



Ully P. Bleil Photography

Murray McLaren is general manager, leisure travel; and Catherine De Sua is general manager, corporate travel with Fraser & Hoyt Worldwide Travel division.

Fraser & Hoyt's been travelin' since 1958

**By Carol Johnstone
Special Features Writer**

Fraser & Hoyt has served Nova Scotia's insurance needs since 1915.

In 1958, it expanded to include travel with its Fraser and Hoyt Worldwide Travel division.

There are six locations — two in New Glasgow and on Hollis Street in Halifax serve primarily corporate clients.

While its business is half and half corporate business and leisure travel, its fastest growing sector has been cruise travel, which grew by 50 per cent last year, says Murray McLaren, general manager of Leisure Travel.

"The reason that it's so appealing is that you pay for the trip in advance at home in Canadian dollars and pretty much everything's included," he says.

That includes things like meals and entertainment from Broadway-type productions to piano bars. There is also the possibility of making several ports of call in a week.

"It's a great way to see a lot in a relatively short period of time in a very safe and secure atmosphere," he says.

Cruises are not just for older retired persons anymore. There is also entertainment for children and teens, so that parents can relax and have fun.

Mr. McLaren also says that "there is a cruise to fit pretty much anyone's interest" from sailing down the Yangtse River in China, to river boating down the Mississippi, or barging up the inland

waterways in Great Britain or Europe.

In the Caribbean, you can go on one of the large ships or windjammer cruising with a small group of friends.

Catherine De Sua, general manager of Corporate Travel, says that while Fraser and Hoyt's corporate service "is very diverse, we've been extremely successful with the film and IT industries in the past few years."

Film industry clients can be very particular. While she won't name any names, she says that sometimes the counsellor has to organise special requests. In one case, that involved making sure that a bucket of KFC was on board.

"It's fun. It's a different world," Ms. De Sua says. In contrast, "with business travellers it's usually straightforward, black and white."

Other needs would be reflected by the recent filming of *The Shipping News*, which involved moving a large number of people and equipment between Nova Scotia and Newfoundland on small chartered planes in a timely manner to meet tight shooting schedules.

An example in the Information Technology industry is Intel, "a very young, very fast-paced, very progressive industry," Ms. De Sua says. "The challenge is that our clients have to be at a client in the U.S. or internationally by a certain date and sometimes the options are limited. So you basically become a magician to a certain extent. That's where I find our people are very well versed in the industry."