



This Is Maui - Our Maui

When it's late at night - and you're all alone,
It is so serene - for there is no phone.
Your loved ones sleep, but the waves they talk!
And on the beach, just the stars care to walk.
Tomorrow the people, they'll reappear
With their lotion, their towels and their packs of beer.

This is Maui - heaven on earth ...
Where God cares not for a person's worth.
Cherish the sun, cherish the weather ...
Cherish the fact we're all together.
For this is Maui ...
Our Maui!

— Greg Douglas

Travel agents - your ally for a worry-free vacation

It pays to consult a travel agent before leaving on a vacation.

His services are not only free, they can save you money, time and possible disappointment.

The travel agent knows

the good vacation spots; he has direct contact with transportation companies and he has a stock of hundreds of package vacations to suit anyone, from the novice traveller to the experienced globe-trotter.

Since he collects a commission from carriers, car rental agencies and hotels, his services to his clients are absolutely free.

"People in general know our services are free," says Andy Zab-

chuk, manager of the World Wide Travel Agency in Ottawa, "but, in the back of their minds, they feel there must be some hidden costs somewhere."

It may appear too good to be true but there are no hidden costs. In preparing your trip, the travel agent acts as your

secretary and your counsellor. Someone else pays him for this service.

If you are planning a vacation in Canada, for example, just visit your travel agent and tell him what you have in mind. He can help you find a package to suit your budget and interests.

Mr. Zabchuk finds it strange people don't

hesitate to spend money on a doctor, a lawyer or an income tax consultant. but when it comes to preparing for a trip they do hesitate to contact a specialist because of suspected "hidden" costs.

But the travel agent has the interest of his client at heart and he can't afford to make mistakes

because he wants repeat customers.

It's his job to find the itinerary his client wants or the package that will give him the most satisfaction.

The agent then makes all reservations and all the client has to do is pick up the bundle at the agent's office and take off.

Telling it like it is

This magazine was produced for a number of reasons. First of all, more and more Ontarians are spending their leisure time travelling, be it to foreign countries or to other parts of Canada.

And yet, we have found that there is relatively little material available that will give the would-be traveller a balanced view of the travel scene.

There are stacks of brochures available and they serve their purpose, but since they're put out by the people hoping to entice you to avail yourself of what they have to offer they tend to emphasize the good things they have to offer and completely ignore the less desirable aspects. We can't blame them, but we feel our readers deserve more.

Then, of course, there are the travel articles

contained in the membership magazines sent out by credit card companies and the in-flight magazines published by airlines, but once again, their one purpose is to tempt you into using their services, so the articles tend to be sugar-coated.

The same complaint can be made about the stories contained in the Travel Sections of the Metro newspapers. They rely for their revenue on the organizations which advertise on these pages, so the stories are usually of the "publicity release" variety.

In our readership surveys, we have found that what you want is the straight goods on the places you intend to visit and we feel this is part of our responsibility to you.

We want you to come back satisfied that you received what you were

promised. So do the people who have helped pay the cost of producing this supplement by advertising in it.

So we have asked our writers to "tell it like it is". In this and future publications, we are striving to write constructively about the various aspects of travelling. If there is something that is not quite right about the service provided by a particular carrier, resort or organization, we feel it should be pointed out, but we believe this should be balanced by a mention of the positive features offered by these people.

Our one aim is to let you know exactly what you're going to receive for the money you are spending. After all, a satisfied customer is the best advertising we can get.

Cover photo: Debbie Eavis, Oshawa student.

Vol. 1, No. 1

Places

is a subsidiary of Douglas Communications

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