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**TRAVEL MARKETING  
DECISIONS**  
THE OFFICIAL PUBLICATION OF THE ASSOCIATION OF TRAVEL MARKETING EXECUTIVES

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ATME has moved from the center of Manhattan to the bucolic town of West Tisbury, Massachusetts on the island of Martha's Vineyard. We have traded incessant sirens for the cackling and honking of herds of wild turkeys who roam about the island, one Tom with his many hens all half his size.

ATME's mailbox is in a corner of a General Store built in the 1850's. The Preservation Trust of the island saved this treasure from being shut down in the 1990's. No one could make it work economically, so now its a tourist destination as well as an important part of this tiny community offering at least one of everything you can imagine from milk, farm fresh vegetables, to nails, paint, and plumbing supplies.

The post office is run on a part-time basis by a man whose family used to own the General Store, and who's also an important person in the community. He has been County Commissioner and an Airport Commissioner for nearly 30 years. Its a very informal kind of place -- just enter into the post office area any time, take your mail from the back of the box and hunt around for packages with your box number on it.

This kind of informality means that the Postmaster starts to know everything about you, gathering his information from the mail you receive. So I wasn't too surprised when he asked, "Just what kind of an organization is the Association of Travel Marketing Executives anyway? When I told him that ATME was a professional association of marketing executives from airlines, hotels, cruise lines, tour operators, attractions, etc., his immediate response was "Oh, you can get me great travel deals!"

To keep my mail going into the right box, of course I replied "Of course." Now I have to deliver.

But the real point is on this island community of 15,000 year-rounders there are about 15,000 people with passports -- many of them more traveled than anyone I know in New York.

In the supermarket, bank, post office and restaurants you hear countless conversations about their travel exploits to every place on the planet. Because this community makes 80% of its income during the summer months when the population swells to over 125,000 they must travel off season. From October through March is travel season for Vineyarders.

So leave the light on -- they are coming to your destination, property, cruise and attraction. And if anyone tells you that serious travel is headed for hard times, remember that it is no longer a luxury, it is a necessity.

Yours truly,



Kristin Zern  
Executive Director/Publisher  
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**ATME CALENDAR**

**April 29 - The Luxury Market - NY Lunch - NY Yale Club**

**June 11-12 - Annual Conference - Las Vegas - Red Rock Resort**

**September 23 - Marketing Issues Forum Lunch - NY Yale Club**

*Fall Think Tanks* locations to be determined

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