Travel Trade

NTA 2006

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Convention Mall
R – 8

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&
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INVITE YOU TO AN EVENING OF FINE CALIFORNIA WINE

NTA WINE & CHEESE RECEPTION
SALT LAKE CITY CONVENTION CENTER MALL
FRIDAY, NOVEMBER 3RD, 2006
5:15 PM - 6:45PM

What's your Wine I. Q.? Don't forget to take the Ultimate Wine Challenge at www.winelearningcentercom/home.html The First 6 Tour Operators the come by the California Tourism Refreshment Booth each day with their scorecard takes home a delicious bottle of California wine.

www.visitcalifornia.com

ITB 2006/07

2007 ITB
ICC Berlin
Berlin Exhibition Grounds
March 7-11, 2007

NEWSLETTER
January 16, 2007

Thank you for registering to participate with the California delegation at the 2007 International Tourism Bourse (ITB) in Berlin. ITB is the world's largest travel exhibition and is recognized as the primary opportunity to reach the European trade as well as the German consumer.

Marketing Services International (MSi), the California Travel and Tourism Commission's travel trade and public relations firm in Germany, will provide planning services for this program Included in their services will be all elements in relation to onsite facilitation of California's presence at the exhibition. The team is comprised of Martin Walter, agency principal; and Steffi Ahlers, account manager.

California Travel and Tourism Commission staff attending ITB will be Glenda Taylor Director travel trade, Jennifer Jasper Deputy Director and Percy Stevens, Manager, travel trade.

ITB EXHIBITION

The 2007 exhibition holds many changes, the most significant of which is the start date midweek. As well, the USA Pavilion, typically open to mostly trade only with a perimeter aisle for consumer, will not have an open floor plan available to all. However, the designated trade days will be from the opening bell Wednesday, March 7, until 12 noon on Friday, at which point the consumer will then be allowed to enter through the weekend. The exhibition officially closes on Sunday afternoon. ***As many of you may only be focused on working directly with the trade and may be making plans to vacate the stand over the weekend portion, a tour operator survey has shown that many buyers intend to visit the exhibition during the consumer period, especially smaller operators which cannot attend during normal business hours.***

The California stand is numbered 322 in Hall 2.1 and will occupy approximately 72 square meters within the Trade Only area of the SeeAmerica Pavilion, North America Hall. A map is attached for your reference as well as a preliminary stand plan.

ITB is not an appointment-based exhibition. MSi will promote your attendance to key travel industry participants and encourage them to make appointments with you. However, if you have existing contacts in the Germany or European Union, you should contact them directly regarding your participation and availability for meetings. Table space on the interior of the stand will be available for conducting individual business meetings.

Reminder: You lose one day traveling east so to arrive on Tuesday, you must depart on Monday.

DELEGATE BRIEFING AND DINNER

There will be an informal delegate briefing and dinner on Tuesday evening (TBD). We typically meet in the hotel bar for a drink, a review of the show, and then go together for a casual dinner. Although many of you are veterans of ITB, I would encourage you to attend as it helps introduce our newcomers to the delegation and starts the busy week off on a good note.

A formal time and location will be advised in the near future, but for now plan on 7:00 p.m. in the hotel lobby/bar.

BADGE VOUCHERS

Badge vouchers will be sent to me in the next few weeks and then we can make arrangements to distribute to you onsite. You are encouraged to register and obtain your official badge on Tuesday to make transition to the show site easier on Wednesday. However, it that is not possible, we can deliver your badge to you in another manner.

ITB Directories

There are two official directories. The first is a guide to all exhibitors throughout the entire ICC complex and which has already been done for you. Your entry can be cross-checked by visiting www.seeamericapavilion.com, click on ITB, click on Exhibitor Login, enter your email address and the password TBD".

The second directory is the USA Pavilion guide and information regarding uploading your entry and advertising opportunities will be forthcoming in the near future.

VIRTUAL MARKETPLACE

Messe Berlin's Virtual Marketplace for exhibitors has been launched. The ITB Virtual Market Place is a marketing tool which provides you with an online portal 365 days per year and allows you to provide visitors of the trade fair comprehensive corporate and product information. Please check your company's entry under www.virtualmarket.itb-berlin.de to make sure that your presentation is up to date.

You can make changes to your company and product data at any time.. You can reach the Service Center Monday through Friday from 9am – 6pm CET at: +49 (0) 30 / 3038-2180 or you can email at: more.itb@itb-berlin.de

PRESS/MEDIA

Several press will be attending the ITB and many will visit the CA stand. A press room is available within the USA Pavilion for distribution of press information. Materials in Germany and English are always the best approach but English only will suffice. More importantly might be the availability of images, preferably on a CD. Unless on a deadline, press tend to refrain from wanting to carry bulky press kits so I advise keeping your materials extremely condensed and light in format. For destinations, up to 50 pieces is a appropriate while non-attractions should send up to 25-30.

SHIPPING INSTRUCTIONS **Shipment due by February 20**

Your registration fee includes shipping of materials to Berlin. Please see the attached shipping guidelines and instructions. Following are some guidelines however to begin preparing your shipment:

-Trade Only -maximum 200 brochures
-Consumer -maximum of 1,000 brochures (maximum weight 100 lbs.)

If you do plan on vacating the stand during the consumer portion, please be advised that CTTC staff will be on hand throughout the duration of the exhibition to meet with any trade or media representatives on your behalf.

This concludes Newsletter #2. Look for periodic updates in the weeks ahead, but if you should have any questions in the meantime, following are helpful contacts:

PROGRAM CONTACTS
California Travel and Tourism Commission

Percy Stevens, Travel Trade manager – 916-319-5425; pstevens@visitcalifornia.com
Fax: 916-444-0410
Address: 980 9th Street, Suite 480
Mailing Address: P.O. Box 1592, Sacramento, CA 95812

Marketing Services International
Martin Walter, Agency Principal/Executive Director
Msi.martin@t-online.de
Steffi Ahlers, Account Manager
Msi.steffi@t-online.de
Tel: 011-49-69 603 2023
Fax: 011-49-69-62-92-64

ITB Delegate Roster

Fname	Lname	Title	Company	Address	Phone	Fax	Email
Jamie	Lokan	Representative	Cailifornia's High Sierra	PO Box 48 Mammoth Lakes CA 93546	760 934 2712	760 934 7066	jlokan@visitmammoth.com
Mark	Goldberg	Vice President	AmericaBound Tours, Inc.	506 Main Street El Segundo	(310) 322 6250	(310) 522 6033	mark@americaboundtours.com
Nanci	Sikes	Executive Director	CA Gold Country Visitors Association	P.O. Box 4020 Sonora, CA 95370	209 533 4420	209 533 0956	frogmail@att.net tcvb@mlode.com
Dustin	Teichman	Director of Tourism	CA Gold Country Visitors Association	1608 I Street Sacramento CA 95814	916 808 7405	916 808 5250	dteichman@cityofsacramento.org
Michael	Habermann		Mariposa County Visitors Bureau	PO Box 967 Mariposa CA 95338	866 425 3366	209 966 6168	bcreekbb@hotmail.com
Peter	Gerhauser	Director of Sales	Renoir Hotel - San Francisco	45 McAllister Street San Francisco, CA 94102	415 626-5200	415 626 0916	peter@renoirhotel.com
Kevin *Annette	Rice *Said	Senior Travel Sales Manager	Palm Springs Desert resort CVA Palm Springs Desert resort CVA	70 -100 Highway 111 Rancho Mirage CA 92270	760 969 1335	760 770 9001	krice@palmspringsusa.com
Kevin	Shelton	Director of Sales	Yosemite Management Group Mariposa,CA 95338	P.O. Box 1989	209 742-7106	209 742-7189	kevin@yosemitemotels.com
Christophe	Ley	International Sales Manager	San Francisco CVB	201 Third Street Suite 900 San Francisco CA 94103	415 227 2694	415 227 2668	cley@sfcvb.org dreinow@sfcvb.org
Yuko	Hara	International Sales Manager	Hotel Nikko San Francisco	222 Mason Street San Francisco CA 94102	415 394 1135	415 421 0455	yhara@hotelnikkosf.com
Percy	Stevens	Travel Trade Manager CTTC	California Travel and Tourism Commission	980 9th Street # 480 Sacramento CA 95814	916 319 5425	916 444 0410	pstevens@visitcalifornia.com
Glenda	Taylor	Travel Trade Director CTTC	California Travel and Tourism Commission	980 9th Street # 480 Sacramento CA 95814	916 319 5419	916 444 0410	gtaylor@visitcalifornia.com
Lori *Extra Delegate	Bartle		Mering Carson (CTTC)	1700 I Street 2nd floor Sacramento, CA 95814	916 441 0571	916 441 1370	lbartle@meringcarson.com

ABA 2007

ABA 2007 GRAPEVINE, TEXAS
CALIFORNIA APPOINTMENTS/LEADS

Booth #	Company Name	Notes
610	Prometour	Canadian company, promoting destinations in US for 2 years, looking for 3 star accommodations in San Francisco, San Diego, Los Angeles, needs What's New
	Wylie Tours	Clients are seniors, 20-35 pax, looking for dinner shows upto $25, 14 day trip to Rose Bowl in January
550	Pacific Coachways Charter Services Inc./Pacific Trailways	Needs new ideas in all areas
521	Menno Travel Service	"Back to West" program every 4-5 years, 3-star hotels, looking for 2008 product, specifically northern CA, needs info from AMTRAK and Sierra Rail
423	H & L Charter Company Inc.	Does Gold Rush programs, 2-24 days, 3 star +
509	Lenzner Coach Lines, Coach USA Pittsburgh	Fly tours to/from California in June – 9 day. Looks for high resolution images-will contact later. Prints 60,000 brochures
616	Rail Travel Center Tours	Seniors, no shopping, likes railroad, Queen Mary, Hearst Castle, museums, cultural tours Send rail, trolley info. Hotel 3-4-5 stars, nice places for lunch
208	Brown Coach	Possible group, fly and drive 30-40 pax, needs What's New
412	Great Adventure Tours Inc.	Wholesale receptive, San Diego, Los Angeles and Sacramento programs. Students and senior school in performance.
653	There And Back Again Adventures	Wants to add wine country of Napa and Sonoma, needs itinerary, needs hotels Hilton/Marriott – upper scale/deluxe, new hotel information, needs images of Sonoma and Napa
429	Hanover Holiday Tours Ltd	Looking to expand CA product. Does senior tours (70's) for cultural, theater, dinners, soft adventure, limited activity. Open to new ideas and needs sample itineraries. Especially interested in Rose Parade, SF and LA. Needs images
607	Premier World Discovery	3 tours currently in CA – latest Central Coast. Groups size 20-50.
520	Mayflower Tours	Needs Palm Springs and Palm Desert Area information, rates, 9-night stay in 3 star and up, 40-45 pax per group, needs information on Sierra Rail
532	Noah's Ark Transportation dba NA Charters	Looking for new itineraries for 57-100 paxs, and places to stop from WA to SF
112	Adventure Caravans Inc.	Need RV park near Oakdale, takes tours into Yosemite
438	Imperial Royal Tours Inc/Imperial Travel Services	Wants info and image CD's from LA and SF CVB's, 50 pax average senior groups
553	Patti Tours	Need info from San Diego and Paso Robles, need 6-7 day itineraries in CA

651	Territorial Tours Ltd.	Route 66 Santa Monica Update on Monterey ASAP, information on Studio City, CA map, What's New
621	Riley Bus Service Inc.	Currently SF 2 nights and then south to San Diego, will send marketing proposal.
407	Good News Tour & Travel	Expanding CA product (especially LA and SF). Needs student group tour planner info…custom packages. Interested in Fams. Need San Diego high resolution images.
240	Christian Tours/Burke International Tours	Two tours in summer, SF, SD, LA. Need rail info, 3 star properties
130	Anderson Vacations	4 itineraries in CA at this time, 4 days in San Diego + 4 days in Palm Springs, places that had value added, lesser expensive places
253	Funways Travel	Sacramento needs into 3-4 day driving itinerary, maps, info on Sequoia
316	Destination America	Monterey on bigger hotels because groups are 50+, new property info
320	Director's Choice Tour & Travel	Study groups, looking for hotels her performance opportunities, SF, SAN, LA
314	Day Dream Tours	Hotel rates for SF and San Diego 3* and up, information on Solvang and Hearst Castle
237	Citizen Auto Stage Company/Gray Line of Tucson	5 programs senior and school groups, new properties in Sacramento and SF areas, coupons or added value for tours, national parks
342	Free Spirit Vacations	Tours to SF, SAN, LA and Sacramento in July and August, partner with other companies, flexible hotels 3* and up, currently working with Holiday Inn Express
250	Collette Vacations	SF via Central Coast to San Diego, needs hotel and attraction info
219	Capitol Bus Lines Inc.	List of receptive operators that deal with senior groups
108	Abbott Trailways	Currently doing Death Valley program, LA, San Francisco, San Diego and Eureka

Germany Promotions

Lufthansa Promotion

Dates: March to June 2007

Audience: Lufthansa Business Class

Seat Pocket Insert included California features on wine, cuisine, and key destination highlights.

www.visitcalifornia.com

Lufthansa Business Class

Taste California!

Menu

Die Wellness Walnuss

Kraftvoll,
knackig,
kalifornisch

Fruchtige Nussideen
unter www.walnuss.de

mk², Bonn

Kalifornien – ein Staat für alle Sinne

California – Meeting all Senses

Lieber Fluggast,
wir präsentieren Ihnen heute feine kalifornische Küche an Bord der Lufthansa.
Kalifornien ist der „Golden State“ für alle Sinne: Man sieht und erlebt ihn in Mendocino, wo die Wellen des Pazifik an die Küste rollen, im saphirblauen Himmel, der sich über die Sierra Nevada spannt oder in der flimmernden Hitze der Mojave-Wüste. Man erkennt ihn am Duft, der am Redondo Beach aus der Pfanne mit Hummern steigt, im Rauch von Zedernholz, das im Kamin der Holzhütten des Gold Country brennt oder den exotischen Gewürzen in San Franciscos Chinatown. Man schmeckt ihn förmlich in den Artischocken von Castroville oder in den Avocados, die in Fallbrook geerntet werden, im Eichenaroma des Chardonnay aus Sonoma, im Red Nectar Ale der Central Coast oder im pazifischen Lachs …

Taste California!

Dear passenger,
On your flight with Lufthansa today, we are presenting finest Californian cuisine.
California is the “Golden State” when it comes to pleasing all the senses. It can be seen and felt in Mendocino where the rolling Pacific waves lap the coastline, in the sapphire blue skies which stretch over the Sierra Nevada and in the flickering heat of the Mojave Desert. It can be smelt in the air at Redondo Beach as fresh lobsters are grilled, in the smoke of the burning cedar from fireplaces in the Gold Country’s wooden huts and in San Francisco’s Chinatown, vibrant with exotic spices. California can be tasted in Castroville’s artichokes and Fallbrook’s avocados, in the woody Chardonnay wines from Sonoma, in Red Nectar Ale from the Central Coast and in the state’s Pacific salmon …

Taste California!

Kalifornien – ein Land der Superlative!

California – State of Superlatives!

Im Westen Kaliforniens erstreckt sich die 1.930 km lange Küste von der mexikanischen Grenze bis zum Bundesstaat Oregon. Im Osten liegt der Gebirgszug der Sierra Nevada mit Mt. Whitney, dem höchsten Punkt in den USA südlich von Alaska. Am westlichen Hang der Sierra befindet sich das legendäre Gold Country, reich an Bodenschätzen, und dazwischen das ausgedehnte und fruchtbare Central Valley. Im südlichen Wüstengebiet mit dem niedrigsten Punkt Nordamerikas, Death Valley, herrschen ganzjährig warme Temperaturen. Die Küstengegenden im Süden genießen wiederum ein gemäßigtes Klima. Im Norden findet man vulkanische Gebirgszüge und unberührte Landstriche in der Gegend der Shasta Cascade sowie Weingärten und Wälder mit den höchsten Redwood-Bäumen entlang der Nordküste.

California's western border stretches for 1,930 km along the Pacific coastline between the borders with Mexico and the state of Oregon. To the east is the Sierra Nevada mountain range, home to Mt. Whitney, the highest point in the USA south of Alaska. The legendary Gold Country, rich in mineral resources, is located on the western slopes of the Sierra Nevada. In between lie the expanses of the fertile Central Valley. The southern part of California, home to a desert and North America's lowest point, Death Valley, enjoys a warm climate all year round. In the southern coastal regions, the climate is more temperate. The northern region of California is home to volcanic mountain ranges, untouched landscapes around Mount Shasta in the Cascade Range and to vineyards and forests with the highest redwood trees on the northern coast.

Ein gastronomischer Trendsetter!

A Culinary Trend-Setter!

Kalifornien hat auch in der gastronomischen Welt Zeichen gesetzt. Amerikas ältestes italienisches Restaurant „Fior d'Italia eröffnete in San Francisco im Jahr 1886. Oakland war 1905 die Geburtsstadt des berühmten Eis am Stil. Erst in jüngster Vergangenheit entwickelte Küchenchef Wolfgang Puck das Konzept der Designer-Pizza in seinem Restaurant „Spago" in Hollywood. Kalifornien war auch Geburtsort der Fast-Food-Ketten wie McDonald's, Denny's oder Taco Bell, aber auch der vitaminreichen und fettarmen Slow-Food-Bewegung.
Die Fitnesswelle hat hier ihren Ursprung. Man joggt, fährt Rollerskate, geht ins Fitnessstudio. Passend zum Lifestyle gibt es die California Nouvelle Cuisine – leicht und frisch. Dieser Trend wird gefördert durch die vielen frischen Produkte, wie Mandeln, Rosinen, Feigen, Oliven, Pistazien, Granatäpfel, Pflaumen und Artischocken, die das Land hergibt.

California has also made a name for itself in the world of gastronomy. America's oldest Italian restaurant, "Fior d'Italia", was opened in San Francisco in 1886. In 1905, Oakland became the birthplace of popsicles. It is not long since chef Wolfgang Puck developed the concept of the designer pizza in his Hollywood restaurant "Spago". California was the birthplace of McDonald's, Denny's, Taco Bell and also the high-vitamin, low-fat slow food movement. The fitness trend can be traced to California. Here, people jog, skate and go to the gym. In keeping with this lifestyle, California Nouvelle Cuisine is light and fresh.
The use of many of the state's own fresh products, such as almonds, raisins, figs, olives, pistachios, pomegranates, plums and artichokes, helps to promote this trend.

California Wine Country

Kalifornien besitzt einen langen Küstenstreifen entlang des Pazifik. Die imposanten Gebirgszüge verlaufen zumeist von Norden nach Süden, dazwischen liegen im Landesinneren warme, trockene Täler. Die Meeresbrise und Nebelschwaden, die am frühen Abend über die Täler hinwegziehen, kühlen die Luft in den Weingärten ab. Durch das Zusammentreffen von kühler Brise und warmer Luft im Landesinneren werden unterschiedliche Mikroklimate geschaffen, die den Anbau verschiedenster Rebsorten begünstigen. Die lange Vegetationsperiode ist gekennzeichnet durch sonnige, warme, trockene Tage und kühle Nächte – ideale Voraussetzungen für ein langsames und gleichmäßiges Heranreifen der Trauben und Grundlage für die unverkennbare „fruchtbetonte“ Qualität der kalifornischen Weine, deren wichtigste Weinsorten Chardonnay und Zinfandel sowie die Rotweine Pinot Noir, Merlot und Cabernet Sauvignon sind.

California shares a long coastline with the Pacific. The impressive mountain ranges generally run north to south and are interspersed with hot, dry inland valleys. The breeze from the ocean and the mists which invade the valleys in the early evening cool the air in the vineyards. This combination of cool breezes and hot air in inland areas gives rise to various microclimates which provide favourable growing conditions for numerous types of vines. The long growing period, with hot, dry, sunny days and cool nights, is ideal, enabling the grapes to mature slowly and evenly. This provides the basis for the unmistakable fruity quality of Californian wines, the most notable of which are Chardonnay and Zinfandel as well as Pinot Noir, Merlot and Cabernet Sauvignon reds.

Lufthansa Business Class

Die kalifornische Küche

„California Cuisine“ ist ein Mix aus mexikanischen, asiatischen und mediterranen Einflüssen – sie zeichnet sich durch Frische, Leichtigkeit, Fantasie und hochwertige Zutaten aus.

Californian Cuisine

“California Cuisine” is a culinary blend of Mexican, Asian and Mediterranean influences. It is fresh, light, imaginative and combines ingredients of the highest quality.

Taste California!

Menu

Lufthansa Business Class

Menü

Vorspeise

Spieß mit geräucherten Garnelen auf New Waldorfsalat
dazu Mango-Chili-Dip

Brötchen und Butter

Hauptspeisen

Hüftsteak vom Rind mit grüner Salsa,
Papayagemüse und gebratene Kartoffelecken

Buntbarsch mit würziger Tomatensauce und Paprika,
dazu Spinatreis

Enchilada, gefüllt mit Frischkäse,
auf Bohnengemüse in pikanter Chilisauce

Käse und Dessert

Kirschpeperoni, Frischkäse und Guacamole

Kokoscreme in der Schokoladenschale
mit frischen Früchten

Pralinen

Sollte Ihre Wahl nicht erhältlich sein, so bitten wir um Ihr Verständnis.

Lufthansa Business Class

Menu

Hors d'oeuvre

Smoked Shrimp Skewer served on New Waldorf Salad
with Mango Chili Dip

Rolls and Butter

Entrees

Filet of Beef with Green Salsa,
Papaya Sauté and roasted Potato Wedges

Perch with spicy Tomato Coulis and Bell Peppers
accompanied by Spinach Rice

Enchilada filled with Cream Cheese
complemented by savory Chili Sauce and Beans

Cheese and Dessert

Cherry Peperoni, Cream Cheese and Guacamole

Coconut Crème in Chocolate Cup
with fresh Fruit

Chocolates

Please accept our apology if occasionally your selection is not available.

Lufthansa Business Class

Wein- und Getränkeauswahl

Wine and Beverage Selection

Winzersekt / *Sparkling Wine*

Rot- und Weißwein / *Red and White Wine*

Bier / *Beer:*

WARSTEINER Pils

Erfrischungsgetränke / *Soft Drinks*

Mineralwasser / *Mineral Water*

Spirituosen / *Spirits*

Kaffee / *Coffee* JACOBS

Gilles TEE Tee / *Tea*

Das fruchtbare Central Valley

Fertile Central Valley

Central Valley, bekannt als landwirtschaftliches Kernland von Kalifornien, liegt zwischen den Ausläufern der Küstengebirge und den westlichen Hängen der Sierra Nevada. Es deckt rund ein Viertel des Obst- und Gemüsebedarfs der USA ab. Einzelne Regionen haben sich auf bestimmte Früchte und Produkte spezialisiert – so entstanden Begriffe wie „Rosinen-Welthauptstadt“ (Selma), „Zinfandel-Welthauptstadt" (Lodi), „Spargel-Welthauptstadt“ (Stockton) und „Milch-Welthauptstadt“ (Tulare County). Der ethnische Ursprung und die üppigen Ernten werden in Jahrmärkten, Festspielen und Rodeos gefeiert.

The Central Valley, known as the farmland of California, lies between the foothills of the Coastal Range and the western slopes of the Sierra Nevada. It produces approximately one-quarter of the USA's supply of fruit and vegetables. Some regions have specialised in certain fruits and products, giving rise to names such as the “World's Raisin Capital” (Selma), “World's Zinfandel Capital” (Lodi), “World's Asparagus Capital” (Stockton) and “World's Milk Capital” (Tulare County). Ethnic origins and opulent harvests are celebrated at fairs, festivals and rodeos.

Obst, Weintrauben, Nüsse, Gemüse, Baumwolle, Milchprodukte und Vieh sind die Haupterzeugnisse im Central Valley, und viele Farmen, Weingüter und Fabriken stehen der Öffentlichkeit offen.

Fruit, grapes, nuts, vegetables, cotton, dairy produce and livestock are Central Valley's major products, and many farms, vineyards and factories are open to the public.

Das nördliche Wine Country

The Northern Wine Country

In der Nähe von San Francisco befindet sich ein Teil des kalifornischen Wine Country. Es umfasst die Landkreise Sonoma, Mendocino sowie Lake und ist eine ruhige Gegend mit viktorianischer Architektur, malerischen Landgütern und üppigen Weingärten. Sonoma County ist der Geburtsort des Weinanbaus in Kalifornien. Weinstöcke wurden hier erstmals im Jahre 1824 von spanischen Priestern angepflanzt. Im Sonoma Valley gibt es allein 200 Weingüter.

Part of California's wine country is located less than an hour by car, inland from San Francisco. It covers Sonoma, Mendocino and Lake counties and is a peaceful region with Victorian architecture, historic sights, picturesque wine estates and rich vineyards across its valleys and on its slopes. Sonoma County is the birthplace of Californian viticulture. Spanish priests were the first to plant vines here in 1824. Sonoma Valley alone is home to some 200 vineyards.

Lufthansa Service

Lufthansa offers nonstop services from Frankfurt and Munich to Los Angeles und San Francisco.
Tel. +49 (0)180-Lufthansa (+49 (0)180-5 83 84 26) (0,14 €/Min.)
www.lufthansa.com

California Tourism
c/o Marketing Services International
Frankfurter Straße 175, D-63263 Neu-Isenburg
www.visitcalifornia.com
e-mail: LH-California@Msi-Germany.de

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LIEBHERR

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Die reizvolle Central Coast

Delightful Central Coast

Nur wenige Küstenstraßen auf der Welt können es mit der landschaftlichen Schönheit des Pacific Coast Highway, dem berühmten Highway No. 1, aufnehmen. Bewaldete Klippen fallen ab zum azurblauen Meer, zerklüftete Felsen erheben sich aus der donnernden Brandung wie auftauchende Wale, und auf den umliegenden Hügeln locken malerische Städte, stattliche Herrenhäuser und alte Missionskirchen aus der spanischen Kolonialzeit.

Few coast roads in the world can compare to the beauty of the Pacific Coast Highway, also known as Highway No. 1. Wooded cliffs drop sharply to the azure waters of the Pacific, rugged rocks appear from the breaking waves like whales rising to the surface, while picturesque towns, imposing houses and old missionary cathedrals from the Spanish colonial period are alluring features on the surrounding hillsides.

Zu den größten und schönsten Städten an der Central Coast zählt das südlich gelegene Santa Barbara, die letzte mexikanische Hauptstadt von Kalifornien und der selbst ernannten „kalifornischen Riviera“. Der charmante Ort ist ein Paradies für Gourmets sowie die am schnellsten wachsende Weinbauregion in den USA – sie gilt auch als Tor zum Wine Country.

Santa Barbara, one of the largest and most beautiful towns on the Central Coast as well as California’s last Mexican capital, has declared itself the “Californian Riviera”. This charming town, in the southern part of the Central Coast, is a paradise for gourmets and is also one of the USA’s fastest developing wine-growing regions. It is said to be the gateway to the Wine Country.

San Francisco – City Beautiful

San Francisco bietet eine gewisse europäische Lebenskultur, ein „unamerikanisches“ Joie de Vivre, das dennoch unvergleichlich kalifornisch ist. Gourmets können sich hier wie im siebten Himmel fühlen.
Die Märkte bieten frische Produkte aus der Umgebung – Kräuter aus Santa Cruz, Lamm aus Sonoma, Fisch aus der Bucht von Monterey, gutes Brot von den kleinen Bäckereien aus Oakland und die Weine aus Napa und Sonoma – die sich natürlich auch die Restaurant-Chefs zunutze machen. Von November bis Juni stehen die „Dungeness Krabben“, San Franciscos spezielle Krustenart, als Delikatesse auf der Speisekarte vieler Restaurants.

San Francisco has a certain European flair, a typically “non-American” joie de vivre which is nevertheless incomparably Californian. Gourmets will be in seventh heaven in the City by the Bay. The markets sell fresh produce from the surrounding regions – herbs from Santa Cruz, lamb from Sonoma, fish from Monterey Bay, delicious bread from Oakland’s small bakeries and wines from Napa and Sonoma, all of which are put to good use by local restaurant owners.
San Francisco’s own, special shellfish, Dungeness crabs, are a speciality on the menu in many restaurants between November and June.

Impressum:
© media traveller e.K.
City- und Event Marketing, Hamburg, Januar 2007
Telefon/Telefax +49 40 800 201 78
(auch Kontakt für Anzeigenverkauf)
Fotonachweis: California Tourism, Marketing Services International, California Walnut Commission
Hinweis: Für eventuelle Fehler kann keine Haftung übernommen werden.

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Imax Film Premier & Governor Trade Mission
Mexico

Launched Imax Film, Adventures in Wild California, in conjunction with the Governor's Trade Mission.

Film shown at tourism event with January media and radio heavily advertising.

California

california
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Vigentes al 31 Marzo. Consulte Precios para el resto del año 2007

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- 3 noches de hospedaje en el hotel seleccionado
- Impuesto de hospedaje
- Pasaporte para Disneyland de 3dias - 3 Day Park Hopper
- Ticket Anaheim Resort Transit - 3 Day Art Pass *
- Cupones de descuento
- Impuestos aéreos

* Traslado a los visitantes de Disney en toda el área de Anaheim Resort incluyendo ciudades como Garden Grove y Orange, así como centros comerciales y transportación de hotel a hotel y restaurantes aledaños a la zona de Disneyland Resort.

SHOPPING EN LOS ANGELES 3 Días

Holiday Inn Los Angeles Airport

Desde $ 513 usd

Precio por persona en Ocupación doble

Westin Bonaventura Hotel & Suites

Desde $ 545 usd

Precio por persona en Ocupación doble

Holiday Inn Hollywood

Desde $ 567 usd

Precio por persona en Ocupación doble

Vigentes al 31 Marzo. Consulte Precios para el resto del año 2007

Incluye:

- Transportación aérea México – Los Ángeles – México con United
- 2 noches de hospedaje en el hotel seleccionado
- 2 días de renta de auto tipo "EDAR" 4 puertas con Alamo
- Impuestos aéreos

No incluye:

- Seguro de automóvil, ni impuestos

SAN FRANCISCO EN 3 NOCHES

Holiday Inn Fisherman´s Wharf

Desde $ 899 usd

Precio por persona en Ocupación doble

Vigentes al 31 Marzo. Consulte Precios para el resto del año 2007

Incluye:

- Transportación aérea México – San Francisco – México con United
- Traslado aeropuerto – hotel – aeropuerto
- 3 noches de hospedaje en el hotel seleccionado
- Combinación de City Tour con mini crucero por la bahía de San Francisco
- Impuestos aéreos y terrestres

Restricciones: Son precios por persona en ocupación doble, en dólares americanos, pagaderos en moneda nacional al tipo de cambio del día de la operación. Tarifas sujetas a cambios y disponibilidad sin previo aviso. Capacidad controlada. Aplican cargos por cambios y cancelaciones.

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p38 comps dec15 12/15/06 12:17 PM Page 38

I'm a Christmas Elf competition

WIN IT

California competition

THE Amgen Tour of California bike race will hit the California coast on February 18, bringing all the drama and excitement of a professional bicycle stage race.

The world's top professional teams will compete over an eight-day, 700-mile race on a route taking in the stunning scenery of California, including its wine country and the Pacific coast. The tour will also raise awareness and funds for programmes and services that help cancer patients and care-givers.

For more information about the tour of California race, go to **www.amgentourofcalifornia.com**.

To **WIN four bottles of Californian wine** and a **California DVD**, courtesy of California Tourism, simply answer the following question.

Q From which famous city does the Amgen Tour of California bike race start in February?

Email your answer on an email, with your name, phone number, agency address and Abta number, to: info@californiatourism.co.uk
Or fax to: 020 7240 3589
Closing date: December 22

Please note: This competition is being run by third parties for the benefit of the readers of Travel Trade Gazette and neither the magazine nor its publishers will enter into correspondence of any kind with readers regarding this or any other competitions.

The festive reward of a bottle of Jacob's Creek awaits if you're one of the above agents put to work in Santa's grotto

Cheers to your very good elf!

WE'VE RUN hundreds of your party and fam pictures in Frontline over the year and this week, full of Christmas spirit, we've got up to a bit of mischief with a few of them.

We've turned five agents who've appeared in our picture pages this year into elves in Santa's workshop!

But don't worry, there's a pay-off for your humiliation – **if you spot yourself above you can claim a bottle of Jacob's Creek wine**.

Just tell us your name, agency and address and, if it matches our list, we'll send you the booze to drink to your good elf over Christmas.

If you're one of our elves, just send us your details, marked "I'm a Christmas Elf" by...
Email: ttgfrontline@cmpi.biz
Fax: 020 7921 8032
Post: *TTG* Frontline, First Floor, Ludgate House, 245 Blackfriars Road, London SE1 9UY

And don't forget, you can choose red or white!

Our space is YourSpace!

Would you like to be a star of our website, or stitch up your colleagues with silly pics of them? Send us snaps of your agency Christmas parties, or any other events you've been involved in, and we'll put them up on the new YourSpace section of www.ttglive.com. Just email your pictures, with simple captions and a few lines describing the event, to jwelsh@cmpi.biz