

TRAVEL

Travel "Greening" Spreads To Newsstands With First Magazine Devoted To "EcoTravel"

Skies America to Launch "EcoTraveler" in March

The "greening" of America's leisure travel industry has spread its roots to magazine newsstands. Beginning this March, Skies America International Publishing & Communications will launch the first mass consumer travel magazine, EcoTraveler, devoted exclusively to the fastest growing segment of the multibillion-dollar travel industry: ecotravel.

The glossy, four-color magazine will begin publication with its March/April issue and move to a monthly format beginning in 1995, according to James R. Rullo, president of Skies America. EcoTraveler will offer readers in-depth features, columns and directories highlighting eco-sensitive destinations and tour operators, written by such award-winning travel reporters and writers as Peter Matthiessen and Jeff Greenwald, under the direction of Publisher Lisa Tabb and Editor Suzanne Kearns.

"EcoTraveler will offer readers a fun, creative and eco-sensitive alternative to the travel magazines currently available on the newsstands," said Tabb, founder and former publisher of the San Francisco ecotravel "zine" just Go! "Travelers today want to experience the natural beauty of their destination without damaging its resources, and our magazine is designed to appeal to environmentally conscious travelers, whether they're planning a weekend getaway or visiting overseas."

EcoTraveler will be distributed via subscriptions, newsstand sales, direct mail and travel consumer expos, with an initial circulation of 150,000. Newsstand price will be \$3.95 per issue and the 12-issue subscription price is \$19.95. To order a subscrip-



Cover For EcoTraveler Magazine

tion, readers can call the magazine's toll-free number at (800) 285-5951.

EcoTraveler has an initial subscriber base of 25,000 from just Go!, which has been folded into the new magazine, and Rullo projects single copy sales in excess of 30,000. More than 60,000 trial subscriptions have already been secured via preview editions of the new magazine inserted in

the November and December 1993 issues of World Traveler, Northwest Airlines' in-flight publication which is also published by Skies America.

An additional 15,000 copies of the premiere issue will be distributed at ecotravel and adventure travel consumer expos, and the balance will be delivered through direct mail, targeting people who have taken an eco or

adventure trip in the last year, are members of frequent-flyer programs or subscribe to outdoor lifestyle magazines.

Say You Saw It In... The Portland Observer

New Subscribers Can Win A Trip To Reno

Two out of the next one hundred (100) new subscribers to the Portland Observer will be eligible to win a round trip to Reno.

Two People, Round Trip Air Two Nights Hotel and Hotel Tax depart on Sunday, Monday, or Tuesday.

- Requires 14 days notice.
- No Holidays.
- Subject to availability.
- Prize is not refundable.
- Must use by July 31, 1994.
- Entry deadline is May 31, 1994

Reno Contest

Name _____
Address _____
Phone _____

ANNUAL SUBSCRIPTION \$30.00
MAIL YOUR ENTRY TO:
RENO CONTEST
P.O. BOX 3137
PORTLAND, OR 97208

Special Cruises



on the STERNWHEELER COLUMBIA GORGE
APRIL 3 - EASTER SUNDAY

- Mark this special holiday with one of these cruises:
- Brunch Cruises at 10:00 am and 1:00 pm
Adults \$22.95 Children (4-12) \$15.95
 - Dinner Cruise 4:30-6:30
Adults \$29.95 Children \$22.95

APRIL DINNER DANCES

7:00-10:00 pm - \$32.95 per person

These three-hour cruises are among our most popular events!

- April 8-Featuring Fred Stickley Trio-Variety Dance Band
- April 15-Featuring OPUS 3-Jazz, Pop, Rock

WEDNESDAY FAMILY DINNERS

Featuring a special family menu and prices
7:00-8:30 pm

Adults \$16.95 Children (4-12) \$8.95

CRUISING

on the STERNWHEELER CASCADIA QUEEN

HARBOR CRUISES

WEDNESDAY through

SUNDAY boarding out of beautiful RiverPlace Marina -
SPECIAL SENIOR RATES:

On Wed. & Thurs. Seniors are only \$7.95

Reservations required on meal cruises. Please call for schedules or more info. 223-3928 Ext. 141



Sternwheelers owned and operated by the Port of Cascade Locks

NORWEGIAN CRUISE LINE



DOTTIE FISCHER PRESENTS:

503-231-1600

700 NE Multnomah # 478, Portland, OR 97232, 1-800-545-0844

Alaska '94

Two Exciting 7 Day Itineraries Aboard THE FABULOUS NEW WINDWARD

"THE GLACIER BAY": Vancouver, Ketchikan, Sitka, Juneau, Glacier Bay, Inside Passage, Vancouver

"THE GOLD RUSH": Vancouver, Tracy Arm, Skagway, Haines, Juneau, Ketchikan, Misty Fjord, Inside Passage

Itinerary	Sailing Date	Cost/Person	Savings/Cabin
Glacier Bay	May 16	\$1,187	\$1,416
Glacier Bay	May 23	\$1,187	\$1,416
Gold Rush	June 13	\$1,277	\$1,236
Glacier Bay	June 13	\$1,187	\$1,416
Gold Rush	July 4	\$1,277	\$1,236
Gold Rush	July 18	\$1,277	\$1,236
Glacier Bay	August 1	\$1,313	\$1,264
Gold Rush	August 15	\$1,277	\$1,236
Gold Rush	August 22	\$1,187	\$1,416
Glacier Bay	August 29	\$1,223	\$1,444
Glacier Bay	September 12	\$1,187	\$1,416

Add on From PDX \$199 - Air plus motorcoach • Add On From SEA \$69 - Motorcoach

REPOSITIONING CRUISES
(Add on PDX-\$195, SEA-\$175)

Sailing Date	Cost/Person	Savings/Cabin
8 Days: May 8	\$1,187	\$1,416
Los Angeles, San Francisco, Sitka, Juneau, Ketchikan, Inside Passage, Vancouver		
8 Days: Sept. 19	\$764	\$742
Vancouver, Puget Sound, Seattle, Columbia River, Portland, San Francisco, Los Angeles		

TRANS-CANAL CRUISES
(Includes Airfare)

Sailing Date	Cost/Person	Savings/Cabin
14 Days: Apr 24	\$2,548	\$1,502
San Juan, Aruba, Cartagena, Panama Canal, Balboa, Caldera, Acapulco, Zihuatanejo/Ixtapa, Puerto Vallarta, Los Angeles		
14 Days: Sept. 25	\$2,498	\$1,654
Los Angeles, Puerto Vallarta, Zihuatanejo/Ixtapa, Acapulco, Caldera, Balboa, Panama Canal, Cartagena, Aruba, San Juan		

• ALL RATES SHOWN ARE FOR OUTSIDE CABINS • • ALL RATES SHOWN ARE PPDO •

RENO Via: Alaska Airlines

FROM SEATTLE/PORTLAND

	DAYS OF DEPARTURE	(All Prices/Person, Dbl Occ)			
		2 NT Sun-Wed	2 NT Thur/Sat	2 NT Friday	3 NT Thur/Fri
Sands:	March 6-April 9	124	140	172	174
	April 10-June 18	128	142	172	176
	June 19-July 31	134	145	172	179
Nugget:	Thru March 31	126	146	182	185
	April 1-July 3	144	165	202	214
Circus:	Thru March 24	132	143	170	176
	March 25-April 9	156	156	172	190
Pioneer Inn:	April 10-June 9	148	155	178	192
	June 10-July 31	154	161	184	201
Comstock:	Thru March 31	134	143	168	175
	April 1-June 30	138	148	174	183
Eldorado:	Thru July 31	138	145	168	177
	Mar 1-Mar 17	136	161	202	210
Flamingo:	Mar 18-April 28	146	166	202	215
	April 29-July 14	154	174	210	227
Hilton:	March 1-June 30	146	167	204	217
	July 1-July 31	164	181	214	236
Reno Hilton:	Thru April 30	146	147	164	177
	May 1-July 31	148	161	190	204
Peppermill:	Thru April 30	146	156	182	195
	May 1-July 31	152	166	196	212

SUMMER IN MEXICO

MAZATLAN	PDX/SEA	Prices Include:
Oceano Palace	430PPDO	• Round trip airfare
Luna Palace	487	• USA & Mexico Airport Taxes
Playa Mazatlan	439	• 3 NTS hotel accommodations
Pueblo Bonito	523	• Hotel Tax
PUERTO VALLARTA		
Hda Buenaventura	434	• Round trip airport transfers
Las Palmas	445	• Welcome Cocktail
Western Beach	464	• English Speaking host
Paradise Village	472	• Special Hotel Value Package.
LOS CABOS		
Posada Real	438	
Bahia	493	
Marina Fiesta	494	
Finisterra	500	

Restrictions: Sun/Mon/Tue Departures-Friday Returns • Air/Land Packages Only • Subject to availability • No Substitutions • Not valid with other hotel promotions • No refund or date changes • No refunds on unused services • Extra nights available.

LAS VEGAS FROM PORTLAND Via Alaska Airlines

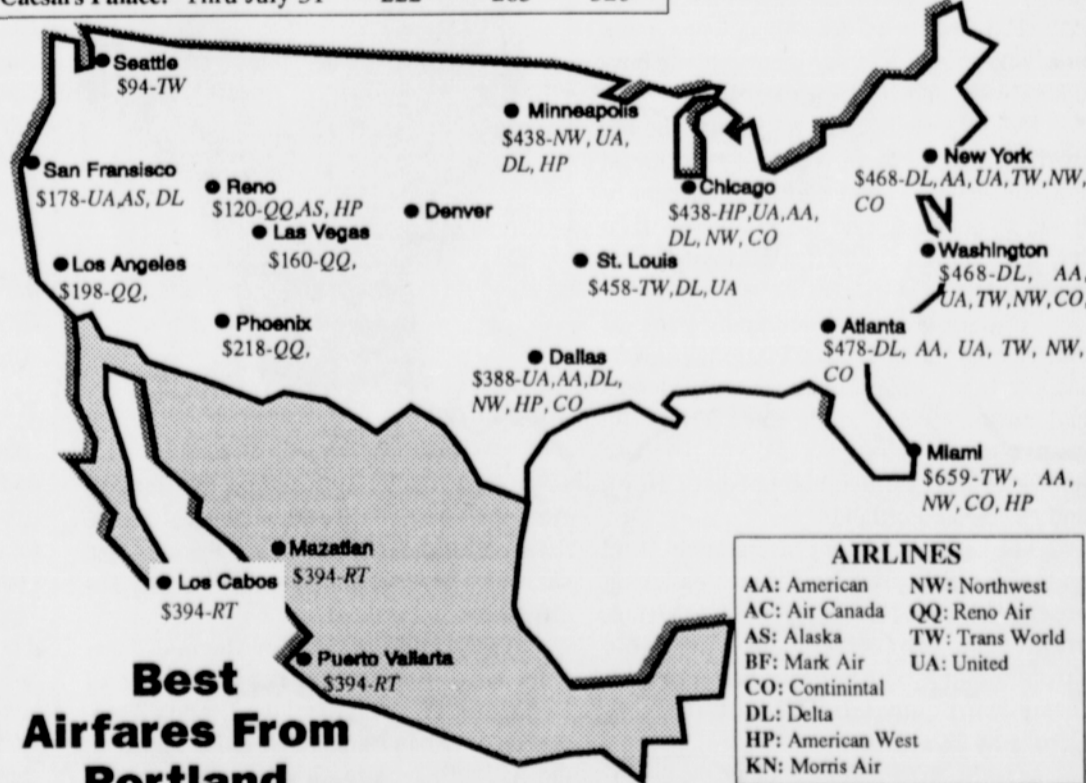
2 NIGHT PACKAGES • DAYS OF DEPARTURE
(All Prices: Per Person, Dbl Occ)

	DAYS OF DEPARTURE	2 NT		
		Sun-Wed	Thur/Sat	Friday
Fitzgeralds:	Thru May 1	172	176	192
	May 2-July 31	164	167	182
Sahara Tower:	Thru May 7	186	193	212
	May 8-July 31	182	188	206
Excaliber:	Thru May 30	184	196	220
	May 31-July 31	180	194	220
Rio Suites:	Thru May 29	194	203	224
	May 30-July 31	180	192	216
Luxor:	Thru Mar 31	194	220	258
	Apr 1-July 31	206	226	258
Alexis Park Resort:	Thru July 31	208	212	228
	Thru May 29	208	222	248
Bally's:	May 30-July 31	196	212	240
	Thru July 31	216	229	254
MGM Grand:	Thru July 31	218	230	254
	Thru May 29	218	230	254
Hilton:	May 30-July 31	206	224	254
	Thru July 31	222	265	320

WORLD TRAVEL RATES

(Til Mar 31 / Apr 1-May 31 / Jun 1-Sep 30)

- LONDON: \$435 / \$605 / \$720
 - GERMANY: \$445 / \$775 / \$905
 - AMSTERDAM: \$570 / \$775 / \$830
 - BRUSSELS: \$570 / \$775 / \$830
 - PARIS: \$445 / \$795 / \$935
 - MADRID: \$525 / \$855 / \$960
 - ROME/MILAN: \$605 / \$790 / \$920
 - ATHENS: \$715 / \$860 / \$995
- Eurail Passes • Car Rentals • Hotels
Limitations: Taxes not included / Restrictions Apply / Rates Subject to Change Without Notice.



Best Airfares From Portland

This chart shows the lowest round trip fares reported by the airlines from Portland. Fares: • Are subject to availability • May change without notice • May not apply to all seats on all flights • May be subject to advance booking. Other limitations may include time of travel, length of stay, and penalties for cancellations or charges. Fare Information was researched March 14. Fares do not include the fuel surcharge collected by some airports or taxes on foreign travel.

AIRLINES

AA: American	NW: Northwest
AC: Air Canada	QQ: Reno Air
AS: Alaska	TW: Trans World
BF: Mark Air	UA: United
CO: Continental	
DL: Delta	
HP: American West	
KN: Morris Air	