



## **ITMB PUBLISHING LTD.**

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

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**AXIS OF EVIL MAPPING NEWSLETTER #2 OF 2018 – February – New Titles: see below for details**

### **INTRODUCTION**

The shortest month of the year is also normally the coldest, especially in Canada. This has been an unusually cold and snowy winter, but the end is in sight. Lan and I leave mid-March for our first research trip of 2018 – to central China, western Japan, and northern India. This will be an intensive travel period to a part of the world that is becoming increasingly important for the travel industry. Tourism to each country is showing growing strength, and all three offer a great deal. Perhaps we'll be able to help others in the trade with tips on how to travel affordably.

### **TRAVEL TO CHINA**

The role of travel agents has changed. Thanks to the internet, one can book one's own airfare, hotel, and rental car. This works for North America and Europe. Not many visitors choose to drive their own vehicles around China. While it is theoretically possible, signs tend to be only in Chinese, and few maps of a country as large as China would be practical for showing the detail necessary to drive oneself. However, trains, and increasingly aircraft, can transport visitors quite efficiently, so it is practical to explore China as an individual. There is another method, and this is becoming increasingly popular. Sinorama is a Chinese government travel/tour operator, and is the firm we used for a guided tour in 2017. For slightly under \$1,000cdn (approx.. \$750us), we arranged a ten-day tour of Beijing, the Great Wall, Chongqing, a cruise on the Yangtze River, and stays in Wuxi and Shanghai – including return airfare from Vancouver, all taxes, food and accommodation in top-quality hotels, and all transportation needs within China. This came to about \$100 per day each and we would have to say was good value indeed! We have arranged for a further trip to China and Japan with a different firm for March of this year.

### **STREETWISE MAPS SOLD**

A colleague has recently advised me that Streetwise Maps, an American-based publishing house producing and marketing street plans for a wide range of cities, was sold to Michelin last September and has passed through due diligence. I have not carried the Streetwise line in my retail store for a number of years, nor have I ever been a distributor for the firm, so I can't say that this sale either encourages or dismays me. Both parties obviously saw common ground and I congratulate both for taking this step. In the short term, the Streetwise maps will continue being marketed as a separate line.

### **SOME CRIMES ARE HARDLY CRIMINAL**

Every so often something untoward happens that comes to my attention. I was reading one of last week's newspapers at the Wendy's I often frequent on a Saturday and noticed an article that tickled my fancy. It seems that a woman was minding her own business, driving along a city street in Stratford (a town west of Toronto, in Ontario) recently. She was pulled over by police and charged with driving with a large parrot on her shoulder. That's right; a parrot. In Ontario, and I assume in many other jurisdictions, it is a motor vehicle offense to drive in such a way as might impede the driver in case of an emergency. It's called crowding the driver's seat. It is, for example, illegal to drive with a child on one's lap or in any way in the seat used by the driver. This makes sense. It is also illegal to have a dog or cat in the front seat unless said animal is tethered or in some way prevented from interfering with the driver. I'm sure that this all makes sense from a safe driving point of view, even though I've never seen a cat restrained in some way in a car, and have no idea how one would restrain a large, somewhat wild bird. Although the bird was sitting on the lady's shoulder quietly, it could cause the driver to become distracted if it suddenly tried to fly or bite, or dig in its claws. It is, after all, a bird, and about as manageable as your average three-year-old. Even the police spokesperson couldn't recall a similar instance of ticketing a driver for having a large live bird able to fly around a moving car, but I'm sure that stranger creatures than this have been passengers in a car! The parrot's comments were, apparently, unrecorded, and maybe that's for the best.

### **TET, THE VIETNAMESE NEW YEAR**

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Several countries celebrate the Lunar New Year as well as the calendar event at the beginning of January. Chinese New Year is the best known, of course, as ex-pat Chinese settlers are well-established in many countries, but other societies follow the lunar calendar as well. The Vietnamese version is a huge holiday within Vietnam. Tet celebrations now occur in many parts of the world. Canada has welcomed over a million Viet (it just means 'people') to join the Canadian society and enrich it with their cultural traditions. We are very aware of the growing strength of the Vietnamese community in the Vancouver area, as Hanoi Lan is a fervent activist where promoting Viet culture is concerned. Lan is the first Viet person to serve on the Board of the Vancouver Multicultural Society, and is perhaps the first Vietnamese person in Canada to be on such a Board. In addition to her many activities for ITMB, she is busy each week organizing dance performances, cultural events, and parades. This past weekend (Feb. 16<sup>th</sup>), the local Vietnamese community, including our two grandsons (7 & 3), marched in the Chinatown festival parade, which is a very big event in the city, with thousands of participants and more spectators than for a Superbowl parade. Tet is quite similar to Chinese New Year, although the Vietnamese like to emphasize the differences rather than the similarities. In American history, Tet is synonymous with the Tet Offensive during the Vietnam War (what the Viet call the American War), when the NVA (North Vietnam Army) launched a major campaign to over-run 14 cities controlled by the South simultaneously, in 1968. The word 'Tet' has thus gained two meanings in America. There are several million Vietnamese in the USA and, generally speaking, have accomplished a lot during the past forty years, as is common with immigrant groups trying to assimilate into a different culture. Tet is a happy occasion and a second chance for our family to wish you all a happy New Year!

### **THE COW THAT DIDN'T WANT TO GO**

This is a touching story that we can all relate to in our own lives. I heard on the radio today of a cow that was about to be slaughtered, decided this was not in its best interests, successfully escaped the abattoir and swam to a nearby island. It's still there, gracefully munching away, evading all attempts to capture it. Right on! Bovine freedom!

### **THE OLYMPICS**

As I write this, the 2018 Winter Olympics, which were held in South Korea, have just ended. Congratulations to Norway, whose athletes finished first in the medal count, with some amazing triumphs. Our congratulations also go out to the Canadian athletes who strived so hard and to those who won medals. This was Canada's best showing at any winter Olympic gathering, ending second in medal count. All the athletes, from all countries, who competed deserve full credit for their efforts. Nobody gets to compete in the Olympics without years of dedicated training and effort. The Paralympics begin in early March, and though these will not receive the attention they deserve, these athletes as well are the best in the world. Good luck to all of them. We're very proud of their accomplishments.

### **WORK IN PROGRESS ON CURRENT PROJECTS**

Work is well underway for a brand new ITMB title, Japan Railway Atlas, coming this spring. No ETA at the moment.

Kuala Lumpur is now out of print. We are re-developing it into a new title for release later this year.

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).

Morocco is now out of print. We are updating the artwork for release as a new edition later this year.

Ontario will be released as a newly updated edition in early May.

Swaziland is close to depletion (17 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. We will not, however, be releasing the new map until about three months after our inventory is depleted to zero. This is to enable our distributors enough time to sell through inventory that they may have on their shelves.

Uganda is out of stock until an updated revision can be completed. No ETA.

Uruguay & Montevideo will be released as a newly updated edition early in July.

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Warsaw & Eastern Poland will be released as a newly updated combined map in early August.

Yucatan Peninsula is, unfortunately, out of print during the travel season for visits to that part of the world. It is always regrettable when this happens, but we have experienced heavier demand for this title than expected, and inventory depleted very quickly. I'm afraid that it will take some time to update our mapping data and print a new edition; no ETA at the moment.

### **NEW RELEASES IN FEBRUARY, 2018**

**Calgary & Southern Alberta Travel Reference Map 1<sup>st</sup> Ed. 2018 1:10,000/1:1,000,000 ISBN 9781771291637 UPC 817712916372 \$9.95cdn/us E9.50 8.95GBP** – This is a brand new title for ITMB. Calgary is the focus of Canada's oil industry, the largest city in Alberta, and a major travel hub for international flights. It is the destination of choice for Europeans planning to travel around Western Canada. The city was founded due to the rail line being pushed westward to meet the line being constructed from Vancouver eastward, creating North America's only trans-continental rail line. The annual Stampede Rodeo held there each July is a highlight of the city's busy program. The second side of the map covers the southern half of the Province of Alberta and a bit of BC, with an excellent inset map of the town of Banff, and another of the Province's capital, Edmonton. This map would be perfect for the short-term visitor wishing to explore from the American border to the top of Jasper National Park, and from western Saskatchewan to British Columbia; excellent road coverage, and all attractions noted. **AVAILABLE**

**Laos Travel Reference Map 1<sup>st</sup> Ed. 2018 1:750,000 ISBN 9781771294379 UPC 817712943798 \$12.95cdn/us E9.50 8.95GBP** – After a number of years, ITMB is pleased to re-introduce Laos as a country map instead of as a map shared with Cambodia at a less generous scale. ITMB actually first published map of this country in 1996, so this map is the second edition of Laos for bibliographic purposes, but none of our staff except myself were around in those days, so they accidentally thought this was our first effort. Sorry about that, libraries. For those who care, the original ISBN was 0921463928 and at that time, Lan was just arriving in Canada to take charge of our cartographic production. Anyway, we're very pleased to introduce you to this new, double-sided, map at a great scale, with fantastic detail. To me, the north side is the most interesting, covering the portion of Laos from Vientiane, the capital, to the Chinese border. Detailed inset maps of Vientiane and Louang Prabang, the temple city, are included on this side, as are bits of both Thailand and Vietnam. The south portion fills the other side of the sheet, including a goodly portion of Vietnam, showing all border crossings. Much of Thailand has had to be obscured, unfortunately, to make room for the place names index, but the immediate border areas are shown, including the rail line south from Vientiane. In an interesting departure from previous ITMB maps, the back cover consists of a detailed inset map of Vientiane at 1:16,000 scale, making it easy to use in the city without having to unfold the map sheet. Laos, as a country, has an exceptionally rich history, with the exotic Plain of Jars, the enormous temples, and in its involvement in the Vietnam War. This is a country well worth a visit and now it has a map enticing everyone to visit! **AVAILABLE**

**Ontario Travel Reference Map 3<sup>rd</sup> Ed. 2018 1:1,000,000 (South)/1:1,500,000 (North) ISBN 9781771295901 UPC 817712959010 \$9.95cdn/us E9.50 8.95GBP** – This map has been printed and is on its way to us for delivery in early March. A detailed description will be included in next month's Axis newsletter.

**Patagonia & Tierra del Fuego Travel Reference Map 5<sup>th</sup> Ed. 2018 1:2,200,000/1:750,000 ISBN 9781771296137 UPC 817712961372 \$12.95cdn/us E9.50 8.95GBP** – The southern third of South America consists of a mountainous western portion, a vast grassland prairie-like expanse, and a wild southern tip – collectively known as Patagonia. Significant road improvements by both Argentina and Chile in recent years make driving much easier than was the case as recently as 2000. Side 1 covers everything from Bahia Blanca southwards, and side 2 expands the very interesting Tierra del Fuego series of islands to good advantage. Naturally, Cape Horn is included, as is an inset map of Ushuaia and another of the Falklands. Top attractions are also noted. **AVAILABLE**

**Uruguay & Montevideo Travel Reference Map 5<sup>th</sup> Ed 2018 1:800,000/1:10,000 ISBN 9781553412809 UPC 815534128096 \$12.95cdn/us E9.50 8.95GBP** – We are updating the artwork for release as a new edition later this year.

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**Warsaw & Eastern Poland Travel Reference Map 2<sup>nd</sup> Ed 2018 1:9,000/1:650,000 ISBN 9781771298995 UPC 817712989956 \$10.95cdn/us E9.50 8.95GBP – We are updating the artwork for release as a new edition later this year.**

### **NEW TITLES RELEASED IN JANUARY, 2018**

**Alberta Travel Reference Map 3<sup>rd</sup> Ed. 2018 1:1,000,000 ISBN 9781771290135 UPC 817712901354 \$9.95cdn/us E9.50 8.95GBP – AVAILABLE**

**Brasil South and East Coast Travel Reference Map 1<sup>st</sup> Ed. 2018 1:2,200,000 ISBN 9781771290876 UPC 817712908766 \$12.95cdn/us E9.50 8.95GBP - AVAILABLE**

**Eritrea – a small quantity of ITMB's separate map of Eritrea have unexpectedly been found as a result of tidying up the warehouse. Stock is very limited, but this title will not be re-done, so it is recommended that possible customers take advantage of a unique opportunity to buy a few copies while they're still available; \$12,95cdn/us or E9.50 less appropriate discounts.**

**Ireland, with Dublin and Belfast, Travel Reference Map 3<sup>rd</sup> Ed. 2018 1:550,000/1:12,500 on waterproof paper ISBN 9781771293617 UPC 817712936172 \$12.95cdn/us E9.50 8.95GBP - AVAILABLE**

**Japan West & Central Railway & Road Travel Reference Map 1<sup>st</sup> Ed. 2018 1:670,000 ISBN 9781771293860 UPC 817712938602 \$12.95cdn/us E9.50 8.95GBP – Available**

**Tel Aviv/Jaffa & Central Israel Travel Reference Map 1<sup>st</sup> Ed. 2018 on waterproof paper 1:12,000/1:220,000 ISBN 9781771297967 UPC 817712979674 \$12.95cdn/us E9.50 8.95GBP – AVAILABLE**

**USA Travel Reference Map 2<sup>nd</sup> Ed. 2018 on waterproof paper 1:3,500,000 ISBN 9781771298452 UPC 817712984524 \$9.95cdn/us E9.50 8.95GBP – AVAILABLE**

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