



ITMB PUBLISHING LTD.

- **INTERNATIONAL TRAVEL MAPS AND BOOKS**
- **ITM DISTRIBUTION**

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AXIS OF EVIL MAPPING NEWSLETTER #11 OF 2017 – End of November – New Titles: see below for details

INTRODUCTION

As 2017 winds to a close, changes to our world continue to unfold at a rate too rapid to absorb. For instance, in several cities in Europe, there have been protest demonstrations AGAINST tourists! This seems incredible, but is true (details below). Catalonia and its ramifications are also manifestly important for tourism and for the political order in general. In the USA, the Russia scandal continues to unfold and to erode Trump's legitimacy. I follow such events closely, as political decisions have such a significant impact on travel. For example, Trump's executive order banning all Venezuelans from the USA had an immediate negative impact on sales of ITMB's map of Venezuela, as happened to sales of maps related to other countries that offended his sensibilities. The travel industry, in other words, is directly impacted by political decisions. Airlines have to cancel routes, border officials have to deal with a bewildering array of new directives, and those interested in travelling learn to avoid going to countries potentially affected by political changes. Sales of maps of Bahrain, for example, have fallen dramatically since Saudi Arabia closed its border with Bahrain. Among other side effects, fewer ITMB maps of Bahrain sell. That affects ITMB negatively. Our entire industry is based on freedom to travel; restricting that freedom affects every single one of us, and from my selfish point of view, affects the ability of ITMB to provide you with the maps you need.

THE CAT IS AMONGST THE PIGEONS

Just to set the record straight, the declaration of independence by Catalonia is ITMB's fault. We published a touristically-oriented map of Barcelona and Catalonia a few years ago. It obviously convinced millions of residents in that part of Spain to seize the moment and agitate for separation from Spain! Seriously, the portion of Europe known as Catalonia has grievances. Spain has been rather dismissive and patronizing of Catalonia's expressed grievances for a long time. Discontent boiled over into potential revolt with the recent referendum that showed a significant amount of support for independence as an alternative. As we know, events culminated in the Catalonian government reluctantly opting for a declaration of independence and Spain sacking the governing authority, which is now in exile. Where this political circus will lead us is anyone's guess, but one aspect needs to be made perfectly clear. There are so-called separatist movements all over Europe. Think of Bavaria, the South Tirol (or northernmost Italy, if you prefer), Kosovo, Herzegovina, and poor little Belgium, with its eternal squabbling. No nation state in Europe can acknowledge the right of free determination, because in doing so they will undermine their own legitimacy – but the 'cat' is out of the bag now, and I doubt that the frightened 'pigeons' will be able to return Europe to its previous state. Brexit 2!

CAN THERE BE TOO MANY TOURISTS?

In the heat wave of this year's tourist 'season', over-crowding of prime touristic destinations in Europe has caused problems. Spain, thus far this year, has seen 75.6 million tourists, 17.8 million of whom were from the UK. In Barcelona, in addition to the growing fervor related to independence, growing opposition to Airbnb's disruption of the local housing market has led to such anti-tourism activities as slashing the tires of tour buses and harassing short-term residents of rental properties. Anti-tourism marches were held as well in Mallorca and San Sebastian in the Basque region in August. Venice, a relatively small city of 55,000 residents, hosts 20,000,000 visitors each year. This results in considerable disruption and difficulty for locals, and although no one wants the tourism market to disappear, protest demonstrations have convinced the local authorities to ban new accommodation in the city centre and to monitor areas of touristic over-crowding. In Dubrovnik, civic authorities now limit the number of visitors who can enter the historic walled city, and in Rome, authorities have instituted new bans on anti-social behaviour by visitors. The Croatian island of Hvar has initiated huge fines on visitors behaving improperly. Tourism is shifting towards Europe as more parts of the world become unattractive (e.g. Turkey, Egypt, the Black Sea, Tunisia and most of northern Africa) and concentrates cruise ships and tour groups into smaller European areas that are already extremely popular. We can expect more restrictions on travel in the years to come.

BOMBARDIER AND HUGE CHANGES TO THE FUTURE OF AIR TRAVEL

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Bombardier is a Canadian company with worldwide connections. It makes high-speed trains in China, trams in Europe, skidoo snow and water-sport machines in various countries, rapid-transit coaches – and aircraft. Bombardier has specialized in small private jets and dominates that market. It also has specialized in short-run propeller aircraft and dominates that market. It has now developed a C-Series jet in different configurations for 130 to 180 passenger aircraft. This was seen as a huge threat to Boeing, the American aircraft company. They lobbied Trump to impose inexcusably-high tariffs against Canadian-made aircraft parts to keep the C-Series out of the USA (Delta has already purchased several). Trump obliged Boeing and imposed an astronomical 219% duty on aircraft parts made in Canada and imported into the USA. This should have destroyed Bombardier, but what they did was work a brilliant alliance with Airbus, of Europe. Who is the big winner? Obviously, Airbus, which obtains marketing rights to a fully-developed aircraft without having to pay the development costs. It also has something very attractive to European airlines – an alternative to the aging Boeing 737. Hundreds of C-Series aircraft will now be sold, and since Airbus has an assembly plant in the USA, the tariff imposed by Trump has no validity. In fact, he ends up with egg all over his face. Bombardier also wins, in that it has successfully defeated Trump's attempt to destroy it.

Who is the big loser? Boeing, of course, and the US aircraft industry in general, lose big-time. Boeing's trade case against Canada has been destroyed and their credibility in Washington as a lobbying force severely damaged. Boeing's reputation internationally has also been severely damaged, as airlines looking for new aircraft see how Boeing operates to destroy competition. Boeing's hopes for huge defense contracts from Canada have been destroyed, as Canada will not buy from a company that tried to damage our aerospace industry so blatantly. Canada and the UK are both considering anti-dumping trade actions against Boeing's 737 aircraft, which will further damage Boeing's reputation. Air Canada, the world's tenth largest airline, now has an alternative to Boeing's 737, as does every other airline in the world, and this will result in billions of dollars of lost revenue to Boeing. Trump also loses, of course, but does he really care? All he has to do is abandon Boeing and embrace Airbus as a provider of jobs in Alabama. Surprisingly, the biggest loser is the Chinese aerospace industry which, for the past ten years, has courted Bombardier assiduously, hoping to gain the C-Series for themselves. China could have acted as a 'white knight' for Bombardier after Trump imposed punitive duties, but failed to act. As a result, it is unlikely that China will emerge as an aerospace power. Airbus, on the other hand, has just leaped into the forefront of the next generation of aircraft design and innovation. In future years, you will be much more likely to fly on an Airbus aircraft than on a Boeing.

CHANGING DEMOGRAPHICS

The world is changing very quickly. I keep repeating the obvious, because the rate of change keeps getting faster. With severe over-crowding occurring in more and more societies, political instability is growing and/or ethnic cleansing of unwanted people is becoming more common. Sadly, we are seeing this in Myanmar at the moment. This pressure on population, in turn, is leading uncrowded (and generally prosperous) countries to become more anxious about being on the receiving end of huge influxes of unwanted people arriving unexpectedly (e.g. trans-Med migrants in rickety boats). Read migrant waves and European reality if you like, but the same situation applies to the USA and the tens of millions of individuals who have entered the USA without being properly 'documented'. At the moment, some 65,000,000 individuals are classified as being refugees, seeking asylum (UN figure). This creates a huge world-wide pressure cooker. On top of that are many millions in addition who exist in extreme poverty due to lack of employment opportunities and overcrowding (India, Bangladesh and most of Africa) or suffer under repressive regimes (Russia, Venezuela come to mind, but one could note most of the world) and strive to better their lot by any means possible. Emigration from China becomes immigration in Canada. Who benefits? Canada, of course! Is there a way to channel pent-up frustration and avoid situations similar to last year's march on Europe or the current Mediterranean crossings, apart from building massive and ineffectual walls?

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My own feeling is that the world is approaching a critical point of population pressure that makes huge migrations of desperate people almost inevitable. There is, however, a way to alleviate pressure and that is through soundly administered and humane immigration policies in those countries that are not overcrowded and are desired destinations for migrants (I exclude Russia and North Korea because no one in their right minds would want to immigrate to either country). Canada's immigration policy is not perfect, but it has enabled 1,200,000 people to enter Canada as immigrants over the past five years, and current plans are to add another million within the next three years to replace aging Canadians leaving the workforce in increasing numbers.

This is a point that the USA and European countries need to embrace, since we are all in the same boat. There appears to be an unseemly amount of rhetoric in the USA against immigration, but the USA is desperately short of skilled high-tech workers. Companies like Microsoft are establishing high-tech branches in Canada simply because they can't find sufficient skilled workers inside the USA and need to replace retiring workers somehow in order to ensure American dominance of the electronic industry. Britain has an immigration policy, but it has been severely tested by the EU's insistence on being able to dump unwanted surplus people into Britain (a main reason for widespread support for Brexit). Europe, as far as I can determine, has no immigration policy, no immigration ministries, and no ability to control unwanted immigration. Thus, it becomes a dumping ground for the world's unwanted millions of migrants. Europe desperately needs new and younger workers to replace those leaving the work force, so puts up with waves of itinerant migrants, hoping that enough will prove useful to enable them to stagger on through the aging crisis. Thus far, it seems to be working, but at a huge political cost.

This affects us in the travel industry. Recently, temporary travel visas issued by the USA have been called into question by Canada on the basis that many such visas are used by migrants merely to pass through the USA in order to gain illegal access to Canada, as we do not have a refugee agreement with the USA. In Europe, during our recent visit, we saw queues of people being questioned by officials at Frankfurt airport who were obviously not 'travellers'. The Trump administration has tried and failed several times to limit access to the USA by falsely declaring that all citizens of particular countries are threats to US security. Frankly, anyone who believes that all Venezuelans are a security threat lives on another planet, but that's exactly what Trump is trying to ram down the throats of millions of Americans. Although I can't condone his abusive destruction of human rights, Americans have every right to be concerned about uncontrolled migration, which is a huge problem for the USA. No-fly lists are an insidious intimidation tactic favoured by Homeland Security to routinely harass and frustrate anyone with a name similar to one on the list, including young children, and there is no oversight as to who is placed on this list. This causes enormous difficulties for those individuals finding themselves unable to fly and unable to have themselves removed from no-fly lists. Does this affect you and me? Not yet, perhaps, but the stage is being set to make travel for all of us more difficult for political reasons, while evolving technology should be making it easier. This is truly sad.

SOMETHING NEW OUT OF AFRICA

This might actually positively change the face of travel. The reviled dictatorship of one Robert Mugabe, who has been the absolute power in Zimbabwe since it was declared independent in 1980, has ended. As I write this, it is early days in what appears to be a 'palace' revolt' by the army to thwart an attempted takeover by Mugabe's reviled wife, Grace. She and Mugabe are now under house arrest, while the generals puzzle over what to do next, which at the moment appears to be to replace Mugabe with his chief thug-enforcer. Confusion reigns as to what happens next, and jubilant crowds in Harare seem to be slowly realizing that replacing Mugabe with someone nicknamed 'the crocodile' might not be a particularly good thing. Thus far, the military instigators are acting out roles that are unfamiliar to them, but are greeted as liberators in the short term. Replacing one strong man with another aging strong man from the same background does not bode well for change, for freedom, or for Zimbabwe's future. Sanctions will remain in place until the situation clarifies.

JACK AND LAN

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We will be in the Caribbean until December 4th, checking out the effects of Hurricane Irma on travel. As a result, this newsletter is coming out a bit earlier than usual. We would also like to remind readers that the month of December is notorious for slowing down everything; shipping times in particular. Please ensure that orders needed prior to Christmas are sent to us electronically before Dec. 10th.

WORK IN PROGRESS

We are experiencing something fairly new for us; the sudden depletion of a title due to a large order unexpectedly coming in, usually from a tour operator. Distributors tend to order in multiples of ten and retailers in fairly small quantities. We can normally predict when a certain title is about to enter what we call the 'Update' stage. Our production staff have so many projects to juggle at any point in time that we monitor sales on a daily basis, trying to judge which titles need to be added to the Update list. Let's pretend that ITMB has a map title that sells 30 copies monthly and we have 130 copies in our warehouse. How long should it take before we run out of copies? In theory, we should run out in about four months' time. That gives us less than three months to update artwork and send the revised map file to our printer. If we get an unexpectedly large order of 120 copies, for example, our inventory effectively disappears overnight in such a way that we have no opportunity to update artwork or print a new edition. This results in a valued title being unavailable for a considerable time period.

Obviously, we can't print new editions without checking the artwork, possibly upgrading the platform language, making corrections, and checking it against the most recently available satellite imagery (if available). This takes time. Lan and her team are quite efficient, but making changes to existing artwork is a time-consuming process. It takes weeks before updated mapping files are ready to go to press. Once the artwork leaves our hands, there is little we can do except work at the pace of the printer. If he is really busy with other work, we have to wait for press time, then wait for folding time, then for pick-up, and most of all, for delivery. We have been doing this for almost 40 years now, so we're quite used to the process, and we try to gauge the entire process of updating and reprinting in such a way as to have the new edition in our warehouse within three months after we sell our last copy in our warehouse. This gives onward sales people (distributors and retailers) time to sell through the inventory they have in stock. It sometimes leads to situations where particular distributors run out of a certain title before we have the new edition in our warehouse. We try to minimize such situations, but if they happen, there is little we can do about it. When a title runs out of copies unexpectedly, it always creates a situation where someone orders in good faith and is disappointed not to receive a particular title. I'm sorry about this, of course, and we do our best to keep all titles in stock. It just isn't possible to do so. Next month, I'll tell you a secret about what we do to minimize disruption.

Just in case you think that we're not doing enough, six (count them!) new titles came out during November (details below). Name one other map publisher that has done as much in a short time period and does so month after month, year after year, consistently.

CURRENT PROJECTS AND OUT OF STOCK ITEMS

Alberta is almost out of copies. A new edition is being prepared for release in February, 2018.

Brasil is out of copies. We are in the process of creating a new map, no ETA.

Delhi is out of copies. We are re-formatting this title into a double-sided map of the city on one side and the surrounding region on the reverse side. This takes time, so the ETA date is not yet known.

Japan North & Hokkaido is approaching depletion; no alarms yet.

Kilimanjaro/Northern Tanzania is almost out of stock. We will be bringing out a new edition in the spring of 2018.

Kuala Lumpur is almost out of copies. We are re-working this map into a new combined title; no ETA.

Lesotho is now out of print. We are working on a new map, combining Lesotho and Swaziland into a double-sided map; Swaziland is also getting low on inventory (see below). The new map will be available in 2018.

Mongolia is almost out of copies. A new edition is at press for release in March, 2018.

Morocco is approaching depletion; no alarms yet.

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Ontario suddenly ran out of copies while we weren't looking. We're updating, but can't say when it will be back.

Patagonia/Tierra del Fuego suddenly ran out of stock. We are preparing a new edition; no ETA.

Saint Lucia is out of stock. A new edition is being prepared; expected in 2018.

Sao Paulo is out of copies. A new edition is being prepared; expected in March, 2018.

Stockholm is almost out of stock. A new double-sided map is being prepared; expected in 2018.

Surinam and French Guiana is getting low on inventory; no alarms yet, but we're monitoring sales.

Swaziland is close to depletion (27 copies). While this is not a fast-selling map, we are working on a new map, combining this very nice country with Lesotho as a double-sided map; ETA is after the current edition is sold out.

Uruguay & Montevideo is almost out of print. A new edition is being prepared; no ETA.

USA as a country map is out of stock. A new edition is at press; expected in February, 2018.

Uzbekistan is out of stock. A new, double-sided map is being prepared for release in 2018.

Warsaw is almost out of copies. A new double-sided map of the city and eastern Poland is at press; no ETA.

NEW TITLES RELEASED DURING OCTOBER

Australia East Coast Travel Reference Map 1st Ed. 2017 1:1,800,000 ISBN 9781771290128 UPC 817712901286 \$12.95cdn/us E9.50 8.95GBP – This is a brand new title for ITMB and is based on the travel reality that most visitors to Australia concentrate on Queensland and New South Wales. This double-sided map begins at Australia's northernmost point of Cape York and proceeds southward through Queensland, New South Wales, and Victoria; in essence covering the portion of the country dominated by Brisbane, Sydney, and Melbourne, all of which are included as largish inset maps. As a bonus, Tasmania is included as a large inset. The scale is generous, making the map easy to read, and while this map will not meet some expectations, 90% of all visitors to Australia concentrate all their travel within the limits of this map. Why get a map of all of Australia if you're only visiting the eastern area? **AVAILABLE**

Canada Travel Reference Map 2nd Ed. 2018 1:6,000,000, with detailed insets ISBN 9781771290142 UPC 817712901422 \$10.95cdn/us E9.50 E8.95 – This is our second stab at mapping the second largest country on earth, and we decided that a fresh approach was needed. Canada is too large to map in the same way that normalized countries can be portrayed, so we have prepared a political map of the country for this edition on one side, with each province or territory designated by a different colour and the road and rail network portrayed. Please keep in mind that Nunavut is four times larger than Europe, and that at least three provinces are each larger than all of Europe put together, and the vastness of Canada starts to sink in. Open this side and imagine spending six days and seven nights on a train just going from Toronto to Vancouver. This is a very accurate map, prepared by the Canada Map Office, and is in English and French. The other side of the page is where we have become innovative. It consists of 10 large inset maps of particularly noteworthy parts of the country for tourism. For example, the Rocky Mountains and Yukon have expanded coverage, as does Newfoundland (but not Labrador), the Toronto region, southern Saskatchewan and Manitoba, and the Ottawa to Montreal to Quebec City portion of central Canada. In other words, we portray the entire country on one side and the most important segments for tourism on the other side. The map is printed on a very durable paper, but is not waterproof. **AVAILABLE**

Edinburgh & Southern Scotland Travel Reference Map 3rd Ed. 2017 1:10,000/1:370,000 on waterproof paper ISBN 9781771292597 UPC 817712925978 \$11.95cdn/us E9.50 8.95GBP – Finally, our stock of this popular title has arrived. We released the press notice several months ago, when the first carton of 200 copies arrived, so I won't go through that description again. Unfortunately, the rest of the copies were lost in transit. No one knows how, or where they are, and it took us a couple of months to figure out that these maps were likely never to arrive – and they never have. The printer was forced to print a fresh batch, and this is what has just arrived. Due to the confusion arising from this very unusual situation, we are releasing this notice to advise everyone that Edinburgh is once again – **AVAILABLE**. Hooray!

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Kyoto and Japan West Travel Reference Map, on waterproof paper 4th Ed. 2017 ISBN 9781771294096 UPC 817712940964 \$12.95cdn/us E9.50 8.95GBP – In times where an increasing number of countries become dangerous to visit, Japan shines as a beacon of peaceful stability. This map has two focuses. Kyoto is obviously a very important city to the Japanese, due to its many temples and historic wooden houses, and this map clearly shows everything of touristic interest, including a detailed inset map of nearby Nara. This edition includes a new feature highlighting the main touristic attractions. As a point of trivia, one should count the number of railway tracks shown west of the main railway station. Even the storage lines are shown, and there are the correct number. That shows just how accurately detailed this map is! The other side is just as important. It portrays the western half of the main island of Honshu, from Nagoya to Hiroshima and is the second-most visited portion of Japan. All the motorways and towns are shown, but more importantly, all the rail line. Japan has, arguably, the world's best rail system, and a marvelous rail pass for visitors that makes travel easy. The Shinkansen fast trains whisk one from Tokyo to just about anywhere so quickly that one doesn't appreciate the technology behind such speeds. Regardless, a map concentrating on Osaka, Kyoto, Matsuyama, and points between, at a far better scale than would be possible on a map of the entire country, is an asset of value to any traveller. **AVAILABLE**

USA Pacific Coast Travel Reference Map 1:1,000,000 3rd Ed. 2017 ISBN 9781553412465 (same as currently) UPC 815534124654 \$9.95cdn/us E9.50 8.95GBP – This map, covering the populous, and popular, west coast of America, is a real winner. The map stretches from Vancouver, BC, to Tijuana, Mexico, but in practical terms is an excellent map of Washington, Oregon, and California from the Pacific Ocean eastwards to the Rocky Mountains. It notes major highways and motorways, of course, and secondary routes linking the communities together. Touristic sites are highlighted and many wilderness campsites noted. Beaches all along the coast are noted. The map has been updated, but we have retained the same ISBN and price for ease of marketing. This is an extremely popular title. **AVAILABLE**

Venice & Northern Italy Travel Reference Map 2nd Ed. 2018 1:5,000/1:850,000 on waterproof paper ISBN 9781771293624 UPC 817712936240 \$9.95cdn/us E8.95 8.95GBP – After a break of a couple of years, forced on us by having to prepare our own original artwork, we are pleased to re-introduce Venice to our line, along with an updated version of Northern Italy on the other side. Venice is one of the most-visited cities in the world, with some 20,000,000 tourists arriving annually. The reason is simple: during its era of great power, Venetians created magnificent palaces, a great cathedral, and a unique city landscape. These treasures have been preserved and are incredibly popular. Our map shows the city of no cars brilliantly, showing every street and laneway, every water taxi stop, every church, public square, bridge, theatre, and a goodly number of hotels and restaurants. In size, Venice is small, which is fortunate because walking and taking a boat are the only ways to get around. Lovely though the city is, one needs to get there and also see other parts of Italy, so we have added our map of the northern half of the country to the reverse side of the map, from Rome to the northern border. The map has been printed on waterproof paper, more for durability than climactic reasons, and the back cover includes a schematic map of the "Vaporetto" water bus routes through the city. **AVAILABLE**

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