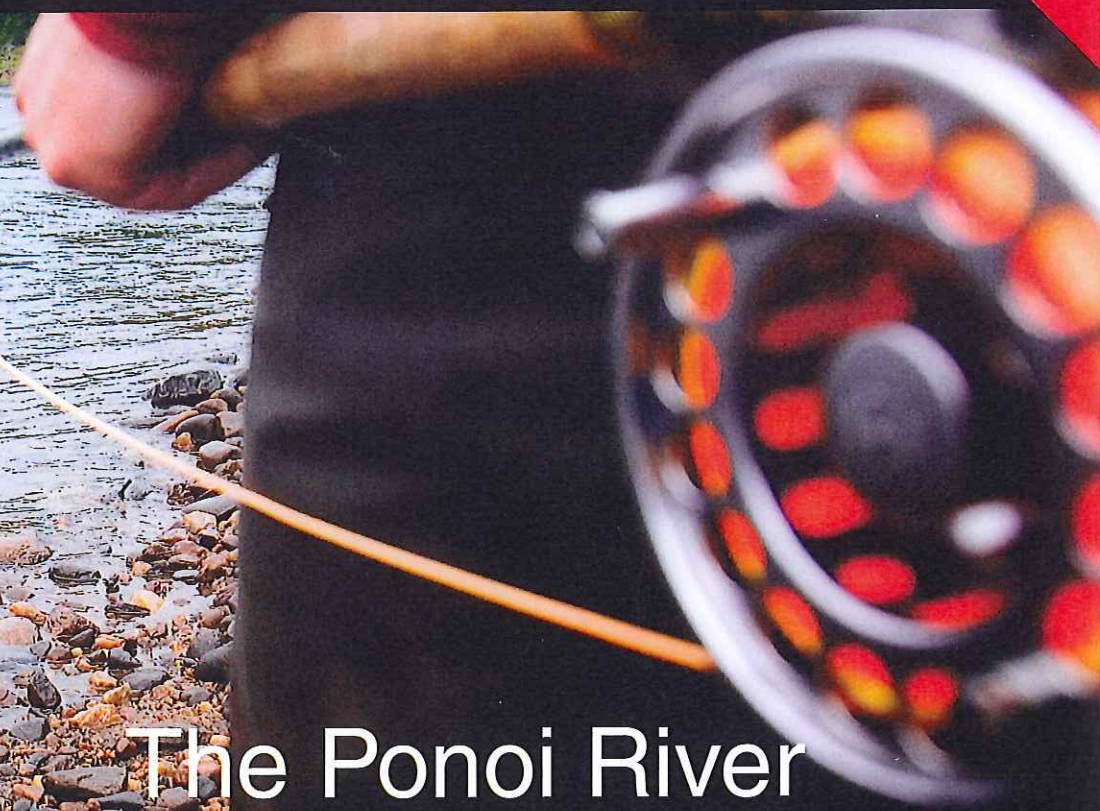


Frontiers®

PRIME
SPACE STILL
AVAILABLE FOR
2009 SEASON



The Pono River

Spring 2009 Newsletter





Why we think 2009 will be a great season

The 2008 season seems to be the turning point from the recent 'down' of the normal ups and down of Atlantic salmon cycles. The key was the upturn in numbers of fish during the summer (which broke all records) and the much-improved autumn run which was the third best since 2000. We remember clearly listening to scientist Sergei Prusov predicting vast numbers of fish as the removal of the net in 1994 took effect.

By 2002, the runs of salmon were huge and in 2003, the predictions of extreme numbers came true with that record week of over 1800 fish and autumn weeks of close to 1000 fish. Everyone went crazy but Sergei was there in the background quietly reminding us that the cycles will still occur. Sure enough, in 2004, the indicator was there and the fish-per-rod average for the season went down from 47 to 33. It went down further to 25 fish per rod for the season in 2005. But recent years it has begun to creep back up to between 32 – 38 fish per rod.

The clearest trend of all is the fact that if a good autumn is had then the spring has a better than average chance of being good. The average ratio is that the first six weeks of the next season produces 1.88 times that of the last six weeks of the previous autumn. Of course there are variables, such as the very late spring in 2008, but the trend is there and if it is right, spring 2009 will be the second best spring since 2000 and therefore the second best ever and we all know what that means for both the spring and then the autumn fishing. Will the records be broken?



Senior Advisor

2009 will be Tarquin Millington-Drake's 18th season on the Ponoï. He will oversee only the fifth manager to take on one of the most challenging jobs there is in the industry.

Most required qualities: appreciation, patience and humility.



A wide-angle photograph of two fly fishers in a river. The fisher on the left is standing on a grassy bank, holding a net. The fisher on the right is standing in the water, casting a line. The water is rippled, and there are rocks on the left bank.

Dedicated to Conservation

Maintaining the health of the Ponoï

New Manager

With the retirement of Will Casella, Matt Breuer has been selected as Ryabaga Camp Manager.

With over a decade of experience in the American West, Alaska and Argentina, where he has been the Fishing Manager at Kau Tapen Lodge for the past three years, Matt comes with high recommendations.



He already knows some of the Ponoï crew having worked with Ponoï Head Guide Max Mamaev and veteran guides Tommy Sordelli and Pelle Tronde on Rio Grande. Beside his passion for fishing, Matt is a certified professional pilot, which brings a trained eye to safety detail. In order to guarantee a smooth transition, former President of the Ponoï

River Company Tarquin Millington-Drake, together with Steve Estela will assist Matt through the training process. Tarquin will be in camp with Matt through the pre-season and the first few weeks of June. We know that Matt will be an excellent choice and popular with guests and we wish him well.



CEO

Steve Estela enters his second season with a wealth of experience from his days guiding on Ponoï and as manager of Kau Tapen Lodge in Argentina. He lives in Murmansk from February to October.

Murmansk or Camp: Camp!

Upgraded River Tents

The famous Ponoï river tents have served many purposes over the years. Their original purpose was respite from the weather with a warm stove but they equal as a staging post in case of emergency, a supply of warm dry clothes in case of wading misfortune or even an anchor loss. They have served all these purposes admirably.

More recently, as the tradition of elaborate riverside guide cuisine has grown, the river tents have become real social hives of activity, especially on cold days. They will therefore be upgraded to varying degrees with improved cooking facilities, proper wooden floors, better heating, better clothing with waders, stairs where required and even a second cooking tent to make room for more guests.

These should be ready for the start of the season.



Head Chef

After huge success last season Denis Dmitrovsky continues as Head Chef. With his experiences of cooking for Presidents and Royalty we are delighted that camp life has appealed to him so much.

Best camp season: Mushroom!



Hovercraft Update

As a result of three years of research and planning, last season the new hovercraft was introduced.

The concept was a success and guests raved about the comfort and warmth during the colder weeks of the season. The downside was that it broke down an inexcusable amount just a few weeks into the season. The request for a full return of their investment by PRC was the catalyst for the manufacturer to come to camp and completely rebuild the hovercraft and further train the mechanic team should further problems arise.

There is good reason to expect a much-improved service from the hovercraft this coming season.



Guide - Heather

From a wealth of guiding experience in the USA Heather Seitz joined the Ponoï River Co in 2008 and she has already proven to be an equal success to our first female guide.

Toughest job: The anchor!



Prime Opportunity - Salmon Academy

15 - 22 August 2009 - \$5,200 per rod

If you were not a 'born and bred' salmon fisherman and began your career attending a course of some description pounding away on the Tay or Spey in the off-season, how often did you find yourself wishing you had a real laboratory where all that casting and theory about reading the water, mending the line and 'why do salmon take', etc could be put to a real test, a test where there were real fish in real lies that will react to what you are doing and trying.

The Ponoi is the ultimate salmon laboratory. It is by no means a fish every cast but the size of the run of fish is such that you can expect a reaction to things you try and places you decide look good. You will learn from real experience and adventure on the water, fish showing at the fly, follows, boils, slow long draw takes and fast hard grabs – it all happens on the Ponoi in a week of fishing and more can be learned by being there and doing it than anywhere else. On this week, you will be supported and guided by a highly qualified team of guides plus well-known salmon and sea trout expert Steffen Jones but also have the chance to be entirely alone on the water.

This is a prime opportunity to enjoy the Ponoi. There are further opportunities. For details contact either Mark Hewetson-Brown or Steffen Jones on 01285 741 340 or at mhb@frontierstrvl.co.uk or sj@frontierstrvl.co.uk.



Senior Guide

He guides in Argentina and has done for many years. His mantra: there is more to a day's fishing than fishing. His results: top draw, every time. 4th year guide Tommy Sordelli.

Best way to relax: A maté sitting in the sun!



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www.frontierstravel.com



www.ponoirriver.com



United States Office:

P.O. Box 959

Wexford

PA 15090-0959

Toll-Free: 800-245-1950

Tel: 724-935-1577

Fax: 724-935-2930

E-Mail: info@frontierstravel.com

European Office:

Dovecot Workshops

Barnsley Park

Cirencester

GL7 5EG England

Tel: +44 (0) 1285 741340

Fax: +44 (0) 1285 741341

E-Mail: info@frontierstrvl.co.uk

www.frontierstravel.com

Our guests tell the story best:

"It really was, for me, the trip of a lifetime. I caught more salmon on the first day than I had ever caught before. The power of the fish was unbelievable and action was fast and furious - a fantastic experience!"

D.P. England

"Fantastic fishing on an amazing river. The experience is further enhanced by the great atmosphere in camp. Thank you for an excellent fishing trip. See you again next year."

D.G. Scotland

"My expectations were met and surpassed."

D.C. Ireland

"It continues to be about the total experience. Perhaps now more than on earlier trips. The people, guests and staff, the camp, the fishing, all add up to make it quite special."

W.H. Colorado, USA

"This trip was for my Grandson. The guides were great, camp accommodations were excellent, as noted on the stairs - steps to heaven. Special thanks to the Ryabaga team, great trip. Thanks again Frontiers for letting a young man get introduced to Atlantic salmon fishing."

G.T. Maine, USA

"It was an exciting, adventurous, yet extremely indulgent experience. I was treated like royalty in the middle of the Russian tundra. And the fishing was beyond all my expectations. Atlantic salmon galore! Superb!"

G.S. Oregon, USA



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Photo credits: Frontiers Staff, Matt Harris, Will Casella

Front cover: Guide Heather with a fine fresh fish.