

## EDINBURGH: Experienced Group Coordinator Convention



Gladys &amp; Hugo Saltos



Wes &amp; Betsy Ward



Debra &amp; Jim Peters, Toni Clark



### New! Group Coordinator Tools & Resources

Go Ahead's staff is your staff! We're here for you and your needs as a group coordinator. We'll provide any of the following new tools as those needs change.

- Personalized business cards for coordinators to keep on-hand. Build your network at home, work, school, at the market, on the plane, anywhere!
- Custom flyers and full-size posters, designed in full-color to promote your tour, date and contact information.
- Customized Power Point presentations for your next recruitment meeting.
- A Go Ahead PR Toolkit, full of tips on how to get publicity from your local media.
- A Recruitment Guide with our best tips in one handy booklet!
- A Go Ahead representative to your area for recruitment meetings, to meet with your group or have 1-on-1 marketing meetings with you.

Call us to get started with any of these new tools at **1-800-438-7672**

Go Ahead just wrapped up its fall convention in Edinburgh, Scotland! We gathered with our much-appreciated group coordinators to say "Thank You" for allowing Go Ahead to be your group-travel provider!

Group coordinators were not only introduced to the historically beautiful city, but also to the latest tools Go Ahead has put together to make organizing a group easier.

This spring, look for changes to the Go Ahead Groups Coordinator website that will make it easier to track your group online, add optional excursions and insurance, and contact potential travelers about your tour. You'll notice new 2008 itineraries and exciting new options for 2008 and beyond! As always, we want and value- your feedback!



The Go Ahead Tours staff!



St. Andrews, Scotland

### London Convention: March 6-10, 2008!

Join us in **London** for a long weekend designed especially for you: a first-time Go Ahead Group Coordinator. During your time in the capital city, Go Ahead staff will give you a sense of your own on-tour experience. Enjoy included meals with fellow group coordinators, see the historic city with an expert local guide and attend informative seminars geared to provide you with the tools you'll need to organize your first Go Ahead tour. To qualify, organize a group of 12 or more by December 31, 2007. For more details on how to attend the convention, please contact a Go Ahead group Tour Consultant at **1-800-438-7672**.

# HOW TO PICK YOUR PERFECT TOUR

Your tour should be as unique as your group. When selecting your Go Ahead destination, use these helpful tips to help you choose the perfect tour.

**DESTINATION** If it's a quintessential locale your group's looking for, try one of our Classic European tours. Live La Dolce Vita on The Magic of Italy, one of our most popular tours. Spend 15 days embracing the romance of Italian culture. You'll spend time in the Lake Como region, Venice, Florence, Assisi, Sorrento and Rome. Enjoy guided sightseeing tours of Florence, Assisi, Milan, Bologna and Rome. You can also opt for full- or half-day excursions, including a cruise on Lake Como and trips to the Isle of Capri, Perugia, the Roman Catacombs and Fiesole. If you're looking for an out-of-the-ordinary experience, choose a more exotic location. Get close to awe-inspiring African animals on the Kenyan Wildlife Safari. You'll fly to Kenya, where your 13-day tour includes time in the famed Masai Mara. Take three guided

game drives in Masai Mara and in Amboseli National Park, relax in Sweetwaters Tented Camp and observe exotic wildlife at the Serena Mountain Lodge. An optional extension to Tanzania is also available.

**PACE** Go Ahead has the perfectly-paced tour to match your group's desires. We'll blend your group's lifestyle with your tour's travel-style. Take a land & sea tour to enjoy a leisurely cruise as well as time spent on land. For the more active group, enjoy one of our walking tours that allow you to explore your location through extended scenic walks. Join Walking through Provence, where you'll walk through the Luberon Forest, the Sainte Baume, the French Riviera's Cap Ferrat and Lake d'Esparron. Favorite excursions include "Monaco by Night" and "Avignon Dinner and Wine Tasting." This 10-day tour is sure to give you a unique view of France.

Each tour comes rated based on criteria such as length of tour, number of cities, number of included activities as well as length of flights and land transfers. 1- is a leisurely tour; 2- is a comfortable tour; 3- is an active tour; 4- is a challenging tour. No matter your group's fancy, you'll find the right tour!

**FLEXIBILITY** This is your group's getaway. Choose from a variety of itineraries geared to keep your group busy seeing as many of the local sights as possible or those that leave ample free time to explore on your own schedule. On one of our signature city stays, you can see the world's famous cities at your own pace. Take a nine-day city stay in London where you can see the historic capital at your leisure. See London Bridge and London Tower, visit Picadilly Circus or observe the famous changing of the Queen's guard. Optional excursions are also available, including a ride on the London Eye followed by dinner. Each of our tours come with a variety of optional excursions and events to enhance your experience!



*The Magic of Italy is a 15-day favorite covering of Italy's highlights.*

Before you embark on the trip of a lifetime, here are some simple steps to plan ahead and make pre-tour preparations easy.

1. Call your Go Ahead group Tour Consultant at 1-800-438-7672.
2. Choose a tour and date with plenty of availability.
3. Confirm the price of your tour.
4. Request recruitment materials from Go Ahead.
5. Begin promoting your tour to friends, family, colleagues, community members and others.
6. Set a deadline for potential travelers to contact you.
7. Hold an informational meeting about the tour and how to reserve places on tour.
8. Encourage group members to sign up as soon as possible.
9. Track your group's status online through your personal website at [goaheadtours.com/myaccount](https://goaheadtours.com/myaccount).
10. Continue recruiting new group members until a few months prior to departure.



*Kenya Wildlife Safari is a 13-day tour through exotic lands.*

# Global Rewards

## Go Ahead's frequent traveler program

We appreciate all you do to make your tour happen. These fantastic rewards are our way of saying, "Thank you!" You're automatically enrolled in Global Rewards when you sign up to coordinate a group tour. The program is simple:

### Earn Global Rewards Points in four different ways!

1. For every full-paying traveler, you earn 1 point per day of the tour.
2. For each pre-paid optional excursion, earn 1 point for each full-paying participant.
3. For every full-paying traveler, you earn 1 point per day on pre- and post-tour extensions.
4. Earn 25 bonus points when you coordinate your first Go Ahead tour!

### Enjoy your rewards!

You can use your Global Rewards Points for a number of fabulous travel and gift rewards. One of these rewards is a **long weekend in London** at our Group Coordinator Orientation Convention! For only **250 points**, you will have the chance to spend the weekend in London with fellow group coordinators and to experience the highlights of a Go Ahead tour firsthand! Reserve a group of **12 or more travelers** on a tour by **December 31, 2007**, redeem 250 points, and you'll be on your way. Please see page 1 for more details on the convention.

### Example

You are a first-time group coordinator who brings 15 travelers on our 12-day "Venice, Florence & Rome" tour. Eight of your group members pre-purchase the optional excursion to Siena and San Gimignano. Six of them continue on the 3-day extension to Rome.

#### Global Points earned:

- Complimentary points for being a first-time Go Ahead Group Coordinator: **25**
- 1 point per traveler per day on the main tour: **15 x 12 = 180**
- 1 point per traveler per day on the extension: **6 x 3 = 18**
- Points for optional excursion enrollments: **8**

**Total points: 25 + 180 + 18 + 8 = 231**

You've earned 231 points, enough for a free round-trip domestic ticket or a DVD player. And that's on top of your free tour of Italy and a cash bonus to spend once you get there. What a way to vacation!

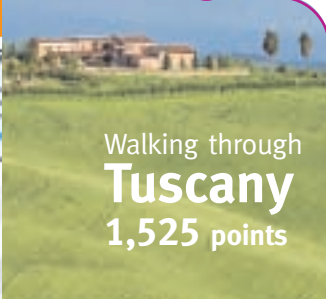
What will you use your points for?

These are a few of our favorite things!



**Alaska** cruise  
**1,825 points**

iPod  
**400 points**



Walking through  
**Tuscany**  
**1,525 points**



**Domestic**  
round-trip ticket  
**225 points**



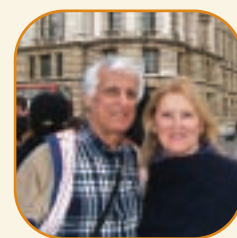
**European**  
round-trip ticket  
**495 points**



**MacBook Laptop**  
**975 points**

“

I was able to use my points for three airline tickets, so that my wife and I could bring our great-grandson to Florida for a month. ”



– Joe Cassano  
Redeemed 670 points  
for 3 round-trip airline tickets

“

I enjoyed using the points I'd earned to take my daughter on an incredible vacation to Europe. ”



– Peggy Jeans  
Redeemed 795 points  
for a European vacation for two



December 2007

# The Globetrotter

Group Coordinator Newsletter



Dear Group Coordinator,

As 2007 comes to a close, allow me to send my warmest holiday wishes to you and your family. I feel so lucky to work at a company whose mission is to break down barriers through travel and cultural exploration, and to work with group coordinators, like you, who bring this mission to your own communities.



Last month, I had the opportunity to meet a superb bunch of group coordinators at our Edinburgh Experienced Group Coordinator Convention. We shared great stories and meals and explored the regal beauty of Scotland while being enlightened and entertained by one of our fantastic tour directors, Sean McKeowen. In addition to all the fun, we had a very productive meeting in which we introduced some exciting new initiatives that we've been working on here in the office. See inside for more details.

If you're a new group coordinator, or new to Go Ahead Tours, I hope to see you March 6-10th at our London Orientation Convention! Until then, we look forward to continuing to work together and showing people the world!

Best regards,

Christy Waller  
Director of Group Sales

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Call today for details about our upcoming London Convention!  
1-800-438-7672



CUSTOMER NUMBER

**Please note:** Standard terms and conditions apply, see full catalog for more details. Further restrictions apply when booking your tour. We reserve the right to correct errors.

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