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Sharing the dream:

Singer Roseanne Cash (third from l) was the guest at a well-attended private reception at Harbour Place last week, hosted by the Director America Committee Canada (DACC). Travel professionals had the opportunity to meet Cash, eldest daughter of Johnny Cash, prior to her concert. Cash has close ties to the travel industry with her Broad USA campaign song, "Land of Dreams." She was here with her son (l-r) Ruth Williamson, US Commercial Service; DACC members Sara Hales, Ann Fairley, and Chris Babler; and Doug Jacobson, US Commercial Service.



Olympics deliver boost to Britain

But some ops singing the blues

By Emma
The London Olympics has left tourism promotion body VisitBritain upbeat, another prominent player in Britain's tourist trade singing the blues and the head of a Canadian tour operator that specializes in Britain saying that tourists apparently staying away

from Britain is downcast during the extravaganza came as no surprise.

The Games were seen as an organizational triumph, surprising some who were predicting marked transportation, security issues and a host of other problems.

VisitBritain said after

the Olympics' conclusion that international coverage of them "boosted Britain's image around the world — especially in terms of fun

and friendliness, aspects which are crucial when people are deciding on where to go on holiday."

It added its overseas offices were reporting that the Olympics had

"a particularly positive impact on perceptions of a British welcome, while perceptions about food, heritage and culture, arts, creativity, diversity and

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