

**INTELLIGENCE**

Smartphones, apps and travel agents, p28

**SIMON CALDER**

Different volcano, same shambles, p31

**GETAWAY**

Check your Travel IQ... and meet TTGina, p72

**FEATURES**

Fam in Five Minutes: Vietnam, p64



02.06.2011

ttgdigital.com £3.00

# TTG

THE BUSINESS OF SELLING TRAVEL

**Exclusive: easyJet to act?**  
Airline could scrap charges on agents for GDS sales, p...

**Toasting the customer**  
Agency offers champagne receptions for every sale, p5...

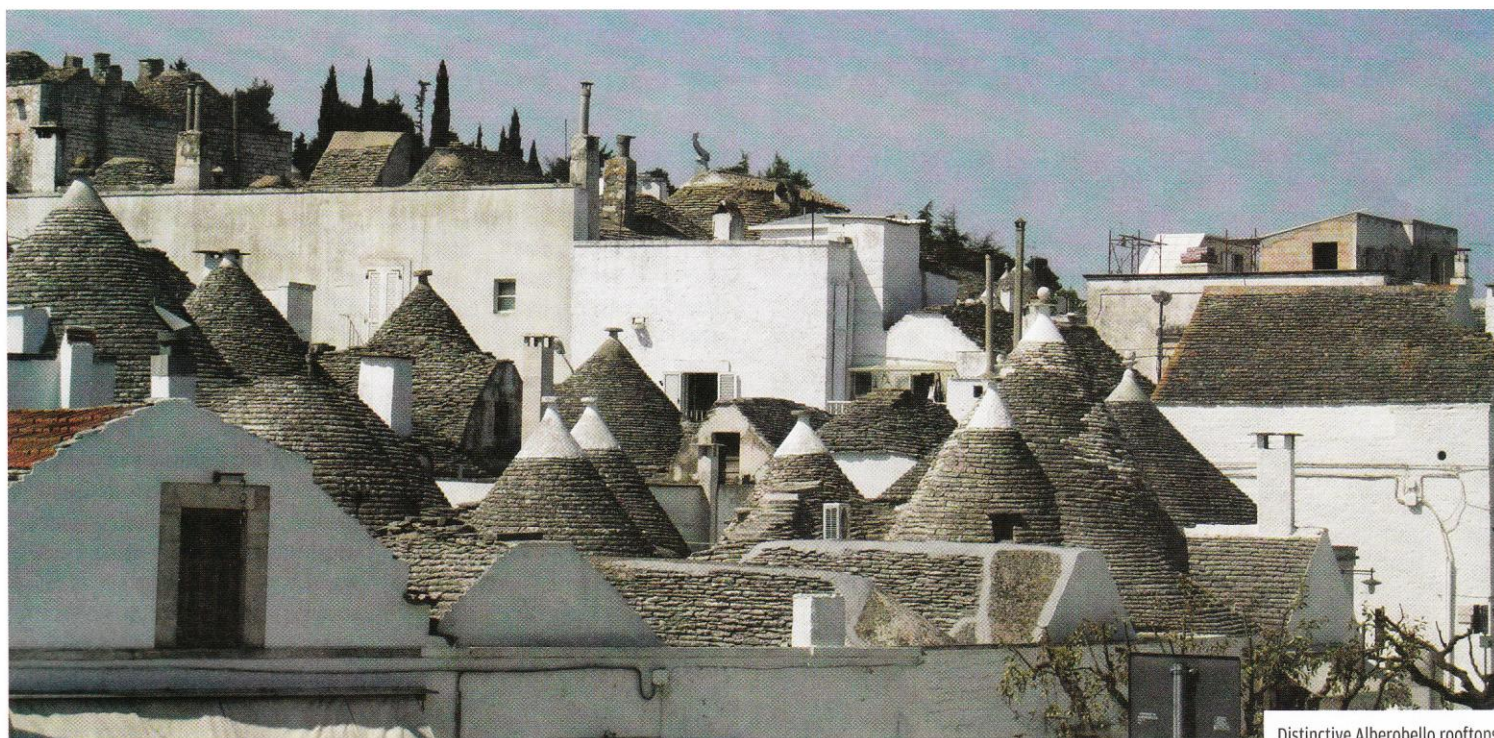
**Living the Dreamliner**  
TTG flies the Boeing 787, p8...



# Get ready for the Renaissance

As city break sales to Venice continue to grow, get the trade insider's guide in our Italy and Mediterranean islands feature **p56**. Plus, Cruise: get closer to the Queen Elizabeth **p48**





Distinctive Alberobello rooftops

# Trulli, madly, deeply

Puglia is fast becoming a destination to watch, and a new resort in the region is also helping the “heel” of Italy stride quickly towards a spot on the luxury map. *ttgluxury* editor April Hutchinson checks out Borgo Egnazia

**A**rrive in Alberobello in Puglia first thing in the morning and you'll be forgiven for thinking you're still dreaming.

The old heart of this little town is like a Disney film set, made up of hundreds of tiny, white, conical houses called trulli - many now converted to tourist shops and gelateria - winding up and along cobbled streets.

Alberobello is a Unesco-protected site and happens to be one of Puglia's most popular tourist attractions. Puglia, which lies in the “heel” of Italy, has long been a favourite destination for Italians, but thanks to Ryanair and British Airways flights, more Brits are leading the charge, some even buying up trulli and converting them into holiday homes.

The other big success story in Puglia is the masserie - beautiful, big converted farmhouses cropping up as small hotels and guesthouses. Puglia is in Italy's agricultural heartland, producing much of its olive oil and durum wheat for pasta, thanks to the sun-drenched climate and Adriatic location.

I am on a whistle-stop tour of the area, chauffeured around by a black-clad, sunglasses-wearing Italian driver who collects me from Borgo Egnazia, the newest luxury resort in the region.



Local linen in Alberobello

The resort is named after an ancient Roman outpost nearby, but there is nothing old-fashioned about Borgo. The first part of the resort to open was the starkly fashionable luxury hotel where the rooms are supremely comfortable, the spa indulgently decadent, and the decor quite distinctive. The design is like nothing I have seen before - earthy colours mixed with relics and antiques from the region that reflect its agricultural tradition.

## Grande designs

Even more ambitious is the addition this season of an entire village, formed of 93 suites and townhouses around a “village square”, built to echo traditional, whitewashed towns from the local area.

Turn to 60 ▶

## Tried & Tested: Borgo Egnazia

**THE FACTS:** The resort is on the Adriatic coast and includes 63 rooms in the main hotel, 93 rooms in the new "village" and 28 private villas, as well as three swimming pools, a cooking school, spa, Trullini Kids' Club, several restaurants



and bars, and the 18-hole San Domenico golf course.

**THUMBS UP:** The design of Borgo Egnazia is very striking and will appeal to fashionable 30+ couples. Families should be pointed towards the new village, which includes rustic townhouses and the unique kids' club based on the region's little trulli. The service is friendly and the food simple and delicious. The spa is a dreamlike haven; advise your clients to spend time in there.

**THUMBS DOWN:** The design of the main hotel might be a bit edgy for some: cacti, old keys

and lights made of empty bottles. Older clients might prefer the more traditional sister property, Masseria San Domenico. Borgo Egnazia is near the coast but it's not on a beach, so hiring a car is advisable.

**SELL IT:** This is a fantastic all-round resort - tennis, golf, a spa, great cuisine and family friendly - in an unspoilt part of Italy. W&O Travel offers three nights' bed and breakfast in a superior room from £895pp in June, including BA flights and transfers.

■ [borgoegnazia.com](http://borgoegnazia.com)  
■ [wandotravel.com](http://wandotravel.com)



One of Borgo Egnazia's three pools

My trip into the surrounding countryside includes visits to several of these very towns including Polignano, with its maze of streets winding their way down to views of the Adriatic crashing against the cliffs.

One of the area's other pretty towns is hilltop Ostuni, known as the "white city" thanks to its labyrinth of buildings that sit like dazzlingly bright icing on a lush, green cake.

# Discover the Islands of Beauty

## Corsica & Sardinia



**CORSICAN PLACES** **SARDINIAN PLACES**

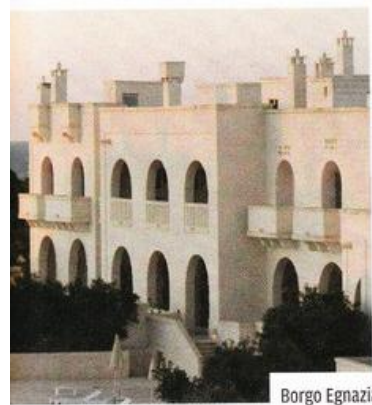
Wide range of accommodation  
Large choice of flights  
Fantastic summer offers

To order brochures contact Trade Support  
**0845 330 2066**

[Corsica.co.uk/trade](http://Corsica.co.uk/trade)  
[Sardinianplaces.co.uk/trade](http://Sardinianplaces.co.uk/trade)



For a full review of Borgo Egnazia  
check out the Summer issue of  
**ttgluxury** out on June 23



Borgo Egnazia



A trulli

Again, the driver waits patiently as I jump out to explore. Wandering through the hilly, cobbled back streets past red-checked pizzeria tables, art galleries and churches, it is easy to see why people are starting to appreciate what the Italians have known all along - that Puglia really is a hidden gem.

As I get back into the car, the driver asks me which has been my favourite part of the tour - and I say Ostuni. He

smiles widely and says: "Buono - this is my town."

Staying on in Puglia a little longer would have given me the chance to check out Lecce, known as the "Florence of the south" thanks to its beautiful baroque architecture, or to hit some of the beach clubs along the Adriatic coast. But for a quick first-time visit, it's fair to say I am now trulli in love with Puglia.

## CHEAT SHEET

Pass yourself off as a gourmet guru with our cheat sheet on Puglian cuisine

ounce of the delicious sauce of your dish

**BURRATA:** the local, buttery mozzarella, which ought to be eaten within 24 hours of it being made

**PRIMITIVO:** wash it all down with this rustic red wine from the "heel" of Italy

**CALZONE:** translating as "big sock", this is a cross between a pizza and a pasty, stuffed with pecorino cheese, tomatoes, onions, olives and capers

**ORECCHIETTE:** Puglia's small, homemade variety of pasta, meaning "small ear"

**SCARPETTA:** a piece of local bread used to mop up every last



**belleair**  
HOLIDAYS

# Malta

Gozo, Comino & Sicily

Summer holidays from **£309pp\***  
Accommodation only from **£8pppn**  
**NEW: Flights from Belfast & Liverpool**  
Multi centre holidays  
Sicily from **£435pp\***  
The award winning specialists!



Order your brochure  
[www.trade-gate.co.uk](http://www.trade-gate.co.uk)

Find us on Facebook - search Belleair Agents

\*Based on Clover Holiday Complex 3key, 5C, 2 pax, Bristol, 7nrs  
Sicily - 3\* Andromaco Palace - 1st May-25th May, 2 pax, 3nrs, B&B, Gatwick