

JAXFAX[®] Travel Marketing MAY 2008 MAGAZINE

The Travel Agents' Path to Profits



Vienna
waits for you

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SOUTH & CENTRAL AMERICA

has all the elements of a Central American hotspot: teeming wildlife, sandy beaches, scuba diving, world-class fishing, English proficiency, reliable transportation and a cosmopolitan capital city.

Already an enormously popular port of call, Panama's most pressing concern now is a lack of hotel space so about 2,000 rooms will be added in the next three years. One of the biggest concerns in the tourism industry is the shortage of hotels in Panama City.

Fidel Reyes, a top Bern hotel executive, just did some research and came up with this list of all the hotels certain to be built in Panama City and nearby opening for sure from now until 2010: the 134-room **Holiday Inn City** at Knowledge opened March 27, 2008; 102-room **Radisson Colon 2000 Hotel and Casino** debuted April 15, 2008; coming on line are 134 rooms at **The Bristol Buenaventura** to open December, 2008. Future openings include the 103-room **Radisson Summit Golf and Resort** will open April 2009; the **Panama Marriott** is adding 80 rooms bringing the total to 376 rooms by late 2009.

Visit www.panamainfo.com



PERU

Heir to ancient cultures and a rich colonial tradition, Peru is a magical spot with one of the richest biodiversities in the world. Peru features a total of 62 natural areas or conservation units, covering approximately 14.04% of the

country's territory. Further, Peru boasts four commercial airports and 10 ready for international flights: Lima, Arequipa, Chiclayo, Pisco, Pucallpa, Iquitos, Cusco, Trujillo, Tacna and Juliaca; 17 airlines operate international flights; seven airline companies offering domestic flights.

While Peru inevitably evokes images of Machu Picchu and the Inca empire, the country is riddled with archaeological sites that are a legacy of even more ancient times. Modern-day amenities have not been overlooked in Peru's pursuit of viable and sustainable tourism: the country counts 7,646 properties accounting for 131,624 rooms and 229,886 beds; additionally, Peru boasts 26 five-star hotels, 26 four-star hotels, 487 three-star hotels; 927 two star-hotels, 411 one star-hotels and 42 lodges.

The **Inkaterra** resorts are among those that have further contributed to preservation and growth.

Visit www.peru.org.pe

Regional Information

Frommer's recommends the following websites:

<http://lanic.utexas.edu>: The University of Texas Latin American Studies Department's database features an extensive list of useful links for every country in South America.

www.southamericadaily.com: for solid daily reports, with good links.

For consolidator airfares and tour packages to South & Central America see page 80-83 of the Listings Section