

## Sample email marketing content and Internet Travel Articles

### Happy Birthday Vegas!

Las Vegas, love it or hate it, is turning 100. Unlike any place on earth, the popular desert playground built around massive, record breaking hotels and totally artificial attractions for fun-seekers is growing and will continue to grow well after its centenary. While 'Bugsy' Siegel and the Rat Pack left a major stamp on Vegas, now it's families, high-rollers, and superstars that seek a piece of the glitzy action.

Other Vegas symbols are 'growing up' as well. As of this week, the quickie, Las Vegas wedding will no longer be a 24/7 option. The local marriage license bureau is cutting back its hours and opening daily from 8 A.M. to midnight instead of around the clock. Apparently, fewer than 4 percent of licenses are issued during the overnight shift and they are accompanied by a "high percentage" of annulments. Britney Spears among others may wish the decision had come sooner.

Viva Las Vegas!

---

### POSH!

In the old steamer days, traveling from the UK to India was a long journey that cruised around the Cape. The most desirable cabins were the ones facing the ocean so the onshore breezes would cool off the cabins. That meant that if you could afford it, you wanted to travel on the port side on the outbound voyage and the starboard side on your inbound cruise home. Hence the now commonly used word for luxury - POSH - Port Out, Starboard Home!

Today's priorities are a bit different. Now, wireless services technology enables cruise line guests with any cell phone service to make or receive calls as you normally do on land, no matter how far out to sea you are. The technology is available fleet wide on some of the worlds largest cruise lines. Calls are charged at international roaming rates and permit you to send and receive text messages on your phone and Blackberry's.

Talk about contrasts!

---

### You may find some helpful ideas here!

1. Use a soft-sided suitcase. It has some give, so it can be crammed into awkward and tight spaces and you can usually get one more purchase in!
2. Put a unique marker on your suitcase so you can recognize it easily when it comes around on the baggage carousel.
3. Bring an eye mask!
4. If your neighbour won't stop talking, pretend to sleep.
5. Stock up on zip-lock bags. You can use them for snacks, as doggy bags and as leak-tight carriers, and to protect important documents.
6. Cross-pack. If your luggage gets lost, you will have half the clothes you need while you're away.
7. Pack a (climate appropriate - bathing suit!) change of clothes and other must have's in your carry-on. You can get comfortable or go for that first swim immediately, even if the luggage takes awhile to get to your room.
8. Never place any important documents in the front seat pocket - especially your passport!
9. Put an ID card inside your luggage as well as on the outside. Over 90% of lost luggage stays lost because the airline or cruise line can't identify the owner.
10. Don't spend a lot for bags and suitcases. Inexpensive luggage will give you good wear for the dollar, and if they do break, can be inexpensively repaired. Another plus is that you are not advertising that you have money. The first suitcase to be stolen is the expensive one!

If you have any others tips, send them to me!