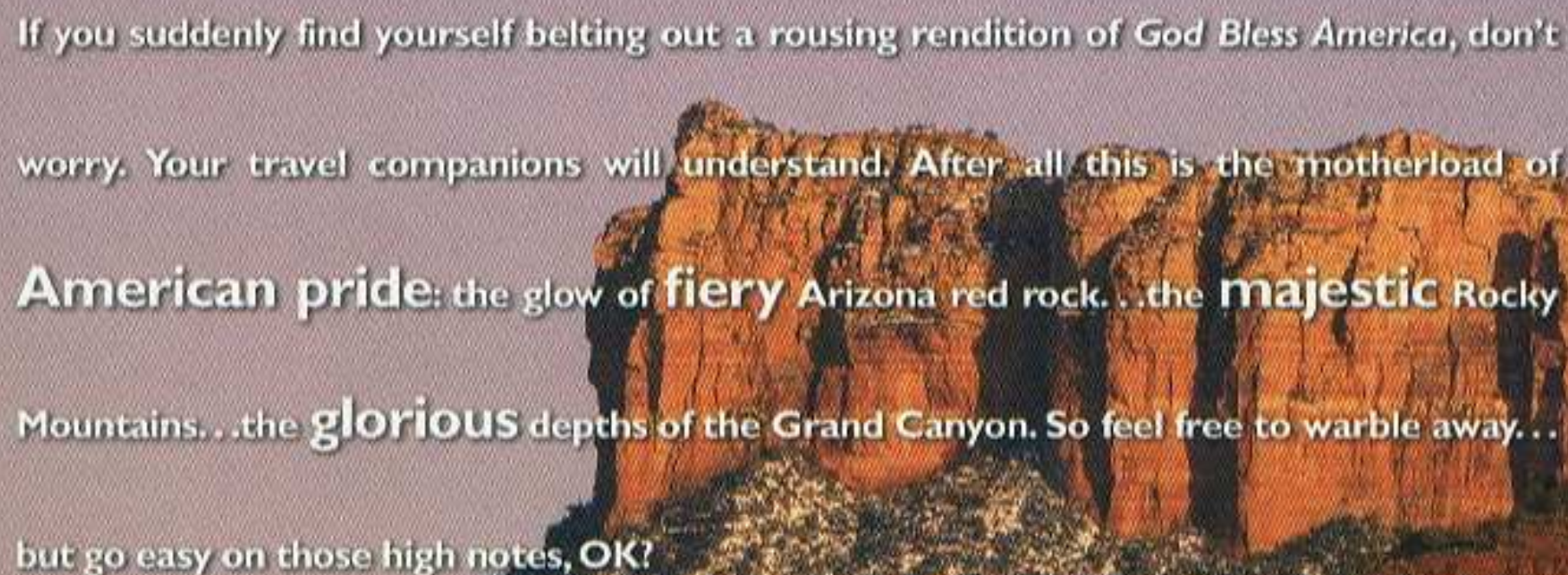


The **enchanted land** of contrasts: ancient ruins and bustling cities. Snow-capped mountains and balmy beaches. **Red-hot chilis** and icy sweet “jugos” — juice. A visit to Mexico stimulates all five senses...often all at once. Surrender to this glorious **fiesta** of color, spice, sweetness, **passion**, pleasure...life.

Examples of REGIONAL openers. Spacious 2-page spreads briefly set the tone before audience saw details on various resorts.



If you suddenly find yourself belting out a rousing rendition of *God Bless America*, don't worry. Your travel companions will understand. After all this is the motherload of **American pride**: the glow of **fiery** Arizona red rock...the **majestic** Rocky Mountains...the **glorious** depths of the **Grand Canyon**. So feel free to warble away... but go easy on those high notes, **OK?**