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The Pow Wow trade show featured more than 1,400 travel and tour operator exhibitors from around the world.



## International Pow Wow Convention 'Goes Metro' in L.A.

BY DAVE SOTERO

(April 28, 2004) International Pow Wow, referred to as the world's premier international travel trade show, came to Los Angeles this week, and Metro was there to welcome nearly 5,000 travel industry representatives from more than 65 countries.

This year's Pow Wow marked the first time public transportation was highlighted and showcased as a part of the international convention.

Staged at the Los Angeles Convention Center, the convention consisted of three days of intensive business appointments, exhibitions and press briefings intended to generate close to \$3 billion in future travel to the United States.

Metro, as a sponsor of the convention, worked closely with L.A. Inc., (the Los Angeles Visitor and Convention Bureau), to welcome tour operators and journalists -- many of whom had not been to Los Angeles in years

PHOTOS BY DAVE SOTERO



On the trade show floor, Warren Morse, at right. Donna Lafont, center, and members of Metro's Marketing Department welcomed delegates and handed out information at a booth shared with L.A. Inc.

-- and show them how Los Angeles' Metro Bus and Rail system has transformed into a world-class transportation system capable of taking them, and more importantly, their travelers, to L.A.'s best destinations easily and cost-effectively.

### **'Don't need a car'**

"Los Angeles is the car capital of the world, but you don't need a car to discover all of the destinations that L.A. has to offer," CEO Roger Snoble said at a Pow Wow press conference. "You can get around L.A. much easier by jumping aboard Metro Bus and Rail."

Metro hosted a "Public Transit Tour" for convention delegates over the weekend to acquaint them with the Metro system.



Metro welcomed Pow Wow delegates on the Metro Red Line for the Hollywood/Highland Evening Celebration at the Kodak Theater. For many delegates, it was their first time riding the Metro Red Line subway.



Delegates got a Metro Art tour on the Metro Gold Line, arriving at the Memorial Park Metro Gold Line Station for a tour of the Huntington Library and Botanical Gardens.

Starting at Union Station, Dan Miller, a veteran Metro employee and member of the Metro Art Docent Council, gave delegates an art tour of MTA Headquarters and Union Station before boarding the Metro Gold Line for a ride via Memorial Park Station to the Huntington Library and Botanical Gardens and, later, to Southwest Museum.

Following the tour, delegates jumped aboard Metro Rapid for a first-hand experience of how the buses are improving mobility on high traffic corridors within L.A. County.

### **The 'New Hollywood'**

Metro also pulled out all the stops in guiding delegates to the Hollywood/Highland Metro Red Line Station, Monday evening, for an event celebrating the "New



Delegates were treated to a live Hollywood Walk of Fame ceremony for actor Mickey Rooney, at left.

Hollywood." The event was timed to coincide with the Hollywood Walk of Fame ceremony for actor Mickey Rooney, and featured a live performance from musical artist Lionel Richie.

Metro Rail Operations managers and staff and L.A. County Sheriff's Department and fare

inspectors, facilitated by Fran Curbello of the Communications Department, welcomed delegates at station platforms and ensured they got to and from the Metro Hollywood/Highland Station.

On the trade show floor, members of Metro's Marketing Department welcomed delegates and handed out information at a booth shared with L.A. Inc. Warren Morse, deputy executive officer, Marketing, worked with L.A. Inc. to spearhead Metro's involvement in Pow Wow.

By all accounts, the convention was a smashing success.

The Los Angeles Times reported: "Several tour operators said they would put urban Los Angeles at the top of some lists, citing the Metro light-rail line as a key attraction for foreigners comfortable with traveling by subway."