

EXPLORING TRAVEL FAVORITES AND FRONTIERS

TRAVEL AGE WEST

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HOTEL UPDATE

Checking In

The latest news and updates from top hotel brands and collections

By Emma Weissmann

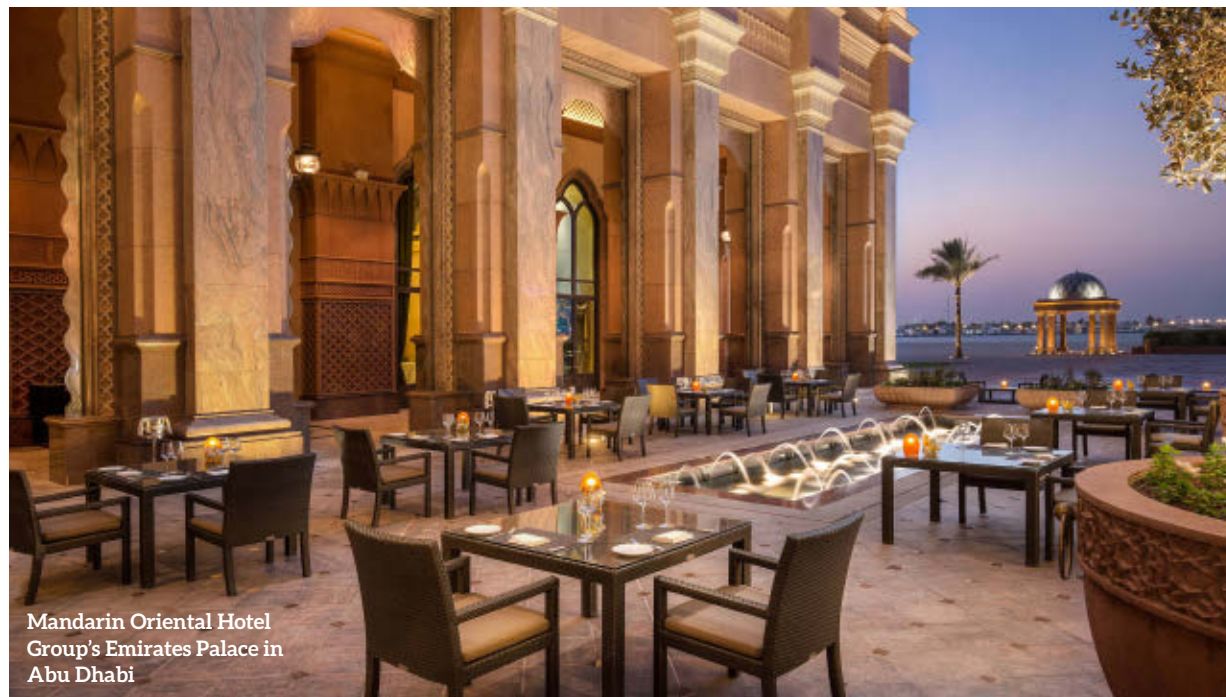
New International Hotels Join SLH This Fall

Three brand-new luxury hotels — the 88-room Galleria Vik Milano in Milan, Italy; the 49-room Les Sources de Cheverny in France's Loire Valley; and the 18-room Torre Del Marques in Matarrana, Spain — have joined the **SMALL LUXURY HOTELS OF THE WORLD (SLH)** collection of hotels. Additionally, Huvafen Fushi Maldives in Paje in the Maldives has been reinstated as a member of SLH.

SLH's collection of high-end, boutique member properties spans 520 hotels in more than 90 countries. (www.slh.com)



Huvafen Fushi Maldives has returned to Small Luxury Hotels of the World.



Mandarin Oriental Hotel Group's Emirates Palace in Abu Dhabi

Mandarin Oriental Hotel Group Partners With The Oberoi Group

Two award-winning hotel companies — **MANDARIN ORIENTAL HOTEL GROUP** and **THE OBEROI GROUP** — have formed a partnership and will be working together on a number of joint initiatives, including enhancing guest experiences; wellness and culinary offerings; events; employee learning and development; and more.

"We have long been fans of Mandarin Oriental," said Vikram Oberoi, managing director and CEO of EIH Limited, the flagship company of The Oberoi Group. "Our brands complement each other extremely well, as do our organizations' values and culture. This exciting alliance will allow guests to experience

new destinations and experiences in the legendary styles for which both companies are renowned."

Members of the brands' recognition programs — Mandarin Oriental's "Fans of M.O." and Oberoi Group's "Oberoi One," will now have access to booking more than 50 properties.

"We are delighted to launch this innovative partnership with The Oberoi Group, setting the stage for us to push the boundaries of luxury hospitality," said James Riley, CEO of Mandarin Oriental. (www.mandarinoriental.com, www.oberoihotels.com)

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CONNECT WITH KATINA

Fall has arrived. For many of you, that means the leaves are changing color and the weather is getting cooler. For those of us in S. Florida, the trees are green and it's still warm. No matter where you or your clients live, it's the perfect time to move from dreaming to planning those well-deserved vacations.

For the Best of the West Cruises, be sure to check out the front cover and inside page of this issue of *TravelAge West*, featuring sailings to my favorite, the last frontier of Alaska, the breathtaking beauty of Hawaii, and the awe-inspiring Mexican Riviera.

For clients seeking the ultimate family vacation, we've got that covered too... literally. See the cover and inside page of *Family Getaways*. In addition to the many fantastic places we sail, Norwegian's ships are destinations in themselves, offering onboard activities for the entire family. From racing on a speedway, playing laser tag under the stars, relaxing in Mandara Spa or enjoying a Broadway show, there is something for everyone. Plus, the multitude of dining options that please every palate.

Your clients deserve and are ready for their dream vacation. Make sure you're top-of-mind as they start to transition from dreaming to planning. You and they will be glad you did!



Katina Athanasiou, CITP
Chief Sales Officer

Karisma Hotels & Resorts Launches the ABEO Travelers Club

KARISMA HOTELS & RESORTS, which owns and manages a portfolio of hotels in Latin America, the Caribbean and Europe (including brands such as Margaritaville Island Reserve by Karisma; El Dorado Spa Resorts by Karisma; Nickelodeon Hotels & Resorts; and more) recently announced its new ABEO Travelers Club and Exotic by ABEO, a new initiative that combines the existing Exotic Travelers Club and Prestige Travelers Club into one. ABEO includes five tiers of benefits and was named for the Roman deity Abeona (the goddess of journeys and safe passage).

Club benefits include savings on published room rates and unlimited booking nights; private airport transfers; butler service; priority access to premium room categories; a friends-and-family benefit extension; welcome amenities; complimentary spa treatments; members-only events; and more.

"Karisma Hotels & Resorts created ABEO to continue delivering an unsurpassed experience to our many loyal Karisma travelers," said Bill Linehan, president of Premier Worldwide Marketing, the exclusive worldwide representatives for Karisma Hotels & Resorts. "The new ABEO Travelers Club provides its members with unrivaled advantages and cost savings as they continue to vacation at its collection of breathtaking resorts. That's how ABEO delivers the vacation of lifetime, time after time." (www.karismahotels.com)

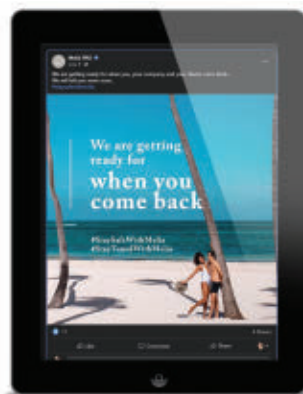
A new travel club from Karisma offers a number of perks for clients.



New Travel Agent Portal From Melia Hotels International

A new virtual community created by **MELIA HOTELS INTERNATIONAL** exclusively for travel advisors aims to foster close communication and relationship building between the company and its travel partners. Dubbed Melia PRO Travel Labs, the remote learning program will provide access to up-to-date information on the brand's portfolio; invitations to virtual events, webinars and fam trips; and roundtable discussions led by tourism experts. The program is open only to Melia PRO Travel Agents.

"In these uncertain times for our industry, it is important we stand by our professional partners and strengthen our relationships with them," said Jose Miguel Moreno, senior global director of business-to-business sales and marketing at Melia Hotels International. "The key to our success is innovation in the way we connect with our partners." (www.melia.com)



Melia PRO Travel Labs is open only to Melia PRO travel advisors.



Park Centraal Amsterdam is one of Preferred Hotels & Resorts' newest members.

Preferred Hotels & Resorts Adds 13 New Members

Despite a major economic hit to the hospitality industry due to the COVID-19 pandemic, **PREFERRED HOTELS & RESORTS** added 13 new member hotels to its global portfolio between May and August (part of the 39 new additions that have been added in total from January to August).

New members include properties such as Pendry West Hollywood in West Hollywood, Calif.; Sangha Retreat by Octave Institute in Suzhou, China; Park Centraal Amsterdam in the Netherlands; Azul Talavera Hotel in Puebla, Mexico; and Santa Catalina, a Royal Hideaway Hotel in Las Palmas, Gran Canaria, Spain. Travel advisors are invited to book any of the new member hotels via GDS using the PH and PV chain codes, and clients booked are eligible to enroll in I Prefer Hotel Rewards. (www.preferredhotels.com)

Springboard Hospitality manages more than 30 hotels in the U.S.



OLS Hotels & Resorts Rebrands

OLS Hotels & Resorts, a management company with more than 30 independent and branded hotels throughout the U.S., has recently rebranded as **SPRINGBOARD HOSPITALITY**. The name change comes on the heels of a 2018 revitalization and expansion, along with the decision to create a new "visual identity that better reflects [the company's] dynamic management services and innovative technology solutions," according to a press release.

"Our new identity, Springboard Hospitality, encapsulates our abilities to uncover opportunities, develop innovative solutions and drive more profit for owners and investors," said Ben Rafter, CEO of Springboard Hospitality. "When I joined the company in 2016, we set out to infuse our operational success with investments in technology, people and culture. Since that time, I'm proud that we've steadily grown to over 30 properties in 10 states, and we're looking toward continued growth and investments under our revitalized brand." (www.springboardhospitality.com)