

# Travel Echoes

Welcome to Travel Echoes- a newsletter designed to provide essential and current information to the meeting and incentive travel market. You have received our newsletter because you are a Destination Echoes client, an outstanding representative in the travel incentive field, or you have subscribed through our web site.

**Winter 2002**

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## A MESSAGE FROM ECHO

We've decided that 2002 is going to be our best year ever. We are not going to pay attention to the gloom and doomers, but stay focused and positive doing what we love to do- represent all of our truly talented destination management companies. Thank you, Green Route, UK Handling, UMIA, Barcelo, and The Incentive Team for allowing us to share your magic with our North American incentive partners! And we're off with a big bang and shouting to the rafters that our flagship DMC, Green Route, in partnership with Penny Wing's company Incentive Travel Inc., took first place for the SITE Crystal Award for trip delivery. The Crystal Awards



were given out at the SITE International Conference in Portugal. Speaking of "trip", I accepted the award on behalf of Green Route and en route to the stage with Kim Hester of Incentive Travel Inc., my new shoes hit freshly waxed dance floor where Kim and I went flying and played out a scene from "Miss Congeniality." Nothing was hurt but our pride! Congratulations Green Route and Incentive Travel Inc. We are also bursting with excitement to be the U.S. marketing and rep firm for Barcelo, a multi-national destination management company operating in 7 countries. We pride ourselves in working with boutique innovative DMCs, which we

have with Barcelo as each office has its own independent flair, love and enthusiasm for its destination. We all experienced a delightful tour of Portugal and Sintra. Thank you Jorge, Jacky, Maribel, and Vesna!

Patrick Purdon with The Incentive Travel Team, our only U.S. based DMC, definitely thinks "outside the box" and asked that we give him full reign to write his DMC feature copy. We did and you'll see why Patrick and his company set themselves apart from the rest.

We welcome Carmelle Bernier, a lovely French Canadian, who will be responsible for the North East Market. Carmelle has an extensive background in sales and marketing but is new to our industry.

Looking back on this year of so many changes makes us appreciate those things that are truly important - family, friends, health, and love.

Respectfully,

Echo Farrell

**And the SITE Crystal Award Winner Is...  
GREEN ROUTE**

*As a DMC for world-class incentive programs in South Africa, Botswana, Zimbabwe, Mozambique and Zambia, Green Route's pedigree has again been made Crystal clear at the SITE gala banquet in Lisbon on December 4.*

*Specialist U.S. incentive house, Incentive Travel Inc., partnered on the ground by Green Route, have won the 2001 International SITE Crystal Award for the Trip Delivery category. The imaginative and compelling nine-night IBM program to southern Africa in August 2000 struck gold! It is the second such accolade for Green Route, who in 1995 became the first company from the African continent to win a coveted SITE Crystal that rewards the best global incentive travel events.*

*Says SITE member, Glen Byrom, of Green Route. "We thrive on passion, excitement and confidence and I remember turning to Kim Hester of Incentive, Inc. after the program and saying, 'This is a Crystal winner.' Now it's reality and we again stand proud as a DMC of international distinction."*

*Kim Hester, Travel Director of Incentive Travel Inc., raved after the program, "To say the IBM event was extraordinary is an understatement and most of the credit goes to Green Route, whose team truly understands the words 'pixie dust.'"*

*The IBM program, for 85 winners, commenced in Cape Town for three nights and then flowed into a safari in Botswana, a world of adventure and nature in Victoria Falls, and finally to Sun City in South Africa. The featured properties were Table Bay (Cape Town), Mowana (Chobe, Botswana), Victoria Falls Safari Lodge, and The Palace (Sun City).*

*If you're considering a program to Southern Africa, give Green Route the honor of acting as your ground partner. In 12 years they have created and managed more than 600 programs and operate exclusively as an incentive & meetings DMC.*

**DMC Spotlight**

**The Incentive Team**

"A personal message from Patrick Purdon, CEO of The Incentive Team":

As befits the lowest man on the totem pole, I stand before you, head meekly bowed, unworthiness radiating from every pore and begging bowl outstretched in the traditional pose of DMC's seeking your business....

(How am I doing on the Humble-Meter, so far?) We are a DMC on the West Coast with offices in L.A and



San Francisco, so we cover Beverly Hills, Santa Monica, Anaheim, San Diego (my cousin Sandy Purdon is a Commodore of the San Diego Yacht Club actually) Palm Springs, Santa Barbara, Laguna Niguel and we also have teams in Las Vegas and Scottsdale, so if it's at all "Out West" - we can help.

We've been in business for ten years. We work with small numbers and with huge groups (12,000 pax is the biggest we've worked so far) and we seem to have worked with virtually every company in the Fortune 500 over the last 10 years.

We sold the company Rolls Royce last year (it was our second one and we got bored with it) and we swapped it for a couple of more practical 8 seater Suburbans and a company Harley-Davidson. As a matter of fact I now have to take a client for a quick spin round Pacific Coast Highway (tough life, right?) - though co-incidentally we do find that quite a lot of groups are now requesting transfers on Harleys, so we are doing this in Vegas and in L.A.

Talking of L.A - this year we are proposing a very special private Academy Awards night at Warner Bros. Studios on March 24 with a live feed of the Oscars as they take place.

What is particularly neat about this (in addition to the amazing behind the scenes tour) is that they have some of the original gold Oscar statues which used to adorn the outside of the Shrine on Oscar



Night and to have these, in a real live, working Movie Studio, actually on Oscar Night (perhaps with the original Batmobile from the Movie to greet guests as they arrive at the party) - well, who wouldn't like

that? (I know I will!) Let us know if you are interested.

"Even in January when many parts of America are cold, wet or snowbound - we still enjoy the 72 miles of Beach we have here in L.A!!!" (Surfs Up Dude!)

Recent groups in Vegas have tried out Indoor Skydiving, Hummer Tours To Goldmines, Firing Machine Guns with SWAT and Special Ops Officers, and half day personal Street/Bar Self Defense Classes with Navy Seal Hand to Hand Combat Instructors.

Needless to say this is in addition to the more standard events such as Outdoor Cocktails at the Ghost Bar on the 55th Floor of the newly opened Palms Hotel, Dinners in the Eiffel Tower (at Paris Hotel), on the Bridge overlooking the Forum at Caesar's Palace, Helicopter Tours to the Grand Canyon, Hotlaps at 160mph round the Las Vegas Motor Speedway, City Sightseeing or a dinner with "The King" in the private rooms overlooking the Strip on the 105th Floor of the Stratosphere Hotel.

In addition to the standard Jeep trips, Hot Air Ballooning, Rafting, Museum Visits, Hummer Tours, Golf, and Shopping, we are finding great interest in the City Slickers-style Cattle Drives we are doing - with Cook Out Dinners and Tomahawk Throwing, Bull Riding, Steer Roping and Quick-Draw Competitions, along with the rather strange "Outhouse Golf Chip" Contest and, Stargazing in that clear desert sky with Super-powered Astronomical Telescopes.

The most amusing gift idea so far is the Navajo Indian, hand-chased Solid Silver Yo-Yos. Utterly irrelevant of course, but a wonderful gift for all that! (More traditional but also slightly different are Bracelets with Silver Indian charms).

In San Diego (a venue with a nautical flavor if ever there was one), we have come up with some superb Captain's Telescopes in a gorgeous brass- engraved mahogany presentation cases. They make seriously



Cool gifts (and let's not forget ...easy to take home, too!) San Diego's amphibious Sea and Land tour is great fun! Cruise through the streets of San Diego then - without missing a beat -slide into the water and Cruise Mission Bay and San Diego Bay - it's a fun trip!

So... as usual, a cornucopia of goodies from The Incentive Team!

Whether its a Pharmaceutical Conference for several thousand, an Incentive Trip for Top Dealer Principals, or a straightforward Meeting or Party - give us a call and we will reply same day.

You know it makes sense...! To learn more about any of the above destinations contact Patrick Purdon at <mailto:patrick@theincentiveteam.com> or Echo at [efarrell@destinationechoes.com](mailto:efarrell@destinationechoes.com).



# Around the world

*Updates from our Destination Management Companies...*

## Australia



Here are 4 terrific reasons why Sydney is a great destination for 2002 short lead events or conferences.

1. Rated as one of the top incentive destinations in the world, Sydney is visitor-friendly. They speak English, use dollars, and you can drink the water.
2. The weather. It's warm and clear most of the year.
3. Buying power. The value on the ground is excellent allowing outstanding events and experiences to be created.
4. Access. The destination is well served by international carriers and has direct flights from all parts of the world.

## The UK



Happy fifth anniversary to UK Handling. They're celebrating by expanding their offices to London in addition to the Manchester location.

Visit their new web site at <http://www.ukhandling.com>. You'll learn more current information on their latest and most popular programs. A newsletter focused on UK Handling and their destinations is available.

## LA



The second company Rolls Royce became a bore so The Incentive Team staff traded it in for a couple of practical 8 seater Suburbans and a Harley-Davidson. Transferring by Harley is becoming quite popular with groups so they have added this option to Las Vegas events as well as Los Angeles. The Incentive Team current news section is short this edition because Patrick Purdon, CEO, was leaving to take a client for a quick spin down the Pacific Coast Highway. He leads a tough life, right?

## South Africa



Cape Town, with direct flights from the U.S. and elsewhere, is well known as an extraordinary city for incentives and is acclaimed as one of the world's most beautiful places. Africa's premier ultra-modern high-tech convention center opens in August 2003. It will offer an impressive range of highly flexible venues, plus the deluxe Arabella Sheraton Grand Hotel as an integrated part.

Read our lips...Cape Town is going to become one of the world's great meeting places. Why don't you let Green Route create an extraordinary event for you NOW? For more info visit <http://www.ctconvention.com>.

## Dominican Republic



Barcelo Meetings & Incentives Dominicana is proud to announce the opening of The Convention Center located within the Resort Barcelo Bavaro Beach in the B-varo-Punta Cana area in the east of the Dominican Republic. This ultramodern Convention Center offers the most advanced technology in audio-visual equipments, coffee shop, business center and convention rooms.

Without a doubt Dominicana and these impressive facilities makes this location "The Perfect Combination" for the organization of meetings, incentives, conferences or any other venue you may require for your clients.

# Incentive Travel At Its Best

*From gems to a once-in-375 year safari spectacular*

## Find the African Gems



Looking for a small luxury property or accommodations for a VIP meeting or holiday for 12-30 pax? Green Route evaluated the creme de la creme and created a portfolio of 22 captivating places within South Africa, Botswana, Namibia, Zambia, Zimbabwe, and Mozambique. These venues provide true uniqueness, exclusivity and the genuine African experience. We've included special "rich and famous" places, but also several that are rustic, more cost-effective, and yet uncompromising in their quality and unique ambience. If you'd like a copy of the portfolio that will end your search for your blue-chip clients, contact Echo Farrell.

To receive more information on the DMCs above and many others, visit the DE web site at <http://www.destinationechoes.com>. You can request detailed material describing unique meeting venues and our family of reputable award winning DMCs.

## View the Eclipse Over the Ivory Trail



Thousand-year-old baobab trees of huge girth stand sentinel over the wild bush country of the Limpopo River Valley in the extreme north-east of South Africa. Around one of these giants, under a canopy of marula trees, on whose sweet fruit in summer the elephants gorge and grow tipsy when their feast ferments, a very special safari site has been earmarked for an extraordinary occasion.

On average, it takes 375 years for a total eclipse of the sun to pass over the same spot on the earth twice. Early in the morning on December 4, 2002, the shadow of the moon, racing across the valley at seventeen hundred kilometers an hour, will engulf the Place of the Great Baobab. In an instant day will turn to eerie night, softened by the ethereal glow of the solar corona radiating in pearly splendor around the black outline of the moon.

It is a sublime moment, imprinting itself on the heart of those who are fortunate enough to stand in awe before it. To witness this celestial showpiece in this hauntingly beautiful place among the wild creatures of Africa is to be doubly privileged. This rare experience awaits you in a vast nature reserve in the Northern Province of South Africa, where SITE Crystal award winning destination



management specialists Green Route and luxury safari operator Peter Hayward, have teamed to create Eclipse Over the Ivory Trail- A Safari Of the Senses.

The renowned "Turn Of the Century" Hayward's safari, complete to the smallest detail with its lavish appointments and service trimmings of a bygone era, will be set up in this outstanding location to await the second total solar eclipse of the millennium.

This is the classic safari of yesteryear. It is opulent, elegant, exclusive and provides a silver-service privileged and pampered world of comfort, superb white-glove service, and fine food. The Hayward's safari experience is a personal and precious insight into the real Africa.

Green Route and Hayward's will 'deliver' the solar eclipse as the cherry on top of a rich cake of authentic African experiences. Green Route invites interest in this frankly larger-budget offering for up to 120 guests. The safari can be configured for a single group or a number of smaller ones. If you are tempted to join us at the Place of the Great Baobab for Eclipse 2002, and would like to know more, please contact Colleen Challis of Green Route at <mailto:colleenc@greenroute.co.za>.

**Going the Extra Mile**

By Sharon Worsley

Sharon's training business has been put on hold over the last 3 months while she made a transition into her new promotion. Next year she intends to focus more energy and time on the training aspect. She was also approached to sit on the Editorial Advisory Board for a corporate meetings and incentive magazine published in North America and she is very excited about the prospect. Sharon's column will resume in March.

Working in the travel industry for over 15 years, Sharon currently works as a Product Manager for an incentive house in Toronto, Canada. When she is not conjuring up creative programs for her clients, she is busy delivering keynote addresses and seminars on customer care and other motivational subjects. For more information on Sharon's motivational company, contact her at <mailto:impactcommunication@yahoo.com> or 416-928-0669.

FEBRUARY

2-5 MPI Institutes Europe, Copenhagen, Denmark

3-7 International Association of Convention & Visitors' Bureaus Week, Washington, DC, USA

6 CECTA (Central European Countries Travel Association) Annual Conference, Prague, Czech Republic

7-10 MITM Latin America (Meetings & Incentive Travel Market) Conference, Leon-Guanajuato, Mexico

8-10 SITE Board of Directors Meeting

Iceland

22-24 HSMIA European Congress, Frankfurt, Germany

26-28 AHMA (American Hotel & Motel Association), Legislative Action Summit Washington, DC, USA

**Upcoming Events**

JANUARY

4-6 ACOM (Association of Convention Operation Management) Annual Conference, Nashville, TN, USA

6-9 PCMA (Professional Convention Management Association) Annual Conference, Nashville, TN, USA

10-13 ADME (Association of Destination Management) Annual Meeting, Nashville, TN, USA

16 SITE Foundation Board of Trustees Meeting, Atlanta, GA, USA

20-22 MPI (Meeting Planners International) Professional Education Conference, North America, Honolulu, HI, USA

Contact any Destination Echoes representative to request more information regarding our family of DMCs or the newsletter articles.

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**Next Issue:**

Featured DMC- Barcelo Meetings & Incentives

Sharon Worsley's column on customer care principals.

More news, conferences, trivia, and links.

If you have an idea you'd like to see included or have feedback/suggestions for future issues, contact us at <mailto:editor@destinationechoes.com>.

**Travel Links**

Check out the links below to learn current regional news while planning your next event. You'll find the information on these sites is crucial knowledge for planners coordinating their next program.

Sign up at <http://www.conworld.net/fam/famlist.asp> to receive free notifications and invitations to FAM trips from Convention Bureaus and Meeting Facilities.

Do you know of a helpful site we can share with our subscribers? Please send the URL to <mailto:editor@destinationechoes.com>.

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