

For Six Month Period Ending **30 SEP 1997**
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
Marcella Martinez Associates, Inc. #4349
(c) Business Address(es) of Registrant
411 East 53rd St., 4D
New York, NY 10022

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|-----------------------|------------------------------|--|
| (1) Residence address | Yes ☐ | No ☒ |
| (2) Citizenship | Yes ☐ | No ☒ |
| (3) Occupation | Yes ☐ | No ☒ |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes ☐ | No ☒ |
| (2) Ownership or control | Yes ☐ | No ☒ |
| (3) Branch offices | Yes ☐ | No ☒ |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (a waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

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4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☒

If yes, identify each such person and describe his service.

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
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- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☐ No ☐ N/A

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

*Name of foreign principal**Date of termination*

8. Have you acquired any new foreign principal² during this 6-month reporting period?

Yes ☐No ☒

If yes, furnish following information:

*Name and address of foreign principal**Date acquired*

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Curacao Tourist Board

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³Yes ☐No ☐Exhibit B⁴Yes ☐No ☐

N/A

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits?

Yes ☐No ☐

If no, please attach the required amendment.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

3 The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Please see attachment.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below?

Yes ☐

No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places, of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

5 The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From Whom	Purpose	Amount
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Please see attachment.

Total

(b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____.

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Please see attachment.

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Curacao Tourist Board

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials?
 Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Curacao Tourist Board

Monthly Fee: \$6,500.00

Monthly Out-of-Pocket expense budget: \$1,500.00 (not pre-paid)

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|---|--|---|---|
| ☐ Radio or TV broadcasts | ☒ Magazine or newspaper articles | ☐ Motion picture films | ☐ Letters or telegrams |
| ☐ Advertising campaigns | ☒ Press releases | ☒ Pamphlets or other publications | ☐ Lectures or speeches |
| ☐ Other (specify) _____ | | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|--|---|---|
| ☐ Public Officials | ☒ Newspapers | ☐ Libraries |
| ☐ Legislators | ☒ Editors | ☐ Educational institutions |
| ☐ Government agencies | ☐ Civic groups or associations | ☐ Nationality groups |
| ☐ Other (specify) _____ | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4 (b) of the Act.

VI--EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

10/30/97

(Type or print name under each signature¹³)Mary Brennan

MARY BRENNAN

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

MARCELLA MARTINEZ ASSOCIATES INC.

411 EAST 53RD STREET, SUITE 4D, NEW YORK, N.Y. 10022 TELEPHONE (212)753-4969, FAX (212)753-7369

Marcella Martinez Associates, Inc.
411 East 53rd Street, Apt. 4D
New York, NY 10022
Registration Number 4349

SUPPLEMENTAL STATEMENT

III ACTIVITIES

Question 11

During this six month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8 and 9 of this statement?

YES

If yes, identify each such foreign principal and describe in full detail your activities and services:

1. Curaçao

MARCELLA MARTINEZ ASSOCIATES INC.

411 EAST 53RD. STREET, SUITE 4D, NEW YORK, N.Y. 10022 TELEPHONE (212)-753-4969, FAX (212)-753-7369

PUBLIC RELATIONS ACTIVITIES ON BEHALF OF THE CURAÇAO TOURIST BOARD APRIL 1997

MEDIA COVERAGE

SPORT DIVER (circ: 105,000) -- Jonathan Bird's article focuses on Habitat Reef and is the first of six 800-word installments about Curaçao committed to by this dive publication. He also provided us with a small selection of slides, for editorial use. Jonathan was in Curaçao on a press trip last December. *This article is not included in the Luce Impact Report.*

TRAVEL & LEISURE (circ: 1,000,000) -- Melanie Young's special summer 1997 Caribbean and the Bahamas advertising section, includes Curaçao in five categories: the Jazz Festival in "Nightlife & Festivals", the Trolley, Floating Market, and Mikvé Israel-Emanuel Synagogue in "Historic Attractions", Sunset at the Waterfort Arches and cocktails at Riffort and Fort Waakzaamheid in "Romantic Places", Kids Meet Kids in "Family Fun" and deer watching in "Nature, Ecology and Adventure". We spoke with Melanie in January and February and sent her press materials and slides. *This section is not included in the Luce Impact Report.*

NEW WOMAN (circ: 1,313,181) -- Joan Iaconetti's piece about the Hato Caves appears here on the "Great Escapes" page. We fact-checked the article in February. Joan was in Curaçao on a press trip two years ago.

POST, New York, NY (circ: 403,392) -- Brenda Fine's Caribbean round-up focuses on low-season bargains and family oriented vacationing. She includes the "Discover Curaçao Now" program but unfortunately ran the tourist board's New York number instead of our 800, which caused an influx of calls to CTB when the article ran. We spoke with Brenda and sent press information. She receives our materials regularly.

SCUBA TIMES (circ: 65,501) -- Tom Morrissey's article for "Caribbean Currents" addresses the idea that all Caribbean dives are "easy" and for inexperienced divers. He discusses technical diving and cites the original tugboat that lies deeper than the current tugboat dive off the coast of the Sea Aquarium. The "Resort News" column also includes our "We Want You Back... Diving" promotion information. *The "Resort News" column was not included in the Luce Impact Report.*

TIMES-DISPATCH, Richmond, VA (circ: 211,598) -- John Fletcher's article titled "Father figured in Andruw Jones' rise" appears in the Sports section.

John and his wife Kathy Newbern were in Curaçao on a press trip last November. *This article is not included in the Luce Impact Report.*

BET WEEKEND MAGAZINE (circ: N/A) -- Freelance writer Michael H. Cottman's article "A Fantastic Voyage" is about the National Association of Black Scuba Divers trip. He traveled as part of this group. *This article is not included in the Luce Impact Report.*

CARIBBEAN BEAT MAGAZINE, THE DAILY NEWS (circ: N/A) -- Karen Nelson's article "Caribbean Jubilation" includes a description of the upcoming Jazz Festival. Franz Martin's article "Kudos for the Curaçao Kid" profiles Andruw Jones. We spoke with Karen and Avonelle Pole on numerous occasions and provided press materials. *This article is not included in the Luce Impact Report.*

THE AFFORDABLE CARIBBEAN (circ: N/A) -- The April issue's "Inside Track" column includes the "Discover Curaçao Now" summer promotion. *This article is not included in the Luce Impact Report.*

"TASTE OF THE CARIBBEAN" -- Curaçao is featured in an episode of this television series that aired on PBS in New York.

RODALE'S SCUBA DIVING (circ: 125,000) -- The "Readers Rating Poll" of the ABC's and the Eastern Caribbean appear in the April Issue. Peter Hughes/Princess Dives received an A- and an excellent recommendation and the Princess Beach Resort received a B-. Curaçao scored well overall for everything from "fish life" to shore diving. Habitat Curaçao was also featured in this issue in an article by Rob Curran.

HERALD-INTERNATIONAL SATELLITE EDITION, Miami, FL (circ: 18,000) -- The April 7 issued reported on the restructuring plan approved by the Parliament to save ALM from bankruptcy.

COUNTRY FOLKS-Western New York (circ: 7,500) -- Harry Garry's series on Curaçao continues with "Isle of the Heart" that offers historical background and describes landmarks in Willemstad.

DAILY BUSINESS REVIEW, Miami, FL (circ: 5,000), BUSINESS REVIEW, Ft. Lauderdale, FL (circ: 1,963) -- Reports on the commissioning of a Coral Gables company to create a Lord's shop at The Promenade.

FREE PRESS, Detroit, MI (circ: 531,825), TIMES HERALD, Port Huron (circ: 31,602), MINING GAZETTE, Houghton, MI (circ: 12,302) -- An Associated Press article reports on a group of students traveling to Curaçao as part of the Odyssey of the Mind Latin American Showcase.

SENTINEL, Orlando, FL (circ: 396,244) -- Ran the Sonesta's "Family Fun Package" in trip tips column.

ASSOCIATED PRESS, New York City Metro Wire (circ: N/A) -- Reports on April 14 that airline workers for ALM went on strike, canceling flights.

INSIDE MEDIA (circ: 20,000) -- A letter to the editor by the President of Reciprocal Marketing cites CTB as an organization that uses barter for media placement.

NEWS JOURNAL, Daytona Beach, FL (circ: 123,776) -- Caribbean notes lists contacts for the Caribbean tourist offices.

HERALD, Miami, FL (circ: 500,654) -- An article by Norman Serphos of Associated Press reports on scheduled "mass deportation" of illegal immigrants from Curaçao on April 6. Another article "Making Contact" listing Caribbean tourist offices appeared in the April 13 edition.

PATRIOT NEWS, Harrisburg, PA (circ: 175,230) -- Ran Sonesta's "book one room get second at 50% off" package.

CRUISE INDUSTRY NEWS QUARTERLY (circ: 10,000) -- An interview with Jan Sierhuis of the Curaçao Ports Authority outlines plans for the new terminal and future market share expectations.

MEETINGS & CONVENTIONS (circ: 78,101) -- Cheryl-Anne Sturken's "Caribbean Destination Guide" includes an overview of Curaçao.

TRAVEL AGENT (circ: 53,500) -- Julie Levine's article "Business of Business" includes information about the ITC.

TOUR & TRAVEL NEWS/TTG NORTH AMERICA (circ: 55,112) -- Sue Juliano wrote an article "Discover Curaçao Now Promotion is Extended" for the March 17 issue, while an April 7 article about the increasing size of cruise ships and the upgrading of facilities in the Caribbean to accommodate them mentions Curaçao's plans for a new cruise berth.

MEDIA CONTACT

TOUR & TRAVEL NEWS -- Talked with editor Sue Juliano and provided press releases for "We Want You Back... Diving", Travel Agent Educational Months and the ALM Flying Scuba Club.

TRAVELAGE PUBLICATIONS -- Spoke to Mimi Kmet who was writing an article about on-line travel and one about meetings groups. Faxed "Hot Deals" press release and Web site information. Requested and received the following additional information for her from CCB: names of travel agents to interview that have booked corporate meetings or groups in Curaçao in the last six months (also contacted meetings department at Sonesta for this), length of time Curaçao had been actively pursuing the meetings market, growth figures for meetings business to Curaçao for the last five years and slides of ITC, and of a meeting group at the ITC or a hotel.

DIVERS DOWN TELEVISION -- Provided Mark Stanton with a copy of the new Curaçao television commercial on "BETA SP". He said he would run the commercial during the showing of the upcoming second episode of the

Curaçao series and whenever possible with re-runs. We made arrangements for Divers Down to film on-island last September.

CNN TRAVEL GUIDE -- Contacted editor Shelia Hula and re-pitched Curaçao as a destination to be featured on this popular travel program.

TRICOM PICTURES -- Spoke to researcher Grace Wells at length about the possibility of Curaçao being featured in this company's "Traveler's Guide" aired on ABC, NBC and PBS. Had a follow-up conversation with producer Karena Bailey. Unfortunately there was a substantial fee involved to participate, and we agreed to touch base again next year.

MODERN BRIDE -- Spoke with associate editor Laurel Cardone and fact-checked manuscript on Curaçao scheduled to appear in the August/September issue of this bridal publication. The article was written by Melanie Young; we spoke with her and sent press materials.

SUCCESSFUL MEETINGS -- Spoke with assistant editor Karen Gines, and fact-checked Curaçao chart that will be included in the 1997 edition of their Island Guide. Also spoke with Heidi Waldropp Bay to follow up on an invitation to her by Arturo Danker to visit Curaçao. He offered to arrange accommodation and a tour. She would be interested in visiting.

FAMILY TRAVEL TIMES -- Faxed Carol Eannarino "Discover Curaçao Now" and requested children's program information from Sonesta and Princess Beach.

THE NEW YORKER -- Forwarded information about this publication's "Rhythms of the Caribbean" talent search to CTB-NY.

CARIBBEAN WEEK -- Sent press kit and slides to Everton Mottley for use in an upcoming Curaçao special section.

J.S. Fletcher, Kathy Newbern -- Spoke with Fletcher. His Andruw Jones article ran in the RICHMOND TIMES DISPATCH on April 9. Their travel feature for the WASHINGTON TIMES has been submitted to editor Richard Slusser. They were on a press trip last November.

HONEYMOON MAGAZINE -- Spoke with writer Miranda Newson and sent slides for possible use with an article written by Paris Permenter.

KWIHI MAGAZINE/PORTS OF CALL -- Spoke with Cleo Aubourg at International Voyager Media and sent press materials for possible use in these magazines. Also talked to Patricia Letakis and provided information about cuisine in Curaçao for upcoming Dining Guide in KWIHI.

THE PARENT PAPER -- Sent a press kit, information on "Kids Meet Kids" and family travel packages from the Sonesta and Princess Beach to Michelle Jeanty for an article scheduled to appear in the May issue, "Best Bets for Family Vacations."

ISLANDS MAGAZINE -- Spoke with writer Hilary Klein who is working on an article "Festivals of the Caribbean" for the November 1997 issue of this magazine. She requested specific information about the Tumba Festival and was interested in interviewing someone knowledgeable. CTDB put us in touch with Manfred Gomez at the Festival Center and also provided us with Calendar of Event information.

WEISSMAN TRAVEL REPORTS -- Contacted editor Jeff Hill to follow up on the corrections we made in the Curaçao listing for this print and on-line source. Unfortunately, a number of references to crime and drugs were not removed from the chapter. Jeff said that in addition on on-island sources they rely heavily on the U.S. State Department travel warnings and recommendations. Passed along this information to CTB with a recommendation that the State Department be addressed directly through the government to secure a review of its listing.

CARIBBEAN WORLD (London) -- Provided freelance writer Irvina Lew with additional information about cuisine in Curaçao as well as menus for Garudas' rijstaffel and Bistro Le Clochard.

PERFORMANCE DIVER -- Provided additional information to Mike Curry for use in their upcoming catalogue featuring Curaçao. We arranged for a dive trip for them last September.

PRINCESS BEACH RESORT -- Spoke with Maryellen Amon at IKON Hotel Marketing. Sent slides to help them make up a Curaçao presentation.

SUBURBAN STYLES -- Sent slides and press materials to Linda Tarrant Reid for use in the June issue of this magazine supplement for GANNETT NEWSPAPERS marketed and distributed to African Americans in the affluent West Rockland and Putnam counties in suburban New York.

WOMAN'S WORLD -- Continued to be in contact with Eda Galeno. Provided her with additional information on Kas di Pal'i Maishi and Hofi Pachi Sprockel and Willemstad. Her article is scheduled to appear at the end of April.

TRAVEL WEEKLY -- Spoke with Kristin O'Meara and sent press materials about major attractions, the VIP and DIP guides, the Super Agents Club, Mystery Shopper, Travel Agent Educational Months, Habitat and the new Blues wing at Avila.

TRAVEL AGENT MAGAZINE -- Provided writer Julie Levine with information about airlines serving Curaçao.

UPSCALE MAGAZINE -- Talked to Betty Wilson, freelance writer for this magazine. She visited Curaçao four years ago and liked it very much, and is now interested in covering it for UPSCALE. Sent a press kit.

Bob & Sandy Nesoff -- Spoke at length with Bob answering questions about Curaçao. He and Sandy are scheduled to visit in June with the Sonesta

press group. In addition to their syndicated travel column, they write for LIFESTYLES MAGAZINE, an extremely upscale publication aimed at the Jewish audience. Sent press materials.

MISCELLANEOUS

Joint ABC Seminars -- Looked into distribution of press materials for CTDB.

Determined that it had been agreed that the Aruba Tourism Authority was to have distributed releases to the trade press, but this had not been done. Because there were too few seminars remaining, it was decided that we would write a "wrap-up" release for the trade press, and announce the Fall seminar schedule when this becomes available.

Seawind Cruises -- Talked to Roland Alonzi at Peter Martin Associates. He was putting together a press group for a cruise in May that would be stopping in Curaçao. We provided him with twenty press kits and "Official Island Guides", for this group and for another trip being planned for June.

Air Aruba -- Continued to work with Laura Campos and provided original slides for her use in their 1998 Guide. Put her in touch with Warren Kremer for logos.

IKON Hotel Marketing -- Sent slides to Herber Valkenberg for use in his new Princess Beach/Curaçao marketing presentation.

Island Resort Tours -- Sent slides of Curaçao to Aimee Lyons for consideration as cover art for this tour operator's 1998 guide.

Caribbean Travel Network, Ltd. -- Spoke with Joan Nutcheon who was preparing a presentation about Caribbean travel for "Boston Women In Travel". We sent slides and also prepared a handout to be distributed that included information about nature, adventure, history and culture in Curaçao. Also requested any collateral materials available on these be sent by CTB for her use.

Caradonna Caribbean Tours -- Sent slides to Ann Caradonna at the request of CTB.

Wayne Wood -- Sent slides to this Canadian who was preparing a presentation about diving in Curaçao.

CURAÇAO TOURIST BOARD MEETING (April 24, 1997) -- Attended meeting held at Warren Kremer/CMP to review and discuss programs and strategies for marketing Curaçao. Topics included were possible new advertising campaign, new Curaçao logo, tourism statistics, Discover Curaçao Now, production figures and forward bookings and cruise brochure.

Supertravel (Houston) -- Spoke to Heidi Baker. Sent slides and press materials about "Discover Curaçao Now" and Curaçao's location outside of the hurricane belt, for a newsletter.

PRESS TRIPS

Jean Pierce, SCUBA TIMES, RODALES, DISCOVER DIVING, SPORT DIVER (April 25-May 1) -- Sent extra copies of the "Official Island Guide" that she is going to distribute to the celebrities working on the film "Sphere". Made arrangements with assistance of CTDB for a discounted car rental for Jean and Chris. Arranged for them to meet with someone from the Tourist Board to discuss about where the best dive sites are, particularly shore diving and diving the Superior Producer. Arranged for them to dive at Habitat and with the dive operator at Sonesta. Arranged for a day tour of the island and dinner at Landhuis Breivengat. Requested an interview with Leon Pors at CARMABI/STINAPA to discuss the Marine Management Plan, as well as someone at CDOA to get details about improvements and developments in the dive product (i.e. dive guide, new signs, buoys etc.).

Kevin & Echo Garrett, FIELDINGS GUIDE TO THE CARIBBEAN, (April 21-26) -- Finalized arrangements for their press visit. Kevin and Echo are planning to leave the kids at the Sonesta in the Kids Program during the day so that they can both see Curaçao. Because their main job is to update the guidebook they need to see as much as can be squeezed in during their stay. Requested a VIO during the trip. Echo also writes family themed articles for magazines and newspapers and so we planned to have one day (or part of a day) a family tour day. Kevin is also a diver and had an assignment for ELEGANT BRIDE to write a diving themed piece. Requested an itinerary that included: all of the major attractions as well as mountain biking in Christoffel Park and an interview with someone at the Park about the trails, windsurfing at Spanish Water Lagoon, the Saliña shopping area. We requested an interview for them with someone who can discuss the improvements to the dive product and the plans for the expansion of the Underwater Park. They also needed quick tours of the hotels, restaurants and dive operations. We also arranged for them to have lunch at Habitat (to dive and snorkel also) and a tour.

Tim O'Keefe, CLEVELAND PLAIN DEALER, CHICAGO SUN-TIMES, (May 1-7) -- We finalized arrangements and requested an full itinerary that included time to photograph activities like horse backriding and participating in the "Shark Encounters" at the Sea Aquarium. He would like to hike in Christoffel Park and join a deer watching group.

PRESS RELEASES

"Curaçao Perfects Formula for the Super Agent" -- revised to include free offer of "Official Island Guide" and Travel Agent Educational Months.

"Save Up To \$500 with the 'Discover Curaçao Now' Card and Enjoy Value Added Incentives at Curaçao's Top Resorts"

"Curaçao Hosts Nikonos Shootout in September"

OTHER WRITTEN MATERIALS

- Drafted a letter of invitation to travel agents enrolled in the Super Agents Club, to participate in Travel Agents Educational Months.
- Drafted letter to travel agents re: ALM strike.

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PUBLIC RELATIONS ACTIVITIES ON BEHALF OF THE CURAÇAO TOURIST BOARD MAY 1997

MEDIA COVERAGE

CARIBBEAN TRAVEL & LIFE (circ: 115,000) -- Sharon Jaffe Dan's article "Curaçao Charm" runs for 13 pages (including one double page photo spread and one full single page photo). She was in Curaçao last November on a press trip. The article is very well written (in the first person, always best) and very thorough. It highlights history, architecture (including the story of the indigo Kas di Alma Blau), the Ostrich and Game Farm, Christoffel Park, the Sea Aquarium, reef management (Leon Pors is quoted), and the new Visitor Information Program. Hotel mentions include Habitat Curaçao, Avila Beach and Sonesta where they stayed, restaurants include Jaanchies, Curnonsky's and Rijstaffel Indonesia. Many more attractions, restaurants hotels, etc. are listed at the end of the article in a 2 1/2 page round-up on the island.

AMERICAN WAY (circ: 301,236) -- An excerpt from Paris Permenter and John Bigley's book "Caribbean For Lovers" includes Boca Tabla Grotto as one of the "Ten Top Romantic Spots in the Caribbean". We fact-checked this with the magazine. Paris and John have been on a press trip to Curaçao, we speak with them regularly and they receive our press materials.

DIVERS DOWN TELEVISION -- Received a copy of the second of two features on Curaçao scheduled to run on the New England Sports Network We hosted the Divers Down Team on a press trip last September.

ELEGANT BRIDE (circ:150,000) -- The spring 1997 issue features an article about the Dutch Caribbean by Steve Jermanok. He mentions the nightlife, plantation houses, countryside, Boca Tabla and the beaches. Steve was in Curaçao two years ago on a press trip.

LA VOZ, Denver, CO (circ: 20,000) -- In "Colorful Curaçao Offers Adventure", Jody Reed writes about Curaçao's history, beaches, Underwater Park and "Animal Encounters". Jody was in Curaçao last year and we arranged for a tour of the island.

MORNING EXPRESS NEWS, San Antonio, TX (circ: 330,770), CONTRA COSTA TIMES, Walnut Creek, CA (circ: 105,674), VALLEY TIMES, Pleasanton, CA (circ: 43,424), WEST COUNTY TIMES, Pinole, CA (circ: 33,761) -- Diana and Bill Gleasner's article "Peel away your worries

in sun-kissed Curaçao" includes Bill's wonderful photos and terrific first-hand impressions of Animal Encounters, Willemstad, Curaçao Liqueur Factory, Boca Tabla and Hato Caves. Bill and Diane were in Curaçao on a press trip two years ago.

RODALE'S SCUBA DIVING (circ: 125,000) -- The May issue's "Worldwide Listings" rates Curaçao on shore diving (Curaçao's highest score 82.4) to quality of wrecks (its lowest score 61.4).

STAR LEDGER, Newark, NJ (circ: 641,393), TIMES, Trenton (circ: 96,761) -- Richard Kahn's May 4th article about Caribbean summer vacation values includes the "Discover Curaçao Now" card, another section about diving mentions the Lions Dive Hotel, the underwater park and "We Want You Back... Diving". These articles were part of his "Islands in the Sun" section. We sent a press materials and hotel information in March.

WOMAN'S WORLD (circ: 1,204,042) -- Eda Galeno's article about Curaçao called "Discover the Caribbean's Best Kept Secret" includes background information about the island and selected attractions, set against their trademark color photo montage. We spoke with Eda at length on a number of occasions, provided slides and press material as well as story ideas.

SKIN DIVER (circ: 228,715) -- Bill Gleason's article "The 1997 Nikonos Shootouts" lists Curaçao as a Shootout destination, explains the format of the event, what's new about the event this year, and sponsors.

THE PARENT PAPER (circ: N/A) -- Curaçao's "Kids Meet Kids" program is included in the May issue. We sent a press kit and information on "Kids Meet Kids" to writer Michelle Jeanty in April for her article "Best Bets for Family Vacations." *This article is not included in the Luce Impact Report.*

KWIHI (circ: N/A.) -- This in-flight magazine for Air Aruba includes a general island piece on Curaçao focusing on history, sightseeing and beaches. We provided International Voyager Media (publishers of this magazine) with press materials. *This article is not included in the Luce Impact Report.*

SPORT DIVER (circ:105,000) -- Greg Johnston's in-depth article about the ABC's includes first hand dive reports for the reef systems off Curaçao and Klein Curaçao as well as a list of dive operators and hotels. There is also a list of "Dive Sites at a Glance". *This article is not included in the Luce Impact Report.*

THE AFFORDABLE CARIBBEAN (circ: N/A) -- Stacy Small's article "Savvy Shopping" includes Curaçao as one of the destinations that, while not duty-free" are in-bond and offer very good discounts. *This article is not included in the Luce Impact Report.*

AMEX NEWSLETTER (circ: 107,000) -- Curaçao is one of the islands featured in the summer edition of this newsletter. In addition to information about attractions, information is included on: "Kids Meet Kids", "We Want You Back... Diving" and the Jazz Festival. In February we spoke with Robyn Bushong who wrote the article, and sent a press kit. This publication reaches 107,000 prequalified consumers and 23 AMEX retail agencies. Chandra Smouse at CTB-Miami referred us to Robyn. *This article is not included in the Luce Impact Report.*

ROCKY MOUNTAIN NEWS, Denver, CO (circ: 453,342) -- A Solar Eclipse Package put together by Underwater Phantaseas and the Denver Tech Center appears here. The host hotel for the package is Habitat Curaçao, and there is a description of Curaçao's dive product.

NEWS EAGLE, Hawley, PA (circ: 7,396) -- Florence Rein's column "Going Places" features Curaçao: where to eat, things to do and accommodations.

COUNTRY FOLKS-Eastern New York (circ: 15,200) -- "The Traveling Farmer", Harry Garry, continues to include Curaçao in his weekly commentary. In "Pure Water: A Priceless Substance", the skill and ingenuity of creating the desalination plant that also produces the country's electricity.

SUN SENTINEL, Ft. Lauderdale (circ: 391,063) -- The April 13 issue lists contacts for the Caribbean tourist offices.

TRAVELAGE EAST (circ: 26,666) -- Mimi Kmet includes the "Discover Curaçao Now" program along with the "Hot Deals" package and a mention and color photo of the ITC in her article "Island Incentives" Await Corporate Travelers". We speak with Mimi regularly and provided her with updated materials in April.

TRAVEL WEEKLY (circ: 50,490) -- Curaçao is included in the CTO/CHA supplement "The Many Flavors of the Caribbean". History and background information, major attractions are included along with information about the VIP and DIP guides, the Super Agents Club, Mystery Shopper, Travel Agent Educational Months, the new Habitat and the new Blues wing at Avila. Two of our slides are included. We provided Kristin O'Meara and Jane Jamison with press materials, and sent slides to Mike Ardizzone. Margaret Zellers wrote the introduction and she receives our press releases. *The introduction and island chart both include Curaçao but were not included in the Luce Impact Report.*

TRAVEL AGENT (circ: 53,500) -- Julie Levine ran our "Hot Dates with Hot Deals" package information in the April 21 issue; we spoke with Julie about the package in March. The 10th Annual Curaçao Jazz Festival was included in a "Special Event Sampler" also in this issue. An April 28 article by Brian Major about the evolution of the cruise industry includes a

mention of Curaçao's redesigned cruise ship terminal. *The "Special Event Sampler" is article is not included in the Luce Impact Report.*

INCENTIVE (circ: 44,558) -- Curaçao is included in an article by Vincent Alonzo that interviews executives that have run incentive trips to the Caribbean.

MEDIA CONTACT

HOLLAND HERALD -- Spoke with Stacy Small who is writing a travel supplement featuring the Dutch Caribbean scheduled for distribution in August. She asked for information on specific hotels: Coral Cliff, Kadushi Cliffs, Avila Beach, Otrobanda, Princess Beach and Holiday Beach. We contacted the hotels on her behalf and also sent a Curaçao press kit, information about Andruw Jones and an "Official Island Guide". Arranged interview for Stacy with Ygmar Wiel.

AMERICA'S DUTY FREE MAGAZINE -- Talked to freelance writer Marilyn Springer who is doing a feature about duty free business in the Caribbean. Provided her with information and sent press materials.

Jane Danielson -- Sent slides to Jane for use on a new WWW site. Jane went on a press trip in March. She also writes for FREEDOM MAGAZINE, LA TIMES SYNDICATE, DISABILITY TODAY and we will remain in touch with her about these additional outlets.

PASSPORT NEWSLETTER -- Sent a press kit to Betty Ross.

SUCCESSFUL MEETINGS -- Spoke with Heidi Waldrop who wanted to run out "Hot Deals" package information in the September issue of the magazine. Worked with CCB to extend the booking deadline of this package so that it might be used. Provided her with additional information about the Princess Beach and the Avila.

Beverly Purefoy Green -- Faxed information about "Discover Curaçao Now", "We Want You Back... Diving" for a radio broadcast focusing on summer values.

WILDBIRD MAGAZINE -- Talked to writer/photographer Robert Rattner about a story on the birds of Curaçao for this publication. Sent press materials. Bob is interested in going on a press trip and I suggested that additional letters of assignment would be helpful. We agreed to touch base again in July.

TRAVEL AGENT MAGAZINE -- Spoke with Julie Levine who was working on the CHIC issue scheduled for June 2. Set up an interview with Faisol Ayoubi to discuss hotel developments. Sent information we had available in-office as well as Super Agents Club, Mystery Shopper (which will be reinstated in the Fall) and Travel Agent Educational Months.

Robert Selwitz -- Sent a press kit to this freelance writer.

Tim O'Keefe -- Talked to Tim. A photograph he took of the shark feeding at the Sea Aquarium is scheduled to be included in the 1998 calendar produced by SPORT DIVER MAGAZINE.

MODERN BRIDE -- Sent writer Risa Weinreb press materials for her story about Caribbean honeymoons.

Diane and Bill Gleasner -- Called Diane to thank her for her great Curaçao article that has appeared in the MORNING EXPRESS NEWS, San Antonio, TX (circ: 330,770), CONTRA COSTA TIMES, Walnut Creek, CA (circ: 105,674), VALLEY TIMES, Pleasanton, CA (circ: 43,424), and the WEST COUNTY TIMES, Pinole, CA (circ: 33,761). She said that she had also pitched a story to the HOUSTON CHRONICLE and the DALLAS MORNING NEWS about "Animal Encounter" at the Sea Aquarium and will let me know if it sells. Bill and Diane were in Curaçao on a press trip two years ago.

CARNIVAL CURRENTS -- Sent freelance writer Chelle Koster Walton a press kit, and provided information about souvenir ceramic houses for an upcoming cruise article.

TRAVEL WEEKLY -- Spoke to Marilee Crocker and sent information on the Marine Awareness Center, ALM Flying Scuba Club, We Want You Back... Diving and the Nikonos Shootout. We also provided information about ordering the VIP/DIP guides. She is writing a SCUBA Guide supplement scheduled for July 21. We also sent slides.

TRAVEL WORLD NEWS/DIVE TRAVEL MAGAZINE -- Talked to Lorry Heverly who re-pitched her story about Curaçao that was to originally to have appeared in the February issue. It will now run in July with a focus on underwater Curaçao and will include "We Want You Back... Diving", the Nikonos Shootout and the ALM Flying Scuba Club. Lorry has also placed a small piece about the "Animal Encounters" with DIVE TRAVEL. Lorry visited Curaçao last December and we assisted with an on-island tour.

Kay Showker -- Spoke with Kay and provided information about Destination Curaçao, Christoffel Park and walking tours of Otrobanda conducted by Anko van der Woude, with the assistance of CTDB.

DIVE TRAINING MAGAZINE -- Sent information about "We Want You Back... Diving" to Gloria Ludiwig for possible inclusion in the July issue.

TRAVEL NOTES -- Sent Steve Coryell information about "Discover Curaçao Now", "We Want You Back... Diving"/packages, and upscale hotel information for broadcast on his daily, nationally syndicated radio show.

TRAVELAGE PUBLICATIONS -- Told writer Mimi Kmet about the extension of the booking dates for "Hot Deals".

CARIBBEAN UPDATE -- Sent Kal Wagenheim a Calendar of Events, information about the VIP project, the new wing at Avila Beach and Habitat Curaçao.

CARIBBEAN LIFESTYLES -- Sent editor Linda Creary a press kit and pitched Curaçao for their editorial calendar.

Matt Gomer -- Spoke to this freelance writer about the "Kids Meet Kids" program and sent a press kit. He is interested in going to Curaçao on a press trip. I told him we would need a letter of assignment and that I would touch base with him in the fall.

MISCELLANEOUS

SUBURBAN STYLES MAGAZINE -- Was contacted by Dion Clarke, VP of Marketing and Advertising. He was interested in securing Curaçao as a sponsor of the Jackie Robinson Foundation's "Gala Black Tie Event" that kicks off the Annual Summer Jazz Festival. CTB had already signed up as a sponsor of the Jazz Festival and donated the grand prize trip. Dion expressed interest in meeting with CTB in the future to discuss possible promotional opportunities.

Vacation Express -- Spoke with Beth Watson at Vacation Express. They recently escorted their top producing travel agents to Curaçao as part of The President's Club. Beth requested some type of collateral material that could be included in a letter from Vacation Express to the agents. We arranged for her to receive copies of the "Official Island Guide".

ABC Joint Seminar -- Attended and assisted at the ABC Seminar held at the Manor East in Massapequa, Long Island, New York. Observed for material for ABC Seminar "wrap" release.

Carol La Rocca -- Interviewed this CTO Chapter President for ABC Seminar "wrap" press release.

UTELL -- Sent slides to Renee Pletka for use in an upcoming brochure.

ETC Services -- Sent slides to Ann Meadows for use in a cruise brochure.

Ultima Travel -- Sent slides to Sabrina Kozak for brochure.

Kenny Schweber -- Sent slides for a Jewish cruise brochure.

PRESS RELEASES

"Innovative, Joint ABC Sales Seminars a Big Success with Travel Agents, New Fall '97 Schedule Announced"

"'Kids Meet Kids' Makes a Curaçao Vacation Fun and Educational"

"Booking Dates Extended for Curaçao's 'Hot Dates with Hot Deals' Group Packages"

"Curaçao Dive Resorts to Participate in the New ALM Flying Scuba Club"**OTHER WRITTEN MATERIALS**

- Drafted letter to The Editor of THE ATLANTA JOURNAL/CONSTITUTION to rebut the description of poverty in Curaçao in an article written by Jack Wilkinson for the sports department.
- Drafted a second letter to travel agents enrolled in the Super Agents Club invited to participate in Travel Agents Educational Months. This letter laid out the increase in the cost of the round-trip fares that American Airlines was charging agents, and gave new instructions for making air reservations.
- Drafted a cover letter to dive shops that are participating in the "We Want You Back... Diving" promotion, explaining the information packet to be sent to interested divers and the reproduction of materials for the promotion.

PRESS TRIPS

Betty Cooney, QUEENS CHRONICLE and CARIBBEAN AMERICAN (May 22-28) -- Completed arrangements for accommodations with the Princess Beach and Coral Cliff Resort. Requested an island tour that would include: beaches, Boca Tabla, Landhuis Santa Martha, Hòfi Pastor and Kas di Pal'i Mashî, Willemstad and its major points of interest, Shark Encounters at the Sea Aquarium and the Hato Caves.

Sonesta Beach Resort & Casino -- Requested a VIO (Angelo Harms) for June 17 and July 15, from 9a.m. to 4p.m. for the two upcoming press trip. Deborah Roker will be escorting the groups for the resort. The requested itinerary included: Hato Caves, Boca Tabla, Ostrich Farm, Christoffel Park, the Synagogue, a western beach, a landhuis, a tour of Willemstad, the Kas di Pal'i Maishi or Hòfi Pachi Sprockel and the Señor Curaçao Liqueur Distillery.

Don Telfer, PASSPORT NEWSLETTER/PASSPORT ON-LINE (May 18-20) -- Arranged for accommodation at the Sonesta, inter-island travel on ALM, and a one day tour of Curaçao for this freelance writer who is covering the ABC's for this upscale newsletter. We requested a tour of the better hotels including: Princess Beach, Avila and Habitat, a tour of Willemstad that includes historic sites, the Synagogue, and a museum or two, a visit to the Sea Aquarium to watch the divers feed the sharks and a stop at either Landhouse Brievengat or Santa Martha. We also provided Don with information and menus for upscale restaurants.

Jean Pierce -- Jean and Chris both thought that the diving in Curaçao was some of the best they've ever done in the Caribbean, Jean even said that she definitely thought it was as good as Bonaire. They toured the island and

were impressed with the island's diversity. They also had nothing but good things to say about the dive operators, and even found a new one called West Side Divers which they said has a great location. Jean also said that she thought the new "Divers Guide" and corresponding work done on dive sites was fabulous. She thinks that the book is good enough to be a model for other Caribbean islands and said she is going to try to get a review published in one or more of the dive magazines. They were both impressed with the assistance they received from CTDB, and Angelo Harms in particular.

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PUBLIC RELATIONS ACTIVITIES ON BEHALF OF THE CURAÇAO TOURIST BOARD JUNE 1997

MEDIA COVERAGE

THE JEWISH TRAVELER (circ: N/A) -- Curaçao is the cover story of the Spring edition of this publication. Dan Wroblewski's feature "A Jewish Island in the Caribbean" includes background on the Synagogue, an island overview including Christoffel Park, Boca Tabla, Curaçao Liqueur Distillery and the Sea Aquarium and the Sonesta. The second article "Divers take the Plunge" is highlighted by their diving experience at "Animal Encounters" as well as general diving information including the Underwater Park, "We Want You Back... Diving", and Habitat Curaçao.

BLACK MEETINGS & TOURISM (circ: N/A) -- The article "Make a Hot Date with Curaçao and Enjoy Hot Deals" is based on our press release of the same name. We also provided the slide of the Penha Building that appears. This article is not included in the Luce Impact Report.

PERFORMANCE DIVER CATALOGUE (circ: 450,000) -- Forwarded the catalogues featuring three different Curaçao covers to CTB (editorial content is attached). The catalogues also include general as well as dive editorial and slides throughout the pages. These catalogues will be distributed throughout the summer to 450,000 divers in the U.S. We hosted the catalogue shoot on-island at Habitat in March. This publication is not included in the Luce Impact Report.

sportsextra.com -- John Fletcher's interview with Andruw Jones appeared as a Father's Day Special on this on-line magazine. The site included a special audio message from Andruw to his father. We hosted John and his wife Kathy Newbern were in Curaçao on a press trip last November. This article is not included in the Luce Impact Report.

TRAVEL AGENT (circ: 53,500) -- Julie Levine's article "Curaçao's Resorts are Breaking Ground" reports on hotel improvements and developments as well as mentioning the Super Agents Club and Travel Agent Educational Months. We spoke with Julie, provided materials and set up an interview with Faisol Ayoubi at CTDB.

CORPORATE MEETINGS & INCENTIVES (circ: N/A) -- Paris Permenter and John Bigley include hotel improvement and development information on Curaçao in their round-up called "The Caribbean, Bahamas & Bermuda". We work with Paris and John regularly and they receive our press materials.

DIVERSION (circ: N/A) -- The column "Ask Ms. Appleman" fields a question about the solar eclipse, and Curaçao is mentioned as being in the viewing path.

BET WEEKEND MAGAZINE (circ: N/A) -- Freelance writer Michael H. Cottman's article writes about the National Association of Black Scuba Divers' trip. He traveled as part of this group. This article is not included in the Luce Impact Report.

DAILY RECORD, Morristown, NJ (circ: 60,833) -- "Discover Curaçao Now" appears in the May 18 Sunday edition based on our press release.

NEWS FREE PRESS (circ: 111,224) -- Columnist Gloria Hayes Kremer's article "Finding Your Island In the Sun" categorizes destinations covered into "Best of's": Curaçao is listed under shopping. She receives our materials and we have invited her to Curaçao for a press trip. This article has also appeared in the SUNDAY RECORD, Hackensack, NJ (circ: 210,061).

SCUBA TIMES (circ: 65,501) -- David King's article for "Caribbean Currents" focuses on less-traveled dive sites in the Big Six destinations. Diving at sites off the north coasts of the ABC's is his recommendation for experienced divers.

TOUR & TRAVEL NEWS/TTG NORTH AMERICA (circ: 55,112) -- Sue Juliano's article "Caribbean Destinations Court Summer Vacationers" includes the "Discover Curaçao Now" program information from our press release.

SUN NEWS, Myrtle Beach (circ: 50,484), NEW MEXICAN, Santa Fe, NM (circ: 24,105) -- The "Discover Curaçao Now" package information from our press release appears here as taken from the NEW YORK DAILY NEWS syndicated wire.

CORPORATE & INCENTIVE TRAVEL (circ: 60,273) -- Molly Staub's Caribbean destination update leads with Curaçao and includes the Sonesta, Princess Beach and description of the ITC as well as a quote from Lou Hanna of Travel Group Inc. Molly will also participate in Sonesta's July press trip.

MORNING WORLD HERALD, Omaha, NE (circ: 292,000) -- The "Discover

Curaçao Now" package information from our press release appears in the May 25 Sunday edition.

NEWS, Boca Raton, FL (circ: 25,596) -- The "Discover Curaçao Now" package information from our press release appears in the May 28 Sunday edition "Budget, business travel briefs" column.

VOICE, Atlanta, GA (circ: 133,000) -- In "Colorful, Multi-Cultural Curaçao -- Divers Paradise" includes In "Colorful Curaçao Offers Adventure", Jody Reed writes about Curaçao's history, beaches, Underwater Park and "Animal Encounters". Jody was in Curaçao last year and we arranged for a tour of the island. Her article also appeared last month in LA VOZ, Denver, CO (circ: 20,000).

HERALD-INTL. SATELLITE ED., Miami, FL (circ: 18,000) -- The May 26 edition report on the arrest of Vincent Cozzo, owner of the Curaçao Caribbean Hotel and the Coral Cliff Hotel.

TOWN & COUNTRY (circ: 566,938) -- Curaçao is listed in an island round-up.

WALL STREET JOURNAL -- EUROPE (circ: 65,007) -- "Drug Smugglers' Dutch Treat" by Lucy Komisar reports on a conference held in Curaçao to address money laundering. This is an unfavorable report that makes an example of the Mansur family and the Dutch government's failure to enforce extradition from Aruba.

SHIPPING DIGEST (circ: 5,724) -- Curaçao's import requirements are cited here.

BRIDAL GUIDE (circ: 257,764) -- The Sonesta is listed in the advertiser section for more information.

MEDIA CONTACT

CARIBBEAN TRAVEL & LIFE -- Spoke with writer Teri Boddorff and provided her with material including Jazz Festival Packages and the Ostrich Farm, for this publications "Editorial News Briefs" section scheduled for the September/October issue.

THE WASHINGTON POST -- Spoke with staff writer Esther Iverem and sent Calendar of Events and information on the Jazz Festival for an article she is writing about festivals.

NATIONAL GEOGRAPHIC MAGAZINE -- Spoke with editor Linda Meyerriecks who wanted the names of photographers who have been to Curaçao and had photographed Christoffel Park. We sent her our slides and names. The photographs will be included in an article being written by Kay Showker about national parks of the Caribbean that will appear in the January 1998 issue. We provided Kay with information about Christoffel Park for this article in May.

FACILITIES MAGAZINE -- Spoke with writer Paul Felt who wanted additional information about the expansion plans of the WTC and was planning an article based on our press release.

THE EDUCATED TRAVELER -- Met with Ann Waigand the publisher of this upscale newsletter. Discussed possible story ideas and provided her with our current press kit.

SMOKE MAGAZINE -- Spoke with travel editor Jonathan Auerback, pitched Curaçao as a feature destination and sent press materials. He said that SMOKE isn't planning any Caribbean features at this time, but that he also freelances for other upscale publications and he would keep us in mind.

Tim O'Keefe -- Provided Tim with information about VIP/DIP Guides and how to order them for a short piece he is writing for CARIBBEAN TRAVEL & LIFE.

DESTINATION JAZZ -- Sent Jazz Festival information and slides to Paula Holt for a feature in this on-line publication.

sportsextra.com -- Spoke with writer John Fletcher, he placed an article about Andruw Jones and Curaçao with this on-line publication. He has also pitched a story to the Durham Herald and will let us know if it gets picked up. We hosted John and his wife Kathy Newbern were in Curaçao on a press trip last November.

TRAVEL AGENT MAGAZINE -- Spoke with writer Julie Levine who is writing an article on the Nikonos Shootout in Curaçao based on our press release. We sent slides for the article. We also worked with Julie on an article based on our Curaçao Jazz Festival packages press release. Also, pitched Caribbean Editor

Martin Elder, a story about countries outside of the hurricane belt as a follow-up to his article about preparing clients for hurricane season.

INTERKNOWLEDGE -- Sent Cheryl Morris our Jazz Festival information to be added to the Curaçao site.

David Swanson -- Spoke with this freelance/guidebook writer who is writing a story for CARIBBEAN TRAVEL & LIFE about the upcoming solar eclipse. Provided him with information about activities on Curaçao for the event. He will also try to re-sell the story to newspapers after it appears in CT&L. David has not been to Curaçao and we extended an invitation.

AMERICAN CASINO GUIDE -- Spoke with writer Steve Bourie who writes for this magazine as well as FLORIDA PLAYER and who is also the host of a weekly radio show in Florida. We discussed the casinos in Curaçao, answered his questions about gaming on-island and sent a press kit. He will be including Curaçao in his upcoming radio broadcasts and hopes to write about the destination as well.

DIVE TRAVEL MAGAZINE -- Freelance writer Lorry Heverly called to fact-check information about "Animal Encounters" scheduled to run in the "Soundings" column of this magazine. Lorry visited Curaçao last December and we assisted with an on-island tour.

BLACK MEETINGS & TOURISM -- Sent Solomon Herbert a color slide for use in his upcoming article about the renaming of the ITC based on our press release.

Jesse Nash -- Spoke to this freelance entertainment columnist about participating in the upcoming Jazz Festival press trip. He is interested and we will follow-up closer to the event.

OUTBOUND TRAVELER -- Spoke with writer Olivia Reeves who is working on a Curaçao article based on our "Mystery Shopper" and "ABC Seminar" press releases. Confirmed that "Mystery Shopper" would be back in September. Sent slides for the Fall Caribbean section.

PEACHTREE MAGAZINE -- Sent Jane Gaston a pitch letter and press kit with slides.

CARIBBEAT MAGAZINE -- Spoke with writer Avonelle Pole, a writer for this

DAILY NEWS publication, about participating in our Jazz Festival press trip. She is very interested. We will follow-up.

Blake Edgar -- Sent a press kit to this freelance writer who specializes in ecotourism.

Herb Kaplan -- Set up a day tour with CTDB for this journalist who will be in Curaçao for one day on the Seawind Cruise line.

MISCELLANEOUS

Kriegner's Travel -- Sent slides to Dick Krigner for use in a travel brochure.

Curaçao Tourist Board Meeting -- Attended meeting held at Warren Kremer/CMP to review and discuss programs and strategies for marketing Curaçao.

AAA CARIBBEAN TRAVELBOOK -- Talked to Margee Bonachea and fact-checked Curaçao chapter for the 1998 edition of the tour book.

JACKIE ROBINSON FOUNDATION -- Spoke with event organizer Dion Clark who wanted Curaçao to donate a prize trip for a pre-event for this organizations yearly Jazz Festival. We told him that CTB had already arranged to provide the grand prize for the Festival event. We also wrote copy to be used during the event to promote the Curaçao prize trip. Attended "An Afternoon of Jazz" held on June 19 with Sari Schwartz of CTB as representatives of Curaçao.

Curaçao Celebrity Series -- Spoke with Deborah Roker on her return from Curaçao about the possibility of bringing a celebrity to lecture on-island. She had met with Jacque Visser of ITC during her visit and he expressed an interest in producing such an event as well as obtaining financial backing. Along with Deborah we looked into the speaking fees for celebrities like Dionne Warwick, Donna Summer Gladys Night and Nancy Wilson. We will follow-up.

APPLE VACATIONS -- Wrote advertorial and provided slides for a two-page Curaçao layout that will appear in this tour operators 1998 brochure.

PRESS RELEASES

- **"RENOVATED CONFERENCE CENTER RENAMED THE WORLD TRADE CENTER CURAÇAO"**
- **"INNOVATIVE, JOINT ABC SALES SEMINARS A BIG SUCCESS WITH TRAVEL AGENTS, NEW SCHEDULE PLANNED FOR FALL '97"**
- **"CURAÇAO 'WANTS YOU BACK... DIVING' AND SPECIALLY PRICED PACKAGES AND INCENTIVES ARE HARD TO RESIST"**
- **"CURAÇAO CELEBRATES THE 10TH ANNIVERSARY OF ITS POPULAR JAZZ FESTIVAL"**
- **"THE CURAÇAO OSTRICH AND GAME FARM IS EGG-CEPTIONAL FAMILY FUN"**
- **"BOOK A SPECIALLY PRICED CURAÇAO PACKAGE FROM YOUR ATLANTA GATEWAY AND SAVE UP TO \$500 WITH THE "DISCOVER CURAÇAO NOW" CARD"**
- **"BOOK A SPECIALLY PRICED CURAÇAO PACKAGE FROM YOUR DALLAS GATEWAY AND SAVE UP TO \$500 WITH THE "DISCOVER CURAÇAO NOW" CARD"**
- **"BOOK A SPECIALLY PRICED CURAÇAO PACKAGE FROM YOUR MIAMI GATEWAY AND SAVE UP TO \$500 WITH THE "DISCOVER CURAÇAO NOW" CARD"**
- **"CURAÇAO ADDS SEVENTH DIGIT TO PHONE NUMBERS"**

PRESS TRIPS

SALSA FESTIVAL PRESS TRIP -- Sent out letters of invitation to the following press inviting them to visit Curaçao with us during the Salsa Festival:

- **VIVA** -- Magazine geared to the Hispanic community, published by THE NEW YORK DAILY NEWS -- Jared McAlister, Managing Editor
- **NEW YORK LATINO** -- Reviews and interviews focusing on Latin music. -- Alfredo Alvarado, Jr., Publisher
- **RHYTHM MUSIC** -- Reviews, interviews on global music. -- Alecia J. Cohen, Publisher
- **LATINA STYLE (circ: 150,000)** -- Publication is targeted to Hispanic women ages 18-50. -- Anna Maria Arias, Publisher
- **EL DIARIO LA PRENSA (circ: 50,000)** -- Spanish language newspaper. -- Carlos D. Ramirez, Publisher

- **REPLICA (circ: 110000)** -- Publication features articles on Hispanic culture, heritage, language, art, and political and business trends. Max Lesnick, Publisher
- **CANALES (circ: 88,000)** -- Publication contains news, features, and entertainment for a Hispanic audience. -- Nick Lugo, Publisher
- **VIVA SEMANAL (circ: 85,000)** -- Magazine is a Hispanic lifestyle publication. -- Beatriz Parga, Publisher
- **MIAMI MENSUAL (circ: 26,000)** -- Publication is geared toward affluent Spanish-speaking community. -- Frank Soler, Publisher

Betty Cooney, QUEENS CHRONICLE and CARIBBEAN AMERICAN (May 22-28) -- Followed up with Betty after her return. She had never been to Curaçao before and was very impressed by the diversity of the island. She thought the Princess Beach was lovely but that the beach was too shallow and sandy to snorkel. She ate at a number of local restaurants and was especially pleased with a lunch she had at Kas di Pali Mashi. She suggested that the roads and trails were not marked well enough in Christoffel park, she got lost. She also thought that the snorkeling trail in the underwater park could be improved. And even though it is still being developed, she liked the Coral Cliff Resort and said that the staff was very nice. Sent her slides to supplement the photos she took for her article and fact checked and provided additional information. Her Curaçao story is scheduled for July as the cover story for CARIBBEAN AMERICAN and will run again in September in the CHRONICLE.

Don Telfer, PASSPORT NEWSLETTER/PASSPORT ON-LINE (May 18-20) -- Although he only had one full day on-island, Don said that Curaçao was the highlight of his trip to the ABC's. He enjoyed everything about the island from the beaches to the architecture. It was his first time in Curaçao and he said that he will definitely be back for a more in-depth stay. Don also said that the other islands tended to "play down" Curaçao but that once you were on-island the differences were appealing. He is currently writing his article and requested figures for visitor arrivals from the U.S. and for cruise ship passengers, it should appear in October in time for the Winter 1998 season.

Sonesta Beach Resort & Casino -- Sent press materials to the writers scheduled to participate in the June 16-20 press trip being sponsored by Sonesta:

- Janet Groene -- Syndicated columnist, SATW writer
- Eleanor Morris -- SATW freelance writer
- Madelyn Miller -- SATW freelance writer

- Bob & Sandy Nesoff -- Syndicated columnists, SATW freelance writers
- Diane Resch -- SATW freelance writer
- Phyllis Steinberg -- SATW freelance writer

The trip was a huge success. All of the writers were very taken with the island and the people. They were particularly impressed with the Ostrich and Game Farm, the Synagogue, the cuisine especially the cuisine at E-Gai, Fort Nassau and Boca Tabla. They were also assisted by the ITC and CTDB with live broadcasts. Both Madelyn Miller (National Public Radio) and Nicki Chodnoff broadcasted from the facilities at the ITC.

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PUBLIC RELATIONS ACTIVITIES ON BEHALF OF THE CURAÇAO TOURIST BOARD JULY 1997

MEDIA COVERAGE

MONEY TALKS (circ: 380,000) -- Nancy Dunnan has featured Curaçao in her on-line column "Daily Travel Tip", including information from our "Never Stormy Monday" and "Discover Curaçao Now" press releases. This on-line article is not included in the Luce Impact Report.

CARIBBEAN AMERICAN -- Travel editor Betty Cooney's cover feature "Curaçao Island of Contrasts" is the first of two articles planned by this writer. The story includes historical background, general impressions and descriptions of the main attractions. Color photos are also used. We sent her slides to supplement the photos she took for her article and fact checked and provided additional information. The article will run again in September in the QUEENS CHRONICLE. This article is not included in the Luce Impact Report.

CONDE NAST TRAVELER (circ: 933,047) -- Curaçao's Avila Beach Hotel is featured in the October section of this publication's "Whole-World-Year Round Island Planner". We provided press materials and had arranged for a half day of sight seeing for editor Sandra Hart who was on assignment in Venezuela she stayed at the Avila.

THE AFFORDABLE CARIBBEAN -- Curaçao's "Kids Meet Kids" program appears in the July issue in "The Inside Track". This newsletter is published monthly by CARIBBEAN TRAVEL & LIFE. This article is not included in the Luce Impact Report.

SUCCESSFUL MEETINGS (circ: 75,050) -- A feature on Curaçao features information from our press kit including the Sea Aquarium, Mt. Christoffel, Reef Care, "Three New Brochures" and the ITC. One of our "Animal Encounter" slides also appears. We also fact-checked the Curaçao section of the "Fast Facts" chart, provided slides and press materials to assistant editor Karen Gines.

TRAVEL WORLD NEWS (circ: 38,683) -- Lorry Heverly's article "Diving at its Most Colorful" runs in the July issue. She re-pitched her story that was to originally to have appeared in the February issue. The story has been updated to

include "We Want You Back... Diving", the Nikonos Shootout and the ALM Flying Scuba Club. Lorry has also placed a small piece about the "Animal Encounters" with DIVE TRAVEL scheduled for the August issue. Lorry visited Curaçao last December and we assisted with an on-island tour.

POST, WASHINGTON D.C. (circ: 1,140,564) -- Jazz Festival information is included in staff writer Esther Iverem's article "Sun & Soul" We provided her with a Calendar of Events and information on the Jazz Festival (before we were notified of the change in performers).

MORNING NEWS, DALLAS, TX (circ: 809,552) -- "Travel Notebook" includes our "Discover Curaçao Now From Dallas" package information the in July 13 Sunday edition.

TRAVEL AGENT MAGAZINE (circ: 53,500) -- Julie Levine's Curaçao article "Having Fun Under Water is a Snap" includes information based on our press release for the Nikonos Shootout and Kids Meet Kids. A side bar "Scuba Club Partners" is based on our ALM Flying Scuba Club press release. We speak to Julie regularly.

TOUR & TRAVEL NEWS -- Sue Juliano writes about the Choice Hotels development planned for Curaçao that was announced at ATEX. This article is not in the Luce Impact Report.

COURIER LIFESTYLES -- Ken Brown runs our press release "Kids Meet Kids" in the July 14 edition. This article is not included in the Luce Impact Report.

JOURNAL CONSTITUTION, ATLANTA, GA (circ: 715,397) -- Randall Simon is cited as the only Richmond Brave selected for the AAA All-Star game. And mentions that like Andruw Jones, he is from Curaçao.

SOUTHEAST TRAVEL PROFESSIONAL (circ: 10,000) -- Larry Cafiero uses our "Super Agent" press release as the basis of an article in the June issue.

SOUTH FLORIDA BUSINESS JOURNAL (circ: 10,441) -- Announces the appointment of Sandra Frans Michel to Curaçao International.

NILES JOURNAL, DES PLAINES, IL (circ: 15,250), ARLINGTON HTS. JOURNAL, DES PLAINES, IL (circ: 4,200) -- Travel Editor Mary Jane Wessell includes her impressions of her day in port in Curaçao on the Costa Line's "Carla C."

RECOMMEND (circ: 60,054) -- Jeff Laign's article "Going Dutch in the Caribbean" includes Sonesta's "Touch of the Dutch Tropics" and "Family Fun" packages as well as information about the Holiday Beach Hotel and Habitat.

HERALD, MIAMI, FL. (circ: 500,654) -- Curaçao is included in a tourist office list.

AREA DEVELOPMENT (circ: 40,471) -- Reports on the new free zone under construction in Curaçao.

MEDIA CONTACT

THE NEW YORK TIMES -- Spoke with writer Chris Lofting who will be writing the annual special Caribbean section for this publications SOPHISTICATED TRAVELER MAGAZINE. This year's title is "Reasons to Go...Reasons to return. We sent him press materials, slides, and information about what's new.

INTERNATIONAL VOYAGER MEDIA -- Sent a 1998 calendar of events.

TIM O'KEEFE -- Tim has written a review of the DIP and VIP guides for CARIBBEAN TRAVEL & LIFE that is expected to run in the September issue. He has also sold slides to TRAVEL AGENT MAGAZINE for an article in the July 21 issue. We hosted him on a press trip in May.

INVESTORS BUSINESS DAILY -- Spoke to Kevin Garrett and fact checked information about the Sonesta for an article about travel deals he is writing for this publication.

PARIS PERMENTER & JOHN BIGLEY -- Spoke with Paris and sent information for a honeymoon piece they are writing for the January 1998 issue of HONEYMOON MAGAZINE.

MICROSOFT EXPEDIA -- Sent dive slides to Karin DeArmas who is writing up Curaçao in the "Briefs and Bargains" section of this on-line publication.

TRAVEL AGENT MAGAZINE -- Spoke with Caribbean editor Martin Elder and provided information about Curaçao's participation in the upcoming ASTA convention.

DESTINATION JAZZ -- Provided Paula Holt with background information on the Curaçao Jazz Festival and Jazz Foundation for this on-line publication.

TRAVEL AGENT MAGAZINE -- Sent freelance travel writer Nicki Chodnoff a press kit, recent clips and information about beaches for the cruise passengers, which lines stop in Curaçao, souvenirs and information in improvements and developments for an article she is writing for this trade publication.

THE DAILY HERALD -- Provided Kathy Roddiger with Jazz Festival and package information for an events calendar.

ON BOARD MAGAZINE RCCL -- Spoke with writer Marcia Levin who wanted information about Christmas and the tradition of Black Pete as well as details about the ghost stories told about Jan Kock.

SPORT DIVER -- Provided Carol Perlinsky with our press release on the new dialing instructions for Curaçao, she may run them in an upcoming issue.

CARIBBEAN TRAVEL & LIFE -- Talked to writer Alan Loflin who has an assignment to write about the ten most popular Caribbean ports. We provided him with detailed information about the improvements of the existing cruise wharfs, cruise passenger arrivals and the plans for the new mega terminal.

Molly Arost Staub -- Requested assistance from Angelo Harms to make arrangements for her to visit the Synagogue and the WTC. Molly will be on-island with the Sonesta press trip.

MISCELLANEOUS

APPLE VACATIONS -- Made final corrections and re-writes on Curaçao two page presentation that will appear in the new 1998 Guide.

HARTE HANKS -- Continue to update Tracy Anderson with our press materials.

UPPER DECK TRADING CARD CO. -- Talked to Susan Lenti. This company has been licensed by major league baseball to put out a CD Rom based trading card. They are including Andruw Jones. We sent slides of Curaçao and requested assistance from CTDB to get slides of Andruw.

CTB -- Wrote general advertising copy.

CARIBBEAN TOURISM ORGANIZATION -- Wrote new copy for the Curaçao section of the CTO Web site.

SUNQUEST VACATIONS -- Provided script for presentation.

PRESS TRIPS

Sonesta Beach Resort & Casino -- Sent press materials to the writers scheduled to participate in the July 14-18 press trip being sponsored by Sonesta:

- Ellen Breslau -- GLAMOUR
- Steve Coryell -- TRAVEL IN THE 90'S
- Barbara Tapp -- ATLANTA HOMES & LIFESTYLES
- Arturo Gonzalez -- SATW freelance writer
- JUDY HAMMOND -- SATW freelance writer
- Molly Arost Staub -- SATW freelance writer
- Gabe Levinson -- Publisher

PRESS RELEASES

- "Curaçao Announce Special Air/Land Packages to Kick off its 10th Annual Jazz Festival"
- Re-release: "It's Never 'Stormy Monday' on Dutch Caribbean Curaçao"

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PUBLIC RELATIONS ACTIVITIES ON BEHALF OF THE CURAÇAO TOURIST BOARD AUGUST 1997

MEDIA COVERAGE

GLOBE, Boston, MA (circ: 777,902) -- Travel Editor Jerry Morris runs our "We Want You Back... Diving Packages" information from our press release in his "Globe-Trotting" column.

ESSENCE (circ: 906,034) -- The Jazz Festival is included in the September issue's calendar. The information was taken from our press release "Curaçao Announce Special Air/Land Packages to Kick off its 10th Annual Jazz Festival".

SPORT DIVER (circ: 105,000) -- Jonathan Bird's article "Diving the Southwest Coast with Habitat Curaçao" focuses on the Mushroom Forest dive site and is the second of six 800-word installments about Curaçao committed to by this dive publication. He also provided us with a small selection of slides, for editorial use. Jonathan was in Curaçao on a press trip last December. *This article is not included in the Luce Impact Report.*

BAY NEWS, Brooklyn, NY (circ: 21,600) -- Our "Kids Meet Kids" press release runs in the July 14 edition.

RECOMMEND (circ: 60,054) -- Our "Hot Dates with Hot Deals" press release for CCB is quoted in the Caribbean Notes section of the July issue. "Caribbean Deep: A Dive Paradise" by Jeffrey Laign also runs in this issue. He uses information from our "Nikonos Shootout" and "ALM Flying Scuba Club" press releases.

BLACK MEETINGS & TOURISM (circ: N/A) -- The article "World Trade Center Curaçao: Renovated Conference Center Renamed" is based on our press release "Renovated Conference Center Renamed the World Trade Center Curaçao". We also provided the slide of the WTC that appears. *This article is not included in the Luce Impact Report.*

TRAVEL AGENT MAGAZINE (circ: 53,500) -- Curaçao is featured on the cover of the "Caribbean & Bahamas Sales Guide", two of the photos are courtesy of Tim O'Keefe. We hosted him on a press trip last May. An article by Julie Levine, "Curacao: An Array of Attractions Beckons" includes details of the Jazz Festival Packages, We Want You Back Diving Packages and updates on attractions and travel agent promotions including Super Agents Club and Mystery Shopper. Ygmar Wiel is quoted. We spoke with Julie, provided press releases and arranged interview with Mr. Wiel.

QUEENS JEWISH WEEK (circ: 19,000) -- Gabe Levinson writes about

Willemstad's attractions including the Synagogue and Jewish Museum. Gabe participated in the Sonesta summer press trip. We provided press materials and followed up by phone.

SCUBA TIMES (circ: 65,501) -- Jean Pierce writes the August "Caribbean Currents: Big Six" feature. Curaçao sightseeing information for Willemstad includes the Waterfort Arches, Synagogue, Landhuis Chobolobo and the Arawak Craft Factory. She also recommends "Animal Encounters" at the Sea Aquarium. There are also color photos of the Handleskade and the Sea Aquarium's touch-pond. We hosted Jean on a press trip in April.

TRAVEL MANAGEMENT DAILY (circ: N/A) -- Editor Bill Polling writes about the renaming of the World Trade Center Curaçao based on our press release in this daily newsletter distributed by Reed Publishing.

SKIN DIVER (circ: 228,715) -- Our "Nikonos Shootout" press release runs in full in the "Dive Notes" column of the August issue. An article by Walt Sterns, "Curaçao's Top Quality Combo", features diving with Princess Divers and details many popular sites including the Superior Producer, Old Pier and Lost Anchor.

INTELLIGENCER, Doylestown, PA (circ: 51,100); RECORD, Doylestown, PA (circ: 51,100); BURLINGTON CO. TIMES, Willingboro, NJ (circ: 46,053) - Syndicated columnist Lysbeth Bledsoe runs the "Discover Curaçao Now" package information from our press release.

CAROLINIAN, Raleigh, NC (circ: 17,700) -- Our "Curaçao Jazz Festival Set for October" press release appears in the August 4 edition.

PARENT PAGES (circ:N/A) -- Information from our "Kids Meet Kids" press release runs in the Family Travel section of this weekly newspaper. *This article is not included in the Luce Impact Report.*

TRAVELAGE EAST (circ: 26,666) -- Editor Mark Chesnut reports from APEX that Curaçao's visitor arrivals were up 5% through April, and details current promotions: Discover Curaçao Now, We Want You Back Diving, Mystery Shopper and Super Agents Club. He receives our press releases.

PROFESSIONAL PHOTOGRAPHER (circ: 65,501) -- Details from our press release for Nikonos Shootout runs in the August issue.

MT. PROSPECT JOURNAL (circ: 6,350) -- Travel Editor Mary Jane Wessell includes her impressions of her day in port in Curaçao on the Costa Line's "Carla C." This article has also appeared in the *NILES JOURNAL, Des Plaines, IL (circ: 15,250)* and the *ARLINGTON HTS. JOURNAL, Des Plaines, IL (circ: 4,200)*.

N.W. FLORIDA NEWS, Ft. Walton Beach, FL (circ 49,189) -- Curaçao is mentioned as one of the Netherlands Antilles in this article about Bonaire by Nick Charles.

NEWS, Birmingham, AL (circ: 158,880); HERALD, TRIBUNE, Royal Oak, MI (circ: 21,955); Statesboro, GA (circ: 7,486) -- Articles from an Associated

Press Wire announcing the signing of a new contract by Petroleos de Venezuela that requires strict anti-pollution measures.

HERALD INTERNATIONAL SATELLITE EDITION, Miami, FL (circ: 18,000) --

Reports that Curaçao tourist arrivals dipped 4.2 percent last year and quotes Don Werdekker.

COINAGE (circ: 75,620) -- The article "Coin Capsule 1900" notes that the Netherlands introduced Dutch coinage denominations to Curaçao in 1900 with a quarter-golden silver coin. The fact that Curaçao refined more than half the petroleum used by the Allies in World War II is also included.

CRUISE INDUSTRY NEWS QUARTERLY (circ: 10,000) -- "More Portside Makeovers in Curaçao" details the improvements by the CPA in existing facilities, the new three-year incentive program and plans for construction of the new mega-ship pier. Curaçao is also mentioned in a second article in the Summer issue "Ship Review: Splendour of the Seas". A color photo taken from the bridge of this ship as it departs Willemstad heads the article. A description of a brief tour of Willemstad is also included.

TRAVEL TRADE GAZETTE-UK & Ireland (circ: 13,538) -- Announces \$50 December FAM trips.

MEDIA CONTACT

NEW YORK TIMES -- Spoke with travel writer Fran Marcus who has been assigned to write the October Caribbean Round-up travel section. Sent her a press kit, provided hotel package information, and information on new attractions including the Maritime Museum. Also spoke with and sent information and slides to freelance writer Christopher Lofting who has received the assignment to write the annual special Caribbean section "The Caribbean Islands and the Islands of the Bahamas -- Reasons to Go... Reasons to Return" for the *Sophisticated Traveler*. Materials provided included family, romance, adventure-sports, what's new (resorts, packages renovations).

ISLANDS MAGAZINE -- Received acknowledgment and thanks from Editor Joan Tapper for our entry into the ISLANDS Ecotourism Award competition. The letter served as notification that we would not be finalists in this year's competition. Also fact-checked Tumba Festival information with editor Peter Taylor for Hilary Klein's article about Caribbean Festivals. We had previously spoken with Hilary and provided information.

CARIBBEAN WEEK -- Provided Jazz Festival line-up and package information to Everton Mottley for a planned Jazz Supplement. Contacted the Curaçao Jazz Foundation and asked that they send photos and any additional background information directly to the paper. Received an additional request for on-island contacts for the supplement "Manufacturing in Curaçao". Contacted Mrs. Margit DeFretas at the Curaçao Manufacturers Association, Mr. Rigid, Head of Investment and Promotions at CURINDE and Mrs. Vanessa Tora at the Curaçao Chamber of Commerce and Industry on Mr.

Mottley's behalf.

MICROSOFT EXPEDIA -- Provided information about diving and dive sites from the DIP Guide to Karin DeArmas who is including Curaçao in the "Briefs and Bargains" section of this on-line publication. We had previously sent press releases and slides.

Kay Showker -- Spoke with this travel writer/author and provided on-island contacts for arranging adventure travel tours.

TOUR & TRAVEL NEWS -- Spoke with editor Sue Juliano who is running our information about the 10th Annual Jazz Festival. Contacted Rob de Lannoy for additional information about expected attendance.

BLACK MEETINGS & TOURISM -- Provided extensive meeting and consumer tourism information as well as events calendar to Solomon Herbert for the September issue which will be distributed at both CTC in Aruba and the Congressional Black Caucus Weekend in Washington D.C.

MIDWEST GAMING MAGAZINE -- Spoke with editor John Busam, sent a press kit and provided information about Curaçao's casinos.

CONDÉ NAST TRAVELER -- Spoke with contributing editor Sandra Hart and provided information about the Jazz Festival and Kadushi Cliffs for two upcoming articles.

GLAMOUR -- Spoke with associate travel editor Ellen Breslau and fact-checked a quote about Curaçao's Car Pile dive site from a reader that will appear in the November travel section.

INTERNATIONAL VOYAGER MEDIA -- Sent a 1998 Calendar of Events.

BIRNBAUMS TRAVEL GUIDE TO THE CARIBBEAN -- Spoke with writer Sharon Spence and sent a press kit. We will stay in touch with her and hope to host her on a press visit in 1998. She hasn't been to Curaçao for five years.

KWIHI MAGAZINE -- Spoke with Patricia Letakis and provided press release "Curaçao Adds Seventh Digit to Phone Numbers".

CARIBBEAN TRAVEL & LIFE -- Received and completed detailed questionnaire from associate editor Tony Smith editor to be used for an article "What's Hot '98". Information provided included top tourist draws; new destinations, day trips, activities and events; new and refurbished hotels resorts and casinos; new or noteworthy restaurants and nightclubs; cultural activities, sporting and sightseeing activities, and shopping attractions.

LONG ISLAND JEWISH WORLD, MANHATTAN JEWISH SENTINEL, ROCKLAND JEWISH TRIBUNE -- Spoke with Tania Grossinger and provided additional information about Curaçao for her St. Maarten/Aruba/Curacao update. We hosted her on a press trip in March.

TRAVELWEEK BULLETIN -- Revised the Curaçao listing for the 1998 Caribbean Travel Agent Sales Manual.

Lorry Heverly -- Spoke with Lorry who was hosted on a press visit last December. We updated information on for an article she has written for TRAVEL WORLD NEWS and she has also sold a story about "Animal Encounters" to DIVE TRAVEL MAGAZINE.

CANADIAN TRAVEL COURIER -- Sent a letter of introduction and complete press kit to Pat Doherty, Director of Sales & Marketing at the Baxter Travel Group. Mr. Doherty edits the CTO Caribbean News page of this trade magazine.

NEW YORK DAILY NEWS -- Spoke with Avonelle Pole who writes for this major daily's CARIBBEAT MAGAZINE. We invited her to attend the Jazz Festival in October.

Jesse Nash -- Talked to this syndicated entertainment columnist, provided information on the Jazz Festival and invited him to attend.

LA PLAYA NATIONAL MAGAZINE -- Spoke with travel editor Luis Gonzalez Lalondry, sent slides and a press kit for a feature article on Curaçao to be included in the October issue.

CHICAGO SUN TIMES -- Spoke with editor John Sullivan and sent a press kit.

MEETING PROFESSIONALS INTERNATIONAL -- Spoke with writer Amy Ayres and sent a press kit.

MEETING PLANNERS MAGAZINE -- Spoke with freelance writer Leslie Elman sent a press kit and slides for an article about off-shore meetings.

TRAVELAGE PUBLICATIONS -- Spoke with editor Mimi Kmet and provided information on the "We Want You Back... Diving" promotion.

CARIBBEAN HIDEAWAYS -- Provided information about the Avila Beach to Ian Keown, this guidebooks author.

SCUBA TIMES -- Spoke to freelance writer Jean Pierce who is working on an article about her favorite dive sites, she is also including a sidebar about the DIP Guide. We provided a copy of the DIP Guide to the magazine to be photographed for this article. We hosted Jean on a press trip in April.

ESQUIRE MAGAZINE -- Spoke to promotions director Chris Trier at the suggestion of Chandra Smouse. He is interested in doing a promotion for the Jazz Festival and will contact us with a written proposal. We sent Jazz Festival press releases.

TRAVEL AGENT MAGAZINE -- Spoke with Caribbean Editor Martin Elder provided background information for an article about CTC Aruba.

BEST DIVES OF THE CARIBBEAN -- Spoke with co-author Joyce Huber and fact-checked dive information for this popular guidebook.

MISCELLANEOUS

Sent press kits to the following at the request of Chandra Smouse:

- Terry Jones, Second Vice President, Data News Weekly

- Janis Ware, Treasurer, ATLANTA VOICE
- Hardy Brown, Publisher, BLACK VOICE NEWS
- Ed Smith, Frost Illustrated
- Clovis Campbell, ARIZONA INFORMANT
- Melvin Williams, MACO COURIER

ABC Seminars -- Drafted invitation to travel agents for joint ABC/Liberty Travel Seminars.

CARIBBEAN GOLDBOOK -- Updated and rewrote sections of the Curaçao listing in this reference guide.

SPORTOURS -- Received request for information from Andi McClure to be used in a new brochure. Provided detailed information about dive/snorkeling sites, non-diver activities, family attractions, weather and on-island transportation.

DMI Entertainment -- Producer Michael Rothman requested information and on-island contacts for filming a movie.

ALM -- Provided Elsa Betancourt with press lists of daily and weekly community newspapers in the areas from West Palm Beach to Miami for marketing meetings.

PRESS TRIPS

OUTBOUND TRAVELER -- Began arrangements for Caribbean Editor Eleanor Wilson to visit after CTC in Aruba. She requested a day tour of the island, site inspections of Habitat, Kadushi Cliffs and Avila and an interview with Pieter Sampson. We will also arrange air and complimentary accommodation.

JAZZ FESTIVAL PRESS TRIP -- Started to contact press to ascertain availability to participate in a press trip.

PRESS RELEASES

"Curaçao's Princess Beach Resort & Casino Ends Affiliation with Holiday Inns Worldwide"

MARCELLA MARTINEZ ASSOCIATES INC.

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PUBLIC RELATIONS ACTIVITIES ON BEHALF OF THE CURAÇAO TOURIST BOARD SEPTEMBER 1997

MEDIA COVERAGE

WCBS-AM/Newsradio 88 (audience: 2,000,000) -- Broadcaster Alexandra Mayes Birnbaum scripted our Jazz Festival package information for her September 15 broadcast. The script was also put on the CBS Internet site at www.newsradio88.com. *This does not appear on the Luce Impact Report.*

EXAMINER/CHRONICLE, San Francisco, CA (circ: 646,171); SUN TIMES, Chicago, IL (circ: 469,161); UNION TRIBUNE, San Diego, CA (circ: 453,891); ROCKY MOUNTAIN NEWS, Denver, CO (circ: 439,295) -- Freelance travel writer David Swanson writes about the upcoming total solar eclipse for these major daily newspapers. The article is based on one he wrote for CARIBBEAN TRAVEL & LIFE. We spoke with David and provided him with information about activities on Curaçao for the eclipse. He has not been to Curaçao and we extended an invitation.

TRIBUNE, Chicago, IL (circ: 1,066,393) -- Our "We Want You Back... Diving" press release information runs in the September 7 issue of this major daily.

DAILY NEWS, New York, NY (circ: 974,034); DAILY RECORD, Morristown, NJ (circ: 57,836); MONITOR, McAllen, TX (circ: 57,351); PRESS, Sheboygan, WI (circ: 28,721); NEW MEXICAN, Santa Fe, NM (circ: 24,105); NEWS, Boca Raton, FL (circ: 18,821) -- NEW YORK DAILY NEWS staff writer Mila Andre includes the Jazz Festival package information from our press release in this syndicated travel column. *The clip from the Sunday, August 31, NEW YORK DAILY NEWS is not included in the Luce Impact Report.*

TRAVEL & LEISURE (circ: 1,000,000) -- Curaçao is voted one of the top ten islands in the Caribbean, The Bahamas, and Bermuda by the readers for this major consumer travel publication's "World's Best Awards" issue. *This article is not included in the Luce Impact Report.*

CARIBBEAN TRAVEL & LIFE (circ: 115,000) -- Curaçao has four prominent mentions in the October issue. "Lights Out! Now!" by David Swanson covers the upcoming total eclipse. We spoke with David at length and provided written materials. "VIP-ing Around Curaçao" by Tim O'Keefe reviews and pitches the new "Visitor Information Guide". We spoke with Tim and had hosted him on a press trip in May. The "Fun For Kids" section includes information from our press release "Curaçao's Ostrich and Game Farm is Egg-ceptional" in Teri Boddorf's article "Ostrich in Time". For the feature article "Shore Leave" writer Alan Loflin reports on the ten most popular

Caribbean ports. We provided him with detailed information including improvements of the existing cruise wharfs, cruise passenger arrivals and the plans for the new mega terminal which did not appear in the final draft.

CONDÉ NAST TRAVELER (circ: 1,000,000) -- In "The Perrin Report" the ABC's are recommended as a good destination for Columbus Day because they are south of the hurricane belt. Wendy receives our press releases and we re-released "It's Never 'Stormy Monday' on Dutch Caribbean Curaçao" in July. *This article is not included in the Luce Impact Report.*

DESTINATION JAZZ (circ: N/A) -- Curaçao is featured in this on-line publication. We provided Paula Holt with background information about Curaçao, the Jazz Festival, the Jazz Foundation as well as slides.

COURIER NATIONAL EDITION, Pittsburgh, PA (circ: 30,000) -- Our Jazz Festival press release runs in the August 30 edition.

RECOMMEND (circ: 60,054) -- Information from our Jazz Festival press release runs in the "What's Hot" column.

LONG ISLAND JEWISH WORLD, NY; MANHATTAN JEWISH SENTINEL, NY; ROCKLAND JEWISH TRIBUNE, NY (combined circulation of over 200,000) -- Tania Grossinger writes about Curaçao in "The Dutch Caribbean Revisited". She includes attractions, the Sonesta and Avila hotels, and information about the new VIP Guide. We hosted her on a press trip in March. *This article is not included in the Luce Impact Report.*

PALM BEACH POST, West Palm Beach, FL (circ: 188,996) -- A feature article about 12 year old golfer Joshua Wooding notes that his mother Karen is from Curaçao.

PRESS JOURNAL, Vero Beach, FL (circ: 35,666) -- "Curaçao: Ships Cruising In" quotes Pieter Sampson and reports that the government is expecting a 20% increase in cruise ship arrivals for the upcoming winter season.

BAY NEWS, Brooklyn, NY (circ: 21,600) -- Our "Kids Meet Kids" press release runs here again in the August 25 edition.

BEE, Fresno, CA (circ: 189,855) -- The "Three For The Road" column includes information from our "We Want You Back... Diving Packages" press release.

SUNDAY RECORD, Middletown, NY (circ: 103,023) -- Our "We Want You Back... Diving" press release information runs in the August 31 issue.

MORNING EXPRESS NEWS, San Antonio, TX (circ: 330,770); REPOSITORY, Canton, OH (circ: 77,812) -- Travel Editor Jerry Morris' column includes our "We Want You Back... Diving Packages" information from our press release. This column also appeared in the BOSTON GLOBE, Boston, MA (circ: 777,902).

CHRONICLE, Houston, TX (circ: 748,082) -- Our "We Want You Back... Diving" press release information runs in the September 14 issue of this major daily.

ORANGE COUNTY REGISTER, Santa Ana, CA (circ: 419,401) -- Our "We Want

You Back... Diving" press release information runs in the September 14 issue of this major daily.

TRAVELAGE EAST (circ: 26,666) -- Our Jazz Festival information runs here along with a color photo.

TRAVEL AGENT MAGAZINE (circ: 53,500) -- Our "We Want You Back... Diving" package information runs on the "Dive" page. *This article is not included in the Luce Impact Report.*

ASSOCIATION MEETINGS (circ: 21,000) -- Paris Permenter and John Bigley write a Caribbean round-up for this trade publication. They report on the new business center at the Sonesta, the opening of Habitat, the new wing at the Avila and the renaming of the World Trade Center. They also report on the meeting of the National Association of Reinforcing Steel Contractors at the Sonesta. We spoke with Paris and provided press releases and hotel information.

SKIN DIVER (circ: 228,715) -- In this, his second installment, Walt Stearns writes about The Plaza Hotel, Toucan Diving, dive sites like the Mushroom Forest and downtown Willemstad. His August article focused on Princess Divers.

SOUTHEAST TRAVEL PROFESSIONAL (circ: 10,000) -- A letter to the editor requests advice and recounts a trip on ALM bound for Curaçao that ended in Haiti -- twice. Curaçao is mentioned again in the September issue as the host of the Vacation Express President's Club incentive trip.

QUEENS CHRONICLE-CENTRAL, Rego Park, NY (circ: 20,000) -- Travel editor Betty Cooney's cover feature "Curaçao Island of Contrasts" is the second of two articles planned by this writer. The story includes historical background, general impressions and descriptions of the main attractions. Color photos are also used. We sent slides to supplement her photos, fact checked and provided additional information. The first article ran in the July issue of the CARIBBEAN AMERICAN. We hosted Betty on a press trip in May.

TOUR & TRAVEL NEWS/TTG NORTH AMERICA (circ: 56,112) -- Editor Sue Juliano runs our "Curaçao Announces Special Air/Land Packages to Kick off its 10th Annual Jazz Festival" press release.

EL NUEVO HERALD, Miami, FL (circ: 118,000) -- Information from our press release "Curaçao Announces Special Air/Land Packages to Kick off its 10th Annual Jazz Festival" runs in the "De Weekend" column by Eduardo Serrera.

STAR, San Juan, PR (circ: 58,000) -- "Jazz Nights in Curaçao" announces the lineup for the 10th Annual Jazz Festival.

HERALD, Miami, FL (circ: 378,195) -- A September 18 article reports on the upcoming expansion of the island's prison facility.

MODERN BRIDE (circ: 351,556) -- Risa Weinreb writes about the Caribbean for the November issue. This round-up includes Curaçao in the culture and history section. Risa receives our press releases.

NEWS JOURNAL, Daytona Beach, FL (circ: 124,776) -- The article "Taking A Dive" is based on our "We Want You Back... Diving" press release.

TRAVEL WEEKLY-New Jersey (circ: 50,490) -- Our press releases "Curaçao Announces Special Air/Land Packages to Kick of its 10th Annual Jazz Festival" and "We Want You Back... Diving Packages" run in full in the September 1 issue of this trade magazine.

AL DIA (circ: 5,000) -- Writer Margaret Zellers includes Curaçao in her Caribbean round-up "Luna De Miel De Isla En Isla" for this Spanish-language trade publication.

BLACK MEETINGS & TOURISM (circ: N/A) -- Our press release "Booking Dates Extended for Curaçao's 'Hot Dates with Hot Deals' Group Packages" runs in the *Caribbean Corner* feature. Curaçao receives a second mention in the gaming article "Big Spenders & Shot Callers: A Billion Dollar Industry Going Strong". The article "World Trade Center Curaçao: Renovated Conference Center Renamed" is based on our press release. We also provided the slide of the WTC that appears. The special supplement "Meetings In the Caribbean" runs a full-page with photos of Curaçao. We had provided extensive meeting and consumer tourism information and events calendar to Solomon Herbert for this issue which was to be distributed at both CTC in Aruba and the Congressional Black Caucus Weekend in Washington D.C. *These articles are not included in the Luce Impact Report.*

BLACK VOICE NEWS, Riverside, CA (circ: 8,000) -- Our press releases "Curaçao's Beautiful Beaches Are No Longer A Secret" and "Papiamentu: The Native Tongue of Curaçao" run in full along with photos. A sidebar details the annual meeting of the National Newspaper Publishers Association recently held in Curaçao.

TRAVEL SMART (circ: 15,000) -- Information from our press release "Curaçao Announces Special Air/Land Packages to Kick of its 10th Annual Jazz Festival" appears here.

SENTINEL, Orlando, FL (circ: 396,244) -- "Port Profile: Curaçao" is reprinted here from *Fodor's Cruises and Ports of Call 1997*.

MEDIA CONTACT

ATLANTA VOICE -- Spoke with Judy Willis about the Jazz Festival and sent a press kit.

CARIBBEAN TRAVEL & LIFE -- Sent a 1998 Calendar of Events, provided information about "Kids Meet Kids" to Terry Boddorf and fact checked information about Rancho Alegre, Top Watersports and Hofi Pastor.

KWIHI -- Spoke with writer Patricia Letakis and provided information about on-island dive operators for an article Air Aruba's in-flight magazine. Also told Patricia that we had been notified by the Tourist Board that an article about the eclipse in the current issue failed to mention Carnival in Curaçao -- even though we had sent a calendar of events for 1998 that included this

information. She apologized and said that she would try to put in a mention in an upcoming issue. We re-faxed her the Carnival Calendar for her information.

AAA PUBLISHING -- Sent editor Cynthia Psarakis a press kit.

NEW YORK TIMES -- Contacted the Maritime Museum Foundation for more detailed information about this new attraction. Fran Marcus is including text about the Museum in the October Caribbean Round-up travel section. We had previously sent her a press kit, and provided hotel package information as well as information on new attractions including the Maritime Museum.

SUCCESSFUL MEETINGS -- Sent slides to Cindy Kadlec. And spoke with Heidi Waldrop Bay about Curaçao for her upcoming Caribbean round-up.

Richard Alleman -- Spoke with this freelance writer about the new Maritime Museum and the total eclipse for possible inclusion in a story for TRAVEL & LEISURE.

NEW YORKER -- Spoke with writer David Butwin and sent detailed information about the music of Curaçao and local clubs and nightspots with live music for an upcoming special travel section.

FIELDINGS GUIDE TO THE CARIBBEAN -- Continued to work with Kevin and Echo Garret on the Curaçao chapter of this guidebook. Fact-checked historical information and suggested changes in text that included an account of the riots of May 30, 1969. We hosted the Garrets on a press trip last April. Kevin also wanted to include Curaçao in an article for INVESTORS BUSINESS DAILY about wild game, he was particularly interested in ostrich, unfortunately, no game is imported from Curaçao into the U.S.

SMOKE MAGAZINE -- Provided Jazz Festival information to freelance writer Brian Silverman who is writing an article about Jazz Festivals for the January issue. Invited Brian to participate in the Jazz Festival press trip.

TRAVEL & LEISURE -- Spoke with Ann Schoen and fact checked information about cuisine and dive sites.

TRAVEL WEEKLY -- Fact checked Jazz Festival information with editor Gay Meyers for upcoming article.

TRAVEL AGENT -- Spoke with Caribbean editor Martin Elder who is writing "Spotlight on Curaçao" that will include information about improvements, developments and packages. We provided him with press materials.

WEISSMAN TRAVEL REPORTS "Ports of Call" -- Spoke with Barbara Redding and fact-checked Curaçao chapter and suggested rewrites where necessary.

MISCELLANEOUS

CTDB -- Attended sales and marketing meetings held in Curaçao.

CTB-NY -- Researched and compiled a list of major consumer travel shows sponsored by top U.S. newspapers including THE NEW YORK TIMES, LA

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TIMES, PITTSBURGH POST GAZETTE, BOSTON GLOBE, CHICAGO SUN TIMES, NEWARK STAR LEDGER, CHICAGO TRIBUNE, ORANGE COUNTY REGISTER, DALLAS MORNING NEWS, MIAMI HERALD, SAN DIEGO UNION TRIBUNE, HOUSTON CHRONICLE, and USA TODAY.

FORSTAR HOTELS -- Spoke with Denis Holyn and received additional information about the change of ownership of the Curaçao Caribbean and plans to make it a Sheraton Four Point Resort. Drafted press release.

CELEBRITY CRUISES -- Provided a press kit, slides and additional information about art and architecture in Curaçao for a lecture to be given on the "Horizon" by Sandi Badash.

VACATION EXPRESS -- Spoke with Jennifer Wall and sent a selection of slides for use in their new winter brochure.

INCENTIVES MAGAZINE -- Worked with Christina Elias and wrote copy for advertorial taken in October issue geared toward groups and corporate reward systems. Also provided slides.

PADI TRAVEL NETWORK -- Sent a press kit to Product Development Coordinator Sharon Mariner at the request of CTB-NY.

ALKEN TOURS -- Wrote copy for a new Curaçao ad.

SEI INCENTIVES -- Sent slides to Barbara Lanigan at the request of CTB-Miami.

PRESS TRIPS

OUTBOUND TRAVELER -- Finalized arrangements for Caribbean Editor Eleanor Wilson to visit Curaçao after CTC in Aruba. She will be escorted by a VIO on a day tour of the island that will include site inspections of Habitat, Kadushi Cliffs and Avila. We have also arranged an interview with Pieter Sampson, her air and accommodation.

10th Annual Curaçao Jazz Festival -- Continued to contact press to ascertain availability to participate in a press trip.

Joan Cartwright -- Spoke with Joan, sent press materials and invited her on the Jazz Festival press trip. She writes for the WESTSIDE GAZETTE, AFRICAN AMERICAN TOURIST GUIDE and was referred by Chandra Smouse.

FODOR'S CARIBBEAN -- Arranged for writer Jordan Simon to visit while on a tour of the ABC's in October for this guidebook. Sonesta has agreed to provide accommodations and CTDB will provide a VIO and tour of the island, hotels and attractions.

Kay Showker -- Arranged for this freelance writer and author to stay at the Avila Beach for one night. She is updating her book "100 Best Resorts in the Caribbean" and the Avila is included. She also toured the Ostrich Farm and Habitat during her visit.

PRESS RELEASES

“Curaçao Voted a Top Ten Caribbean Island in Travel & Leisure ‘World’s Best Awards’”

“Quick Curaçao Update For Our Meetings, Conventions And Incentive Travel Partners”

MARCELLA MARTINEZ ASSOCIATES INC.

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Marcella Martinez Associates, Inc.
411 East 53rd Street, Apt. 4D
New York, NY 10022
Registration Number 4349

SUPPLEMENTAL STATEMENT

IV FINANCIAL INFORMATION

Question 14(a)

During this six month reporting period, have you received from any foreign principal named in items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

YES

If yes, set forth in the required detail and separately for each foreign principal an account of such monies.

1. Curaçao Tourist Board

DATE	FROM WHOM	FEE/EXPENSES	AMOUNT
Jan. 97	Curaçao Tourist Board	Expenses	\$1,086.18
Feb. 97	Curaçao Tourist Board	Expenses	\$1,562.02
Mar. 97	Curaçao Tourist Board	Expenses	\$1,308.93
Apr 1997	Curaçao Tourist Board	Fee	\$6,500.00
	Curaçao Tourist Board	Expenses	\$1,599.90
May 1997	Curaçao Tourist Board	Fee	\$6,500.00
	Curaçao Tourist Board	Expenses	\$1,374.23
Jun 1997	Curaçao Tourist Board	Fee	\$6,500.00
	Curaçao Tourist Board	Expenses	\$1,473.77
July 1997	Curaçao Tourist Board	Fee	\$6,500.00
	Curaçao Tourist Board	Expenses	\$994.64
Aug 1997	Curaçao Tourist Board	Fee	\$6,500.00
	Curaçao Tourist Board	Expenses	\$763.80
Sept 97	Curaçao Tourist Board	Fee	\$6,500.00
	Curaçao Tourist Board	Expenses	\$1,413.87
TOTAL			\$50,707.34

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SUPPLEMENTAL STATEMENT

IV FINANCIAL INFORMATION

Question 15(a)

During this six month reporting period, have you

1. disbursed or expended monies in connection with activity on behalf of any foreign principal named in items 7, 8, or 9 of this statement?
YES

If yes set forth in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

1. Curaçao

MARCELLA MARTINEZ ASSOCIATES INC.

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Mr. Ygmar Wiel
Director of Tourism for North America
Curaçao Tourist Board
475 Park Avenue South
Ste. 2000
New York, NY 10016

Out-of-Pocket Expenses
Through January 31, 1997

Long Distance Telephone/Telefax	\$ 131.72
Messenger	\$ 93.00
Federal Express	\$ 213.20
Postage	\$ 55.62
Luce Press Clippings	\$ 592.74
TOTAL	\$ 1,086.18

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Out-of-Pocket Expenses
Through February 28, 1997

Long Distance Telephone/Telefax	\$ 334.34
Messenger	\$ 76.50
Federal Express	\$ 323.81
Press Release Reproduction	\$ 65.95
Postage	\$ 172.46
Luce Press Clippings	\$ 588.96
TOTAL	\$ 1,562.02

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Out-of-Pocket Expenses
Through March 31, 1997

Long Distance Telephone/Telefax	\$ 219.22
Messenger	\$ 43.00
Federal Express	\$ 177.10
Photography/Slides/Video	\$ 237.01
Postage	\$ 52.72
Luce Press Clippings	\$ 579.88
TOTAL	\$ 1,308.93

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Out-of-Pocket Expenses
Through April 30, 1997

Long Distance Telephone/Telefax	\$ 137.32
Messenger	\$ 59.00
Federal Express	\$ 366.83
Airline Ticket: Jean Pierce (SCUBA TIMES, RODALES, DISCOVER DIVING, SPORT DIVER, April 25-May 1)	\$ 285.95
Press Release Reproduction	\$ 51.96
Postage	\$ 120.11
Luce Press Clippings	\$ 578.73
TOTAL	\$ 1,599.90

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Out-of-Pocket Expenses
Through May 31, 1997

Long Distance Telephone/Telefax	\$ 109.56
Messenger	\$ 51.00
Federal Express	\$ 194.57
Airline Ticket: Don Telfer (PASSPORT NEWSLETTER, PASSPORT ON-LINE, May 18-10)	\$ 106.80
Press Release Reproduction	\$ 181.86
Postage	\$ 146.21
Luce Press Clippings	\$ 584.23
TOTAL	\$ 1,374.23

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Out-of-Pocket Expenses
Through June 30, 1997

Long Distance Telephone/Telefax	\$ 95.27
Messenger	\$ 94.00
Federal Express	\$ 65.28
Photography/Slides/Video	\$ 222.41
Press Release Reproduction	\$ 155.12
Postage	\$ 270.95
Luce Press Clippings	\$ 570.74
TOTAL	\$ 1,473.77

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Out-of-Pocket Expenses
July 1, 1997 to July 31, 1997

Long Distance Telephone/Telefax	\$ 62.58
Messenger	\$ 44.00
Federal Express	\$ 188.43
Press Release Reproduction	\$ 17.32
Postage	\$ 78.16
Taxi	\$ 6.50
Miscellaneous	\$ 1.75
Luce Press Clippings	\$ 595.90
TOTAL	\$994.64

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Out-of-Pocket Expenses
August 1, 1997 to August 31, 1997

Long Distance Telephone/Telefax	\$ 85.44
Messenger	\$ 27.00
Film developing	\$ 12.05
Postage	\$ 77.18
Luce Press Clippings	\$ 562.13
TOTAL	\$763.80

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Out-of-Pocket Expenses
September 1 to September 30, 1997

Long Distance Telephone/Telefax	\$ 88.69
Messenger	\$ 76.50
Federal Express	\$ 216.15
Photography/Slides/Video	\$ 193.10
Postage	\$ 46.77
Schedule 1: Curaçao Marketing Meeting Expenses	\$ 175.90
Miscellaneous: 3 copies of TRAVEL & LEISURE Magazine (NR)	\$ 11.85
Luce Press Clippings	\$ 604.91
TOTAL	\$1,413.87

Schedule 1: Curaçao Marketing Meeting Expenses (Aug. 31-Sept. 4, 1997)

Taxi to JFK (nr)	\$ 45.00
Princess Beach Resort	\$ 35.25
Refreshments	\$ 13.25
	\$ 3.35
	\$ 4.50
Playa Cas Abao Entrance Fee	\$ 3.00
Barbara Beach Entrance Fee	\$ 6.70
Miscellaneous (nr)	\$ 7.35
Departure Tax	\$ 12.50
Taxi from JFK to home (nr)	\$ 45.00
SUBTOTAL	\$ 175.90