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Thursday, October 29, 2009, 2:35pm MDT

Santa Fe officials tout city to L.A. to promote direct flights

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Santa Fe tourism officials and others from the city trekked to southern California this week to give the City of Angels a taste of the City Different.

It's all part of promoting the new direct flights on **American Airlines** from Los Angeles International Airport to Santa Fe, starting Nov. 19.

A coalition of businesses presented a Taste of Santa Fe celebration at the Hotel Shangri-La in Santa Monica on Oct. 28 to boost interest in travel to Santa Fe and raise awareness about the city's 400th anniversary.

The Santa Fe Convention and Visitors Bureau worked with a variety of partners on the event, such as, The Downtown Merchants Association, the **Santa Fe Gallery Association, Santa Fe Arts Commission**, Santa Fe Lodgers, the New Mexico Tourism Department, Heidi Lowen Porcelain, Theater Grottesco, Juan Sidi Flamenco Theater Co., American Eagle, Downtown Day Spa, Santa Fe School of Cooking, Ski Santa Fe, Santa Fean Magazine, Town of Taos and the Taos Ski Valley.

Musician Robert Mirabal of Taos Pueblo and the film and television technicians of the International Alliance of Theatrical and Stage Employees Local 480 were also involved in the planning. IATSE donated a truck filled with supplies, and photographer Louis Laray photographed and videotaped the event for posting on the SFCVB's **Web site**.

The city showcased the region with artists demonstrations, food and cooking presentations, theater and dance performances and spa treatments. There also was a film showcase, and hotel and meeting presentations.

Keith Toler, executive director of the SFCVB, said Los Angeles is one of the city's most important leisure travel markets.

"By providing hands-on Santa Fe experiences, we think the L.A. media and the city's travel and film professionals will come away with a better idea of what Santa Fe has to offer and, in turn, result in more visitors, meetings and films coming to the city," he said in a news release.

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