

## **MESSAGE TO SUBSCRIBERS**

*In which hotel should one stay ?*  
*When and where to travel to that distant place ?*  
*Is it money well spent ?*  
*With whom should one travel ?*

This medium is embarking on a new concept whereby our special team of well-seasoned reporters, with wide experience in travelling the world, will be visiting countries and writing objective and impartial reports on special, select luxury hotels, resorts, and out-the-way places which are not on the maps of normal Hongkong travel agents and government-sponsored programmes.

These **TARGET** () trips are not for modern gypsies, such as one sees at airports – unwashed Europeans, carrying their clothes and junk in knapsacks – but exotic locations where, in this medium’s opinion, Subscribers may well want to visit or, alternatively, are warned not to visit.

This new column, which will first be published in early October, is designed for ladies and gentlemen and will include, among other things, tips on such matters as dress code, gratuities to be paid, what foods to order and what not to order and, of course, sampling some of the best (and worst) wines of the world.

For Subscribers on diets, or those who constantly like to watch their weight, but who may be tempted to visit **TARGET**’s select venues (as well as indulging in sumptuous menus) prepare to join a gymnasium and sweat it out.

This medium has decided to embark on this new column because of the international popularity of the **TARGET** food surveys, which are published bi-weekly, known as ‘*Dining and Wining*’.

As with Dining and Wining, which is, now, more than 15 years old, this new column is a no holds barred survey: Nobody will have knowledge of the **TARGET** team’s presence, beforehand or during the survey, and what is taking place.

Also, **TARGET** puts on record that nobody pays this medium for the publicity – which certain hotels/restaurants, undoubtedly, will not appreciate.

During the month of September, **TARGET** will be visiting Germany and Italy, in particular, and, in addition to reporting on some of the best (and, perhaps, pretentious) restaurants/hotel resorts in the areas, **TARGET** shall, also, bring home our opinion of the best (or worst) experiences that have been encountered.

**TARGET** will attempt to answer the following questions:

*In which hotel should one stay in that foreign land ?*  
*When and where to travel to that distant place ?*  
*Is it money well spent ?*  
*With whom should one travel ?*

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