

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."

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