

Dipping into the PR mailbag, part XIII

September 1, 2009

It's been a month since I last culled by PR mail, so it's starting to back up. Here are some items of interest that I found for you:

It's not a job, it's an experience

Do you remember that Best Job in the World guy? The one who won the chance to be a spokesperson for Queensland, Australia for a year? Now that the hoopla has died down, the marketing folks there are looking for a new way to milk their promotion. They've done it by launching another contest.

This one is called the 'Best Experience in the World' and, if you win, will let you invite three of your friends to join you to assist Ben Southall explore the Islands of the Great Barrier Reef.

What happens when the glow from that contest wears off? Will there be more best whatever contests coming from Queensland?

Take a look

Work continues on the redevelopment of the World Trade Center site in New York City. Part of that site will include a 9/11 memorial and museum.

As the 8th anniversary of the attacks approaches, [EarthCam](#) has partnered with them to bring you a live cam of the building site and encourages everyone to visit the National 9/11 Memorial & Museum website to learn about the project and view models and renderings of what the site will look like when it is completed.

I know a lot of people who went to visit Ground Zero as they toured Manhattan, but I never went. It seemed too morbid. I'll wait for the museum.

This book is as light as a feather

Canadian travel guide publisher Ulysses has begun selling digital copies of their guidebooks on their website. I like digital books and am a firm believer in them, but I've always balked at the prices which usually aren't much cheaper than the paper versions. In this case, Ulysses says their guides sell for about 75% of the price of the paper version of the paper versions. That still seems high to me, but you may disagree. You can also buy individual chapters of a book for \$4.95 each.

Sure you can stay with me The "hometel" trend is one that looks like it could catch on if the economy continues to stagnate. Basically, hometels are where people rent out their homes, or part of their homes, to visitors. Marketing your home by yourself is a difficult proposition, but iStopOver is a site that makes it easy. Check out some of their listings for yourself. Some of the rooms are attractively priced, but what I want to know is how many come with a free breakfast and free wi-fi?

All you need is love

Romantic travel is the focus of a new website called LuvTrip.com. The site provides planning and booking tools for people who are interested in romance-based vacations. They provide suggestions for honeymoons, destination weddings, anniversary celebrates, weekend getaways and much more. Their site runs the gamut from local, affordable trips to high-end, luxury getaways.