

Successful Travel Stories To Drive Tourism

- What can people see and do that they can't find at home?
- When is the best time to travel? Is there a high season?
- Are there any special events or festivals?
- What are the most spectacular sights?

Tips On Trips Following Advice From Savvy Travelers

(NAPSA)—Whether they're on the road for business or pleasure, trip takers could benefit from advice of seasoned travelers as Ryan Bingham, a character played by actor George Clooney in mount Pictures' recently released film "Up in the Air." The directed by Jason Reitman, is a compelling story set within a life of frequent travelers.

When I traveled constantly for I found that there was something intriguing about a life on the road—you find a subculture of people who spend countless hours on airplanes and in hotel rooms and travel into a sport, often for the thrill of it. The main character in "Up in the Air" is a



In the movie "Up in the Air," George Clooney plays a savvy frequent traveler who calls Hilton his second home.

someone who is an employee of the hotel property at which he

Best Cruise Ship Deals

(NAPSA)—The best way to navigate a one-of-a-kind trip is to set course for a cruise ship vacation—but how do you find the right one? With cruise fares at their best levels in a very long time, consider these tips:

- Choose a cruise that departs from a nearby location. That can really help you get more value for your money. For example, Royal Caribbean International has cruises leaving from New York City area; Baltimore; Norfolk, Va.; the Space Coast, Fort Lauderdale and Miami in Florida—to the Caribbean; and from Los Angeles to the Mexican Riviera.



Cruise vacations let you pack and visit several destinations while enjoying a variety of exciting activities.

- Find out what they have to offer. For example, Royal Caribbean exclusively offers onboard surfing, kids' water park, ice skating, inline skating, rock-climbing walls, cantilevered whirlpools and interior boulevard that runs nearly the length of the ship, lined with boutiques, restaurants and cafes and bars.
- There's Vegas-style gambling for adults and complimentary children and teen programs from morning to night.

For more information, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN.

MAKING LIFE MORE FUN

Something To Smile About
(NAPS)—Whether your dream vacation involves relaxing at the pool and spa or leaping from airplanes and cruising on motorcycles, you might want to follow the advice of some well-seasoned travelers.

Kyle Post and Stacey Doornbos, now known as "smile ambassadors," made news when they produced hundreds of tweets, Facebook updates and pictures as they experienced the diversity of more than 120 Orlando, Florida attractions in 67 days.



Two childhood friends known as the "smile ambassadors" are applying their own "pinch me" moment experiences to helping families plan their vacations.

Now, people can visit the Web site 67daysofsmiles.com to check out an online guidebook with images, video and commentary posted by the smile ambassadors.

The site—which breaks down the posts and information by attractions, accommodations, dining/nightlife, shopping, unexpected Orlando and special events—can be a fun tool for people planning a trip to Orlando.

For more information, visit 67daysofsmiles.com or call (800) 551-0181.

sworthy Trends

Making The Case For Getting

—When it comes to stress and leading a more balanced life, it could pay to get away. A key element to maintaining balance is taking "d" vacations," says Dr. Kathleen Arch shows it's important for yourself time to get rejuvenate you and ready to deal with challenges. It seems many aren't getting their stress punched. In fact, a survey found that one in five are not planning on their vacation days this year.



Sixty-four percent of Americans who say they've attained "life balance" have vacationed in the past year.

Finding Balance

According to the poll, the top things Americans feel will help them achieve better life balance include realizing financial success, getting organized and taking more breaks and vacations.

Improving physical fitness also ranked high on the list, but in what seems like a clear disconnect, when asked what they do to de-stress when they get home from work, only 17 percent of Americans cited exercise.

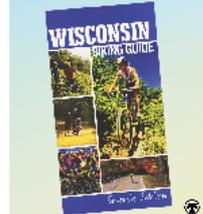
Dr. Hall says that regardless of the approach you take to balance your life, cutting stress is key. "When people are stressed out, it can be hard for them to focus on the priorities that will help get them back in balance," she explains. "Taking just a few minutes to do something for yourself each day can make a big difference.

BICYCLE news & notes

Free Biking Guide

(NAPS)—A new, free guide can help cyclists find their way around one of America's best places for biking.

The League of American Bicyclists recently voted Wisconsin the second-best biking state in the nation, and it's quickly gaining national acclaim as a bicycling destination. Now, thanks to a free guide from the Wisconsin Department of Tourism, planning a bike trip there will be easier than ever.



The "Wisconsin Biking Guide" showcases Wisconsin's best biking trails. This full-color, 72-page publication has information on numerous biking events and more than 60 different trails for all ages and skill levels. It also includes sections on 30 trails, in three categories—on-road tours, mountain biking trails and bike touring trails.

You can see the guide and order it online at travel.wisconsin.com. For more information about biking and other travel opportunities in Wisconsin, visit travel.wisconsin.com or call the Wisconsin Department of Tourism's live-operated toll-free number, (800) 432-TRIP (8747).

Successful Travel Stories To Drive Tourism

- What might make this the vacation of a lifetime?
- What are the opportunities for shopping, dining, nightlife, sports, entertainment, tours, excursions, etc.?

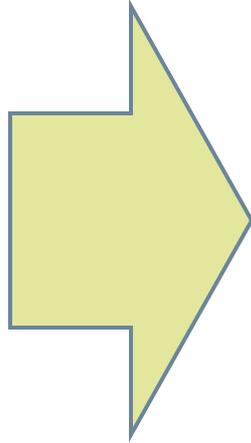


Tips on Trips

- Helpful advice interests tourists.
- What should people pack?
- How can this make family life more fun?
- How can this make life more romantic?
- How can people get the best value on a travel option?
- What should people avoid?

Colorful Photos Attract Tourists

- Pictures speak a thousand words about travel.
- One to three color photos can be used to capture the attention of readers.



NAPS Travel Clients

□ Hotels:

- Hilton
- Marriott
- Beaches Resorts
- Club Med

□ CVB's:

- Orlando, FL
- Valley Forge, PA
- Pigeon Forge, TN

□ Foreign Travel:

- British Tourist Authority
- French Government Tourist Office
- Hong Kong Tourist Office

□ Cruise Lines:

- Royal Caribbean
- Princess Cruises

Reach More People By Covering More Media

□ *Traditional Media*

- Newspapers: 100 to 400 placements
- Radio: 300 to 400 on-air placements
- TV: 100 to 150 on-air placements
- Spanish Media: 10 to 25 placements in newspapers
- African-American Media: 10 to 25 placements in newspapers

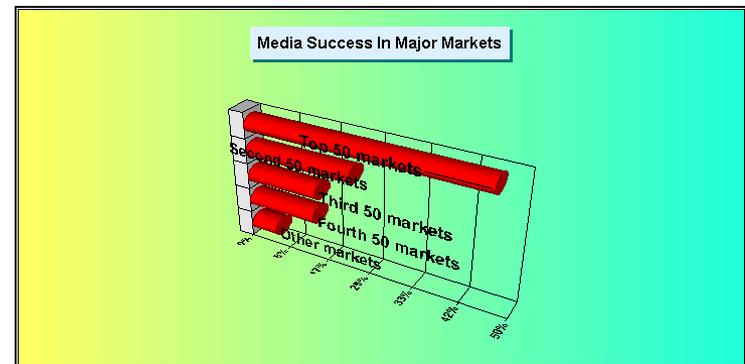
□ *Online*

- 1000+ online news sites
- Social media
- Twitter feeds to editors
- SEO
- Blogging
- Anchor texting and hyperlinking
- RSS feeds in XML
- Podcasting
- YouTube CSNN Channel

Reports Include Impressive Results

- E-clips
- Circulation and readership figures
- Market rankings
- Page views
- Unique visitors per month
- AQH
- CUME
- Ad value equivalency

Wyndham Vacation & Rentals



Graph Data: As of 3/20/2018, **Wyndham Vacation & Rentals**, generated **3000** news articles in **53** different states with a readership of **11,785,712**. The sites it was on were viewed by **26,630,625** unique visitors per month. Additionally it was viewed **451** times on www.napsnet.com. The print placements had an approximate ad value of **\$43,746.21**, based on column inch rates.

Reach The Wealthiest And Most Populous Communities

- Newspapers, radio stations and TV stations are supported by local advertisers.
- Advertisers will spend money where they are going to get the best ROI.
- Publications and stations tend to exist where advertisers are willing to spend.



Take Your Getaway From Vacation Stressed To Vacation Ready

(NAPS)—Raising families, navigating jobs, balancing social commitments—there's a lot on Americans' plates these days. In fact, 51 percent of U.S. vacationers admit they're more stressed today compared to a year ago, according to a recent study from Wyndham Vacation Rentals. When you add to that the pressure of vacation planning, the stress is not only preventing many from enjoying their vacation to the fullest but stopping them from going in the first place! Fortunately, there are a number of simple tips that the majority agree reduces stress and helps them get the most out of vacation by being more vacation ready.

- **Don't wait until the last minute to pack:** According to the same study, packing is so dreaded that half of all vacationers said they would give up alcohol for a month or social media for a week to avoid doing it! Travelers can reduce the stress of packing, though, without making too much of a sacrifice. Nearly two in three say not procrastinating on packing your bags minimizes stress.
- **Unplug from work:** Creating separation from work can help you get into a vacation-ready mind-set. More than half felt not checking work e-mail and voice mail reduces stress. The majority of travelers said taking an extra day off work before leaving for vacation or coming back a few days before returning to work would also help.
- **Space, clean clothes and closed doors:** More than three in five vacationers think booking accommodations with space and privacy would make their next vacation less stressful and half of vacationers think that being able to do laundry would help. Consider booking a vacation home with Wyndham Vacation Rentals for a kitchen, laundry room, multiple bedrooms and lots of living space.
- **Plan out your budget:** Three in five vacationers reported being stressed



You'll likely enjoy your vacation more if you plan properly before you go.

about spending too much money on vacation. Thankfully, planning ahead of time by making a budget (and sticking to it), saving enough before you leave, and bringing along your own road trip snacks and drinks can help. If you're staying in accommodations with a kitchen, cooking in for a few meals while you're away can also keep your wallet fuller.

• **Seek advice from others:** Many travelers feel burdened by the overload of vacation planning information available, but nearly half would find pre-made itineraries valuable. There are a lot of great resources out there for top things to do, see and eat in every destination. For example, Wyndham Vacation Rentals' local market experts curated destination experience guides that strike the perfect balance between downtime and "go" time, so travelers can relax while still seeing the best of each location and experience hidden gems when it comes to dining and shopping.

In addition to these destination guides, Wyndham has also created a planning hub that includes more tips for overcoming travel pain points and great summer travel deals to further help the everyday traveler get vacation ready. To visit the Wyndham planning hub, go to www.BeVacationReady.com.

