

# JAXFAX Travel Marketing MAGAZINE

The Travel Agents' Path to Profits

MAY 2011



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## OPENSKIES All-Business-Class Service is All Pleasure

Openskies may not be a household name yet to business travelers, but it will be. Now just three years old, Openskies is a premium subsidiary of British Airways, operating daily business-class-only flights to Paris (City Sud) from Newark, London and five-times-weekly from Washington (Dulles) at remarkably competitive prices. In 2008 it acquired L'AVION, the 100 percent business-class French airline.

What drew it to this travel war's attention was that it won the title of Best All-Business-Class Airline for 2010 from Global Traveler magazine. This is quite a distinction when you consider that the competition included Singapore Airlines, British Airways, Swiss International Air Lines and Lufthansa. Openskies feels like a small airline but has the know-how of one of the world's biggest airlines.

The airline uses 757s, and while I've always preferred double-aisle planes for transatlantic crossings it likes the roominess and I like to know that my path to the lavatory won't be blocked by a cart. I discovered something wonderful aboard my recent Newark/City Sud round trip flights. There are 72 seats in Biz Seats (the "real" of the plane) and 12 Biz Beds in a plane that used to be three-ends-three, even with very roomy seats in both sections, the aisle is far wider than we're used to: passengers can easily move past the carts. Of course, it's rarely necessary—with only 38 rows in Biz Seats the flight attendants can move out of the aisle quickly and efficiently.

The 84 passenger max capacity also means no bunching at the gate boarding took less than 15 minutes from start to finish) and the almost certain guarantee of a very quiet flight. Each of the four planes that make up the fleet is newly designed in soft, warm colors—beige, taupe and gray. Each passenger is given his or her own personalized video system filled with dozens of first-run movies, TV shows, and other entertainment, so the

### Cruise Ships & Harlequins

Want to see the mountains of Switzerland? Start with a 15-day "Enchanting Rhine" river cruise from AMA Waterways, comprised of a 7-night cruise from Amsterdam to Basel, 2 nights in Lucerne, and ending with a 2-night stay in Zürich. Jump off the ship, then motor along the Swiss Alps, courtesy of Herley-Davidson Zürich. Are you a history buff? A must-see city is Berlin. Rent a Harley for Classic Bikes and visit the Air National Gallery in UNESCO World Heritage site, the Berlin-Gendarmen Gate and the Berlin Wall Memorial. After touring the city, you can catch a 10-night Elegant Elbe river cruise with Viking River Cruises. While biking on a Harley offers terrific side-by-side opportunities on any cruise, note that for most of Herley-Davidson's international rental locations, riders must be 21 years of age or older, have a valid heavy-weight motorcycle operator's license, have a major credit card and possess the skills and knowledge to operate a heavy-weight motorcycle. Call 877-285-1114 or visit [www.AIThreeCrucises.com](http://www.AIThreeCrucises.com)

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## MESSAGE BOARD



### SAA names Marc Cavaliere Sr. VP—Global Sales Development

South African Airways (SAA) Africa's most awarded airline, announced that Marc Cavaliere, executive vice president for North America, has been named as senior vice president, global sales development, effective immediately. In this newly created position, Cavaliere will oversee several departments with SAA's commercial division including airline strategy, co-ordination, sales planning, distribution, customer call

center and regulatory affairs. Cavaliere will now be based at South African Airways' headquarters in Johannesburg.

A 30-year airline industry veteran, Cavaliere joined South African Airways as head of the North American market in 2008. Prior to that, he served as vice president of sales and marketing distribution for Spirit Airlines. He has also served as vice president for Aviation Management, a leading consulting firm that specializes in South American and Latin American carriers, and in several



### Perillo Tours Appoints Carol Dimopoulos to Groups Division

Perillo Tours has appointed Carol Dimopoulos as the vice president of business development for Perillo's groups and the most established brand in tourism. Carol will also be heading up groups for Perillo's new culinary tours selected in cooperation with Slow Food Italia. The tours offer special insight into Italy's local foods, where

and culture, including encounters with artisans and cooks, and hands-on cooking experiences.

Carol has more than 25 years of experience in the travel industry. She previously worked with Celtic Tours as the vice president of sales and marketing. Carol has served on the board of the Italian Travel Promotion Council and the International Committee of the Student Youth Travel Association (SYTA).



### Guido Polito New CEO of Baglioni Hotels

Guido Polito has been appointed chief executive officer of Baglioni Hotels. Polito will succeed Roberto Polito, founder of the prestigious Baglioni Hotel chain, who will remain as president of the group. Guido Polito, who in his position as vice president operations of Baglioni Hotels, brought many developments to the Company. These included the creation of a

new design concept first seen at the Baglioni Hotel London, the definition of new quality standards and a profound enhancement of human resources along with the development of new brand values, all of which have contributed greatly to the international growth of Baglioni Hotels.

"We have important projects in the pipeline for our Collection," declared Guido Polito "we wish to open the brand into new markets, beginning with the opening of a resort in Marrakech next year. In collaboration with internationally recognized partners such as Jeds-Jedder and SK-Serese Spa. The goal is to double our presence abroad, in countries like India, the Arabic Peninsula as well as Paris and New York, always maintaining our identity as ambassadors of hospitality made in Italy."

As part of the reorganization of the company's top executives, Giuliano Rocchi, who has served for years as chief financial & administrative director, Baglioni Hotels, has been appointed as VP of the group.

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