

# Travellife<sup>®</sup>

THE MAGAZINE FOR TRAVEL PROFESSIONALS

JULY/AUGUST 1990

## THE OTHER EUROPE

*Get set to sell the "new"  
Bulgaria, Czechoslovakia, East Germany,  
Hungary, Poland, and Romania*

Rating the Tourist Boards



Telluride Takes Off



Great Trips for Families



No Kidding! It's David Brenner

Transylvanian-born Rodica Varna  
of Litoral Travel in New York City  
specializes in Eastern Europe.



# You've got a friend in Japan...AND MEXICO, AND ITALY, AND BERMUDA, AND AUSTRALIA...

How today's  
international tourist boards  
are reaching out to  
travel agents

BY DAWN M. BARCLAY

**WANTED:** Travel agency with foreign-bound clientele seeks assistant to aid in research, promotion, and marketing. Must be able to increase professionalism by uncovering special-interest tours to exotic destinations, finding creative ways to market group tours, organizing complimentary fam trips abroad for staff, and providing the lowdown on hotels most suitable for clients. Must also supply extensive geographical/political/historical/cultural information. No pay. Apply within.

**C**OULD YOU USE A CO-WORKER with those qualifications? Before you dismiss the idea as a pipe dream, take a look at what national tourist boards—just a call, fax, or keystroke away—are doing for other savvy retailers. Free. Take Sande Davidson, CTC, owner of Davidson Travel in Phoenix. The French Government Tourist Office helped her agency promote a Bastille Day group tour to France. The Jamaican Tourist Board intervened for Skip Meyers of Ameri-Travel in Miami to get a refund for his clients who were walked from an overbooked hotel.

Tourist boards, the government agencies that countries open in the U.S. to promote outbound tourism, “are an absolute goldmine resource—one that most agencies don’t take advantage of,” raves Davidson. Thanks to ever-growing consumer interest in interna-



tional travel, tourist boards are reaching out more than ever to become travel agents' promotional partners.

"Travel agents are our bread and butter," explains Don Ford, chairman of the European Travel Commission, or ETC (the promotional organization for 24 European countries). "North America is an enormous market, and reaching the large number of potential travelers is difficult for an individual tourist board on its rather limited resources. Therefore, many boards have found it more productive to take a 'rifle' rather than a scattershot approach to marketing. And that means going through travel agents—single entities that can reach hundreds, or even thousands, of potential consumers."

Tourist boards' desire to court the travel agent is evident in many of their newest marketing strategies. To make themselves more accessible, for example, several have installed toll-free numbers, and most have added fax machines. Perhaps the most sophisticated examples are the Scandinavian National Tourist Boards' agents-only phone number and fax, which are set up to solely receive agents' brochure requests.

India, Argentina, Great Britain, the U.S.S.R., and West Germany can now be contacted directly through one or more computer reservation systems, while Austria, the Bahamas, and New Zealand offer central reservation services through which agents can make many bookings with one call. A growing number of boards also publish travel agent sales manuals and trade newsletters, conduct educational seminars, exhibit at trade shows, and host fam trips—tactics aimed at keeping agents up-to-date and therefore better equipped to promote their countries.

"Travel agents underestimate the extent of our resources," says Simon O'Hanlon of the Irish Tourist Board in New York.

Agent-assistance innovations have developed in addition to boards' main functions: to answer inquiries and to distribute general information about their countries, such as brochures on cultural, historical, and scenic highlights; maps; railroad and ferry schedules; hotel guides; and facts about special-interest travel. These materials are usually forwarded free to travel agents—a money-saving alternative to purchasing country guides in bookstores. Some boards will provide such materials for tour group members. "These services make us look good to our customers," says Catherine Thompson of Murdock Travel in Salt Lake City.

Retailers who specialize in arranging or wholesaling group and incentive travel can use international promotional offices to help plan and market smooth-running tours, counsels Howard Tanenbaum of Express

Travel in Philadelphia. "Maybe you need to know which hotels in Vienna would best suit your clients, which restaurants can accommodate groups of 50 to 60, and which places will let tour buses pull up in front," he explains. "Not only will tourist boards supply you with answers, they can also introduce you to the right contacts."

Once a tour is packaged, many boards then supply agents with the tools to sell it: letterhead and shells on which to publish sales literature (sometimes at a small cost); posters, videotapes, and slide presentations to show prospective clients; and occasionally even financial assistance toward a destination evening for food, liquor, or perhaps a hotel-stay giveaway. A tourist board official may even accompany agents to a client presentation or organize site inspections to preview a location and its facilities. Usually the extent of assistance offered depends on two things: the size of the group and how well the tourist board knows the agency and its principals.

For that reason, Sande Davidson makes a point to meet officials in person, even if it means flying to New York or San Francisco from her agency in Arizona. Tanenbaum advises in-person contact even if you aren't planning a big group. "Spending an hour or two with a tourist board can raise your confidence in selling a destination. It's great for agents without firsthand knowledge of a locale," he says.

Luckily for agencies not in Los Angeles, New York, or Chicago (where most countries locate their tourist offices), nearly all boards exhibit at major trade shows such as those sponsored by the American Society of Travel Agents (ASTA) and the International Travel Industry Expo (ITIX). Others take their shows on the road, often under the banner of umbrella groups like the ETC, the Caribbean Tourism Organization (CTO), or the Pacific Asia Travel Association (PATA). The ETC Supermarts, for example, travel to more than 20 cities each winter. A few countries, like India and Ireland, sponsor touring educational seminars for travel agents.

Both tourism officials and travel agents agree that it's to everyone's advantage—theirs, yours, and your clients'—if more agents learn how to tap into international tourist boards' wellspring. "Unless governments see results from disseminating materials and information, they may not continue supporting their tourist boards, and that would be a terrible loss," notes Davidson. "It's like that old expression: use it or lose it." ♦

DAWN M. BARCLAY, a former travel agent, is now a freelance journalist in New York City. She wrote "Licensed to Sell" in the March/April 1990 Travel Life.

## **To: All Travel Agents From: Tourist Board Officials Re: Tips for Working With Us**

♦ Remember that most tourist boards are information centers, not reservation offices. Don't expect us to place bookings for you or collect deposits from your clients.

♦ If you have print materials on hand, check those first for answers to simple questions. Try to compile your questions so you can ask them all during one call.

♦ Get to know us, either by visiting our offices or by attending trade shows and educational seminars.

♦ Tap our knowledge by turning to us for suggestions on how to sell our destination.

♦ Study geography. Learn to distinguish Switzerland from Sweden, Belgium from Holland. A map will quickly tell you that Australia and New Zealand aren't connected by bridge or ferry. Such basic knowledge will save you from calling us with unnecessary (and embarrassing) questions. Political geography is helpful, too—knowing that Hong Kong is not yet part of China, for example, or with which countries the U.S. has diplomatic ties.

♦ If your knowledge of geography is rusty, heed our counsel. Complains one tourist board official from Brazil, "I've had agents who insisted that Margarita Island is part of Brazil (it belongs to Venezuela), that Brazilians speak Spanish (we speak Portuguese), and that there is summer skiing in Brazil (there isn't). Please listen to us, and believe what we tell you!"

♦ Be understanding about reasonable delays; we handle thousands of requests each year. The more specific you are about what you need, the faster we can provide answers. Says one Argentinian representative: "Many agents don't always know what they want. If we tell them something's free, they ask us to send three. If we say there's a charge, they don't want it."

♦ Remember that we often encounter the same obstacles as travel agents. An official from Austria explains, "If a hotel in the mountains is closed from mid-October until Christmas, we can send them 10 telexes on your behalf, but we won't get an answer about availability—no matter how hard we try."

—D.M.B.



# Rating THE TOURIST BOARDS

Who's working hardest to help travel agents?

A three-part survey of tourism offices in 30 of the most popular destinations for North American travelers.

See chart, next page ►

## PART 1 ON THE PHONE

A caller identifying herself as an agent phoned the New York office (the main U.S. office for all but New Zealand, Australia, Hong Kong, and the Bahamas) on the same day, between 11:30 a.m. and 3:30 p.m.—including lunchtime because many agents squeeze in destination research then.

Our undercover reporter asked two basic questions: the driving time between two major cities and the average temperature in April of one of those cities. Calls were timed by stopwatch from when the phone was answered until the second question was completed to the agent's satisfaction. The caller then asked to have a full information packet ("as extensive as possible") sent to her agency.

**RESULTS:** Despite occasional busy signals, someone picked up the call in each office except Australia's, Bermuda's, France's, Great Britain's, the Netherlands', and Scandinavia's. The longest wait was for Scandinavia—an answering machine kicked in after three rings, then our caller was transferred to the correct extension and waited nine more rings for someone to come on the line.

Although more than half of the boards redirected the call or put us on hold before the two simple questions were answered, we usually got the information within a minute. One exception, France, took more than 10 minutes to respond. Stephanie of the French Government Tourist Office acknowledged that the board was a little shorthanded that day, but that they were also "very, very busy." Later calls there, however, yielded similar results.

## PART 2 SERVICES

Additional information about each tourist board's internal operations (size of staff, availability of a toll-free number) was later obtained from a public-relations person or a senior staff member.

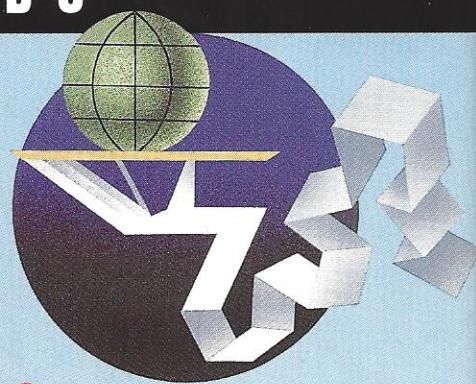
**RESULTS:** The number of offices (headquarters and satellites) that countries maintain in the U.S. varies from one (Brazil, Portugal, U.S.S.R.) to 15 (the Bahamas), with three the average. Of the 30 countries that were surveyed, all but Argentina, Brazil, China, and Kenya have separate offices in Canada. Staff sizes ranged from five (Egypt) to 19 (Ireland).

All the boards offer some sort of promotional material (videos, shells, letterhead, posters) for agents' use, usually free but occasionally at cost for bulk orders. Almost all boards reported updating their sales materials annually. The exceptions are Bermuda, Egypt, Israel, Mexico, and Kenya, which say they reprint when necessary.

## WHAT DOES IT ALL MEAN?

This informal survey of 30 tourist boards' promptness, helpfulness, and efficiency supports the feelings of travel agents interviewed: that boards are working hard to fulfill agencies' information requests and marketing needs. There are, to be sure, places where service is uneven—the U.S. Virgin Islands, for example, answered our two questions in 10 seconds but took 12 days to fulfill our request for print information. Japan offers no fam trips but supplies some of the most comprehensive sales materials available. Despite such inconsistencies, however, all 30 international boards surveyed recognize the travel agent as a key partner—important in light of the tremendous goals they have set for themselves in approaching the American and Canadian markets.

—D.M.B.



## PART 3 PRINT MATERIALS

Information kits were evaluated for speed of arrival and for content. All boards sent their materials free except Egypt, which requested that we send \$2 and a self-addressed, stamped envelope or (because our caller was local) have a messenger pick up the parcel.

**RESULTS:** Packages from Greece, India, Mexico, Morocco, and Switzerland arrived within one day to our New York City address; most others were received within a week. At press time, five months after our request for information, nothing had arrived from Argentina and China. The most disappointing mailings, in size and scope, were from France, the U.S.S.R., Mexico, and Kenya, which sent only single slim brochures. (France, however, included an order card for its "1990 France Discovery Guide.")

On the other hand, information kits from Great Britain, Greece, Ireland, Italy, New Zealand, and the Netherlands were outstandingly comprehensive and attractive. Austria's hefty cardboard box merits special mention.

Though three-fourths of the boards reported that special-interest information is available, such extras didn't always accompany the basic package. Japan wins kudos for the special brochures it routinely distributes on economical travel, business travel, and accommodations in traditional Japanese inns.

Switzerland failed to include its agents' manual with the material forwarded but claims to send it annually to the 6,000 to 7,000 agents on its mailing list. The Bahamas, the U.S.S.R., and India included tour operators' brochures, making their objectivity questionable. Some boards enclosed order cards for agents wishing additional materials, while West Germany inserted a Rolodex card listing its CRS access codes. The Netherlands even sent a questionnaire inviting agents to evaluate its offerings.



# Rating

# THE TOURIST BOARDS

Your clip-and-save guide to what  
30 countries offer travel agencies.

## PART ONE: ON THE PHONE

## PART TWO: SERVICES

## PART THREE: PRINT MATERIALS

### Main U.S. Office

Who answers phone?	Times put on hold or transferred	Time to answer questions	Canadian Office(s)? (HQ listed)	Toll-free number?	Fax?	Promotional materials available free?	Farms available?	Special travel-agent publication available?	How often sales materials updated?	Information kit contained...	Was material comprehensive (C)? Modern (M)? Helpful (H)?	Days for package to arrive	Other notes
--------------------	----------------------------------	--------------------------	---------------------------------	-------------------	------	---------------------------------------	------------------	---	------------------------------------	------------------------------	--	----------------------------	-------------

### ARGENTINA

Argentina Tourist Information  
330 W. 28th St., Suite 8K  
New York, N.Y. 10019

operator	2	1 min, 24 sec	NO	800-722-5737 (outside N.Y.)	212-582-7633	YES	NO	NO	Annually	(Did not receive)			
----------	---	---------------	----	--------------------------------	--------------	-----	----	----	----------	-------------------	--	--	--

### AUSTRALIA

Australian Tourist Commission  
2121 Avenue of the Stars, Suite 1200  
Los Angeles, Calif. 90067

machine	1	1 min, 27 sec	Toronto HQ	800-234-0789; 800-333-3281 (to order tour guide only)	213-552-1215	YES	NO	Quarterly newsletter	Annually	Tour guide (Destination Australia)	C,M,H	20	Destination Australia tour guide is very thorough
---------	---	---------------	------------	---	--------------	-----	----	----------------------	----------	---------------------------------------	-------	----	--

### AUSTRIA

Austrian National Tourist Office  
500 Fifth Ave.  
New York, N.Y. 10110

operator	1	1 min, 4 sec	Vancouver, Victoria, Montreal	800-223-0284 (except N.Y.) 800-232-0488 (call only)	212-730-4568	YES	YES, costs vary	Sales manual, quarterly newsletter	Annually and quarterly	Everything! Agents manual, tour guides, hotel guides, special-interest information, maps, schedules, order card, books	C,M,H	4	Central reservations: 800-726-4912
----------	---	--------------	-------------------------------	--	--------------	-----	-----------------	------------------------------------	------------------------	--	-------	---	---------------------------------------

### BAHAMAS

Bahamas Tourist Office  
150 E. 52nd St., 28th Floor North  
New York, N.Y. 10022

info staff	0	25 sec	Toronto HQ	Given only to certain agents	212-733-6531	YES	YES, \$99-\$150	Sales manual, quarterly newsletter, bimonthly magazine, brochures	Annually	Tour guides, wholesalers brochures	M	5	Central reservations: 800-527-0287
------------	---	--------	------------	------------------------------	--------------	-----	-----------------	---	----------	------------------------------------	---	---	---------------------------------------

### BERMUDA

Bermuda Department of Tourism  
310 Madison Ave., Suite 201  
New York, N.Y. 10017

machine or info staff	0	19 sec	Toronto HQ	800-223-6106	212-983-5289	YES	NO	Annual sales manual, 3x per year newsletter, brochures	Periodically	Lodgings guide, special-interest information, maps, sales-aid order form	C,M,H	28	Information kit latest; contained supplier brochures
-----------------------	---	--------	------------	--------------	--------------	-----	----	--	--------------	--	-------	----	--

### BRAZIL

Brazil Tourist Office  
551 Fifth Ave., Suite 515  
New York, N.Y. 10175

info staff	2	1 min, 44 sec	NO	NO	212-490-9294	YES	NO	NO	Annually	Tour guides, map, wholesaler list	H	37	Passes agent's name on to Brazilian tour operators, who send further information
------------	---	---------------	----	----	--------------	-----	----	----	----------	-----------------------------------	---	----	--

### CHINA

China National Tourist Office  
60 E. 42nd St., Suite 3128  
New York, N.Y. 10015

info staff	1	1 min, 35 sec	NO	NO	212-599-2892	YES	YES, costs vary	Biweekly newsletter	Annually	(Did not receive)			Prefers written request for information
------------	---	---------------	----	----	--------------	-----	-----------------	---------------------	----------	-------------------	--	--	---

### EGYPT

Egyptian Tourist Authority  
639 Fifth Ave.  
New York, N.Y. 10111

machine or info staff	0	37 sec*	Montreal HQ	NO	212-956-6439	YES	YES, inquire about criteria	NO	Periodically	Tour guides, special-interest information, maps	C,H	5	Asks \$2 postage to mail out materials
-----------------------	---	---------	-------------	----	--------------	-----	-----------------------------	----	--------------	---	-----	---	--

### FRANCE

French Government Tourist Office  
510 Fifth Ave.  
New York, N.Y. 10020

machine	5	10 min, 36 sec	Toronto, Montreal	NO	212-247-5468	YES	YES, \$150-\$200	Annual sales manual, monthly newsletter, brochures	Annually	Maps, hotel list, travel-agent newsletter, fan-clip information, tour-guide order card	M	2	For France-on-call information service dial 800-420-2003. Cost: 50 cents per minute
---------	---	----------------	-------------------	----	--------------	-----	------------------	--	----------	--	---	---	---

### WEST GERMANY

German National Tourist Office  
147 Third Ave.  
New York, N.Y. 10017

info staff	1	1 min, 12 sec	Toronto HQ	Given only to certain agents	212-686-1322	YES	YES, about \$300	Annual sales manual, quarterly newsletter, brochures	Annually	Agents manual, tour guide, supplier brochure, map, events list, order form	C,M,H	4	
------------	---	---------------	------------	------------------------------	--------------	-----	------------------	--	----------	--	-------	---	--

### GREAT BRITAIN

British Tourist Authority  
40 W. 57th St.  
New York, N.Y. 10019

machine or info staff	0	39 sec	Toronto HQ	NO	212-265-0649	YES	YES, inquire about criteria	Annual sales manual, 3x per year magazine	Annually	Agents manual, tour guides, special-interest information, maps, supplier brochure (hotel), video order form	C,M,H	3	Sends excellent agents manual
-----------------------	---	--------	------------	----	--------------	-----	-----------------------------	---	----------	---	-------	---	-------------------------------

### GREECE

Greek National Tourist Organization  
545 Fifth Ave.  
New York, N.Y. 10022

info staff	1	1 min, 20 sec	Toronto HQ	NO	212-826-6940	YES	NO	Annual sales manual	Annually	Agents manual, tour guides, map, hotel list	C,M,H	1	Sends excellent agents manual
------------	---	---------------	------------	----	--------------	-----	----	---------------------	----------	---	-------	---	-------------------------------

### HONG KONG

Hong Kong Tourist Association  
333 N. Michigan Ave., Suite 2400  
Chicago, Ill. 60610-5566

info staff	0	21 sec	Toronto HQ	NO	312-782-0664	YES	NO	Annual sales manual	Annually	Tour guide, hotel guide, special-interest information, map	C,M,H	2	
------------	---	--------	------------	----	--------------	-----	----	---------------------	----------	--	-------	---	--

### INDIA

info staff	0	21 sec	Toronto HQ	NO	312-782-0664	YES	NO	Annual sales manual	Annually	Tour guide, hotel guide, special-interest information, map	C,M,H	2	
------------	---	--------	------------	----	--------------	-----	----	---------------------	----------	--	-------	---	--



## IRELAND

Irish Tourist Board  
757 Third Ave.  
New York, N.Y. 10017machine  
or info  
staff

1

43 sec\*\*

Toronto HQ

800-233-6470

212-  
371-9052

YES

NO

Annual sales manual,  
magazines,  
brochures

Annually

Tour guides, hotel guide,  
special-interest information,  
maps, rental-car brochures

C,M,H

4

Kit includes thorough guide  
from Irish Hotels Federation

## ISRAEL

Israeli Ministry of Tourism  
350 Fifth Ave.  
New York, N.Y. 10118adver-  
tising  
depart-  
ment

2

2 min,  
38 sec

Toronto HQ

NO

212-  
629-4868

YES

YES,  
costs vary3x per year newsletter,  
periodic bulletins

Periodically

Tour guides, special-interest  
information, maps, order card

C,H

3

## ITALY

Italian Government Travel Office  
350 Fifth Ave.  
New York, N.Y. 10111

operator

0

16 sec

Montreal HQ

NO

212-  
566-9249

YES

YES,  
free

Annual sales manual

Annually

Agents manual, tour guides,  
special-interest information,  
maps, events book

C,M,H

4

## JAPAN

Japan National Tourist Organization  
650 Fifth Ave., Suite 2101  
New York, N.Y. 10111info  
staff

1

55 sec

Toronto HQ

NO

212-  
307-6754

YES

NO

Annual sales manual

Annually

Agents manual, tour guides,  
lodging guide, special-interest  
information, maps, rail information

C,H

2

Sends very complete information  
kit, including brochures on  
business and budget travel

## KENYA

Kenya Tourist Office  
424 Madison Ave.  
New York, N.Y. 10017machine  
or info  
staff

2

1 min,  
3 sec

NO

NO

NO

YES,  
free

NO

Periodically

One tour guide

M

4

## MEXICO

Mexican Government Tourist Office  
455 Park Ave., Suite 1002  
New York, N.Y. 10022

operator

0

11 sec

Toronto,  
Montreal800-662-8900  
(to order brochures only)212-  
753-2874

YES

YES,  
costs varyAnnual sales manual,  
monthly newsletter,  
periodic brochures

Annually

Tour guides,  
special-interest guides

M

1

## MOROCCO

Moroccan National Tourist Office  
20 E. 46th St., Suite 1201  
New York, N.Y. 10017info  
staff

0

18 sec

Montreal HQ

NO

212-  
949-8148

YES

YES,  
free

Annual sales manual

Annually

Tour guides

C

1

## NETHERLANDS

Netherlands Board of Tourism  
355 Lexington Ave., 21st Floor  
New York, N.Y. 10017machine  
or info  
staff

1

2 min,  
5 sec\*\*

Toronto HQ

NO

212-  
370-9807

YES

YES,  
costs vary

Sales manual

Every year  
or twoAgents manual, tour guides, hotel guide,  
map, rail guide, events list,  
questionnaire, order form

C,M,H

5

Central reservations  
number: 800-351-2323  
Sends excellent agents' manual

## NEW ZEALAND

New Zealand Tourist Department  
6033 W. Century Blvd., Suite 1270  
Los Angeles, Calif. 90045info  
staff

0

21 sec

Vancouver HQ

800-351-2323  
(outside Calif.);  
800-551-2317  
(Calif., except Bay Area)213-  
473-5621

YES

YES,  
costs varySales manual  
quarterly newsletterSales manual  
periodicallyAgents manual, tour guides,  
order form for special-interest  
information, order brochure for other free materials

C,M,H

5

Central reservations  
number: 800-351-2323  
Sends excellent agents' manual

## PORTUGAL

Portuguese National Tourist Office  
500 Fifth Ave.  
New York, N.Y. 10036-4704machine  
or info  
staff

0

23 sec

Toronto HQ

Given only to  
certain agents212-  
764-6137

YES

YES,  
free

Annual sales manual

Once or  
twice  
a yearTour guides, hotel guide,  
map, seasonal hotel rates list

C,H

3

## SCANDINAVIA

Scandinavian National Tourist Boards  
655 Third Ave., Suite 1810  
New York, N.Y. 10017

machine

3

2 min,  
35 secDenmark,  
and Finland  
have offices  
in Toronto

NO

212-  
983-5260

YES

YES

Annual sales manual

Annually

Tour guides,  
map, rail information

M,H

4

More brochures for individual  
countries available on request.  
Agents-only phone number to  
order brochures: 212-661-8118

## SPAIN

National Tourist Office of Spain  
655 Fifth Ave.  
New York, N.Y. 10022info  
staff

0

18 sec

Toronto HQ

NO

212-  
980-1053

YES

YES,  
freeAnnual sales manual,  
monthly newsletter

Annually

Tour guides, maps,

M,H

4

## SWITZERLAND

Swiss National Tourist Office  
608 Fifth Ave.  
New York, N.Y. 10020

operator

1

31 sec

Toronto HQ

NO

212-  
262-6116

YES

YES,  
costs vary

Annual sales manual

Frequently

Tour guides, hotel guides, maps,  
rail and night information

C,H

1

Agents manual mailed  
separately on request

## THAILAND

Tourism Authority of Thailand  
5 World Trade Center, Suite 2449  
New York, N.Y. 10048info  
staff

0

18 sec\*\*

Toronto HQ

NO

212-  
912-0920

YES

YES,  
costs vary

NO

Annually

Tour guides, map

H

32

## U.S.S.R.

630 Fifth Ave., Suite 868  
New York, N.Y. 10111machine  
or info  
staff

0

15 sec

Montreal HQ

NO

212-  
459-0031

YES

YES,  
costs varyPeriodic newsletter,  
annual brochures

Annually

One tour guide,  
wholesaler brochures

M

12

Information kit biased;  
contained mostly  
tour operator brochures

## VIRGIN ISLANDS

U.S.V.I. Division of Tourism  
1270 Avenue of the Americas  
New York, N.Y. 10020machine  
or info  
staff

0

10 sec

Toronto HQ

NO

212-  
561-3405

YES

YES,  
nominal  
charge2x per year  
sales manual

Annually

Tour guide, hotel guide,  
homeowner guides,  
sample copy, St. Thomas This Week

C,M,H

10