

Written by Patricia Turnier
Monday, 04 March 2013 17:51



Mrs. Schultz penned about travel for many publications, such as *The Wall Street Journal*, *Every Day with Rachael Ray*, *Oprah: The O Magazine*, *Condé Nast Traveller*, *Harper's Bazaar*, *Departures*, *Travel Weekly* and *Real Simple*

. She also wrote for guides like *Frommer's* and *Berlitz*

. Patricia Schultz is a popular speaker at travel shows, museums, associations, organizations in the U.S. and abroad. In more than 25 years of travel writing, Patricia Schultz's passion and curiosity has not faded. In 2008, Patricia Schultz was chosen by *Forbes* among the 25 most influential women in travel.

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Mrs. Schultz is the authoress of the #1 New York Times bestseller of *1,000 Places to See Before You Die*. It is a 2003 travel book published by Workman. A revised edition was published in November 2011. The updated version now lists circa 1,100 places to visit. The new edition is in color. In addition, an iPad app debuted in December 2011. Noteworthily, *1,000 Places* is an avant-garde book. Since its first edition in 2003, it became possible to see the fax numbers, websites, e-mail addresses, among other information for tours, etc. Furthermore, the authoress went to 80% of the countries covered in her book. So, the information is far from being solely theoretical; it is also based on real and personal experiences. In this regard, the public really connected with that. The book covers chapters from the five continents and is well documented. This is what the media have to say about the new edition of Mrs. Schultz's book: "The world's bestselling travel book is back in a more informative, more experiential, more budget-friendly full-color edition. A #1 *New York Times* bestseller, *1,000 Places* reinvented the idea of travel book as both wish list and practical guide." The books have sold over 4 million copies in the English language market alone, with twenty-five translations available around the world. Aforementioned, Mrs. Schultz is a veteran travel journalist with 25 years of experience under her belt. She also executive-produced a Travel Channel television show based on *1,000 Places to See Before You Die*. This series started on March 29, 2007. The same year a follow-up edition of the book appeared. It was entitled *1,000 PLACES TO SEE IN THE UNITED STATES AND CANADA BEFORE YOU DIE*. Schultz also co-authored *Made in Italy* and wrote *1,000 Places to See Before You Die Traveler's Journal* among other travel books.

Here, Mrs. Schultz talks about her professional journey and her love for Ethiopia among her other passions, chiefly related to travels. Thus, the authoress will captivate the readers with descriptions of amazing images related to the world's most fascinating destinations. By Patricia Turnier, Editress-in-Chief and Legalist, LL.M (Master's degree in Law).

P.T. When did you become passionate about travelling and what was the pivotal moment which made you decide to focus your career on trips?

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P.S. I have loved to travel since ever I can remember. After finishing university (with a Junior Year spent in Spain) I worked odd jobs for several years working to make frequent trips happen. By chance, I was asked to pitch in and do an interview for an editor who was not able to make it to Key West Florida at the last minute. It was my first published article which made me realize that I could pursue a career in this field. It wasn't easy, but that was the moment of my epiphany.

I believe that some people can travel from NY to LA without registering a thing. For my part, I am able to walk around my mid-Manhattan block, come home with a carton of milk and I will have a lot of stories to share. I think that the number of miles covered is not related to the real enjoyment of discovering the beauty surrounding us.

P.T. Share with us your thoughts about the first country you visited which had a culture totally different from the Western one. In other words, narrate your first cultural shock. In addition, tell us how it made you grow on a personal and professional level.

P.S. When I was 15 years old, I was invited by a friend to visit her over summer break in her native Dominican Republic. It was my first passport and my first stamp. I was totally immersed in a culture that was exciting and exotic to me. It was a major eye-opening moment when I realized that I played a very small part in a very large world full of such remarkable places.

I think the international destination is less important than the fact that total immersion in a foreign culture at an impressionable age (15) can impact the way you view the world and its peoples in a big way. Although growing up I lived within an hour of NYC, it was still a small-city environment. In addition, my parents had never traveled overseas. Going to the Dominican Republic allowed me to experience another world that was so rich with history, culture, food and music. It definitely turned my world around. When I returned to Santo Domingo last year for the first time since then (I had been to the country's beautiful resorts and coastal destinations, but not back to the capital city) it was amazing how much I recalled the smells, impressions and memories of that visit more than 30 years ago.

Overall, my first trip to the Dominican Republic was a life-changer. I came home and continued my love affair with all things Hispanic. I taught myself Spanish, continued to learn it in college, where I also studied Spanish literature and history, then branched out into European history and culture...and beyond.

We all start our exploration of the globe somewhere, and for me it began in the Caribbean. Most think of palm trees and snorkeling, but to me Santo Domingo was my entree into the world - a kind of epiphany. It would take me many years to understand that travel - generally associated with vacation and adventure - could also become a career and my livelihood.



Castle in Gondar, Ethiopia (A Courtesy of
 ET African Journeys)

P.T. Most people do not like to think about death. What made you decide to include this notion in your book's title and what was the first reactions of your publishing company

(including their marketing team, etc.) when you came up with your title?

P.S. Everyone has always loved the title, although we knew at that time (2003) the before-you-die expression was not as commonly heard as it is now. Some may have found it alarming and unconventional, but the only thing we know for sure in this life is that we will all one day die. With one precious life, the question is: how will you live it? Moreover, will you have regrets? Few are those who do not admit the importance of travel, and the richness it brings to one's life. Therefore, I say make travel happen - and here are 1000 ideas to get you off the couch.

P.T. How did your idea to write *1000 Places* come to fruition? In addition, how long did it take you to write the first edition (in 2003) of *1,000 Places To See Before You Die* (including the research and so on)? **1**

P.S. I had been writing for guidebooks such as Frommer's, Berlitz, etc. for many years and had done a book for Workman Publishing that was called *Made in Italy* (1988). I kept in contact with those at the publisher's. In 1995, I had a round-table meeting with them and I was given the go-ahead to write the book. The publisher told me to take one year to do it, and two would be fine. It took me 8, from the time of the meeting until the book was on the shelf in 2003. It turned out to be a blessing: when September 11 happened in 2001, tourism around the world came to a halt. By 2003, people were moving again.

P.T. Share with our worldwide readers the main new information they will find in the latest edition of your bestseller *1,000 Places To See Before You Die*?

P.S. All of the original destinations were greatly rewritten, with additional information including new and more budget-friendly hotels, etc. Many entries were merged, sometimes as many as 2 or 4 into one more comprehensive piece, opening up the book for over 200 completely new entries and 28 new countries such as Lebanon, Croatia, Nicaragua and Estonia. There are now over 600 beautiful color photographs - with many more visuals to be found on our new app (for iPads only at the moment, and iTunes in the future). I find it became a completely new book. It took 5 years to complete!

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Overall, readers will find more suggestions for places to stay, restaurants to visit, festivals to attend, etc. The latest edition contains more than 50 percent new material woven into the revised and expanded entries which highlight comprehensive travel experiences without focusing on single sites.

P.T. There are many travel books on the market. What do you think attracted the most readers to your book which became an international success with 25 translations? In other words, what do you think set your book apart from the others and what is the secret of your success?

P.S. I think it is unusual that the book is written by one person, in one voice, not a team of writers that you might find writing guidebooks such as Fodors or Lonely Planet. The unexpected mix of the publicly recognized with the unknown destinations, the extravagant over-the-top experiences with those that are free or nominally priced is also alluring. I hope readers find the writing as informative and practical as it is evocative and romantic. I want to convince someone that Chiang Mai in northern Thailand is special enough to put it on their Life List, with descriptions of its history and heritage as well as the aroma of Thai specialities emanating from its famous night markets.

P.T. Many people think that you have to be rich to travel a lot. How can you demystify this?

P.S. There is a wonderful quote that goes "Travel is the only thing you can buy that makes you richer." A very modest trip can be a million-dollar experience. Much of the idea of travel centers around the availability of money and time, so give some thought to your priorities: do you need the 2nd (4th, etc.) flat-screen TV or to use your precious vacation time rearranging your closets? With careful and creative planning and the right amount of conviction, I think many of the excuses of why we think we can't travel go out the window.

P.T. There are people out there who would like to travel but they have diverse fears to be in a foreign country: they are scared of their inability to communicate with the local people, etc. What advice do you have for these people to overcome their insecurities?

P.S. Travel is all about leaving your comfort zone - and many have a very cushy zone that they

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find terrifying to leave! Much of the trepidation disappears when traveling with a companion - possibly more traveled and savvy than oneself. There is the option of traveling with a group (organized tours do not have to be expensive or impersonal). Choose destinations that are less intimidating to you - for North Americans, for ex., the UK is exotic enough to be fun and exciting. In addition, it is familiar enough to be comfortable. The same goes for the Scandinavian countries. It is almost a given that the more you travel, the more confident you become: experience enables us to travel with less fear and more resourcefulness.

P.T. Females count for some 40 percent of your nation's business travelers according to *Forbes.com*

. I believe the number could be higher. For instance, I am a big traveler and I have been surprised that older females (from different cultures including Westerners) that I met abroad were astonished to see me on a trip alone. In their minds, even if we are in the 21st century, there are still things that women cannot or shouldn't do by themselves. Do you think that there are some females who are holding themselves back and that society is an accomplice of this? If so, how can women overcome these issues?

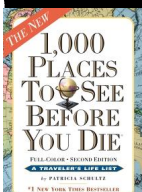
P.S. I have seen things change enormously over the years regarding both women's opportunities and the travel world in general. There is a perception that travel can be risky or dangerous if you are doing it alone. Much of the surprise that you have encountered was probably related to your youth rather than your gender. I found it rather handy to tell everyone I was meeting up with my husband in the next city where he was busy with business meetings. That seemed to keep everyone happy. There will soon be a time when such fibs won't be necessary!

P.T. [Laughs].

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The book is available on www.amazon.com, www.barnesandnoble.com, <http://www.1000beforeyoudie.com/> and <http://www.1000beforeyoudie.com/>.
It is a perfect place to find out more about the world and the places you want to visit.