



Finnair CEO Comments on Plans for Expansion

When **Mika Vehviläinen** joined Finnair, the national carrier of Finland, as its president and CEO in February

2010, he immediately set out to formulate a new vision for the future of Finnair: 'Finnair's Vision 2020.' "Finnair's vision for 2020 is to be the number one airline in our home market, covering the Baltics and Scandinavia," noted Vehviläinen.

"We want to be number one in terms of airline size, quality and financial health."

"Finnair's other overarching goal for 2020 is to be the top choice for travelers between Europe and Asia, and possibly between North America and Asia. We are looking to create more North America routes, especially if these routes can be connected to our Asian network. Currently we code-share and connect in New York with our oneworld partner American Airlines to more than a dozen cities in North America, and are also

discussing other forms of cooperation," continued Vehviläinen. "This could eventually lead to Finnair opening new routes between North America and Helsinki in partnership with American Airlines."

This summer, Finnair offers 10 flights per week between JFK and Helsinki, returning to daily scheduled service after September 13. Finnair's global route network currently includes more than 50 international destinations, and 700 more through its cooperation with oneworld alliance partners.



Dan Hotels Appoints New Executive

Dan Hotels recently announced that Mr. Gabi Mor has decided to retire from his position with Israel Hotel

Representatives to pursue new venues and challenging activities.

In an effort to strengthen Dan Hotels' position in North America, they announced the appointment of Ms. Nancy

S. Rivin to the position of Director, Marketing and Sales, North America, Israel Hotel Representatives. In her new position, Nancy will head the firm's marketing and sales efforts throughout the United States and Canada.

Nancy comes to Dan Hotels with a strong marketing and communications background. As a vice president of G.S. Schwartz and Co., a New York-based public relations agency, she headed a

group of accounts that included El Al Israel Airlines. In Israel, she started up a subsidiary of the Ariely Communications Group, Koteret International, which worked with Israeli companies to help them sell abroad. Most recently, she ran her own marketing/strategic communications company, working with leading financial services companies, including MasterCard, Citibank and Deloitte and Touche.



Tourist Office of Spain Announces New Director

Mrs. **Paloma Notario**, former Director General of Turespaña, the Institute of Tourism Promotion within the Ministry of

Industry, Tourism and Trade of Spain, has been named Director of the Tourist Office of Spain in New York.

After a span in the airline industry, she started her distinguished career in public administration as Director of the Woman's Institute and then of the Department of Music and Theater at the Ministry of Culture.

Mrs. Notario has been promoting tourism to Spain for over 30 years. She has also held the positions of Chief of Cabinet for the Secretary of State for Tourism, Deputy Director

General of Public Administration and Director of the Department of New Markets at the Ministry of Tourism. Previous to her New York assignment, she has been in charge of the Tourist Offices of Spain in the United Kingdom, the Netherlands and Portugal. "I have always considered the U.S. market the biggest challenge of my career," said Mrs. Notario.



Tanzania Tourist Board Appoints Managing Director

H.E. **Jakaya Mrisho Kikwete**, President of the United Republic of Tanzania, appointed Dr. **Aloyce K. Nzuki** as the new Managing

Director of the Tanzania Tourist Board. Dr. Nzuki previously worked with Tanzania's Ministry of Natural Resources and Tourism as an Assistant Director in Tourism Development and Tourism Research, Training

and Statistics. He holds a doctorate degree in Parks, Recreation & Tourism Management from Clemson University of South Carolina. Until last month, Dr. Nzuki was an Assistant Professor of International Business Administration at the College of Applied Sciences in Salalah, Oman. He has also worked as a member of the United Nations World Tourism Organization's World Committee on Tourism Ethics, the body responsible for interpreting, applying and

evaluating the provisions of the Global Code of Ethics for Tourism. Under Dr. Nzuki's direction, the Tanzania Tourist Board will continue to promote sustainable tourism domestically and internationally. "We will remain focused on high quality, low impact tourism to ensure the sustainability of the tourism product. We look forward to continuing the momentum started in the United States, which remains our number-one market," said Dr. Nzuki.