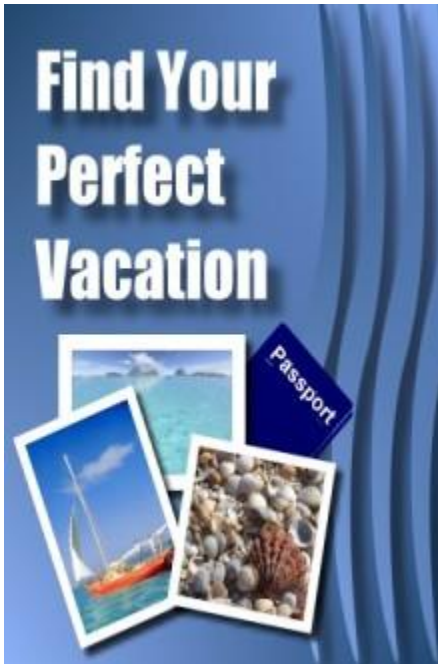


Shopping Mad

Article in Travel Life 10/88



There are people who love to travel and people who love to shop - and, increasingly, there are those for whom the two activities go hand in hand.

"In the mind of the traveler, retail is becoming an attraction in itself," says Ida Simmons, Manager of communications at the U.S. travel Data Center.

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The traveling shopper is not just spending money in big urban areas. Factory outlets in smaller cities have become a major draw for visitors in Maine, says Mary Garcelon, public information officer of Maine's Office of Tourism. Bus tours along the Atlantic seaboard make regular stops in places like Reading, Pennsylvania, to take advantage of outlet stores there as well.

"When we first started our shopping tours to Pennsylvania, we sponsored about one or two day-trips a month, each taking about 50 people." says Peter Fanizzi, manager of Going Places Travel in Staten Island, New York, whose motorcoach shopping tours have soared in popularity. "We'll have a schedule this year that will probably handle more than 2,500 shoppers."