

FOR IMMEDIATE RELEASE  
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Fifth Annual E-Tourism Summit  
Slated for Sept. 28-29 in San Diego

SAN FRANCISCO, July 29 – “Has the Internet Reached Puberty? Foresights for 2004 and Beyond” is the theme of the Fifth Annual E-Tourism Summit, which will take place Sept. 28-29 at the Westgate Hotel in San Diego, Calif.

Sponsored by North American Journeys (NAJ), operator of the tour operate website, TheTourOperator.Com, and publisher of the travel industry trade newsletters, *Inbound* and *The Destination Marketer*, the E-Tourism Summit annually brings together experts in online and wireless sales and marketing to share their insights with DMOs, travel suppliers and travel trade journalists.

“This year’s theme acknowledges that, after a little more than a decade of experience with e-commerce, the travel industry has shaken off some of the growing pains associated with childhood and is looking at tools and techniques that reflect the first steps toward adulthood,” explained Jake Steinman, NAJ’s president, publisher and editor-in-chief. “Speakers, presenters and panelists this year will explain where we are now and explore where we can expect to go in the near and long-term future.”

Dr. Noah Elkin, senior analyst, E-Marketer Inc., will lead off the summit with an overview of the latest Internet and travel industry trends.

Speakers, Presentations Listed

Other presentations include: “The Topsy-Turvy World of the Domestic Airline Industry,” “E-Mail Marketing in the Future,” “Using E-Bay to Auction Vacation Packages,” “How ‘Best Rate’ Guarantee Policies Will Affects Hotels’ Relationships with Online Agencies in the Future,” “Found Money – How Suppliers and Destinations Can Profit from Affiliate Relationships,” “A Futuristic Look at the Latest and Coolest in future Technology that Can Be Used for Tourism Marketing in the Future,” “Combining Search Engine Marketing with Pay-Per-Call Services to Create the Best of Both Worlds,” “What’s Ahead in Packaging,” “The Future of Wireless Text Messaging and Its Application for the Travel Industry,” “Taking Guerilla Marketing to the Next Level,” “New Frontiers in Search Engine Services – Personalized Searches,” “The Internet Travel Industry from an International Perspective,” “The Future of ROI Measurement – The Next Generation of Customer Relationship Management (CRM),” and “The Market Makers,” featuring a panel from key online travel agencies.

Speakers and presenters also include: Jim Foster, president and CEO, Group Travel Systems; Loren MacDonald, vice president, marketing, Emailabs.com; Janine Popick, CEO, Vertical Response\*; Diane DeRose, vice president, marketing, San Francisco CVB; Steve Morris, president and CEO, Seattle CVB; Elizabeth Volkman, Minneapolis CVB; Jeffrey DeKorte, travel director, AOL; Chris Soder, executive vice president, lodging and vacation products, Priceline\*; Cheryl Rosner, CEO, Hotels.com\*; Gene Harden, Expedia\*; Tom Botts, vice president, revenue management, Starwood Hotels and Resorts; Bobby Bowers, Smith Travel Research\*; Tom Callahan, PKF Consulting\*; Louise Garner, revenue management director, Argent Hotel, San Francisco\*; Chip Conners, president, Joie De Vivre Hospitality\*; Tom Ogg, partner, co-author, *How to Start a Home Based Travel Agency*\*; David West, senior research fellow, National Laboratory of Tourism and E-Commerce, Temple University, Philadelphia, Pa.; Hillary Bressler, CEO, .Com Marketing; Heath Kane, director, Pegasus Solutions; Cher Carr, director of business development, Accovia; Lance Podell, general manager, Kanoodle; Jennifer O'Neal, director of marketing, Subhub.com; Dan Ballister, Findwhat.com; Scott Howe, general manager, DrivePM; Jim Brady, Earthcomber.com\*; Ed Dilworth, president, Kadium; Jake Steinman, president, publisher and editor-in-chief, North American Journeys; and Jennifer Barbee, director of client services, USDM.NET.

\* - Invited

#### Rotating Roundtable Discussion with Experts

Back again will be a special feature of the E-Tourism Summit, the "Ask the Experts Rotating Roundtable," on the morning of Sept. 29, in which a dozen leading industry experts will rotate from table to table with summit delegates answering questions and sharing ideas in a one-on-one format.

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For registration and hotel information, visit [www.etourismsummit.com](http://www.etourismsummit.com), or call North American Journeys at 415-339-0578.

#### About the Producers

Jake Steinman is president, publisher and editor-in-chief, North American Journeys. In 1992, Steinman launched Active America, the forerunner of North American Journeys, following an 18-year career as co-founder and publisher of a series of regional sports and recreation travel magazines throughout the U.S. In addition to his duties as founder of visitNAJ.com and North American Journeys, Steinman is the editor-in-chief of *Inbound*, *Travel America* and *NAJ Updates*, and is chairperson for Active America Travel Summit, Shop America Summit and E-Tourism 2004. Steinman was educated at Dartmouth College and is a graduate of the University of Nebraska.

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**FOR IMMEDIATE RELEASE**

**The Port of Los Angeles World Cruise Center,  
The West Coast's Busiest Passenger Port of Call,  
Showcases Cruise Benefits Program**

Los Angeles is known worldwide for its enviable climate, thrilling theme parks, red-carpet soirees and, of course, glistening beaches. It is also home to The Port of Los Angeles World Cruise Center in San Pedro, the busiest passenger port of call along the West Coast. Located just south of Downtown Los Angeles and minutes from LAX and Long Beach Airports, the World Cruise Center continues to attract throngs of travelers embarking on a seafaring odyssey.

Major cruise lines frequently depart from Los Angeles en route to Baja California, the Mexican Riviera, Alaska and other desirable locations. Many of these mega-ships offer 2-5 day cruises from Los Angeles with itineraries that seem to have wide appeal among travelers. Los Angeles is the home port to Royal Caribbean Cruises, favored by active couples and singles typically in their thirties to fifties, as well as family vacationers, all of whom share a common desire for a cost-effective sojourn. In addition, several other state-of-the-art passenger vessels, such as Crystal Cruises, Holland America, Cunard and Radisson, just to name a few, are known to call regularly.

LA INC. The Convention and Visitors Bureau, in association with the Port of Los Angeles, offers an innovative Cruise Program. The Cruise Program, which works primarily through travel agents, features a Benefits Card offering discounts and added value to many of Los Angeles's attractions, shopping arenas and cultural landmarks. Passengers booking a cruise to or from L.A. are also provided with an Excursion Map complete with detailed illustrations and directions to points of interest within the port's vicinity. Finally, a Cruise L.A. Brochure provides guests with substantial savings on pre- and post- hotel stays with amenities especially appealing to guests of the cruise lines, such as airport transfers, free parking and complimentary breakfast.

Los Angeles is the nation's second largest visitor destination, and many travelers are drawn to the convenience that its World Cruise Center provides. Its freeway access makes it accessible to many of Southern California's famed attractions, and moderately priced lodging is located just minutes from the terminal. An array of pre-bon voyage attractions, including the Los Angeles Maritime Museum, Ports O' Call Village featuring dining and shopping opportunities, Downtown San Pedro's charming Sixth Street shopping district, the World War II-era SS Lane Victory, and the Cabrillo Marine Aquarium, are easily accessible via San Pedro's charming, turn-of-the-century-style, enclosed trolley. The electronic vehicle, which originates at the World Cruise Center, travels a six-mile route every 15 minutes, Thursday through Monday. The rate is just 25 cents per person.

Many of the cruise lines offer ship-sponsored shore excursions, allowing passengers to extend their time in Los Angeles before or after their voyage. Such options may include tours of Hollywood, Disneyland and Universal Studios Hollywood, as well as hotel accommodations and sightseeing opportunities. The World Cruise Center, which recently completed a \$14-million renovation, is also the gateway to Santa Catalina Island, accessible either by boat or helicopter from the San Pedro Catalina Terminal. Located just 26 miles across the sea, it takes about an hour by express boat or fifteen minutes by air to reach this enchanting destination.

For more information regarding cruise destinations from Los Angeles, travel incentives, hotel stays, and pre- and post- cruise options, contact LA INC. The Convention and Visitors Bureau at 213/624-7300 or [www.visitLANow.com](http://www.visitLANow.com).

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