



Travel Trade Lead - International

Trade Show: GLNA UK & Ireland Sales Mission 2007

Date: October 8-14, 2007

EMT Reps: Paul V. Sherburne, International Marketing Manager

Contact

<i>Company</i>		<i>Address</i>	
<i>Contact</i>	Andrew Eames	<i>Address 2</i>	
<i>Title</i>	Freelance Writer	<i>Address 3</i>	
<i>Phone</i>		<i>City</i>	
<i>Ext.</i>		<i>State/Prov.</i>	London
<i>Fax</i>		<i>Country</i>	United Kingdom
<i>E-mail Address</i>	a.eames@blueyonder.co.uk	<i>ZIP Code</i>	
<i>Web Site</i>			

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

- Field Changed 10/29/07 Last Results - GLNA UK Sales Mission 2007: Andrew attended the GLNA media luncheon at Joe Allen's restaurant. He is interested in quirky ideas for family travel across the Great Lakes region. Willing to participate in a fam tour.
- Note 10/29/07 Andrew Eames started in journalism in Southeast Asia as a contributor to the Straits Times. In the UK, he edited magazines Frontier and Business Traveller and was Executive Editor of guidebook publisher Insight Guides before going freelance. He writes regularly for travel sections of the Times, Evening Standard, Daily Express, and for magazines such as High Life and Sunday Times Travel. He also contributes non-travel human-interest features to several publications.



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Contact

<i>Company</i>		<i>Address</i>	5, Aston Court
<i>Contact</i>	Leo J. Enright	<i>Address 2</i>	Bedford Row
<i>Title</i>	Journalist	<i>Address 3</i>	
<i>Phone</i>	[353] 1-677-6948	<i>City</i>	Dublin 2
<i>Fax</i>		<i>State/Prov.</i>	
<i>E-mail Address</i>	leo@discover.ie	<i>Country</i>	Ireland
<i>Web Site</i>		<i>ZIP Code</i>	

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed	12/5/07	Last Results - GLNA UK Sales Mission 2007: Leo continues to be interested in visiting MN along with his wife, an avid ornithologist. It is a matter of timing and finding the appropriate outlet.
E-mail Sent	9/14/07	Subject: Reprise Visit!
Note	12/18/06	Sent 2007 Calendar
Field Changed	10/26/06	Last Results - GLNA Ireland/UK Sales Mission 10-2006: Leo, an erstwhile BBC Irish correspondent, is now a contributor to both BBC radio and TV as well as to a monthly Irish magazine. He is a science specialist but holds MN close to his heart and could be persuaded to visit and do a story on MN.
Note	9/29/06	I'll stay at Enright's guest house, Anna Livia Apartments, while in Dublin.
Note	7/6/06	Communicated with Leo regarding GLNA Dublin Sales Mission in October. He is available to meet and will provide leads re: travel writers.



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Contact

<i>Company</i>	Best Magazine	<i>Address</i>	ACP-NatMag
<i>Contact</i>	Pat Richardson	<i>Address 2</i>	33 Broadwick Street
<i>Title</i>	Travel Editor	<i>Address 3</i>	
<i>Phone</i>	[44] 20-7339-4466	<i>City</i>	
<i>Fax</i>	[44] 20-7339-4599	<i>State/Prov.</i>	London
<i>E-mail Address</i>	pat.richardson@acp-natmag.co.uk	<i>Country</i>	United Kingdom
<i>Web Site</i>	www.acp-natmag.co.uk	<i>ZIP Code</i>	W1F 0DQ

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed 10/29/07 Last Results - GLNA UK Sales Mission 2007: Best is a weekly targeting "real women (25-55) with real lives" providing inspiration and entertainment. Circ. is 340,000. Interested in a fam tour of GLNA.



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Contact

<i>Company</i>	Carr Communications	<i>Address</i>	5 Northumberland Road
<i>Contact</i>	Niall Kiely	<i>Address 2</i>	Ballsbridge
<i>Title</i>	Senior Consultant	<i>Address 3</i>	
<i>Phone</i>	[353] 1-772-8900	<i>City</i>	Dublin 4
<i>Fax</i>	[353] 1-772-8901	<i>State/Prov.</i>	
<i>E-mail Address</i>	niall@carrcommunications.ie	<i>Country</i>	Ireland
<i>Web Site</i>	www.carrcommunications.ie	<i>ZIP Code</i>	

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

- Field Changed 12/5/07 Last Results - GLNA UK Sales Mission 2007: Niall remains interested in visiting MN. He'll try again to convince The Irish Times to take the story.
- Note 12/18/06 Sent 2007 Calendar
- Field Changed 11/17/06 Last Results - GLNA Ireland/UK Sales Mission 10-2006: Niall (pronounced like Neil) is former managing editor of The Irish Times, now in PR. He is a personal friend of Paul Sherburne and married to a former Minnesotan (Molly Brown of Stillwater). The family returns to MN occasionally. He is interested in doing a MN story as a freelance, could likely get it into The Irish Times. EMT will follow-up.



Travel Trade Lead - International

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EMT Reps: Paul V. Sherburne, International Marketing Manager

Contact

<i>Company</i>	Daily Express	<i>Address</i>	Associated Newspapers Limited
<i>Contact</i>	Duncan Craig	<i>Address 2</i>	Northcliffe House
<i>Title</i>	Deputy Travel Editor	<i>Address 3</i>	2 Derry Street
<i>Phone</i>		<i>City</i>	
<i>Fax</i>		<i>State/Prov.</i>	London
<i>E-mail Address</i>	Duncan.Craig@Express.co.uk	<i>Country</i>	United Kingdom
<i>Web Site</i>		<i>ZIP Code</i>	W8 5TT

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed	10/29/07	Last Results - GLNA UK Sales Mission 2007: Daily Express is tabloid paper with a circ. of 1 million. Demographic is 45-55 with above average income. It as 10-12 pages of travel stories per week. They tend to focus on tour operator product destinations but also looking for the unusual and more remote. Actively looking for green destinations, travel and itineraries. Duncan is interested in doing either a group or private fam tour.
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Date: October 8-14, 2007

EMT Reps: Paul V. Sherburne, International Marketing Manager

Contact

Company Essentially America

Contact Mary Moore Mason

Title Editorial Director

Phone [44] 207-243-6954 Ext.

Fax [44] 207-243-2047

E-mail Address marymooremason@phoenixip.com

Web Site www.essentiallyamerica.com

Address Phoenix International Publishing

Address 2 55 Hereford Road

Address 3

City

State/Prov. London

ZIP Code W2 5BB

Country United Kingdom

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

- Field Changed 12/4/07 Last Results - WTM London 2007: Mary attended the GLNA media dinner during WTM.
- Field Changed 10/29/07 Last Results - GLNA UK Sales Mission 2007: Upcoming features for which she is seeking input are gardens and garden tours and American Indian entrepreneurs. Always looking for the unusual - unique hotels, little known America, winter sports other than downhill skiing, American outlaws (Jesse James Days?) and wildlife. Simon Veness, who is based in the U.S. contributes frequently and is available for fam tours.
- Field Changed 4/30/07 Last Results - Pow Wow 07: Wants information on American Indian heritage and events, specifically Pipestone NM, Cultural Immersion Camp, and Pow Wows. She'll do a major story this fall so needs detailed info and brochures ASAP.
- Field Changed 12/2/05 Last Results - WTM London 2005: Mary met with RMI group. Magazine will do a feature on unusual, entrepreneurial ventures by Native Americans for summer '06 issue.
- Note 11/10/05 Mary is overseeing editorial for the 2006 GLNA travel planner which will include a 2 page article on MN by Paul Wade, a freelance writer with MN connections. EMT is creating a co-op ad for inclusion in the planner that will appear in the Jan/Feb issue of Essentially America (circ. 50,000) and 15,000 overruns. GMCVA, SPCVB, BCVB, MOA will also participate.



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Contact

<i>Company</i>	Jetset Flights & Holidays	<i>Address</i>	Lawrence House
<i>Contact</i>	Adrian Smyth	<i>Address 2</i>	5-8 Riverfront
<i>Title</i>	Sales Director	<i>Address 3</i>	
<i>Phone</i>	[44] 79-0380-5860	<i>City</i>	Enfield
<i>Fax</i>		<i>State/Prov.</i>	
<i>E-mail Address</i>	adrian.smyth@jetsetflights.co.uk	<i>Country</i>	United Kingdom
<i>Web Site</i>	www.jetsetflights.co.uk	<i>ZIP Code</i>	EN1 3SY

Tour Operator

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed 10/30/07 Last Results - GLNA UK Sales Mission 2007: 40 year old flight consolidator with offices in London and Manchester. They also wholesale and retail tours using GTA in North America. They sell about 5-6000 tours per year to the US, predominantly to the coasts, but mid-America is growing, hence their interest in the Great Lakes region. Our group did destination training with 15 reservation agents and Adrian. Adrian was very impressed and would like to send a fam tour to the area. The company owner, John Bond, is a huge golfer and could be enticed to do a golf fam.



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Contact

<i>Company</i>	Lastminute.com	<i>Address</i>	39 Victoria Street
<i>Contact</i>	Kelly Chown	<i>Address 2</i>	
<i>Title</i>	Product Manager	<i>Address 3</i>	
<i>Phone</i>	[44] 20-7866-4675	<i>City</i>	
<i>Fax</i>		<i>State/Prov.</i>	London
<i>E-mail Address</i>	kchown@lastminute.com	<i>Country</i>	United Kingdom
<i>Web Site</i>	www.lastminute.com	<i>ZIP Code</i>	SW1H 0EU

Tour Operator

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed 10/30/07 Last Results - GLNA UK Sales Mission 2007: Lastminute.com is Europe's leading online travel company, started in 1998, now owned by Travelocity. They have 6.7 million uses throughout Europe with a 1.2 million database in the UK to which they send a monthly e-newsletter. 75% of their business comes from London metro area. They sell numerous receptive operator product with Trek America the key for the U.S. Kelly is responsible for creating or partnering on adventure tours - typically 20 day trips. GLNA has a Mastercard travel promotion currently underway in the UK which Kelly is very interested in partnering on. Also she wants to produce a Great Lakes "call to action" flyer for distribution at the Manchester Holiday (consumer) Show in January '08. From a MN perspective the important thing is to be in the Trek America catalog.



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EMT Reps: Paul V. Sherburne, International Marketing Manager

Contact

<i>Company</i>	London Lite	<i>Address</i>	Associated Newspapers Ltd.
<i>Contact</i>	Olivia Walmsley	<i>Address 2</i>	Northcliffe House, 2 Derry Str
<i>Title</i>	Travel Editor	<i>Address 3</i>	Kensington
<i>Phone</i>	[44] 20-7938-6000	<i>City</i>	
<i>Fax</i>		<i>State/Prov.</i>	London
<i>E-mail Address</i>	olivia.walmsley@thelondonlite.co.uk	<i>Country</i>	United Kingdom
<i>Web Site</i>	www.thelondonlite.co.uk	<i>ZIP Code</i>	W8 5TT

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed 10/29/07 Last Results - GLNA UK Sales Mission 2007: Established in 2006, it is London's original free evening paper distributed primarily in Central London with a distribution of about 400,000. It is aimed at the under 35 crowd. Olivia is the newly appointed travel editor. She is interested in participating in a fam tour or assigning another staffer. Would be pleased to run a promotion or competition along side any article published. Of Swedish heritage.



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Contact

<i>Company</i>	Men'sHealth	<i>Address</i>	Natmag Rodale Limited
<i>Contact</i>	Joe Mackie	<i>Address 2</i>	33 Broadwick Street
<i>Title</i>	Senior Editor	<i>Address 3</i>	
<i>Phone</i>	[44] 20-7339-4675	<i>City</i>	
<i>Fax</i>	[44] 20-7339-4444	<i>State/Prov.</i>	London
<i>E-mail Address</i>	joseph.mackie@natmag-rodale.co.uk	<i>Country</i>	United Kingdom
<i>Web Site</i>	www.natmag-rodale.co.uk	<i>ZIP Code</i>	W1F 0DQ

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed 10/29/07 Last Results - GLNA UK Sales Mission 2007: A monthly mag for "active, successful men who want to make the most of their physical, professional and emotional lives." Circ. is 238,000. Joe is interested in a private fam tour to Great Lakes region for himself or another staffer. Seeking ideas for inclusion in a regular feature in the mag called "To Do Before You Die!" Interested in high adventure/unusual destinations such as Voyageurs NP, BWCAW, Lake Superior Hiking Trail, yurt to yurt cross-country skiing, ship wreck diving, rollerblade marathon, etc. They are initiating a new section on city breaks. Also at meeting was Jonathan Thompson formerly with The Independent of Sunday and now commissioning editor for Men'sHealth. Jonathan met with the GLNA during our 2006 sales mission and remains interested in the area.



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EMT Reps: Paul V. Sherburne, International Marketing Manager

Contact

Company SAGA Holidays

Contact James Bach

Title Long Haul Contracts Manager

Phone [44] 13-0377-1978 Ext.

Fax

E-mail Address james.bach@saga.co.uk

Web Site www.saga.co.uk

Address The SAGA Building

Address 2 Enbrook Park

Address 3

City Folkestone

State/Prov.

ZIP Code CT20 3SE

Country United Kingdom

Tour Operator

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed 10/30/07 Last Results - GLNA UK Sales Mission 2007: SAGA is the UK's leading motorcoach and cruise tour operator with a database of 9 million. They have numerous non-travel divisions in media, healthcare, insurance, finance. They produce quarterly brochures with the same product appearing on the website (10% of bookings). They will produce a new brochure "Historic Hotels of America" under the brand AA Holidays, a company they recently purchased. The brochure will list 15 itineraries countrywide through an exclusive agreement with Tourco. The Great Lakes product will use Chicago as a gateway as SAGA uses British Airways. No need for follow-up at this point.



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EMT Reps: Paul V. Sherburne, International Marketing Manager

Contact

<i>Company</i> Titan Travel Ltd	<i>Address</i> Aviation House
<i>Contact</i> Claire Turner	<i>Address 2</i> Crossoak Lane
<i>Title</i> Product Manager USA	<i>Address 3</i> Salfords
<i>Phone</i> [44] 1293 450 720 <i>Ext.</i>	<i>City</i> Redhill
<i>Fax</i> [44] 1293 450 492	<i>State/Prov.</i> Surrey <i>ZIP Code</i> RH1 5EX
<i>E-mail Address</i> cturner@titantravel.co.uk	<i>Country</i> United Kingdom
<i>Web Site</i> www.titantravel.co.uk	

Tour Operator

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

- Field Changed 10/29/07 Last Results - GLNA UK Sales Mission 2007: Met with Claire Turner (formerly Claire Tramone) and Hugh Clayson, Sales Director, to discuss opportunities. GLNA is doing a co-op direct marketing piece to 60,000 clients promoting the GLNA tour. They will offer 6 departure dates in '08 and '09. Direct marketing now accounts for 80% of their business. Their "Travellers' Tales" loyalty magazine may include Great Lakes in the Feb. '08 issue - circ. is 100,000. Titan is looking for ideas on restaurants, scenics byways, new itinerary ideas and video for use on website. EMT will send My Favorite Minnesota DVD for use in marketing, promotion and viewing on their luxury motorcoaches providing transportation from home pickup to airport.

- Note 9/5/07 Titan is looking for an replacement for the Zephyr dinner cruise which will end this fall. I sent Claire information on Padelford Packetboats and Chanhassen Dinner Theaters

- Field Changed 2/1/06 Last Results - GLNA UK Sales Mission 2006: Met Claire Tramone, new product manager; Pip Stevens, assistant product manager; & Andrew Eastham, pr & communications executive. Cellet is finalizing a Co-op Marketing deal with Titan which will put the Chicago & The Lakelands tour as a "hot deal" on their website and include a post card mailing to key clients. Current Chicago & The Lakelands product uses United Airlines and is a 16 day grand circle motorcoach tour with 7 departure dates (includes MN). They have booked 142 passengers to date . Day 11 is Bayfield, WI via Duluth to St. Paul, Day 12 is MOA and Stillwater (MN Zephyr), Day 13 is St. Paul to La Crosse via Highway 61. Uses St. Paul Radisson City Center hotel. MN should promote expansion of state route to include the North Shore and Itasca area as they will drop Cleveland and Ann Arbor to add more time to IL, WI & MN. Connections, a subsidiary brand, does tailor-made and extensions (add ons) to Titan tours. Titan, which continues to be the #1 tour operator to America, produces a world catalog in August from which a USA catalog is developed (July deadline with September release). Cellet will arrange a travel agent training program for late spring. 60% of sales are direct, 40% through agents.



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Contact

Company Tour America

Contact Mary McKenna

Title Managing Director

Phone [353] 1-817-3527

Ext.

Fax [353] 1-878-0269

E-mail Address mmckenna@touramerica.ie

Web Site www.touramerica.ie

Address 62/63 Middle Abbey Street

Address 2

Address 3

City Dublin 1

State/Prov.

ZIP Code

Country Ireland

Tour Operator

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

- Field Changed 12/5/07 Last Results - GLNA UK Sales Mission 2007: I again participated in the GLNA booth at the Tour America Sale Days Consumer Show at The Red Cow pavilion. It was as busy and successful as last year's show with \$3 million in bookings. This year Tour America had a Show Specials flyer produced and distributed to attendees highlighting several products including a new 16d/15n Great Lakes Fly-Drive package with MN. I am awaiting results on how many of this package were sold.
- Field Changed 10/26/06 Last Results - GLNA Ireland/UK Sales Mission 10-2006: After only 11 years in business, Tour America is Ireland's leading travel specialists on North America. They utilize TV, radio and print advertising very heavily. By mid-November they will have an on-line booking engine for consumers to use directly. They organized the Tour America Sale Days Consumer Show at The Red Cow pavilion which EMT participated in. 39 exhibitors participated in this 2-day show and nearly \$3 million dollars in U.S. product was booked! We will receive a breakdown of these sales at some point in the future. The Great Lakes of North America and Chicago/Illinois were in adjoining booths. Ciaran Carraher, marketing manager, attended the wine tasting event at GLNA Berry Bros.



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Contact

<i>Company</i>	Travelsphere Ltd.	<i>Address</i>	Compass House
<i>Contact</i>	Sally Brading	<i>Address 2</i>	Rockingham Road
<i>Title</i>	Product Manager	<i>Address 3</i>	
<i>Phone</i>	[44] 870-214-8308	<i>City</i>	Market Harborough
<i>Fax</i>	[44] 185-841-4047	<i>State/Prov.</i>	Leicestershire
<i>E-mail Address</i>	sbrading@travelsphere.co.uk	<i>Country</i>	United Kingdom
<i>Web Site</i>	www.travelsphere.co.uk	<i>ZIP Code</i>	LE16 7QD

Tour Operator

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed	10/30/07	Last Results - GLNA UK Sales Mission 2007: Sally had to cancel appointment at the last minute but will meet with us in the GLNA booth at WTM in November. Confirmed that they do use NWA/KLM
Field Changed	4/30/07	Last Results - Pow Wow 07: Met at Great Lakes of North America booth. Currently has a music themed 6 day/5 night Detroit, Cleveland, Chicago group tour with available Twin Cities city break add on. Also has a similar but expanded 10 day/9 night Great Lakes group tour. She is interested in soft adventure, we discussed BWCAW canoeing and Voyageur NP houseboating and FIT options. GLNA might develop travel agent training to support tours.
Note	2/7/07	Geoff Davies is now owner of North American Holidays and Pegasus Luxury Travel (see separate record).
E-mail Sent	6/14/04	Subject: Meeting request
Note	4/1/04	Mike Yates contacted Cellet about information for a MN/WI program he was developing. I sent information to him via email as follow up.



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Contact

<i>Company</i>	Visit USA Committee - Ireland	<i>Address</i>	60 Merrion Square
<i>Contact</i>	Michelle O'Keeffe	<i>Address 2</i>	
<i>Title</i>	Co-Executive Director	<i>Address 3</i>	
<i>Phone</i>	[353] 1-890-2963	<i>City</i>	Dublin 2
<i>Fax</i>		<i>State/Prov.</i>	
<i>E-mail Address</i>	michelle@visitusa.ie	<i>Country</i>	Ireland
<i>Web Site</i>	www.visitusa.ie	<i>ZIP Code</i>	

Marketing

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed	12/3/07	Last Results - WTM London 2007: Michelle agreed to bill EMT for 2008 membership after July 1. She'll send the membership info and form via e-mail. Cost will be 650 euros, about \$1000.
Note	10/11/07	Met Michelle while in Dublin on the GLNA sales mission. They are continuing to revise they membership options and cost for 2008 and redesigning the website. She'll follow-up when this has been completed.
E-mail Sent	6/25/07	Subject: Committee Membership
Field Changed	4/30/07	Last Results - Pow Wow 07: Met at Market Update. Based on discussion we had Brian Hughes, co-chairperson, subsequently sent me airline outbound booking records for Ireland, UK and Germany for 5/2006-4/2007. Brian's day job is as Sales Executive for Continental Airlines (see separate record).



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Contact

<i>Company</i>	Zest	<i>Address</i>	National Magazine House
<i>Contact</i>	Charlotte Bradshaw	<i>Address 2</i>	72 Broadwick Street
<i>Title</i>	Travel Editor	<i>Address 3</i>	
<i>Phone</i>	[44] 20-7439-5000	<i>City</i>	
<i>Fax</i>	[44] 20-7439-5632	<i>State/Prov.</i>	London
<i>E-mail Address</i>	charlotte.bradshaw@natmags.co.uk	<i>Country</i>	United Kingdom
<i>Web Site</i>	www.natmags.co.uk	<i>ZIP Code</i>	W1F 9EP

Media

MN Product

Notes/History

Date Range: 12/10/2003 - 12/10/2007

Field Changed 10/29/07 Last Results - GLNA UK Sales Mission 2007: Zest is a women's monthly providing content and advice on health, beauty, diet & fitness. It has a regular travel feature and Charlotte is interested in active adventure destinations. They are not event focused but activity focused. They feature North America twice a year. She would be willing to send a staffer to the Great Lakes for a fam tour . They also do get away city break stories.