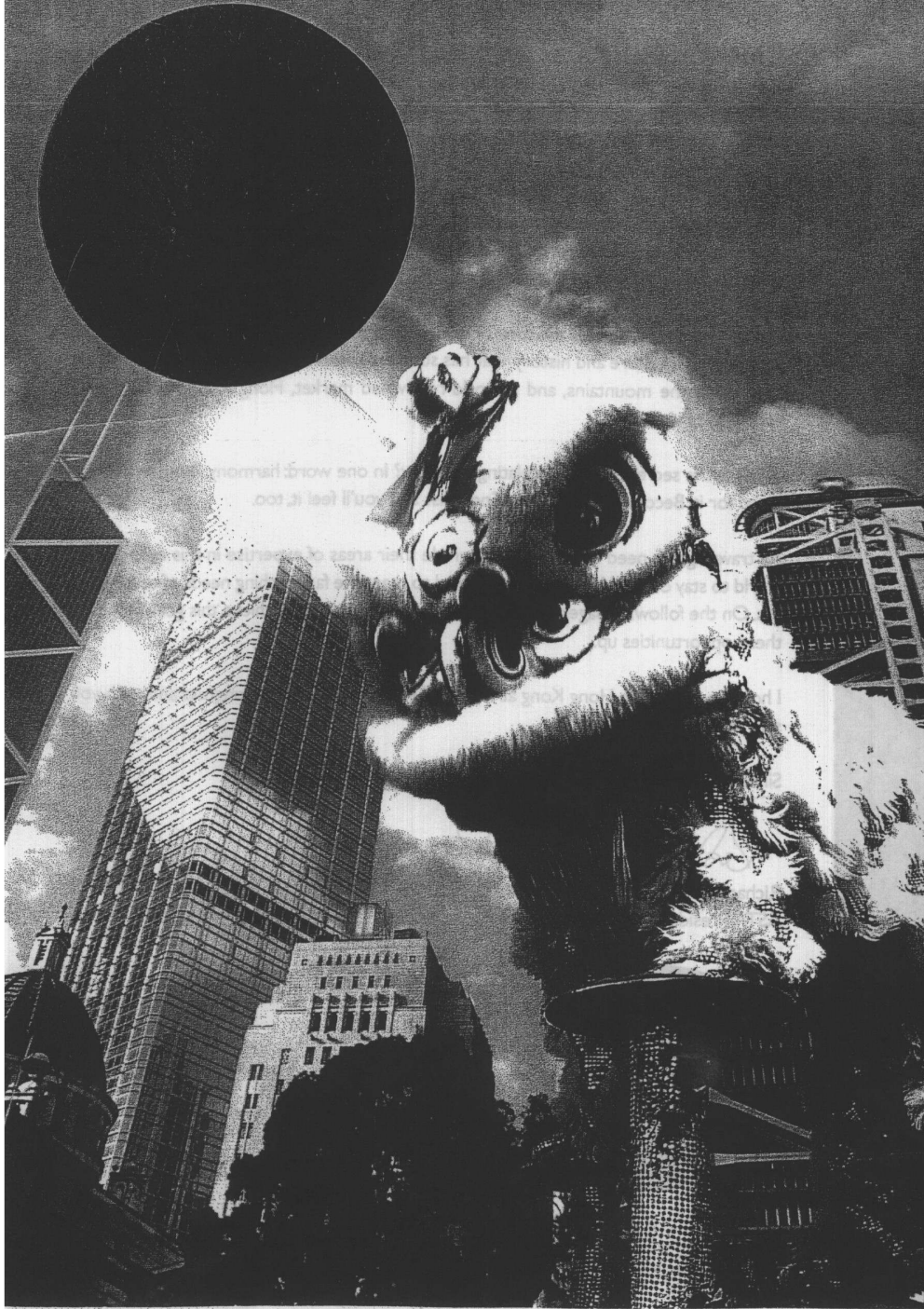
The money from the Foundation's biggest fundraiser helps students pursue their interests in the field of travel and tourism. In 2002, ASTA's Foundation awarded students in colleges, universities and travel schools across the country thousands of dollars in scholarship money. The Foundation also funds a portion of an annual research project that helps advance the travel and tourism industry.

Each year, the Silent Auction raises money to help further the ASTA Foundation's mission of educating the workforce of the future and championing educational opportunities for travel professionals.

附件八、香港年會文宣資料

# HONG KONG

74th ASTA's WORLD TRAVEL CONGRESS  
HONG KONG - September 28 - October 3, 2004







Dear ASTA Colleague:

**It's time to focus on Hong Kong.** This site was chosen with the Pre & Post Tours in mind, for the locales around Hong Kong are exciting and ready for you to explore. Our Pre & Post Tours will cover many experiences and opportunities, while broadening your knowledge of a unique area of the world.

Learn for yourself how East meets West in Hong Kong. Discover how your customers can use Hong Kong as a stepping-stone to China and all of Asia. We are offering a wide variety of educational opportunities to help you see the true value of this fascinating city. This is your golden opportunity. Don't miss out.

Hong Kong is the perfect mixture of ancient and modern, which attracts travelers year round. With a culture and history that has survived centuries, scenery that stretches from the sea to the mountains, and a world-renowned market, Hong Kong knows how to captivate its visitors.

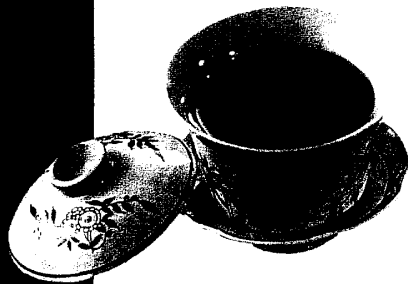
What is the secret to this stimulating host city? In one word: harmony. But don't take my word for it. Become a Hong Kong Specialist and you'll feel it, too.

All travel agents need to constantly upgrade their areas of expertise in this ever-changing world to stay on top. We must be prepared to meet the far-reaching needs of our customers. On the following pages you will find a variety of tours to achieve this goal. Don't pass these opportunities up.

I hope to see you in Hong Kong at the 2004 ASTA World Travel Congress and wish you a safe journey.

Sincerely,

Richard M. Copland, CTC  
ASTA President & CEO





Hello,

We are so excited to have you in Hong Kong for the 2004 ASTA World Travel Congress. This year's conference is packed with educational seminars, profitable sales techniques and valuable experiences that will help you sell one of the most unique destinations in the world.

Hong Kong is a culturally rich land that perfectly balances Chinese tradition with western customs, creating a popular destination that all visitors enjoy. Most importantly to astute travel agents like you, Hong Kong is the preeminent launching pad to China and the rest of Asia.

It's all about harmony, balancing East and West, modern and ancient, which makes this corner of the globe so valuable.

You will have many opportunities to become better acquainted with this historic land by participating in the Pre & Post Tour packages offered in this booklet. Discover the breathtaking areas surrounding Hong Kong for yourself and your clients, including thorough tours to destinations like Beijing, Shanghai and Thailand.

But Hong Kong is more than the places that surround it. This thriving city is full of cultural treasures, culinary marvels and fantastic shopping. It's a vacation and an adventure, excitement and relaxation. It must be the harmony.

Now you have the amazing opportunity to explore this region. Our Pre & Post Tours will begin your wondrous journey through Hong Kong and beyond. Designed with a more intimate travel experience in mind, the tours presented in this book will give you a complete overview of the culture, expanding your expertise to share with your most valued customers. Please book early, and enjoy your travels.

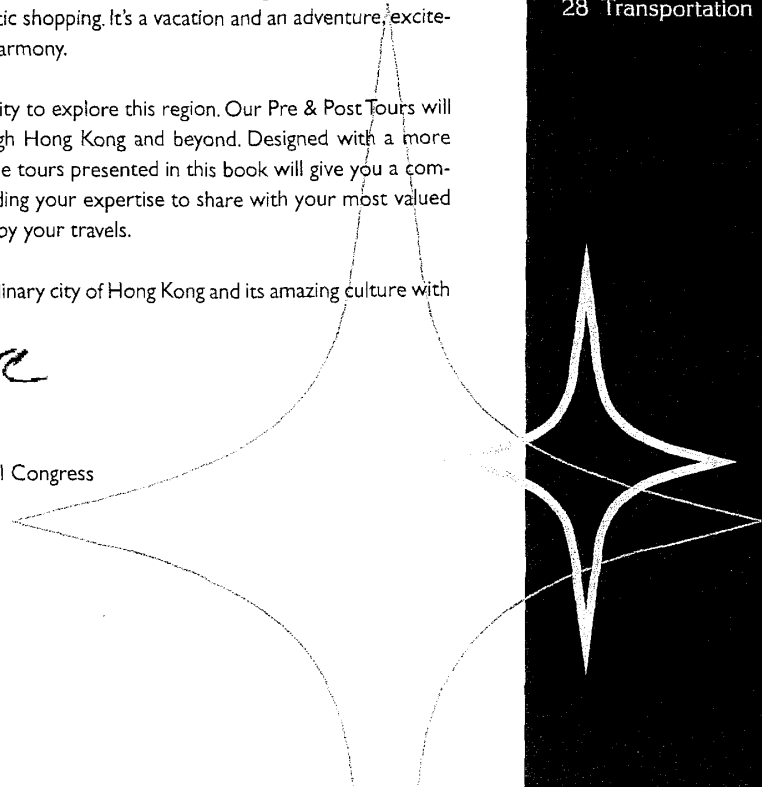
I look forward to sharing the extraordinary city of Hong Kong and its amazing culture with you.

Bev Zukow, CTC

Chair, ASTA Hong Kong World Travel Congress

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- 6 General Information
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# WELCOME

Hong Kong is honored to host the World Travel Congress 2004 of the American Society of Travel Agents (ASTA). On behalf of the Hong Kong Tourism Board (HKTB), may I extend to you our warmest welcome and invitation to join us at the congress on September 28 - October 3, 2004.

As Asia's world city, Hong Kong is famous for its vibrancy and diversity. Featuring a unique mix of Eastern and Western cultures and contrasting splendors of city, harbor and unspoilt countryside, the city offers rich heritage and traditions, wonderful shopping, superb dining, and exciting entertainment. Together with state-of-the-art convention facilities and infrastructure and world-class hotels at competitive prices, the city is an ideal convention destination.

Here, in the city of mega-events, the attractions and excitement are countless. Coinciding with the congress will be the China National Day celebrations on October 1. To complement your Hong Kong trip, a wide range of local sightseeing tours will be available as well as pre- and post-congress visits to Mainland China and other parts of Southeast Asia.

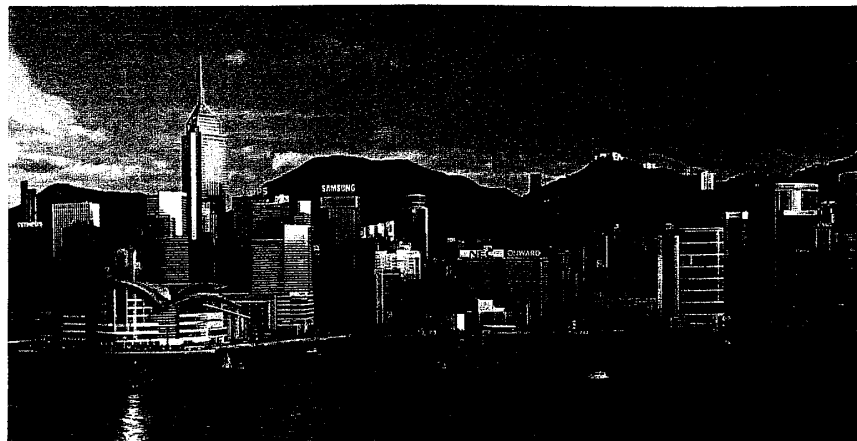
We hope that you will join us in Hong Kong both to explore new business opportunities and enjoy a wonderful experience. We look forward to welcoming you at the ASTA World Travel Congress 2004.

Christa Chan  
Executive Director  
Hong Kong Tourism Board

## Hong Kong - Live it, Love it!

Live the Hong Kong experience! Glorious views across city canyons, the busiest harbor, and mountains green. Colorful trinkets for sale beneath bright stark lights. The quiet perfection of exquisite styles. Sumptuous meals. Exuberant Chinese festivals. A diverse international community living in harmonious convergence at the crossroads to the world.

One unique city to love. A global experience. The dream never ends. This is Hong Kong: the premiere travel experience in Asia.



## ASTA World Travel Congress 2004

**"Do I know Hong Kong? Sure, I was just there."**

Hong Kong is proud to host the American Society of Travel Agents' World Travel Congress 2004. We are going the full nine yards to ensure you have an exciting and rewarding visit. You'll have your pick of hotels offering great value. Complimentary local tours will help you experience all of the distinct excitement of Hong Kong.

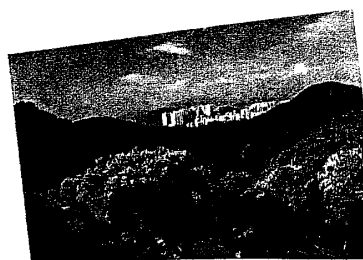
This is your chance to discover the pleasures of Hong Kong for the first time, or to re-awaken old memories from previous visits. And take advantage of Hong Kong's strategic location at the heart of Asia. As the travel hub for Asia and Mainland China, Hong Kong is an ideal home base for pre- and

post-congress tours, business or pleasure, that add value to your trip. The ASTA World Travel Congress is an ideal time to enjoy the pleasures of Hong Kong and Asia while developing new business opportunities.

### See it!

**"One thing you must see in Hong Kong is ..."**

The views of harbor, city and greenery. This is what people never forget about Hong Kong. Now you'll have a chance to experience new stories to call your own, or to step off from previous visits into uncharted territory. With new memories in place, you'll captivate your clients with those tiny details that



make the difference to a story: the ding-ding of streets trams rolling past neon signs overhanging bustling streets; the wooden benches and brass bell aboard the timeless "Star" Ferry; or the surprising contrast of lush green landscapes just around a city street corner.

**Feel it!**  
**"If you really want to experience Hong Kong then ..."**

Hong Kong is a kaleidoscope of life with heritage, culture and festivals. A sophisticated fusion of East and West where new and old meet at every turn. You'll soon be able to tell clients where to turn to experience this exciting diversity. Soak up the local flavor by experiencing Hong Kong's distinct heritage: 6,000 years of Chinese culture mixed with a British colonial past and seasoned by people from around the world.

With so much to experience in Hong Kong, a guided tour is the best way to make the most of your trip. This is why we're offering complimentary tours for ASTA delegates. Choose between the famous



attractions of Hong Kong Island or Kowloon. Take a harbor cruise – in the morning, afternoon or at night – and see Hong Kong's unique and dazzling skyline.

There's nothing in the world that can compare to it. Experience the rural side of Hong Kong in the lush greenery of the New Territories and our Outlying Islands. See the grandeur of the Giant Buddha, the world's tallest, seated, outdoor, bronze Buddha.



**Taste it!**  
**"I know a great restaurant in Hong Kong for ..."**

Hong Kong is a city with thousands of restaurants providing a cornucopia of dining experiences. We'll help you find the great restaurants so that you can impress your clients with detailed, insider information about the best places to eat.



A great starting point is *The Best of the Best Culinary Guide*. This is the easiest way to find award-winning restaurants serving Hong Kong's classic and representative dishes. Or explore on your own and discover a hidden gem in Hong Kong's seven food districts, each with its own flair. These culinary heavens abound with cuisines from around the world. Whatever your craving, Hong Kong can satisfy it.

More than that is the atmosphere. Pull up a stool at a busy *dai pai dong*, Hong Kong's equivalent of a diner. Indulge yourself with the perfection of the ultimate gourmet experience. Enjoy the outdoor relaxation of alfresco dining. Or be seated at a table with incredible views and food to match.



**Get it!**  
**"Last time I was in Hong Kong I found a great store with ..."**

No sales taxes? Like the kids say: Sweet! There's no better place to shop than in the shopping paradise called Hong Kong and, as you likely know, no sales tax is just one reason why. New treasures await alongside old favorites. Hong Kong has everything anyone could ever want: antiques, the latest cutting-edge products, traditional styles or designer fashion. The city's compact size makes shopping a breeze as you'll soon be able to tell your clients.

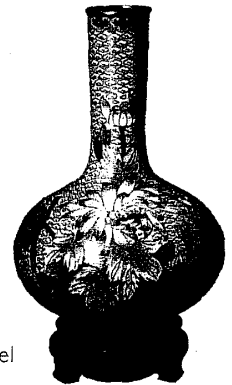


At the top of your shopping list should be the Hong Kong "Must Buy" products that truly reflect this great city: handicrafts, Chinese clothing, Chinese tea, gold jewelry, Chinese assorted cakes and Chinese tableware. Find out why locals and visitors have picked these products as the best things to take home from Hong Kong.

**Experience it!**  
**"Good choice. You're going to love Hong Kong."**

Hong Kong is a world of wonders so come enjoy, experience, and gain the benefits of Hong Kong and the ASTA World Travel Congress 2004.

For more information on Hong Kong, please visit our website [DiscoverHongKong.com/usa](http://DiscoverHongKong.com/usa)



**HONG KONG  
 LIVE IT. LOVE IT!**



## ASTA World Travel Congress General Information

### Registration

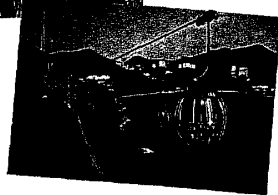
All hotel rates, pre & post tours, cruise and hotel offers included in this brochure are only available to delegates attending the 74th ASTA World Travel Congress in Hong Kong.

All delegates must register for the ASTA World Travel Congress in Hong Kong to receive these special rates. A registration form is included in this book or may also be obtained by calling 1-800-ASK-ASTA (members) or ASTA's Meetings Department at 703-739-2782 (non members) or visiting [www.astanet.com](http://www.astanet.com).

Completed registration forms should be returned with payment to:

ASTA Headquarters  
Meetings Dept., Ste. 200  
1101 King St.  
Alexandria, VA, 22314  
USA

or return by fax to: 703-684-8319.



### Conference Hotel Reservations

The Official Housing Booking Form is at the end of this book. **Use the Official Hong Kong Housing Bureau to reserve your room and receive a free roundtrip airport transfer!**

### Booking Pre & Post Tours

The discounted rates contained in this book have been offered by travel industry suppliers for travel throughout Asia. This information has been coordinated and compiled by ASTA to encourage delegates to experience and enjoy the host destination and its neighboring countries.

**For further information and a day-to-day itinerary on each individual tour, go to [www.astanet.com/conference/cg04/prepost.asp](http://www.astanet.com/conference/cg04/prepost.asp).**

To book any of the offers in this book contact the participating company directly by following the specific booking instructions listed with their entry. **ASTA DOES NOT BOOK PRE OR POST TOURS.** Remember to reference the Pre and Post Tour Book and tour/booking code, and inform the reservation staff that you are an ASTA delegate. Some companies may require documenta-

tion or proof of registration for the ASTA World Travel Congress. In such cases, please use your official confirmation of registration that is sent by ASTA Headquarters.

Should you encounter any difficulties in booking your pre or post tour, please contact ASTA Meetings Department, tel: 703-739-2782, fax: 703-684-8319 for assistance.

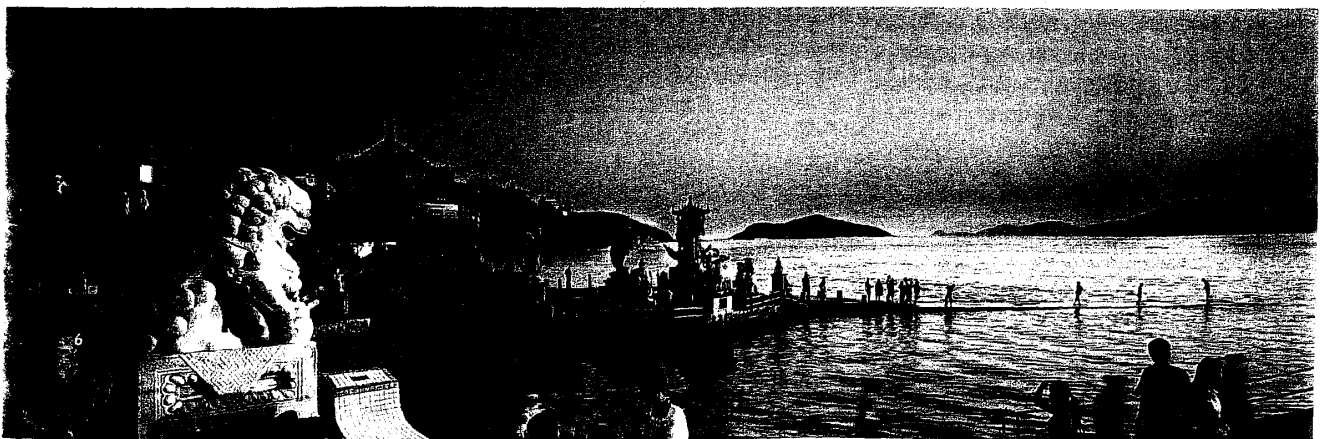
### Visa Requirements

U.S. citizens who possess a valid U.S. passport and are going to Hong Kong for business or tourism may stay in Hong Kong for 90 days without a visa.

If you plan to stay in Hong Kong for over three months, or if your purposes are for employment, study, training, residence, or visiting relatives, you must apply for a visa.

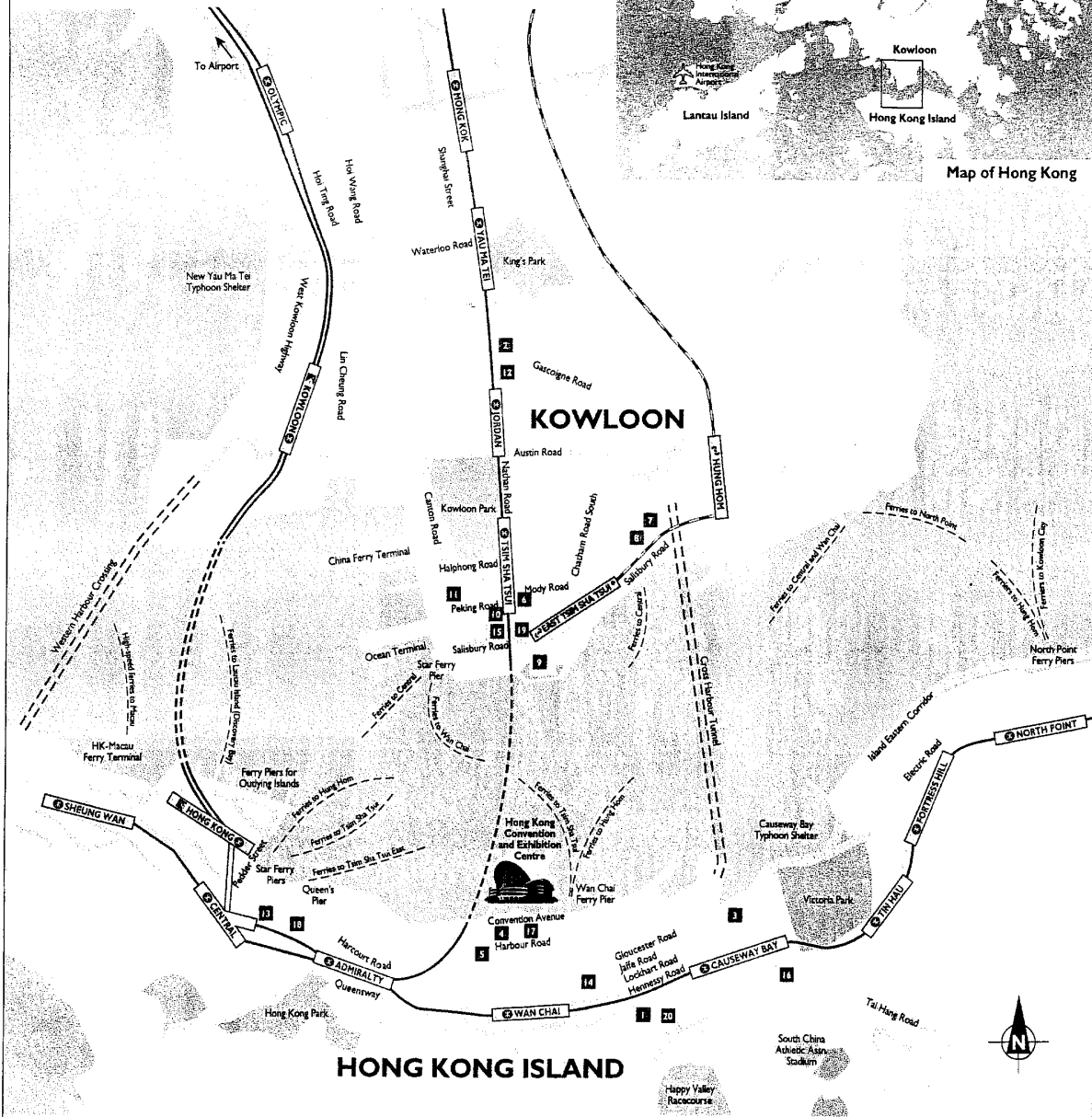
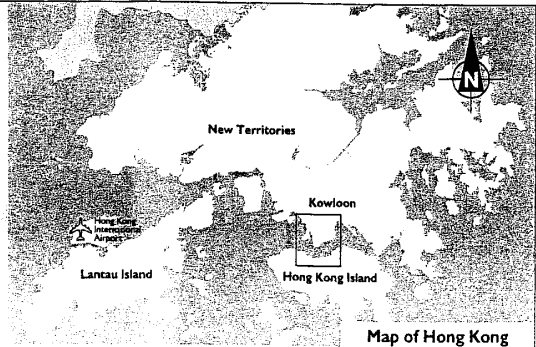
### Limitation of Liability

ASTA provides the enclosed pre/post tour, cruise and hotel information only for the convenience of Congress Delegates. Those who book such travel services may wish to purchase travel insurance. The responsibility for the booking and operation of all pre/post tours lies entirely with the participating operators. Neither ASTA, nor its officers, officials, or employees are liable for any personal injury, property damage or other loss, accident, delay or inconvenience caused by any supplier or any party not under ASTA's specific direction and control. Those wishing to participate in pre and post tours should contract their personal physician or the Centers for Disease Control at 404-639-2572 regarding medical precautions that may be required.





# ASTA World Travel Congress 2004 CONVENTION HOTELS



- |   |   |   |   |
|---|---|---|---|
| 11 The Charterhouse                             | 4 Holiday Inn Golden Mile Hong Kong             | 11 The Langham Hotel, Hong Kong<br>(Formerly The Green Eagle) | 16 Regal HongKong Hotel                             |
| 2 Eaton Hotel Hong Kong                         | 17 Hotel Nikko Hong Kong                        | 12 The Majestic Hotel   | 17 The Renaissance Harbour View Hotel,<br>Hong Kong |
| 3 The Excelsior Hong Kong                       | 8 Inter-Continental Grand Stanford<br>Hong Kong | 13 Mandarin Oriental, Hong Kong                               | 18 The Ritz-Carlton Hong Kong                       |
| 4 Grand Hyatt Hong Kong                         | 9 Inter-Continental Hong Kong                   | 14 Novotel Century Hong Kong                                  | 19 Sheraton Hong Kong Hotel & Towers                |
| 5 Harbour View International<br>House Hong Kong | 10 The Kowloon Hotel                            | 15 The Peninsula Hong Kong                                    | 20 South Pacific Hotel                              |

- MTR Station & Route
  - KCR East Rail Station & Route
  - Airport Express Station & Route
  - Ferry Route
  - \* Scheduled to open 2004
- Map not drawn to scale.

# CONGRESS HOTELS

Delegates to the 74th World Travel Congress will be offered an unrivaled selection of hotels. With Western amenities and Eastern service, Hong Kong's hotels are a haven for any traveler. Hong Kong's premier hotels afford you stunning views, luxurious amenities and elegant rooms along with incredibly attentive service unlike anywhere else in the world. In fact, the city's hotels are of such consistently high quality that no official star-rating system is used.

## HOTELS

- The Charterhouse Hotel
- Eaton Hotel Hong Kong
- The Excelsior Hong Kong
- Grand Hyatt Hong Kong
- Harbour View International House Hong Kong
- Holiday Inn Golden Mile Hong Kong
- Hotel Nikko Hong Kong
- Inter-Continental Grand Stanford Hong Kong
- Inter-Continental Hong Kong
- The Kowloon Hotel
- The Langham Hotel Hong Kong (Formerly The Great Eagle)
- The Majestic Hotel
- Mandarin Oriental, Hong Kong
- Novotel Century Hong Kong
- The Peninsula Hong Kong
- Regal HongKong Hotel
- The Renaissance HarbourView Hotel
- The Ritz-Carlton Hong Kong
- Sheraton Hong Kong Hotel & Towers
- South Pacific Hotel

All hotel rates are exclusive of government taxes and do not include breakfast. The Hong Kong Convention & Exhibition Centre is located on Hong Kong Island.



## The Charterhouse Hotel

209-219 Wanchai Rd  
Hong Kong  
852 2833 5566  
Fax 852 2833 5888  
www.charterhouse.com

\$70

A delightful 277-room boutique-style hotel, located in the main business district of Wanchai and walking distance of the Hong Kong Convention & Exhibition Centre and Causeway Bay Shopping Centre. The Times Square shopping and entertainment mall and MTR subway station is within 6 minutes walking distance.

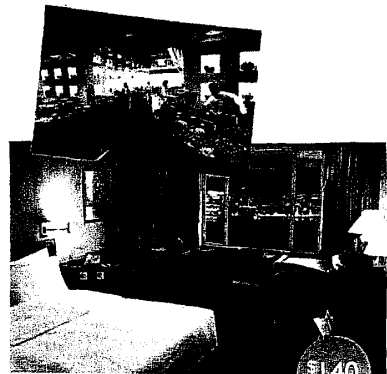


## Eaton Hotel Hong Kong

380 Nathan Road, Jordan  
Kowloon  
852 2782 1818  
Fax 852 2782 5563  
www.eaton-hotel.com

\$95

The Eaton Hotel enjoys a convenient location on Nathan Road in the heart of Kowloon's famous shopping and commercial district. As guests of the hotel, you will enjoy comprehensive facilities, a choice of 468 fully-equipped rooms and world class service throughout your stay. We also have an attractive outdoor swimming pool on the roof, and a modern gymnasium featuring the latest fitness equipment.



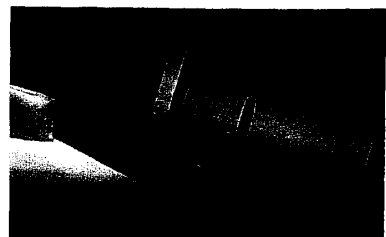
## The Excelsior Hong Kong

281 Gloucester Rd, Causeway Bay  
Hong Kong  
852 852 2837 6840  
Fax 852 2576 7715

\$140

www.excelsiorhongkong.com

The largest hotel on Hong Kong Island, The Excelsior features 883 guest rooms and suites, a fully equipped business centre and an extensive portfolio of restaurants and bars offering international cuisines and live entertainment. The hotel is equipped with a wireless network and 'fibre-to-building' broadband installation (10Mbps) in all function rooms, restaurants, and guest rooms. Recognized as "One of the five most stylish hotels in Hong Kong" by Condé Nast Traveller UK. The Excelsior, Hong Kong is wholly owned and managed by Mandarin Oriental Hotel Group.



## Grand Hyatt Hong Kong

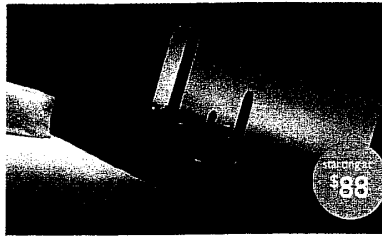
1 Harbour Road  
Hong Kong  
852 2588 1234  
Fax: 852 2802 0677  
\$180 Garden View  
\$205 Harbour View

Starting at \$180

www.hongkong.grand.hyatt.com

Grand Hyatt, Hong Kong is Hyatt International's flagship property. Positioned among the finest hotels in the world and with magnificent views

of Hong Kong's renowned Victoria Harbour, Grand Hyatt Hong Kong lies in the very heart of this vibrant and exciting city. Of the hotel's 556 guest rooms and suites, more than 70 per cent of the accommodations command spectacular harbour views. The hotel's eight restaurants and bars offer a diverse array of dining and entertainment options. Exceptional recreational facilities include an outdoor swimming pool. The hotel's 21 meeting rooms, including the impressive Grand Ballroom, regularly play host to international forums and events. The Grand Hyatt is the first five-star Hong Kong hotel to offer fast Ethernet computer connectivity between meeting rooms, and high-speed, broadband Internet access.

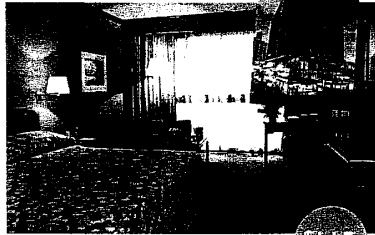
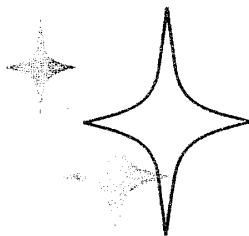


## Harbour View International House Hong Kong

4 Harbour Road, Wan Chai  
 Hong Kong  
 852-2802-1111  
 Fax 852-2802-9063  
[www.harbourymca.org.hk](http://www.harbourymca.org.hk)  
**\$88 Standard/\$98 Harbour View\***

\*No government tax

The Harbour View International House is conveniently situated in the middle of the Wanchai business district. Within a few minutes, you can walk to the Hong Kong Convention and Exhibition Centre. The majority of our rooms overlook a 270 picturesque view of Victoria Harbour.

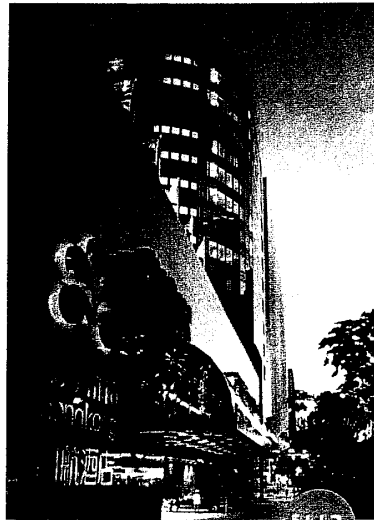


## Holiday Inn Golden Mile Hong Kong

50 Nathan Road, Tsim Sha Tsui  
 Kowloon  
 852 2369 3111  
 Fax 852 2369 8016

[www.goldenmile-hk.holiday-inn.com](http://www.goldenmile-hk.holiday-inn.com)

Winner of the 2002 HKTB Tourism Services Award, the hotel is located in the heart of Kowloon's shopping and business district. Facilities include: Executive Club floors, 5 restaurants/bars, function rooms, swimming pool, Health Club and Business Centre, 600 large guestrooms and suites with personal facsimiles and high-speed Internet upon request.



## Hotel Nikko Hong Kong

72 Mody Rd, Tsimshatsui East  
 Kowloon  
 852 2313 4008  
 Fax 852 2313 4517  
[www.hotelnikko.com.hk](http://www.hotelnikko.com.hk)

Overlooking the famous Victoria Harbour in Hong Kong, the Hotel Nikko Hongkong occu-

pies one of the city's choicest locations in Tsimshatsui East with its bountiful variety of shopping, dining and entertainment. Less than 40 minutes from the Hong Kong International Airport, Hotel Nikko Hongkong is comprised of 462 beautifully designed rooms including 18 suites. Travelling executives will find a full range of office services in the Hotel Nikko Hongkong's Business Centre, and internet e-mail connection is available for use in all the guest rooms on the Nikko executive floors! An outdoor swimming pool and Health Club are guaranteed to alleviate the tension of doing business abroad. For dining pleasure, Hotel Nikko Hongkong caters to the most sophisticated tastes with its seven restaurants, bar and lounges offering a magnificent array of the world's finest cuisines.



## Inter-Continental Grand Stanford Hong Kong

70 Mody Rd, Tsim Sha Tsui East  
 Kowloon  
 852 2721 5161  
 Fax 852 2732 2233

**\$125 standard** - Early bird upgrade to Side HarbourView Room for confirmed reservation made before 25 July 2004! (subject to availability)

**\$140 Full HarbourView**

[www.hongkong.intercontinental.com](http://www.hongkong.intercontinental.com)

Welcome to the world of InterContinental Grand Stanford Hong Kong where quality and guest satisfaction are the cornerstones of our service philosophy. Located in the heart of the bustling Tsimshatsui East shopping and entertainment area, the award-winning InterContinental Grand Stanford Hong Kong is the hotel of choice for savvy travellers.

With stunning views of the Hong Kong skyline and super facilities the hotel offers business and leisure travellers the highest levels of service in a friendly, yet elegant environment.

## Inter-Continental Hong Kong

18 Salisbury Road, Tsim Sha Tsui  
Kowloon

852-2721-1211

Fax 852-2739-4546

\$180 Harbour View

[www.hongkongic.intercontinental.com](http://www.hongkongic.intercontinental.com)

Magnificently located on the Kowloon waterfront overlooking Victoria Harbour and Hong Kong Island, InterContinental Hong Kong provides guests with the ultimate in accommodations, facilities, service and Hong Kong's most panoramic views. The Hotel is also located in the centre of Kowloon's main shopping, dining and entertainment district



and is adjacent to the Hong Kong Space Museum, with one of the largest planetariums in the world. Also next door is the Hong Kong Cultural Centre and Art Museum. Just a few minutes from both Star Ferry Terminal and Ocean Terminal, the hotel is convenient for all forms of transportation.

## The Kowloon Hotel

19-21 Nathan Rd, Tsim Sha Tsui  
Kowloon

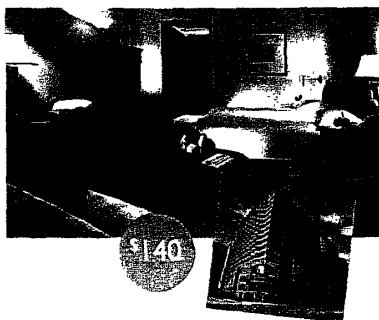
852 2734 3819 or 852 2929 2888

Fax 852 2301 2000 or 852 2739 9811

\$91 superior/\$145 deluxe

[www.peninsula.com](http://www.peninsula.com)

The Kowloon Hotel, a four-star property, is ideally situated on Nathan Road's celebrated "Golden Mile", in the heart of Hong Kong's commercial, shopping and entertainment district and offers 736 streamlined guest rooms and suites, incorporating the most advanced in-room technology. The hotel offers its guests a perfect balance between value and convenience for business and leisure travelers alike. The Kowloon Hotel also provides an international variety of restaurants.



## The Langham Hotel Hong Kong (formerly the Great Eagle)

8 Peking Rd, Tsim Sha Tsui  
Kowloon

852 2375 1133

Fax 852 2375 6611

[www.gehotel.com](http://www.gehotel.com)

The Langham Hotel is superbly located in the midst of Hong Kong's busiest commercial district. Its 462 spacious and luxurious rooms and 25 suites offer an elegant European style and opulence with a contemporary twist. Award winning restaurants, meeting facilities, rooftop swimming pool and 24-hour gymnasium are also available.



## The Majestic Hotel

348 Nathan Rd, Yau Ma Tei  
Kowloon

852 2781 1333

Fax 852 2781 1773

[www.majestichotel.com.hk](http://www.majestichotel.com.hk)

Majestic Hotel occupies a fine 15 story building on Nathan Road in Kowloon and is a stone's throw away from the Mass Transit Railway (MTR). It provides ready access to Hong Kong's main commercial, entertainment and shopping districts on either side of the harbour. Acclaimed tourist attractions such as Jade Market and Temple Street Night Market also in close vicinity. The hotel complex also houses a quality 30,000 square feet shopping arcade.



## Mandarin Oriental, Hong Kong

5 Connaught Rd,  
Central

Hong Kong

852 2825 4847

Fax 852 2877 0262

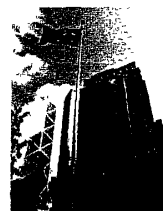
\$175 CityView Room/

\$225 Harbour View

Room

[www.mandarinoriental.com](http://www.mandarinoriental.com)

A superb location overlooking Victoria Harbour, an elegant ambience and outstanding service have made the Mandarin Oriental, Hong Kong an internationally renowned hotel.



## Novotel Century Hong Kong

238 Jaffe Road,  
Wan Chai

Hong Kong

852-2598-8888

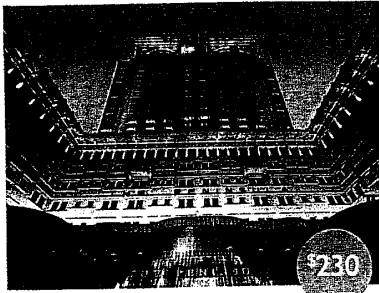
Fax 852-2598-8866

[www.accorhotels-asia.com](http://www.accorhotels-asia.com)

\$110 superior

This 23 story hotel, NOVOTEL CENTURY HONG KONG with 512 guest rooms and suites, is conveniently located in the heart of Wanchai, Hong Kong's bustling business, shopping and entertainment district. The Hong Kong Convention & Exhibition Centre, beside Wanchai Ferry Terminal, can be reached by covered walkway in only five minutes. The hotel is connected to all points within the city by the tram and MTR station, conveniently located within walking distance.





## The Peninsula Hong Kong

Salisbury Road, Tsim Sha Tsui  
Kowloon  
852 2920 2888  
Fax 852 2722 4170  
www.peninsula.com

The Peninsula Hong Kong, "The Grand Old Lady," is the most historical hotel in Hong Kong having first opened in 1928. Extensive renovation and the addition of the tower in 1994 have also made it one of Hong Kong's most classic hotel. Guests are truly rewarded when staying in any of the 300 opulently decorated rooms or suites, which retained its nostalgic charm despite having the most advanced technological innovation. The hotel boasts a unique array of dining experiences and function venues. Extensive spa facilities include a full harbor view Roman-style swimming pool, sun terrace, gymnasium, beauty and hair dressing salon. A fleet of Rolls-Royce limousines, as well as helicopter service are ultimate transfer options offered by the hotel.



## Regal HongKong Hotel

88 Yee Wo St, Causeway Bay  
Hong Kong  
852 2890 6633  
Fax 852 2881 0777  
www.regalhongkong.com

Situated in the heart of Causeway Bay, Hong Kong's vibrant commercial and shopping district,



the deluxe five-star Regal Hongkong Hotel is the epitome of luxury and elegance where international business and leisure travellers are pampered with stylish comforts, contemporary amenities and impeccable service in an opulent Baroque setting. The hotel offers an exquisite selection of gourmet dining and entertainment venues in addition to tastefully furnished guestrooms, as well as a series of refined function rooms befitting all kinds of conferences and banquets. Opposite to the Victoria Park, the hotel is a five-minute drive from the Hong Kong Convention and Exhibition Centre, and just 45 minutes from the Hong Kong International Airport.

## The Renaissance Harbour View Hotel Hong Kong

1 Harbour Rd,  
Wanchai  
Hong Kong  
852 2802 2228  
Fax 852 2877 2339  
www.renaissancehotels.com

Make your stay memorable. This superior, first-class hotel has a superb location on top of (and with direct access to) the Hong Kong Convention and Exhibition Centre on the Wanchai waterfront, placing it near major shopping and tourist areas, the famous Star Ferry to Kowloon, and the Wanchai Metro station. With two-thirds of the 860 rooms and suites facing the harbour, the hotel also offers 11,000 square metres of landscaped gardens and exceptional recreational facilities.



## The Ritz-Carlton Hong Kong

3 Connaught Road  
Central District  
Hong Kong  
852 2877 6666  
Fax 852 2877 6778

\$180 Deluxe Peak View/\$240 Harbour View  
[http://www.ritzcarlton.com/hotels/hong\\_kong](http://www.ritzcarlton.com/hotels/hong_kong)  
In a city famous for its world-class deluxe hotels, The Ritz-Carlton, Hong Kong offers an intimate style of hospitality unrivalled by any other. The central location offers on-the-doorstep

convenience for the main financial and business district, the entertainment and dining areas and the city's most famous attractions.



## Sheraton Hong Kong Hotel & Towers

20 Nathan Rd, Tsim Sha Tsui  
Kowloon  
852 2369 1111  
Fax 852 2368 1999

\$148 run-of-house/\$188 harbour view  
www.sheraton.com

Located in the heart of renowned Kowloon Peninsula with great accessibility to Star Ferry, MTR subway, nearby attractions, shopping and entertainment. The 782-room most newly renovated 5-star property boasts one of the most spectacular harbor view accommodations in Hong Kong along with its legendary service standards.



## South Pacific Hotel

23 Morrison Hill Rd, Wanchai  
Hong Kong  
852 2831 1288  
Fax 852 2572 8690  
www.southpacifichotel.com.hk

South Pacific hotel is located in Hong Kong's business district, Wanchai – next to the Causeway Bay premier shopping, dining & entertainment complexes. The hotel's unique oval architectural style and distinctive glass curtain exterior have already made it a major Hong Kong landmark.



# PRE & POST TOURS

The discounted rates contained in this book have been offered by travel industry suppliers for travel throughout Asia. This information has been coordinated and compiled by ASTA to encourage delegates to experience and enjoy the host destination and its neighboring countries.

To reserve any of the offers in this book contact the participating company directly by following the specific booking instructions listed with their entry.

For full itineraries on each tour please visit [www.astanet.com/conference/cg04/prepost.asp](http://www.astanet.com/conference/cg04/prepost.asp).

## TOUR COUNTRIES

People's Republic of China  
Cambodia  
Indonesia  
Japan  
Laos  
Singapore  
Thailand  
Vietnam

## PEOPLE'S REPUBLIC OF CHINA

### Eight Day Beijing & Yangtze River Tour

**Cities Included:** Beijing, Yangtze River & Wuhan

**Tour Code:** ML0409-20-40 ASTA FAM

**Duration:** Eight days, Seven nights

**Dates Available:** 20-27 September 2004

**Tour Cost:** \$1095 (\$495 single supplement)

**Cost Includes:** Accommodations, meals, domestic air, one-way air to Hong Kong, and transfers

Explore the cultural and historical riches of Beijing and the magnificent scenery of the Yangtze River. Your highlights will include The Great Wall of China, The Forbidden City, the Temple of Heaven, the Lama Temple, Hutongs, and the Yangtze River's Three Gorges area.

**Booking Information/Contact:**

William Li  
China Travel Service (USA), Inc.  
575 Sutter Street, Lower Level  
San Francisco, CA 94102 U.S.A.  
(415) 352-0388, ext. # 113 Fax: (415) 352-0399  
[wli@chinatravelservice.com](mailto:wli@chinatravelservice.com)

### Five Day Southern China Tour

**Cities Included:** Shenzhen, Guangzhou, Zhongshan, Zhuhai, Macau

**Tour Code:** 2004-OZ-B

**Duration:** Five days, Four nights

**Dates Available:** 23-27 September 2004

**Tour Cost:** \$390 (\$110 single supplement)

**Cost Includes:** Accommodations, meals, and transfers

Tour to Guangzhou (formerly known as Canton) and Macau. The two cities, together with Hong Kong, are the 'Three Pearls' of southern China. They were the prosperous trading ports open to the west under the imperial regime. The area is also the birthplace of modern China, where Dr Sun Yat Sen, Father of Modern China, was born and developed his revolution plans. The tour offers insights into traditional lifestyle, and the important role southern China plays in the modern history of China. Evening cruise along the Pearl River, and visit to the water village in Zhongshan, the 'must-see' attractions in the southern part of China. A stop over in Macau, the small enclave administered by the Portuguese government for 4 centuries. Macau is beloved for its historic churches, Chinese temples, cobblestone streets, which mixes a charming Mediterranean atmosphere with distinctly Chinese elements. Complementary visit to the China Folk Cultural Village for early arrivals. The theme park houses 26 real size ethnic minority villages of China, and the evening show 'The Dancing Dragon and the Phoenix' is the biggest evening show in the region featuring 500 artists from all over China.

**Booking Information/Contact:**

Joe Cheng  
China Travel Service (Hong Kong)  
4/F, CTS House 78-83 Connaught Road  
Central, Hongkong  
(852) 2853-3295 Fax: (852) 2541-9777  
[ceb@ctshk.com](mailto:ceb@ctshk.com)

### Four Day Beijing Tour

**Cities Included:** Beijing

**Tour Code:** PEK0924 (pre-conference), PEK1003 (post-conference)

**Duration:** Four days, Three nights

**Dates Available:** 24-27 September and 3-6 October 2004

**Tour Cost:** \$550 (\$160 single supplement) pre-conference, \$565 (\$160 single supplement) post-conference

**Cost Includes:** Accommodations, meals, transfers, and one-way air to/from Hong Kong

Beijing is the capital city of the People's Republic of China and the designated Olympic City for 2008! To enjoy the beauty and grandeur of this magnificent city, visits to the famous Imperial Palace, historic



Tian'anmen Square, the beautiful Summer Palace, the Temple of the Heaven and the Great Wall – reportedly the only man-made structure visible from the moon - are a must. Of course, no trip to Beijing would be complete without sampling Peking Duck.

**Booking Information/Contact:**

Eva Lai  
Swire Travel Ltd  
30/F Dorset House, Taikoo Place, 979  
King's Road, Quarry Bay, Hong Kong  
(852) 2917-0800 Fax: (852) 2590-0099  
evalai@swiretravel.com

### Four Day China Tour

**Cities Included:** Guangzhou, Foshan, Macau

**Tour Code:** 0924GM (pre-conference), 1003PXSK (post-conference)

**Duration:** Four days, Three nights

**Dates Available:** 24-27 September and 3-6 October 2004

**Tour Cost:** \$314 (\$68 single supplement) pre-conference, \$338 (\$92 single supplement) post-conference

**Cost Includes:** Accommodations, meals, transfers, train ticket, and boat ticket

In Guangzhou see Dr. Sun Yat-Sen Memorial Hall, Five Rams Statue, Chen Clan Learning Academy & Shamian Island, Resident house of Dr. Sun Yat-Sen, and Cui Heng Village. In Foshan see Ancestral Temple, Shiwan Ceramic Factory and the Paper-Cut Factory. In Macau see the Ruins of St. Paul's, Penha

Hill-a graceful church, Kun lam Temple, Golden Lotus Square, Grand Prix Museum and Casino.

**Booking Information/Contact:**

Mr. Ken Chang  
Associated Tours Ltd  
Shop 113, 1/ F, Regal Kowloon Hotel,  
71 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
(852) 2722-1216 Fax: (852) 2369-5687  
tours@associatedtours.com.hk  
**Discount code to reference  
when booking this offer:** ASTA04

### Four Day Pearl River Delta Tour

**Cities Included:** Macau, Zhongshan, Foshan, Zhaoqing, Guangzhou

**Tour Code:** RTBMAC/ASTAPRD

**Duration:** Four days, Three nights

**Dates Available:** Flexible prior to September 28 and on or after October 3 until October 10 2004

**Tour Cost:** \$650 (\$115 single supplement)

**Cost Includes:** Accommodations, meals, transfers, ferry, and train ride

In Macau see the Guia Circuit, Kun Yam Temple, Ruins of Sao Paolo, and Penha Hill. In Zhongshan see the Tea Garden, Cui Heng Village, Lingnan River Resort. In Foshan, experience Liang's Garden, Ancestral Temple,

Folk Art Studio, and the Ceramic Factory or Silk Factory. In Zhaoqing see the Laser Choreographed Musical Fountain and 7 Star Crags Park. In Guangzhou, enjoy the 5 Star Rams Statue, 6 Banyan Temple, Dr. Sun Yat Sen Memorial Hall, Temple of The Chen Family Ancestral Home and Sculpture Park.

**Booking Information/Contact:**

Ms. Noble Chan  
TOURASIA CO., LTD.  
Room 1304, Koon Fook Center, No. 9 Knutsford  
Terrace, T.S.T.  
Kowloon, Hong Kong  
(852) 2722-0112 Fax: (852) 2366-2690  
reservation@tourasia.com.hk

### Four Day Shanghai Tour

**Cities Included:** Shanghai, Suzhou

**Tour Code:** SHA0924 (pre-conference), SHA1003 (post-conference)

**Duration:** Four days, Three nights

**Dates Available:** 24-27 September and 3-6 October 2004

**Tour Cost:** \$615 (\$225 single supplement) pre-conference, \$633 (\$225 single supplement) post-conference

**Cost Includes:** Accommodations, meals, transfers, and one-way air from/to Hong Kong

Shanghai is one of the most populous and "urban" cities in China and is all set to catch up with Hong Kong in 10 years. The tour to Shanghai will give you a good opportunity to see the interesting contrast in landscape between the old town and the modern metropolis by visiting the Yu Garden and Jade Buddha Temple. With a day trip to Suzhou – one of the oldest & most scenic cities in China, best illustrated by an ancient Chinese proverb, "In Heaven this is Paradise. On Earth, Suzhou." Your visit to this "Venice of the East" will, of course, include a trip to a silk factory and embroidery institute, which provide credence to Suzhou's world-famous silk industry.

**Booking Information/Contact:**

Eva Lai  
Swire Travel Ltd  
30/F Dorset House, Taikoo Place, 979  
King's Road, Quarry Bay, Hong Kong  
(852) 2917-0800 Fax: (852) 2590-0099  
evalai@swiretravel.com



## Nine Day China Tour

**Cities Included:** Nanjing, Beijing, Chongqing, Yangtze River Cruise, Yichang, Wuhan

**Tour Code:** CITSNJ-ASTA 031004

**Duration:** Nine days, Eight nights

**Dates Available:** 3-11 October 2004

**Tour Cost:** \$1450 (\$800 single supplement)

**Cost Includes:** Accommodations, meals, air, and transfers

Imperial Beijing and Yangtze Gorge. While most of the Western world was still barbarian, Chinese dynasties ruled over a civilization of untold wealth, culture and sophistication. This itinerary reveals the ancient glories and modern-day achievements of this historic ancient city, 9 days journey also includes first-ever sailings down the fascinating Yangtze River.

**Booking Information/Contact:**

Chen Yong  
China International Travel Service, Nanjing  
202-1 North Zhongshan Road  
Nanjing, Jiangsu Province  
China  
86 25 3476999, Fax: 86 25 3463703  
citsc@ionline.com

## One Day Golf Tour

**Cities Included:** Shenzhen

**Tour Code:** SGOLF0927

**Duration:** One day

**Dates Available:** 27 September 2004

**Tour Cost:** \$130

**Cost Includes:** Meals, transfers, China group visa fee, one round 18-hole golf, caddy and cart

Get away from the hustle & bustle for a day of fun at the Shenzhen Tycoon Golf Club

that was appraised in a public election in 1999 as "My Favourite Golf Club", in terms of its natural environment, the fairway maintenance, the clubhouse facilities and the overall management. The Clubhouse's elegant design has also won the honor of "the Best Asia-Pacific Interior Design Award 1999 - Clubhouse Category".

**Booking Information/Contact:**

Eva Lai  
Swire Travel Ltd  
30/F Dorset House, Taikoo Place, 979  
King's Road, Quarry Bay, Hong Kong  
852-2917 0800 Fax: 852-2590 0099  
evalai@swiretravel.com

## Seven Day China Dynasty Tour

**Cities Included:** Nanjing, Xi'an, Beijing

**Tour Code:** CITSNJ-ASTA-031004(B)

**Duration:** Seven days, Six nights

**Dates Available:** 3-9 October 2004

**Tour Cost:** \$880 (\$370 single supplement)

**Cost Includes:** Accommodations, meals, air, and transfers

China Dynasty. Discover Chinese ancient dynasties and its treasures. We will witness more than 5000 years history in Xi'an and 500 years history in Beijing. This itinerary has been expertly planned to give you the perfect combination of ancient china and modern china. While you are there, you will feel as if you were back in time 500 years ago.

**Booking Information/Contact:**

Chen Yong  
China International Travel Service, Nanjing  
202-1 North Zhongshan Road  
Nanjing, Jiangsu Province  
China  
86 25 3476999, Fax: 86 25 3463703  
citsc@ionline.com

## Seven Day China Paradise Tour

**Cities Included:** Guilin, Kunming

**Tour Code:** CITSNJ-ASTA-031004(C)

**Duration:** Seven days, Six nights

**Dates Available:** 3-9 October 2004

**Tour Cost:** \$880 (\$360 single supplement)

**Cost Includes:** Accommodations, meals, air, and transfers

When you've finished your stay here, you will find that you have found paradise. In six nights seven days, we will arrange Guilin and Kunming—two beautiful cities for you. Both cities are famous for its stunning and spectacular landscape, especially for its great mountains and beautiful rivers, deep caves and its typical karst topography. Once upon a time, Chenyi, one of the 10 marshals of the PRC remarked about these places, "I would rather be a citizen of there than an immortal of heaven." To explore the full spectrum of Guilin and Kunming, we suggest you pay close attention to three kinds of scenes: the rivers, the caves and the hills. Take warm clothes and wear walking shoes, because in the summer time, it is hot outside but very cool inside caves.

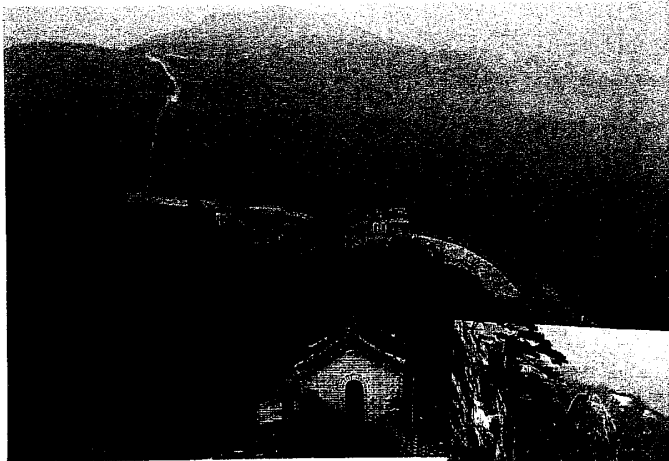
**Booking Information/Contact:**

Chen Yong  
China International Travel Service, Nanjing  
202-1 North Zhongshan Road  
Nanjing, Jiangsu Province  
China  
86 25 3476999, Fax: 86 25 3463703  
citsc@ionline.com



# 糯米





## Seven Day China Tour

**Cities Included:** Beijing, Shanghai, Suzhou

**Tour Code:** 2004-OZ-A

**Duration:** Seven days, Six nights

**Dates Available:** 21-27 September 2004

**Tour Cost:** \$920 (\$380 single supplement)

**Cost Includes:** Accommodations, meals, transfers, domestic air, one-way air to Hong Kong

A tour combining all 'must-see' attractions for first time visitors to mainland China: visit historic attractions in Beijing, experience the modern metropolitan in Shanghai, tour the classical gardens, water village in Suzhou. Tour begins from Beijing and finishes in Hong Kong. Delegates can fly to Beijing direct and depart from HK after the Congress; hence no time is wasted on air transfer.

**Booking Information/Contact:**

Joe Cheng  
China Travel Service (Hong Kong)  
4/F, CTS House 78-83 Connaught Road  
Central, Hongkong  
(852) 2853-3295 Fax: (852) 2541-9777  
ceb@ctshk.com

## Seven Day China Tour

**Cities Included:** Beijing, Xian, Shanghai

**Tour Code:** PEK/XIA/SHA

**Duration:** Seven days, Six nights

**Dates Available:** Flexible prior to September 28 and on or after October 3

**Tour Cost:** \$1620 (\$370 single supplement)  
Deluxe, \$1520 (\$270 single supplement)  
First Class

**Cost Includes:** Accommodations, some meals, domestic air, roundtrip air to/from Hong Kong, and transfers



In Beijing visit the Great Wall & Ming Tombs, Tiananmen Square, Forbidden City and the Temple of Heaven. In Xian see the City Wall, Great Mosque, Wild Goose Pagoda, Terracotta Warriors, and Banpo Museum. In Shanghai visit the Bund, Yu Garden, and Jade Buddha Temple.

**Booking Information/Contact:**

Vicky Choi  
Travel Advisers LTD.  
Room 906, South Seas Centre, Tower 2  
75 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
(852) 2368 5009 Fax: (852) 2368 9633  
general@traveladvisers.com.hk

## Seven Day China & Tibet Tour

**Cities Included:** Chengdu, Lhasa

**Tour Code:** 1003CL

**Duration:** Seven days, Six nights

**Dates Available:** 3-9 October 2004

**Tour Cost:** \$1132 (\$184 single supplement)

**Cost Includes:** Accommodations, meals, domestic air, one-way air from Hong Kong, and transfers

In Chengdu visit the Leshan Giant Buddha, Thatched Cottage of Du Fu, and Panda Breeding Center. In Tibet see Barkhor Street, Drepund Monastery, Jokhang Temple, Norbulingka (Summer Palace), Potala Palace, and Sera Monastery.



**Booking Information/Contact:**

Mr. Ken Chang  
Associated Tours Ltd  
Shop 113, 1/F, Regal Kowloon Hotel  
71 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
(852) 2722-1216 Fax: (852) 2369-5687  
tours@associatedtours.com.hk  
**Discount code to reference  
when booking this offer: ASTA04**



## Seven Day Kunming, Lijiang, Guilin Tour

**Cities Included:** Kunming, Lijiang, Guilin

**Tour Code:** 2004-OZ-C

**Duration:** Seven days, Six nights

**Dates Available:** 3-9 October 2004

**Tour Cost:** \$980 (\$280 single supplement)

**Cost Includes:** Accommodations, meals, transfers, and roundtrip air from Hong Kong

Tour to Kunming and Guilin, exotic destinations with stunning natural landscape. Kunming is renowned for its highland sceneries (approx. 2000m above sea level), the ancient city of Lijiang, a water village on highland which is also a UNESCO World Heritage site, the Jade Dragon Snow mountain which is 4000m above sea level and Guilin with unusual land formation, caves and the famous Li River cruise.

**Booking Information/Contact:**

Joe Cheng  
China Travel Service (Hong Kong)  
4/F, CTS House 78-83 Connaught Road  
Central, Hongkong  
(852) 2853-3295 Fax: (852) 2541-9777  
ceb@ctshk.com

## Six Day Beijing & Xi'an Tour

**Cities Included:** Beijing, Xi'an

**Tour Code:** PEK0922 (pre-conference), XIY1003 (post-conference)

**Duration:** Six days, Five nights

**Dates Available:** 22-27 September and 3-8 October 2004

**Tour Cost:** \$835 (\$280 single supplement) pre-conference, \$853 (\$225 single supplement) post-conference

**Cost Includes:** Accommodations, meals, transfers, one-way air from/to Hong Kong, and domestic air

In Beijing, the capital city of People's Republic of China, see the famous Imperial Palace, the Tian'anmen Square, the beautiful Summer Palace, Temple of the Heaven and the Great Wall – the only man-made object visible from the moon - and sample delectable Peking Duck. Xi'an was the capital city of eleven dynasties and is one of the most important cradles of Chinese civilization. Sightseeing includes a visit to the world-famous Terracotta Warriors & Figures, the Neolithic Banpo village, Big Wild Goose Pagoda and City Wall.

**Booking Information/Contact:**  
Eva Lai  
Swire Travel Ltd  
30/F Dorset House, Taikoo Place  
979 King's Road  
Quarry Bay, Hong Kong  
852-2917 0800 Fax: 852-2590 0099  
evalai@swiretravel.com

## Six Day China Tour

**Cities Included:** Nanjing, Suzhou, Hangzhou, Shanghai

**Tour Code:** CITSNJ-ASTA PRE 220904 (B)

**Duration:** Six days, Five nights

**Dates Available:** 22-27 September 2004

**Tour Cost:** \$820 (\$330 single supplement)

**Cost Includes:** Accommodations, meals, air, and transfers

China the beautiful. Everyday brings new highlights. A Chinese acrobatic show in Shanghai (option), a visit to delicate private garden in Suzhou. This itinerary is specially designed for those professional travel fans or photographers; you have so many excuses to take lots of pictures during the journey. We will visit the exquisitely and delicately sculptured private gardens of the canal city Suzhou, the "paradise on earth"—Hangzhou, and the "sleepless city"—Shanghai.

**Booking Information/Contact:**  
Chen Yong  
China International Travel Service, Nanjing  
202-1 North Zhongshan Road  
Nanjing, Jiangsu Province  
China  
86 25 3476999, Fax: 86 25 3463703  
citsc@jlonline.com

## Six Day Xian & Dunhuang Tour

**Cities Included:** Xian, Dunhuang, Hua Mountain

**Tour Code:** 2004-OZ-D

**Duration:** Six days, Five nights

**Dates Available:** 3-8 October 2004

**Tour Cost:** \$1080 (\$280 single supplement)

**Cost Includes:** Accommodations, meals, transfers, and one-way air from Hong Kong

A historical journey to Xian and Dunhuang, the two major sites on the Ancient Silk Road. The tour will also incorporate an excursion to Hua Mountain, one of the top 5 mountains in China for its unique mountain landscape frequently appears in Chinese arts and paintings. Visit Terra Cotta Warrior Museum in Xian and the Mogao Cave in Dunhuang, two World Heritage Sites on UNESCO's list. Enjoy a Tang Dynasty show in Xian, Camel ride in Dunhuang. The tour offers an option to finish in Hong Kong or Beijing, for participants to catch international flights home.

**Booking Information/Contact:**  
Joe Cheng  
China Travel Service (Hong Kong)  
4/F, CTS House 78-83 Connaught Road  
Central, Hong Kong  
(852) 2853-3295 Fax: (852)  
2541-9777  
ceb@ctshk.com

## Ten Day China Tour

**Cities Included:** Beijing, Xian, Shanghai, Guilin

**Tour Code:** 0918K5XP (pre-conference), 1003PXSK (post-conference)

**Duration:** Ten days, Nine nights

**Dates Available:** 18-27 September and 3-12 October 2004

**Tour Cost:** \$1446 (\$284 single supplement)

**Cost Includes:** Accommodations, meals, transfers, domestic air, and one-way air to/from Hong Kong

In Beijing visit Tiananmen Square, Forbidden City's Imperial Palace, Summer Palace, Temple of Heaven, Great Wall, Ming Tombs, and enjoy a Peking Duck Dinner. In Xian see the Shaanxi Provincial Historical Museum, Terra-Cotta Warriors Excavation, CircleVision Movie, Bronze Chariot, Huqing Hotspring & Banpo Ruins. Tang Dynasty Show, and enjoy a typical dumpling lunch. In Shanghai go to the Nanjing Road shopping street, Shanghai Museum, Yu Garden, Jade Buddha Temple, The Bund, and the Acrobatic Show. In Guilin take a day cruise on Li River, visit Reed Flute Cave, Fubo Hill, and Elephant Trunk Hill.

**Booking Information/Contact:**  
Mr. Ken Chang  
Associated Tours Ltd  
Shop 113, 1/F, Regal Kowloon Hotel  
71 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
852 - 2722 1216 Fax: 852 - 2369 5687  
tours@associatedtours.com.hk  
**Discount code to reference when booking this offer:** ASTA04



## Two Day Golf Tour

**Cities Included:** Zhaoqing, Guangzhou

**Tour Code:** ZGOLF1003

**Duration:** Two days, One night

**Dates Available:** 3-4 October 2004

**Tour Cost:** \$215 (\$30 single supplement)

**Cost Includes:** Accommodations, meals, transfers, China group visa fee, two rounds 18-hole golf, caddie & cart

Get away from the hustle & bustle of city life for a weekend and take a break at Zhaoqing Resort & Golf Club! This premier resort and golf club is located in the vicinity of the famous Seven Star Cliff and Ding Hu Forest – two of China's most scenic vacation destinations. The Gary Player-designed 18-hole golf course perfectly integrates the natural landscape and his passion for the sport. Relax, unwind and perfect your game. Book your Zhaoqing golf package now!

**Booking Information/Contact:**

Eva Lai  
Swire Travel Ltd  
30/F Dorset House, Taikoo Place  
979 King's Road  
Quarry Bay, Hong Kong  
852-2917 0800 Fax 852-2590 0099  
evalai@swiretravel.com

## Two Day Guangzhou Tour

**Cities Included:** Guangzhou

**Tour Code:** CAN

**Duration:** Two days, One night

**Dates Available:** 26-27 September and 3-4 October 2004

**Tour Cost:** \$265 (\$50 single supplement) Deluxe, \$245 (\$35 single supplement) First Class

**Cost Includes:** Accommodations, some meals, train fare, and transfers

Enjoy sites such as the Chen Clan Temple, Sun Yatsen Memorial Hall, Six Banyang Tree Temple, Flower Pagoda, Guangzhou Zoo, Western Han Nanyue King Tombs Museum, and Guangxiao Temple.

**Booking Information/Contact:**

Vicky Choi  
Travel Advisers LTD.  
Room 906, South Seas Centre, Tower 2  
75 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
(852) 2368 5009 Fax: (852) 2368 9633  
general@traveladvisers.com.hk

## Two Day Zhongshan/ Macau Tour

**Cities Included:**

Zhongshan, Macau

**Tour Code:** MAC/ZHO

**Duration:** Two days, One night

**Dates Available:** 26-27 September and 3-4 October 2004

**Tour Cost:** \$270 (\$70 single supplement)

Deluxe, \$245 (\$40 single supplement)

First Class pre-conference, \$290 (\$85

single supplement) Deluxe, \$285 (\$90

single supplement) First Class post-

conference

\*\*Surcharge of \$25 per person traveling on Friday & Saturday

**Cost Includes:** Accommodations, some meals, and transfers

In Zhongshan see the Xishan Temple, Birthplace of Dr Sun Yat Sen and in Macau visit the Ma Gao Temple, Casino, Ruin's of St Paul and Largo Do Senado.

**Booking Information/Contact:**

Vicky Choi  
Travel Advisers LTD.  
Room 906, South Seas Centre, Tower 2  
75 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
(852) 2368 5009 Fax: (852) 2368 9633  
general@traveladvisers.com.hk

## CAMBODIA

### Angkor Monuments

**Cities Included:** Siem Reap

**Tour Code:** REP3D (pre-conference tour), REP3D (post conference tour)

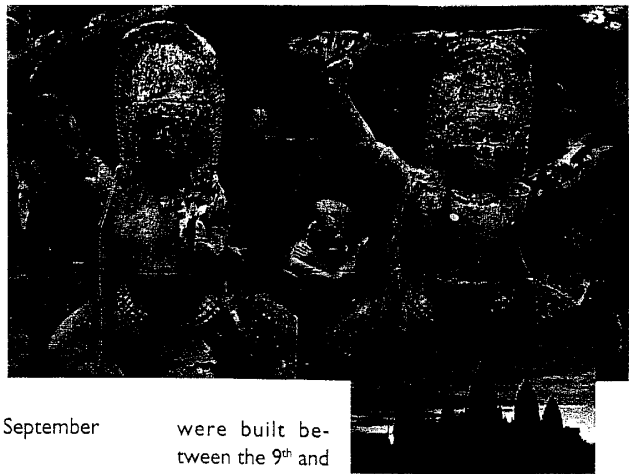
**Duration:** Three days, Two nights

**Dates Available:** Flexible prior to September 28 and on or after October 3, 2004

**Tour Cost:** First class: \$288.00 (\$75.00 single supplement), Deluxe class \$399.00 (\$194.00 single supplement)

**Cost Includes:** Accommodations, meals, and transfers

The trip features Angkor Wat and nearby Angkor Thom, which are the greatest of all archaeological sites in Asia. These temples



were built between the 9<sup>th</sup> and the 13<sup>th</sup> century, when the Khmer Kingdom was the pre-eminent influence in Southeast Asia. The size, beauty and scope of Angkor is simply breathtaking, as is sunrise over the temples.

**Booking Information/Contact:**

Luong My Hung Or Phan Thanh Tung  
Saigontourist Travel Service Company  
45-49 Le Thanh Ton St., District 1  
Ho Chi Minh City, Vietnam  
(84-8) 8298914, 8230100 Fax: (84-8) 8246214, 8224987, 8225516  
myhung@saigontourist.net or  
phanhung@saigontourist.net

## Five Day Cambodia Classic

**Cities Included:** Phnom Penh, Siem Reap

**Tour Code:** ASTA-PRE-5DAYS-CAMBODIA CLASSIC (pre conference) and ASTA-POST-5DAYS-CAMBODIA CLASSIC (post-conference)

**Duration:** Five days, Four nights

**Dates Available:** 23-27 September and 3-7 October 2004

**Tour Cost:** \$650 (\$200 single supplement)

**Cost Includes:** Accommodations, meals, transfers, and domestic air

Please go to [www.astanet.com](http://www.astanet.com) for details on itinerary.

**Booking Information/Contact:**

Ms Teresa Poon  
Jetway Express Ltd  
No. 1 York Road, Kowloon Tong  
Kowloon, Hong Kong  
(852) 2336 6916 Fax: (852) 2336 6865 or 2337 7754  
jetwayhk@iohk.com



## JAPAN

### Four Day Tokyo Tour

**Cities Included:** Tokyo

**Tour Code:** 0924J (pre-conference), 1003J (post-conference)

**Duration:** Four days, Three nights

**Dates Available:** 24-27 September and 3-6 October 2004

**Tour Cost:** \$422 (\$206 single supplement) pre-conference, \$440 (\$224 single supplement) post-conference

**Cost Includes:** Accommodations, some meals, and transfers

Enjoy a city tour including Tokyo Tower, Asakusa Kannon Temple, Nakamise Shopping Arcade, Imperial Palace Plaza and a pearl gallery.

**Booking Information/Contact:**

Mr. Ken Chang  
Associated Tours Ltd  
Shop 113, 1/F, Regal Kowloon Hotel,  
71 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
852 - 2722 1216  
Fax: 852 - 2369 5687

tours@  
associatedtours.com.hk

**Discount code to reference  
when booking this offer:**  
ASTA04

## INDONESIA

### Bali Tour

**Cities Included:** Bali

**Tour Code:** BAL

**Duration:** Four days, Three nights

**Dates Available:** 24-27 September, 3-6 October 2004

**Tour Cost:** \$250 (\$150 single supplement) Deluxe, \$180 (\$75 single supplement) First Class

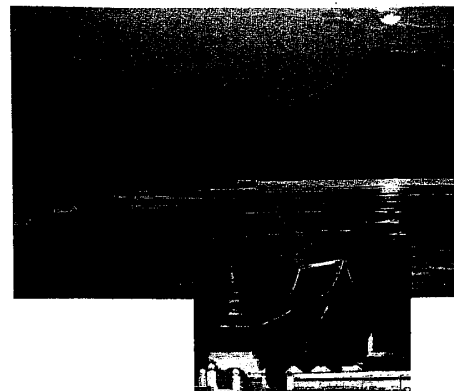
**Cost Includes:** Accommodations, some meals, and transfers

Visit Kintamani Trails for a magnificent view of the Batur volcano with its crater lake. At the Tanah Lot Trails enjoy an excursion to Taman Ayun (second largest complex on this island), Alas Kedaton and Tanah Lot Temple.

**Booking Information/Contact:**

Vicky Choi  
Travel Advisers LTD.  
Room 906, South Seas Centre, Tower 2  
75 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
(852) 2368 5009 Fax: (852) 2368 9633  
general@traveladvisers.com.hk

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## LAOS

### Laos Classic Tour

**Cities Included:** Vientiane, Luang Prabang

**Tour Code:** LAO4D (pre-conference tour), LAO4D (post conference tour)

**Duration:** Four days, Three nights

**Dates Available:** Flexible prior to September 28 and on or after October 3, 2004

**Tour Cost:** First class: \$435 (\$101 single supplement), Deluxe class \$535 (\$187 single supplement)

**Cost Includes:** Accommodations, meals, domestic air, transfers, and boat cruise

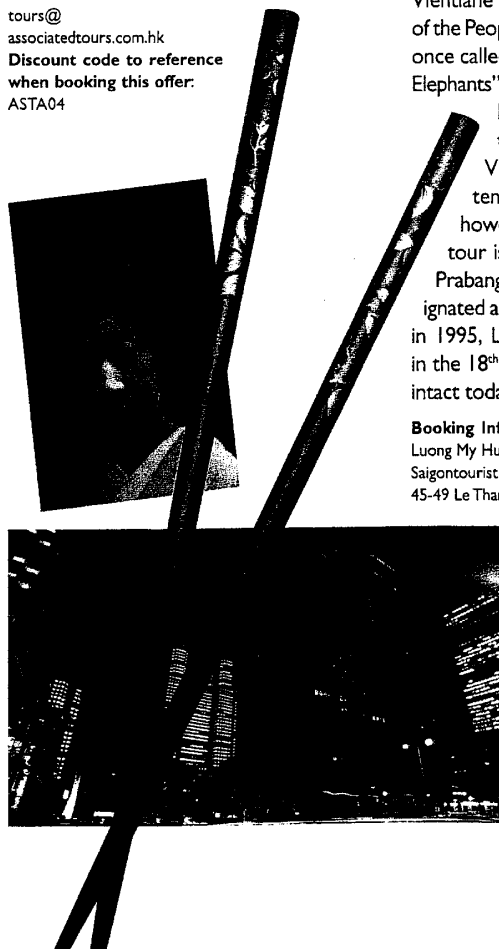
Vientiane is the capital and the largest city of the People's Democratic Republic of Laos, once called Lan Xang or land of "Millions of Elephants". Situated on a bend of the Mekong

River being the natural border between Laos and Cambodia, Vientiane is a city of Buddhist temples. For most visitors to Laos, however, the actual highlight of their tour is the former royal capital, Luang Prabang, 420km north of Vientiane. Designated as a UNESCO World Heritage site in 1995, Luang Prabang had over 65 wats in the 18<sup>th</sup> century, 30 of which still survive intact today.

**Booking Information/Contact:**

Luong My Hung Or Phan Thanh Tung  
Saigontourist Travel Service Company  
45-49 Le Thanh Ton St.,

District I  
Ho Chi Minh City, Vietnam  
(84-8) 8298914, 8230100  
Fax: (84-8) 8246214, 8224987,  
8225516  
myhung@saigontourist.net or  
thanhtung@saigontourist.net



## SINGAPORE

### Four Day Singapore Tour

**Cities Included:** Singapore

**Tour Code:** SIN

**Duration:** Four days, Three nights

**Dates Available:** Flexible prior to September 28 and on or after October 3

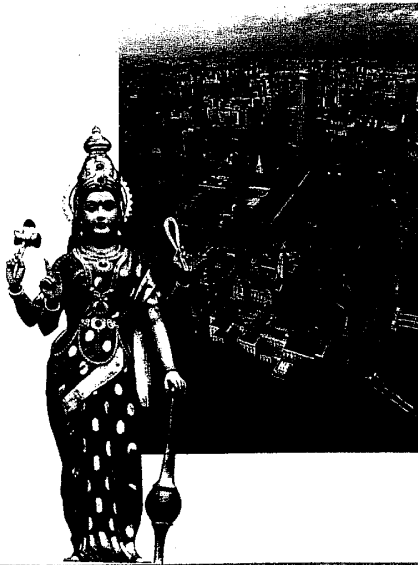
**Tour Cost:** \$280 (\$170 single supplement) Deluxe, \$240 (\$130 single supplement) First Class

**Cost Includes:** Accommodations, some meals, and transfers

Padang, The Esplanade, Merlion Park, Little India, Chinatown, Gem Factory, Botanic Garden and Sentosa Glitter.

**Booking Information/Contact:**

Vicky Choi  
Travel Advisers LTD.  
Room 906, South Seas Centre, Tower 2  
75 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
(852) 2368 5009 Fax: (852) 2368 9633  
general@traveladvisers.com.hk



## THAILAND

### Eight Day Golden Triangle Tour

**Cities Included:** Bangkok, Chiang Mai, Chiang Rai, Chiang Saen, Doi Mae Salong, Mae Sai, Thatorn, Hmong Hilltribe Lodge

**Tour Code:** ASTA-PRE-THAI-8DAYS-GOLDEN TRIANGLE (pre conference), ASTA-POST-THAI-8DAYS-GOLDEN TRIANGLE (post-conference)

**Duration:** Eight days, Seven nights

**Dates Available:** 21-28 September and 3-10 October 2004

**Tour Cost:** \$590 (\$190 single supplement)

**Cost Includes:** Accommodations, meals, transfers, domestic air, and boat trip

Please go to [www.astanet.com](http://www.astanet.com) for details on itinerary.

**Booking Information/Contact:**

Ms Teresa Poon  
Jetway Express Ltd  
No. 1 York Road, Kowloon Tong  
Kowloon, Hong Kong  
(852) 2336 6916 Fax: (852) 2336 6865 or 2337 7754  
jetwayhk@iohk.com

### Five Day Bangkok & Chiangmai Tour

**Cities Included:** Bangkok, Chiangmai

**Tour Code:** TASE/ASTABKCN

**Duration:** Five days, Four nights

**Dates Available:** Flexible prior to September 28 and on or after October 3 until October 10 2004

**Tour Cost:** \$470 (\$120 single supplement)

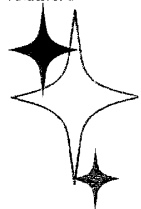
**Cost Includes:** Accommodations, meals, transfers, and domestic air

In Bangkok enjoy the Thai Classical Dinner

Show as well as the Grand Palace with the Temple of Emerald Buddha. In Chiangmai experience the Doi Suthep Temple, Handicrafts Village, Kantoke Dinner, and Lampang Elephant Conservation Center & Lamphun Tour.

**Booking Information/Contact:**

Ms. Noble Chan  
TOURASIA CO., LTD.  
Room 1304, Koon Fook Center, No. 9 Knutsford Terrace, T.S.T.  
Kowloon, Hong Kong  
(852) 2722-0112 Fax: (852) 2366-2690  
reservation@tourasia.com.hk



### Four Day Bangkok Tour

**Cities Included:** Bangkok

**Tour Code:** BKK0924 (pre-conference) BKK1003 (post-conference)

**Duration:** Four days, Three nights

**Dates Available:** 24-27 September and 3-6 October 2004

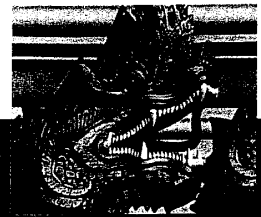
**Tour Cost:** \$625 (\$265 single supplement)

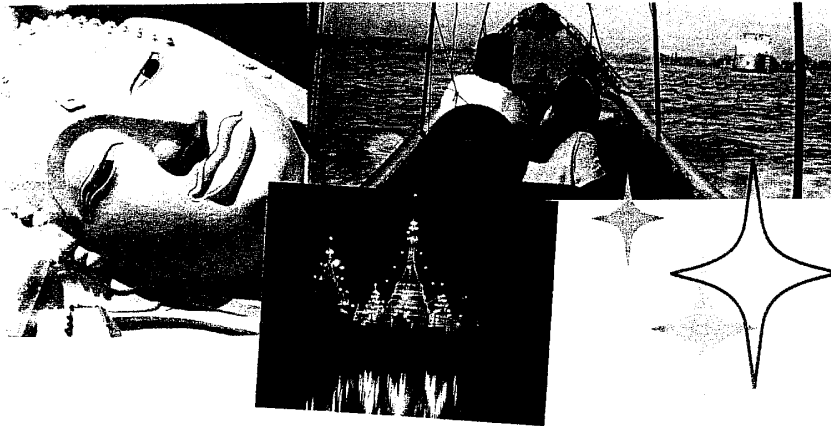
**Cost Includes:** Accommodations, meals, transfers, and one-way air to/from Hong Kong

Bangkok, Asia's most exciting city, has infinite possibilities just waiting to be explored. You'll be rewarded for coming with everything from floating markets, shopping malls to classical dance extravaganzas. It's also full of quiet escapes. Just step into the calm of one of the 400 temples and monasteries or take a river taxi on the Chao Phraya River.

**Booking Information/Contact:**

Eva Lai  
Swire Travel Ltd  
30/F Dorset House, Taikoo Place  
979 King's Road  
Quarry Bay, Hong Kong  
852-2917 0800  
Fax 852-2590 0099  
evalai@swiretravel.com





## VIETNAM

### A Glimpse Of Vietnam

**Cities Included:** Hanoi, Hue, Danang, Hoi An, Ho Chi Minh

**Tour Code:** VN7D (pre-conference), VN7D (post-conference)

**Duration:** Seven days, Six nights

**Dates Available:** Flexible prior to September 28 and on or after October 3, 2004

**Tour Cost:** First class: \$700 (\$160 single supplement), Deluxe class \$832 (\$230 single supplement)

**Cost Includes:** Accommodations, meals, domestic air, transfers, cycle tour, boat cruises, and water puppet show.

"A glimpse of Vietnam" is designed for holiday makers who have only a short vacation and business travelers who wish to do some brief sightseeing. This is too quick a journey to fully discover the whole country, but the lively image of Vietnam, with an intriguing history, friendly people and an endeavor to move forward to a better future will remain in their memory. The journey will take them to major cities in Vietnam: dynamic Ho Chi Minh City, poetic Hue, bustling Danang, ancient Hoi An, and peaceful Hanoi where they will find different ways of life and different customs and practices. You can start this tour from Hanoi or Ho Chi Minh City.

**Booking Information/Contact:**  
Luong My Hung or Phan Thanh Tung  
Saigontourist Travel Service Company  
45-49 Le Thanh Ton St., District 1  
Ho Chi Minh City, Vietnam  
(84-8) 8298914, 8230100 Fax: (84-8) 8246214,  
8224987, 8225516  
myhung@saigontourist.net or  
thanhtung@saigontourist.net

### Welcome To Hanoi

**Cities Included:** Hanoi

**Tour Code:** HAN3D (pre-conference), HAN3D (post-conference)

**Duration:** Three days, Two nights

**Dates Available:** Flexible prior to September 28 and on or after October 3, 2004

**Tour Cost:** First class: \$186 (\$50 single supplement), Deluxe class \$217 (\$57 single supplement)

### Four Day Bangkok Tour

**Cities Included:** Bangkok

**Tour Code:** 0924B (pre-conference), 1003B (post-conference)

**Duration:** Four days, Three nights

**Dates Available:** 24-27 September and 3-6 October 2004

**Tour Cost:** \$140 (\$115 single supplement)

**Cost Includes:** Accommodations, meals, and transfers

Enjoy the city of Bangkok, including visits to The Marble Temple, the Temple of the Reclining Buddha and the Temple of the Golden Buddha.

**Booking Information/Contact:**  
Mr. Ken Chang  
Associated Tours Ltd  
Shop 113, 11/F, Regal Kowloon Hotel,  
71 Mody Road, Tsimshatsui East  
Kowloon, Hong Kong  
852 - 2722 1216 Fax: 852 - 2369 5687  
tours@associatedtours.com.hk  
**Discount code to reference**  
when booking this offer: ASTA04

### Nine Day South Thailand Tour

**Cities Included:** Bangkok, Hua Hin, Ranong, Krabi, Phuket

**Tour Code:** ASTA-PRE-THAI-9DAYS-SOUTH THAILAND (pre conference) and ASTA-POST-THAI-9DAYS-SOUTH THAILAND (post-conference)

**Duration:** Nine days, Eight nights

**Dates Available:** 19-27 September and 3-11 October 2004

**Tour Cost:** \$530 (\$220 single supplement)

**Cost Includes:** Accommodations, meals, transfers, train, and boat trip

Please go to [www.astanet.com](http://www.astanet.com) for details on itinerary.

**Booking Information/Contact:**  
Ms Teresa Poon  
Jetway Express Ltd  
No. 1 York Road, Kowloon Tong  
Kowloon, Hong Kong  
(852) 2336 6916 Fax: (852) 2336 6865  
or 2337 7754  
jetwayhk@iohk.com

### Nine Day Thailand Classic Tour

**Cities Included:** Bangkok, Ayuthaya, Lopburi, Pitsanuloke

**Tour Code:** ASTA-PRE-THAI-9DAYS-THAILAND CLASSIC (pre conference) and ASTA-POST-THAI-9DAYS-THAILAND CLASSIC (post-conference)

**Duration:** Nine days, Eight nights

**Dates Available:** 20-28 September and 3-11 October 2004

**Tour Cost:** \$530 (\$220 single supplement)

**Cost Includes:** Accommodations, meals, transfers, boat trip, and train

Please go to [www.astanet.com](http://www.astanet.com) for details on itinerary.

**Booking Information/Contact:**  
Ms Teresa Poon  
Jetway Express Ltd  
No. 1 York Road, Kowloon Tong  
Kowloon, Hong Kong  
(852) 2336 6916 Fax: (852) 2336 6865 or 2337 7754  
jetwayhk@iohk.com

**Cost Includes:** Accommodations, meals, transfers, cycle tour and water puppet show.

Hanoi, the capital of the Socialist Republic of Vietnam, is a pleasant and even charming city, because of its famous lakes, shaded boulevards and verdant public parks. The city center is an architectural museum piece, its blocks of ochre buildings retaining the air of a peaceful and austere provincial town, contrary to the fast-living and bustling air of Saigon. The city of Hanoi is a small part now of Greater Hanoi, which has a land area of 2,139 sq.km and a population of about 3,000,000. Through several successive dynasties, it's remained as the country's capital city.

**Booking Information/Contact:**  
Luong My Hung or Phan Thanh Tung  
Saigontourist Travel Service Company  
45-49 Le Thanh Ton St., District I  
Ho Chi Minh City, Vietnam  
(84-8) 8298914, 8230100 Fax: (84-8) 8246214,  
8224987, 8225516  
myhung@saigontourist.net or  
thanhtung@saigontourist.net

## Welcome To Saigon-Ho Chi Minh City

**Cities Included:** Ho Chi Minh City

**Tour Code:** HCM3D (pre-conference), HMC3D (post-conference)

**Duration:** Three days, Two nights

**Dates Available:** Flexible prior to September 28 and on or after October 3, 2004

**Tour Cost:** First class: \$156 (\$50 single supplement), Deluxe class \$205 (\$83 single supplement)

**Cost Includes:** Accommodations, meals, transfers, boat cruise, and folklore show

Saigon is the name of a fantastic river flowing through the city. Today Ho Chi Minh City (formerly Saigon), with a population of about 6 million, is the largest city in Vietnam. The huge numbers of people and their obvious industriousness give Ho Chi Minh City a bustling, dynamic, vital atmosphere. The city is a focus of several unique and convenient travel lines with class facilities and diverse tourist products, worthy of its reputation as a leading tourist center of the region and the whole country.

**Booking Information/Contact:**  
Luong My Hung or Phan Thanh Tung  
Saigontourist Travel Service Company  
45-49 Le Thanh Ton St., District I  
Ho Chi Minh City, Vietnam  
(84-8) 8298914, 8230100 Fax: (84-8) 8246214,  
8224987, 8225516  
myhung@saigontourist.net or  
thanhtung@saigontourist.net

## World Heritages Of Vietnam

**Cities Included:** Hanoi, Ha Long, Hue, Danang, Hoi An, Ho Chi Minh, My Tho

**Tour Code:** VNI0D (pre-conference), VNI0D (post-conference)

**Duration:** Ten days, Nine nights

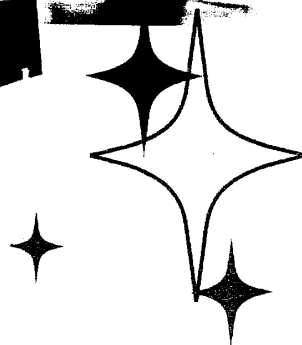
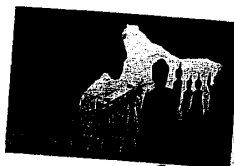
**Dates Available:** Flexible prior to September 28 and on or after October 3, 2004

**Tour Cost:** First class: \$970 (\$242 single supplement), Deluxe class \$1185 (\$360 single supplement)

**Cost Includes:** Accommodations, meals, domestic air, transfers, English-speaking local guides, sightseeing tour, cycle tour, boat cruises, and water puppet show.

This trip is intended for those who are keen to see Vietnam's World Heritages and major places of interest. The 10-day journey features the green and riverine world of the Mekong Delta, the hustle and bustle of Saigon in contrast to the romance and peacefulness of Hue (the last dynastic capital), the mystical Cham holy land of My Son, the quaint town of Hoi An, the imaginary world of Halong Bay and finally the image of both the new and the old city of Hanoi. They will be amazed by the charm of Vietnam's unspoilt nature as well as the simplicity of Vietnamese personality, which retains and condenses everlasting Asian characteristics. The tour also offers wonderful souvenir shopping opportunities. You can start this tour from Hanoi or Ho Chi Minh City.

**Booking Information/Contact:**  
Luong My Hung or Phan Thanh Tung  
Saigontourist Travel Service Company  
45-49 Le Thanh Ton St., District I  
Ho Chi Minh City, Vietnam  
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myhung@saigontourist.net or  
thanhtung@saigontourist.net



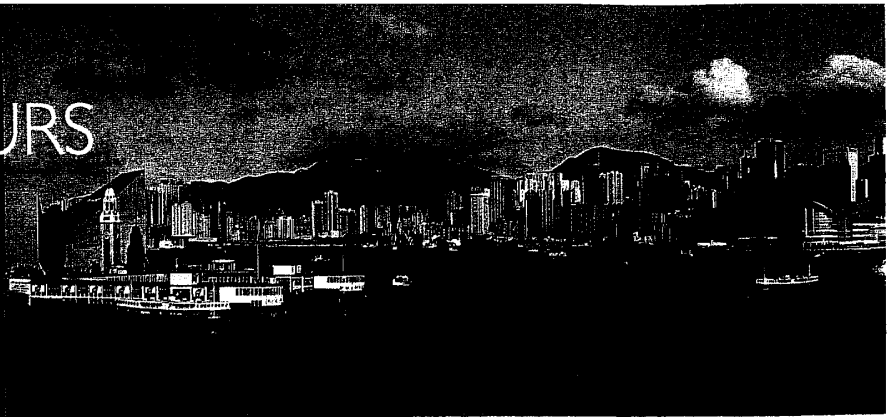
# CRUISE TOURS

Fulfil your dream vacation with a Asia-Pacific cruise. Asia-Pacific has never stopped mesmerizing its visitors with its white sandy beaches, friendly people and the tropical sun. You'll yearn to come back for more.

Select from one of the following cruise tours designed to expand and enhance your Asia-Pacific adventure.

*(All prices are per person based on double occupancy in one cabin. Single supplement are listed where available.)*

For full itineraries, please visit [www.astanet.com/conference/cg04/prepost.asp](http://www.astanet.com/conference/cg04/prepost.asp).



## Five Day Yangtze River Cruise

**Cities Included:** Yangtze River

**Tour Code:** 1003Y

**Duration:** Five days, Four nights

**Dates Available:** 3-7 October 2004

**Tour Cost:** \$870 (\$444 single supplement)

**Cost Includes:** Accommodations, meals, one-way air from Hong Kong, and transfers

Superior First class M.S. Yangtze Star downstream from Chongqing to Wuhan, featuring the awesome Three Gorges and Three Small Gorges.

**Booking Information/Contact:**

Mr. Ken Chang  
Associated Tours Ltd  
Shop 113, 1/F Regal Kowloon Hotel,  
71 Mody Road, Tsimshatsui East, Kowloon, Hong Kong  
(852) 2722-1216 Fax: (852) 2369-5687  
tours@associatedtours.com.hk  
**Discount code to reference when booking this offer:** ASTA04

## Four Day China & Vietnam Cruise

**Cities Included:** Sanya, Hainan Island, China and Halong Bay, Vietnam

**Tour Code:** SL03040919

**Duration:** Four days, Three nights

**Dates Available:** 19-22 September

**Tour Cost:** Inside Stateroom \$150 (\$75 single supplement, \$150 for third person); Ocean View Stateroom \$228 (\$114 single supplement, \$228 for third person); Ocean View Stateroom Balcony \$303 (\$151 Single Supplement, \$303 for third person)

**Cost Includes:** Accommodations, meals, and specified on-board cruise activities

Star Cruises, the leading cruise line in Asia-Pacific and the third largest cruise line in the world offers its unique brand of overnight cruises and destination cruises to China and Vietnam.

**Booking Information/Contact:**

Mr. Galen E. Jones  
Star Cruises (HK) Ltd.  
Suite 1501, Ocean Centre, 5 Canton Road  
Tsimshatsui, Kowloon, Hong Kong  
(852) 2378-2019 Fax: (852) 2268-5019  
**Discount code/number to reference when booking this offer:** ASTA 2004/HKGSLO384

## Six Day China Tour

**Cities Included:** Nanjing, Chongqing, Wuhan

**Tour Code:** CITSNJ-ASTA PRE 220904(A)

**Duration:** Six days, Five nights

**Dates Available:** 22-27 September 2004

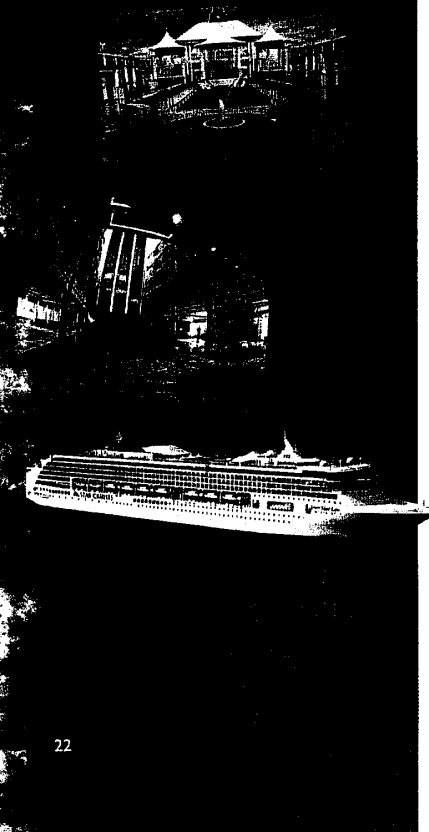
**Tour Cost:** \$960 (\$670 single supplement)

**Cost Includes:** Accommodations, meals, air, and transfers

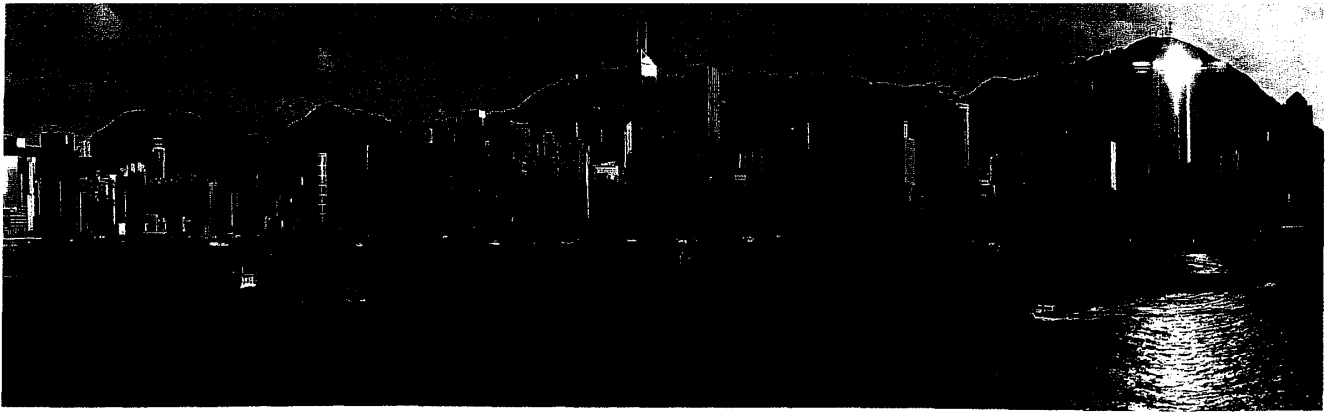
Cruises through the Yangtze Gorges also visiting Nanjing and Chongqing. This journey encompasses many of the most impressive experiences of China, during an itinerary that varies from southeast city Nanjing to the natural beauties of the Yangtze River Gorges. The spectrum of the Chinese experience is enormous. We visit the magnificent and imposing Gorges and experience the hustle and bustle life of Chongqing, we also visit one of the six ancient dynasties—Nanjing.

**Booking Information/Contact:**

Chen Yong  
China International Travel Service, Nanjing  
202-1 North Zhongshan Road  
Nanjing, Jiangsu Province  
China  
86 25 3476999, Fax: 86 25 3463703  
citsc@jlonline.com







## Six Day China & Vietnam Cruise

**Cities Included:** Sanya, Hainan Island, Xiamen, China, and Halong Bay, Vietnam

**Tour Code:** SL05040919

**Duration:** Six days, Five nights

**Dates Available:** 19-24 September

**Tour Cost:** Inside Stateroom \$250 (\$125 single supplement, \$250 for third person); Ocean View Stateroom \$380 (\$190 single supplement, \$380 for third person); Ocean View Stateroom Balcony \$505 (\$253 single supplement, \$505 for third person)

**Cost Includes:** Accommodations, meals, and specified on-board cruise activities

Star Cruises, the leading cruise line in Asia-Pacific and the third largest cruise line in the world offers its unique brand of overnight cruises and destination cruises to China and Vietnam.

**Booking Information/Contact:**

Mr. Galen E. Jones  
Star Cruises (HK) Ltd.  
Suite 1501, Ocean Centre, 5 Canton Road  
Tsimshatsui, Kowloon, Hong Kong  
(852) 2378-2019 Fax: (852) 2268-5019  
**Discount code/number to reference when booking this offer:** ASTA 2004/HKGSL0384

## Three Day Xiamen Cruise

**Cities Included:** Xiamen, China

**Tour Code:** SL02040922

**Duration:** Three days, Two nights

**Dates Available:** 22-24 September

**Tour Cost:** Inside Stateroom \$100 (\$50 single supplement, \$100 for third person); Ocean View Stateroom \$152 (\$76 single supplement, \$152 for third person); Ocean

View Stateroom Balcony \$202 (\$101 Single Supplement, \$202 for third person)

**Cost Includes:** Accommodations, meals, and specified on-board cruise activities

Star Cruises, the leading cruise line in Asia-Pacific and the third largest cruise line in the world offers its unique brand of overnight cruises and destination cruises to China and Vietnam.

**Booking Information/Contact:**

Mr. Galen E. Jones  
Star Cruises (HK) Ltd.  
Suite 1501, Ocean Centre, 5 Canton Road  
Tsimshatsui, Kowloon, Hong Kong  
(852) 2378-2019 Fax: (852) 2268-5019  
**Discount code/number to reference when booking this offer:** ASTA 2004/HKGSL0384

## Two Day Hong Kong Cruise

**Cities Included:** N/A

**Tour Code:** SL01040924 (for 24 September) or SL01040925 (for 25 September)

**Duration:** Two days, One night

**Dates Available:** 24-25 September or 25-26 September 2004

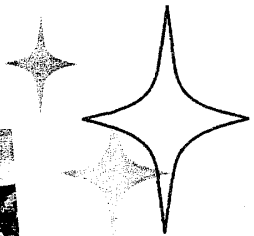
**Tour Cost:** Inside Stateroom \$50 (\$25 single supplement, \$50 for third person); Ocean View Stateroom \$76 (\$38 single supplement, \$76 for third person); Ocean View Stateroom Balcony \$101 (\$51 Single Supplement, \$101 for third person)

**Cost Includes:** Accommodations, meals, and specified on-board cruise activities

Star Cruises, the leading cruise line in Asia-Pacific and the third largest cruise line in the world offers its unique brand of overnight cruises and destination cruises to China and Vietnam.

**Booking Information/Contact:**

Mr. Galen E. Jones  
Star Cruises (HK) Ltd.  
Suite 1501, Ocean Centre, 5 Canton Road  
Tsimshatsui, Kowloon, Hong Kong  
(852) 2378-2019 Fax: (852) 2268-5019  
**Discount code/number to reference when booking this offer:** ASTA 2004/HKGSL0384



PRE & POST

# HOTEL OFFERS



The following hotels have offered special rate to ASTA delegates on a space-available basis for pre and post Congress stays.

## CHINA

### JW Marriott Hotel Shanghai

399 Nanjing West Road  
Shanghai, China, 200003  
[www.marriott.com](http://www.marriott.com)

\$130++ single/double

Dates Available: 25-27 September  
and 3-7 October 2004

**Booking Contact Person:**

Veronica Wong  
[jwmarriottsh@online.sh.cn](mailto:jwmarriottsh@online.sh.cn)  
Discount code: ZSZU

### Renaissance Shanghai Pudong Hotel

100 Changliu Road, Pudong  
Shanghai, 200134, China  
[www.renaissancehotels.com](http://www.renaissancehotels.com)

\$75 + 15% single/double

Dates Available: 26-27 September  
and 3-8 October 2004

**Booking Contact Person:**

Kenneth Wong  
86 21 3871 4888 Fax: 86 21 6854 0888  
[rh.sharn.dom@renaissancehotels.com](mailto:rh.sharn.dom@renaissancehotels.com)  
Discount code: ASTA Congress Pre & Post Rate

## INDONESIA

### Novotel Coralia Lombok

Mandalika Resort  
Pantai Putri Nyakes  
Pujut, Central  
Lombok

Lombok, Indonesia  
[www.Accorhotels.com/asia](http://www.Accorhotels.com/asia)



\$36 single/double

Dates Available: 10-28 September  
and 3-31 October 2004

**Booking Contact Person:**

Mr. Manjan  
(62 370) 653 333 Fax: (62 370) 653 555  
[reservation@novotel-lombok.com](mailto:reservation@novotel-lombok.com)  
Discount code: ASTA 2004 WTC

### Raddin Sanur Bali

(associated with Novotel)

Jalan Mertasari, Sanur  
Denpasar 80034  
Bali, Indonesia  
[www.raddin.info](http://www.raddin.info)

\$35 single/double

Dates Available: 15-28 September  
and 3-15 October 2004

**Booking Contact Person:**

Andran Suwardono  
62.361.288833 Fax: 62.361.287303  
[radsanur@indosat.net.id](mailto:radsanur@indosat.net.id)  
Discount code: ASTA03

### The Royal Seminyak

(Managed by Sofitel)

Jalan Abimanya  
Semiyak Beach  
PO Box 3384  
Denpasar 80033  
Bali, Indonesia  
[www.theroyal-semiyak.com](http://www.theroyal-semiyak.com)

\$100++ double, \$90++ single

Dates Available: 15-28 September  
and 3-15 October 2004

**Booking Contact Person:**

Mr. Agus Diana I Gusti Gede  
(62 361) 730730 Fax: (62 361) 730 545  
[sales@theroyal-semiyak.com](mailto:sales@theroyal-semiyak.com)  
Discount code: ASTA 04

## THAILAND

### JW Marriott Hotel Bangkok

4 Sukhumvit Soi 2,  
Klongtoey  
Bangkok 10110 Thailand



[www.marriott.com/bkkdt](http://www.marriott.com/bkkdt)

\$50 single/double

Dates Available: 26-28 September  
and 3-6 October 2004

**Booking Contact Person:**

Ally (Aticha) Pasaprates  
02 656 7700 ext 4456 Fax: 02 656 9819  
[aticha.p@marriotthotels.com](mailto:aticha.p@marriotthotels.com)  
Discount code: TRVV

### JW Marriott Phuket Resort and Spa

231 Moo 3 Mai  
Khao, Talang

Phuket 83110 Thailand

[www.marriott.com/hktjw](http://www.marriott.com/hktjw)

Dates Available: 19-28 September  
and 3-13 October 2004

\$50 single/double

**Booking Contact Person:**

Ally (Aticha) Pasaprates  
02 656 7700 ext 4456 Fax: 02 656 9819  
[aticha.p@marriotthotels.com](mailto:aticha.p@marriotthotels.com)  
Discount code: TRVV



### Novotel Bangkok on Siam Square Hotel

392/44 Siam Square Soi 6, Rama 1,  
Pathumwan

Bangkok, Thailand 10330

[www.novotelbkk.com](http://www.novotelbkk.com)

Baht 3,000 per room double, Baht 2,800  
per room single

Dates Available: 20-28 September  
and 3-10 October 2004

**Booking Contact Person:**

Ms. Supawadee Wichakkarnkul  
66 2 255 6888 Fax: 66 2 254 1328  
[reserve@novotelbkk.com](mailto:reserve@novotelbkk.com)  
Discount code: ASTA

### Regency Park Bangkok

12/3 Soi Sainamthip, Sukhumvit 22 Road  
Bangkok, Thailand 10110

[www.accorhotels.com/asia](http://www.accorhotels.com/asia)

Baht 999++ per room double/single

Dates Available: 15-21 September  
and 5-11 October 2004

**Booking Contact Person:**

Ms. Vikaran S.  
662 259 7420 Fax: 662 258 2862  
[res@regencypark.net](mailto:res@regencypark.net)  
Discount code: ASTA

## Sofitel Silom Bangkok

188 Silom Road, Bangrak  
Bangkok, Thailand 105000  
www.accorhotels.com/asia

\$90++ per room double/single  
Dates Available: 25-28 September  
and 3-8 October 2004

**Booking Contact Person:**  
Khun Arunee  
+66 (02) 238 1991 Fax: +66 (02) 238 19992  
H3616-Re@accor-hotels.com  
Discount code: PRE & POST ASTA

## VIETNAM

### Sofitel Metropole Hanoi

15 Ngo Quyen Street  
Hanoi, Vietnam, 10000  
www.accorhotels.com/asia

\$95++ per room double/single  
Dates Available: 25-28 September  
and 3-8 October 2004

**Booking Contact Person:**  
Nguyen Kim Thu  
(844) 826 6919 Fax: (844) 826 6920 /  
Direct (844) 934 7469  
res@sofitelhanoi.vnn.vn  
Discount code: HS2

### Sofitel Plaza Hanoi

1 Thanh Nien Road, Ba Dinh District  
Hanoi, Vietnam  
www.accorhotels.com/asia

\$78 double/single  
Dates Available: 21-27 September  
and 3-10 October 2004

**Booking Contact Person:**  
Mr Nguyen Hong Nhat  
Hanoi, Vietnam  
84 4 8238888 Fax: 84 4 8294283  
ssm@sofitelplazahn.com.vn, or  
sales\_mktg@sofitelplazahn.com.vn  
Discount code: AS2

**HONG KONG  
LIVE IT. LOVE IT!**

## Conference Tentative Program of Events



7th ASTA WORLD TRAVEL CONGRESS  
HONG KONG  
September 28 - October 3, 2004

All activities will take place in the Hong Kong  
Convention & Exhibition Centre unless noted  
otherwise. AM and PM hotel/conference  
transfers will be provided. Program is tentative.

### Tuesday September 28, 2004

9am - 12pm  
Half Day Tours

11:30am - 12pm  
Capitol Hill Highlights

12:15pm - 12:45pm  
First-Timers Congress Orientation

1pm  
Seminars

4:00pm  
Opening General Session

7:30pm  
Chapter Kick-Off Dinners  
\*tickets required

### Wednesday September 29, 2004

8am - 9am  
Continental Breakfast

8:30am - 1:00pm  
Seminars  
General Session

2:00pm - 5:00pm  
Product Seminars  
Trade Show

7:30pm  
Opening Gala Event  
Courtesy of Hong Kong Tourism Board

### Thursday September 30, 2004

8am - 9am  
Continental Breakfast

8:30am - 1:00pm  
Seminars  
General Session

2:00pm - 5:00pm  
Product Seminars  
Trade Show

### Friday October 1, 2004

8am - 9am  
Continental Breakfast

8:30am  
Seminars  
Trade Show

2pm - 5pm  
Half Day Sightseeing  
Seminars  
Ship Inspections

7:30pm  
Gala Event  
Courtesy of Tourisme Montréal, hosts of  
the 2005 ASTA World Travel Congress

### Saturday October 2, 2004

8am - 9am  
Continental Breakfast

9am - 5pm  
Sightseeing

Ship Inspections

### Sunday October 3, 2004

Individual departures

The  
Tuesday  
Friday & Saturday  
sightseeing tours are included in  
the registration fee.

## ASTA WORLD TRAVEL CONGRESS HOUSING REQUEST FORM SEPTEMBER 28-OCTOBER 3, 2004 – HONG KONG

Return form to: **ASTA Housing Bureau**  
Swire Travel Ltd, 6<sup>th</sup> Floor, East Wing, Warwick House, Takioo Place, 979 King's Road, Quarry Bay, Hong Kong  
(852) 2579-6699 • Fax (852) 2590-0099 • Email: asta2004@swiretravel.com

**Reservations must be received by AUGUST 10, 2004.**  
You may also make your reservations on line at [www.astanet.com](http://www.astanet.com)

**Use the  
Hong Kong  
Housing Bureau  
to reserve your  
room and receive  
a FREE  
Round-trip  
airport transfer!**

**Room Occupant:** If more than one room is needed, please attach list of names & pertinent information.

Name \_\_\_\_\_

Name of individual sharing your room: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Room Type:     Single Room         Double Room (one bed)         Twin Room (two beds)

**Send acknowledgement to:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

If you have your air schedule, please provide below. If you do not have your air at this time, please email [asta2004@swiretravel.com](mailto:asta2004@swiretravel.com) once you do have the schedule.

**Hotel Preferences:** Please indicate your housing selection in order of preference (1,2,3). Note: If hotels of choice are filled, the Housing Bureau will make the best possible arrangements at one of the other hotels. Please note that rates are single/double, in U.S. dollars, inclusive of all service charges, but exclusive of 3% government tax and breakfasts.

- \_\_\_1. The Charterhouse Hotel - \$70
- \_\_\_2. Eaton Hotel Hong Kong - \$95
- \_\_\_3. The Excelsior Hong Kong - \$140
- \_\_\_4. Grand Hyatt Hong Kong - \$180 garden view/\$205 harbour view
- \_\_\_5. Harbour View International House Hong Kong - \$88 standard/\$98 harbour view \*no government tax
- \_\_\_6. Holiday Inn Golden Mile Hong Kong - \$115
- \_\_\_7. Hotel Nikko Hong Kong - \$113
- \_\_\_8. InterContinental Grand Stanford Hong Kong - \$125 standard - Early bird upgrade to Side Harbour View Room for confirmed reservation made before 25 July 2004! (subject to availability)/\$140 full harbour view
- \_\_\_9. InterContinental Hong Kong - \$180 harbour view
- \_\_\_10. The Kowloon Hotel - \$91 superior/\$145 deluxe
- \_\_\_11. The Langham Hotel, Hong Kong (formerly the Great Eagle) - \$140
- \_\_\_12. The Majestic Hotel - \$80
- \_\_\_13. Mandarin Oriental, Hong Kong - \$175 city view/\$225 harbour view
- \_\_\_14. Novotel Century Hong Kong - \$110 superior
- \_\_\_15. The Peninsula Hong Kong - \$230
- \_\_\_16. Regal HongKong Hotel - \$140
- \_\_\_17. The Renaissance Harbour View Hotel, Hong Kong - \$160
- \_\_\_18. The Ritz-Carlton Hong Kong - \$180 deluxe peak/\$240 harbour view
- \_\_\_19. Sheraton Hong Kong Hotel & Towers - \$148 run-of-house/\$188 harbour view
- \_\_\_20. South Pacific Hotel - \$80

- A DEPOSIT equal to three nights room and tax is required by the hotel to secure your reservation. A one-time, non-refundable booking fee of U.S. \$15 will be applied to all room reservation requests and will be charged by Swire Travel Ltd., the ASTA Housing Bureau. Provide credit card information below. Please note that your deposit will be refunded in full if your reservation is cancelled prior to August 16, 2004. No refunds are available after August 16, 2004.
- After your housing request has been processed, you will receive an Acknowledgement from Swire Travel Ltd., the ASTA Housing Bureau.
- \*All cancellations and changes should be sent in writing by fax to (852) 2590-0099 or emailed to [asta2004@swiretravel.com](mailto:asta2004@swiretravel.com).

**Charge My:**     AmEx     MC     Visa     Diners

**Cardholder Name:** \_\_\_\_\_ **Cardholder's Signature:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Airline Info:**

Arrival Date: \_\_\_\_\_ Arrival Airline: \_\_\_\_\_ Flight Arrival Time: \_\_\_\_\_

Departure Date: \_\_\_\_\_ Departure Airline: \_\_\_\_\_ Flight Departure Time: \_\_\_\_\_

# SPECIAL TRANSPORTATION DISCOUNTS

For further information on transportation discounts please go to <http://www.astanet.com/conference/cg04/transportation.asp>

## AIR CANADA

Air Canada is offering AD75 to IATAN agents from all North American cities to Hong Kong on coach fares & business class. Valid for outbound travel 18 September to 27 September 2004 and return travel 01 October to 10 October 2004.

## ASIANA AIRLINES

Asiana Airlines is offering all ARC/IATAN appointed agents the following special fares:

LAX/SFO/SEA-HKG \$325 coach (\$400 spouse)

NYC-HKG-NYC \$400 (\$475 spouse)

Business Class: Ad 75%

## CATHAY PACIFIC

Cathay Pacific will be offering very special package prices for the World Travel Congress. Look for more announcements soon!

## CONTINENTAL AIRLINES

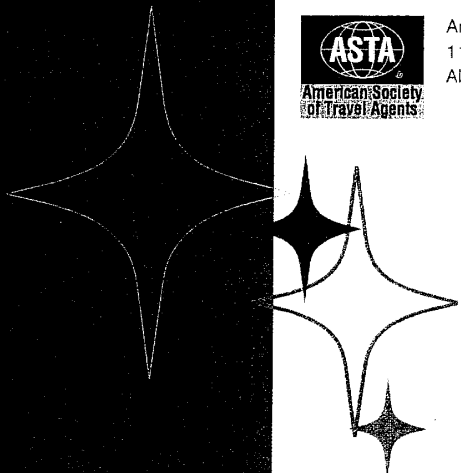
Continental Airlines is offering 75% off both coach and business class fares from Continental gateways worldwide to Hong Kong for all delegates.

## JAPAN AIRLINES

Fares from New York City are \$500 roundtrip (coach class), \$1000 roundtrip (Business class). Prices do not include taxes. A stopover in Japan either coming or going is required. Fares from other U.S. gateways are also available. Offer valid for IATAN agents only.



American Society of Travel Agents  
1101 King Street  
Alexandria, VA 22314





**2004 ASTA's 74<sup>th</sup> World Travel Congress**  
**Conference Registration Form**  
 Hong Kong • September 28 - October 3, 2004

**Registration Form and Fees**

Please print the information exactly as it should appear on your badge.

Member # \_\_\_\_\_ Title \_\_\_\_\_

Name: First \_\_\_\_\_ Informal \_\_\_\_\_ Last \_\_\_\_\_ (Jr., CTC, Esq., etc.) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Web \_\_\_\_\_

Help Us Serve You Better!(Please provide your e-mail address) E-mail \_\_\_\_\_

Signature \_\_\_\_\_

I agree to abide to the terms & conditions which can be found on [www.astanet.com](http://www.astanet.com), or ASTA's Fax-on-Demand #170.

The registrations fees include official activities except for non-exhibiting suppliers (see below).  
 Registration fees do not include hotel accommodations.

**Registration Fees:** \$ \_\_\_\_\_

<b>\$199</b>	<b>Travel Agents — Register On-Site in Miami</b>	<small>Offer expires 10/26/03</small>
<b>\$249</b>	<b>Travel Agents — After Miami Congress</b>	
<b>\$399</b>	<b>Exhibitors</b>	
<b>\$489</b>	<b>Non-Exhibiting Suppliers*</b>	<small>(Includes suppliers not participating in the trade show)</small>

**Non-member Fee:**

Please add \$25 if you are a supplier who does not hold an ASTA membership,  
 but your company is an ASTA member. \$ \_\_\_\_\_

Please add \$75 if your company (supplier or travel agency) is not a member of ASTA. \$ \_\_\_\_\_

**Late Registration Fee:** \$ \_\_\_\_\_

Please add \$50 if registering after April 1, 2004

**Total Amount Due:** \$ \_\_\_\_\_

\*Non-Exhibiting Suppliers: Your registration fee does not include entrance or participation in the trade show.  
 If you would like to participate in the Trade Show please complete an Exhibitor Contract.

**Payment**

American Express     Mastercard     Visa     Discover     Diners Club

Card No. \_\_\_\_\_ Ex. Date (MM/YY): \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Check**, Payable to ASTA, Ck# \_\_\_\_\_ (drawn on U.S. Bank in U.S. dollars)

**How to Register**

**Online:** [www.astanet.com](http://www.astanet.com)

**Fax:** 1-703-684-8319

**Mail:** ASTA Meetings, Dept. 0624  
 Washington, DC 20073-0624

**Call:** 1-703-739-2782  
 1-800-ASK-ASTA (U.S. Members Only)

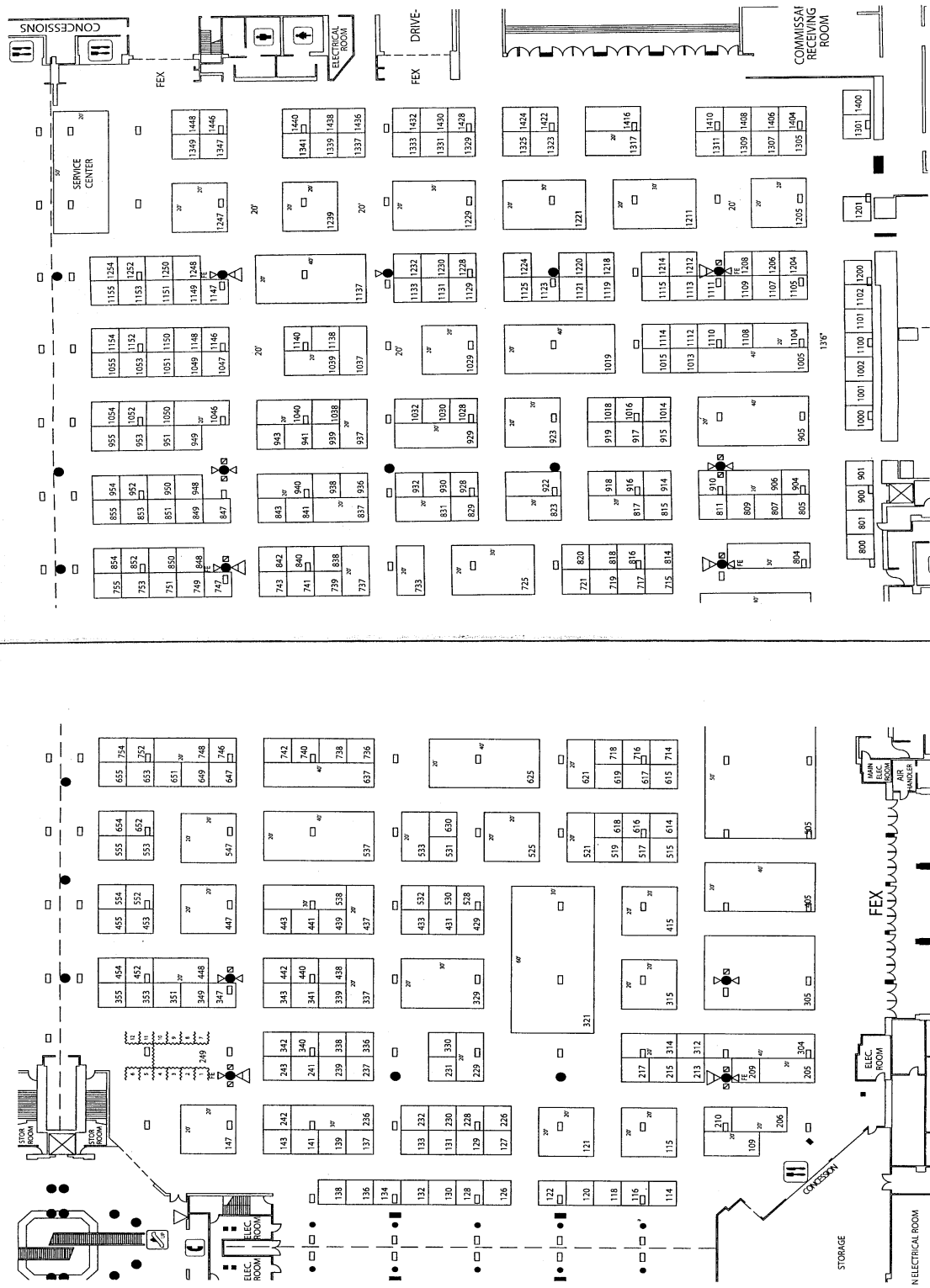
**Registration Refund Policy**

<b>Up to and including:</b>	June 1, 2004 .....	Full refund less \$50.00 per person
	July 1, 2004 .....	50% of full registration fee per person
	After July 2, 2004 .....	No refund

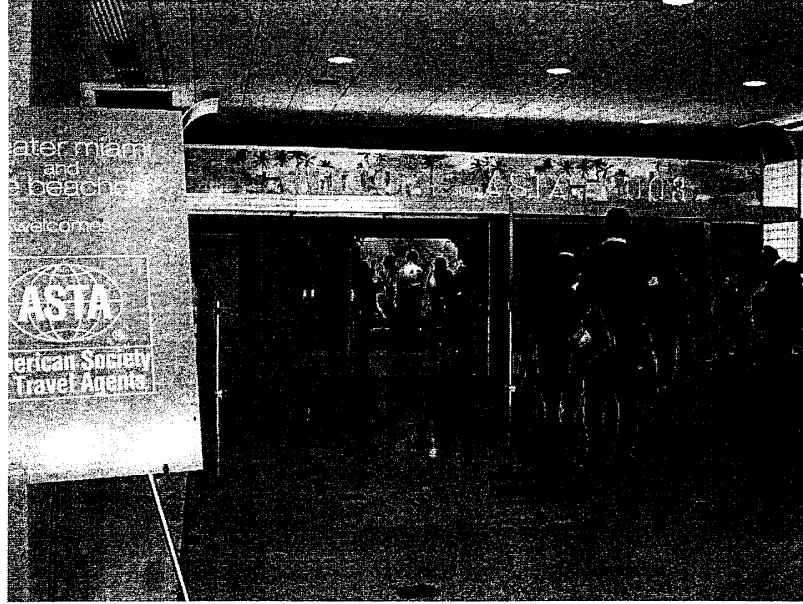
ASTA reserves the right to consider incomplete any registration application that has been submitted without signature. **For complete processing, payment in full must accompany this registration form.**

附圖二  
旅展現場照片

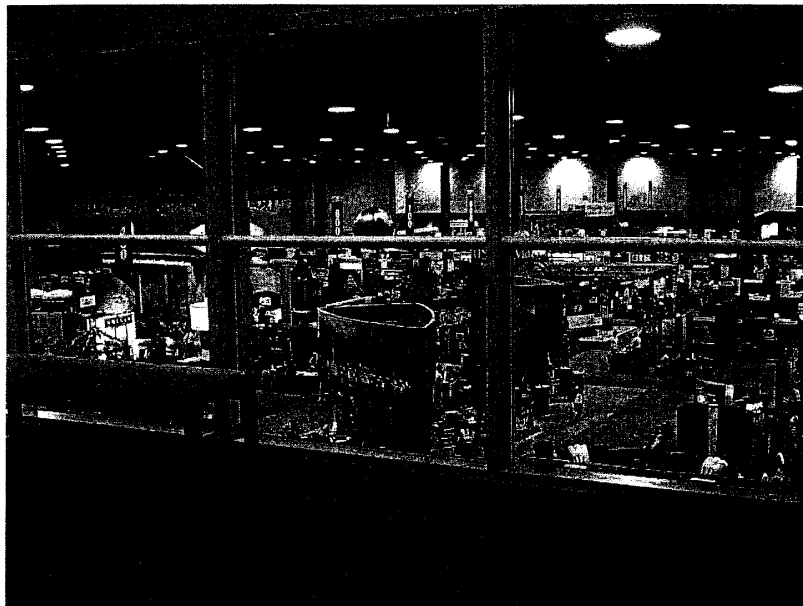
附圖一、旅展展場配置圖



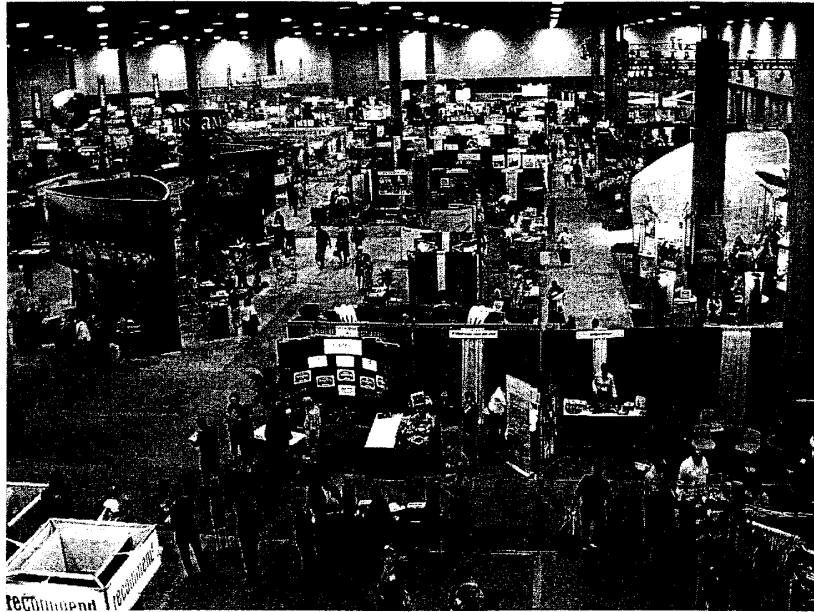




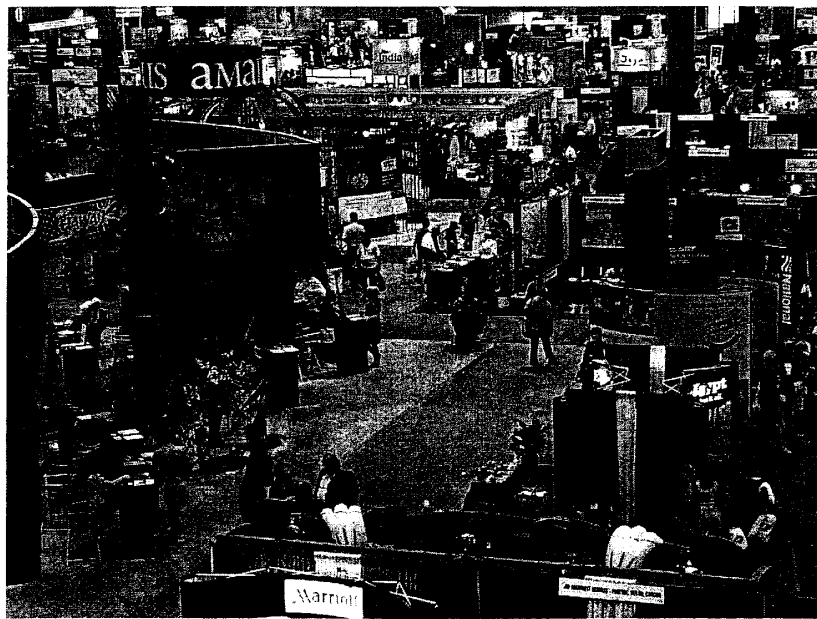
1 旅展會場入口



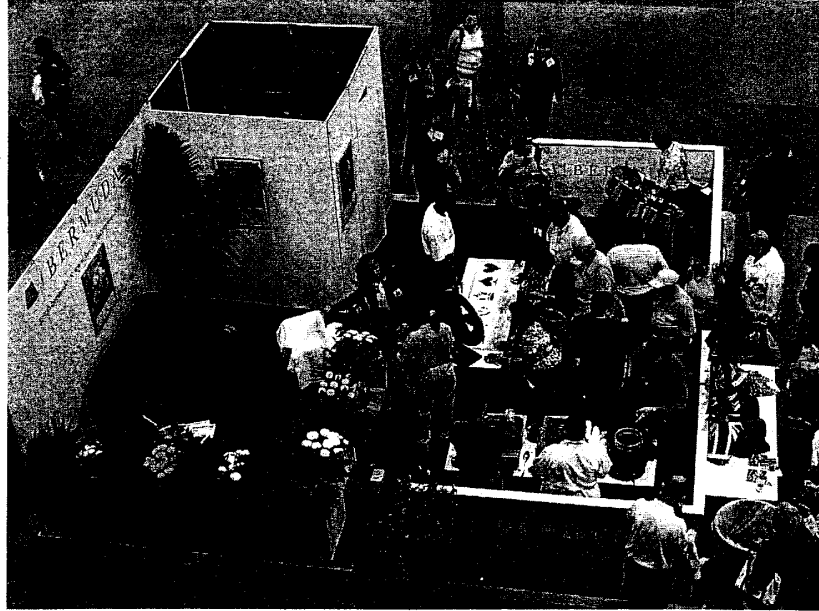
2 於天橋上俯瞰旅展會場



3 旅展會場一



4 旅展會場二



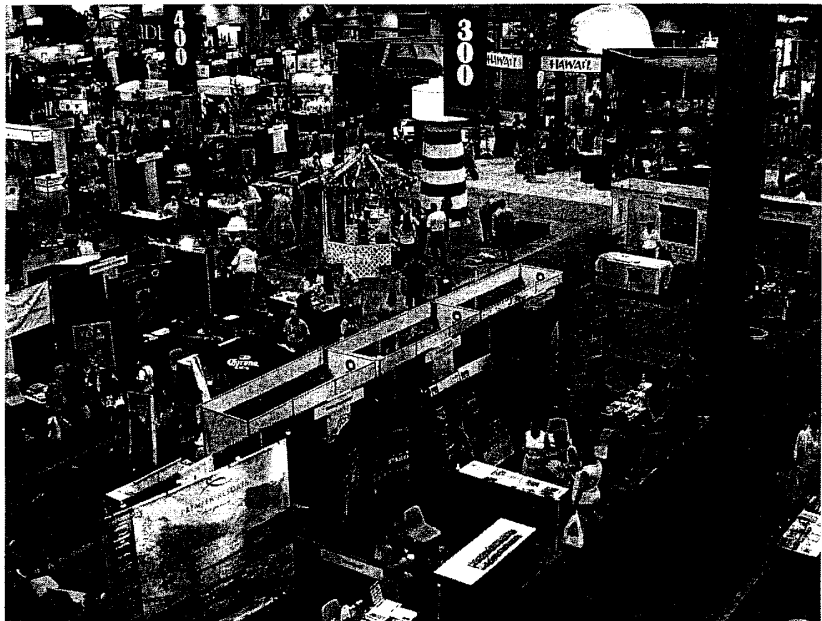
5 旅展會場三



6 旅展會場四



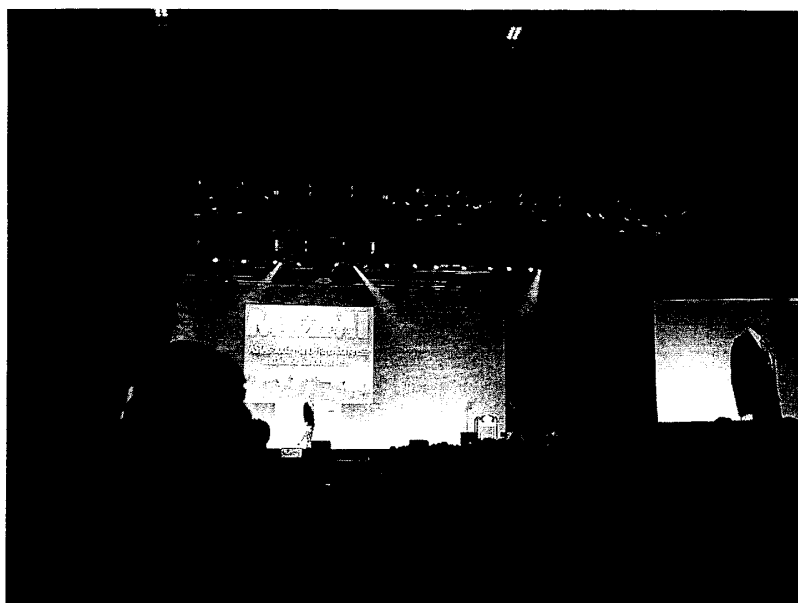
7 旅展會場五



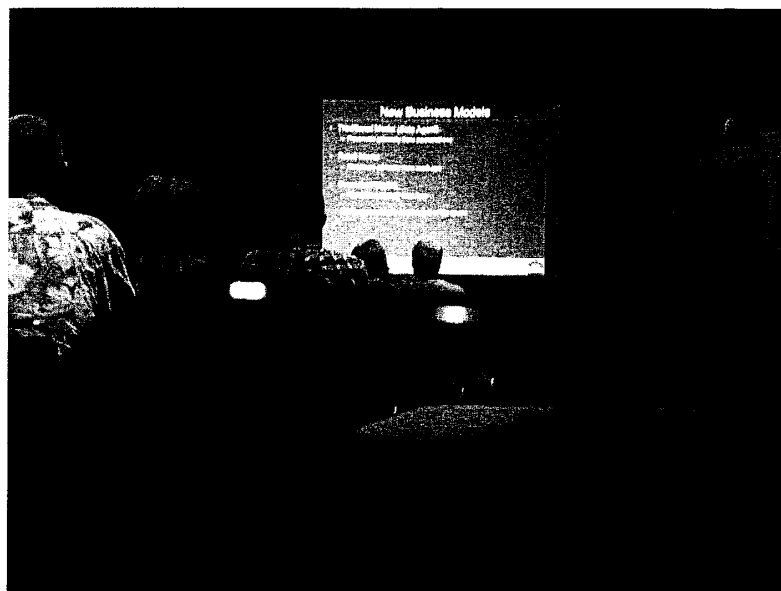
8 旅展會場六

附圖三  
會場活動及設施照片





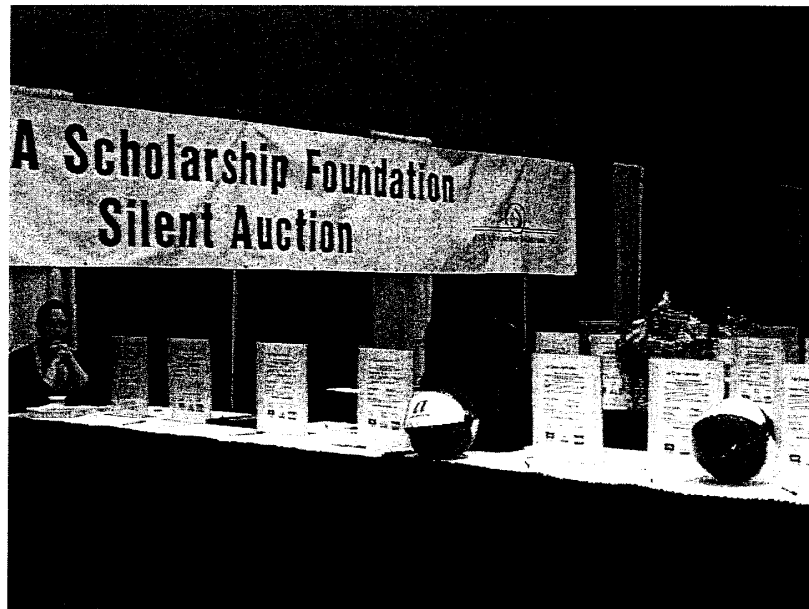
03 大會演說



04 分組研討會會場之一

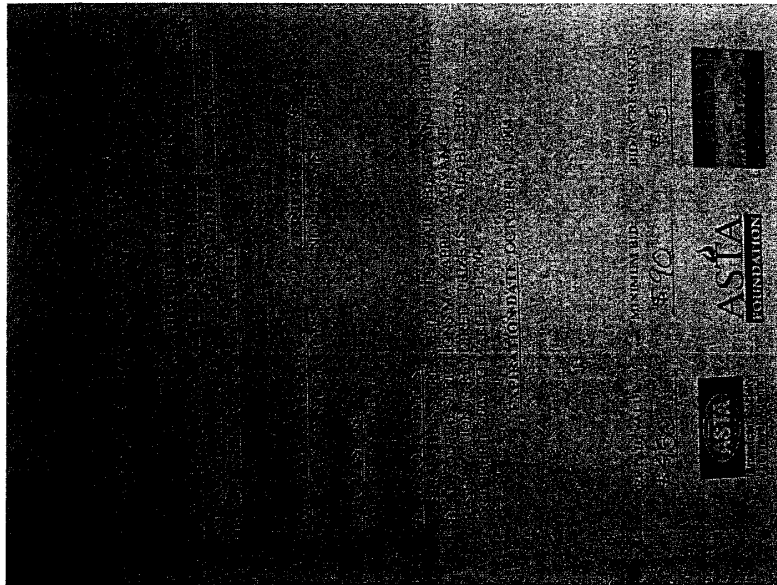


05 大會閉幕時之香港團造勢情形

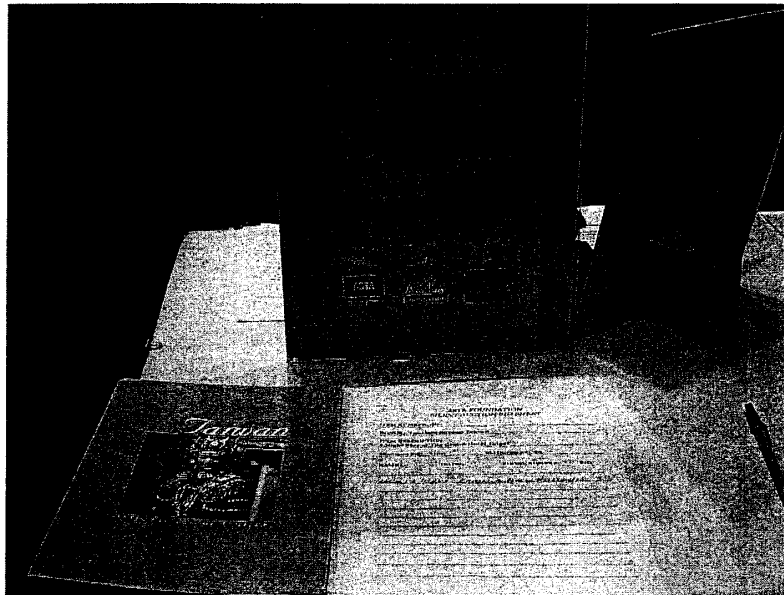


06 第十五屆無聲拍賣會

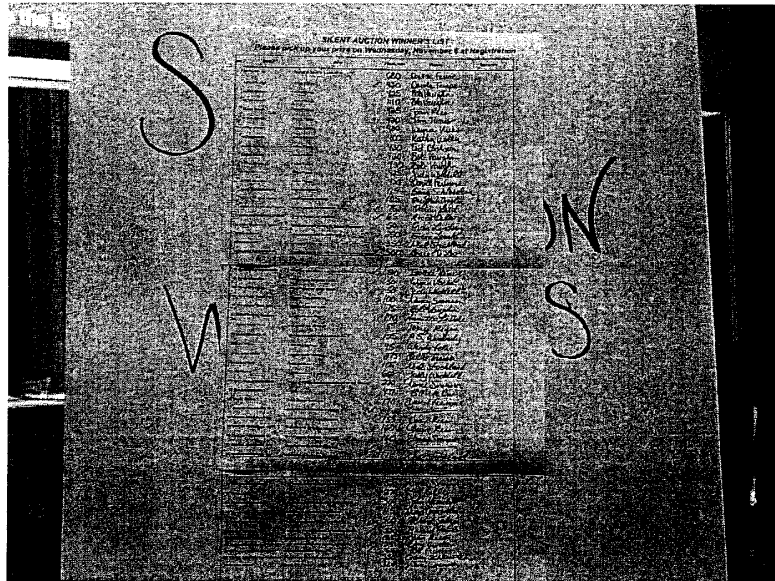




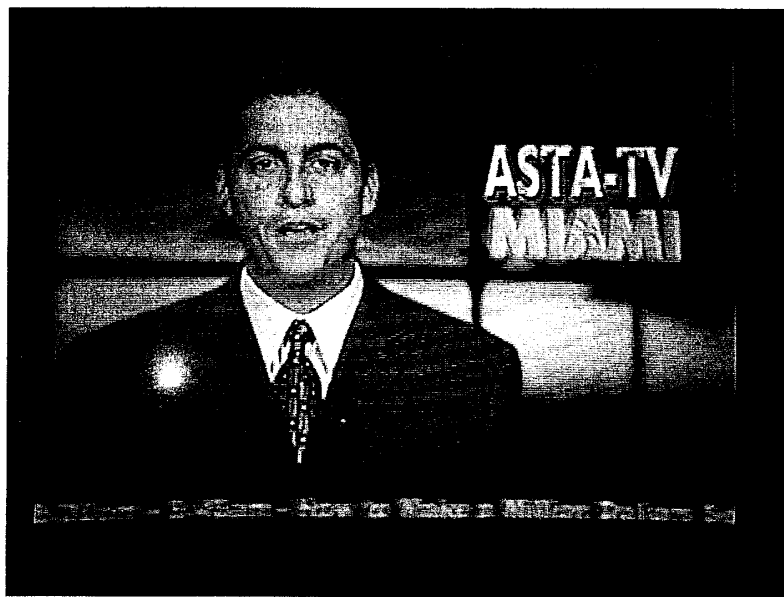
07 台灣提供之拍賣品



08 筆者置放文宣資料於拍賣品旁供參



09 無聲拍賣結果



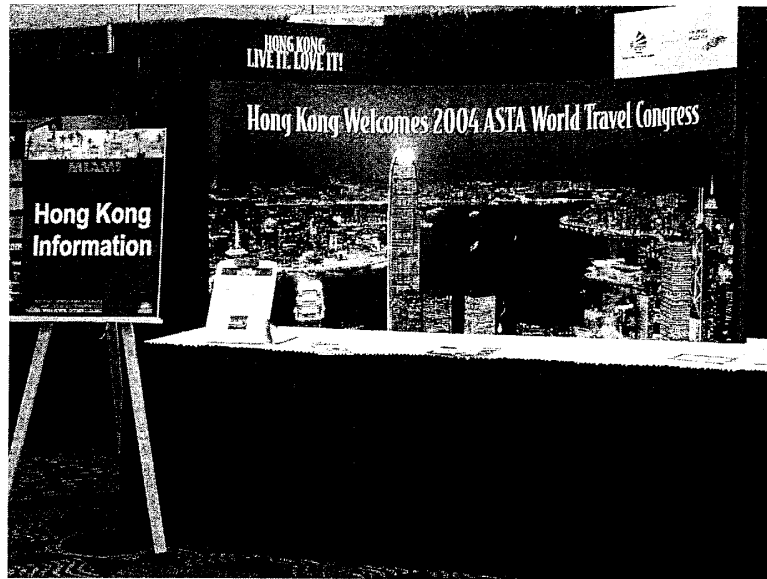
10 ASTA 專屬電視頻道



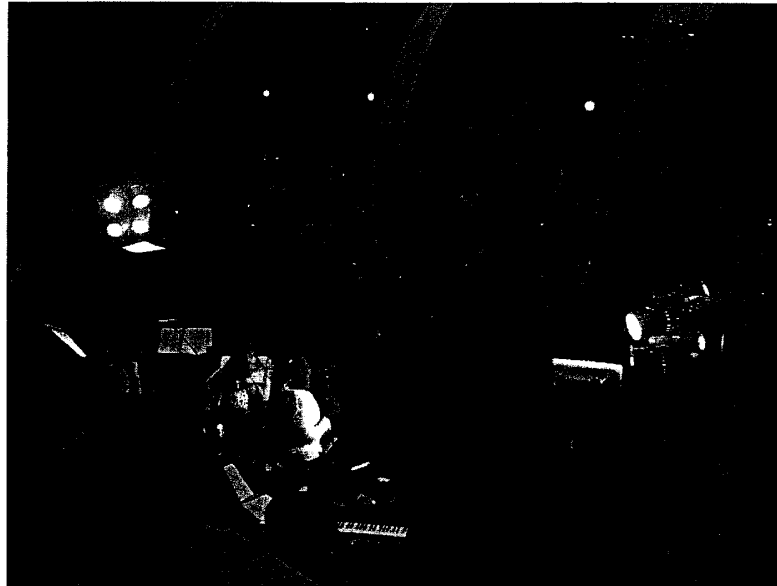
11 Sabre 網路公司提供之電腦及免費上網服務



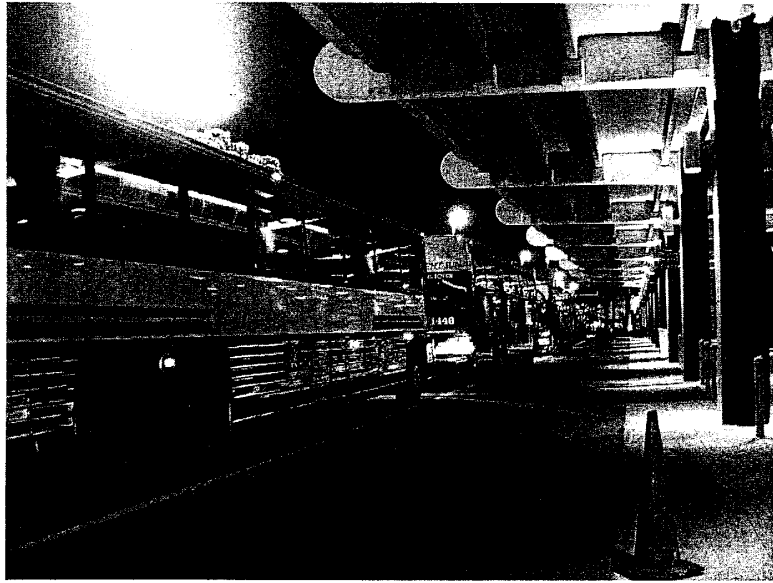
12 亞買加提供咖啡及旅遊資料



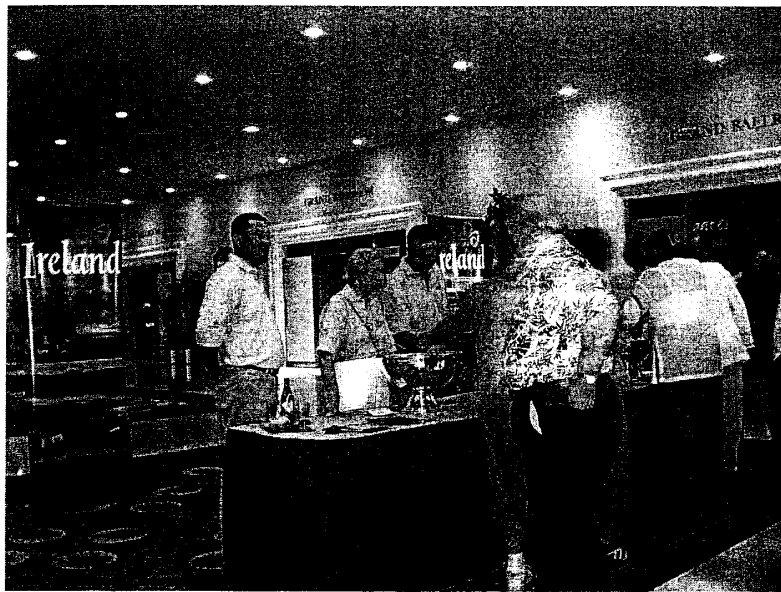
13 香港年會註冊處



14 地主之夜 (邁阿密之夜)



15 地主之夜返程時壯觀之接駁車隊



16 愛爾蘭之夜入口處



17 愛爾蘭之夜表演



18 香港之夜