Mayel



By Michael Bradley And the biggest item is not included!

SYNDICATED TRAVEL NEWS - Okay. Once upon a time there was this seience-fiction story. It was could choose an Ancient about a world of the future Roman scenario and you'd plagued by over-population, but this advanced society had a solution. They put their people into these little cells where almost any sensation, any scenario, could be simulated by computerized bio-technology.

People in this future world spent their entire lives.

in these cells. You could enoose a Wild West programme and the bio-computer would guarantee you a long and sensation-filled life as, say, Billy the Kid or Annie Oakley. Or, you be supplied with life-long and life-like events and sensations belonging to someone like, say Marc Antony or Cleopatra.

Were these fantusies "real", or did the people of this future world live meaningless shams? Well, the answer is simple.

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Their lives were "real"

enough. They experienced

actual physical sensation,

lived the gamut of real emo-

tions. Only they probably

lived more, far more, than

we do. The bio-computer

guaranteed more exciting

events in their lives, guar-

anteed richer sensations,

guaranteed vivid emotions.

And, as we all know, most of

us tend to avoid extremes of

excitement, sensation and

Most of us. Some of the

Unitours of Toronto, the

people who pioneered Cuba

in the early seventies, are of-

fering something compar-

able to the bio-computers of

this future world. Maybe

what they are offering isn't

for everyone all the time.

However, their offer maybe

for most of us some of the

They have come up with

a concept that's new in the

time. Most of the time.

emotion.

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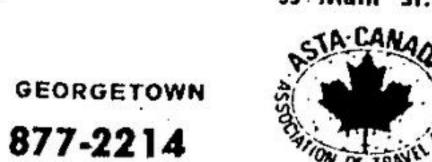
day escorted tour 269 per person

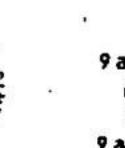
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Flirting With Fantasy

travel business, they don't just jet you to a destination! They have several holidays which jet you to several destinations . .. and only one aspect of the destination is geographical.

These holidays do not simply offer you a chance to visit a different country. they offer you a chance to experience a different life-

The word "chance" is important. Unitours have come up with vacation packages that offer the opportunity to experience something different. These packages include almost everything: jet fare, hotel accommodation, tips, three meals a day, sports and even wine

one of them!

told my friend.

he didn't really want. He took it.

concepts of courtesy and service.

delivered!

with meals. That's everything, right? Wrong.

Unitours cannot supply the willingness to be something different. Unitours cannot supply the courage to experience freedom and sensation. Unitours can offer the opportunity for living out a week or so of fantasy, but the biggest item is

not included in the package. And that item is your imagination, the degree of your liberation. Your ability to turn opportunity into real sensation, into a real experience.

Unitours have four pack-

Rent a Car Horrors

A HORROR STORY WITH A HAPPIER ENDING

By M. Bradley

SYNDICATED TRAVEL NEWS - MAYBE THIS

STORY SHOULD BE ENTITLED SOMETHING

LIKE "DEALING WITH THE RENT-A-CAR MON-

STER.". It is a true story, too. A friend of mine, a Tor-

onto public relations executive recently took a trip to the United Kingdom. He planned to spend only a week

in London on business, mostly, but he took his family

along for a little holiday combining buisness with plea-

sure. For both business and local sightseeing a car

Well, once settled down in the hotel my friend let his

fingers walk through the yellow pages and he called all

the major car rental companies in a London suburb. He

finally found exactly one firm with a car for rent. Silver

Jubilee year did produce its strains and this was certainly

He wanted a small car, an automatic. He wanted it

THE CAR RENTAL COMPANY SAID THAT THERE WAS ONE CAR AVAILABLE. It wasn't pos-

sible to have it delivered to the hotel over the weekend!

The helpful clerk informed my friend that if he wanted a

car for the weekend he "would be better off" to go to one

of the firm's offices. With a earless three days of a week's

visit as the alternative, my friend travelled across Lon-

don . . . to find that the price of the small car by Amer-

ican standards was £15 per day and 15p, per mile. Thirty

dollars and thirty cents respectively. The clerk shrugged and my friend balked at the price. Take it or leave it.

He almost left it. What decided him to rent the car was another customer who came into the office. This customer had been all over town looking for a rental car, too, "If you don't rent that ear, I'm going to," this man

That being the case, my friend decided that either

MAYBE THINGS HAVEN'T GOTTEN AS BAD IN NORTH AMERICA as in Europe and the U.K., par-

ticularly in Jubilee year, but it is apparent to everyone

that car rental companies are making the most of a seller's market. In spite of their advertising, many of the

major rental companies know very well that they don't

have to offer service and economy. The rental business

in North America generates 1.5 billion annually with

about 12-15% growth per year. There are a tot of willing

customers around. The car rental industry is making

enough money without having to live up to its advertised

On the plane back from the U.K. my friend related his

car-renting experience to another passenger, a surpris-

ingly sympathetic one who not only listened to the sad

story but who had heard plenty of similar ones before.

Such stories had made this passenger pretty successful.

The passenger was Hawley Tennant of London, On-

Tennant, President of Holiday Rent-A-Car, has made

dramatic inroads in a field dominated by multi-national

corporate giants. During the past ten years, Holiday

Rent-A-Car has expanded across Canada and the United

States from modest beginnings in - London, Ontario to

Tennant realized that the established, giant carrental

companies were taking advantage of a seller's market

and that service and economy might be subjects for

advertising lip-service but were really a thing of the past.

Tennant reasoned that a new company offering cus-

tomer service would become successful. He decided

that service and economy could be best established and

maintained if a rental company operated on a franchise

system of independent owner operators. In other words

the owner was never far away from the front desk, still

proof. Holiday's network of independent owner-opera-

tors all have to compete with the rental giants in their

local markets. All know that they have to compete using

super courtesy and super service. Holiday's operators

really have to try harder. Tennant's franchise system

UNFORTUNATELY FOR MY FRIEND, HOLIDAY

HAD NOT YET EXPANDED INTO THE UNITED KINGDOM. But Holiday is flourishing across Canada

and moved into the United States in 1974. The service ethic is being reborn in the North American car rental

industry. Holiday when not located at an airport will deliver a car to meet an incoming passenger and arrange

And who knows? At the rate that Holiday Rent-A-Car

is growing, this Canadian company might just hop across

the pond in time for my friend's next trip to Europe.

After all, Tennant was on that plane . . .

guarantees it and their success proves they deliver.

Tennant was right and Holiday's growth is dramatic

150 outlets and growing at a rate of knots.

the cornerstone of success in business.

How? Why?

pick up on departure.

O Syndicated Travel News

there was not going to be much sightseeing and business or he was going to have to pay thirty dollars a day and thirty cents a mile for a not too clean "puddle-jumper"

seemed in order and my friend planned to rent one.

latest idea in Unitour's new concept of holidaying.

First of all, Couples is both an all inclusive vacation package and a resort. The physical plant, the hotel, is located on a private bay in Saint Mary, Jamaica. As the name indicates, the package and resort is for couples only. No children. No families. No triple book-

ful tropical nature.

Couples includes every-

thing possible in the price

you pay. Nominal govern-

ment imposed departure

and transportation taxes are

excepted. Once you pay the

package price between

\$1190 and \$1550 PER

COUPLE . .. air fare, ho-

tel accommodation, three

meals a day, drinks, sports,

entertainment, tips and

even eigarettes are taken

The accommodation is

luxurious (every room has a

private balcony), and the

food and drink are superb.

There are no planned activi-

ties, but there are ample fa-

cilities for swimming, sail-

care of.

ages, Hedonism, Edenism, Couples and Cuba for which they have become justifiably famous. Couples is the ing, snorkeling, dancing, tennis, cycling, and horseback riding. Couples do what they want, when they wish. The piano bar, for instance, closes only when the

Couples is a place and opportunity for couples to experience freedom and sensation. A place and opportunity to love in a setting that offers both modern luxury and almost savagely beauti-

> Now comes the question. Do Unitours really offer a lifestyle package, or is Couples just another vacation at

last couple goes to bed.

There are no restrictions on

just another resort? Do they really offer something different?

The answer is yes. Unitours do not, however, possess an advanced bio-computer that can guarantee adventure, sensuality and sensation. Like the rest of us they

must deal with present-day technology and present-day imagination. But, within those restrictions, they have managed to offer the opportunity for a lifestyle escape from our day-to-day world. Unitours have succeeded by including everything possible for good fantasymaking. You can make of it

what you will. They offer the opportunity, but no



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