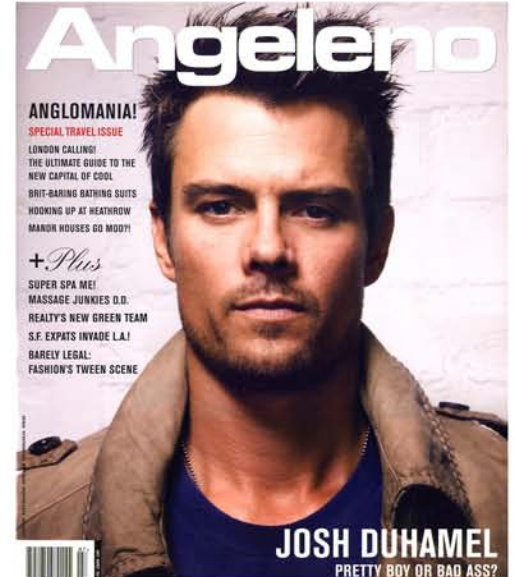


MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



TRAVELAGE WEST
EXPLORING TRAVEL FAVORITES AND FRONTIERS



LOS ANGELES BUSINESS JOURNAL

Portfolio.com



The New York Times
Une sélection hebdomadaire offerte par **Le Monde**



 **NEW YORK POST**



THE WALL STREET JOURNAL



Mansour Travel Company
Copyright 2007. All Rights Reserved.

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



FLY BOYS: Wanna roll like George and Brad? Visit travel guru Gary Mansour.



ESCAPES ARTIST

Think of Mansour Travel as the CAA of travel agencies. In fact, owner Gary Mansour probably counts half of the talent on the tenpercentury's hotshot roster as his own clientele. For more than 25 years, Hollywood's go-to travel guru has arranged private jets and booked villas for the likes of Kobe Bryant, Sherry Lansing, Norman Lear and Frank Gehry (and those are just the names he's allowed to reveal). We caught up with Mansour—who operates offices in Beverly Hills and, natch, Cannes—to see how the A-list is flyin' high these days.

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



+ *thelowdowna-list*



GOING PLACES: (Left) Avion founder and CEO Gary Mansour. (Below) The plush interior of an Avion semi-private jet.



sky captain

The man behind a new concept in private plane travel lets it fly
by *andrew myers* portrait by *clark hsiao*

For Gary Mansour, life's a real trip. Not that the trip is necessarily his own. Mansour, who along with wife Kay founded Beverly Hills-based Mansour Travel Company in 1979—which has long included among its specialties private travel of the plane to palazzo variety—noticed post-9/11 that half of his clientele had quit flying commercial altogether. But he believed this flight to private was anything but smooth. Secretaries and assistants who knew nothing of aviation safety standards were choosing planes and charter companies, and huge amounts of money, cumulatively totaling millions of dollars, was being wasted on flights full of empty seats. Would these clients, he wondered, be willing to share planes on heavily traveled, long haul routes such as New York to Los Angeles? And could qualms over privacy and discretion be quelled by, say, the formation of a private flight club in which he himself carefully vetted each prospective member? "I didn't hear one 'no,'" says Mansour.

Avion Private Jet Club got off the ground (literally) in March, 2005, and now flies between Los Angeles' Van Nuys or Burbank airports and New York's Westchester County airport several times a week (Los Angeles to New York on Sundays, and New York to Los Angeles on Wednesdays and Sundays). Rates

run \$6,988 per seat each way; memberships are \$18,000 for an individual, \$25,000 for a couple, \$36,000 for a family, and \$75,000 for a corporate account; and annual membership renewals are 50 percent of a member's current membership fee. Hefty, but not heaping considering fully private charters start at around \$65,000, and the costs of fractional jet ownerships and hourly-use programs can be just as high or higher. Apparently Avion's members have crunched the numbers too, because Mansour says the company has a 100 percent membership retention rate thus far; and despite a round-trip seat costing a cappuccino short of \$14,000, he adds, "I hear continually from the members how much money I'm saving them, and that Avion is their biggest travel value."

Then there are the perks... From Los Angeles, four-course menus from Wolfgang Puck; from New York, three-course menus from Tom Colicchio; a mini doctor's bag of skincare products; from Dr. IlV. Perricone: Italian cashmere blankets; and private town car service at both legs of the trip. Best of all, Avion uses only Challengers or Gulfstream jets, and although they have seating for 10-13, Mansour assures ample legroom by never booking more than eight passengers per flight. And get this: Even if only one member has booked a place for a particular flight, the plane goes regardless.

Mansour had an immediate membership his first year of 25, culled from his travel clients, and the roster currently stands at 70, most additions coming through member referrals. But just because a candidate can afford the fees doesn't mean he or she will be accepted. "It's a special atmosphere aboard, and I'm very protective of that," says Mansour. "Rather than go into a cocoon on the flight, members—even the most famous—have told me how much they like to talk with their fellow passengers. There's an ease because nobody needs anything from anybody." Which begs the question: Do club members such as Kobe Bryant, Norman Lear and Frank Gehry break the ice with ban mots from their respective courts of basketball, entertainment or architecture, or do they prefer to mix it up? ■

Avion Private Jet Club, 335 N. Maple Dr., Suite 208, Beverly Hills, 310.261.4888. www.flyavion.com

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



Travel, North America, May 2007

Mansour Travel Company : Voyagers to the Stars

With the 60th Cannes Film Festival under way this month, many an A-lister and VIP will be jetting into the Med's star-studded hotspot. It takes a certain kind of travel guru to pave the way for this special kind of client and the man Hollywood royalty, and many other wealthy travelers, turn to is Mr. Gary Mansour.

Few travel providers have as much international respect as Mansour Travel Company. Then again, any company who has spent the last couple of decades successfully tailoring their business expertise to the ultra-discerning travel requirements of Hollywood business and entertainment's A-list probably deserves it.

Billionaire 500 recently visited Gary at his Beverly Hills offices. He is refreshingly down-to-earth for a man surrounded by those living in the fast lane of the jetset life and his youthful persona doesn't reflect the fact that he got started some 30 years ago arranging travel logistics for the crew of Star Wars. Today he and his wife Kay oversee 25 employees, a glittering international client list and Avion - a unique LA-to-NY private jet shuttle club which we'll look at closer next month.

The difficulty involved in organising celebrity travel is rarely appreciated. Days of one's time are needed to fit even the smallest of arrangements into the intricate framework of a jet-set itinerary. Security, private charters, discrete customs-clearance, requisite subtlety, entourages taking over resorts for a night- these are the sort of one-off jobs that put travel agents on the map. For Gary, the organisational demands of VIP globetrotting represent just another day in the office.

Take business travel, for example. Gary's specially-negotiated contracts with major airlines, "special relationships" with hotels and exceptional back-office management programs allow the provider to be a notch above the rest in the business travel sector. The hectic flight scheduling and rampant hotel-hopping

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



Come Fly With Me

By Lauren Price

TRAVEL-AGENT-TO-OSCAR-WORTHY-STARS FOR THE LAST 30 YEARS, GARY MANSOUR IS THE CEO OF THE BEVERLY HILLS-BASED MANSOUR TRAVEL COMPANY WITH AFFILIATE OFFICES IN LONDON AND CANNES.

Working for another travel agency, Gary Mansour arranged hotels and airline tickets for film crews and movie stars for on-location shoots in the 1970s following a three year overseas stint with NATO. In 1980, he founded his own agency—an agency that today produces \$30 million in annual sales.

Mansour's International Concierge Services division serves up beck-and-call service by seeing to every detail for those willing to pony up a non-refundable \$15,000 a year membership fee, which basically gets members into sold-out hotels, onto overbooked flights and into sold-out-for-months eateries.

The agency maintains a top-secret client list that reads like a who's who for global glitterati and blue-chip honchos, but with a bit of begging, Gary tells us that he counts Sherry Lansing, Wolfgang Puck, Frank Gehry and Frédéric Fekkai among the elite membership.

For the price of your membership, you can absolutely rely on the agency's talent for planning a dream vacation—from choosing the perfect lodge for kicking back between twice-daily safaris into the African bush to securing a castle in Ireland to snagging a room at the booked solid Ritz during Paris' Fashion Week in no time flat. Actually, you'll get assistance with just about anything you need upon arrival, like hard-to-get theater tickets in London, renting a Maybach for tooling along Ocean Boulevard in Palm Beach, a private candle-lit dinner for two at the Great Wall of China or private viewings at world-class museums.

Membership includes round-the-clock access to Gary and VIP treatment at airports (read: you're whisked from the tarmac and expedited at Immigration, Customs and security checkpoints). Gary can negotiate no-fly zones with local governments and authorities—even minimize leaks to the media by using different hotel names on paperwork that goes through any sort of company approval system, so that even if someone over there is tempted to call the tabloids (as they often are), the information is incorrect.

"We are really just a travel agency with high-end services who just happens to not take no for an answer," Gary says. "And guess what? If I say no to a client and that client can go out and find another agency to say yes... then I've failed at my job."

Specializing in every aspect of travel itineraries for some of the most famous movie and TV stars, Mansour's Film & TV Markets and Festivals division (as in Cannes and Sundance), negotiates special rates for first- and business-class air fares and accommodations (actually, his agency handles the majority of accommodations booked for the Cannes Film Festival) and maintains satellite outposts at these events to assist with everything, including registration and getting official badges.

The agency will even assist non-clients at these festivals in need of help for last-minute changes such as rearranging plane charters, securing a room when a hotel is virtually sold-out—even getting them access to the hottest velvet rope-nightspot.

After 9/11, Gary's private charter business went through the roof. Always a creative and strategic thinker, he polled his top charter clients to see if they'd be willing to share a plane so as to cut down on their costs and voila... he founded the now two-year-old Avion Private Jet Club (www.flyavion.com). The only company to sell individual seats on already scheduled private jet flights, it's structured as a members-only enterprise for transportation (members' guests can come along for an additional \$750 on top of nearly \$7,000, one-way) between New York's Westchester Airport and Los Angeles' Van Nuys or Burbank airports. The amenity list is long: comp door-to-door car service, cuisine courtesy of Wolfgang Puck going eastbound and Tom Colicchio going westbound, Italian cashmere blankets—plus discounts of up to 30% less than his competition for charters anywhere in the world.

"We are looking to adding flights to and from Miami for the upcoming season... and then London and Las Vegas," says Gary.

Currently, there are some 75 members, including Grammy-winning rap stars, studio heads, business leaders and a Saudi royal or two. The first year's membership is \$20,000. After the first year, annual dues are equal to 50 percent of the prevailing membership fee. Multiple memberships range from \$28,000 to \$40,000. Corporate memberships—for up to 10 people—are \$125,000.

For those who don't like to buy without kicking the tires, Avion offers a one-way or roundtrip flight for the aforementioned \$7,000 a pop.

Gary is a major sponsor of the American Wine & Food Festival—through the Puck-Lazaroff Charitable Foundation—raising millions upon millions of dollars for the Los Angeles chapter of Meals on Wheels. In addition to donating his time and money for travel arrangements for visiting chefs, he donates private jet flights and extraordinary travel packages for the organization's auctions.

Gary is also partnered with Save Our Selves' Live Earth concert on July 7. Reaching people on a global basis through TV, film, radio and the Internet—the concert will bring together more than 150 of the world's top musicians for 24 hours, across all seven continents (in the U.S., Giants Stadium in New Jersey). Proceeds will help combat climate change led by The Alliance for Climate Protection, which is chaired by Al Gore. Gary is coordinating all travel related to the cause, and is partially underwriting travel costs.

Performers scheduled to appear include The Police, the Red Hot Chili Peppers, Bon Jovi, Melissa Etheridge, the Foo Fighters, Lenny Kravitz, Alicia Keys, John Mayer, Madonna, Kelly Clarkson and Ludacris. SA
www.mansourtravelcompany.com



"We are really just a travel agency with high-end services who just happens to not take no for an answer," says Gary.

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



travelista

Frequent flyer Sophy Roberts fast-tracks international intelligence on where to be and what to see.

The \$10,000-plus retainer to join a "superagent" client list was once a North American phenomenon only. In NEW YORK there's the trend's founder, Bill Fischer of Fischer Travel (ex-directory), while the LOS ANGELES-based Gary Mansour (www.mansourtravel.com) has just opened offices in London headed up by Colin and Debbie Silver (annual service fee of £5,000). In August, these contacts come into their own with last-minute reservations at sell-out resorts (St Tropez this weekend, anyone?).

while the LOS ANGELES-based Gary Mansour (www.mansourtravel.com) has just opened offices in London headed up by Colin and Debbie Silver (annual service fee of £5,000). In August, these contacts come into their own with last-minute reservations at sell-out resorts (St Tropez this weekend, anyone?).



Photo: Herman van der Meer
CHILE's Atacama Desert.
Photo: the recently opened Santa Teresa Resort in Pantelleria.

er (annual service fee of £5,000). In August, these contacts come into their own with last-minute reservations at sell-out resorts (St Tropez this weekend, anyone?). The British equivalent is Niel Fox, CEO of new LONDON company Based On A True Story (www.basedonatruestory.co.uk). Fox



Above: track down Murat Warriors in Borneo with superagent Based On A True Story. Below: Exosphere "superagent" Sophie Leyton on her Vespa.

focuses on outrageously extravagant trips to far-out places such as VENEZUELA or BORNEO for a wedding in the jungle with privately chartered logistics put in place by an advance guard. This ensures that igloos in CANADA are built specifically for your trip (it's rare you'll stay in anything as prosaic as a hotel) or that visiting four countries in 10 days is viable. You pay handsomely for his services - from about £170,000 for a 10-night trip for two people, excluding international jet charters - but then Fox did cut his teeth organising trips for a number of Russian oligarchs. Another new superagent to add to your BlackBerry is Exosphere

(www.exosphere.com) from John Saunders and Sophie Leyton. Those living in central London can benefit from Leyton's Vespa service - for no extra fee, she'll come to your home to discuss the details of a proposed holiday.

To go it alone this month, stick to the newest openings in Europe which others haven't yet heard about. PANTELLERIA, the black volcanic Italian isle, has recently unveiled Santa Teresa Resort (www.designhotels.com/santateresa) consisting of restored, traditional dammusi buildings.

Although insiders will insist Pantelleria is all about private villas - the best of them include Monastero (www.monasteropantelleria.com), the resort frequented by Sting and belonging to photographer Fabrizio Ferri - Santa Maria makes sense if it's just for two on a more modest budget.

The Rou Estate (www.rouestate.co.uk), due to open in CORFU this month, has a similar rustic-chic aesthetic.

The property consists of 12 restored houses occupying an entire village and set around a spa complex.

If availability still defeats you, plan for an autumn trip to the southern hemisphere. CHILE is hotting up with the recently opened Awasi hotel (www.awasi.com) in the Atacama Desert, featuring eight quietly stylish adobe, stone >>>



MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



THE INSIDERS



TATIANA FRIEDKIN *director, Office of Coordination, Cannes Film Festival*

Friedkin is the longtime Los Angeles representative for the Cannes Film Festival who, during the fest, performs the function that separates the haute monde from the bourgeois; Friedkin decides who gets use of the fest's official cars.

From her office at the back of the Palais, Friedkin daily sorts through the hundreds of requests from Hollywood stars, French politicians, fest jury members, et al. who want use of the fleet of 70 chauffeur-driven Renault Safranes provided to insiders. Friedkin's other balancing acts also include riding herd on the most mysterious of all Cannes rituals: the stars-go-last arrival of the VIP limos for the Palais red-carpet screenings.

UNSUNG HEROES

In Cannes, these are the behind-the-scenes expeditors who know all the scores.

JULIE SISK *founder and director, American Pavilion*

For the past 10 years, Sisk has overseen the corporate-sponsored communication and hospitality center for the thousands of Americans in Cannes. Providing a full-service business center and an affordable restaurant, the American Pavilion also features seminar series and a dangerous affair called the "Kodak Pitch Room," in which filmmakers present their ideas to film executives.

GARY MANSOUR *owner, Mansour Travel*

Mansour handles travel and hotel accommodations for scores of festivalgoers and production companies and has long-established relationships with the major hotels in Cannes. Usually, he can beat the jacked-up rates foisted on the hoi polloi. "If you're in a pinch," says producer Cindy Cowan of Initial Entertainment Group, "Gary can find you a room, even when the hotels say they are all booked up."

M. MAURICE DELAUNY *mayor* M. KALOUSTIAN *general secretary* M. ARMAROLI *deputy mayor*

Although not all requests for special publicity events/stunts must be made to the festival organization or the town council, these are the Cannes city officials that give the final OK. Deputy Mayor Armaroli is the specific contact for anything concerning the sea or port; i.e., he gives permission to use a floating pontoon for fireworks displays and the like. Basically, he's the guy you want to talk to so French paramilitary officers don't try to shoot down your utterly ridiculous seaside promotional display. (In most cases, if you want to put the name of your company over a hotel or a hotel beach, the hotel will handle any conflicting interests with the townfolk.)

— Cannes correspondent Sally Knight contributed to this article.

THE HOLLYWOOD REPORTER CANNES SPECIAL ISSUE MAY 1999 19

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



CANNES survival guide



Mansour's client list is an industry who's who.

BEST OF THE FEST

Go-to Guy

Eighteen years ago, Gary Mansour became a Cannes expert. "Clients had to rely on the film fest to arrange rooms," he says, "so anyone without a film being honored had trouble getting a good room."

Mansour now controls over 100 hotel rooms in all the best spots. His client list is an industry who's who that includes Tom Cruise, Will Smith, Pierce Brosnan, Irwin Winkler and Paula Wagner. During the fest he operates out of the lobby of the Majestic (in front of the beauty salon between the check-in and the bar). From that spot he helps out not only pre-existing customers, but anyone — and with just about any problem.

"Look," says Mansour, "if you're not staying in one of



the big hotels the concierge isn't going to help you. So that's what we do. We're a travel agency and a concierge service and handle anything, from travel arrangements to limos to dinner reservations." www.mansourtravel.com; (310) 276-2768

— STEVEN KOTLER

VLIFE | MAY 2003

Mansour Travel Company
Copyright 2007. All Rights Reserved.

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS
THE WALL STREET JOURNAL

W10 FRIDAY, DECEMBER 27, 2002

THE WALL STREET JOURNAL

THE YEAR 2003

A Year to Be Choosy

Continued From Page W7
 winners and losers emerged. Total consumer spending was up only slightly in 2002, but some industries felt the pinch more than others. Men's clothing store sales were down in the fall, while sales at bookstores fell about 2% from a year ago. Still, there were some bright spots—like home prices, which grew 4.3% in the third quarter compared with a year earlier. And retailers found their share of hits, including NBA merchandise and those pricey flat-panel television sets.

With more practice in low-key spending, people are expected to adjust even further next year with fewer but more selective choices. In November, a month filled with dismal economic news and worries about a possible war in Iraq, shoppers still increased their spending on clothing



Expect more strange blends

To get there, travelers who are tired of being treated badly by the airlines and their ever-shrinking amenities are going by private jet, but often at a bargain. Los Angeles travel agent Gary Mansour now arranges for clients to get reduced rates (\$5,500 instead of \$40,000 per trip, for example) on one-way, dead-head segments with respected charter operators.

...the 888, a coming Chevy...
 ...low rate, big wheels and...
 ...car, the cargo bed of...
 ...counsel, bulging fenders...
 ...the 1100s. Did we mention...
 ...? Even sports-car spee...
 ...is getting into the SUV...
 ...\$48,000 Cayenne Turbo...
 ...top speed of 115 mph but...
 ...pace compared with traditio...
 ...nally vehicles. And though...
 ...confusing on the inside...
 ...living-room looks like plat...
 ...in, marble bars, multiple...
 ...dashboards that look...
 ...computers.

...ation somewhere...
 ...ing cruise-ship...
 ...private island...
 ...to the key here...
 ...travelers still...
 ...about where...
 ...they just don't...
 ...to do many...
 ...with obscure...
 ...the coast of...
 ...and-out homes...
 ...Cambodia...
 ...are parceled...
 ...the...
 ...Tom Hingle, ex...
 ...consultant for sales...
 ...& Co., which has...
 ...shops for spots like...
 ...the South, Vietnam and the...
 ...Amazon...
 ...to get...
 ...travelers who are tired...
 ...of being treated badly by the airlines...
 ...and their ever-shrinking amenities are going...
 ...by private jet, but often at a bargain. Los...
 ...Angeles travel agent Gary Mansour now...
 ...arranges for clients to get reduced rates...
 ...(\$5,500 instead of \$40,000 per trip, for ex...
 ...ample) on one-way, dead-head segments...
 ...with respected charter operators.

...nights and Los Angeles might not be...
 ...and where not to once-but towns...
 ...like Saratoga, N.Y., and Palo Alto, Ca...
 ...li.). Other forecasters say prices for up...
 ...scale homes in Philadelphia and Roches...
 ...ter probably won't flail, at least for a...
 ...while.

...Inside the home it's still all about eat...
 ...ing, but not everything will be warm and...
 ...fuzzy. Some designers are pushing boxy...
 ...furniture and stainless steel—our outfit...
 ...even sets a stainless-steel front door. An...
 ...other strange development: not-so-practi...
 ...cal conversation pieces that are copied...
 ...from rare European antiques, like the...
 ...Hollywood first set based on a china cab...
 ...net that once held live chickens (val...
 ...\$1,740), and French Heritage's reprodu...
 ...tion of a Louis XVI iron-letter desk, ret...
 ...ing for \$1,298.

...around an eight-quarter eating while...
 ...It's not the food—it's the gimmick, so...
 ...restaurants desperate for business go...
 ...to extremes. The excessive and dilapid...
 ...down expense accounts made 2002 one...
 ...of the industry's slowest over the past 25...
 ...years, and though next year should be...
 ...better, it will fall well short of the pretty...
 ...picture seen in the 1990s, according to...
 ...the National Restaurant Association. So...
 ...chefs are trying to grab some attention by...
 ...playing up things like salt, letting custom...
 ...ers pick from several different varieties...
 ...And cheese fans can tour a cellar full of...
 ...the staff at Spigaglia in Chicago, or even...
 ...have it for dessert, in the form of Parme...
 ...san ice cream at Caramys in Brooklyn...
 ...N.Y.

...At least some restaurants are starting...
 ...to court top customers in the slow eco...
 ...nomy. Seattle's Poudango admits its fr...

Cars
MUST HAVE: Porsche Cayenne
WORTH UP: SUVs or SUVs
BUZZ WORD: Buy

...is this for year "converters" become...
 ...vehicles? We think so. Like luxury out...
 ...side, these so-called combination ve...
 ...hicles are making up an ever-larger...
 ...SUVs now can look like a station wagon...
 ...the Volvo XC90, a minivan (Acura's...
 ...MDX, which has sold almost 40,000 units...
 ...this year, up 20% from a year ago) and a...
 ...pickup truck (Chevrolet's Avalanche...
 ...which has lagged more than 30,000 sales...
 ...this year). "I don't buy the concept of...
 ...managerial half-breeds," says Jim Hill...
 ...with AutoPacific in Southfield, Mich. "No...
 ...customer is looking for that."
 ...SUV, there are more strange blends

...Technology/Design
MUST HAVE: A TV or...
 ...flatter than your...
 ...cathode...
WORTH UP: LCD...
BUZZ WORD: Multi...
Multi-factor

...The forecast...
 ...here is flat. Flat...
 ...television sets...
 ...and flat com...
 ...puter screens at...
 ...home, at hotels...
 ...and at work...
 ...Sales of flat-panel...
 ...TV sets increased...
 ...22% in 2002 and...
 ...are expected to...
 ...rise an additio...
 ...nally 23% next...
 ...year, according to...
 ...the International...
 ...Electronics Association. "This...
 ...is the first year they've made any im...
 ...pact," says a spokesman.

...Portable and multifunctional...
 ...gadgets will also rise, thanks partly to...
 ...the success of Apple's iPod music...
 ...player, and overall sales of portab...
 ...le digital music are expected to...
 ...hit \$20 billion by 2006 as products...
 ...get cheaper and better. Among...
 ...the new gadgets is the Archos...
 ...Multi-Medias MultiMedia player...
 ...a \$40 all-in-one player that not...
 ...only plays songs and takes pic...
 ...tures, but even plays into a TV set...
 ...and tapes the latest episode of...
 ..."Alias." In 2003, look for Ben...
 ...chies to launch a palm-size portab...
 ...le hard-disk videoplayer that...
 ...will hold about 10 hours of video...
 ...and could retail for less than...
 ...\$1,000. Says Rob Enderle, con...
 ...sumer-electronics analyst at Giga...
 ...Information Group: "This will be...
 ...the DVD player of 2003." At least...
 ...if you like watching on a tiny...
 ...screen.



Wrist-talk watch



Angkor Wat, Cambodia

Home Front
MUST HAVE: Superbowl mattress
WORTH UP: Generic granite
WORTH UP: Air conditioning

...It probably should have happened last...
 ...year, but it appears the boom in overex...
 ...posed houses is finally slowing down, with...
 ...growth down to about one-third of what it...
 ...was in the late '90s and early '00s. But...
 ...the biggest question, of course, is whether...
 ...the real-estate bubble will finally pop...
 ...Like many forecasters, economist Kurt...
 ...Case at Case Shiller Weiss has his own...
 ...own list of where to buy a house (Wash...

...Customer Electronics Association. "This...
 ...is the first year they've made any im...
 ...pact," says a spokesman.

...Portable and multifunctional...
 ...gadgets will also rise, thanks partly to...
 ...the success of Apple's iPod music...
 ...player, and overall sales of portab...
 ...le digital music are expected to...
 ...hit \$20 billion by 2006 as products...
 ...get cheaper and better. Among...
 ...the new gadgets is the Archos...
 ...Multi-Medias MultiMedia player...
 ...a \$40 all-in-one player that not...
 ...only plays songs and takes pic...
 ...tures, but even plays into a TV set...
 ...and tapes the latest episode of...
 ..."Alias." In 2003, look for Ben...
 ...chies to launch a palm-size portab...
 ...le hard-disk videoplayer that...
 ...will hold about 10 hours of video...
 ...and could retail for less than...
 ...\$1,000. Says Rob Enderle, con...
 ...sumer-electronics analyst at Giga...
 ...Information Group: "This will be...
 ...the DVD player of 2003." At least...
 ...if you like watching on a tiny...
 ...screen.

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS

SUNDAY, JANUARY 25
MONDAY, JANUARY 26

The New York Times Le Monde

Une sélection hebdomadaire offerte par

No Talking. No Eating. No Fun. It's Called Vacation.

By KAREN ROBINOVITZ

Right after the new year, Tracey Ross, owner of the Los Angeles boutique that bears her name, traded her designer shoes for hiking sneakers and headed out to the mountains of Calabasas, California, to check into the Ashram, a military-style spa where the motto is "To become, we overcome."

For seven days, Ms. Ross, 42, had to wake at 5:45 a.m. to do yoga before a spartan breakfast (one scrambled egg, three slices of apple and herbal tea), hike for hours up a steep trail, grab an equally spartan lunch, and then endure five more hours of intense physical activity — from aqua aerobics to weight training — before having a bowl of lentil soup for dinner and crawling wearily into bed. She endured blisters, an array of aches and pains, chapped lips and no-frill accommodations that were nothing like her experiences at the top-tier hotels she frequents. She paid \$3,500 and called it a vacation.

"I needed a timeout from my busy life," she said. "I can't get that in St. Barts, where I wind up shopping and going out every night. I needed to get



Kevin Moloney for The New York Times

back to the basics and nature. I needed sweating and a sense of accomplishment, not to mention a week without makeup and getting dressed up."

Ms. Ross is hardly alone. Many travelers are heading to places like the Tree of Life Rejuvenation Center, an ayurvedic medicine-yoga-meditation-fasting oasis in Patagonia, Arizona, (\$1,420 for a seven-day stay). They are signing up with Vladi, a German company that offers stays on the remote island off Chile where Alexander Selkirk, the inspiration for "Robinson Crusoe," was ma-

Some vacationers are trading relaxation in the sun for rigorous discipline. Guests during a dining ritual at Shambhala Mountain Center in Colorado.

roned (\$140 a day, plus \$250 for a survival kit). They're meditating, handling kitchen duties, and sleeping in tents at the Shambhala Mountain Center, a spiritual retreat in the Colorado Rockies (\$200 for a weekend to \$1,805 for a month).

"There is an enormous trend of people who have the need to get out and do something different," said Gary Mansour of Mansour Travel in Beverly Hills. "They're looking for any kind of escape, and if that means, 'beat me up a little bit,' so be it."

Josh Bernstein, president of Boulder Outdoor in Colorado, said he believed that "since 9/11, people have re-evaluated what's important, and that applies to their vacation time."

"Ten years ago, it was a fringe group of outdoor adventurers," he added. "Today, mainstream people who have lavish lifestyles are coming to find a way to get to know themselves more deeply."

CAHIER DU « MONDE » DATÉ DIMANCHE 25 - LUNDI 26 JANVIER 2004, N° 18351. NE PEUT ÊTRE VENDU SÉPARÉMENT

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



NYP Travel

051

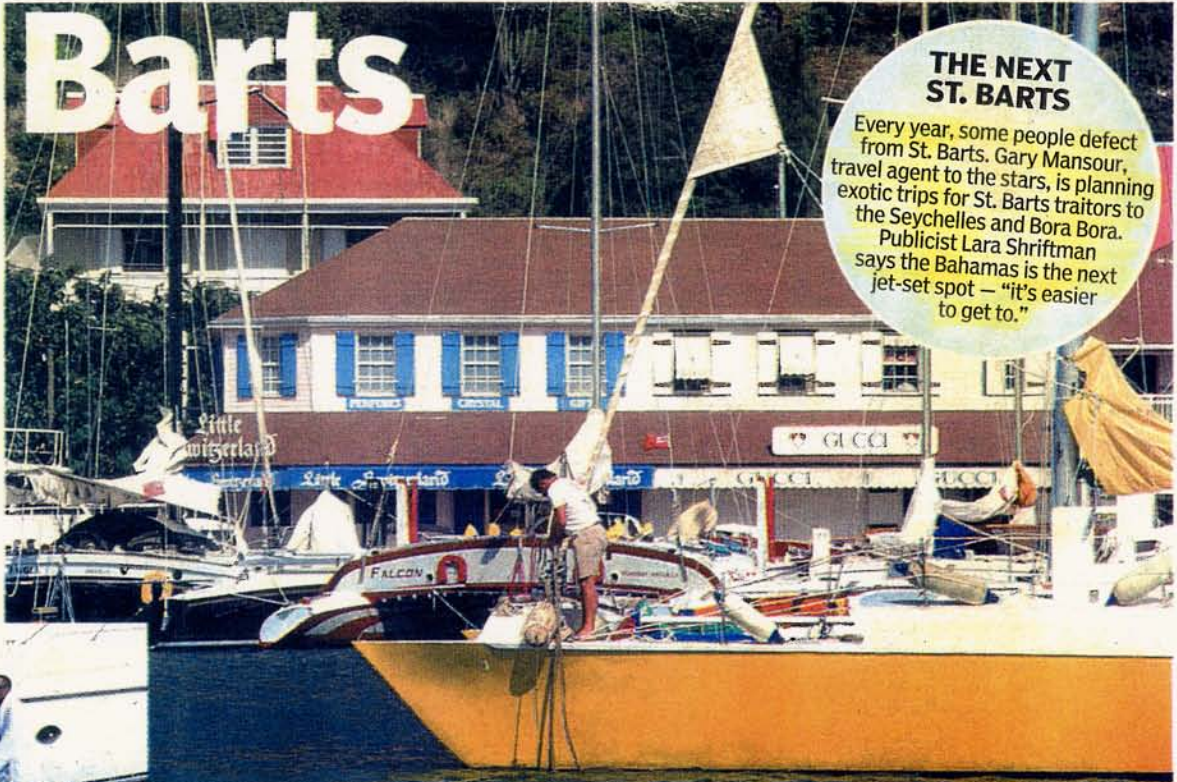
St. Barts

Travel Inn Hotel ([011-599] 545-3353) has rooms for \$119; rates at St. Martin's Hotel Beach Plaza start at \$176 over Christmas ([011-590-590] 87-87-00).

Lunch: Le Select is frequented by a friendly crowd of locals. Singing "Cheeseburger in Paradise" is required; this is where Jimmy Buffet wrote the song.

Do: Colombier, a private beach at the northern tip of the island reachable by boat or by hiking down a rocky goat path, is great for picnics and skinny-dipping.

Sail: Cheap charters? Ha! Without \$20,000 to burn, your options are limited. Try renting a sailboat from Saint-Barth Caraibe Yachting (27-52-06) or the St. Barth Yacht Club (27-70-41). Or, just hang near the Gustavia slips and look pretty. You never know what might happen.



THE NEXT ST. BARTS

Every year, some people defect from St. Barts. Gary Mansour, travel agent to the stars, is planning exotic trips for St. Barts traitors to the Seychelles and Bora Bora. Publicist Lara Shriftman says the Bahamas is the next jet-set spot — "it's easier to get to."



A modest P. Diddy jet skis, robe in tow. Big Pictures USA

Good luck finding a spot in tony Gustavia harbor — reservations have to be made a year ahead.

Kevin Schafer/Corbis

"Colombier, a private beach reachable by boat or by hiking down a rocky goat path, is great for picnics and skinny-dipping."

New York Post, Tuesday, December 3, 2002 nypost.com

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



3D WEDNESDAY FEBRUARY 18, 2005 USA TODAY

People

Skybar: The place to lounge in style.

Jimmy Ray Estate House: Very nice, in Antigua.

Flappen Suite: A little naughty at The Palms.

Stars check in to create hotel buzz

Hot spots have few reservations about catering to celebs

By Kitty Bean Vancey
USA TODAY

MIAMI BEACH — At 11:30 p.m., the crowd celebrating the opening of The Shore Club's Skybar reaches critical mass. Models decoratively sip Champagne in the \$7,000-a-night-and-up, oceanfront Beach House, where Lenny Kravitz hosted a New Year's Eve party and Janet Jackson retreated for quality R&R.

Outside the bungalow's privacy fence, other revelers are hanging on giant white dagobas by one of the hotel's infinity-edged pools, where Leonardo DiCaprio and Tobey Maguire once entertained sunbathers with dining antics. But the real action is in Skybar's jampacked Red Room, where security guys with sarisacs talk urgently into their sleeves. South Beach socialites adorn the pillow-strewn banquettes and photographers circle actor Luke Wilson, of *Lemony Snicket's A Series of Unfortunate Events*.

Though not in the mood to meet the press, he's a star in the evening's script, which is all about pumping up the 175-year-old Shore Club's profile now that it's under the management of P9-savvy boutique-hotelier Ian Schrager. Hip hangouts like Skybar (a hedonistic lounge concept that also helped elevate Schrager's Mondrian hotel in L.A.) cutting-edge decor and buzz created by celebrity sightings are helping The Shore Club and other recently opened hotels become hot spots. Among newcomers:

• **W San Diego.** Was celebrity central during the Super Bowl, hosting Britney Murphy, Don Cheadle and Fran Drescher, to name a few. Its blue-and-white rooms and rooftop Beach Bar stream with sand swan dives. "I think the hotel has amazing potential," says Drescher. "It has the makings of the trendy happening hotel of San Diego."

• **Esperanza Resort in Cabo San Lucas, Mexico.** Has best host to Brooke Shields, Paul McCartney and supermodel Gisele Bündchen. The former beauty and wife Heather had a couples massage; he delighted guests by joining the orchestra band to sing Hey Jude.

• **Opus Hotel in Vancouver.** The strikingly decorated modern boutique hotel has become a favorite with celebs making films or appearances there. Anna Paquin, R.E.M. and Alan Cumming have bedded down in the converted warehouses in the city's downtown district.



Toast of the town: Peter Chase, consultant for the Skybar in The Shore Club, pours some bubbly for Heidi Klum, left, Heather Klum, and Amanda Fisher at the launch of the Miami bar last month.



High life: Actor Luke Wilson at the Skybar.

Wilson at the Skybar. "I'm not a star-gazer person, but I love to sit back and watch the buzz, the posing, the this and that," says Ian Davidson, a Miami hotelier entrepreneur who turned out for the Shore Club bash.

Pampering gets top billing

Truly happening hotels deliver more than simple, big successfully catering to guests who are household names. "Service is over-the-top important ... 'anything you want and we don't say no,'" says Gary Mansour, whose Beverly Hills-based Mansour Travel Co. books trips for top Hollywood talent. "So is a mind-set of security and privacy."

dining, even first-class air tickets. Stars also can spread the word within the celebrity community. A stay at newcomer Esperanza, for instance, was included in the official gift baskets given to Oscar presenters last year.

And the presence — or anticipated presence — of luminaries lures everyday people. On a recent day at Schrager's Delano in Miami Beach, where Jennifer Lopez has been a regular, a few tabbernecking tourists made a couple of slow passes through the lobby and pool area.

"Looking at celebrities — people love celebrities going in for a tan. Staffers keep paparazzi away and shuttle VIPs in and out via a back door. Quick escapes are necessary, say hoteliers.

The young and hip also cherish cool décor — Shore Club rooms boast Mexican sunstone floors and white-upholstered furnishings from Italy. The Palms just unveiled Bachelor Flappen Suites with stripper's poles and disco lighting. Opus bedrooms are equipped with handfed oxygen dispensers.

But never, ever underestimate the importance of hot nightlife.

"I wanted to create the ultimate party place," says Mahood. At The Palms, stars can unwind undisturbed in private skyboxes overlooking the Rain nightclub.

The Shore Club Jacuzzi can get so steamy that management has had to suggest that amorous couples not get a room. "The spin-out ambience of the Red Room is in keeping with Schrager's dictum that the hotel should be an adult sandbar ... sexy, sexy, sexy," says Skybar consultant Chase.

Back to party in a corner: Wilson and a table of pals party on tonight and any night he cares to show his famous face. The Shore Club is his sandbar.

"Service is over-the-top important ... 'anything you want and we don't say no,'" says Gary Mansour, whose Beverly Hills-based Mansour Travel Co. books trips for top Hollywood talent. "So is a mind-set of security and privacy."

How do hotels and resorts manage names in a hurry? Celebs usually need hype to make it to the top, and so do the places they stay. The Shore Club's relaunch and Skybar opening, for instance, involved a half-dozen publicists and a firm that loans big names for openings and parties. It's a case proposition in the travel sector. Stars usually need hype to make it to the top, and so do the places they stay.

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



IHAF raises funds to free 'soldier children'

by Paula Parisi

Pushing art beyond the boundaries of entertainment, the International Humanitarian Artists Foundation held its first fund-raising event at Los Angeles' L'Orangerie restaurant, galvanizing support for its goal of creating a global exhibition forum for artistic content that champions human issues.

Filmmakers Robert Wise and Neil Abramson were on hand for the Wednesday night event, which raised money for the rescue and rehabilitation of Ugandan children ruthlessly exploited as soldiers. Abramson - a commercial director whose feature credits include the 1998 Jerry Springer film "Ringmaster," presented clips from his film "Soldier Child," recounting how a CNN segment propelled him from location on an American Express commercial in Spain to Africa, where he documented the tragic Ugandan

conditions.

"Things like this become big enough for international attention when an artist - someone like Neil - has the courage to go in there with a camera in their hand," said Marina Martins, who founded IHAF in 1998, and along with Los Angeles businessman Gary Mansour serves as co-chair. "We want to take a song, a film, an artist that has something interesting to say about humanity and guide it through its public exposure. I don't know that it's going to make things better politically, but when the eyes of the world are on you, the atrocities are harder to commit."

The event also was a platform for the induction of Wise - one of three filmmakers honored at the first IHAF gala in 198 (the others were Martin Scorsese and Jim Sheridan) - to the group's board of directors. "As a director, I've been dependent on scripts writ-

ten by others, but as an artist, I've chosen scripts that provided a message I believed in," said Wise, whose directorial credits include "The Sound of Music" and "West Side Story."

The fledgling Beverly Hills-based IHAF continues to seek network, Internet and other distribution partners that can assist in their exhibition goals. The group plans an awards gala this year in Los Angeles, as well as a Los Angeles Screening Series next month, and a globally traveling film festival that will launch in Los Angeles. Funds raised by the Wednesday event will be used to provide for 100 Ugandan children for one year.

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS

LOS ANGELES BUSINESS JOURNAL

Presents the **BEST PLACES TO WORK IN LOS ANGELES**

2007 "Best Places to Work in Los Angeles"

Small Companies Category

Rank	Company Name
1	AGENCY
2	International
3	The Subject
4	Mansour Travel Company
5	The North Group, Wilson & Mitchell

4 [Mansour Travel Company](#)

YAHOO! FINANCE

Portfolio.com

AOL money & finance

TravelAgent
CENTRAL

AllBusiness
Get expert advice from business bloggers.

Forbes
com

marketwire

MODERNAGENT travel pulse
OCTOBER 25, 2007 SEARCH MODERNAGENT

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS

TRAVELAGE WEST

EXPLORING TRAVEL FAVORITES AND FRONTIERS

TRAVELAGE WEST
EXPLORING TRAVEL FAVORITES AND FRONTIERS

party big

HOME NEWS CRUISE DESTINATIONS COVER STORIES FAMS/SEMS CLASSIFIEDS SALES TOOLS

SEARCH BY KEYWORD

NICHE

Selling the Life of Luxury

The luxury travel niche is an increasingly crucial market for agencies. Industry heavy-hitters weigh in on techniques for getting your slice of the luxury pie.

by J.L. Erickson
05/29/2006



segments.

Lavish Amenities

While Peninsula Hotels has a relatively small number of properties — seven worldwide — it also has established an international brand name and reputation through quality and commitment to service excellence.

Peninsula keeps agents informed about the latest updates and new programs and Jean Forrest, general manager of marketing for Peninsula, says the value proposition the hotels offer upscale clients is the key focus.

"Although staying at a Peninsula may be slightly higher than some of our competitors ... there is always so much added value that you don't always quantify as a feature but is delivered as a service. For example ... special amenities that are unique to each hotel and staff," Forrest said.

Such high-end services are what Beverly Hills, Calif.,-based Mansour Travel Co. has capitalized on for more than two decades, catering to the entertainment and business world specializing in celebrity, film and TV production arrangements.

Gary Mansour says he built the now \$25 million-a-year business by word of mouth as clients told others about the quality of his services.

"I proved I could do the homework and do the work ... I found a way to figure out what they need. I'm honest. I didn't try to snow them when I didn't know. But I told them I would find out," he said.

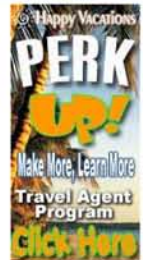
Mansour now has leveraged that reputation to launch Avion Private Jet Club, a commissionable service offering per-seat pricing on Los Angeles-New York-Los Angeles flights. The service includes door-to-door transportation, private airports, Italian cashmere blankets, preferred hotel and spa rates and complimentary cuisine by chefs, including Wolfgang Puck Catering. Members pay a one-time fee of \$14,500, as well as annual dues. And that's on top of the per-flight cost of \$6,000 one way. Avion, which had its first flight in March 2005, now has 60 members.

"I want [clients] to be as invested in me as I am in them," Mansour said. "I offer quality work and my staff is good. ... Agents don't want to turn down clients, but they shouldn't be afraid to do that. We have to charge for what we do. ... You're worth it."

Tepper advises agents looking to sell up to focus on quality, service and specialization.

"It's not going to happen overnight. It takes a lot of patience to build that trust," said Tepper. "If you're moving into that world, you're more than a travel agent you're a consultant or advisor. And that's a process of building trust, comfort and commitment. You have to earn the respect."

- Add article to 'Build a Brochure'
- E-mail now
- Printer-Friendly



RESOURCE CORNER

- Maps
- Time Zones
- Currency Converter

Such high-end services are what Beverly Hills, Calif.,-based Mansour Travel Co. has capitalized on for more than two decades catering to the entertainment and business world specializing in celebrity, film and TV production arrangements.

Gary Mansour says he built the now \$25 million-a-year business by word of mouth as clients told others about the quality of his services.

"I proved I could do the homework and do the work ... I found a way to figure out what they need. I'm honest. I didn't try to snow them when I didn't know. But I told them I would find out," he said.

Mansour now has leveraged that reputation to launch Avion Private Jet Club, a commissionable service offering per-seat pricing on Los Angeles-New York-Los Angeles flights. The service includes door-to-door transportation, private airports, Italian cashmere blankets, preferred hotel and spa rates and complimentary cuisine by chefs, including Wolfgang Puck Catering. Members pay a one-time fee of \$14,500, as well as annual dues. And that's on top of the per-flight cost of \$6,000 one way. Avion, which had its first flight in March 2005, now has 60 members.

"I want [clients] to be as invested in me as I am in them," Mansour said. "I offer quality work and my staff is good. ... Agents don't want to turn down clients, but they shouldn't be afraid to do that. We have to charge for what we do. You're worth it."

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS



MANSOUR TRAVEL COMPANY BEVERLY HILLS, CA

Mansour Travel Company is a travel agency who caters to the film industry, specializing in film festivals, production travel and high-end leisure travel for the rich and famous.

While the first choice for many since Sept. 11 has been to cancel plans for overseas vacations and drive to a domestic destination, agency owner, Gary Mansour, says his celebrity clientele are still travelling overseas.

"The new trend," he explains, "is that they are taking their entire families with them to film shoots or vacations, when they are staying away from the U.S. for longer periods."

Mansour also says he is seeing five-star hotels in Europe that usually charge top dollar with a waiting list, for the first time offering discounts. His own business is certainly down, but Mansour said his employees came to him to take a 10% cut in hours and pay, so far, he has not had to do lay-offs.

"I am getting the sense that most regular travelers are beginning to feel pent-up," he says. "Today's typical travelers are used to having an "out" in everything, even marriage. People are used to breaks in their regular routine and having the ability to quickly change their environments. I just don't think people aren't going to stay home for long."

For more information visit their website:
www.mansourtravel.com
<<http://www.mansourtravel.com/>>
or 310-276-2768.

February 2002 · SPA MANAGEMENT

MANSOUR TRAVEL COMPANY

BEVERLY HILLS · LONDON · CANNES

in the NEWS in the NEWS in the NEWS in the NEWS in the NEWS

Volume 21, Number 6 May 2003

Hotel/Casino/Resort Security

Formerly Hotel Security Report

the newsletter of Guest Safety • Crime Prevention • Liability Avoidance

IN THIS ISSUE

Traveling Celebrities Are Placing New Emphasis On Hotel Security.....	1
Child Care Centers: Keeping Children Safe While Parents Are At The Casino.....	4
Special Report: Spring Break 2003: College Students Better Behaved, But Watch Out For Growing Numbers Of 'Out Of Control' High Schoolers.....	5
Providing Security For Guests And Conference Attendees At Campus Hotels.....	6
An Interview With: Bill McShane On Post-9/11 Security Measures.....	11
Cornell Study: Most Hotels Did Not Change Security After 9/11.....	12

MORE JOBS. AVAILABLE EARLIER

The weekly edition of "The Security Executive's Job Report" is now available to subscribers. Here's how to access your copy: At our website www.mansourpubs.com click on the "Subscriber Only" button and then on the Job Report link. Enter your Username and Password as you would for viewing or downloading the current issue of this newsletter. The current weekly issue of the job report is then available. The new issue appears every Tuesday with some 50-60 new positions. If you have any problems or have forgotten or misplaced your Username and Password call Jill Coppedisano at 516-334-3711 or e-mail: covawc@mansourpubs.com.

Traveling Celebrities Are Placing New Emphasis On Hotel Security

Planning, adaptability, and discretion are the keys to creating a secure environment for celebrity guests, according to experts in the hospitality and travel industries. Though some hotel and resort operators may call in extra security staff for celebrities, some will also tighten security by imposing stricter rules.

Most of the higher-end hotels and resorts have the right attitude towards VIPs and their security staff, says Gary Mansour, whose Beverly Hills-based Mansour Travel Co. books trips for top Hollywood talent. "Hotel and resort operators have to be up and ready to work with you and be open to it all," he says. "For really high-profile celebrities, their security people will arrive in advance. They will walk the grounds. They'll meet with the head of security, with the general manager, have meetings, explore the whole hotel, where the emergency exits are—not just for safety reasons but also in case someone from the paparazzi gets access. They want to know how to get out of there without being noticed. There's a lot of preliminary work that goes into it when it's a big-name personality."

Preliminary work may include assessment of the areas outside the property in addition to the public areas within the property, says Mansour. "If you've got a celebrity staying in a suite or a series of rooms or a villa, you may need to find out how it's viewed from surrounding public areas. Many years ago I handled a wedding for two very famous names. So we—an assistant, a security guy, and myself—had to go with a video camera and walk all the way around the property, out on the sidewalks, everywhere, whether it was accessible to guests or not, to determine what you can see from any point anywhere. The same thing applies to islands, like off in the Caribbean. A place like Musha Cay, which is in the Bahamas, is great because the owner of the island happens to own all the other

(continued on page 2)

EDITORIAL ADVISORY BOARD: Harvey Bursztin, CPI, JD, David B. Schulman, Professor of Security, Northeastern University College of Criminal Justice, and former Security Consultant, American Hotel and Motel Association, Westlake, MA; William Cox, Security Consultant, Black Mountain, NC; Patrick F. Donohue, President, Forbes & Associates, Portland, OR; Raymond Ellis, Jr., CPE, CIPP, Professor, Cornell U., Hilton College of Hotel & Restaurant Management, University of Houston, Houston, TX; John Harris, CPI, Security Consultant, Valley, Harris, and Associates, Atlanta, GA; Richard G. Hoak, Director of Corporate Security, Loews Corporation, New York, NY; Charles G. King, Arson Consultant and former Supervising Fire Marshal, New York City Fire Department, Brooklyn, NY; William J. Saba, President, S&S Associates, Inc., Arlington Heights, IL; Robert R. Sanders, President, S&S Security Services, Frisco, TX; Thomas C. Seals, JD, Director of Protective Services, Cleveland Clinic Foundation, Cleveland, OH; John E.A. Sherry, Professor of Law, School of Hotel Administration, Cornell University, and author of *The Law of Innkeepers*, Ithaca, NY; Patrick E. Sweeney, Loss Prevention Consultant, Elk River, MN (formerly, Green Valley AZ (WV)); Daniel E. Wilson, CPI, Senior Consultant, Asset Protection Associates, Inc., Charlotte, NC.

© 2003 Mansour/Casino/Resort Security. Reproduction in whole or part is forbidden without the publisher's written permission.

The material contained in this newsletter is offered for the education of our subscribers and is not to be considered legal advice to the reader.

2 HOTEL/CASINO/RESORT SECURITY

MAY 2003

islands, so nobody can even get near this island by boat. So you never have to think about somebody cruising by with a high-powered lens."

Mansour, who started in the travel business in 1975 and launched his own company in 1980, has worked with a long line of celebrities over the years. "It goes way back to the days of Tina Turner and Richard Pryor and Olivia Newton-John, back in the late '70s and early '80s, and now it's Pierce Brosnan, Tom Cruise, and Will Smith."

Discretion is crucial to the successful management of VIP guests, Mansour notes. "There are some very high-end hotels, some very world-renowned hotels, that don't have a wrap on their staff. If the general manager knows or certain sales managers know of a celebrity coming in, and photographers are showing up and staying in the same hotel during the same period, then somebody's gotten the word out. Somebody, somewhere sold information to somebody. So hotels have got to be able to put a lockdown on that. Because once that word's out, celebrities will stop going there. I think that is the biggest issue for me—that information about who's coming does not travel. Even though we always use bogus names, it does not matter. People can find out."

Mansour says his clients do not experience problems with paparazzi or the public when they stay at hotels. "When we choose hotels, a lot of resources go into that. So they don't have that problem, because if I get that story back, then it's unlikely I'm going to be able to put another celebrity—a high-profile name—in there." Since 9/11, there's been an increase in the number of celebrities who travel with security, says Mansour. "In the past they may have thought, 'What do I need security for?' but now they're thinking along different lines. It's put this feeling of insecurity in people, and so they just want to protect themselves and their families at all costs."

9/11 has also affected what Mansour looks for when booking a hotel for a VIP. "I have to be assured that the security of the hotel is kind of up to

snuff, whereas before I didn't really ask as many questions of that nature directly to a general manager—questions like, 'What are you doing differently nowadays?' Because if the celebrity was sending a security team ahead, they generally did all that checking. Now, I've got to find that out up front."

For big events, security will do a walk-through ahead of time, Michaels says. "If it's going to be a red carpet affair, with all the press here and all the TV crews here, you just have to know when each particular stage of the event is going to place and where. You want to get your security people out there and in place and do it in advance. Walk it through the day before, and you'll know where your potential problems might be. You have to be prepared. Planning is the key to everything."

Michaels says he never has problems dealing with a celebrity. "Our primary concern is for their safety and the safety of the guests at all times, but the second thing you have to consider is that they want to enjoy themselves, too. They want to have some relaxation. I find that if you treat these people as we treat each other and not address them as if you're speaking to someone on a pedestal, things kind of work out. Certainly you have to be respectful. I meet with them all, and they're all perfect gentlemen and ladies. They're very cooperative. They understand that they're the ones that are attracting the crowd. We're the ones that have to try to keep it in order, and they understand what it's all about."

For further information, contact:

Gary Mansour, owner, Mansour Travel Co., 345 N. Maple Dr., Suite 210, Beverly Hills, CA 90210-310/276-2768.

Rob Stirling, director of sales & marketing, W San Diego, 421 West B St., San Diego, CA 92101-619/398-3001.

Stuart Michaels, director of security, Palms Casino Resort, 4321 W. Flamingo Rd., Las Vegas, NV 89103-702/942-7777.

HOTEL/CASINO/RESORT SECURITY (ISSN #750-5128) is published monthly for \$249 per year by Rusting Publications, 55 Post Avenue, Suite 205, Westbury, NY 11590.

PUBLISHER: Robert R. Rusting. EDITOR: Jill Coppedisano. CONTRIBUTING EDITORS: Alan Appelbaum, Tom Arterburn, Jits Kelly, Susan Michelinos. CIRCULATION/EDITORIAL SERVICE: Neerush McGuire.

Subscription rates: USA, one year (12 issues), \$249; two years (24 issues), \$449. Elsewhere add \$25 per year; total prepaid in U.S. funds. Address mail or subscription orders to 55 Post Avenue, Suite 205, Westbury, NY 11590. Phone: 516-334-3711. Fax: 516-334-5244. E-mail: covawc@mansourpubs.com. Website: www.covawc.com